



**Asia-Pacific
Economic Cooperation**

2019/SMEWG48/010

Agenda Item: 10.2.2

APEC Online to Offline Initiative Empower Small and Medium Enterprises to Embrace Digital Transformation

Purpose: Information
Submitted by: Chinese Taipei



**48th Small and Medium Enterprises Working Group
Meeting
Qingdao, China
30-31 May 2019**

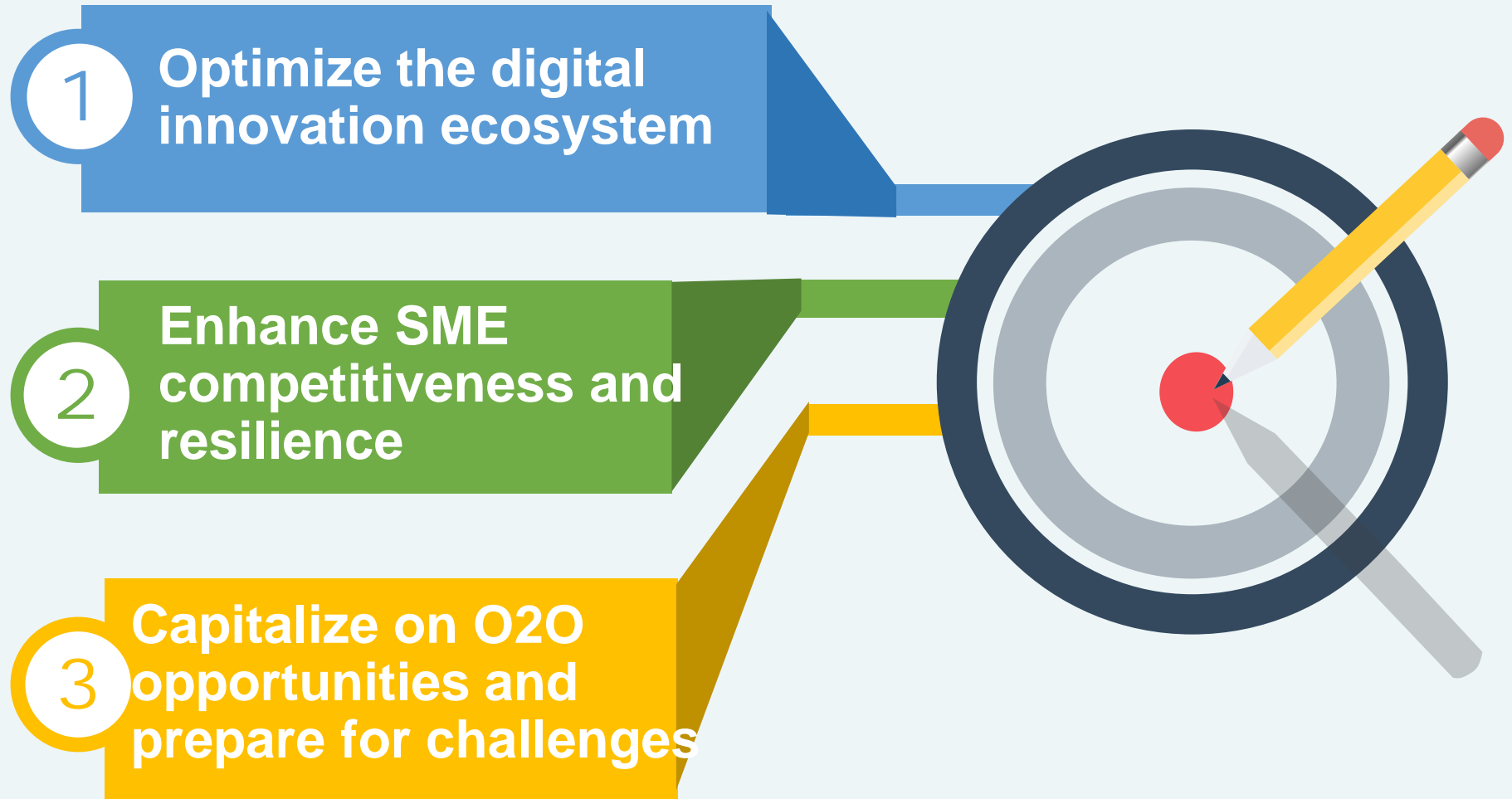
An aerial photograph of Taipei, Taiwan, taken from a hillside. The sun is setting on the left, casting a golden glow over the city. The skyline is dominated by the Taipei 101 skyscraper in the center. Other high-rise buildings are visible to the right and in the distance. The foreground shows a lush green hillside.

