



**Asia-Pacific
Economic Cooperation**

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Agenda Item: 21.9

Global SME Cross-Border Matchmaking Service Mode

Purpose: Information
Submitted by: China



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

Global SME Cross-border Matchmaking Service Mode



Bank of China

September, 2016 Lima

Introduction

APEC Declaration on SMEs

Supporting the harmonious development of global SMEs has always been one of the important topics. In *Leaders' Declaration* of APEC Philippines, there is one chapter emphasizing SMEs cross-border cooperation. It is mentioned that "We live in a connected world in which many goods and services are the results of firms cooperating within and across our borders. We need all our businesses, regardless of size, to connect to where opportunities exist." The declaration clearly proposes to promote participation of SMEs into regional and global markets and calls for countries to eliminate the obstacles in global value chain for them so as to enable international development. Chinese President Xi Jinping also expressed the idea of supporting "SMEs" to participate in global market when he attended the summit.

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matchmaking service**

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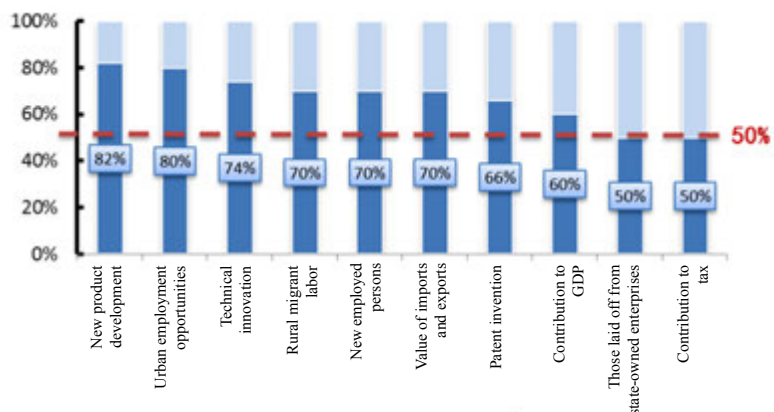
3 **Future plan**

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Part I

**Why do we provide cross-border
matchmaking service?**

The contribution of SMEs to national economy



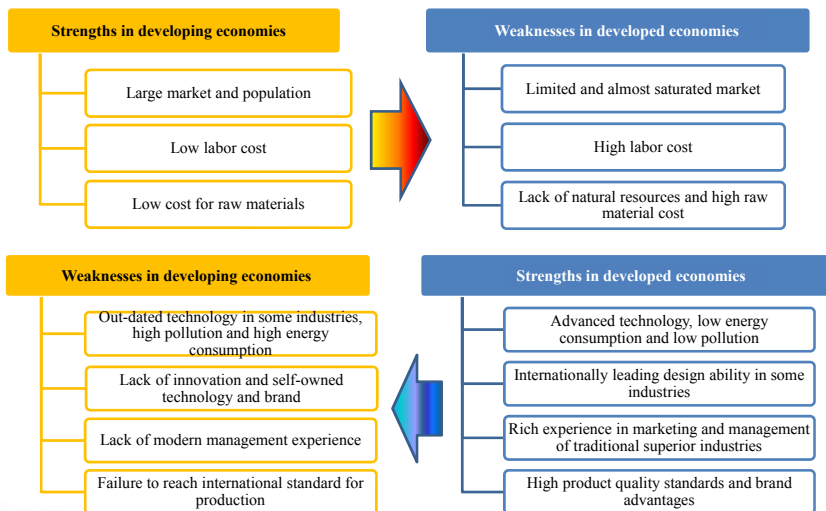
By the end of 2015, there were 20,000,000 SMEs and more than 54,000,000 individual businesses registered with the Administration for Industry and Commerce. SMEs accounted for 99% in all enterprises.



