Asia-Pacific
Economic Cooperation

2016/SMEWG43/031
Agenda Item: 19.7

Industry-Oriented and Cloud-Based Services Help to Improve ICT Adoption and GVC Integration for SMEs

Purpose: Information
Submitted by: China

APEC PERU 2016

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

Industry-Oriented & Cloud-Based Services

Help to Improve ICT Adoption & GVC Integration for SMEs

A Case Report on Nanjing SME IT Adoption Service Center

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Improving SME IT Adoption

is the key way to apply various enabling policies to SMEs

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Improving SME IT Adoption

is the key way to apply various enabling policies to SMEs

APEC CHINA 2014

“Nanjing Declaration on Promoting SME Innovative Development”

(The 21st APEC Small and Medium Enterprises Ministerial Meeting)

“Nanjing Declaration on Promoting SME Innovative Development”

(The 21st APEC Small and Medium Enterprises Ministerial Meeting)

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14. **Promote the use of information technology among SMEs and improve the level of information technology adoption in research and design, production and distribution, business management and others. The following measures should be considered:**

· Support SMEs to build new industrial production systems leveraging information technology and develop new production methods for network-based manufacturing;

· Support SMEs to improve their innovation through the adoption of information technology and promotion of the development of innovative business models;

· Increasing the level of awareness of e-commerce applications among SMEs, improve the use of information technology in logistics and supply chain collaboration among SMEs and encourage the e-commerce service providers to provide credit financing and other services for SMEs;

· Develop and share information technology services for SMEs and best practices in smart terminals, cloud services, SaaS, outsourcing, etc.

15. **Welcome China to explore the possibility of setting up an "APEC SME Center for IT Promotion". This center will connect SMEs of APEC economies and supporting organizations as a platform to share policies, experience, and the best practices of IT adoption and provide consultation on IT solutions,which will effectively improve SMEs’ adoption of IT in the region.**

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IT ADOPTION

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INDUSTRY-ORIENTED ECOSYSTEM OPERATOR

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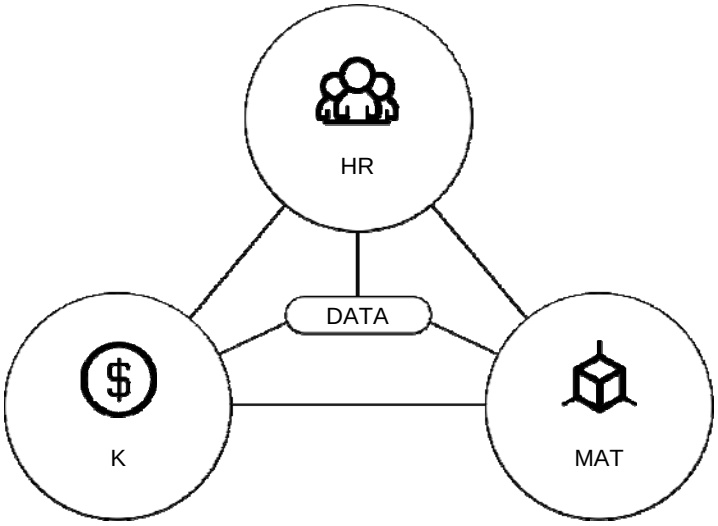

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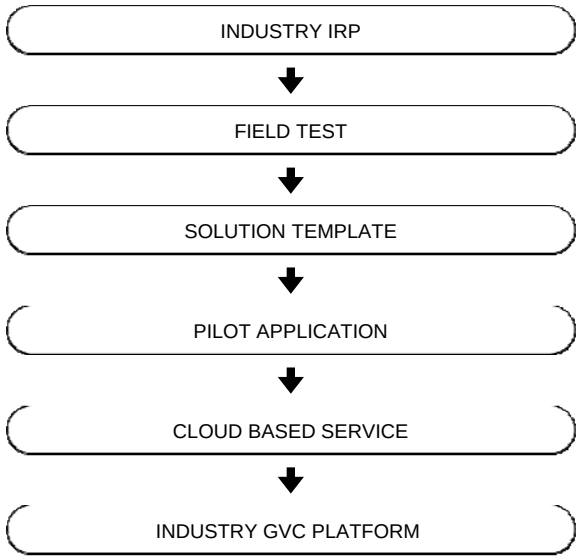

