



PROJECT NOTIFICATION

Reference No.: 643

Date of Issue	26 June 2025
Project Code	25-CL-09-GE-WSP-B
Title	Workshop on Best Practices of Service Design in SMEs
Timing	14 October 2025–17 October 2025
Hosting Country(ies)	Singapore
Venue City(ies)	Singapore
Modality	Face-to-face
Implementing Organization(s)	Singapore Productivity Centre
Participating Country(ies)	Republic of China, Fiji, India, Nepal, Pakistan, the Philippines, Singapore, Sri Lanka, Thailand, and Turkiye
Overseas Participants	18
Local Participants	6
Closing Date	20 August 2025
Remarks	The thematic focus of the workshop has been refined in consultation with the host country to better align with the latest priorities, adjusting the scope from the one mentioned in the APO Revised Budget for 2025 (final).

Objectives	Identify trends in the service sector and evolving demand for service innovation; develop an understanding of service design methodologies and practices; and share good practices of service design and innovation from SMEs.
Rationale	The APO Vision 2025 highlights the importance of smart transformation and innovation to create value and enhance productivity. Acknowledging the changes brought about by digital technologies, trends in servicification, and their implications for service innovation, this workshop will contribute to APO members' support for service providers to enhance their capabilities to innovate and enhance service quality and productivity.
Background	Service design is a multidisciplinary approach to create sustainable, optimal experiences for both customers and service providers. It involves planning and organizing people, infrastructure, communication, and material components to improve service quality and interactions among stakeholders. By adapting solutions to suit users' needs in specific contexts, service design can establish effective practices for higher customer satisfaction, productivity, and business continuity. It is especially crucial for SMEs with limited resources. According to the APO Databook 2024, members selected for this workshop have high service-sector contributions to GDP. Singapore is a pioneer in business innovation and has initiated a number of supportive efforts to encourage entrepreneurship, reskilling, upskilling, and job redesign. This workshop will provide references for service innovation, design thinking, and good practices from the host to other members.
Topics	Trends in services and the role of technologies; Service design tools and methodologies; Good practices of service design and implications for productivity, organizational change, and innovation; and Workforce upskilling for service innovation.
Outcome	Productivity in the service sector is enhanced; more design thinking and innovation in services are facilitated; and best practices of service design are replicated by participating members.
Qualifications	Representatives of SMEs and associations, preferably from the service sector; consultants and productivity practitioners with experience in service-sector management; and government officials and policy researchers involved in enhancing service-sector productivity.

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



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