

Asian Productivity Organization

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PROJECT NOTIFICATION

18 September 2009

1. **Project Code:** 09-RP-99-GE-FRM-A
2. **Title:** **APO Forum for Promoting Entrepreneurship in Asia**
3. **Duration & Timing:** Three days, 13–15 January 2010
4. **Venue:** Tokyo, Japan
5. **Implementing Organization:** Asian Productivity Organization
6. **Number of Overseas Participants:** Up to 18 qualified participants from member countries
7. **Number of Local Participants:** To be determined (TBD)
8. **Closing Date for Nominations:** **24 November 2009**
9. **Objectives:**
 - (1) To examine the concept of entrepreneurship and keys to successful entrepreneurial activities; and
 - (2) To identify the needs of young entrepreneurs wishing to start up new businesses that will promote economic development and productivity growth in Asia.

10. Background:

Entrepreneurship entails starting new businesses in response to identified opportunities. Entrepreneurial activities stimulate and revitalize national economies by embracing innovation and technology as well as creativity. Asian economies have great potential to absorb and assimilate superior technologies that can spur faster economic growth. One of the keys to achieving more rapid economic and total factor productivity growth is to shift resources into modern, capital-intensive technologies through progressive entrepreneurship and proactive learning, which in turn support high rates of return on capital and investment. Entrepreneurship, however, is often a difficult undertaking and requires individuals with an entrepreneurial spirit.

The APO has recognized the importance of providing potential entrepreneurs and business

starters from member countries with a forum to discuss the concept of entrepreneurship, various options and opportunities for entrepreneurial initiatives, and the keys to success so that they are guided and encouraged in their potential role as economic drivers. Last year, a large-scale conference on the same subject with similar objectives was organized by the APO Secretariat in Japan, and many participants provided positive feedback on that learning opportunity. Taking that feedback into account, the Secretariat decided to hold a similar forum for those aspiring to set up new businesses and play the role of individual economic drivers in the APO region.

11. Scope and Methodology:

Scope:

- Concept of entrepreneurship;
- Options and opportunities for entrepreneurial undertakings; and
- Keys to successful entrepreneurship.

Methodology:

- Presentations on entrepreneurship by successful entrepreneurs and prominent academics;
- Visits to government/public or private support agencies for entrepreneurs (TBD); and
- Discussions followed by question-and-answer sessions.

12. Qualification of participants:

- a) Age: Between 20 and 35 years;
- b) Young entrepreneurs already involved in entrepreneurial activities; and
- c) Potential young entrepreneurs who have concrete business plans for start-ups.

Proactive nominations of candidates who satisfy the above qualifications via NPOs are highly appreciated. APO requests the NPOs to advertise on the Forum in various ways to facilitate applications from potential participants as much as possible, after the issuance of this project notification. On some occasions, the APO Secretariat may advise NPOs on the nomination of specific young entrepreneurs based on their performance in previous related APO projects.

13. Financial Arrangements:

a) To be borne by the APO

- 1) All deputation costs of APO overseas resource persons.
- 2) Round-trip economy-class international airfare for all overseas participants between the nearest international airport from the place of work and Tokyo by the most direct route. All participants are encouraged to purchase discounted economy-class tickets (IATA PEX, ZONE PEX, or other applicable discount schemes). It should be noted that no additional per diem allowances will be provided due to early arrival, delayed departure, rerouting of tickets, or any other reason whatsoever.
- 3) Expenses for hotel accommodations for overseas participants for up to four days.
- 4) Per diem allowances for overseas participants at the rate to be prescribed later for up to four days.
- 5) All local implementation costs.

b) To be borne by participants or participating countries

- 1) All participants should be fully insured in Japan, regardless of any insurance coverage obtained in their own country, against:
accidental death and dismemberment for up to ¥4,000,000,
medical expenses for accident (including hospitalization) for up to ¥4,000,000,


and medical expenses for illness (including hospitalization) for up to ¥4,000,000 for the entire duration of the project. The APO will secure this insurance on behalf of the participants in the host country from the day before project commencement until the day after its completion. Each participant is requested to pay the premium, which will be deducted from the per diem allowances provided. *Neither the APO nor the implementing organization will be responsible for any eventuality arising from accident or illness.*

- 2) Any expenses incurred by participants for stopovers on the way to and from the project venue as well as for extra stay at the project venue before and/or after the official project period on account of early arrival, late departure or rerouting of air tickets, for example, due to either limited available flights or any other reason whatsoever.
- 3) Any expenses related to visa fees and airport taxes.

14. Actions by Member Countries:

Nomination of candidates

- 1) Member countries are requested to nominate appropriate qualified candidates in accordance with item 11 above.
- 2) Member countries are also requested to inform the Secretariat as soon as possible if no participants will be nominated in the forum, so that the vacancies can be allocated to other countries.
- 3) Nominations, accompanied by the candidate's biodata on the APO standard form in duplicate along with a passport-sized photograph and the Medical and Insurance Declaration/Certification Form, should reach the Secretariat **no later than 24 November 2009**. The biodata form is available on the APO Web site. Downloading information is also available from www.apo-tokyo.org. If a digital photograph is not submitted electronically, a hard-copy photograph should be sent to the APO Secretariat by postal mail, with the candidate's name and project code clearly marked on the back. NPOs are encouraged to submit their nominations in electronic form.
- 4) Every candidate must complete and submit a copy of the APO Medical and Insurance Declaration/Certification Form with his/her biodata at the time of nomination. Please note that self-declaration is sufficient for candidates without any of the health conditions or illnesses enumerated on the reverse side of the medical form. However, for all others, medical certification by a recognized physician on the reverse side of the medical form is required.
- 5) Accepted participants should be advised **NOT TO** bring family members or engage in any private business activity during the entire duration of the project.
- 6) Further, they should be requested to inform the APO promptly of their inability to participate and the reason for last-minute withdrawal.
- 7) All selected candidates are required to arrive in Tokyo one day before the start of the official project. Also, they are expected to return home upon completion of the official project because they are visiting the host country for the specific purpose of attending this APO project.


Shigeo Takenaka
Secretary-General