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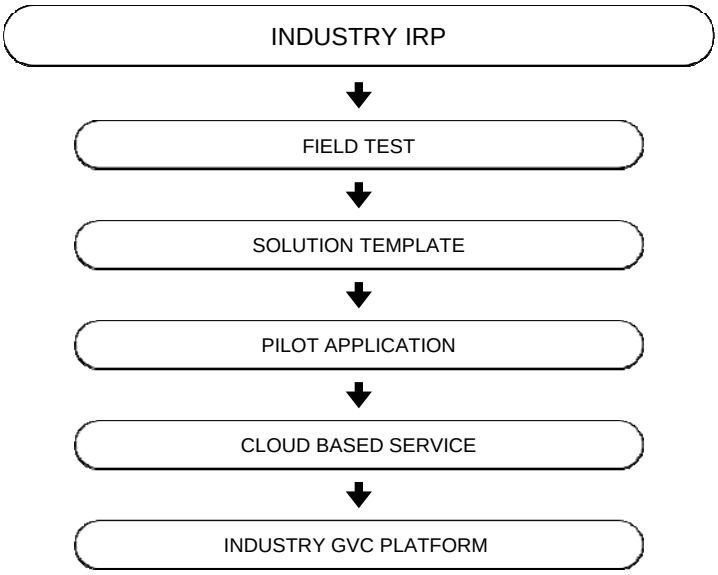

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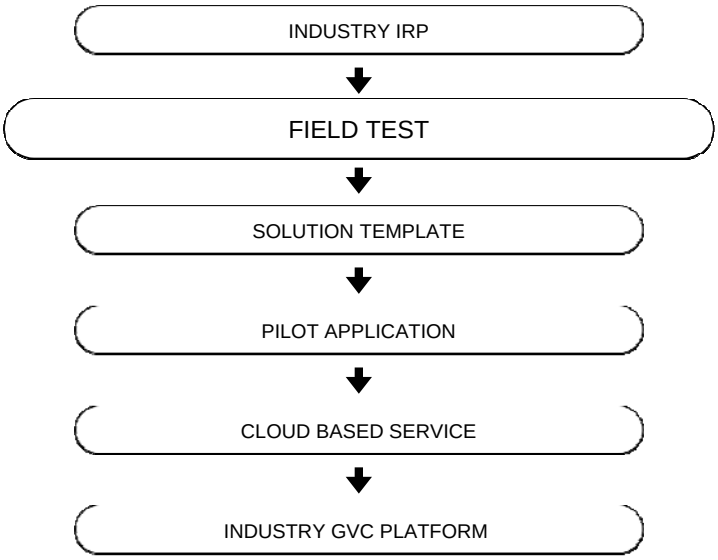

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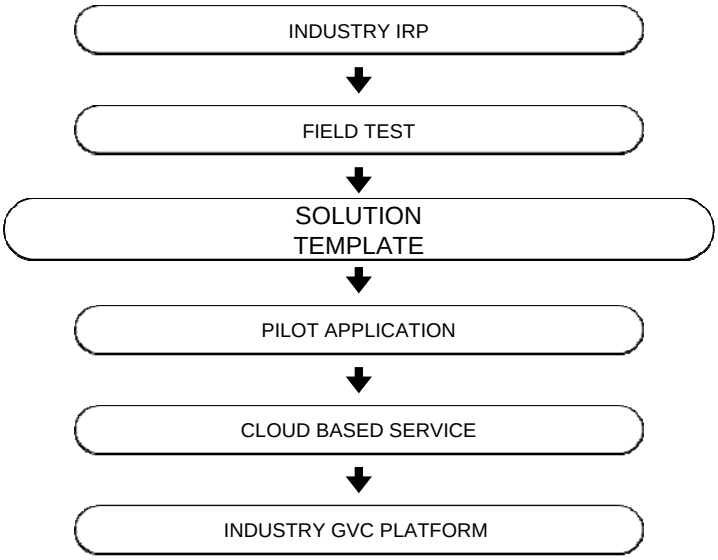

