



**Asia-Pacific
Economic Cooperation**

2021/SOM2/CTI/IS02
Agenda Item: VIII.b

**Self-Funded Proposal – APEC Cross Border E-
Commerce Training Workshop II
(Endorsed Intersessionally on 18 March 2021)**

Purpose: Information
Submitted by: China



**Second Committee on Trade and
Investment Meeting
25-27 May 2021**

APEC Self-Funded Project Proposal Coversheet

Submit through APEC Secretariat Program Director. Ensure that the proposal is no longer than **3 pages**.

Project Title:	APEC Cross Border E-commerce Training (CBET) Workshop II “Accelerating Digital Transformation toward Inclusive Growth – the COVID-19 Impact”
Project Number	CTI 02 2021S
Committee / WG / Sub-fora / Task-force:	Committee on Trade and Investment (CTI), in consultation with DESG, SMEWG
Proposing APEC economy:	China
Co-sponsoring economies	Hong Kong, China; Indonesia; Peru; Russia,
Date approved by fora:	18 March 2021
Expected start date:	March 2021
Completion date:	May 2021
Project summary:	<p>To echo the urgent demand of digital transformation in supporting COVID-19 response and recovery, enhance the inclusiveness of trade and investment policies, and assist MSMEs and women to integrate into the global value chain with digital skills, China proposes to hold the APEC CBET Workshop II in online and offline format, as a sequel to the CBET Workshop I commenced 2019.</p> <p>This project aims to provide customized capacity building programs to trade officials concerning digital solutions to tackle COVID-19 and similar challenges and promote the use of digital solutions to build a more resilient global supply chain. A resilient global supply chain, can not only ensure the smooth flow of essential goods in global disasters, but also enable enterprises especially MSMEs and women-led enterprises to survive and thrive through digital technology. Further, the project will leverage social media to collect MSMEs’ voices, sharing with attendees to understand MSME’s demands. Based on rich experience from ABAC CBET, this event would provide recommendations and practices of digital transformation in building a resilient global supply chain, and fostering inclusive growth that assist the economic recovery of the region.</p>
Total cost of project (USD):	100,000 USD

Project Overseer Information and Declaration:

Name: Sam Han (Mr.)/Lan Zinuo (Mr.)

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As Project Overseer and on behalf of the proposing APEC economy, I will ensure that all Project outputs (Project reports, proceedings, slides, presentations, CDs, etc.), will comply with the APEC Publications, APEC Logo and Copyrights Guidelines before being published. I will also ensure that the project will comply with the Guidelines on Managing Cooperation with Non-Members (the guidelines are at: <http://www.apec.org/About-Us/About-APEC/Policies-and-Procedures.aspx>). I am aware that I am solely responsible for project fund management in relation to fully self-funded projects. By submitting this APEC Self-Funded Project Proposal Cover Sheet to the APEC Secretariat, you (each Project Overseer or point of contact listed) agree that the APEC Secretariat will collect, use, disclose, and transmit the data contained in the APEC Self-Funded Project Proposal Cover Sheet, which you have provided to the APEC Secretariat, in accordance with the Singapore’s Personal Data Protection Act 2012 and our (the APEC Secretariat) data protection policy (<https://www.apec.org/PrivacyPolicy>). The APEC Secretariat will transfer any data provided on this form, which may contain personal data of Project Overseer(s), to APEC member economies overseas via the APEC Secretariat.

Name of Project Overseer

Name of Fora Chair/Lead Shepherd

Date:

