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Public-Private Dialogue on Facilitating SMEs Goods and Services Providers and Exporters to Better Integrate into Regional and International Markets

Purpose: Information
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APEC
PHILIPPINES
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**40th Small and Medium Enterprises Working Group
Meeting
Atlanta, United States
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SME 06 2014A - APEC Public - Private Dialogue on Facilitating SMEs Goods and Services Providers and Exporters to Better Integrate into Regional and International Markets

21st - 22nd April 2015, Da Nang City, Viet Nam

The “**APEC Public - Private Dialogue on facilitating SMEs goods and services providers and exporters to better integrate into regional and international markets**”, initiated by Viet Nam and co-sponsored by Malaysia; Mexico; the Philippines and the Russian Federation, was held in conjunction between the Ministry of Industry and Trade, S.R of Viet Nam and the APEC Secretariat from 21st to 22nd April in Da Nang city, Viet Nam.

Speakers and participants came from ten APEC member economies (*Australia, Indonesia, Japan, Malaysia, Mexico, Peru, the Philippines, Russia, Thailand, and Viet Nam*) and the United Kingdom. Most of the Dialogue participants were from the public sector, academic institutions or the private sector relating to SMEs

The Dialogue sought to create a suitable platform for public and private sector representatives to discuss and to identify impediments and challenges that SMEs goods and service providers and exporters have been facing during their internationalization process. It aimed also at working out suitable and practical policy measures for APEC economies to improve and to enhance their policy planning works in supporting SMEs goods and service providers and exporters to participate in regional and international markets. In addition, the Dialogue was targeted at developing a set of recommendations for the SMEWG in building and implementing its working-plan and agenda to improve the policy orientation and coordination, as well as to create a better business environment for SMEs' internationalization process in the APEC region. Last but not least, the Dialogue was expected to enhance the Public-Private Partnership in APEC, as region's priority set by APEC Leaders and Ministers.

The consensus view of the Dialogue's speakers, moderators and participants agreed that the project achieved its intended objectives. They considered the Dialogue to have evaluated to be good for APEC to continue to discuss impediments and suggest recommendations to facilitate SMEs' integration into regional and international markets. They also commented that it was interesting to learn about experiences in various APEC member economies to assist SME internationalization. Participants also said that the Dialogue had provided a great opportunity for networking with experts from within and outside APEC region.

The Dialogue's participants suggested that future activities on SME internationalization should focus on the followings: *(i) Global marketing; (ii) SME internationalization - the way forward; (iii) Global value chain for different industries and SMEs; (iv) Management of big data for SMEs; (v) More case studies on policies of economies to support SMEs internationalization; (vi) Innovation and financing; (vii) Investment attraction into innovative SMEs; and (viii) Commercialization and implementation of innovative SMEs.*

In addition, the Dialogue concluded with two break-out sessions, which discussed: *(i) how to facilitate SMEs' integration into regional and international markets, and (ii) how to enhance capacity building activities to most benefit APEC member economies.* The outcomes of these discussions are as followed:

First of all, to facilitate SMEs' integration into regional and international markets, APEC should understand that SMEs need different approaches according to their own characteristics and to further cooperate in some concrete areas, such as: *(i) A comprehensive analysis through GVCs; (ii) preparing and sharing SME Export Database for each economy; (iii) Innovative financial products for exporters; (iv) Facilitating cross border trade; (v) promoting APEC accounting/auditor standards and license; (vi) Improving quality of products; (vii) Dissemination through websites, books etc to make information synchronized; (viii) Improving of access and market networking by identifying of potential market for potential SMEs export products; (ix) Promoting of main products of SMEs through: international scale exhibition (domestic and overseas); trading board; Business Meeting, catalogue,*

business partnership and (x) APEC should encourage members to develop a promotion centre of SMEs in the region.

Secondly, in order to enhance capacity building activities to most benefit APEC member economies, APEC should focus on the followings: *(i) to compile success and failure stories of capacity building; (ii) to foster closer relationship among SME agencies as a trade platform, gathering local agencies; (iii) to organize annual meetings for innovation and design; (iv) to consider inclusive and sustainable social and environment issues; (v) to Implement capacity building programs for food safety; (vi) to facilitate exporter training programs; and (vii) to promote collaboration among APEC member economies, then regulatory synchronization.*

These are the main outcomes of the “APEC Public - Private Dialogue on facilitating SMEs goods and services providers and exporters to better integrate into regional and international markets”. Any request for further information or documents of the Dialogue should be directed to the P.O. His contact details are as follows:

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