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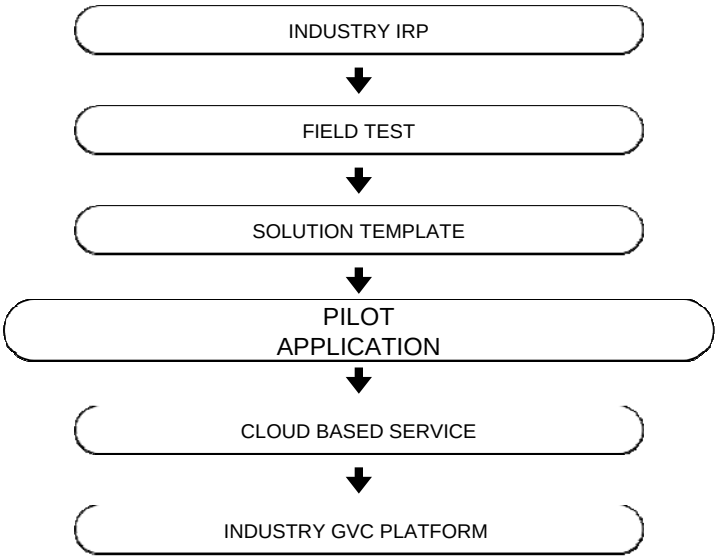

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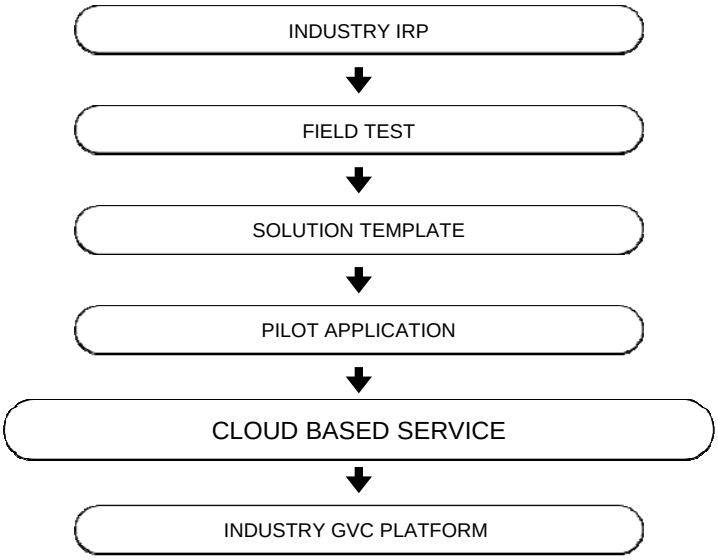

