



International e-Learning Program on “Smart Service and Technology for the Hospitality Industry” (08-11 December, 2020)

Overview:

National Productivity Organization, Ministry of Industries & Production in collaboration with Asian Productivity Organization (APO), Japan is intended to organize International program on “**Smart Service and Technology for the Hospitality Industry**”.

Scope:

Learning about smart services and technologies in the hospitality industry which can be effective in responding to the Industry 4.0 phenomenon.

Objectives:

- To familiarize participants with the latest smart service models and technologies and their impact on the hospitality industry;
- To disseminate the latest knowledge of advanced smart service, technologies, and future trends for accelerated productivity growth and competitiveness in the hospitality industry, including subsectors such as travel, attractions, food and beverages (F&B), exhibitions, etc.; and
- To formulate action plans for digital transformation in the hospitality and lifestyle industries in member countries.

Qualification of participants:

Owners, Managers, Consultants, Government Officials/Policy makers, Professionals with relevant backgrounds and experience.

Experience & Education

- At least three years of experience.
- University degree or equivalent qualification.

Participating Countries

- Pakistan
- India
- Sri Lanka
- Fiji
- ROC
- Vietnam
- Philippine
- Vietnam
- IR Iran
- Indonesia
- Singapore
- Thailand

Application Deadline October 26, 2020

(Limited seats are available)

Time: 11:00AM to 02:00PM

Investment: PKR 5,000/- Only

Attraction : (Course Material and International Certificate by APO, Japan)

International Resource Person



For Registration Please Contact

Mr. Zia ur Rehman (0332-5171079)

Email: zianpo80@gmail.com zia@npo.gov.pk

Mr. Hammad Altaf (0333-5044973)

Email: hammad@npo.gov.pk, hammad950@yahoo.com

Methodology

The program will consist of online interactive lectures, case studies, Q&A sessions and discussions.

**National Productivity Organization
Ministry of Industries & Production
Government of Pakistan
National Productivity Organization,
11th Floor, Shaheed-e-Millat Secretariat
F-6/1, Islamabad**