



**Asia-Pacific
Economic Cooperation**

2012/CTI/WKSP/001

Agenda

Submitted by: Japan



**Workshop on Increasing Free Trade
Agreement Utilization by SMEs
Tokyo, Japan
7 August 2012**



APEC Workshop “Increasing FTA Utilization by SMEs”

1. Background and objective

- SME is a source to strengthen economic growth and create new ideas and technologies for innovation. Therefore, to increase the SME trade is one of the best approaches for promoting the economic growth, increasing employments and drastically changing the quality of life in the Asia Pacific region.
- In the statement at the Joint Meeting of Ministers Responsible for Trade (MRT) and Ministers Responsible for Small and Medium Enterprises (SMEMM) at Montana in May 2011, and the statement at the APEC Ministerial Meeting (AMM) at Honolulu in November 2011, it was agreed that there are 9 trade barriers which impede SMEs’ international trade, and APEC members should make concrete actions to contribute to reducing those barriers.
- From that context, Japan, in cooperation with Peru, United States and other economies, starts the action for addressing one of the above-mentioned barrier “*Difficulty in Taking Advantage of Preferential Tariff Rates and Other Aspects of Trade Agreements*” by holding the workshop titled as “Increasing FTA utilization by SMEs” on August 7, 2012 in Tokyo, Japan. Thanks to cooperation from Korea, this workshop is also planned to contribute to the APEC initiative “*REI Capacity Building Needs Initiative*”.
- Through this workshop, experienced speakers from APEC economies will provide valuable information on the economic potential benefits which SMEs can enjoy from trade and investment rules in the FTA and their utilization, and share their best practices in promoting policies on FTA utilization and SMEs’ best cases in strategically utilizing currently increasing FTA.
- Presentation materials handed at this workshop will be compiled as the guidebook as a tangible result of this workshop, and the guidebook will be planned to be uploaded on the website. The result of the workshop will be reported to the CTI in 2013.

2. Date and Venue

Date: 13:00-18:00, August 7, 2012

Venue: Tokyo, Japan (International Conference Hall, 7th floor of Tokyo Chamber of Commerce and Industry (TCCI))

(map: http://www.tokyo-cci.or.jp/english/profile/head_office_and_the_23_chapters/)

3. Registration

Registration: free of charge

Registration website: <http://www3.revn.jp/apec-cti-fta-eng/>



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4. Agenda (Each presentation in Session 1 through 3 will be 15 minutes)

13:00-13:05 **Opening**

- Mr. Ken SASAJI, Director, APEC Office, Ministry of Economy, Trade and Industry, Japan

13:05-14:00 **Session 1: FTA's Benefit towards SMEs**

Speakers theoretically and numerically express actualized and potential benefit of FTA for business communities, especially for SME. In addition, speakers explain what barriers for increasing SME's FTA utilization exist in the region and how we can address these barriers. Furthermore, speakers explain what kinds of articles of current FTA are prescribed to increase easiness of FTA utilization by SMEs.

Facilitator:

- Mr. Ken SASAJI, Director, APEC Office, Trade Policy Bureau, Ministry of Economy, Trade and Industry, Japan

Speakers:

- Prof. Shujiro URATA, Professor of Economics, Graduate School of Asia-Pacific Studies, Waseda University
 - Dr. Ganeshan WIGNARAJA, Director of Research, Asian Development Bank Institute
 - Mr. Samuel David SCOLES, Regional Director Asia, International Trade Advisory Services, White and Case Pte. Ltd.
- *10 minutes Q & A

14:00-16:45 **Session 2: Best Practices on FTA Promotion Policies**

Speakers make presentations to provide information on policy initiatives to promote FTA utilization towards SMEs, share their policy best practices and propose the desirable and effective policies to increase SMEs' FTA utilization in the Asia Pacific region.

Facilitator:

- Mr. Tadaatsu MOHRI, Director, APEC Division, Economic Affairs Bureau, Ministry of Foreign Affairs, Japan

Speakers:

- Mr. Hiroshi HIRAIZUMI, Director for FTA/EPA Negotiation, Economic Partnership Division, Ministry of Economy, Trade and Industry, Japan
- Ms LIM Bee Suan, Divisional Director, Free Trade Agreement and



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Representative Office Division, Trade Services and Policy Division,
International Enterprise Singapore

- Mr. Young-Dal LEE, Deputy Director, FTA Implementation Department,
Korean Customs Service, Korea
 - Ms. Paula CARRION, Manager, Market Intelligence Coordination
Division, Direction for Export Promotion, Commission on the Promotion
of Peru for export and tourism, Peru
- *10 minutes Q & A

[15:10-15:35 Coffee break [25 minutes]]

- Mr. TRAN Ba Cuong, Director, WTO Division, Multilateral Trade Policy
Department, Ministry of Industry and Trade, Viet nam
 - Mr. Tae-Wan KIM, Director, FTA Industrial Support Division, Ministry of
Strategy and Finance, Korea
 - Mr. Senen M. PERLADA, Director, Bureau of Export Trade Promotion,
Department of Trade and Industry, Philippines
 - Mr. Pitak UDOMWICHAIWAT, Director of Bureau of Trade Preference,
Department of Foreign Trade, Thailand
- *10 minutes Q & A

16:45-17:55 **Session 3: Best Practices on SMEs' FTA Utilization**

*Speakers will share their best practices for SMEs to strategically utilize FTA in
their international business.*

Facilitator:

- Mr. Hiroshi HIRAIZUMI, Director for FTA/EPA Negotiation, Economic
Partnership Division, Ministry of Economy, Trade and Industry, Japan

Speakers:

- Mr. Hidehiro OKAYAMA, Project Manager for Economic Affairs,
International Division, Japan Chamber of Commerce and Industry
 - Mr. Samuel H. KIDDER, Executive Director, American Chamber of
Commerce in Japan
 - Mr. Yoshiaki MUTO, Partner, Baker & McKenzie GJJ
 - Mr. Wilf WAKELY, President, Canadian Chamber of Commerce in Japan
- *10 minutes Q & A

17:55-18:00 **Closing**

- Mr. Hiroshi HIRAIZUMI, Director for FTA/EPA Negotiation, Economic
Partnership Division, Ministry of Economy, Trade and Industry, Japan