

NATIONAL PRODUCTIVITY COUNCIL

Utpadakta Bhavan, 5-6 Institutional Area,
Lodi Road, New Delhi-110 003.

No.31411/04

Dated.26/03/04

**Sub: 04-IN-GE-OSM-52: Multi Country Study Mission on Venture Business
Development (5-9 July 2004, Japan)**

Dear Sir,

Enclosed please find a copy of the project notification relating to the above-referred APO programme. The names of suitable officers for participation may kindly be forwarded in triplicate on the Performa enclosed in respect of each candidate so as to reach us latest by 30th April 2004. The nominations received after the last date will not be considered.

Prospective candidates are strongly advised to submit the advance copies of their nominations in the prescribed format, to take care of the administrative delays and avoid the risk of rejection of nominations on account of late receipt.

In the care of 'not-for-profit' organization round trip economy class international travel fare by the most direct route between the international airport nearest to the participant's place of work will be borne by the Asian Productivity Organization, Tokyo. Participants from other organizations, will have to travel on their own account. Hotel charges at the venue of the programme will be met by the implementing organization for all categories of participants.

Though NPC is encouraging advance nominations to speed up the process, it is the responsibility of the candidates to complete all the official required by their organisation/department before proceeding abroad. The nomination form may be accompanied by a draft of Rs.500/- (**NON-REFUNDABLE**) drawn in favour of National Productivity Council, New Delhi (Rs.250/- for SSI Units, trade unions and NGO's) for each participant. In the absence of application fee and three copies of bio-data, the nominations will not be considered. In case of selection by APO, NPC will charge Rs.5,000/- (Rs.2,500/- for SSI Units, Trade Unions and NGO's) per participant as handling charges towards services rendered to the participants. **You may also kindly note that APO Medical Insurance, Country Paper and Photographs are not required at this stage.**

Thanking you,
Yours faithfully,

(K.V.R.RAJU)
Dy. Director (Mkt. Plog.)
for Director General

Asian Productivity Organization

Hirakawa-cho Dai-ichi Seimei Bldg. 2F Tel: (81-3)5226-3920 Fax: (81-3) 5226-3950
1-2-10, Hirakawa-cho, Chiyoda-ku E-mail: apo@apo-tokyo.org
Tokyo, 102-0093 Japan URL: www.apo-tokyo.org

PROJECT NOTIFICATION

1. Project Code : 04-IN-GE-OSM-20
2. Project Title : MULTI-COUNTRY STUDY MISSION ON
VENTURE BUSINESS DEVELOPMENT
3. Duration : 5-9 July 2004
4. Venue : Japan
5. Implementing Organization : Japan Productivity Center for Socio-Economic
Development (JPC-SED)

Address: 1-1, Shibuya 3-chome, Shibuya-ku
Tokyo 150-8307, Japan

Telephone: 81-3-3409-1135
Facsimile: 81-3-3409-5880
Web site: www.jpc.sed.or.jp
6. Number of Participants : Up to 18
7. Closing Date for Nominations : 30th April 2004

All nominations along with the completed bio-data form and medical certificate of the nominees should reach the APO Secretariat by the above date. Selection of participants will be completed immediately after this date. Participating countries are requested to inform the APO Secretariat as soon as possible in they decide not to nominate anyone for the project.

Objectives

To study the significance of venture business in the development of the national economy, determine the success factors for venture business, and observe the institutional measures and infrastructure provided by the Government of Japan for nurturing small venture business.

9. Background

The collapse of the bubble economy in Japan led to the realization that the traditional industrial structure, centered on large corporations, needed to be transformed for long-term sustainability and development. It was then that the significance of small venture businesses, and the need for them to be nurtured to provide a new engine for growth, was widely agreed upon among all policy makers, the government, and social partners. There were venture business booms several times in the past in Japan. The first was in the early 1970s, followed by the boom in the mid-1980s; the most recent one started around 1994 and has not yet abated. It is observed, however, that the number of new start-ups is not increasing nowadays. This has been due mainly to the credit crunch in financial institutions since 1997, which according to analysts substantially eroded venture capital motivation for investment.

However, there are signs everywhere that the general expectations for venture business today are not diminishing but consistently expanding. In Japan, typical sectors where venture business are clustered include wholesale/retail, information and communications, biotechnology, software development, and construction. Both central and local government are extending various institutional measures to support the start-up of small businesses and existing venture businesses, as they generate employment and income and help revitalize the local, regional, and national economies. The number of facilities and institutional mechanisms that exist in Japan today for the promotion and development of venture business is exemplary. It is for these reasons that this first Multi-country Study Mission on Venture Business Development is being organized to study the role of venture business in the development of the national economy and to determine the success factors for venture business by observing the institutional measures and infrastructure provided by the Government of Japan for nurturing small venture businesses to assist member countries in optimizing the success of venture business development.

10. Tentative Scope and Methodology

Scope

- a) Changing role of venture businesses in the development of the national economy;
- b) Political and institutional support mechanisms for nurturing small venture businesses;
- c) Factors fostering venture businesses; and
- d) Exploring the possibilities of partnership development.

Methodology

Study visits, lectures, presentations of country papers, and extensive observational study visits.

