



**Asia-Pacific
Economic Cooperation**

2016/SMEWG43/013
Agenda Item: 21.5

Building a Vibrant E-Commerce Business Environment in Singapore

Purpose: Information
Submitted by: Singapore



**43rd Small and Medium Enterprises Working Group
Meeting
Lima, Peru
7-8 September 2016**

Building a vibrant e-commerce business environment in Singapore

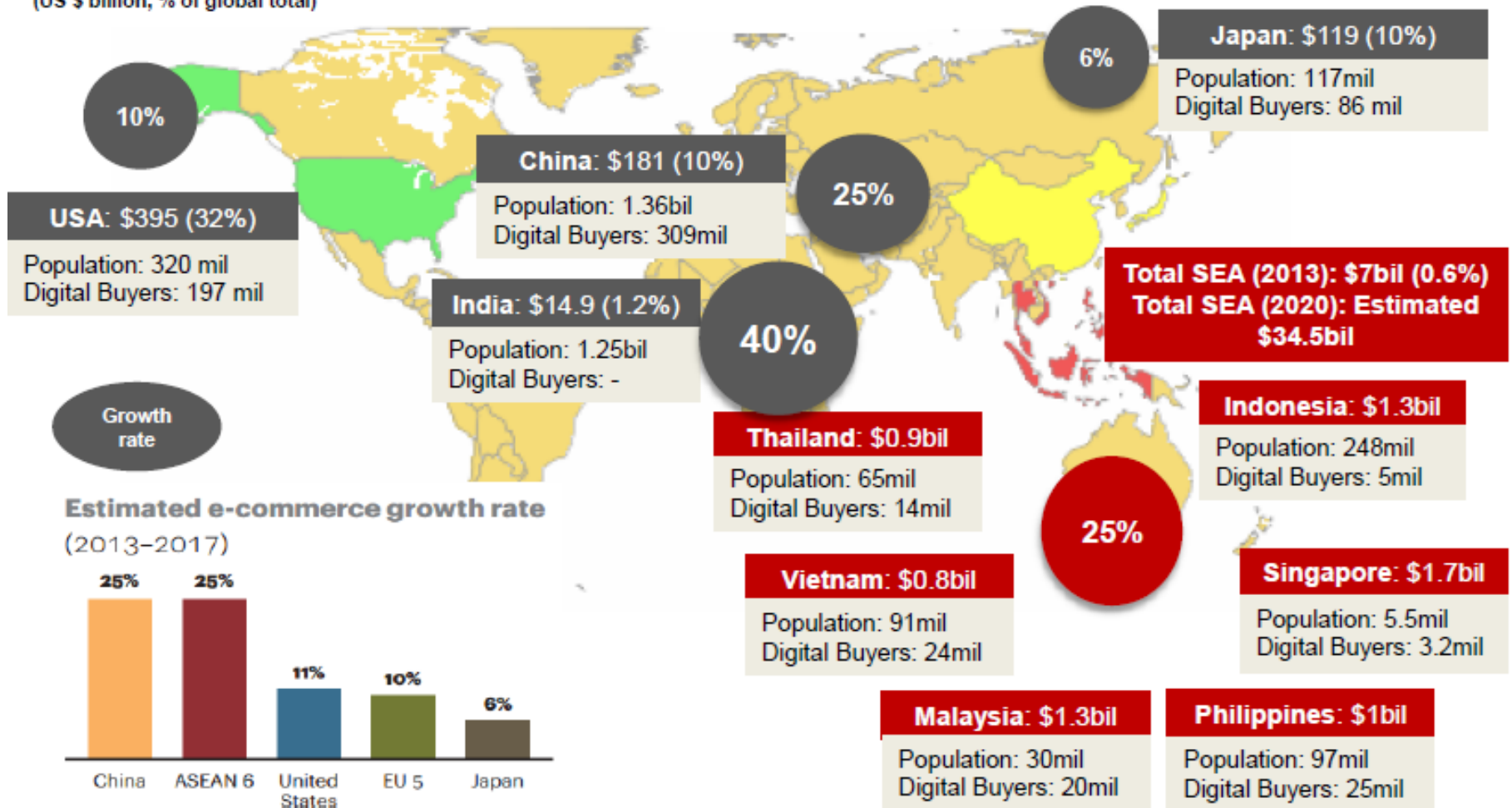


Mr Ted Tan
Deputy Chief Executive
SPRING Singapore
43rd APEC SMEWG Meeting



Growth of e-commerce market offers new opportunities to retailers

Market Size
(US \$ billion, % of global total)



