



**Asia-Pacific
Economic Cooperation**

2019/SMEWG48/016

Agenda Item: 11.1

APEC Micro, Small and Medium Enterprises Marketplace

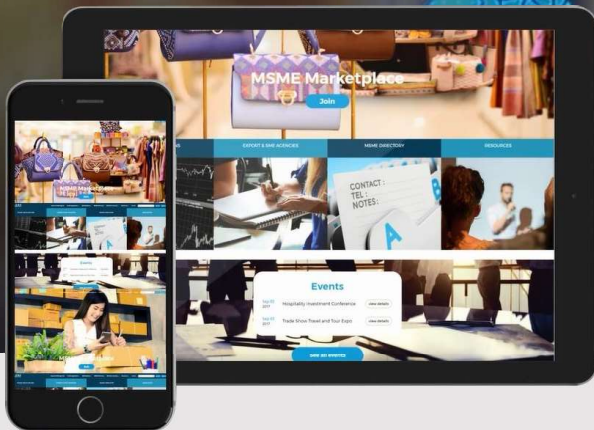
Purpose: Information
Submitted by: Philippines



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

APEC MSME Marketplace

REPORT OF THE PHILIPPINES
48th APEC SME Working Group Meeting
Qingdao, People's Republic of China
30-31 May 2019



Implementation Phases of the APEC MSME Marketplace



1

Establishing an information portal that supports the Boracay Action Agenda (BAA) and the Iloilo Initiative
(September 2016–September 2017)

2

Building the information and functionalities of the APEC MSME Marketplace to develop more value proposition for MSMEs
(October 2017–September 2018)

3

Enhancing the trade facilitation capabilities of the MSME Marketplace
(October 2018–September 2019)

Implementation Phases of the APEC MSME Marketplace

1

Establishing an information portal that supports the Boracay Action Agenda (BAA) and the Iloilo Initiative (*September 2016–September 2017*)

- Links to economy information and marketplaces
- Simple search functionality
- Link to the APEC Trade Repository
- Link to information on MSMEs in APEC (e.g. list of outstanding MSMEs, trade directories by member economies and others)
- Link to SMEWG best practices presentations



APEC Trade Repository



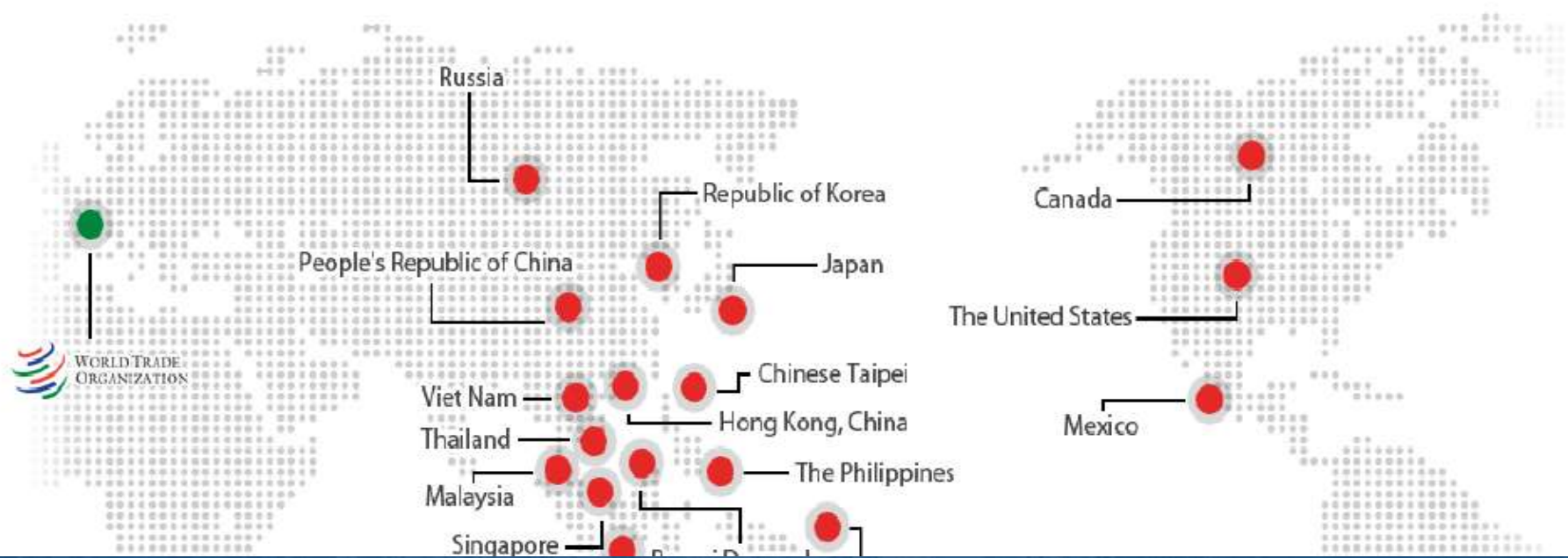
Asia-Pacific
Economic Cooperation *Trade Repository*

