

附錄一、研習會議程

Title: Workshop for Women on Productivity Tools and Techniques for Micro and Small Agrifood-processing Businesses (Kuala Lumpur, Malaysia ; 16-20 November 2015)

Timing	Activity	Speaker / Organizer
Day 0: Sunday November 15 2015 - Arrival of participants in Kuala Lumpur, Malaysia		
Pacific Express Hotel Jalan Hang Kasturi, 50050 Kuala Lumpur Tel: (03) 2022 3829 / Fax: (03) 2022 3826 http://www.pacific-express.com.my/		
Day 1: Monday 16 November 2015		
08:30 – 09:00	Registration (Play APO DVD in repeat mode)	Malaysia Productivity Corporation (MPC)
09:00 – 09:45	Opening session <ul style="list-style-type: none"> ➤ Welcome remarks by the APO Secretary-General Mari Amano ➤ Welcome message by the MPC representative ➤ Opening message by the chief guest ➤ Self-Introduction of participants and resource persons ➤ Group photograph 	Malaysia Productivity Corporation (MPC)
09:45 – 10:00	Tea/coffee break	
10:00 – 10:30	Introduction to APO and its activities, and program orientation	Dr. Shaikh Tanveer Hossain, Program Officer, APO
10:30 – 12:00	Presentation 1. Emerging opportunities and challenges for women entrepreneurs in Asia and trends in women's participation in rural enterprise development	Ms. ChayaaNanjappa, Founder, Nectar Fresh, India
12:00 – 12:30	Discussions	
12:30 – 13:30	Lunch break	
13:30 – 14:30	Presentation 2. Kaizen approach for productivity improvement in micro and small enterprises	Ms. Niña Maria B. Estudillo, APO Certified Productivity Practitioner, Philippines
14:30 – 15:00	Discussions	
15:00 – 15:30	Tea/coffee break	
15:30 – 17:00	Presentation 3. Basic tools and techniques for productivity improvement in the context of micro and small enterprises-agri food processing business sector: 5S (scope, straighten, shine, standardize, and sustain)	Ms. Niña Estudillo
16:30 – 17:00	Discussions and wrap-up	
19:00 – 21:00	Welcome dinner to be hosted by the Asian Productivity Organization at the Ginger Thai Cuisine, central Market, KL	Local Organizers
Day 2: Tuesday 17 November 2015		
08:30 - 09:00	Recapitulation of important knowledge gained from Day 1	By Participant Volunteer
09:00 – 09:45	Presentation 4. Planning and starting micro and small agrifood-processing enterprises: key steps and considerations (issues, challenges, and strategies)	Ms. ChayaaNanjappa
09:45 – 10:00	Discussions	

10:00 – 11:00	Presentation 5. Food safety and quality management tools for micro and small agrifood-processing enterprises	Ms. Darunee Edwards President, Food Science and Technology Association of Thailand
11:00 – 11:15	Tea/coffee break	
11:15 – 12:15	Presentation 6. Success Models of Micro and small Agri-food women businesses	Mdm. Rohani Borhan, General Manager, SHRF Food Industries SdnBhd, Malaysia
12:15 – 12:30	Discussions	
12:30 – 13:30	Lunch break	
13:30 – 15:00	Presentation 7. Training as Applicable to Women's Capacity Development in Rural Communities o Training need assessment (tools and techniques) o Designing basic training modules	Ms. Niña Estudillo
15:00 – 15:15	Discussions	
15:15 – 15:30	Tea/coffee break	
15:10 – 15:40	Briefing on country paper presentation sessions	Organizers
Session 1: Micro and small Agri-food women businesses in Asia		
15:40 – 15:50	Bangladesh	Participants
15:50 – 16:00	Cambodia	
16:00 – 16:10	Republic of China	
16:10 – 16:20	Fiji	
16:20 – 16:30	India	
16:30 – 17:00	Discussions	
Day 3: Wednesday 18 November 2015		
Session 2: Micro and small Agri-food women businesses in Asia		
08:30 – 09:00	Recapitulation of important knowledge gained from Day 2	By Participant Volunteer
09:00 – 09:10	Indonesia	Participants
09:10 – 09:20	Islamic Republic of Iran	
09:20 – 09:30	Lao PDR	
09:30 – 09:40	Malaysia	
09:40 – 09:50	Nepal	
09:50 – 10:00	Pakistan	
10:00 – 10:20	Discussions	
10:20 – 10:30	Tea/coffee break	
10:30 – 10:40	Philippines	Participants
10:40 – 10:50	Sri Lanka	
10:50 – 11:00	Thailand	
11:00 – 11:10	Vietnam	
11:10 – 11:30	Discussions	
11:30 – 12:30	Presentation 8: Food Product Development system and Food Innovation Concept	Ms. Darunee Edwards
12:30 – 13:30	Lunch break	
13:30 – 15:00	Presentation 09: Success Models of Micro and small Agri-food women businesses	Ms. Darunee Edwards
15:00 – 15:15	Tea/coffee break	
15:15 – 16:45	Presentation 10: Success Models of Micro and small Agri-food women businesses	Ms. Chayaa Nanjappa
16:45 – 17:00	Briefing on Field Visits	

