



**Asia-Pacific
Economic Cooperation**

2015/SMEWG40/043

Agenda Item: 16.6

APEC Assisting Women-Led SMEs Access Global Markets

Purpose: Information
Submitted by: Australia



APEC
PHILIPPINES
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**40th Small and Medium Enterprises Working Group
Meeting
Atlanta, United States
10-11 June 2015**

APEC Assisting women-led SMEs access global markets



1

Summary

Australia's self-funded APEC project, "Assisting Women-led SMEs Access Global Markets" aimed to:

- Identify impediments women-led SMEs face accessing export markets;
- Identify key elements of successful export programs assisting women;
- Develop an adaptable set of best practice principles/guidelines usable by APEC economies and;
- Assist member economies to enhance or develop their own export program to assist women-led SMEs.

2

Process

- **Stage 1:** Workshop in Manila 25-27 November 2014. The workshop brought together women-led SMEs and trade promotion agencies to identify best practice in export promotion programs.
- **Stage 2:** In-country follow-up visits in 2015. Roundtables held to assist economies with the implementation of a women-focused trade promotion program.
- **Outcomes to date:** Several economies have committed to building gender-responsive trade programs.