Source: AT Kearney, Frost & Sullivan

Work closely with partners and strengthen platforms to support e-commerce market

E-Fulfilment partners

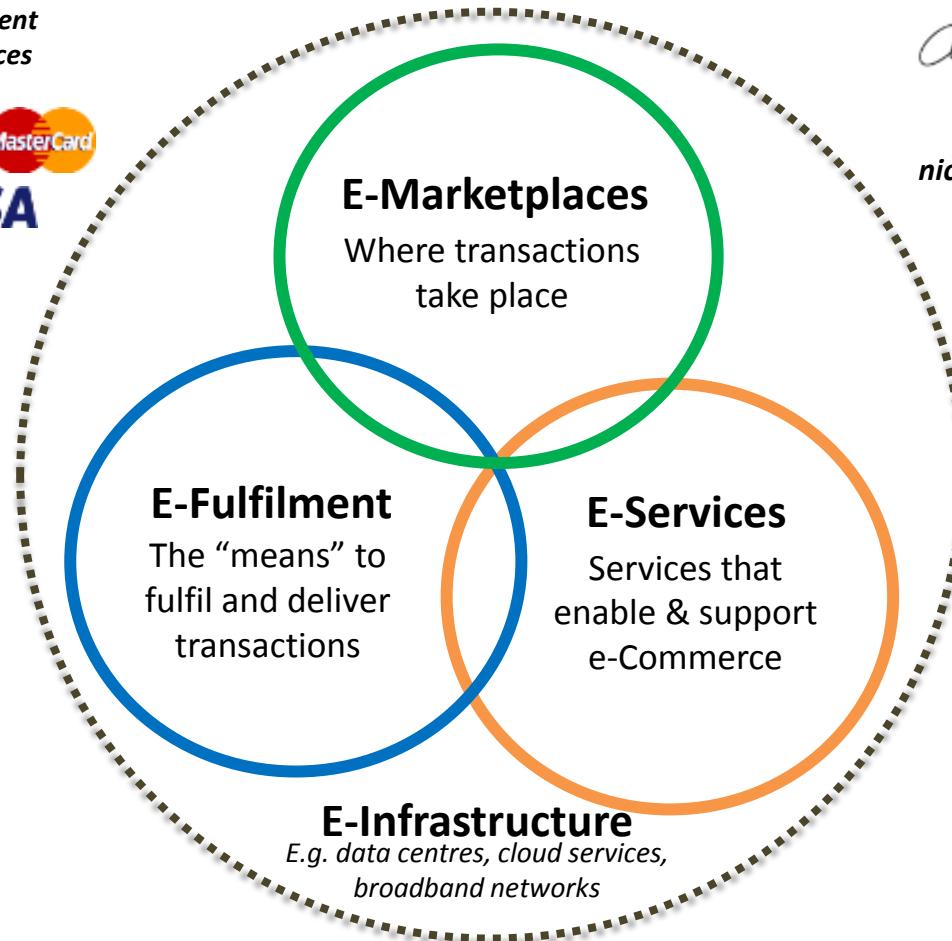
Logistics Providers



Payment Services



Supporting agencies:



E-Marketplace platforms

For products...



and services



niche...

