



**Asia-Pacific
Economic Cooperation**

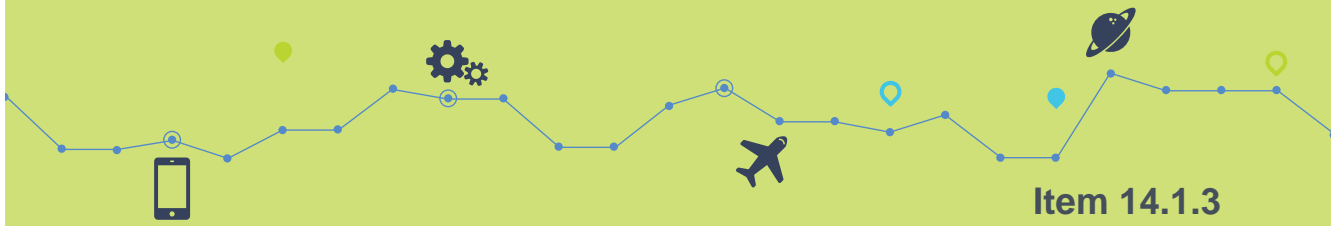
2017/SMEWG44/011
Agenda Item: 14.1.3a

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

Purpose: Information
Submitted by: Chinese Taipei



**44th Small and Medium Enterprises Working Group
Meeting
Sydney, Australia
15-16 March 2017**



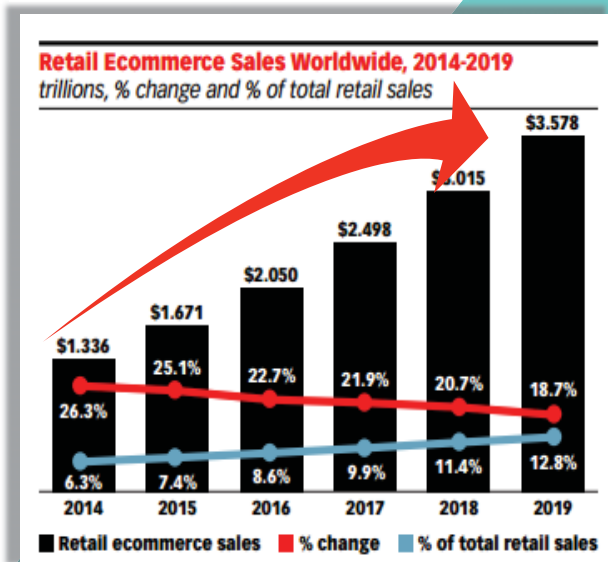
Item 14.1.3

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**



Digital Security



Offline service cost



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

6

Guidebook



5+ Serial Events

Expert Network



100+

Best Practices

21+ Economies



600+

Stakeholders



From O2O 1.0 to 4.0



2017 APEC O2O Serial Events





APEC O2O Summit 2017

×
InnoVEX

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

Investors from

26 Economies

Manufacturer

Innovation

Media

Buyer

Funding

Attracted

10,957

Visitors in 3 Days

InnoVEX

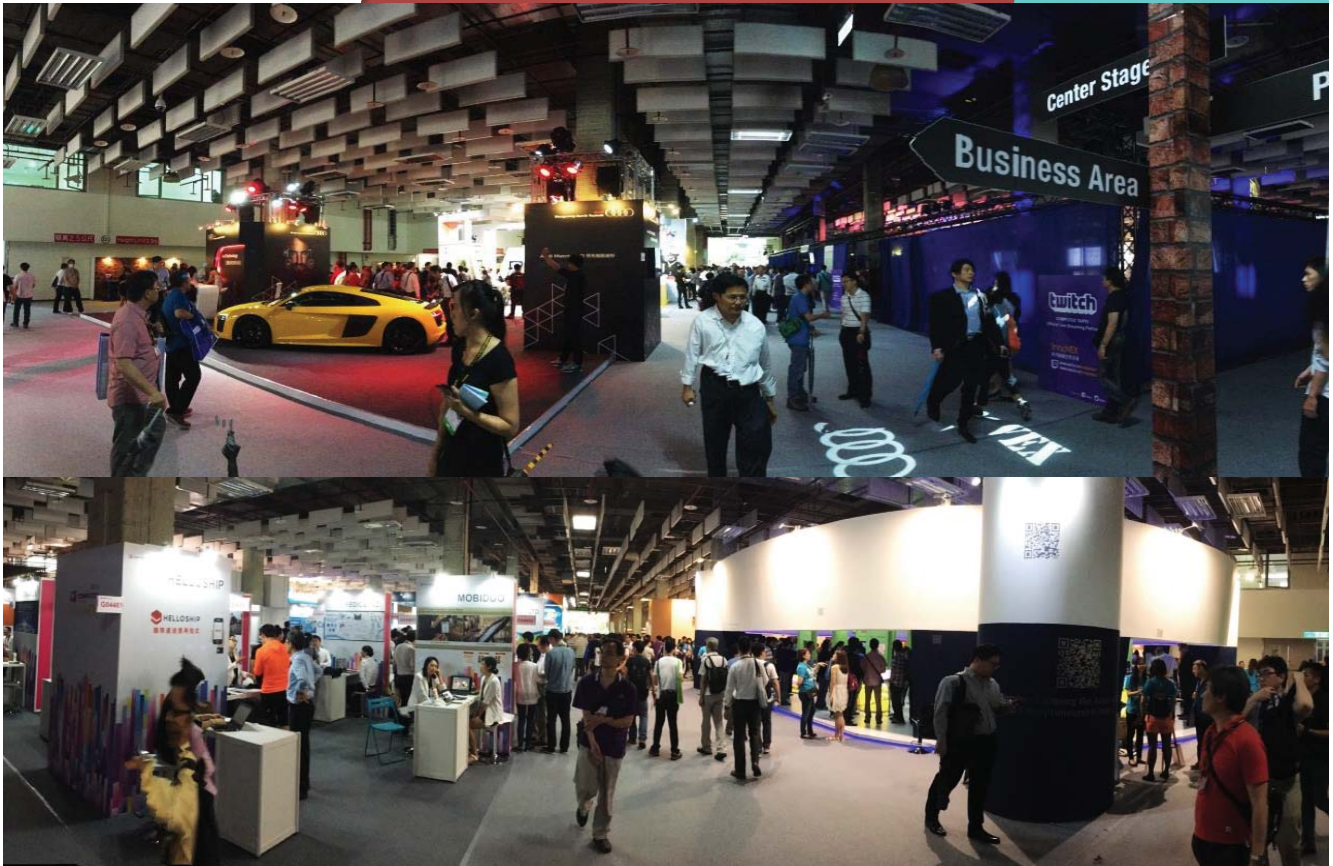
Global Exposure



700,000+ Global Viewers
on Live Streaming

InnoVEX

Exhibition



InnoVEX

Competition



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



Call for **SME/Start-up Best Practices** in the Following 4 Areas



2016 Video Experience

The second edition of **InnoVEX** will be held from **May 30 to June 1, 2017** in **Taipei**.

Thank You!

