

Strategic Plan for the Asia and Pacific Seed Association

Executive Summary

In 2008, the Asia and Pacific Seed Association (APSA) conducted a comprehensive review of the spectrum of issues relative to the association's state of affairs. This initiative, to be formalized as a strategic plan with a dynamic implementation process, will guide the future direction of the association. APSA's strategic plan will also seek to systematically optimize and leverage its finances, resources, structure, operations, programs, and services to maximize the value and benefit of the association for its members. Moreover, APSA seeks to position itself to more effectively respond to member needs relative to regional seed trade in an evolving regional and global commercial environment.

As APSA moves forward with its strategic plan, the need for the association's leadership and members to work together, look forward with clarity and one vision, and plan accordingly is critically important. With active member participation, input, and action at all levels, APSA will be able to adeptly provide leadership and support to assist in the development of seed sectors throughout the region. As APSA will conduct periodic reviews and evaluations of its strategic plan to identify and implement priority initiatives that are aligned with its mission, vision, objectives and goals, broad member involvement will be essential to the successful design and management of appropriate strategies, programs, and interventions.

Effective coordination and communication among APSA's Special Interest Groups (SIGs) and Standing Committees (SCs) will be one of the most important components in this process. The association will look to its SIGs and SCs for leadership in project planning, budgeting, efficient project management, and innovative ideas to leverage resources.

APSA is a resourceful, professional, and well-positioned private organization that will continue to assist seed sectors in the Asia and Pacific region. APSA remains committed to the goal of agricultural sustainability and making significant contribution to seed and agricultural sector development throughout the region. APSA seeks further integration into regional seed and agricultural development initiatives and expanded program partnerships with public and private organizations serving and/or operating in the region.