The APEC MSME Marketplace GUIDEBOOK

Helping MSMEs do more business in Asia-Pacific
The APEC MSME Marketplace Guidebook:

*Helping MSMEs do more business in Asia-Pacific*

September 2017
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The Asia-Pacific Economic Cooperation (APEC) has always placed the growth of micro, small, and medium enterprises (MSMEs) in its core priorities since the organization’s inception in 1991. MSMEs account for over 97 percent of all enterprises and employ over half of the workforce across APEC economies. As a decisive force, MSMEs really hold the key to drive inclusive economies in the Asia-Pacific region.

In 2015, the Philippines led the APEC SME Ministers to adopt the “Iloilo Initiative: Growing Global MSMEs for Inclusive Development”. The Iloilo initiative aims to give MSMEs a bigger voice and better opportunities to participate in trade.

To achieve this, APEC recognizes the need to connect the broad range of efforts to grow MSMEs and to gather stakeholders in a single platform. The APEC MSME Marketplace is envisioned to be an interactive repository of APEC and member economies’ individual efforts towards the development, innovation, and internationalization of MSMEs.

Prepared by the Philippines, through the Department of Trade and Industry, this Guidebook on the APEC MSME Marketplace aims to help MSMEs find necessary support and help them be aware of trade regulations, and explore business opportunities. This will be a great contribution to the objective of attaining inclusive growth that leads to shared prosperity for all.

We thank the member economies, government partners, and business-support organizations which gave their support in developing the APEC MSME Marketplace. We encourage member economies, the APEC Business Advisory Council (ABAC), and the entire APEC community to continue populating the site and to give us feedback to further improve the Marketplace.

To MSMEs, we invite you to join and increase your visibility.

The global market awaits you.

RAMON M. LOPEZ
Secretary, Department of Trade and Industry
The APEC MSME Marketplace (www.apecmsmemarketplace.com) is a website that supports your growth as an entrepreneur. The site aims to maximize the use of the digital economy for MSMEs to expand businesses in the region.

The portal introduces you to the diverse and vibrant economies of the 21 member economies of the Asia-Pacific Economic Cooperation (APEC) region, namely: Australia; Brunei Darussalam; Canada; Chile; People’s Republic of China; Hong Kong, China; Indonesia; Japan; Republic of Korea; Malaysia; Mexico; New Zealand; Papua New Guinea; Peru; The Philippines; Russia; Singapore; Chinese Taipei; Thailand; The United States; and Viet Nam.

Likewise, the site contains information and functionalities to: (1) facilitate business networking and matching involving MSMEs and large enterprises; (2) enhance MSMEs awareness on trade regulations and encourage participation in policy development; and, (3) improve knowledge sharing and capacity building for MSMEs.

To engage the MSME sector to help build sustainable and inclusive growth in the region, the implementation of the Marketplace is being conducted in three phases. On its first phase (2016-2017), the Marketplace created linkages to key information by member economies and other available resources, particularly on trade regulations and business support services. In its current and second phase (2017-2018), more site functionalities are being developed. This includes, among others, the provision for MSMEs to join the directory of exporters. For the third phase (2018-2019), APEC is working on increasing the trade facilitation capability of the Marketplace through more business matching activities. An assessment of the Marketplace will be performed in 2020.

Users and stakeholders are encouraged to provide feedback to help improve the site as the region’s trading environment continues to evolve.
This guidebook is designed to facilitate the user-friendly engagement of MSMEs particularly in APEC economies to the APEC MSME Marketplace. Note that “MSMEs” and “small businesses” shall be used interchangeably in this material.

Knowing how to navigate this portal will allow users to maximize its benefits.

MSMEs are encouraged to explore the wealth of information available in the site and the resources from member economies and other organizations. In most cases, the portal merely provides a link to the appropriate sites to ensure timely and efficient updates of the contents.
NAVIGATING THE APEC MSME MARKETPLACE  
http://apecmsmemarketplace.com/

JOIN

APEC aims to strengthen the ecosystem to support MSME growth in the Region.

When you join the APEC MSME Marketplace site, you will have access to knowledge products and information, that will enable your business to grow. You join a network of buyers and suppliers, government agencies, and business organizations.

If you are an exporter, you can participate in business matching activities. Buyers from APEC and its partner economies can view your profile in the MSME directory.

