



Workshop to discuss importance of adjusting to change

Grow PNG Ltd is organizing a Digital Awareness Workshop to be held on September 24 in Lae to create awareness about the importance of adjusting to changes to continue to stay engaged with customers and stakeholders.

The workshop's objective is to review the changing landscape, identify key challenges and build an appreciation with stakeholders about what adjustments are necessary in personal, society and business conduct.

Topics

The workshop would be discussing topics such as;

1. Key changes in the operating environment
2. Impact of covid 19 in typical work-place settings generally and specifically in agriculture
3. Technologies which are now on the market that address these emerging challenges such as zoom, webex meeting etc;
4. Implications of not adjusting to these changes
5. Advantages and disadvantages of Digital Events
6. Examples of digital networking practices in stakeholder consultations, market access and digital payment that benefited farmers.

Target Audience

Agriculture stakeholders such as farmers, agribusinesses, financial institutions, supply chain, ICT practitioners, online communicators, those who could benefit from future electronic changes in management practices and any individuals or organisations who are interested in determining what the future business practices under covid 19 would look like.

A representative from Grow Asia will also provide insight into the organisations digital learning program.

Covid-19 Safety Protocol

Grow PNG is committed to hosting the Digital Awareness Workshop within the covid-19 health and safety measures. Participants will have access to hand sanitizers, face masks and practice social distancing.

Grow PNG Executive Director Ivan Pomaleu (OBE) said the operating environment is changing whether in communication or in the way business is done.

"Grow PNG's work is built around engaging with stakeholders regularly. When the program was designed one year ago, that engagement was expected to be in person.

"In most cases, even though there may be some instances when meetings will become phone meetings, rather than face to face meetings, this mode of interaction with stakeholders is under challenge, "Mr Pomaleu said.

Corvid 19 has brought about new impositions on face to face meetings. Social distancing and sanitation behaviours require minimizing person to person contacts in a business environment. But work must continue, and interactions must be managed in such a way as to be compliant with the changes.

Mr Pomaleu said the stakeholders particularly farmers and landowners need to be aware of those changes, and what it means to them.

“We need to appreciate the gaps and seek to close it. An intervention need not be even about technology. It should be about workplace practices and the advantage of being part of the adjustments to these new practices early.

“We need to just step back and talk about work adjustments that we must take. Ultimately, we perceive that encouraging and understanding of how business practices will evolve under a new normal is the first step in embracing new ways of doing things. This should translate into more interest and commitment to adopting new ways of doing things using internet-based conferencing technologies such as zoom, webex and go to meeting.”

With the help of new digital ways of working, it is still possible to hold a meeting or workshop. Many workshops and meetings can be redesigned. It all starts with an entry point and a good way to begin is to focus on the potential and positive effects of connecting and collaborating in a digital environment.

Grow PNG’s mandate is to build stakeholder partnerships in and around agriculture and to utilise agribusinesses development to address growth in agriculture and farmer livelihoods and welfare.

An important part of its work is to improve knowledge and information in agriculture, whether it is in technology, farming practices or business management through learning events such as the Digital Awareness Workshop.

Grow PNG Ltd is a not-for-profit company established in 2019 in Lae. It is a subsidiary of Grow Asia Partnership Ltd, an entity supported by the World Economic Forum (WEF), Association for South East Asian Nations (ASEAN) and Australian Department of Foreign Affairs and Trade (DFAT). Its mandate is to build stakeholder partnerships in and around agriculture and to utilise agribusinesses development to address growth in agriculture and farmer livelihoods and welfare.

CONTACT

Ivan Pomaleu (OBE)

Executive Director

Grow PNG Ltd

Email: ivan@growpng.org

Website: www.growpng.org

Find us on Facebook & LinkedIn

Communications and PR

info@growpng.org

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