



**Asia-Pacific  
Economic Cooperation**

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**2016/SMEWG43/021**

Agenda Item: 14.2

## **APEC SME O2O Initiative: Enhancing SME Digital Competitiveness and Resilience Towards Quality Growth - Presentation**

Purpose: Information

Submitted by: Chinese Taipei



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



*Enhancing SME Digital Competitiveness and  
Resilience towards Quality Growth*

**Chinese Taipei**

Small and Medium Enterprise Administration  
Ministry of Economic Affairs

# SMEs as the Engine of Growth in APEC



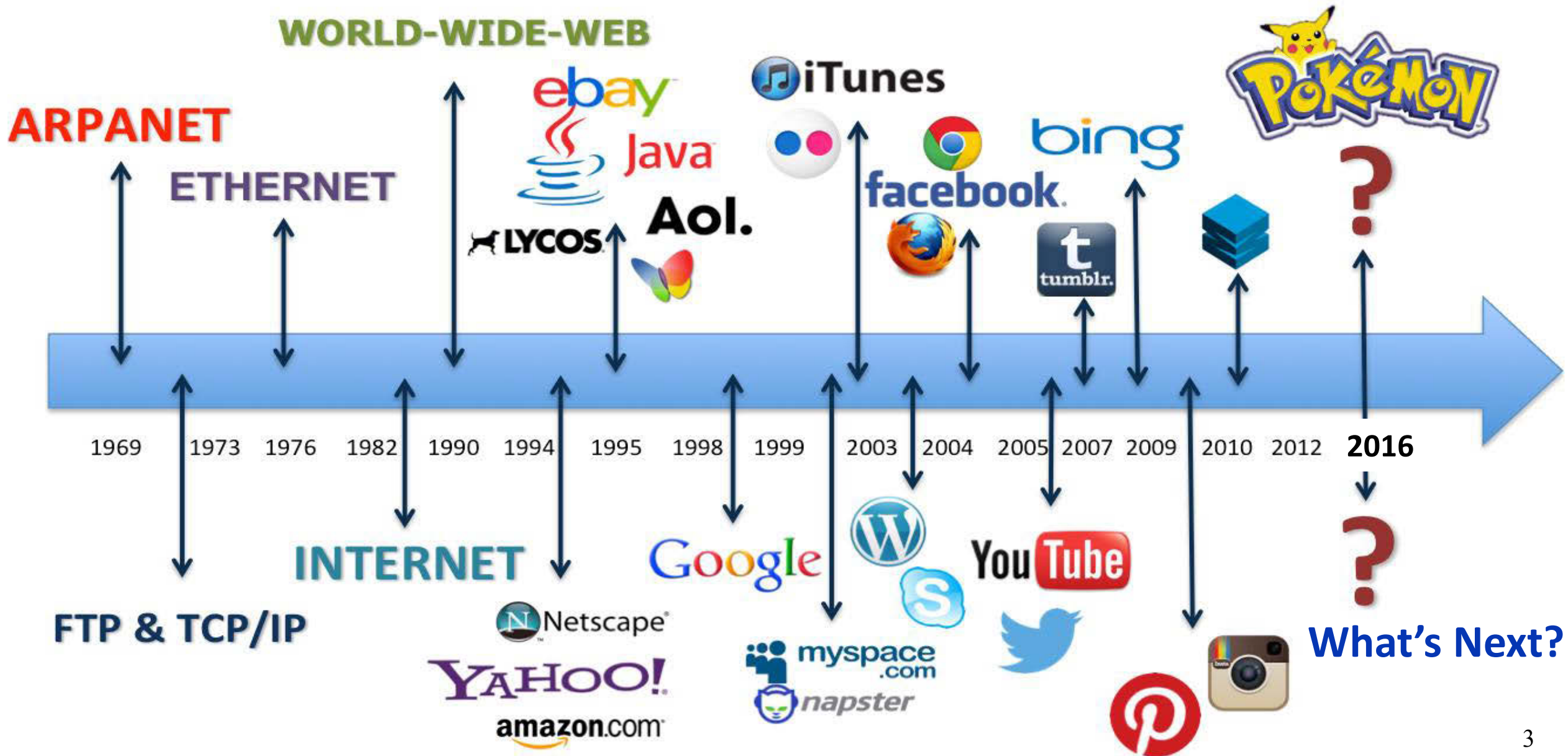
## Contributions of SMEs in APEC

**98%** of total business

**64%** of employment

**41%** GDP





















# Trend of Digital Economy



# Why Digital Economy Matters

Our lives have been transformed

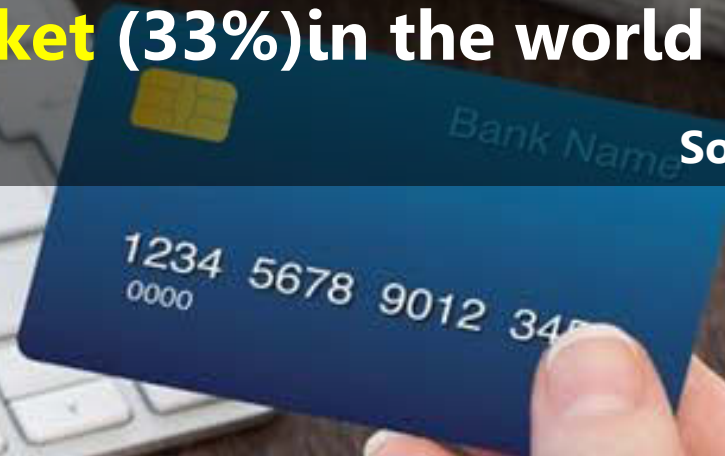
## Disruptive Innovation

	2005	2015
Reading		
Meeting People		facebook. tinder 
Voice / Text Messaging		
Commerce	Walmart 	ebay amazon.com 
TV		NETFLIX YouTube 
Food		
Transportation		
Travel / Lodging	HYATT 	
Photos		
Bank / Cash	citi 	Google wallet PayPal 