REEBONZ



or broad-based



B2C or B2B



E-Services solution providers

Digital / social media Marketing



Cyber Security

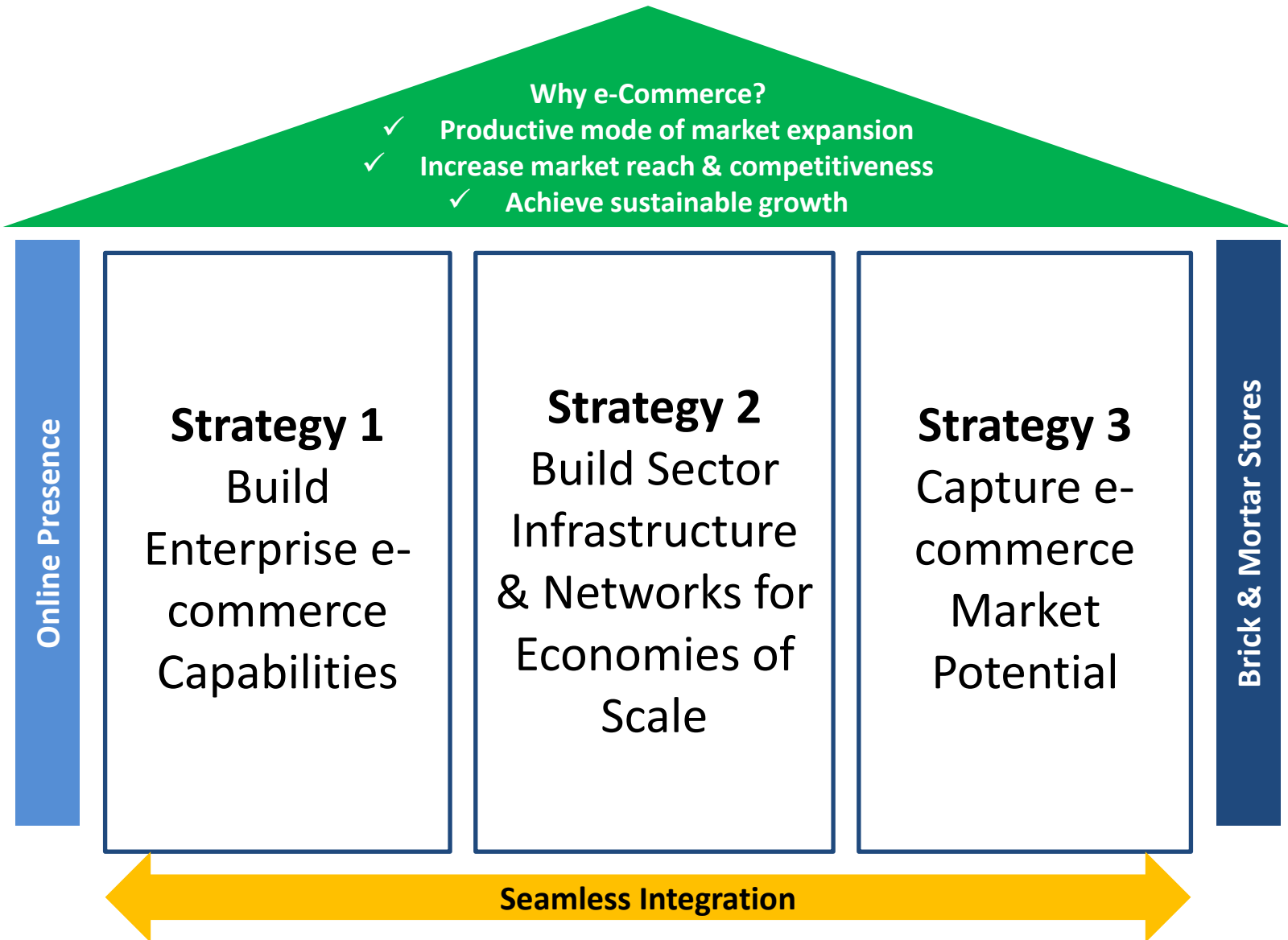


Analytics



Crayon Data

Developed strategies to capture new opportunities in e-commerce



Leverage expertise from large enterprises to strengthen e-commerce capabilities

Partnership with large enterprises



Redmart Marketplace

- Opportunity to be a seller
- Train SMEs in inventory management, pricing and marketing