APEC Online-to-Offline (O2O) Initiative – Empower SMEs to Embrace Digital Transformation

48th APEC SMEWG Meeting

Chinese Taipei
30 May 2019

Objectives of APEC O2O Initiative



APEC O2O Initiative Multiple Year Framework

in APEC O2O Initiative 4-Year Framework



2016



1st Phase
Research on SMEs'
Digital
Transformation



2nd Phase
Enhancing
Digital Resilience

2017



3rd Phase
Capacity Building
on Digital
Transformation and
Impact
Dissemination

2018



2019



4th Phase
Concluding our
joint efforts and
benefit more
SMEs



APEC O2O Initiative Cooperate with Member Economies



Appreciate these partner Economies to work with us in the past 4 years to achieve the solid results of APEC O2O Initiative together



2016

2017

2018

2019

2018 O2O events: 10 events in 6 APEC economies

28
March
APEC
O2O
Forum



Brunei

25-26
April
APEC O2O
Forum &
Digital
Resilience
Training
Workshop



Malaysia

6-7
June
APEC O2O
Forum
&
Digital
Resilience
Training
Workshop



Thailand

Highlight

2-4
July
APEC O2O
Summit
&
Digital
Resilience
Training
Workshop



Chinese
Taipei

29
August
APEC
Digital
Resilience
Training
Workshop



Viet Nam

17-18
October
APEC O2O
Forum &
Digital
Resilience
Training
Workshop



The
Philippines

APEC O2O Initiative aims to Share, Partner, and Connect



1

Bridging SMEs and Start-ups among different APEC economies



2

Activating APEC Start-Up Ecosystem



3

Providing International Exposure



4

Connecting Public and Private Sectors in APEC



2018 O2O Summit: Highlights



01

Public- Private Partnership



02

Cutting-edge Technology Application



03

Great Networking opportunities

APEC SME Digital Resilience Training Workshop

Hosting serial training workshops to disseminate the concept of Digital Resilience



Malaysia, April



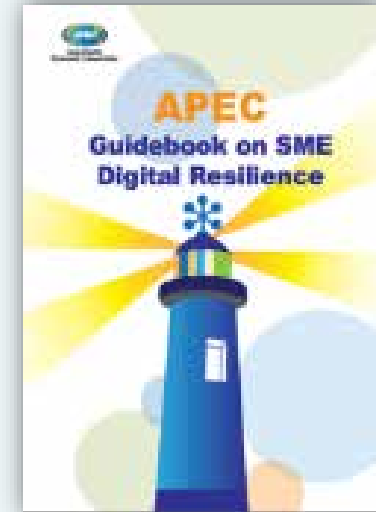
Thailand, June



Chinese Taipei, July



Viet Nam, August



Publishing the "Guidebook on SME Digital Resilience" in difference language



The Philippines, October



2019 APEC O2O events in 5 APEC economies

in 5 APEC O2O serial events in Malaysia, Chinese Taipei, Thailand, Chile, the Philippines



2019 APEC O2O Forum Malaysia

“APEC O2O Forum: Empowering SMEs to Go Global through Digital Transformation” held in Kuala Lumpur, on 17 April, 2019

Opening Remarks of Mr. Mohd Rithaudden Makip (Malaysia) and Ms. Wen-Ling Su (Chinese Taipei)

Malaysia and Chinese Taipei exchange friendship souvenir



17 April, 2019
Berjaya Times Square Hotel
Kuala Lumpur, Malaysia



Agila Innovations, Inc (the Philippines) earn the ticket to APEC O2O Summit in Taipei

Group photo of APEC O2O Forum Malaysia



Welcome to APEC SME O2O 2019

Chinese Taipei warmly welcome all to join



APEC SME O2O 2019

Date:
June 26-27, 2019

Venue:
Cathay Financial
Conference Hall, Taipei,
Chinese Taipei

A group of runners is captured from behind, running along a paved path that runs parallel to a body of water. The scene is set during sunset or sunrise, with a warm, golden light illuminating the sky and the water. The runners are in various stages of their stride, and their shadows are cast long on the path. The overall mood is one of energy and forward movement.

2020~

APEC SMEs
Inclusive Growth
&
Opportunities

Thank You

The outcome of APEC O2O 2018 serial events



APEC 2018 O2O Forum and Digital Resilience Training Workshop

SMES · TECH STARTUPS · YOUNG ENTREPRENEURS