



**Asia-Pacific
Economic Cooperation**

2021/CTI/TF/WKSP4/001

Agenda

Submitted by: Japan



**Utilizing Digital Technology in the Field of
Trade Facilitation Under the Current
COVID-19 Pandemic and Beyond: Best-
Practices Sharing Workshop - Empowering
Micro, Small and Medium Enterprises to
Participate in Cross-Border Trade
15 September 2021**

Utilizing Digital Technology in the Field of Trade Facilitation under the Current COVID-19 Pandemic and Beyond: Best-Practices Sharing Workshops

~ 4th Workshop (15 September*) – Empowering MSMEs to Participate in Cross-Border Trade ~

While the digital technologies introduced in the first three workshops are useful for further trade facilitation, micro, small and medium sized enterprises (MSMEs) face barriers to utilize these new digital technologies. For example, these businesses may lack digital skills, capitals, language abilities, or they may simply not consider these technologies necessary.

In this fourth and last workshop of a series, we will focus on international trade for MSMEs and discuss how to empower MSMEs to participate in international trade with digital technologies.

14:00-14:05 (5min)	Housekeeping Announcements
14:05-14:20 (15min)	Introductory Presentation: Global State of MSME Participation in Trade Presented by Washington CORE
14:20-15:50 (90min)	<p>Panel Discussion: Empowering MSMEs to Participate in Trade Moderated by Washington CORE</p> <p>Panelists:</p> <ul style="list-style-type: none"> ● Mr Andre WIRJO, Analyst, APEC Policy Support Unit (PSU) <i>Supporting MSMEs' Digitalization Amid COVID-19</i> ● Mr Satoru SOMEYA, Managing Director, Head of CEO's Office and Head of Global & Alliance Business Department TradeWaltz (Japan) <i>Digital Trade Infrastructure "TradeWaltz"</i> <i>~encouraging SMEs to access global trade~</i> ● Mr Raffy VICENTE, Managing Director of ShippingCart QuadX (The Philippines) <i>Hacking Growth with Digital Solutions for Cross Border Trade: Philippines MSME Experiences</i> ● Ms Shamarukh MOHIUDDIN, Principal Associate Nathan Associates (The United States) <i>Reaching Women's Potential in Cross-Border E-Commerce</i> <p>* The panelist presentations will be followed by a discussion among panelists, answering moderator and audience questions.</p>
15:50-15:55 (5min)	Final notes from the organizer
15:55-16:10 (15min)	<p>Closing Remark from Japan's Ministry of Economy, Trade and Industry Mr NIIKURA Takayuki, Director for the APEC office, Trade Policy Bureau, Ministry of Economy, Trade and Industry - Japan</p>

* **Note:** program dates and times are shown in New Zealand Standard Time (UTC+12:00).