[Home](#)

[APEC Trade Repository](#)

[Useful Links](#)

[Contact](#)



New Resources

The screenshot shows the top navigation bar of the MSME Marketplace website. It features the APEC MSME Marketplace logo on the left, a search bar, and 'Join Us' and 'Sign In' buttons. The main navigation menu includes: Export & SME Agencies, Trade Regulations, Marketplaces, MSME Directory, Business Opportunities, Member Economy, Resources, and Events. Below the navigation is a 'Webinars' section with a background image of people in a meeting.

This screenshot is identical to the one above, showing the MSME Marketplace website header and navigation menu.

Show All Ma

TITLE	
Trust and Safety in Cross-Border E-Commerce	Obt wor con
Introduction to Cross-Border E-Commerce	Obt unc

Compendium on Methodologies for SMEs Internationalization

This initiative is envisaged as a contribution to the MSMEs Marketplace established under the Iloilo Initiative. It also addresses Leader's instructions to implement the Boracay Action Agenda (BBA) and facilitate SMEs access to regional and global markets. Particularly, this initiative will achieve the Common Goals towards 2020 outlined in the BAA, where the indicators include case studies of MSMEs participation in international markets and global value chains, and the increase in internationalization activities. In addition, this compendium will add value to the existing work programme under work stream 5 of the APEC Strategic Blueprint on Global Value Chains on Assisting SMEs to Benefit from GVCs.

Actions and Objectives

To develop a compendium of APEC best practices, methodologies and successful stories on SMEs internationalization. In order to:

- exchange APEC member's policies, strategies and measures to achieve SMEs' internationalization in their economies;
- exchange private sector's initiatives on:
 - MNC's programme to include MSMEs in their GVCs;
 - MSMEs' own programmes to go global.
- develop a compendium of successful programs that can be used as reference tool to discuss on an APEC benchmarking methodology;
- align economies' efforts in positioning SMEs into regional and global markets.

[Mexico's Contribution](#)

[Malaysia's Contribution](#)

[Chinese Taipei's Contribution](#)

Women own a third of small and medium-sized enterprises that operate across the APEC region. Yet, as clients of Trade Promotion Organisations (TPOs), women entrepreneurs are significantly under-represented. This toolkit highlights the challenges TPOs face in providing unbiased or gender responsive support services to women-led, owned and managed businesses. It offers a quick reference guide on what TPOs can do to support women entrepreneurs in building their export readiness and capacity to access global markets.

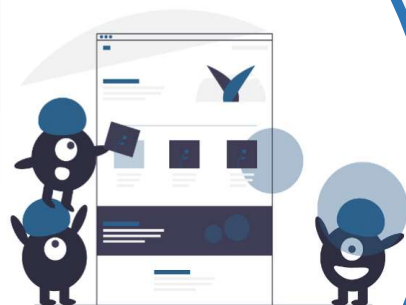
[Peru's Contribution](#)

Implementation Phases of the APEC MSME Marketplace

2

Building the information and functionalities of the APEC MSME Marketplace to develop more value proposition for MSMEs *(October 2017–September 2018)*

- All 21 member economies are contributing to the marketplace by providing information needed by MSMEs
- 64 company databases/trade directories are listed in the marketplace
- 2,463 MSMEs from 21 economies have registered
- Over 30 government marketplaces and 167 private marketplaces are showcased in the site
- Other resources and tools (e.g., webinars, toolkits section) have been uploaded