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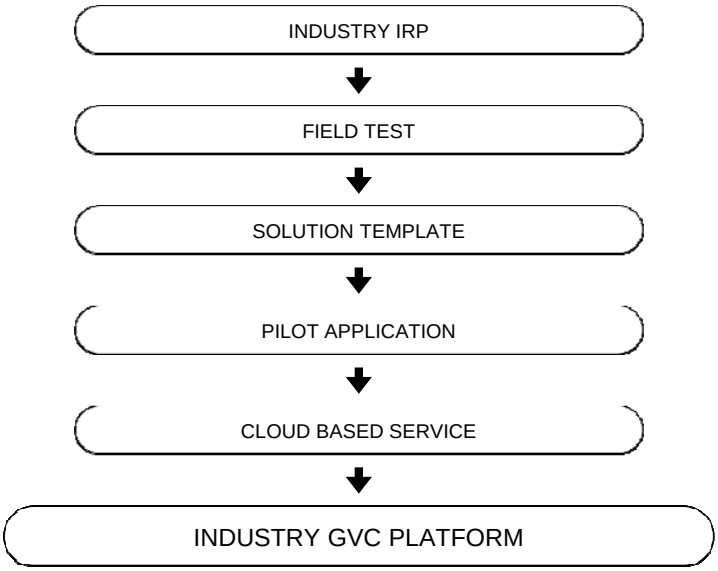

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APPLICATION IN DOOR INDUSTRY

APPLICATION IN DOOR INDUSTRY

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INDUSTRY IRP	DOOR INDUSTRY IRP
FIELD TEST	GUANGYI
SOLUTION TEMPLATE	DOOR INDUSTRY SOLUTION TEMPLATE
PILOT APPLICATION	GUANGYI / OYI / ANFU
CLOUD BASED SERVICE	+ FUZHI / SHUANGYING / OLANGDE……
INDUSTRY GVC PLATFORM	DOOR . IXINGYUN . CN

APPLICATION IN DOOR INDUSTRY

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DOOR . IXINGYUN . CN

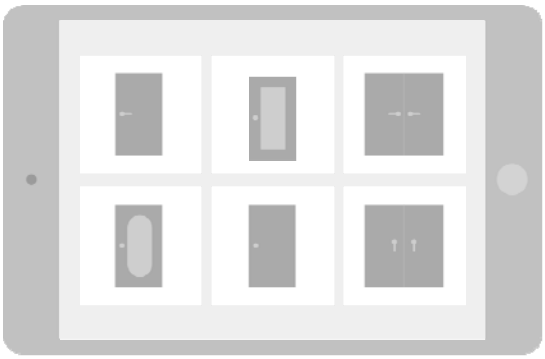
3,000+
SMEs ACTIVE
(FIRST YEAR)

10BN+
TRADING VOLUME
(FIRST YEAR)

10+
APEC MEMBERS
(FIRST YEAR)

廣邑门业
GUANGYI DOORS

廣邑门业
GUANGYI DOORS



Guangyi App

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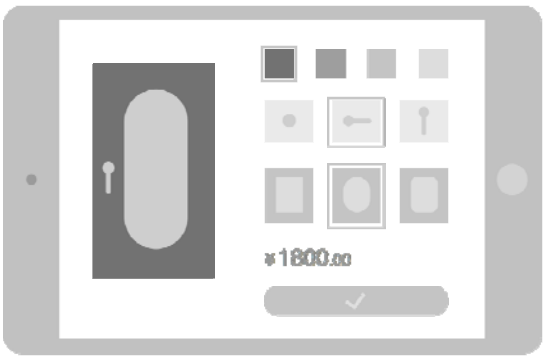

Design

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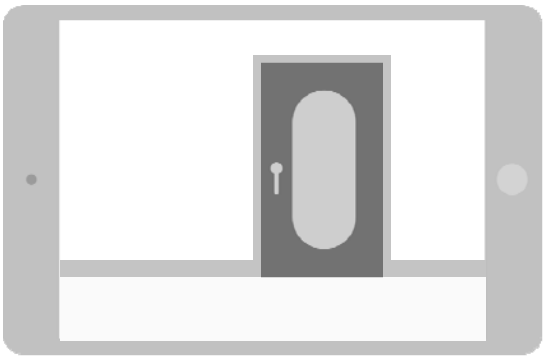

