

Asian Productivity Organization

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PROJECT NOTIFICATION

11 January 2005

1. **Project Code** 05-AG-GE-OSM-04-B
2. **Title** Multi-country Study Mission on Business Potential for Agricultural Biotechnology Products
3. **Duration** Six days (23–28 May 2005)
4. **Venue** Republic of China
5. **Implementing Organization** China Productivity Center (CPC)
Council of Agriculture (COA), Executive Yuan
6. **Number of Participants** 19
7. **Closing Date for Nominations** 23 February 2005
8. **Objectives**
 - (a) To review the business potential of agricultural biotechnology products; and
 - (b) To suggest how private companies, especially SMEs, including the government corporate sector could actualize such potential in member countries.

9. Background

The emergence of agricultural biotechnology as a major investment area is propelling new growth of companies worldwide. Specifically, the technology is providing a means to meet increasing consumer demand for more varied and higher quality products. But at the same time, consumer concerns can affect its development and applications and heighten the uncertainty surrounding its use.

In recent years, biotechnology has resulted in dramatic changes in various fields such as medicine, agriculture, foodstuffs, chemicals, environmental protection, energy, marine technology, etc. In agriculture and the food industry, some of the more important applications have been in the production of plant seedlings, animal vaccines, biopesticides, and genetically modified (GM) organisms. In this regard, several major players in the seed, herbicide, and biotechnology complex are emerging as leading competitors. These companies developed and marketed the early biotechnology products in the grain and oil seed industries. For example, some chemical companies have vertically integrated into the seed and biotechnology industries. Some players started their businesses by applying advanced biotechnology to nonfood products such as cotton and flowers. Others applied more traditional biotechnology approaches such as cloning, brewing, and tissue culture for agricultural use. Business potential is foreseen in the production of more effective and productive plants for medicines or herbs.

The study mission is being organized to explore further the business potential of products made using the wide range of biotechnology applications available in member countries.

10. Scope and Methodology

The study mission will consist essentially of the presentation of country papers and resource papers, and field studies. In particular, the resource papers will introduce in detail the recent developments in the commercialization of agricultural biotechnology products and future directions. The field studies will involve visits to selected companies/institutions in the host country engaged in or have diversified into agricultural biotechnology products.

The tentative main topics to be covered during the study mission deliberations (paper presentations, discussions, etc.) are:

1. Recent developments/trends in the business of agriculture biotechnology products
2. Regulatory and institutional framework to stimulate the agriculture biotechnology product business
3. Marketing of agriculture biotechnology products

The tentative itinerary and program of activities of the study mission are:

<u>Date</u>	<u>Topic/Activity</u>
Sun., 22 May 2005	Arrival of participants in Taipei
Mon., 23 May	Opening program Presentation and discussion of resource papers

	Presentation of country papers by participants
Tue., 24 May	Presentation of country papers
Wed., 25 May	Presentation of country papers
Thu., 26 May	Field studies
Fri., 27 May	Field studies
Sat., 28 May	Final wrap-up activities and closing program
Sun., 29 May	Return of participants to respective countries

11. Qualifications of Participants

The participants are expected to possess the following qualifications:

- (a) Age : Preferably between 35 and 50 years.
- (b) Education : University degree or equivalent qualification from a recognized institution.
- (c) Present Position: Officials or researchers in government/government-owned corporations or the private sector or in firms involved in promoting the biotechnology business or commercialization of agricultural biotechnology products.
- (d) Experience : At least five years of public- or private-sector experience in the field of promoting biotechnology business or commercialization of agricultural biotechnology products.
- (e) Language Proficiency : All proceedings of the study mission are conducted in English and participants are frequently required to make oral and written presentations. They should be proficient in both spoken and written English. *Those who are not proficient in English need not apply.*
- (f) Health : Physically and mentally fit to attend an intensive program requiring participants to complete a number of individual and group activities and strenuous fieldwork (it is therefore recommended that member countries refrain from nominating candidates likely to suffer from physical and mental strain).
- (g) Preferred Countries: Preference will be given to candidates from the following member countries where there is a thriving business for agriculture biotechnology products: Republic of China, India, Indonesia, Islamic Republic of Iran, Republic of Korea, Malaysia, Pakistan, Philippines, Singapore, Thailand and Vietnam
- (h) Attendance : Participants must attend all six days of the study mission to qualify

for the certificate of attendance.

