



**Asia-Pacific  
Economic Cooperation**

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**2014/SMEWG39/029**

Agenda Item: 16.6

## **APEC Start-ups Conference III 2014: Global Thinking to Make Global Business**

Purpose: Information

Submitted by: Peru



**39<sup>th</sup> Small and Medium Enterprises  
Working Group Meeting  
Nanjing, China  
3-4 September 2014**



PERÚ Ministerio de la Producción



APEC SME WORKING GROUP  
**APEC Start-ups Conference III 2014:  
Global Thinking to Make Global  
Business**  
October 28-29, 2014.  
Lima-Peru

September, 2014

**APEC Start-ups Conference III 2014: Global  
Thinking to Make Global Business**  
October 28-29, 2014. Lima-Peru

Start-ups are playing an important role in sustainable growth of APEC economies. A key factor for start-ups to accelerate its growth is that entrepreneurs develop global thinking. The local market is not enough to accelerate businesses, other key factors are to raise funding, to build networking with other start-ups; and to have 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.

## **APEC Start-ups Conference III 2014: Global Thinking to Make Global Business October 28-29, 2014. Lima-Peru**

### **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 contests come from 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.

## **APEC Start-ups Conference III 2014: Global Thinking to Make Global Business / October 28-29, 2014. Lima-Peru Tentative Agenda**

- **On the first day**, there will be an open conference in the morning with the participation of international keynote speakers; and aimed to 200 participants (including delegates from 21 APEC economies, both public and private sector and business investors). In the afternoon, the APEC delegates, start-up and keynote speakers have a visit to two Peruvian business incubators.
- **On the second day**, there will be also an open session: in the morning, representatives of start-ups will share their initiatives; in the afternoon, the Public Start-up Programs and Global Corporations will present their programs to support start-ups and entrepreneurs.

**APEC Start-ups Conference III 2014: *Global Thinking  
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**Tentative program**

Timeline	Sessions <b>Tuesday October 28</b>
08:30 - 09:00	Registration
09:00 - 09:15	Opening remarks <b>Mr. PIERO GHEZZI</b> , – Ministry of Industry and SME - Peru
<b>SESSION 1</b>	<b>KEYNOTE SPEECH: START-UPS WITH GLOBAL THINKING</b>
09:15 –10:45	<ul style="list-style-type: none"> <li>• Jeff Hoffman, Priceline, Colorjar</li> <li>• Rina Neoh, Malaysia</li> </ul>
10:45 –11:00	Coffee break
11:00 – 1:45	<ul style="list-style-type: none"> <li>• Bernard Moon, Cofunder SparkLabs Ventures</li> </ul>
11:45 –12:10	Q&A
12:10 –12:50	<ul style="list-style-type: none"> <li>• Keynote Speaker (woman) 4,</li> </ul>
12:50 –14:15	Lunch
<b>SESSION 2</b>	<b>BUSINESS INCUBATORS SHARE EXPERIENCE</b>
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.
16:15 –16:30	Coffee break
16:30 –17:45	<ul style="list-style-type: none"> <li>• Continue visit to business incubators</li> </ul> Sharing and discuss on experiences between Start-ups, mentors and delegates.
19:30 –20:45	Networking Dinner

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Timeline	Sessions <b>Wednesday October 29</b>
08:30-09:00	Registration
09:00-09:10	Opening remarks Viceminister of MSE and Industry – Ministry of Production - Peru
<b>SESSION 1</b>	<b>START-UP: THE RIDERS OF GLOBAL BUSINESSES</b> Cases Start-up and SME from APEC economies (include women entrepreneurs) present their business initiative to potential partners, investors or business incubators.
09:10–10:20	Presentation of Start-up/SME from APEC economies members (07 Start-ups)
10:20–10:30	Coffee Break
10:30–11:00	Q&A
11:00–12:20	Presentation of Start-up/SME from APEC economies members (07 Start-ups)
12:00–12:30	Q&A
12:30–14:20	Lunch
<b>SESSION 2</b>	<b>PROGRAMS AND GLOBAL CONTESTS TO FUND START-Ups</b> (example Start-up Peru, Start-Chile, Google Ventures, Intel Global Challenge, Microsoft Ventures, others)
14:30–14:50	Start-up Chile
14:50–15:10	Start-up Perú
15:10–15:45	UTEC Ventures
15:45–16:00	Coffee Break
16:00–16:30	Q&A
16:30–17:00	Wayra Perú
17:00–17:30	Global Contest (Corporation 3)
17:30–18:00	Q&A
17:30–18:00	Director of General Directorate of Innovation, Technology Transfer and Business Services - Ministry of Production – Peru

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Jeff Hoffman is a successful entrepreneur and motivational speaker. He has been the founder of multiple startups, he has been the CEO of both public and private companies, and he has served as a senior executive in many capacities. Jeff has been part of a number of well-known companies, including Priceline.com, uBid.com, CTI, ColorJar, and more.

Today Jeff serves on the boards of companies in the US, Europe, South America, Africa, and Asia. He supports entrepreneurs and small businesses on a worldwide basis, serving on the global advisory boards of Global Entrepreneurship Week (supporting entrepreneurship in over 130 countries), the US State Department's GIST program (Global Innovation through Science and Technology, working in 49 emerging nations), the APEC Startup Initiative (the Asia Pacific Economic Council's 21-member nation association), and many others. He supports the White House, the State Department, USAID, and similar organizations internationally on economic growth initiatives and entrepreneurship programs.