Financial ecological environment of SMEs



SWOT analysis of SMEs in developing and developed economies

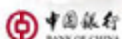
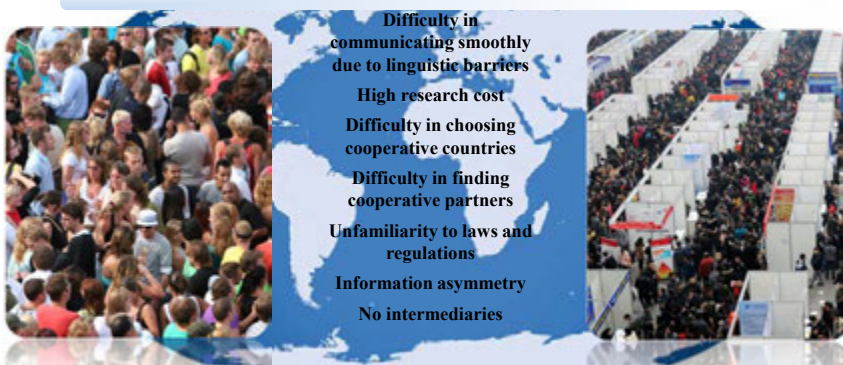


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Major barriers for SMEs to enter into global market

Overseas:
Large quantities of SMEs are willing to invest in the economy of China

Domestic:
Millions of SMEs hope to go global



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Part II

How do we provide cross-border matchmaking service?

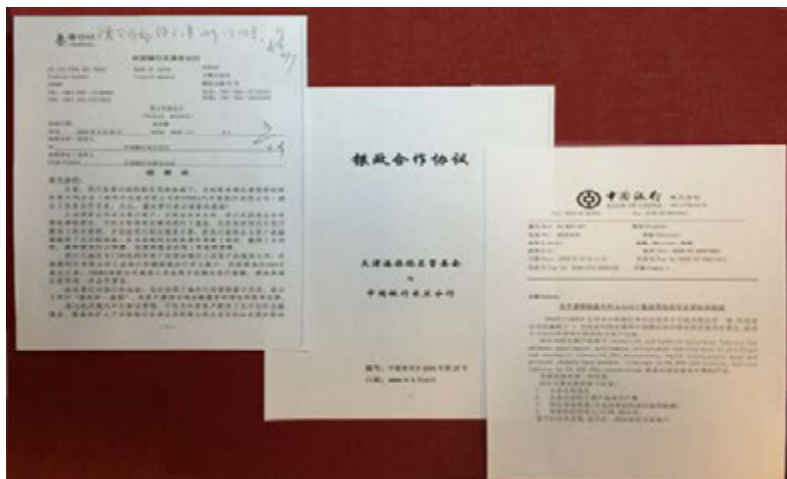


Milan Branch's attempt in earlier this century

"China-Italy Window" is a product developed by Milan Branch of Bank of China in 2004, aiming at promoting the cooperation among high-quality SMEs in China and Italy, which is the earliest attempt to match the enterprises based on the trade development between the economy of China and developed economies.

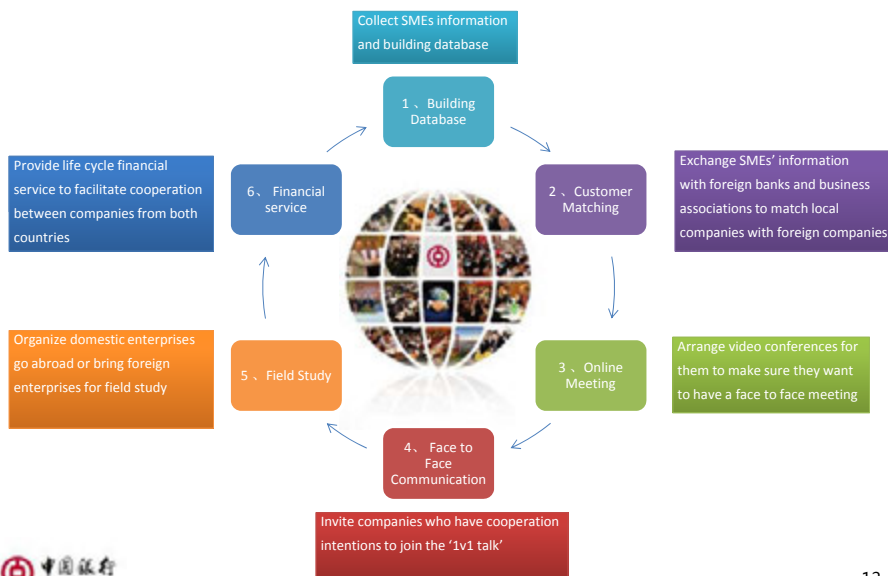


Milan Branch's attempt in earlier this century



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Six steps of cross-border matchmaking service



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Six steps of cross-border matchmaking service

Step 1: Build company information database with related national government, industry association ,bank and intermediary.