11. Requirements for Candidates

- (a) Age : Preferably between 35 and 45 years.
- (b) Education : University degree or equivalent qualifications from a recognized institution.
- (c) Present Position : Government officials responsible for venture business development; SME consultants; venture capitalists; and venture business owners.
- (d) Experience : At least five years of experience in a related field.
- (e) Language Proficiency : Proficiency in written and spoken English is essential.
- (f) Health : Physically and mentally fit to attend an intensive program entailing strenuous travel and several plant/field visits.

(It is therefore recommended that participating countries refrain from nominating candidates who are likely to suffer from physical and mental strain.)

12. Financial Arrangements

- (a) To be borne by the APO

For participants from non-profit-making organizations only

- i) Round-trip economy-class international travel fare by the most direct route between the international airport nearest to the participant's place of work and Tokyo, Japan. 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 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.

- ii) Daily subsistence allowance at a rate of 5,250 yen for up to six participants for up to six days to cover meals and other incidental expenses.

- (b) To be borne by participants or participating countries

- i) For participants from **profit-motoring hospitalizations only**
i.1 Round-trip international between the member country and Tokyo, Japan

i.2 Participating Country Expenses at US\$50.00 per participant, payable to the APO in convertible currency.

ii) For all participants

ii.1 Participants must be fully insured in Japan, regardless of any insurance coverage obtained in their own country, against accident and illness (including hospitalization) for – accidental death and dismemberment up to 4,000,000 yen, –medical expenses for accident up to 4,000,000 yen, and –medical expenses for illness up to 4,000,000 yen 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 project completion. Each participant must pay the premium himself/herself from the per diem allowances provided. Neither the APO nor the implementing organization will be responsible for any eventuality arising from accident or illness.

ii.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-Japan

- (i) Accommodations (including tax and service charges) at the hotel to be designated by the JPC-SED and per diem allowance at the rate of 5,250 yen to cover meals and other incidental expenses for up to 16 participants for six days.
- (ii) All implementing costs in Japan

13. Actions by Member Countries

- a) Each member country is requested to nominate three or more candidates for selection. Please ensure that candidates nominated meet the qualification specified above.
- b) We will not accept any form of self-nomination. All nominations must be endorsed and submitted by an APO Director, Alternate Director Liaison Officer, or their designated officer.
- c) Kindly note that nomination does not necessarily guarantee that a candidate will be selected. Selection is at the discretion of the Screening

Committee of the APO Secretariat. 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. Sometimes candidates are not selected because they are overqualified.

- d) Each nomination should be accompanied by the documents listed below. A nomination lacking any of these documents may 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.
- ii) 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 for this particular project 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.
- 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 certification forms by fax to the APO. While this action is very much appreciated, member countries are requested to mail the originals of the documents to the APO as well. They are needed for making clear and clean copies available 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 candidates name and the project code on the reverse side of the photograph.
- f) Member countries are requested to abide by the nomination deadline of 16 April 2004. The APO may not consider late nominations as they have in the past resulted in considerable difficulties to implementing organization in its preparatory work for the project.

- g) Under normal circumstances, candidates who are selected after the initial screening will be informed of their acceptance at least four weeks prior to commencement of the project.
- h) Member countries are requested to inform candidates that, once selected, 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 should become unable to take part, the NPOs concerned are requested to inform the APO and the host country promptly of their reason for withdrawal.
- i) Each selected candidate is required to arrive in Tokyo one day before the start of the official program. Also, he/she is expected to return home upon completion of the official program because he/she is visiting the host country for the specific purpose of attending this APO program.

14. Pre-project Preparation

Each selected candidate is required to prepare a country background paper following the guidelines to be provided later.

15. Guide for Participants

Other conditions for participation are given in the APO “Guide for Participants” which is available on the APO Web site and from the APO Liaison Officers/NPOs in member countries.

TAKASHI TAJIMA
Secretary-General

NATIONAL PRODUCTIVITY COUNCIL

NAME OF THE PROJECT

Particulars of person recommended for participation

- 1) a) Name of Organization
 Making recommendations
- b) Whether the organization
 Profit making or non-profit making
- 2) Name
- 3) Address: Office
 (Tel./Fax No.)

Permanent Home Address

- 4)
 - a) Age/Date of Birth
 - b) Place of Birth
 - c) Whether belongs to Scheduled Caste/
Scheduled Tribe/Minority Interest/
Backward Area, if so, please specify
- 5) Educational Attainments
(Indicate percentage of marks obtained)
- 6) Membership of as professional body
- 7) Are you a member of any Local Productivity
Council (LPC), If so, give details
- 8) Practical Training
- 9) Employment
(Detailed particulars)
- 10) Present job duties
(Limit to 3 major duties)
- 11) Title of present position
- 12) Special Skill and Specialisation
- 13) Publication
- 14) Travel abroad
 - a)

Country	Duration	Year	Purpose
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 - b) Whether you have already
Gone abroad under any NPC
Programme. If so please specify
- 15) Any other relevant information

Signature of Applicant

CERTIFICATE FROM EMPLOYER

No.

Date: _____

We have gone through the terms and conditions of the APO Project No. _____
And shall by these terms in case nominee is finally selected for the project.

Authority

Signature of the sponsoring