It will also provide useful information about procedures and regulations in international trade and many other resources including financing support available to MSMEs and a toolkit on SME Business Continuity Planning.

You may access the APEC MSME Marketplace using any device that can connect to the internet.
To join, fill-in the necessary fields:

a. Username
b. Company Business Name
c. Company Email-address
d. Password
e. Confirm Password
f. Company Telephone No.
g. Mobile No.
h. Contact Person (name of the person registering)
i. Choose Member Economy from the dropdown list
j. Tick the box for the Terms and Conditions (click “Terms and Conditions” to read full text)
k. Click Register
EXPORT AND SME AGENCIES

Majority of member economies have an Agency or a dedicated office which provide extensive support for MSMEs. These focal agencies will help you to get further information on available business opportunities in their economies. They may also be present abroad, through commercial offices, to help SMEs and investors wishing to export or establish businesses in their economies.

Click “Export & SME Agencies” to see the list of Export & SME Agencies. Choose from the options on the left for the Member Economy you wish to visit. For example, if you are interested in the Australian market, click on “Australia” from the list of economies to view its SME and Export agencies.
Click on Austrade to get more information on Australia’s trade and investment opportunities.
TRADE REGULATIONS

Navigate the complex rules of international trade. Use this page to be aware of complex legal, regulatory, and technical requirements of cross border trading.

Links can point you to web resources of your target market economy to find pertinent policies or regulations on duties, tariffs and non-tariff measures, such as sanitary and phytosanitary requirements.

Hover on “Trade Regulations”. The drop down directory will show the “APEC Trade Repository” and “Downloadable Documents” to help you expand your understanding of the intricacies of trade.
The APEC Trade Repository is linked to various resources that will assist small businesses find information on trade regulations across member economies. Hover on each Member Economy to see full details.
The image above shows a pop-up menu of links to Philippine trade-related sites and resources. These include the Philippines’ National Trade Repository, Tariff Finder, Rules of Origin, Domestic Customs Laws and Regulations, among others.
Other downloadable information

More information can be found on this page which includes downloadable trade-related documents or publications prepared by member economies. Click any of the links to download these documents.
It is widely recognized that the participation of small and medium enterprises (SMEs) in global trade will significantly help realize the APEC’s goal of inclusive growth, job creation, and poverty eradication. This study zeroes in on the important hurdles faced by SMEs in non-tariff measures (NTMs).

This report presents the results of the survey with responses from 14 member economies. The survey gathered basic information on the compliance requirements for packaging and labelling of pre-packaged food products in these member economies.

You can also view these documents at www.apec.org/publications.
MARKETPLACES

The Marketplace facilitates the gathering of MSMEs from 21 member economies to network, to find business opportunities across borders, and to harness the power of electronic commerce.

Hover on “Marketplaces” to see the drop down menu.

The “Government” menu provides leads to networks or initiatives led by the economy. Here you can find various programs that support MSME development. For example, Japan’s page has links to government-led business matching networks and trade promotion programs.
Government

Australia

Digital Marketplace

The Digital Marketplace is an initiative under the national Innovation and Science Agenda. Our project is to form a market for smaller businesses to compete for the government's $3 billion a year spend on information and communications technology (ICT) products and services. To do this, we're building an ecosystem where government buyers and sellers can connect and have the procurement interactions they need at the level of simplicity or complexity appropriate to their circumstances-and to make the outcomes of these interactions more transparent.

SupplyNation

SupplyNation is the Australian leader in supplier diversity. Established in 2006 to connect our membership of Australian federal, state and local government with Indigenous businesses across the country.

Canada

Buyandsell.gc.ca

Buyandsell.gc.ca is Canada's government procurement site. It's designed to simplify the way government information is shared with the public. By centralizing procurement processes and coordinating data, Buyandsell.gc.ca helps businesses and government buyers focus less on figuring out how to do business and more on doing business.

Chile

Chile Compra Mercado Publico

Mercado Publico.cl is the electronic platform where the 800 public agencies in Chile efficiently and transparently purchase new procurement products and suppliers offer their products and services. An area of supply and demand with common rules and tools, managed by ChileCompra Management. The platform allows public procurement, risk for business opportunities and tenders, among others.

