APEC O2O Initiative: Enhancing SME Digital Competitiveness and Resilience Towards Quality Growth

Purpose: Information
Submitted by: Chinese Taipei
APEC O2O Initiative: Enhancing SME Digital Competitiveness and Resilience towards Quality Growth

Co-proposed by:
Chinese Taipei, Malaysia and the Philippines

Digital Economy: Opportunities and Challenges

By 2019, retail e-commerce sales will reach **$3.578 trillion**

Retail Ecommerce Sales Worldwide, 2014-2019
- **$1.336 trillion** in 2014
- **$1.871 trillion** in 2015
- **$2.050 trillion** in 2016
- **$2.498 trillion** in 2017
- **$4.015 trillion** in 2018
- **$3.578 trillion** in 2019

Digital Security, Offline service costs, Local protection barriers, Geographical restrictions
O2O Initiative: 4-year Framework

1st Year
Knowledge Discovery in O2O

2nd Year
Knowledge Discovery in Digital Competitiveness & Resilience

3rd Year
Digital Transformation & Impact Dissemination

4th Year
Conclusion & Next Step

Expected Deliverables

Guidebook
Expert Network

5+ Serial Events

100+ Best Practices
21+ Economies
600+ Stakeholders
From O2O 1.0 to 4.0

2017 APEC O2O Serial Events

2017 APEC O2O Summit @ Taipei
May 22-23

APEC Cross Border e-Commerce Conference & O2O Forum @ Kuala Lumpur
May 30-June 1, 2017

InnoVEX
May 30-June 1, 2017

APEC SME Digital Resilience Training Workshop @ Taipei
July

APEC SME O2O Forum @ Ho Chi Minh City
July

APEC MSME Marketplace & O2O Forum @ Manila
November
APEC O2O Summit 2017

May 30 – June 1, 2017

Global Tech Startup Event

InnoVEX

2016 Highlights

- Increased the global exposure of Startup Teams.
- Provide showcase opportunity and global exposure to facilitate business networking and matchmaking.
- Global competition to drive cutting-edge innovation.
InnoVEX

**Key Figures**

- **1,602** Exhibitors
- **40,969** International Visitors from **178** Economies
- Attracted **10,957** Visitors in 3 Days

**Investors from** **26** Economies

- Manufacturer
- Innovation
- Media
- Buyer
- Funding

**Global Exposure**

- **700,000+** Global Viewers on Live Streaming
Exhibition

InnoVEX

Competition

- More than 100 teams competed for the Grand Prize of 30,000 USD.
- Getting support from international companies and government.

Winner USD $30,000
Call for **SME/Start-up** Best Practices in the Following 4 Areas

- **NextGen Innovation**
- **Collaborative Industry**
- **Sharing Economy**
- **M-Commerce**

**2016 Video Experience**
The second edition of **InnoVEX** will be held from **May 30 to June 1, 2017** in **Taipei**.
Thank You!