中银全球中小企业投融资撮合服务平台企业信息表 (中英文填写)						
Information about Enterprises on the BOC Global Platform of Matchmaking Services for SME Investment						
企业信息基本信息 Enterprise contact information	企业名称 Enterprise name					
	企业地址 Enterprise address					
企业信息运营信息 Enterprise operation information	联系人姓名 Contact name	手机、手机 Tel, Mobile		联系邮箱 Email		
	企业性质 Nature of enterprise	<input type="checkbox"/> 国有企业 <input type="checkbox"/> 民营企业 <input type="checkbox"/> 中外合资 <input type="checkbox"/> 独资 <input type="checkbox"/> 其他 <input type="checkbox"/> State-owned enterprise <input type="checkbox"/> Private enterprise <input type="checkbox"/> Joint venture enterprise <input type="checkbox"/> Sole proprietor <input type="checkbox"/> Others			所属行业 Industry	
	成立时间 Time of incorporation	人数 Number of employees	销售收入 (万人民币) Sales income (RMB10,000)	资产总额 (万人民币) Total assets (RMB10,000)		
	主营产品和生产能力 Main products/Capacity					
优势 Advantages	进口情况 Import information	进口产品 () Import product ()	进口国家 () Import country ()	金额 () Value ()		
	出口情况 Export information	出口产品 () Export product ()	出口国家 () Export country ()	金额 () Value ()		
	产品优势 Product advantage	<input type="checkbox"/> 市场占有率高 <input type="checkbox"/> 历史悠久 <input type="checkbox"/> 工艺独特 <input type="checkbox"/> 其他 <input type="checkbox"/> High market share <input type="checkbox"/> Long history <input type="checkbox"/> Unique technique <input type="checkbox"/> Others				
	技术优势 Technical advantage	<input type="checkbox"/> 拥有专利权 () <input type="checkbox"/> 先进设备套数 () <input type="checkbox"/> 其他 () <input type="checkbox"/> Number of patents owned () <input type="checkbox"/> Sets of advanced equipment () <input type="checkbox"/> Others ()				
	人才优势 Staff advantages	<input type="checkbox"/> 博士 ()人 <input type="checkbox"/> 硕士 ()人 <input type="checkbox"/> 本科 ()人 <input type="checkbox"/> 专业技术职称 ()人 <input type="checkbox"/> PhD () <input type="checkbox"/> MS () <input type="checkbox"/> Bachelor () <input type="checkbox"/> Professional technical title ()				
	区位优势 Regional advantage	<input type="checkbox"/> 交通 <input type="checkbox"/> 基础设施 <input type="checkbox"/> 高新技术开发区 <input type="checkbox"/> 地理优势 <input type="checkbox"/> 其他 () <input type="checkbox"/> Traffic <input type="checkbox"/> Infrastructure <input type="checkbox"/> Hi-tech development zone <input type="checkbox"/> Geographical advantage <input type="checkbox"/> Others ()				
	金融环境优势 Financial environment advantage	<input type="checkbox"/> 利息补贴 <input type="checkbox"/> 担保 <input type="checkbox"/> 税收优惠 <input type="checkbox"/> 其他 () <input type="checkbox"/> Interest subsidy <input type="checkbox"/> Guarantee <input type="checkbox"/> Tax advantage <input type="checkbox"/> Others ()				
	意向合作地区 Intended cooperation area	<input type="checkbox"/> 中国 <input type="checkbox"/> 外国 () <input type="checkbox"/> 皆可 <input type="checkbox"/> China <input type="checkbox"/> Foreign country () <input type="checkbox"/> Both				
企业合作信息 Enterprise cooperation information	意向合作方式 Intended cooperation approach	<input type="checkbox"/> 独资 <input type="checkbox"/> 合资 <input type="checkbox"/> 技术合作 <input type="checkbox"/> 贸易合作 <input type="checkbox"/> 境外上市、发债 <input type="checkbox"/> 并购 () <input type="checkbox"/> Sole proprietorship <input type="checkbox"/> Joint venture <input type="checkbox"/> Technical cooperation <input type="checkbox"/> Trade cooperation <input type="checkbox"/> Overseas listing, bond issue <input type="checkbox"/> M&A ()				
	具体合作意向描述 Detailed description of cooperation intention					
银行信息 Bank information	网点名称 Outlet name					
	联系人 Contact person			联系电话 Tel		



Six steps of cross-border matchmaking service

Step 2: Exchange company information with foreign institution, to match the foreign customer.