In MercadoPublico.cl public agencies buy the products and services they need and the suppliers of the State offer the different tenders responding to the demand of the buyer. MercadoPublico.cl deals with products and services required by public agencies and is the platform where state suppliers can list to the different tenders that are available.

Hong Kong, China

HKTDC Business Matching

HKTDC Business Matching is a world-renowned service of international trade fairs and seminars dedicated to helping global buyers, sellers and service providers meet potential business partners. The service shows the latest Hong Kong Trade Development Council's (HKTDC) more than 44 years of experience matching Hong Kong and overseas companies.

Indonesia

SMESCO Trade

SMEshoponline is an online shopping site owned by the Cooperative and SME Marketing Service Agency of the Ministry of Cooperatives and Small of the Republic of Indonesia. Diverse sites.com provide quality and best price from the largest assortment in Indonesia, including handcrafted art, vintage furniture, art and many more items from a wide selection of products from local brands, you can also find creative products from each region.

Japan

J-GoodTech

J-GoodTech provides information on Japanese firms with outstanding technology in a unique product and technology on its website in order to help bring those companies into contact with major domestic enterprises and overseas companies. J-GoodTech supports your business-to-business not only online but also offline.

Trade Tie-Up Promotion Program (TTPP) International Business Matching Site

JETRO, the Japan External Trade Organization, is a government-related organization that works to promote mutual trade and investment between Japan and the rest of the world. Originally established in 1958 to promote Japanese exports abroad, JETRO’s core focus in the 21st century has shifted toward promoting foreign direct investment into Japan and helping small to medium-size Japanese firms expand their global export potential.

Republic of Korea

buyKOREA

BuyKOREA is a global B2B marketplace which supplies products, online transactions, online shopping etc. In our store, we offer quality and price products which are regulated daily and good for online commerce. Real-time shipping status is available in BuyKOREA when Korean supplier is sending the products by DHL, BuyKOREA is the most-convenient and suppliers which have Korean products and suppliers, As you have the difficulty to find Korean products and is suppliers in BuyKOREA, cost buying offer, Korean supplier in BuyKOREA will contact you promptly. BuyKOREA also supports online meeting, detailed business matching with different Korean company will help you extend trade opportunities. Experienced the business prospects with BuyKOREA.

GoBiz Korea

GoBiz Korea is a business matching service for foreign buyers looking for products and business partners in Korea. The service is provided by a Korean government agency, the Small and Medium Business Corporation (SMEC).
The “Private” tab brings you to a list of third-party websites owned and managed by private entities. These sites are not in any manner endorsed by the member economies. However, these links show the multitude of opportunities available to small businesses when you harness the power of e-commerce.

Find your business match and be noticed by buyers or locate suppliers. Making the small visible is at the heart of this site and the very essence of the APEC Iloilo Initiative – to provide bigger voice and better opportunities for MSMEs. In the Philippines, for example, the Department of Trade and Industry is partnering with the Pan Asia Alliance to match local businesses to sell products and services to the People’s Republic of China, Chinese Taipei, and Singapore. It is envisioned that other economies will be able to participate in similar initiatives.
A PILOT TEST: PHILIPPINE BUSINESS MATCHING PORTAL UNDER THE APEC MSME MARKETPLACE

The Pan Asian eCommerce Alliance (PAA) is a regional organization composed of trade facilitation service providers in 11 economies, authorized by Customs and other government regulatory agencies, enabling electronic transactions between the government agencies and importers, exporters, forwarders, Customs brokers and carriers. The PAA developed the Pan Asia Exchange (PAE) –, a B2B eCommerce platform, as a value added service to its importer and exporter clients to increase cross border trade. The PAE was presented during the APEC MSME meetings in Iloilo in 2015.

In support to the APEC Iloilo initiative, the PAA proposed to align the implementation of the PAE to the vision to digitally enable MSMEs for local and cross border transactions, with a pilot implementation focused on matching Philippine MSMEs as sellers with local buyers as well as buyers in People's Republic of China, Chinese Taipei, and Singapore. The proposal is supported by PAA Members, i.e., InterCommerce as the PAE Operator in the Philippines and CIECC|B2B Holdings in People's Republic of China, TradeVan in Chinese Taipei, and CrimsonLogic in Singapore, as PAE Operators in said target markets.

