



**Asia-Pacific
Economic Cooperation**

2015/SMEWG40/037

Agenda Item: 15

Independent Assessment of the SMEWG

Purpose: Information

Submitted by: APEC Secretariat (On Behalf of Consultant)



APEC
PHILIPPINES
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**40th Small and Medium Enterprises Working Group
Meeting
Atlanta, United States
10-11 June 2015**

INDEPENDENT ASSESSMENT OF THE SMALL AND MEDIUM SIZED ENTERPRISES WORKING GROUP (SMEWG)



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PURPOSE OF PRESENTATION

- ▶ Inform Review is taking place
- ▶ Present some initial thinking
- ▶ Seek your help

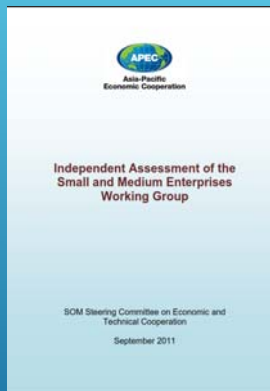


WHAT DOES THE 2015 REVIEW COVER?

- Last one done in 2011
- This review covers 2011 to 2014

Four areas:

- Outputs Alignment with APEC priorities
- Projects Alignment with APEC priorities
- SMEWG Operations
- Cooperation



HOW IS THE REVIEW BEING DONE?

- Analysis of secondary material
- Observation at the 40th SMEWG Meeting
- Interviews with key informants
- Three different surveys

SMEWG Delegate's Survey 2015/6

Background: Development Director (DD) for small enterprises of APEC for carry out an independent assessment of APEC's Small and Medium Enterprise Working Group (SMEWG). A part of the review work your role is evaluating the SMEWG.

Project: To the target, identify, use and evaluate back for SMEWG performance reports for the future.

Location: APEC Secretariat Room, 12th floor, Singapore.

Duration: 17 June - 17 August 2015

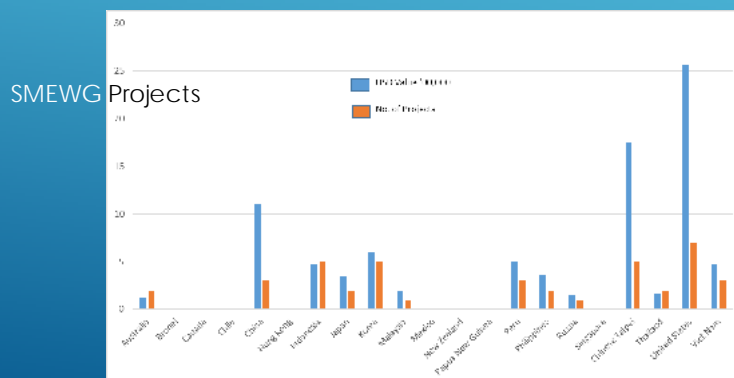
Deliverables: Review report.

Looking back over the last four years (2011 to 2014) and using a scale from 1 to 5, with 1 being the lowest and 5 the highest score, how well has the SMEWG performed in regards to the following?