2,463
REGISTERED MSMEs



32
GOVERNMENT MARKETPLACES



167
PRIVATE MARKETPLACES

APEC MSME Marketplace Mobile App

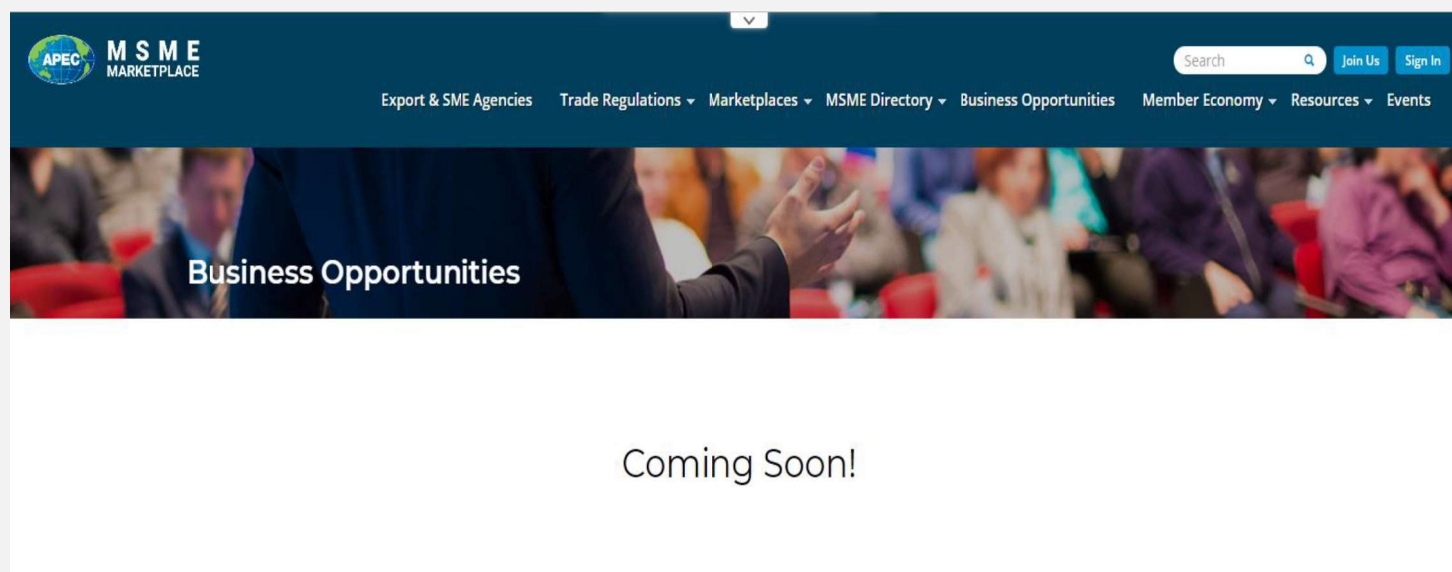
The **APEC MSME Marketplace Mobile Application** is **AVAILABLE** in both Android and IOS mobile system.