Day 4: Thursday 19 November 2015		
AM	Field Visits in Noraini Cookies Worldwide SdnBhd(a women-led Agri-food processing company)website: http://www.norainis.com.my	Local organizer
12:30 – 13:30	Lunch break	
13:30 – 14:00	Briefing on Group Breakout Sessions	Resource Persons
14:30 – 15:30	Group Breakout Sessions (hands-on experience on how women can make a difference in making higher productivity in Agri-food processing sector)	
15:30 – 15:45	Tea/coffee break	
15:45– 17:00	Group Breakout Sessions (hands-on experience on how women can make a difference in making higher productivity in Agri-food processing sector)	
Day 5: Friday 20 November 2015		
09:30 – 10:30	Presentations of Group Breakout Sessions (hands-on experience on how women can make a difference in making higher productivity in Agri-food processing sector)	Resource Persons
10:30 – 10:45	Tea/coffee break	
10:45 – 11:30	Presentation by groups	
11:30 – 12:30	Panel Discussion: All resource persons will be the panel members	Resource Persons
12:30-13:30	Lunch break	
13:30 – 14:30	Formulation of action plans for follow-up by individual participants after the project completion	Facilitated by the Workshop Secretariat
14:30 – 15:30	Program evaluation by participants, resource persons, and implementing organization	
15:30 – 16:00	Closing session	
Day 0: Saturday 21 November 2015 (Departure of participants)		

附錄二、照片



全體參與人員合照。



上課情形



上課情形



課程討論情形



我國進行國情報告



本次研習我國與斐濟、伊朗同獲主辦單位肯定。



實地參訪 Noraini Cookies Worldwide Sdn. Bhd. 情形。



中華民國學員代表廖珮如專員(圖左)、湯敏琦助理技術員(圖右)與 Noraini 女士(圖中)合影。



分組討論報告



獲頒結業證書

THE TIAN MAMA'S BUSINESS PROGRAM EMPOWERS RURAL WOMEN IN TAIWAN

Tang, Min-Chi & Liao, Pei-Ju



Workshop for Women on Productivity Tools and Techniques for Micro and Small Agrifood-processing Business

-Republic of China

OUTLINE

- **The Programs to Promote Rural Women's Economic and Social Status**
- **The feature of Tian-Mama's cuisine**
- **The Case Sharing of 'Tian Mama's MILE HIGH CAFÉ'**
- **Conclusion**



Workshop for Women on Productivity Tools and Techniques for Micro and Small Agrifood-processing Business

-Republic of China

The Programs to Promote Rural Women's Economic and Social Status

- Rural women play an important role in the countryside.
- The government sponsored the Farmers' Association to organize the rural women into home economics clubs .
- There're totally 2,722 home economic clubs, and 74,994 members .



- There're totally 208 Tian-Mama's cuisine units
- That have created 1,870 local job opportunities for rural women and earned 213 million USD in the past 13 years.