Singpost ezyCommerce

- Supports inventory management and order fulfilment



Google Go Global

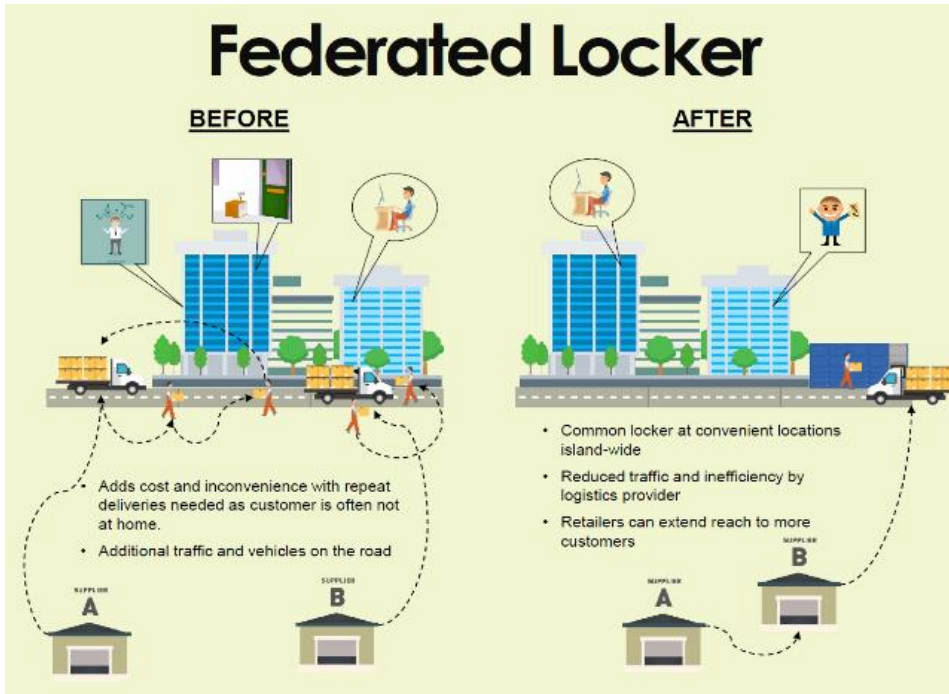
- Help SMEs navigate e-commerce platforms
- Develop resources with Go Global partners



eBay's export mentorship

- Customized mentorship program to help SME sell their products worldwide through the eBay platform.

Build sector infrastructure and network for economies of scale



Federated Lockers

- Deploy federated lockers in residential areas
- Reduces cost and inconvenience of repeated door-to-door deliveries when customer is not at home

World's First Standard on Last Mile Delivery – TR46:2016

- Guidelines for companies to adopt a common dataset to boost efficiency
- help translate online orders seamlessly into offline deliveries

Launch of TR 46 on 12 April 2016 to facilitate e-Commerce data interchange



User Interface & Experience Management



Content Management



Account Management



Payment Management



Inventory Management



Order and Delivery Management



Fulfillment Management

Working with logistics partners and strengthen last mile delivery capabilities



- Plans to launch automated warehousing (Swisslog) and automated lockers to help retailers in last mile fulfilment



- Platform provider focusing on e-Commerce fulfilment in South East Asia
- Operates own warehouse in Singapore for local fulfilment
- Help retailers go online and expand their business overseas



- DPEX is a e-commerce fulfilment provider
- Offices in 17 different countries facilitates quick access to markets
- Plans to launch e-marketplace to drive volume for logistics business

Working with partners to capture e-commerce market potential for SME



Partners:



ZALORA



Encourage retailers to leverage e-commerce platforms and rallying the nation to support SMEs



99%
SME

Welcome to 99%SME, Singapore's first-ever SME weekend happening on **29 Oct - 1 Nov 2015**. Whether you're a business owner or a shopper, there's lots you can do to make this movement a success! Simply select one of the options below:

Promote my business

Shop to show my support

Singtel DBS MEDIA CORP
CapitaWah hp Microsoft SAMSUNG BUSINESS

ASTO



In conclusion

1

Growth of e-Commerce market will bring about new opportunities to retailers

2

Government can support SMEs by strengthening digital infrastructure and partner private sectors in developing e-Commerce platforms

3

SMEs have to develop strong e-Commerce capabilities, leverage on network of partners to capture market potentials