12. Financial Arrangements

a) To be borne by the APO:

- i) Round-trip economy-class international airfare by the most direct route between the international airport nearest to the participant's place of work and Taipei for participants *from nonprofit organizations*. As far as practicable, all participants are strongly encouraged to purchase and use discounted tickets (following IATA PEX or other applicable discount fares). Please note that the arrangements for the purchase of air tickets shall be in accordance with the "Guide on Purchases of Air tickets for APO participants," which will be sent to the selected participants and is available on the APO Web site and from the respective APO Liaison Officers in member countries.

b) To be borne by participants or participating countries:

i) *For participants from profit-making organizations only*

- 1) Round-trip international airfare between the member country and Taipei.
- 2) Participating country expenses at US\$50 per participant, payable to the APO in convertible currency.

ii) *For all participants*

- 1) Participants' insurance premiums. All participants should be fully insured against accident and illness (including hospitalization and death) for a principal sum equivalent to US\$10,000.00 for the entire duration of the project and travel, and must submit to the APO a copy of the comprehensive travel insurance certificate before participation.

Such insurance should be valid in the Republic of China. This insurance requirement is **in addition** to existing government insurance coverage in some member countries. In case any participant is unable to insure himself/herself as stipulated above, he/she should secure this insurance in the host country at the commencement of the project and pay the premium himself/herself, if necessary, from the per diem allowance 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 or late departure, for example, due to either limited available flights or any other reason whatsoever.

c) To be borne by the host country (Republic of China)

- i) Hotel accommodation and per diem allowances for participants for up to seven days at the rate to be specified later.

- ii) All local implementation costs.

13. Actions by Member Countries

Nominations

- (a) Each member country is requested to nominate two or more candidates for selection in the order of preference. Please ensure that candidates nominated meet the qualifications specified above.
- (b) Kindly note that when a candidate is nominated it does not follow that he/she is considered selected. Selection is at the discretion of the Screening Committee. A basic criterion for selection is the homogeneity of the participants in terms of qualifications and work experience. Nonselection therefore does not mean that the candidates concerned are not competent enough. Sometimes, candidates are not selected because they are overqualified for the given project.
- (c) APO Liaison Officers/NPOs are reminded to make clear in their search for the most appropriate participants that only the APO Liaison Officer/NPO in their country may send nominations to the APO Secretariat. This should eliminate the mistake of various government/public institutions making nominations directly to the APO Secretariat.

Required Documents

- (d) Each nomination should be accompanied by the documents listed below. A nomination lacking any of these documents may not be considered:
 - i) *Two copies of the candidate's bio-data on the new APO bio-data form together with passport-sized photograph. The new bio-data form was introduced from 1 July 2002 and can be downloaded from the APO Web site. Downloading information is also available from www.apo-tokyo.org. We encourage submitting the bio-data form to the APO Secretariat in electronic form as an attachment to a cover e-mail message from the APO Director, Alternate Director, or Liaison Officer. The nomination documents should be sent to the **Agriculture Department**, APO Secretariat (e-mail: agr@apo-tokyo.org, fax: 81-3-5226-3954).*
 - ii) *The **APO Medical and Insurance Declaration/Certification Form**. Every candidate must complete and submit a copy of the APO Medical and Insurance Declaration/Certification Form with his/her bio-data at the time of nomination. Please note that self-declaration is sufficient for candidates without any of 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.*
 - iii) *A **one-page abstract/summary of the country paper** that the candidate must prepare following the guidelines specified in the next section (14).*
- (e) For reasons of expediency or because of time constraints due to approaching

nomination deadlines, member countries sometimes send their candidates' bio-data forms and medical certificates by fax to the APO Secretariat. While this action is very much appreciated, member countries are requested to mail the originals of the documents to the APO Secretariat as well. They are needed for making clear and clean copies for the host country, especially with regard to the candidates' photos. If the documents are submitted electronically as mentioned in d)-i), there is no need to send the original by postal mail. If a digital photograph of a nominee is not attached to the electronic bio-data form, a hard-copy photograph should be sent to us by postal mail. Please specify the candidate's name and the project code on the reverse side of the photograph.

Nomination Deadline

- (f) Member countries are requested to abide by the ***nomination deadline of 23 February 2005***. The APO Secretariat may not consider late nominations as they have in the past resulted in considerable difficulties to the implementing organization in its preparatory work for the project.
- (g) For member countries where nominations are required to be approved by higher government authorities and hence require a longer time, the APO Liaison Officers/NPOs are urged to send in the names of nominees on or before the deadline, indicating that government approval will follow.

