



PROJECT NOTIFICATION

Reference No.: 554

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| Date of Issue | 1 April 2025 |
| Project Code | 25-CP-48-GE-TRC-A |
| Title | Training Course on Servicification of Manufacturing Sector for Higher Productivity |
| Timing | 11 August 2025–15 August 2025 |
| Hosting Country(ies) | Philippines |
| Venue City(ies) | Manila |
| Modality | Face-to-face |
| Implementing Organization(s) | Development Academy of the Philippines |
| Participating Country(ies) | All Member Countries |
| Overseas Participants | 19 |
| Local Participants | 6 |
| Closing Date | 16 June 2025 |
| Remarks | Not Applicable |

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| Objectives | Provide knowledge, skills, and resources to embrace servicification as a strategy for driving higher productivity and competitiveness in the manufacturing sector; and gain insights and develop strategies for leveraging services to optimize manufacturing processes and unlock new growth opportunities. |
| Rationale | Servicification boosts manufacturing productivity by adding value through maintenance, customization, and after-sales support, enhancing efficiency and competitiveness. Advanced technologies further optimize production and global value chains. Aligned with the APO Vision 2025, smart transformation drives sustained productivity growth, maximizing manufacturing's economic impact in the Asia-Pacific. |
| Background | <p>With services now over 70% of global GDP and the rise of servicification, where services increasingly support production, reassessing service regulation is crucial (OECD, 2024). This shift is driven by technological advances, which are making some professions more routinized. A key aspect is the servicification of manufacturing, or servitization, where firms rely more on services for productivity. This occurs through 1) greater use of services as inputs, 2) more service-related jobs in manufacturing, and 3) bundling services with goods.</p> <p>Technology, globalization, and knowledge-based activities drive this trend, enhancing efficiency and competitiveness. In the Asia-Pacific, advanced economies like Singapore lead, while developing nations are gradually integrating services into industry. This evolving landscape calls for updated regulations to foster innovation and growth.</p> |
| Topics | Concept of servicification in manufacturing; Analysis of servicification trends; Manufacturing sustainability and resilience; Policy and regulatory considerations; and Future trends and opportunities. |
| Outcome | Participants have the knowledge and skills needed to embrace servicification as a strategy for driving higher productivity and competitiveness in the manufacturing sector in the Asia-Pacific region. |
| Qualifications | Productivity specialists, senior professionals from manufacturing industries, executives of industrial/manufacturers' associations, academics, and consultants who are responsible for promoting productivity enhancement and competitiveness in the manufacturing sector. |

Please refer to the implementation procedures circulated with this document for further details.



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Secretary-General