



**Asia-Pacific
Economic Cooperation**

2010/SMEWG30/007

Agenda item : 8.3

Report on Progress of Activities Under Market Access and Internationalisation

Purpose: Information
Submitted by: Singapore



**30th Small and Medium Enterprises Working
Group Meeting
Hong Kong, China
9-10 June 2010**

SMEWG Strategic Plan 2009-2012

Report on Progress of Activities under

Market Access and
Internationalisation

**Champion Economies :
China and Singapore**



1

Recap of KPIs under Market Access and Internationalisation

	Project KPIs	Medium-Term KPIs
Best Practice KPIs	<ol style="list-style-type: none"> 1. To increase availability of information on market access and opportunities (e.g. through databases, seminars, trade fairs) 2. To increase availability of information on trade financing and investment (e.g. foreign investment legislation, seminars on trade financing) 3. To implement measures/programs which identify and address trade barriers (e.g. industry consultations, information on customs procedures) 4. To facilitate the development of SME capabilities in marketing products and services internationally (e.g. training and/or seminars on IP, branding, promotion) 5. To introduce strategies which facilitate SME participation in international business (e.g. overseas missions and fairs) 	<ol style="list-style-type: none"> 1. To track growth in exports by SMEs (e.g. increase in number/ percentage of SME exporters, overseas sales, export figures)



2

APEC SMEWG Projects Related to Market Access and Internationalisation : 1 of 5

Initiatives / Projects	Description	Relevant KPI(s) and Impact
1. Ease of Doing Business “Trading Across Borders” Seminar (New Zealand)	<ul style="list-style-type: none"> • “Trading Across Borders” Seminar held on 9 February 2009 in Wellington, New Zealand to discuss the effective design and implementation of relevant regulations and procedures governing the movement of goods across borders in the APEC region and to identify examples of best practice • Seminar was co-sponsored by Australia; Canada; Hong Kong, China; Japan; Peru; Singapore; and the United States 	<ul style="list-style-type: none"> • 100 seminar participants • Guidebook to provide practical guidance for APEC economies on how to improve business regulation and reduce compliance costs for businesses published



3

APEC SMEWG Projects Related to Market Access and Internationalisation : 2 of 5

Initiatives / Projects	Description	Relevant KPI(s) and Impact
2. Workshop on Developing Trading House for Strengthening SMEs global market network (Indonesia)	<ul style="list-style-type: none"> • “APEC International Workshop and Training on SMEs Trading House” held on 19-22 Oct 2009 in Yogyakarta, Indonesia • Forum to share experiences on the development and roles of trading houses in enhancing SMEs’ ability to export their products, and the challenges and key success factors for SME direct exporters • Co-sponsored by Thailand and Chinese Taipei • Invited speakers from Indonesia, Chinese Taipei, Mexico, Peru and Canada 	<ul style="list-style-type: none"> • 69 workshop participants • 4-day workshop inclusive of 1-day field study to two locations in Yogyakarta and Bantul, Indonesia to gain insights on the operation of selected successful trading houses and SME direct exporters



4

APEC SMEWG Projects Related to Market Access and Internationalisation : 3 of 5

Initiatives / Projects	Description	Relevant KPI(s) and Impact
3. APEC Business Fellowship (ABF) (Singapore)	<ul style="list-style-type: none"> • Short-term in-market executive training programme designed to expose APEC SMEs to practical business practices in their respective markets • Includes the conduct of an APEC-wide survey of the internationalisation needs of APEC SMEs, and their preferred methods of acquiring the relevant information in order to develop the programme framework • Co-sponsors: Peru and Thailand 	<ul style="list-style-type: none"> • Survey completed and the findings and proposed 5½-day training framework were presented at the APEC Seminar on "Accelerating SMEs Access to Global Markets" on 3 Oct 2009 attended by 250 delegates • Singapore will take the lead to implement the first run of the ABF in 2010



5

APEC SMEWG Projects Related to Market Access and Internationalisation : 4 of 5

Initiatives / Projects	Description	Relevant KPI(s) and Impact
4. Study on APEC Export Technical Assistance Model (Singapore)	<ul style="list-style-type: none"> • Study focusing on the new standards and compliance requirements for health, safety and environmental protection; meeting standards crucial for market access and internationalisation; and how enterprises such as SMEs can be assisted 	<ul style="list-style-type: none"> • Survey of existing Export Technical Assistance frameworks, and study visits to selected economies completed • Findings report completed and shared with the APEC Subcommittee on Standards and Conformance (SCSC I)
5. Progress Report on Market Access and Internationalisation of SMEs (Singapore)	<ul style="list-style-type: none"> • Survey of the relevant literature on SME market access and internationalisation and compilation of APEC economies' SME size and structures, sales and export figures • To inform SMEWG on KPIs and measurable outcomes of the Market Access and Internationalisation priority area 	<ul style="list-style-type: none"> • Compilation of the individual economy profiles completed by APEC Policy Support Unit (PSU) in March 2010, and validated by economies in April 2010

APEC SMEWG Projects Related to Market Access and Internationalisation : 5 of 5

Initiatives / Projects	Description	Relevant KPI(s) and Impact
6. The 6th APEC SME Technology Conference and Fair (China)	<ul style="list-style-type: none"> • To be held from June 30 to July 3, Fuzhou, China • Activities include: Product exhibition; forums; technology exchange seminars; business matching talks • To promote the technological exchange among APEC SMEs; and enhance trade and investment cooperation among APEC members • Co-sponsors: Hong Kong, China; Singapore 	<ul style="list-style-type: none"> • Over 1600 enterprises including 1,200 from China and 400 from other economies will participate in exhibition



7

Gaps Identified and Possible Future Projects

Gaps

- SMEs' lack of access to information on market opportunities
- Need to enhance APEC SMEs' market development and promotion skills
- Need for more collaboration between APEC economies to identify and address barriers to SMEs' full participation in international trade/markets within the APEC region

Future Projects

Initiatives / Projects	Description	Relevant KPI(s) and Impact
1. Study of Internationalisation Best Practices	<ul style="list-style-type: none"> • Study of APEC-wide best practices in the promotion of SME internationalisation to enable SMEWG member economies to review and consider adoption of these best practices in their own economies and optimize their own practices • Project currently undergoing APEC BMC assessment 	<ul style="list-style-type: none"> • Study will recommend viable strategies to enhance best practices and address gaps, so as to further APEC SMEWG's objective for promoting SME's access to markets



8