



## PROJECT NOTIFICATION

Reference No.: 634

<b>Date of Issue</b>	17 June 2025
<b>Project Code</b>	25-IP-25-GE-WSP-A
<b>Title</b>	Workshop on Promoting Productivity through Digitalization
<b>Timing</b>	6 October 2025–9 October 2025
<b>Hosting Country(ies)</b>	Pakistan
<b>Venue City(ies)</b>	Islamabad
<b>Modality</b>	Face-to-face
<b>Implementing Organization(s)</b>	National Productivity Organization, Pakistan
<b>Participating Country(ies)</b>	All Member Countries
<b>Overseas Participants</b>	19
<b>Local Participants</b>	6
<b>Closing Date</b>	6 August 2025
<b>Remarks</b>	Not Applicable

<b>Objectives</b>	Introduce the concept and significance of digitalization in enhancing productivity; show how digital tools and technologies, including AI, can be leveraged to improve productivity and efficiency within organizations; and share best practices for planning and implementing digital initiatives.
<b>Rationale</b>	While digitalization offers many advantages, it also poses challenges, including disparities in cybersecurity and environmental sustainability. In addressing these challenges, governments must develop supportive infrastructure, promote education reform, and establish regulatory frameworks. This workshop will discuss the impact of digitalization on productivity.
<b>Background</b>	<p>By streamlining operations, enabling data-driven decisions, and fostering innovation, digital tools directly enhance efficiency and output. According to the UNCTAD E-commerce and Digital Economy Programme: Year in Review 2023, digitalization plays a critical role in economic inclusion and competitiveness, particularly in developing countries. The OECD Digital Economy Outlook 2024 highlights how smart transformation has become essential for productivity gains across industries. However, many organizations are still struggling to unlock these benefits due to capability gaps and lack of strategic alignment.</p> <p>In 2025, the APO decided to promote AI to raise productivity. This workshop will equip participants with practical knowledge and tools, including AI, to plan, implement, and sustain digital transformation initiatives leading to tangible productivity improvements.</p>
<b>Topics</b>	Introduction to digitalization and productivity; Policies and strategies for digital transformation and organizational change; Emerging digital technologies, AI, and their impact; and Case studies and best practices of digital transformation in various sectors.
<b>Outcome</b>	Participants will gain practical skills to plan and implement digital transformation initiatives, understand key technologies and frameworks, and be equipped to foster a productivity-focused digital culture in their organizations.
<b>Qualifications</b>	Government officials involved in productivity and digital policy, consultants or trainers from NPOs, enterprise leaders, and representatives of business associations engaged in digital adoption and organizational transformation efforts.

Please refer to the implementation procedures circulated with this document for further details.



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