Profiling of exporter sellers engaged in food products, cosmetics and beauty products, fashion accessories and furniture and home furnishings are now being undertaken nationwide to be registered in the APEC MSME Marketplace to participate in the B2B business matching with PAE locators, initially in China. Trade finance and logistics solutions are also in the works to address the exporters’ need for financing and logistics solutions.

Target launch of the Philippine Pilot Implementation of PAE B2B Marketplace will be in November 2017. It will be presented as a platform for the MSME B2B e-Marketplace in other APEC economies by 2018.

Other best practices for cross-border transaction under the APEC MSME Marketplace will likewise be pursued.
MSME DIRECTORY

MSMEs across the region who register on the Marketplace can participate in the MSME Directory page.

Currently, the publication of MSME profiles is limited to Philippine companies. The country’s Philippine Exporters Confederation (PHILEXPORT) and Export Marketing Bureau (EMB) validates the list of exporter-MSMEs. Member economies, at their discretion, shall have their own validation process or until such time that APEC SMEWG has agreed on the procedure.

Meanwhile, directory of companies/exporters can be accessed through the existing government sites of the member economies.
Stairway Marketing

Hagony Sports International Inc

Win Alliance
41 Wood Ave, Suite 3
302 Nagoya, SGL
Toronto

Private Label Manufacturer, Importer, Wholesaler, & Distributor of Sports/Tennis/Field Bags, Accessories & Accessory Bags. Licensed, Reliable, & Quality Guaranteed.

Saw's International Food Mfg. Corp.

6th Floor, Building B, 8000 Orange City, Davao del Sur

Saw's International Food Mfg. Corp. prides itself for being a global provider of quality Philippine-made food products, particularly seasonedogs, and brand meats. With more than 15 years of experience in the import industry, the company has maintained its

Capellan's Deli Food Products

1980 Recto St, Baguio City, Benguet

Famous quality original coffee beans from the mountains of Cordillera, Philippines

ONENATURAL

Fat One Enterprises

12 Bank St, Brooklyn, NY 11201

Fresh quality organic coffee beans from the mountains of Cordillera, Philippines

Aquarian Marine Supply Inc.

1213 B W. Dakota St

Aquarian Marine Supply Inc. is one of the leading manufacturer and exporter of uniforms such as sailors' uniforms, office uniforms, factory uniforms, school uniforms, medical uniforms, industrial uniforms, and PPE (Personal Protective Equipment), the cargo of the business.

Pancit Center

GIGA Natural Products Specialist Corporation

GIGA Center

GIGA Natural Products Specialist Corporation is a leading manufacturer and exporter of natural and organic products. Our products include a wide range of

WQT Photography
Publish your Company Profile

Step 1: Join
Step 2: Upload company information and products and publish
MEMBER ECONOMY

Member economy’s trade-related information are available on this page. The member economy page gives the user a glimpse of relevant information for each member economy. Quickly access their export and SME agencies, trade regulation site, marketplaces, events and other relevant information supplied by the member economy.

RESOURCES

Entrepreneurs can find opportunities to learn from other businesses across the region. This resource site is rich with links to:

- **Best Practices** – inspiring business stories from across the Asia-Pacific region
Training and Resources – learning activities exclusively for MSMEs located in APEC economies.

APEC Business Travel Card – applying for an APEC Business Travel Card in any of the economies.
EVENTS

Find the latest activities of member economies.

**Events**

**Hospitality Investment Conference**
Tuesday, September 5, 2017
Bayview Park Hotel Manila, Philippines

**Trade Show Travel and Tour Expo**
Sunday, September 3, 2017
Bayview Park Hotel Manila, Philippines
If you have questions or feedback about the site, please contact:

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APEC Boracay Action Agenda to Globalize MSMEs

The APEC Iloilo Initiative: Growing Global MSMEs for Inclusive Development

Implementation Plan of the APEC MSME Marketplace

You may download the full text at www.apecmsmemarketplace.com
1 The APEC MSME Marketplace was borne out of the outcomes of the APEC Ministerial Meetings hosted by the Philippines in 2015, specifically the Boracay Action Agenda to Globalize MSMEs endorsed by Ministers Responsible for Trade and adopted by Leaders; and the Iloilo Initiative adopted by SME Ministers and supported by Leaders, to promote the internationalization of MSMEs.

2 Valid for five years, the card eliminates the need for its holder to possess a visa when visiting other APEC participating economies as long as pre-clearance has been obtained during the application process.