Six steps of cross-border matchmaking service

Step 3: Both parties meet each other online for initial communication.



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Six steps of cross-border matchmaking service

Step 4: Face to face negotiation to reach a cooperative intention



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Six steps of cross-border matchmaking service

Step 5: Field study, substantive cooperation



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Six steps of cross-border matchmaking service

Step 6: Financial service throughout the investment period

Service category		Investment invitation stage	Investment and construction stage	Start-up stage	Production and construction stage	Growth and expansion stage
Commercial banking businesses	Account and settlement	√	√	√	√	√
	Corporate online banking			√	√	√
	Deposit-taking	√	√	√	√	√
	Cash management		√	√	√	√
	Working capital loan		√	√	√	√
	Syndicated loan		√	√	√	√
	Overseas loan under domestic guarantee/domestic loan under overseas guarantee				√	√
	L/G	√	√	√	√	√
	Foreign exchange sales and settlement		√	√	√	√
	Trade finance		√	√	√	√
	International settlement		√	√	√	√
Corporate investment banking	Wealth management of investment bank			√	√	√
	Pension			√	√	√
	Investment banking			√	√	√
	IPO coaching			√	√	√
	Financial advisory service	√	√	√	√	√
Personal banking	Account opening and settlement	√	√	√	√	√
	Deposit-taking	√	√	√	√	√
	Credit card	√	√	√	√	√
	Personal online banking	√	√	√	√	√
	Wealth management			√	√	√
	Salary payment agency			√	√	√
Insurance services	Property insurance	√	√	√	√	√
	Health insurance	√	√	√	√	√
	Credit insurance		√	√	√	√



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Feature 1: Video interaction & negotiation



Feature 2: Free business talk



Brief introduction to cross-border matchmaking

- Coverage area: 5 continents, 56 economies
- Number: 23 conferences,
- Major industries: high-end manufacturing, environmental protection, information technology, education and healthcare, modern agriculture, food processing, mechanical equipment, chemical industry, automobile industry, etc..
- Participants: 30,000 people from over 8,000 domestic and foreign enterprises. The Bank provides 1,800 interpreters for the conferences free of charge. There are more than 5,000 people from government and the Bank.
- Result analysis: in about 9,000 times of "1v1" negotiation meetings, more than 5,000 enterprises have reached initial cooperative intention on-site. More than 1,300 enterprises have formed actual cooperation, while others continue negotiating in trade cooperation, technical cooperation and investment for plant building. Enterprises reaching trade cooperation account for 65%, while the rest 35% is mainly for mutual investment and technical cooperation.
- Matching degree: the Bank's matchmaking accuracy is up to 90%, in which 80% enterprises, whether going global or brought in, can reach more than one intention on cooperation.



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Cross-border matchmakings in APEC economies

In MAS



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Cross-border matchmakings in APEC economies

