



## PROJECT NOTIFICATION

Reference No.: 313

<b>Date of Issue</b>	14 February 2024
<b>Project Code</b>	24-IP-25-GE-WSP-A
<b>Title</b>	Workshop on Innovative Transformation for Lifestyle and Service Sectors
<b>Timing</b>	23 April 2024–25 April 2024
<b>Hosting Country(ies)</b>	Singapore
<b>Venue City(ies)</b>	Not Applicable
<b>Modality</b>	Online
<b>Implementing Organization(s)</b>	Singapore Productivity Centre and APO Secretariat
<b>Participating Country(ies)</b>	All Member Countries
<b>Overseas Participants</b>	38
<b>Local Participants</b>	12
<b>Closing Date</b>	5 April 2024
<b>Remarks</b>	Not Applicable

<b>Objectives</b>	Understand innovative transformation and its multifaceted components for productivity improvement; examine the impact of innovative transformation in the lifestyle and service sectors; highlight successful case studies of innovative transformation in the lifestyle and service sectors; and explore innovative strategies to enhance productivity in those sectors.
<b>Rationale</b>	The APO Vision 2025 highlights the importance of smart transformation and its implications for service-sector productivity. As the lifestyle and service sectors are important contributors to the economies of all APO members, this workshop will help enterprises in these sectors understand and leverage digital technologies.
<b>Background</b>	<p>The COVID-19 pandemic caused significant changes in the lifestyle and service sectors, including remote work, social distancing, and altered business hours. These trends will likely persist postpandemic. It has thus become imperative for the sectors to elevate both managerial and employee skills, reimagine business models, and boost productivity, particularly through the integration and adoption of digital technologies.</p> <p>The introduction of innovative digital transformation strategies presents opportunities for the lifestyle and service sectors. These technologies not only enhance customer engagement and streamline operations but also facilitate the development of novel products and the expansion of market reach. In a fast-paced, fiercely competitive business landscape, embracing digital transformation is not merely a choice but a necessity for sustained growth and success in the dynamic lifestyle and service sectors.</p>
<b>Topics</b>	Applications of digital technologies in the lifestyle and service sectors; Addressing sustainability; Major innovations in production, delivery, marketing, and sales; and Good practices of leveraging innovations and technologies in the lifestyle and service sectors.
<b>Outcome</b>	Digital technologies integrated in the lifestyle and service sectors, sustainability initiatives introduced, innovations in key processes and best practices for leveraging technologies adopted, improved strategic planning and productivity, and enhanced business models through digital transformation.
<b>Qualifications</b>	Government officials in charge of service-sector productivity policy, consultants or trainers from NPOs or firms, and representatives of industrial associations or enterprises providing productivity consultancy and training for the service/lifestyle sector.

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



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