



**Asia-Pacific
Economic Cooperation**

2015/SMEWG40/039
Agenda Item: 16.2

**Progress Report on APEC Start Ups Conference III
2014 - Globalization Thinking to Make Global
Business**

Purpose: Information
Submitted by: Peru



APEC
PHILIPPINES
2 0 1 5

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



40th Meeting of the APEC SMEWG
Progress Report on APEC SMEWG Projects of Each Priority Areas
under APEC SMEWG Strategic Plan 2013-2016:

**“APEC Start Ups Conference III 2014-
 Globalization thinking to make global business”**

June 11, 2015
Atlanta- Georgia



“APEC Start Ups Conference III 2014- Globalization thinking to make global business”

Start-ups are playing an important role as part of the sustainable growth of APEC economies.

A key factor for start-ups to accelerate its growth is that entrepreneurs develop global thinking.

However, the local market is not enough to accelerate businesses.

Start ups needs other factors such as raising funding, building networking with other start-ups; and getting good business ecosystem,

This project seeks to consolidate and expand the start-up culture and interaction between APEC economies, improving the ecosystem for start-ups.



2

“APEC Start Ups Conference III 2014- Globalization thinking to make global business”

Objectives:

- Becoming an important node of the Start-up Ecosystem in this APEC region, with annual meetings for entrepreneurs, start-ups, SMEs, business incubators, mentors, investors and policy makers.
- Encouraging Start-ups, SMEs and entrepreneurs to develop global thinking so they may expand their market to the entire APEC region.
- Facilitating information and contact about diverse global contests or Start-up programs that give funds to Start-ups. In the world, there are funds to start-ups, in some cases these contest of big technological companies, and in other cases are government programs (seed capital and business incubation) to promote start-ups and SMEs. . The Start-ups in the early stages need funds to grow; and the access to funds is very difficult to them.



3

“APEC Start Ups Conference III 2014- Globalization thinking to make global business”

Tuesday October 28

Timeline	Sessions	Program
OPENING SESSION		
08:30 - 09:00	Registration	
09:00 - 09:15	Opening remarks	Mr. PIERO GHEZZI , Minister of Production – Peru
SESSION 1		
KEYNOTE SPEECH: START-UPS WITH GLOBAL THINKING		
09:15 – 10:40	<ul style="list-style-type: none"> • Jeff Hoffman, Priceline, ColorJar • Rina Neoh, Co Founder, Managing Partner at Fix Point Pte Ltd 	
10:40 – 11:00	Q&A	
11:00 – 11:15	Coffee break	
11:15 – 12:45	<ul style="list-style-type: none"> • Bernard Moon, Cofunder SparkLabs Ventures • Justine Liu Yung Pei, Enjeweled Co., Ltd 	
12:45 – 13:00	Q&A	
13:00 – 14:15	Lunch	
SESSION 2		
BUSINESS INCUBATORS SHARE EXPERIENCE		
15:00 – 16:15	Visit to two Peruvian business incubators , sharing and discuss on experiences to incubate and accelerate business in early stages. Participants: Delegates, entrepreneurs and Start-APEC, mentors and investors. Incubator: Wayra	
16:15 – 16:30	Coffee break	
16:30 – 17:45	Continue visit to business incubators Sharing and discuss on experiences between Start-ups, mentors and delegates. Incubator: Starscamp	
19:30 – 20:45	Networking Dinner	



4

“APEC Start Ups Conference III 2014- Globalization thinking to make global business”