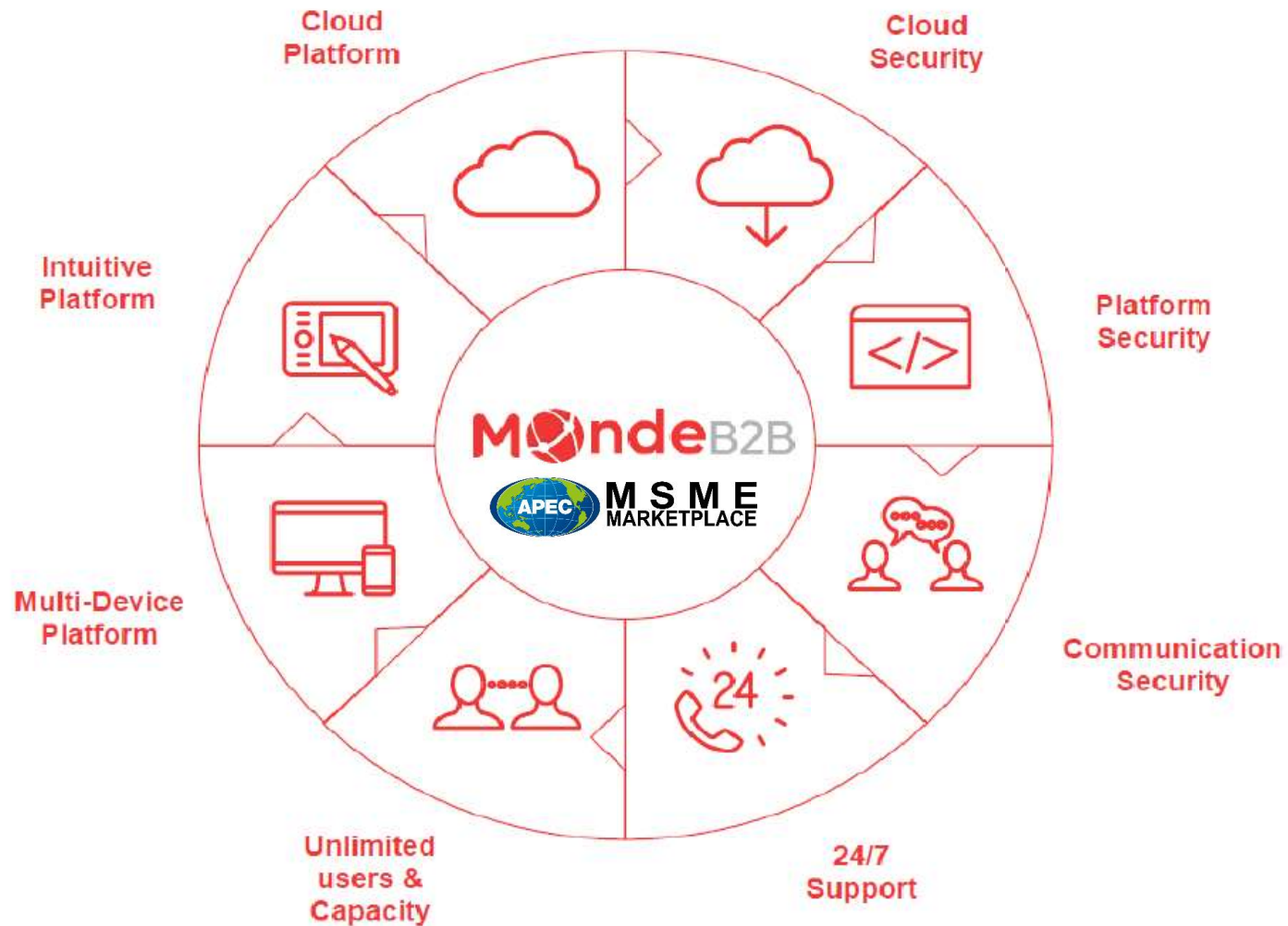
Implementation Phases of the APEC MSME Marketplace

3

Enhancing the trade facilitation capabilities of the MSME Marketplace *(October 2018–September 2019)*



APEC MSME Marketplace is going B2B!



APEC MSME Marketplace is going B2B!

MondeB2B & DTI's Philippines 2019 Proposed Launch Plan



STEP 1
CREATE DTI ADMIN
PORTAL + SIGN MOU

JUNE WEEK 2

STEP 2
INVITE PHILIPPINES
EXPORTERS TO JOIN

JUNE WEEK 3



REGIONAL BIMP
EAGA MONDEB2B
LAUNCH JUNE WK 4!

STEP 3
INVITE PHILIPPINES
IMPORTERS TO JOIN

JULY WEEK 3



MONDEB2B ANNOUNCEMENT
DURING ABAC MEETING,
JULY WK 4 IN CHINA!

STEP 4
MSME APEC MARKETPLACE
TURNS INTO MONDEB2B

SEPT WEEK 1



SMEWG MEETING TO
LAUNCH PHASE 3... B2B
TRANSACTIONAL
PLATFORM!

STEP 5
MONDEB2B LAUNCH
(INITIAL 8 COUNTRIES!)

NOVEMBER 14





THANK YOU!

www.apecmsmemarketplace.com

For comments/inquiries/feedback, please email:
apecmsmemarketplace@dti.gov.ph