<https://www.youtube.com/watch?v=7did0QQUbjk>



Workshop for Women on Productivity Tools and Techniques for Micro and Small Agrifood-processing Business

-Republic of China

The Case Sharing of 'Tian Mama's MILE HIGH CAFÉ'



Miaoli county in Taiwan



The Case Sharing of 'Tian Mama's MILE HIGH CAFÉ'



Workshop for Women on Productivity Tools and Techniques for Micro and Small Agrifood-processing Business
-Republic of China

The Case Sharing of 'Tian Mama's MILE HIGH CAFÉ'



restaurant



bed and breakfasts



camping



sightseeing orchard



Workshop for Women on Productivity Tools and Techniques for Micro and Small Agrifood-processing Business
-Republic of China

The Case Sharing of 'Tian Mama's MILE HIGH CAFÉ'



strawberry



ginger



Strawberry smoothie & juice



ginger handmade cookie



pear



plum



ginger related dishes



Workshop for Women on Productivity Tools and Techniques for Micro and Small Agrifood-processing Business
-Republic of China

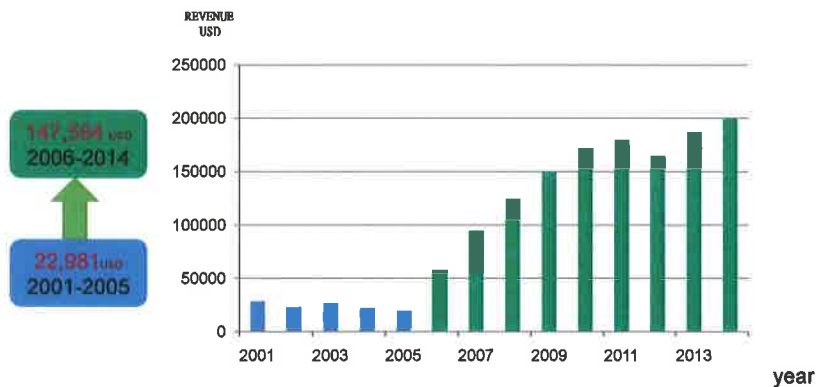
The Case Sharing of 'Tian Mama's MILE HIGH CAFÉ'



Workshop for Women on Productivity Tools and Techniques for Micro and Small Agrifood-processing Business

-Republic of China

The Case Sharing of 'Tian Mama's MILE HIGH CAFÉ'



Workshop for Women on Productivity Tools and Techniques for Micro and Small Agrifood-processing Business

-Republic of China



Thanks for
your attention.



Workshop for Women on Productivity Tools and Techniques for Micro and Small Agrifood-processing Business

-Republic of China

Workshop for Women on Productivity Tools and Techniques for Micro and Small Agrifood-processing Business

The Tian Mama's Business Program Empowers Rural Women in Taiwan

Participant : R.O.C-Tang, Min Chi

Liao, Pei Ju

Summary

Due to the economic ability of rural women and farmers' quality of life are closely related, the government sponsored the Farmers' Association to organize the rural women into home economics clubs. Some of the clubs have developed 'Tian-Mama's cuisine'. Using local food materials, with traditional skills to innovate fashion and healthy cuisine. So far, there're totally 208 Tian-Mama's cuisine units that have created 1,870 local job opportunities for rural women and earned 213 million USD over the past 13 years. Mrs. Peng is one of the success venture rural women in the Tian-Mama's cuisine.

The content of this report is Mrs. Peng's successful experiences of rural women entrepreneurs that develop a series of agri-food by using local seasonal products.

The Programs to Promote Rural Women's Economic and Social Status

Rural women play an important role in the countryside. For example, Farm working, household management, family revenue. The government sponsored the Farmers' Association to organize the rural women into home economics clubs. The club members receive training courses to shorten their knowledge gap, enhance their working ability and extend their social network etc. So far, there're totally 2,722 home economic clubs, and 74,994 members. Some of the clubs have developed 'Tian-Mama's(Country Mother) cuisine' successfully.

The feature of Tian-Mama's cuisine

By using local food materials with traditional skills, they invent fashion and healthy cuisine. –i.e. Low fat, low sugar, low salt and high fiber content. So far, there're totally 208 Tian-Mama's cuisine units that have created 1,870 local job opportunities for rural women and earned 213 million USD in the past 13 years. MILE HIGH CAFÉ is one of the success stories in the group of Tian-Mama's cuisine.

The Case Sharing of 'Tian Mama's MILE HIGH CAFÉ'

Tian Mama's MILE HIGH CAFÉ is located on the top of mountain in Miaoli county in Taiwan. It was named by a flight officer who described that the scenery right in front of the shop is as like from inside the cockpit scene before landing.