Wednesday October 29

Timeline	Sessions
OPENING SESSION	
08:30 - 09:00	Registration
09:00 - 09:10	Opening remarks Ms. SANDRA DOIG , Vice minister of MSE and Industry – Ministry of Production - Peru
SESSION 1	
START-UP: THE RIDERS OF GLOBAL BUSINESSES Presentations of cases Start-up and SME from APEC economies.	
09:10 – 10:20	Presentation of Start-up/SME from APEC economies members (07 Start-ups) <ul style="list-style-type: none"> Mr. Eko Susatio, CEO, MetaVision Studio, Bandung Techno Park – Indonesia. Ms. Claire Venice Canilao (Sales and Marketing Manager) Prime of Asia Handicraft – Philippines. Mr. Amadeus Malca, Inclass Inc. Perú Mr. Miguel Enriquez, Digiscend, Perú
10:20 – 10:40	Q&A
10:40 – 11:00	Coffee Break
11:00 – 12:20	<ul style="list-style-type: none"> Mr. Tan Nhat Huong Co. Ltd. Viet Nam Mr. Sergio León, Gresmex, S.A. (Mexico) César Gálvez, Touch Entertainment SAC (Perú) Mario Gil, Bederr - powered by Dipoo (Perú)
12:00 – 12:30	Q&A
12:30 – 14:20	Lunch
SESSION 2	
PROGRAMS AND GLOBAL CONTESTS TO FUND START-UPS	
14:30 – 15:30	<ul style="list-style-type: none"> Ms. Chatham Poldul, Director, Thailand Tech Start-up Association. Mr. Iván Ornelas, National Institute for the Entrepreneur, México. Ms. Ana Sofía Valdivia, Endeavour Perú.
15:30 – 15:50	Q&A
15:50 – 16:00	Coffee Break
	<ul style="list-style-type: none"> Mr. Jorge Oblitas, Microsoft Perú Mr. Gonzalo Villarán, UTEC Ventures, Peru. Mr. Giancarlo Falconi, Wayra Peru Mr. Alejandro Bernaola, Start-up Perú
17:00 - 17:30	Q&A
17:30 – 18:00	ALEJANDRO BERNAOLA , Director of General Directorate of Innovation, Technology Transfer and Business




5

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Output Indicators

Indicators (Edit or Insert rows as needed)	# planned	# actual	Details or notes
# workshops / events	01	01	Conference (two days). The first day, the Conference was opened by Minister of Production; and the second day was opened by Vice Minister of Industry and SME.
# participants (M/F)	300 (150/150)	545 (356/189)	We had 42% more participants than the Conference 2013; and 43% more women. We have to add 714 participants connected by streaming (from Argentina, Brazil, Colombia, Peru, Spain, Sweden, United Kingdom and United States).
# economies attending	10	10	One economy canceled his participation at the last minute and other economy had a problem during travel (to Peru) and had to cancel his participation.
# speakers engaged	16	20	There were four international keynote speakers, two of them were successful entrepreneur women (Rina Neoh and Justine Liu), they shared their business experiences and the challenges that they faced by success. During the conference event participated 20 speakers at both national and international levels.
# other organizations engaged	04	10	Non profit organization as Endeavor Peru, Universities (05); Microsoft Peru; Wayra Peru among others.
# publications distributed	300	300	The all presentations can be downloading from this website and you can see a short video of event and interviews. http://start-up.pe/apec/
# recommendations agreed on	01	01	Summary and conclusions.
Other:	02	02	Streaming live video for two days.

The numbers of participants exceeded the estimated number; this is a measure how increased the people interested in the entrepreneurship and Start-ups, and how increased the local institutions dedicated to promote entrepreneurship as business incubators (basically at universities); some business angels (is a very small movement yet).



6

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Participants

Economy <i>(Insert rows as needed)</i>	# male	# female	Details
Australia	1		delegate resident in Peru
Chinese Taipei		2	100% of participants were women (keynote speaker and delegate resident in Peru);
Indonesia	2		
Malaysia		1	Keynote speaker
Mexico	2		Delegate
Papua New Guinea	1		Delegate
Peru	345	183	35% of participants were women;
Thailand		2	100% of participants were women;
The Philippines	1	1	
United States	2		Both were keynote speakers
Viet Nam	2		
Other:	356	189	35% of participants were women

The two days seminar brought together a network of different players of ecosystem of startups, 412 attendees from the private sector, including SME business leaders, 88 participants from universities (professors and students).



7

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We can see the comments and suggestions are around of these points:

Reinforce the startup ecosystem through:

- Keep on this event for multiyear event;
- Startup Training Program with global mindset;
- An entrepreneurship badge program;
- More visits and sharing from Business Incubators.
- Organize activities to build the community of angel investors such as networking, workshop to give the awareness of the startup.

Policies strategies

- Integrate the results and the policies presented by each economy and promote it in the APEC region.



8

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Key Findings

- The participants (APEC entrepreneurs) pointed out the Conference is very important to develop a global mindset, but that is not enough, they suggest implementing a APEC Start-up training program.
- The delegates pointed out that are very important sharing best practices between business incubators, also between the business angels and ventures capitals.
- The seed capitals are very important funds in the early stages of start-up, and the governments play a key role in supply or promote these funds.
- SMEs, as handicraft, can improve quality product and productivity when using new technologies (for example digital manufacturing).



9

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Next steps

- We will make a design a new project that includes a Conference (we will take the suggestions of the last Start-up conference) and research on policies and programs Start-up in six or seven APEC Economies; and we will evaluate if we can elaborate another project to make a Start-up training program



10

Thank you for your attention !

