



PROJECT NOTIFICATION

Reference No.: 609

Date of Issue	7 May 2025
Project Code	25-IP-26-GE-WSP-A
Title	Workshop on Leadership of Service Transformation in the Lifestyle and Service Sectors
Timing	1 September 2025–4 September 2025
Hosting Country(ies)	Singapore
Venue City(ies)	Singapore
Modality	Face-to-face
Implementing Organization(s)	Singapore Productivity Centre
Participating Country(ies)	All Member Countries
Overseas Participants	19
Local Participants	6
Closing Date	30 June 2025
Remarks	Not Applicable

Objectives	Explore key leadership drivers transforming the lifestyle and service sectors to enhance competitiveness and productivity; examine disruptions impacting organizational models, operations, and workforce; and investigate long-term impacts of technology and innovation on the transformation of the lifestyle and service sectors.
Rationale	Leadership is vital to organizational transformation, driving change and enabling value creation and sustainability for better outcomes. When applied effectively, timely leadership initiatives in the lifestyle and service sectors transform operations to stay competitive, support future-ready jobs, and boost organizational productivity and innovation.
Background	<p>According to the “APO Productivity Databook”, the service sector accounts for a substantial portion of GDP in many APO members. In 2021, services constituted over 60% of GDP in economies like Japan and Singapore, and similar trends were observed in other members. This highlights the sector’s key role in driving economic growth through innovation and high-value services. These sectors face shifting consumer demands, tech changes, and rising competition, making strong leadership vital for post-COVID transformation.</p> <p>In one of the APO’s recent comprehensive studies in 2024, “Best Strategies for Ensuring SME Business Continuity in Advanced APO Economies”, almost all successful SMEs across the ROC, Japan, the ROK, and Singapore adopted agile management practices, digital transformation, and structured strategic foresight leadership, enabling them to recover and grow during the pandemic, with many even exceeding their pre-COVID-19 performance levels.</p>
Topics	Leadership for transforming lifestyle and service sectors toward competitiveness and productivity; Applying business process reengineering (BPR) and management principles in service transformation; Case studies on technology adoption for better organizational performance and customer satisfaction; Resiliency and leadership amid disruptions; and Building future-ready capabilities in the lifestyle and service sectors.
Outcome	Participants acquire knowledge on the importance of leadership, BPR, and management principles in transforming the lifestyle and service sectors; impact of emerging technologies and leadership on navigating disruptions and driving change; and examples of value-driven, productive future-ready organizations.
Qualifications	Government officials and others responsible for service-sector productivity policy, consultants or trainers from NPOs or firms, and representatives of industrial associations or enterprises involved in the service and lifestyle sectors.

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



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