Self-Funded Project Synopsis

1. **Relevance – Benefits to region: What problem does the project seek to address? Does it have sustained benefits for more than one economy?**
 - The COVID-19 pandemic has hit global business at an unprecedented speed and scale. The demand for digital services and products, from both customers and employees stuck at home, factories pending for product trade, has hit record levels. In which, factories, air transportation and logistics, SMEs, upstream and downstream of the supply chain, channels, etc. have been severely affected. Governments, businesses, and individual consumers suddenly struggled to procure basic products and materials, and were forced to confront the modern supply chain's fragility. The urgent need to design more resilient and smarter supply chains has been one of the main lessons of this crisis.
 - Facing the crisis, APEC has recognized the importance of digital transformation and has rolled out measures in helping community and businesses survive and thrive. In APEC Leaders' 2020 *Kuala Lumpur Declaration*, APEC Leaders will foster an enabling environment for the development of the digital economy, including opening new opportunities for Micro, Small and Medium Enterprises (MSMEs). In *APEC Putrajaya Vision 2040*, APEC will strengthen digital infrastructure, accelerate digital transformation, and narrow down the digital divide.
 - Therefore, CBET Workshop would echo the needs of digital transformation in the business community amid the pandemic, commitment from APEC Leaders and Ministers, to provide capacity building to MSMEs, women entrepreneurs, and trade officials in APEC region. This will help to increase their awareness of leveraging digital solutions in tackling crises through a digitized and resilient global supply chain mechanism, and fostering inclusive growth.
2. **Relevance – Capacity Building: How will the project build the capacity of APEC members**
 - The project aims to promote the digital transformation of the business community, and help them especially MSMEs and women to survive and thrive through a modern global supply chain mechanism, and realize an inclusive growth. This program will share the rising trends in utilizing digital technologies in the global supply chain mechanism, ensuring the smooth flow of essential goods, and helping MSMEs to access helpful information and skills. Furthermore, it will introduce practices and cooperation models on the public and private sectors' collaboration to transform the inadequate supply chain system and benefit MSMEs and women entrepreneurs.
 - Amongst ABAC, ABAC CBET launched its workshops with ABAC New Zealand, ABAC Thailand, ABAC Brunei, ABAC Hong Kong China, ABAC Chile, etc., trained in total more than 10,000 MSMEs in 5 years, with international industry leaders such as Google, DHL, MasterCard, Tencent, Facebook, etc.
3. **Objectives: State the key objectives of the project.**
 - **Immediate Term:** Enhance trade officers' understanding of how to promote digital transformation in the global supply chain mechanism, ensuring the smooth flow of essential goods and enabling enterprises especially MSMEs and women-led enterprises to survive and thrive through digital technology, such as e-commerce, global logistics, and smart technologies;
 - **Short-Medium Term:** through effective sharing and discussing, to increase partnership and collaboration model to empower MSMEs and women-led companies across APEC economies to look into the inadequate supply chain and build up a more resilient and smarter mechanism through joints efforts of the public and private sectors;
 - **Long Term:** Enhance trade officials' capability in facilitating free, open, fair, non-discriminatory, transparent, and predictable trade and promote inclusive economic growth through digital economy.
4. **Alignment – APEC: Describe specific APEC priorities, goals, strategies and/ or statements that the project supports, and explain how the project will contribute to their achievement.**
 - Statement on COVID-19 by APEC Ministers Responsible for Trade: We reaffirm the utmost importance of collaboration at all levels and across the region to hasten our fight against COVID-19 and commit to work closely to defeat this pandemic with urgency. We will work to facilitate the flow of essential goods and services to fight the pandemic including medicines, medical supplies and equipment, agriculture and food products and other supplies across borders, and minimize disruptions to the global supply chains. Harnessing the opportunities of the digital economy and technologies, through utilisation of smart working solutions that enable seamless international business and cross border trade, is essential to alleviate the wide-range impact of the pandemic and further advance economic growth, as we embrace the future. Therefore, we will strengthen APEC's digital agenda, including electronic commerce and related services, with fresh perspectives and innovative means to navigate these new realities together.

- 2019 APEC the La Serena Roadmap for Women and Inclusive Growth: Provide capacity building activities and opportunities for networking, mentoring, and digital skills-building, among other core skills, to increase women’s business competencies and encourage their participation in the digital economy and innovation.
5. **Alignment – Forum: How does the project align with your forum’s work plan/ strategic plan?**
This project is aligned with CTI’s agenda on supporting free and open trade and investment, and to explore measures to assist MEMEs to survive and thrive, long-standing agenda in integrating MSMEs into global regional markets, and building a more resilient supply chain for potential risks.
6. **Methodology: How do you plan to implement the project? Briefly address the following:**
- **Work plan**

Time:	Tasks:	Deliverables
Feb 2021	Submit Project Proposal to CTI for consideration, co-sponsoring support and endorsement	Project Proposal
Mar 2021	Preparation for the CBET Workshop: <i>Accelerating Digital Transformation toward inclusive growth – the COVID-19 Impact</i>	Project details including agenda, invitation, etc.
Mar-Apr 2021	Launch social media campaign to collect voices of MSMEs in APEC	
Apr 2021	CBET Workshop to be held in both online and offline format The program will be divided into three sessions in three half days. Each half-day session will be organized in one week. Three sessions will be finished in three consecutive weeks.	
May 2021	Preparation and submission of Completion Report for consideration and inter-session endorsement	A summary report with possible recommendation

- **Beneficiaries: Selection criteria for participants, beneficiary profiles (e.g. participants, end users, policy makers, researchers/ analysts, gender) and how they will be engaged.**
- On the selection criteria for participants, priority will be given to trade officials, whom are relevance to the topic, and representatives from MSMEs and women entrepreneurs, chambers of commerce and researchers. Participants will also be selected in a balance of background, industry/enterprise and gender, particularly in encouraging more female participation.
- **Evaluation: Indicators developed to measure progress, project outcomes and impacts/ successes. Where possible provide indicators which could assess impacts on women.**
 - The number of APEC economies and participants attending the Workshop.
 - The number and balance of public and private sector representatives attending the Workshop.
 - Recommendations of the Workshop, particularly in promoting digital transformation in facing the crisis.
 - Future and continued discussions on supply chain resilience and connectivity in CTI.
- **Linkages: Information on other APEC and non-APEC stakeholders and how they will be engaged. If and how this proposal builds on (but does not duplicate) the work of other projects. How will this activity promote cross fora collaboration?**
This project will continue APEC’s initial discussion on policy and recommendations on addressing COVID-19 pandemic. In view of the broad and cross-cutting elements related to cross border e-commerce, this project will invite cross-fora collaboration, engagements and inputs from SMEWG, DESG.