In the US



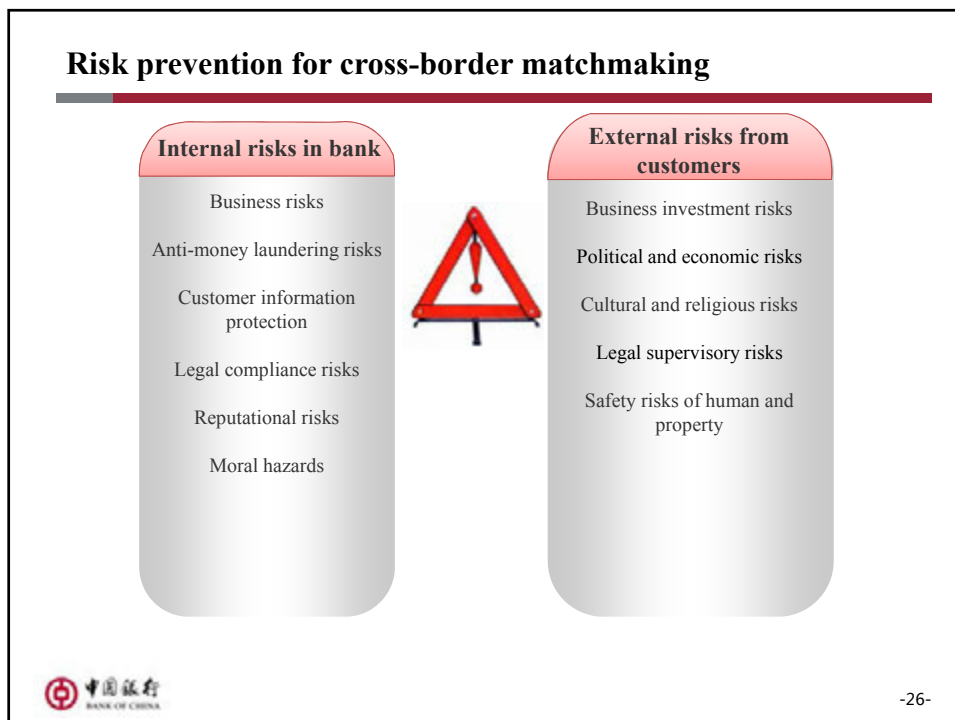
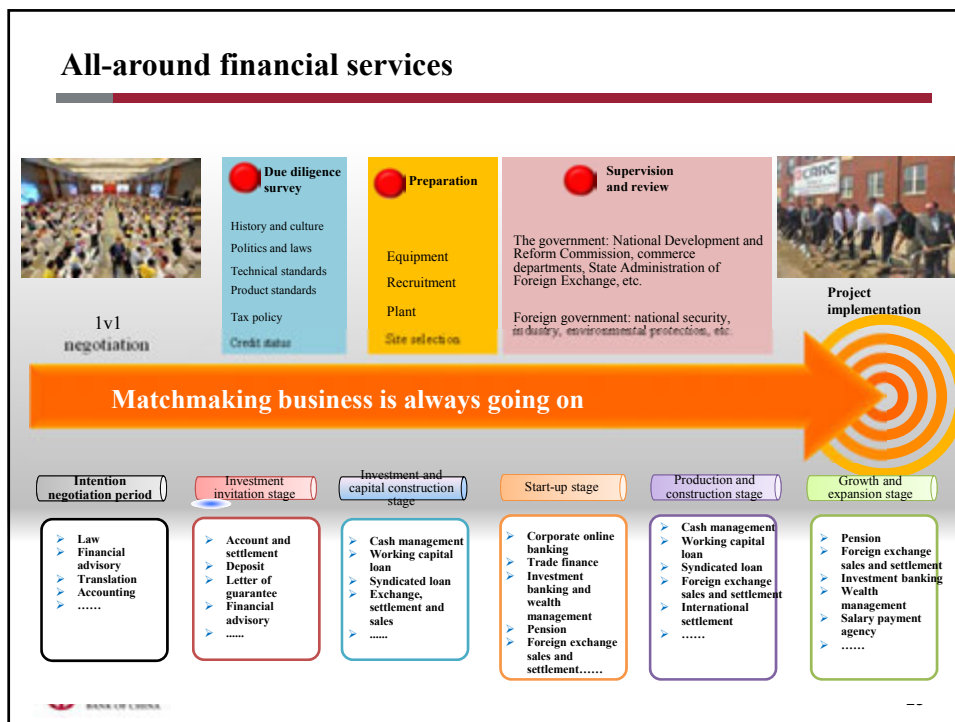
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Cross-border matchmakings in APEC economies

In NZ



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Recognition of foreign governments



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Highlighted by internationally mainstream media



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Part III

Future plan



Shift the business from offline to online to enable mobile match across borders and time zones



Strengthen ties with other economies to jointly stage matchmaking activities

- **All governments, banks and chambers of commerce are welcomed to build cooperation and communication mechanisms with Head Office of Bank of China or our local branches to set up information base for SMEs with international development requirements.**
- **Any economies interested in cross-border matchmaking activity is welcomed to hold these activities with us.**
- **We are looking forward to exchanging experience on SMEs financing with governments and banks.**

Thank You!