



**Asia-Pacific
Economic Cooperation**

2016/SMEWG42/014

Agenda: 15.3

New Era of Growth for APEC SMEs Through Online-to-Offline (O2O) Business Models (SME 02 2015)

Purpose: Information

Submitted by: Chinese Taipei




**42nd Small and Medium Enterprises Working Group
Meeting
Ho Chi Minh City, Viet Nam
27–28 April, 2016**



42th APEC SMEWG Meeting
Item 15.3
New Era of Growth for APEC SMEs through Online-to-Offline (O2O) Business Models
 Chinese Taipei
 April 27, 2016

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Alignment

2016 APEC Priorities	<p style="margin: 0;"><i>Quality Growth and Human Development</i></p> <ul style="list-style-type: none"> ❖ Advancing regional economic integration and quality growth ❖ Enhancing the regional food market ❖ Towards the modernization of MSMEs in the Asia-Pacific ❖ Developing human capital.
2016 APEC SMEMM Theme	<p style="margin: 0;"><i>Towards the modernization of MSMEs in the Asia-Pacific</i></p> <ul style="list-style-type: none"> ❖ Promoting Innovation and SMEs Connectivity ❖ Moving Forward to Integration and Development through Productive Infrastructure ❖ Green SMEs Integration into Global Value Chains ❖ Internationalization of MSMEs and their Insertion in Global Value Chains
SMEWG Strategic Plan 2013-2016	<ul style="list-style-type: none"> ❖ Building Management Capability, Entrepreneurship, and Innovation ❖ Financing ❖ Business Environment, Market Access and Internationalization

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Digital Economy: Opportunities and Challenges

Opportunity

Challenge

Retail Ecommerce Sales Worldwide, 2014-2019
trillions, % change and % of total retail sales



Year	Retail e-commerce sales (trillions)	% change	% of total retail sales
2014	\$1.336	26.3%	6.3%
2015	\$1.671	25.1%	7.4%
2016	\$2.050	22.7%	8.6%
2017	\$2.498	21.9%	9.9%
2018	\$3.015	20.7%	11.4%
2019	\$3.578	18.7%	12.8%

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



Guidebook on SME O2O Application & Best Practice Collection

2nd year
Knowledge Discovery in Digital resilience



Guidebook on Enhancing SME Digital Competitiveness & Resilience

3rd year
Formulation & Modelling



Designing & Establishing Capacity Building Training Program by Adopting the above Two Guidebooks

4th year
Conclusion & Dissemination



Member Economies to Volunteer for Holding more O2O Capacity Building Training Programs to further benefit the whole APEC Region

 **O2O Initiative: 4 Solid Pillars**



- Public-Private Partnership
- APEC+ Collaboration
- Cross-Fora
- SMEWG

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 **From O2O 1.0 to 4.0**



NextGen Innovation (O2O 4.0)