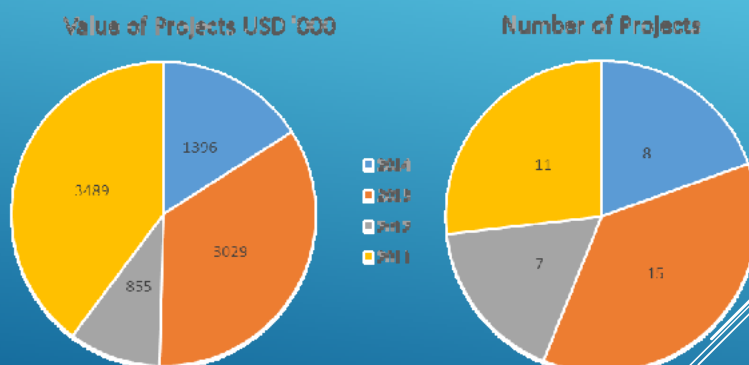
Area	SMEWG performed in regards to	Score of 1-5
21	SMEWG supporting APEC goal of sustainable economic growth and prosperity for the Asia-Pacific region	Circle score
22	APEC's Trade Policy	Circle score
	22-1 Supporting APEC's agenda of Trade and Investment Liberalisation	Circle score
	22-2 Supporting APEC's agenda of Business Facilitation	Circle score
23	23-1 Supporting APEC's agenda of Economic and Technical Cooperation (ETC)	Circle score
	SMEWG's role in facilitating trade and investment between small and medium enterprises and business institutions, e.g. Biggest Bank (BBK), APEC Chamber of Commerce (ACC), and other business and financial institutions	Circle score
24	SMEWG's role in	Circle score
	24-1 Promoting trade and investment	Circle score
25	25-1 Promoting trade and investment	Circle score
	25-2 Promoting trade and investment	Circle score
26	26-1 Promoting trade and investment	Circle score
	26-2 Promoting trade and investment	Circle score
27	27-1 Promoting trade and investment	Circle score
	27-2 Promoting trade and investment	Circle score
28	28-1 Promoting trade and investment	Circle score
	28-2 Promoting trade and investment	Circle score
29	29-1 Promoting trade and investment	Circle score
	29-2 Promoting trade and investment	Circle score
30	30-1 Promoting trade and investment	Circle score
	30-2 Promoting trade and investment	Circle score
31	31-1 Promoting trade and investment	Circle score
	31-2 Promoting trade and investment	Circle score

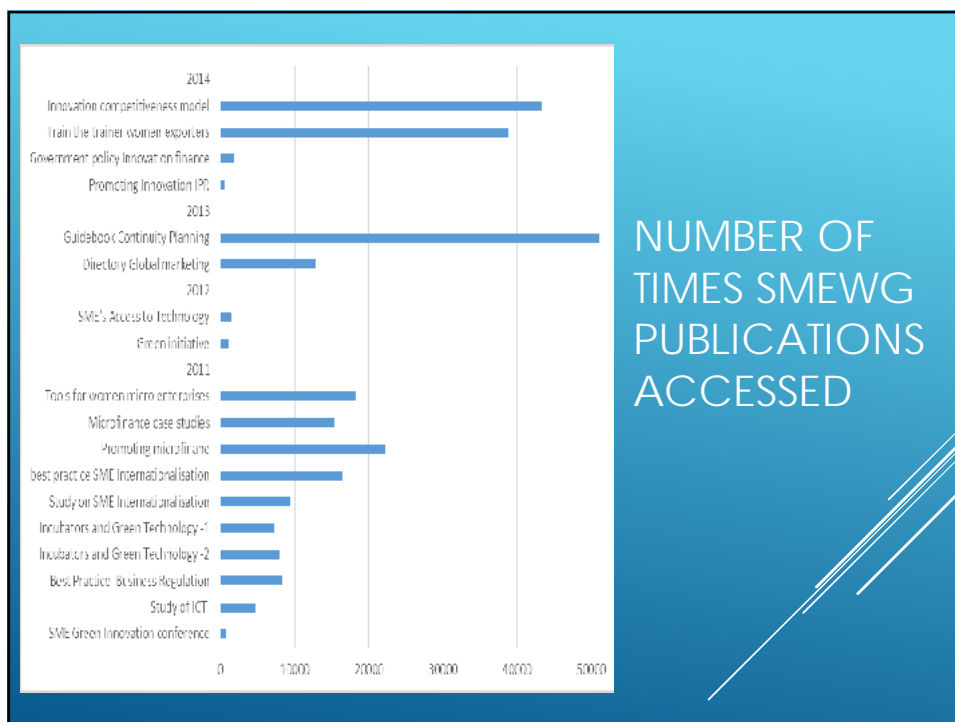
SOME INITIAL DATA 2011 - 2014

- ▶ 41 SMEWG projects - USD value 8.77 million
- ▶ 18 publications - accessed total of 262,669 times
- ▶ 59 Separate events held