Others

- (h) One participant from each member country will be chosen and notified through the APO Liaison Officer/NPO. Should some candidates fail to qualify or be unable to participate after selection, or should some member countries fail to nominate any candidate, their slots may be filled by alternates from the same or another member country on a merit basis.
- (i) Member countries are requested to inform the selected participants that they are not to bring family members or to engage in any private business activities during the entire duration of the project. Further, if they become unable to attend the program, they should be requested to inform the APO promptly of their inability to participate and the reason for last-minute withdrawal through the APO Liaison Officer/NPOs in member countries.
- (j) Each selected candidate is required to arrive at the venue one day before the start of the official program. Also, all candidates are expected to return home upon completion of the official program because they are visiting the host country for the specific purpose of attending this APO program.

14. Country Paper Preparation

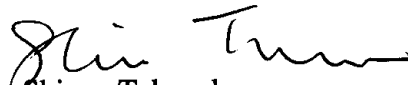
The participants are required to prepare a country paper prior to departure for the project venue for presentation at the study mission. In preparing the papers, they are expected to follow the attached "*Guidelines for Preparation of Country Papers*." A copy of the paper should reach the Agriculture Department, APO Secretariat (e-mail: agr@apo-tokyo.org, fax: 81-3-5224-3954), and the China Productivity Center (e-mail: 0092@cpc.org.tw, fax: 886-2-2698-2976) no later than **18 April 2005**.

15. Evaluation of Participants

In case the quality of the country paper submitted by the participant is not satisfactory, and in case any participant is found to lack the appropriate qualifications, these matters will be reported to the concerned APO Director.

16. Other Conditions

Other conditions for participation are given in the APO "*Guide for Participants*" which is available from the APO Liaison Officers/NPOs in member countries and on the APO homepage (URL: www.apo-tokyo.org) and will also be sent to the selected participants.


Shigeo Takenaka
Secretary-General

Attachment:

Multi-country Study Mission on Business Potential for Agricultural Biotechnology Products

Guidelines for Preparation of Country Papers

Each participant in the study mission is required to submit a **country paper**. The paper should be typewritten, single-spaced on standard A4-size bond paper, and be between 5 and 7 pages in length, excluding tables/figures. A copy of the paper should reach the APO Secretariat no later than **18 April 2005**.

The paper may be written in the personal capacity of the participant but must be substantiated and should provide an accurate account of the current situation and major problems related to the business potential for agricultural biotechnology products in his/her country. The descriptive report must be supported by adequate relevant data.

The participants are also required to prepare a **summary or abstract of their country papers not exceeding 500 words**. The summary or abstract should contain only the salient points of the country paper. The summary or abstract will be used to prepare the highlights of the study mission. The participants are strongly advised to use appropriate **audiovisual aids** (e.g., PowerPoint presentation, overhead transparencies) for the presentation of their papers. Each participant will be given **ten minutes each to present the highlights of their paper**. In this regard, a PowerPoint presentation is desirable, but backup copies in the form of overhead projector transparencies should be prepared to deal with unforeseen technical glitches with the computer.

The following topical outline is suggested as a guide. It is not meant to restrict the preparation of the country paper but rather to encourage the inclusion of other equally relevant information to render it more substantial and meaningful.

TOPICAL OUTLINE

1. Please discuss the present situation of the agriculture biotechnology product business in your country. Please highlight the specific products already on the market and the key producers/players, especially if they are SMEs, involved in the commercialization of specific agriculture biotechnology products. If relevant data are available, please also provide information on the domestic production, import, and export of these products, highlighting trends. If imports or exports are made, state the country of origin or destination.
2. Please discuss briefly the main issues affecting the commercialization of agriculture biotechnology products in your country and the emerging responses from the government, businesses/producers, and consumers. Please also mention legislative actions or regulations governing the agriculture biotechnology product business which have been put in place by the government. Policies and programs/projects initiated by the government to support the agriculture biotechnology product business may also be cited. These may include various forms of incentives such as subsidies, tax holidays, technical assistance, and marketing and infrastructure support given to entrepreneurs/investors.
3. Given the present state of the agriculture biotechnology product business, please discuss the current views in your country regarding the future prospects for the agriculture biotechnology product business. In your discussion, highlight required actions and the role of the business sector/producers and the government in expanding the agriculture biotechnology product business in your country.