



**Asia-Pacific  
Economic Cooperation**

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**2019/SMEWG/WKSP/001**

## **Agenda**

Submitted by: Russia



**Capacity Building Workshop on APEC Micro,  
Small, and Medium Enterprises Marketplace  
Utilization**

**Manila, Philippines  
30-31 October 2019**



## AGENDA

### Capacity Building Workshop on APEC MSMEs Marketplace Utilization

Makati Diamond Residences

Manila, The Philippines

**Wednesday, October 30, 2019**

09:00-9:45 **Registration**  
**Welcoming coffee**

10:00-10:15 **Opening Remarks**

- Mr. Jerry T. Clavesillas, Director, Bureau of SME Development Department of Trade and Industry (*The Philippines*)
- Ms. Narmin Nagieva, Head of Department of digital technologies for business, Ministry of economic development of the Russian Federation (*Russia*)

**Group Photo**

**PART 1: WORKSHOP ON MSME MARKETPLACE AND TRADING IN ASIA-PACIFIC REGION**

10:15-12:00 **Session 1**

**Guide to exporting/importing in APEC through APEC MSME Marketplace**

*During this session, the platform will be introduced to the Key stakeholders. A walkthrough of the APEC MSME Marketplace in the way it can be useful for the key stakeholders: exporting/importing MSMEs and trade, export and MSME Agencies, will be provided. The frame for further discussion will be set.*

**Moderator:** Ms. Janette Toral (*The Philippines*)

**Speakers:**

1. Ms. Janette Toral (*The Philippines*)  
*APEC MSME Marketplace functionality and content for introduction for MSMEs exporters/importers*
2. Patrick Chua, Lead Staffer, ABAC Philippines (*The Philippines*)
3. Agnes Legaspi, Assistant Director, Export Marketing Bureau, DTI (*The Philippines*)

Q/A session

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12:00-13:30 Lunch

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13:30-15:00 **Session 2**

**Business matching and other useful opportunities at APEC MSME Marketplace**

*During this session, representatives from government-related and other organizations promoting mutual trade and investment between a particular APEC economy and the rest of the world, will present their existing opportunities for exporting/importing MSMEs and help MSMEs to navigate among these opportunities. Success cases from MSMEs that utilized proposed opportunities and succeeded in export/import activity will be shared during this session.*

**Moderator:** Ms. Janette Toral (*The Philippines*)

**Speakers:**

- 1 Ms. Maribeth Barros, Manila Consultant for HKTDC, Hong Kong Trade Development Council (*Hong Kong, China*)
- 2 Mr. Mohd Faizal Dolah, Ministry of Entrepreneur Development of Malaysia (*Malaysia*)
- 3 Mr. Wisnu Tri Baskoro, Head of Section for Foreign Trade, Marketing Services Agency for MSMEs (LLP-KUKM) (*Indonesia*)
- 4 Mr. Marco Labios, 1Export, (*The Philippines*)
- 5 *TBD*

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15:00-15:30 Coffee break

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15:30-16:30 **Session 3**

**What tools can be found at APEC MSME Marketplace? Where to find and how to use them?**

*Information on tools that are available for MSME exporters/importers will be shared.*

**Experts:**

1. Ms. Janette Toral (*The Philippines*)
2. Mr. Boon Ho Toh, Deputy Director, Trade Enterprise Singapore (*Singapore*) *Tools to Help MSME Exporters/Importers Enter Overseas Markets in APEC*

QA session

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Day 1 Closing

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Thursday, October 31, 2019

**PART 2: WORKSHOP ON MSME MARKETPLACE AND TRADING IN ASIA-PACIFIC REGION**

10:00-10:40 **Session 1**

**Voice of MSMEs (panel discussion)**

*Feedback and recommendations from exporting/importing MSMEs on e-platforms. During this session, MSMEs from different industries will share their feedback on the APEC and other e-platforms of that kind. We will discuss what export/import tasks can be covered by the platform. MSMEs will provide their recommendations on content and functionality of e-platforms.*

**Moderator:** Ms. Janette Toral (*The Philippines*)

**Panel:**

- 1 Mr. Ilya Zimbitski (*Russia*)
- 2 Ms. Euis Rohaini (*Indonesia*)
- 3 Mr. Jesus Gonzalez Grana (*Mexico*)
- 4 Mr. Mohammad Hafidz Rohani (*Malaysia*)
- 5 Ms. Anh Dieu Nguye (*Viet Nam*)

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10:40-11:00 Coffee break

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11:00-12:00 **Collection of Workshop participants' recommendations about how to improve the APEC MSME Marketplace content and functionality**

**Moderator:** Ms. Janette Toral (*The Philippines*)

A recap of previous sessions will be presented  
Work in groups

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Closing Remarks

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