PROJECTS COMPARED BY YEAR





STRATEGIC ALIGNMENT & TYPES OF PROJECTS

BASED ON PROJECT PROPOSALS

APEC 3 Pillars	No. of Projects
Trade & Investment Lib	0
Business Facilitation	7
Eco. & Tech. Coop. (ECOTECH)	34

SMEWG Strategic Plan 2013 - 2016	
Building management capacity, Entrepreneurship & innovation	
Start-ups etc.	11
Innovation	6
Green growth	6
Business resilience	1
Financing	
Awareness	3
Strengthen Access	0
Business Env., Market Access & internationalization	
Transparency etc.	5
Internationalization	9

Other Fora involved	
As shown in project proposal	2

Type of Project	
Workshop, forum etc.	30
Study, Database	7
Training Program	3
Reform programs	1

EVALUATION OF PROJECT COMPLETION REPORTS

SMEWG Project's Completed	Objectives	Outputs	Outcomes
Report clearly described achievements	8	10	1
Report was ambiguous about what was achieved	13	9	8
Report did not make it clear what was achieved	5	7	17
Total No. of Projects	26		

No.	SMEWG performed in regards to:	Average
1	SMEWG supporting APEC goal of sustainable economic growth and prosperity in the Asia-Pacific region	7.3
	APEC's three pillars:	
	a) Supporting APEC's agenda of Trade and Investment Liberalization	8.0
	b) Supporting APEC's agenda of Business Facilitation	7.5
	c) Supporting APEC's agenda of Economic and Technical Cooperation (ECOTECH)	7.4
2	SMEWG contributing to Leaders and Ministerial objectives (as set out in Leaders and Minister's statements, e.g. Bogor Goals (1994), APEC Leaders Growth Strategy (2010) and AMM statements and Sectoral Ministerial statements)	8.3
3	SMEWG Projects:	8.2
	a) Project selection aligning with APEC Priorities	7.5
	b) Project activities aligning with APEC Priorities	7.5
	c) Projects making a noticeable contribution to APEC's goals (as described in question 1 above)	8.0
4	Implementation of SMEWG strategic plan 2013-2016	7.8
5	Effective operations of the SMEWG forum	7.0
6	Cooperation with other APEC fora	7.2
7	Cooperation with APEC Business Advisory Council	6.8
8	Cooperation with the private sector (SMEs, business associations etc.)	6.2
9	Cooperation with civil society	6.2
10	Cooperation with other international organisations (UN, EU etc.)	7.3
11	Considering gender in accordance with directions outlined by the Policy Partnership on Women and the Economy	7.3

DELEGATES SURVEY RESULTS

159 SURVEYED
11 RETURNED

DELEGATES SURVEY COMMENTS

Focus around similar themes:

- ✓ Greater cooperation with:
 - Private sector involvement
 - Other APEC Fora
 - Other multi-lateral organisations

- ✓ Better evaluation of impact of workshops / projects



PROJECT SURVEY RESULTS

1014 SURVEYED
60 RETURNED

No.	How well did the SMEWG Project perform in regards to:	Average
1	How relevant was the Project for:	
	a) Small & Medium Enterprises (SMEs) in your economy	7.9
	b) Supporting trade and investment liberalisation	7.1
	c) Supporting business facilitation	7.3
2	How useful was the Project for networking	7.8
3	How well was the Project organised in terms of:	
	a) Relevant event and/or speakers	8.1
	b) Efficient management of event(s)	8.3
	c) Producing and making available final outputs	8.0
4	To what extent were gender issues considered in the design or implementation of the project	7.2
5	How useful was the Project for you personally	8.3
6	How useful was the Project for your organisation	7.8
7	How often (if at all) have you recommended the outputs from the Project to others	6.8

- ✓ Improve workshops:
 - ▶ More participatory / interactive
 - ▶ Make material available
 - ▶ Use streaming



- ✓ Improve networking / communication
 - ▶ Greater use of internet / web
 - ▶ Increase network between SMEs and with resources

PROJECT SURVEY COMMENTS

WHERE TO FROM HERE? NEED YOUR HELP

- ▶ Interview SMEWG Delegates during the 40th SMEWG Meeting
- ▶ Do the survey and email to me
- ▶ Email me with your views

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