



PROJECT NOTIFICATION

Reference No.: 407

Date of Issue	10 June 2024
Project Code	24-CL-32-GE-CON-A
Title	Conference on Productivity Gainsharing for Rural Development
Timing	2 October 2024–3 October 2024
Hosting Country(ies)	Lao PDR
Venue City(ies)	Vientiane
Modality	Face-to-face
Implementing Organization(s)	Lao National Productivity Organization
Participating Country(ies)	All Member Countries
Overseas Participants	100
Local Participants	30
Closing Date	2 August 2024
Remarks	Not Applicable

Objectives	Understand productivity gainsharing policies, frameworks, and models; learn about innovative gainsharing approaches for rural development; and share effective gainsharing practices in the context of rural development focusing on fair sharing among stakeholders.
Rationale	Revitalizing rural areas is an urgent issue among APO member economies. Productivity gainsharing under the APO Vision 2025 has been implemented in various contexts to enhance collaboration and ensure that the benefits of productivity improvement are equitably distributed. Disseminating and applying these models in rural development contribute to more inclusive, sustainable socioeconomic growth in APO members.
Background	<p>Rural areas face unique challenges such as limited access to markets, education, and decent jobs, resulting in a continuous influx of populations into cities and aging rural communities. The Future of Asian & Pacific Cities Report 2023 issued by UN ECSAP and Habitat listed issues of rapid urbanization such as social inequality, food security, environmental degradation, and climate change. Rural development is thus critical for balanced socioeconomic growth in the Asia-Pacific region.</p> <p>The APO promotes gainsharing to equitably share the results of productivity improvement. Gainsharing among rural stakeholders may reduce urban migration by generating agribusiness income in rural areas.</p> <p>This conference will examine challenges and opportunities in implementing gainsharing models to foster sustainable rural development, showcasing best practices and examining key factors in gainsharing models in rural settings.</p>
Topics	Productivity gainsharing models for rural development; Rural development challenges and opportunities; Technologies and innovations in rural productivity; Policy and regulatory frameworks; and Best practices and key success factors.
Outcome	Participants understand productivity gainsharing concepts, policies, frameworks, models, and applications in rural development and can assist rural development stakeholders in formulating customized strategies.
Qualifications	Policymakers; leaders of farmers' associations, cooperatives, agribusinesses, and nonprofit organizations working on rural development; and rural entrepreneurs, local government officials, and researchers.

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



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