Jeff is a frequent keynote speaker, having been invited to speak in over 50 countries. He speaks on the topics of innovation, entrepreneurship, and business leadership, and is currently writing a book on how to scale a business, which will be published worldwide in the summer of 2014. Jeff also teaches innovation workshops to major corporations on a regular basis.

Jeff is a featured business expert seen on Fox News, Fox Business, CNN, CNN International, Bloomberg News, CNBC, ABC, and NPR, and in publications including Forbes, Inc., Time, Fast Company, the Wall Street Journal, and more. Jeff received a Lifetime Achievement Award from the national CEO council for his contributions to the field of entrepreneurship, as well as receiving the 2012 Champion of Entrepreneurship Award from JP Morgan Chase, Citibank, and Rising Tide Capital.

Outside of the world of technology, Jeff has produced movies in Hollywood, has produced musical events including concerts, tours, and charity events with such artists as Elton John, Britney Spears, NSYNC, and others, and serves on numerous charity and non-profit boards.

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**Bernard Moon** is a Co-founder & Partner at SparkLabs Global Ventures. He is also a Co-founder & General Partner at [SparkLabs](#), a startup accelerator in Korea. Previously, he was Co-founder & CEO of Vidquik, a web conferencing & sales solutions platform. Bernard was a Managing Director at the Lunsford Group, which is a private investment firm with holdings in real estate, healthcare and other industries. Bernard was Co-founder & VP of Business Development of GoingOn Networks, a social media platform for companies, and also led their product development where BusinessWeek recognized them in their "Best of the Web" list. Previously, Bernard was a Director at iRG, a leading boutique investment bank in Asia, where he focused on TMT companies.

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Bernard co-founded a couple of other startups, raised over \$50 million in venture capital, and enjoys helping other entrepreneurs as much as possible: He serves as a mentor to [MuckerLab](#), a startup accelerator in LA, and [SixThirty](#), a fintech accelerator in St. Louis

He is a frequent guest writer to various technology journals, such as VentureBeat, Mashable, TechCrunch, and ReadWrite, and has been published in The New York Times, The Washington Post, and other publications.

Bernard has spoke and lectured about startups and entrepreneurship at Stanford University, Global Entrepreneurship Congress, American Chamber of Commerce in Korea and other organizations. He was selected as one of 8 global judges for EDF's innovation contest (EDF is the world's biggest electricity producer based in France) and serves on the Advisory Board for GAN (Global Accelerator Network), which is the global champion of the seed-stage, mentorship-driven accelerator model and includes over 50 of the most respected

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**Ms Rina Neoh**, Co Founder, Executive Director at [Nest Inc](#); Co Founder, Managing Partner at [Fix Point Pte Ltd](#); Co-founded of Mercatus Capital Pte Ltd, which has been a homegrown incubator since its inception in 2006 and invested in more than 30 startups in the in 6 Asian countries- Singapore, Malaysia, Australia, India, China and Hong Kong. Rina Neoh is a Computer Science graduate with an MBA and is technically trained, investment astute and speaks the right business language in any market. Rina started managing her own business at the age of 22 and has a track record of multi-million contract wins..]

Rina steers business relationships, strategies, and partnerships into a winning formula. Rina is involved in the Mercatus' marketing and investor relations activities, as well as deal origination and structuring to due diligence, execution and monitoring, with particular focus on the IT, Retail and Fashion industry. With her experience in driving business strategies for several lifestyle fashion companies, including international cosmetic company - Inuovi Cosmetics, Rina plays an instrumental role in expanding the client's presence across the globe.

**STARTUP** PERÚ

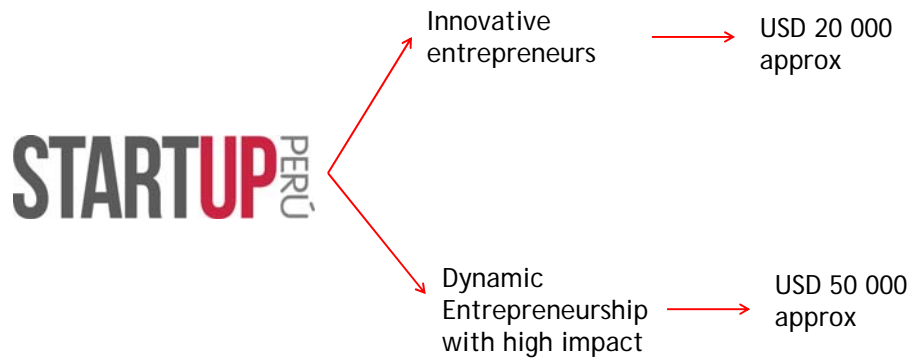
<http://www.start-up.pe/>

Start-up Perú is a fund of seed capital.

It is an initiative of the Peruvian government led by the Ministry of Production, which aims to promote the emergence and consolidation of new Peruvian companies that offer innovative products and services with high technological content and projection to international markets.



## Contest of projects Start Up Perú



<http://www.start-up.pe/>



Thank you very much!!