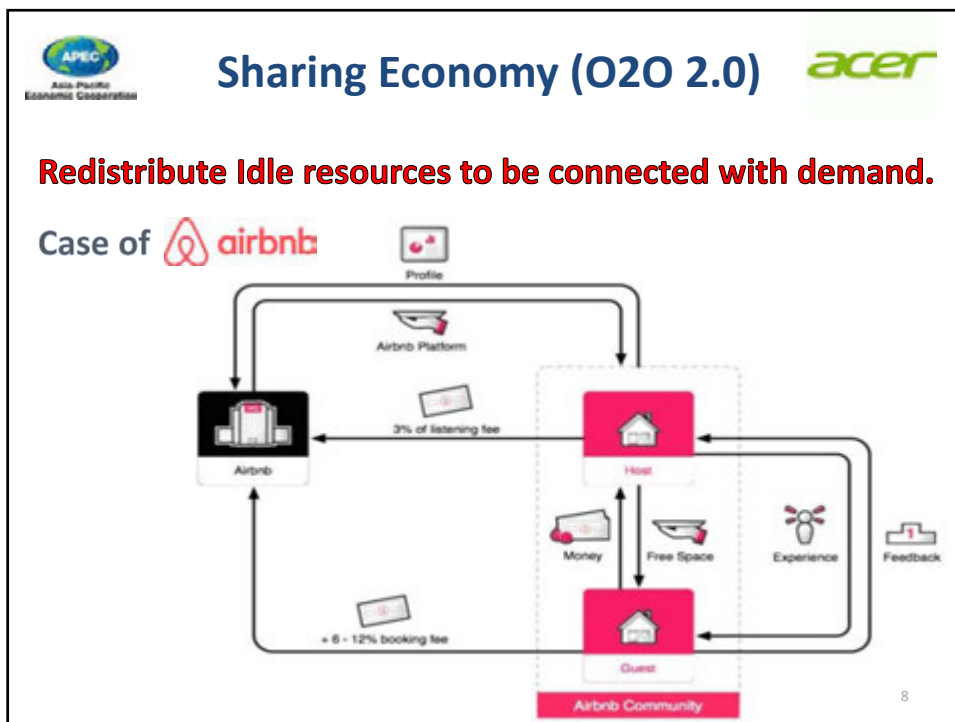
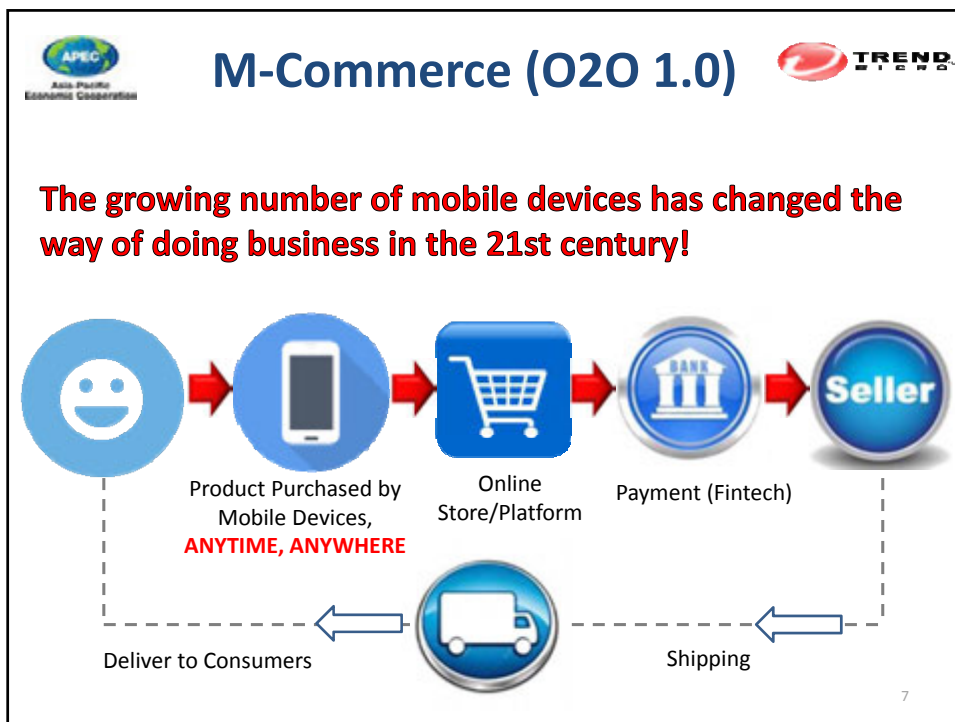
Collaborative Industry (O2O 3.0)

Sharing Economy (O2O 2.0)

M-Commerce (O2O 1.0)



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2016 O2O Serial Events

APEC SME O2O Kick-off Ceremony
Sehub @ Taipei

March 23



APEC SME O2O Training Workshop
Computex @ Taipei

April 26



APEC SME O2O Forum II
Lima, Peru

July 12-13



APEC SME O2O Forum I
Hi Chi Minh City, Viet Nam

June 1-2



APEC SME O2O Summit & Best Practice Showcase
Shangri-La's Far Eastern Plaza Hotel @ Taipei

September 6



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APEC SME O2O Forum I




 **Digital Economy**

 **Mobile Commerce**

 **O2O Best Practices**

 **Triip.me (Viet Nam)**

 **21 Economies**

 **15 Best Practices**

 **70+ Startups & SMEs**

We cordially invite you to keep joining our upcoming events!



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



M-Commerce

- **Our Target:** SMEs/Start-ups with innovative m-commerce applications aiming to connect with Alibaba, Amazon, eBay, Lazada. etc.



Sharing Economy

- **Our Target:** SMEs/Start-ups like Uber, AirBnB, etc.



Collaborative Industry

- **Our Target:** SMEs/Start-ups involve in collaborative/smart manufacturing, aiming to reshape the definition of industry



NextGen Innovation

- **Our Target:** SMEs/Start-ups involve in applying new techs e.g. AR, VR, machine learning, genetic engineering, etc.

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Thank you for your attention!




We Look Forward to Your Continuous Support and Participation to Our

2017 Initiative: Enhancing SME Digital Competitiveness and Resilience towards Quality Growth

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