



**Asia-Pacific
Economic Cooperation**

2014/SMEWG39/034

Agenda Item: 16.11

APEC Start-up Conference II: Business to Global Market

Purpose: Information

Submitted by: Peru



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

 **Ministerio de la Producción**

 **PROGRESO PARA TODOS**

APEC SME Working Group

APEC Start-up Conference II: Business to Global Market

Project S SME 05 12
24-25 September 2013, Lima - Perú

MINISTRY OF PRODUCTION - PERÚ

September, 2014



 **Ministerio de la Producción**

Why promote start-ups?

- ❖ Promoting Start-ups and entrepreneurship is an opportunity and a new strategy to enhance the competitiveness of APEC economies, the development of added value and prosperity in the long term.

 PERÚ Ministerio de la Producción	<h2>Why promote start-ups?</h2>
<h3>Building the ecosystem to promote Innovation</h3> <p>In the first APEC Start-up Conference, carried out in Korea in June 2012, participants highlighted the importance of the ecosystem for start-ups, pointing out three key factors:</p> <ul style="list-style-type: none"> ❖ Capacity building to nurture entrepreneurs in APEC (business incubators, entrepreneurs programs, internships). ❖ Funding to accelerate start-ups to the global market, creating local jobs and bringing in foreign capital. ❖ Building an APEC Start-up Network to strengthen the APEC ecosystem. 	

 PERÚ Ministerio de la Producción	<h2>II APEC Start-up Conference</h2>
<h3>Objectives</h3> <ul style="list-style-type: none"> ❖ Share experiences and best practices on policies to promote (i) start-up culture; (ii) training programs; and (iii) incubator models to nurture and accelerate start-ups. ❖ Review and set up strategies to promote business angels networking and venture capital. ❖ Enhance understanding of the entrepreneurship and Start-up ecosystem in APEC economies. ❖ Promote discussion on making this conference a Multi Year Project or a regular event in APEC. 	



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II APEC Start-up Conference

Beneficiaries

Direct project beneficiaries include:

- ❖ Delegates from eligible economies
- ❖ Policymakers
- ❖ Entrepreneurs in the early stages of their business creation
- ❖ Academia, business associations, young entrepreneurs
- ❖ NGO's
- ❖ ABAC members
- ❖ Managers from incubators and from organizations involved in the promotion of entrepreneurship and start-ups



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II APEC Start-up Conference


Working Plan



Phase 1:

- Roundtable
- Plenary Conference

24 & 25 September 2013



Phase 2:

Final Report

November 2013

 PERÚ Ministerio de la Producción	Tentative Program
<p>First Day: Roundtable Conference (closed session)</p> <p>Sessions</p> <ul style="list-style-type: none"> → Policies to promote start-ups and entrepreneurship culture. → Training Programs and Business Incubators to nurture Entrepreneurs and accelerate start-ups. → Financing Programs and other financial tools to promote start-ups. → Joint declaration with summary of workshop conclusions and recommendations for the future. <div style="position: relative; margin-left: 600px;"> <p><i>5 economies will share experiences and best practices</i></p> </div>	

 PERÚ Ministerio de la Producción	Tentative Program
<p>Second Day: Plenary Conference (open session)</p> <p>Sessions</p> <ul style="list-style-type: none"> → Start-up Gurus share their experiences (<i>6 Gurus</i>). → From Idea to Start-up (<i>cases from APEC economies: Entrepreneurs, start-up founders and business incubators</i>). → Business Angels and Start-up Mentoring (<i>3 cases from APEC economies</i>). 	

 PERÚ Ministerio de la Producción	<h2>II APEC Start-up Conference</h2>
<p><u>Evaluation</u></p> <ul style="list-style-type: none"> • The conclusions of meetings were very important to every APEC delegates about policies and tools to promote Start-up; especially the public-private collaboration and the important role of government in the early stage to foster start-ups. • The Vice ministry of SME and Industry created a Board Adviser to the event. The project team worked closely to Peruvian public and private institutions and with Secretariat of APEC to ensure the success of the event. • In the closed session, 9 economies member participated, 43 participants in total, 33% were women. And we had 230 participants in the open session; 33% were women. Also, by live streaming video, we had 2409 participants, they were connected to event by internet from Germany, Argentina, Belgium, Bolivia, Brazil, Canada, Chile, Italia, Mexico, Panama, Peru, Spain, USA, Venezuela and others. 	

 PERÚ Ministerio de la Producción	<h2>II APEC Start-up Conference</h2>
<p><u>Key findings</u></p> <ul style="list-style-type: none"> • Almost all economies have some kind of program to promote and support start-up and SMEs, and others are working to implement this type of initiatives. • The governments play an important role, basically in the early stage of start-up development, providing seed funds, promoting business incubators and offering business services. • Private sector should be in charge of taking successful startups in early stages and facilitate its scaling and expansion. • However, risk culture for financing startups and technology enterprises are a big issue to address in emerging economies 	

	PERÚ	Ministerio de la Producción	II APEC Start-up Conference
<p>THANK YOU</p>			