AR Demo

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Customer Order

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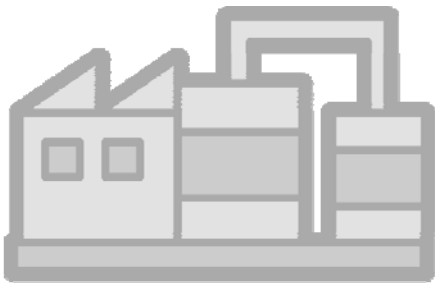
GUANGYI DOORS



Order Placement

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GUANGYI DOORS

Online Sourcing Release

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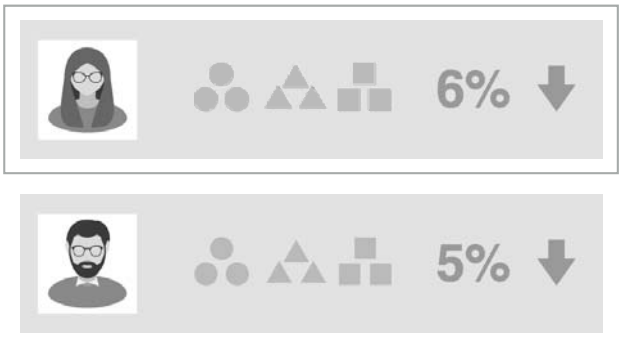
GUANGYI DOORS



Online Bidding

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Online Procurement

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Manufacturing

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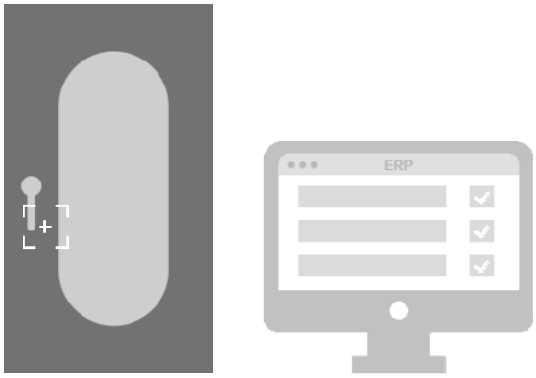

Quality Inspection

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GUANGYI DOORS

Inventory

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Inventory

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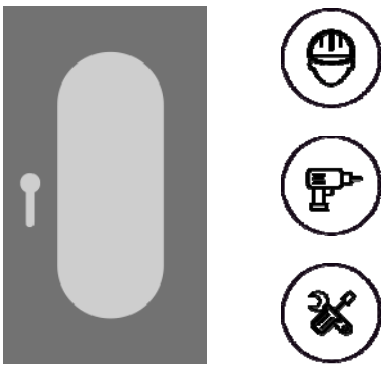

Onsite Service

廣邑门业
GUANGYI DOORS

	Sales volume	Customer distribution	Productive pattern	Business mode
2013	200M RMB	Local area	Standard	Distribution
2015	450M RMB	11 Countries	On demand	O2O

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APPLICATION IN AUTO PARTS INDUSTRY

WWW . 7PEI7 . COM

6,000+

SMEs ACTIVE
(SIX MONTHS)

100M+

TRADING VOLUME
(SIX MONTHS)

200+

CITYS
(SIX MONTHS)

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- SME ICT adoption should focus on smoothing the flow of human resources, capital, material and information.
- It turns out to be an effective way to improve the level of ICT adoption by industry category.
- Cloud based services may help SMEs to tap new resources and reduce consumption, which is sure good to the wide use of ICT among SMEs.
- Cloud service platform can provide help to SMEs not only in ERP but also in access to outside resources, which may result in industry ecosystem and GVC integration.

- With the help of experience in the two industries, we will expand to more industry categories during coming years and will work to draw in more customer groups.
- We will work to build an open platform for SME ICT adoption to promote exchange and cooperation among organizations of APEC member economies to join in effort to improve the level of SME ICT adoption.
- We would like to work together with our APEC colleagues to promote GVC integration and sustainable development for SMEs.

THANKS FOR YOUR ATTENTION