# Opportunities of Digital Economy

- 50% of the World Population is connected to the **Internet**
- **Asia Pacific** is the **Largest Digital Market (33%)** in the world

Source: eMarketer (2015)



# Challenges of Digital Economy

- Only few SMEs in APEC are taking full advantages
- SMEs fail to get connected will be excluded from the global market
- 60% of SMEs experienced cyber-attacks, disrupt GVC, 3 trillion loss

Source: Mckinsey (2015)



# Time to Take **Action** in APEC

Chinese Taipei

The Philippines

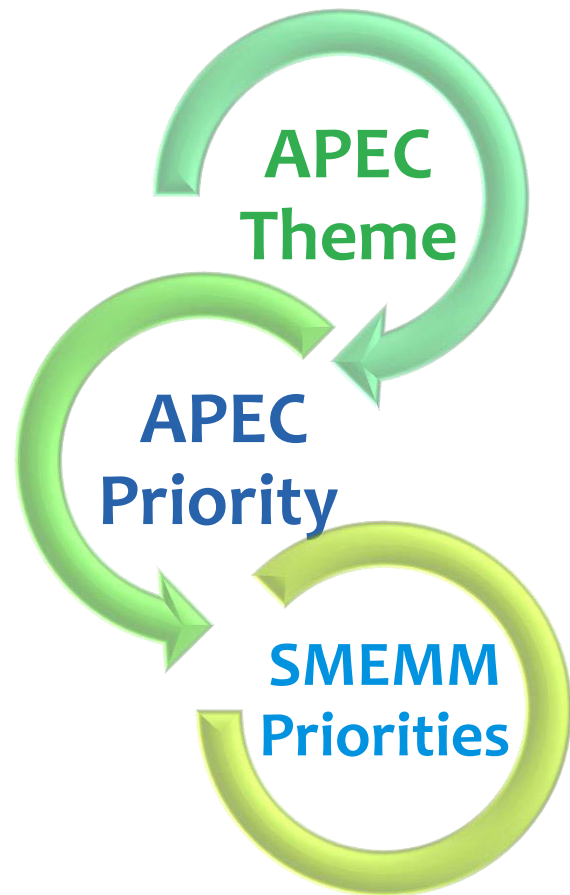
How we **support APEC SMEs** to turn these **opportunities** into **business** will be **key** to future **inclusive growth**

Malaysia



# O2O Initiative Links with APEC Themes

Enhancing **SME Digital Competitiveness** and  
**Resilience** towards Quality Growth



## Quality Growth and Human Development

**SMEs as engines of growth and prosperity**

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2015-2016

**Mainstreaming SMEs in the Global Economy** (Philippines)

**Modernization of MSMEs in the Asia-Pacific** (Peru)

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Strengthening **High Impact SMEs** through

**Digital Transformation**

# Vision

- **Optimize the Digital Innovation Ecosystem**  
for innovation and entrepreneurship
- **Enhance Competitiveness & Resilience**  
of Start-ups and SMEs in digital economy
- **Capitalize on O2O Opportunities**  
through PPP to further access the regional and global market

*Shoot for the moon.  
Even if you miss, you'll  
land among the stars.*

# A Platform for O2O Business

A Cross-Border Platform for O2O Training, Networking and Showcasing Opportunity



## Capacity Building for APEC SMEs



Empower SMEs to **make a difference** in the world

# Expected Deliverables

- APEC SME O2O **Expert Network** and provide **policy recommendations**
- **1** Summit and **7** Training Workshops & Fora
- APEC SME **Guidebook & Monitor** to further the impact



# First **O2O Training Workshop** in Taipei



- **People Centered Approach: Winning at Team Building**
- **Winning in the digital world: from technology to psychology focus**  
(Ambition, Communication, Tolerance)
- **Delight your customers in those micro moments**

Source: Google (2016)

# 7 Serial events with **ABAC, EPWG, HRDWG, PPWE**



Viet Nam

Chinese Taipei

Malaysia

The Philippines

21+

Economies

30+

Best Practices

400+

CEO Elites &  
Investors

# Conclusion (1/2)

A perspective view of a dark asphalt road stretching towards a bright, hazy horizon. The road is flanked by golden-yellow fields. In the foreground, the year '2016' is painted in large white letters on the road surface. A white arrow is painted on the road, pointing directly towards the horizon, starting from the '1' and pointing past the '6'. The sky is filled with soft, white clouds, and the sun is low on the horizon, creating a strong glow and lens flare effect.

2016

The road ahead is **not** always **easy**;  
But only **the brave** take those **first steps!**

# Conclusion (2/2)



*Win-Win  
Cooperation*

Let's **Team Up** with **APEC**