



International Workshop on "Value Added Agriculture" (18 to 22 November 2019)

OVERVIEW:

National Productivity Organization (NPO), Ministry of Industries & Production in collaboration with Asian Productivity Organization (APO), Japan announces five days international workshop on "Value Added Agriculture", from 18 to 22 November 2019 at Islamabad.

DESIGNED FOR:

Managers, Professionals and Officers of Agriculture Sector. Senior Government Officers, representatives of farmer's/producers associations or agribusiness enterprise associations, senior consultants who are involved in the development of Value Added Agriculture and agrifood value chains and academicians.

OBJECTIVES:

- To review recent developments and emerging global trends in value added agriculture (VAA)
- To assess policies and programs as well as new technologies and successful models of value addition to agricultural commodities for making efficient use of raw materials
- To identify key challenges in promoting VAA in member countries and possible solutions as well as formulate strategic action plans for the dissemination and adoption of successful VAA models.
- To contribute to increasing farm business productivity, profitability and competitiveness while promoting inclusive growth in member countries.

COURSE CONTENTS:

- Key concepts in VAA.
- Recent developments and global trends.
- Challenges and opportunities.
- Production processes for value added agrifood products.
- Manufacturing processes for value added agrifood products.
- Packaging, labeling and branding for value added agrifood products.
- Marketing strategies for value addition.
- Keys to success in VAA.

LEARNING METHODS

- In house session
- Themed presentations
- Sharing of country experiences
- Individual exercises
- Group exercises
- Field Visit
- Action plans by individual participants

**Limited seats for
Pakistani
Participants**

Apply by 21 October 2019

Participation Fee: PKR 15,000/- Only

(Includes Course Material, Lunch, two Teas, Site Visit and Certificate will be issued by APO-Japan)

No TA/DA will be admissible

Timing: 09:00 AM – 05:00 PM

Venue: Islamabad

For Registration please contact:

1. Mr. M. Sohaib, 0332-5490277
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LEARN WITH

INTERNATIONAL RESOUE PERSONS AND PARTICIPANTS

- Resource Persons from Malaysia, Sri Lanka, Bangladesh and Pakistan.
- 18 Participants from different countries.

National Productivity Organization
Ministry of Industries & Production, Government of Pakistan