



**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
2 0 1 5

**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)



Peter van Diermen
Economic Development Services Pty Ltd
Phone +61 (0)408 853 376
Email Petervandiermen@edsfirst.com
Web www.edsfirst.com

PURPOSE OF PRESENTATION

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

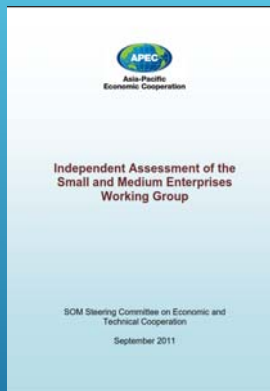


WHAT DOES THE 2015 REVIEW COVER?

- 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 Asia-Pacific Economic Cooperation (APEC) has commissioned a 3rd APEC survey and an independent assessment of APEC's Small and Medium Enterprise Working Group (SMEWG). As part of the review work your role is evaluating the SMEWG.

Phase 1: The Survey Begins. Use the grid below to plan your work for the survey.

Indicate APEC Commission Item ID in the bottom right cell.

Legend: Done Pending

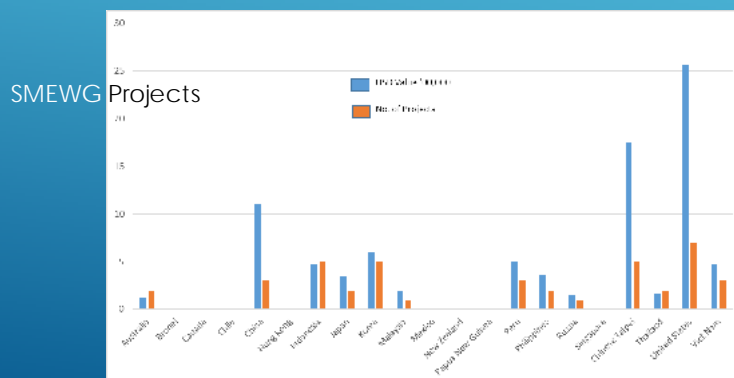
2015/16 Survey work plan

Working back over the last four years (2012 to 2016) 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?

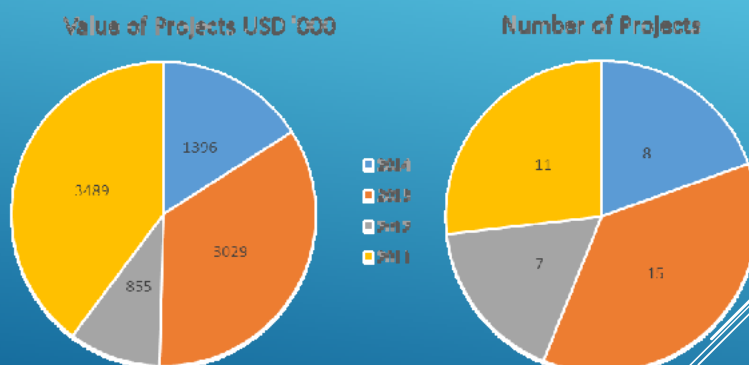
Item	SMEWG performed in regards to	Survey of 2015/6
24	SMEWG supporting APEC goal of sustainable economic growth and prosperity for the Asia-Pacific region	Check box for survey work
APEC's Trade Policy	1- Supporting APEC's agenda of Trade and Investment Liberalization	Check box for survey work
	2- Supporting APEC's agenda of Business Partnership	Check box for survey work
	3- Supporting APEC's agenda of Economic and Technical Cooperation (ETC)	Check box for survey work
25	SMEWG cross-fertilizing knowledge and information between small and medium enterprises and business institutions, e.g. Biggest Small (BS), APEC Cluster Strategy (CS), and other networks and regional development organizations	Check box for survey work
SMEWG's Process	1- Its focus on	Check box for survey work
	2- Its program activities (aligning with APEC's priorities)	Check box for survey work
APEC's Program	1- Its program activities (aligning with APEC's priorities)	Check box for survey work
	2- Its program's impact on SMEWG's work by APEC's Small and Medium Enterprise Working Group	Check box for survey work
26	Implementation of SMEWG through 2013-2016	Check box for survey work
27	Effective operations of the SMEWG Forum	Check box for survey work

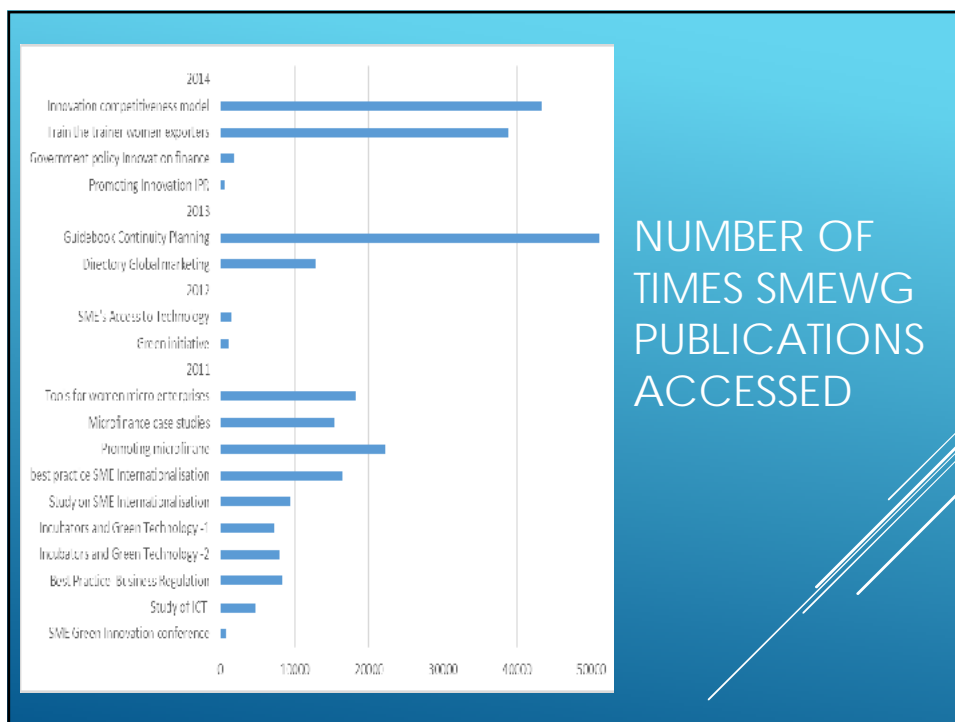
SOME INITIAL DATA 2011 - 2014

- ▶ 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

Peter van Diermen

Phone +61 408 853 376

Email Petervandiermen@edsfirst.com