The owner of Tian Mama's MILE HIGH CAFÉ, Mrs. Peng, and her husband inherited her father's land in 1983. At first, they grew fruit to make a living. However, they couldn't make enough profit after wards. She has joined 'Tian-Mama's cuisine and took part in related training programs to upgrade the skill of cooking and business management since 2005. Tian Mama's MILE HIGH CAFÉ transform to leisure farm in 2010, and it expanded business projects include a restaurant, camping, bed and breakfasts, sightseeing orchard, and other DIY etc. Mrs. Peng is selected to the Top 10 Farmers of 2011 by Council of Agriculture, Executive Yuan, R.O.C.

In the restaurant part, she insisted on using local seasonal produce like strawberry, pear, ginger and plum to develop a series of food and cases of processed agricultural products, Ex. Strawberry smoothie, plum juice, ginger handmade cookie and ginger related dishes. Especially ginger, is a popular crop in Taiwan. She use natural ginger in the cookies, processing products and related dishes and no adding any chemical fragrances. In order to increase professional knowledge, the members join some agricultural authorities handled plant management and Tian-Mama's management and food safety courses. Adapt to the internet era, they also set up dedicated pages "<http://ginger.emmm.tw>" and blog to market the enterprise.

Mrs. Peng and her all family have joined the business Tian-Mama’s MILE HIGH CAFÉ, and also employ local rural women and rural youth to increase community development. The younger son is responsible for cooking dishes and three daughters are responsible for restaurant services, accounting, purchase of raw materials. His husband is responsible for all work in the farm, and growing high quality products is his greatest mission. The maximum power to support her efforts is the intention of the family investment business.

On the financial side, they earned 22,981 USD average per year from their orchard during 2001-2005. Running ‘Tian-Mama’s MILE HIGH CAFÉ’, helped their income increase dramatically to 147,584 USD average per year during 2006-2014. It is 6.4times of the revenue previously. Mrs. Peng and her family work very hard in developing new cuisine, in offering high quality service. She hoped that enterprise can be inherited to her children in the future, and she can try to do public service for local and social.

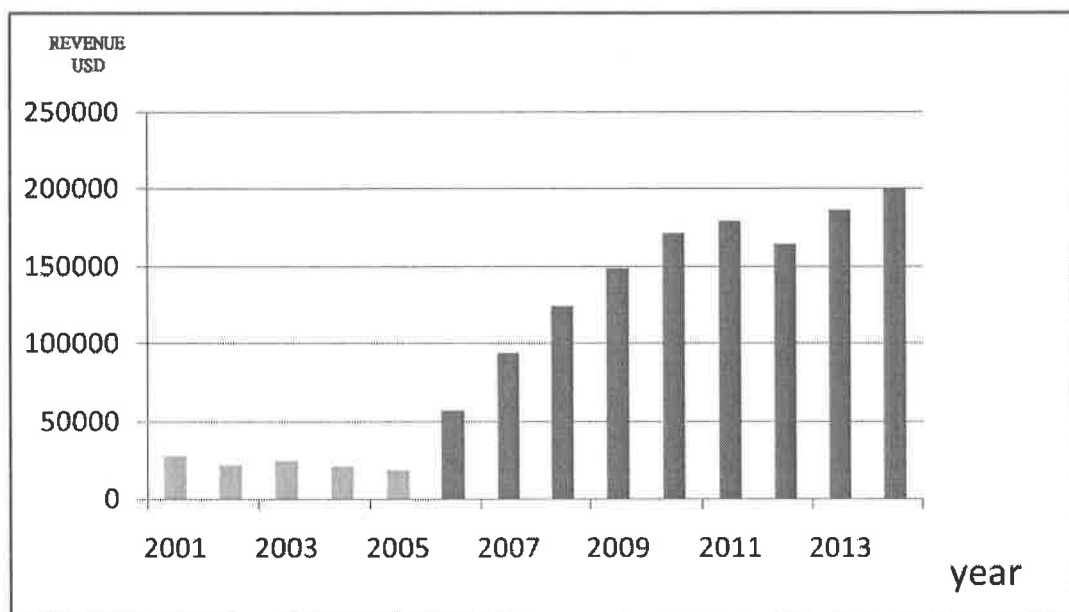


Table 1. Revenue during 2001-2014 in the Tian-Mama’s MILE HIGH CAFÉ.

The fruitful results of the Tian Mama's program is improving the livelihood of farm families and creating local job opportunities and strengthening the ability of business management, promoting the economic and social status of rural women. All they have to do is to join it.