



**Asia-Pacific
Economic Cooperation**

2019/SMEWG/WKSP/002

Session 1.1

APEC Micro, Small, and Medium Enterprises Marketplace Walkthrough

Submitted by: Philippines



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

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

APEC MSME Marketplace Walkthrough

Please visit

<http://apecmsmemarketplace.com>

DO

- TAKE YOUR FIRST STEPS ON THE FOREIGN MARKET HERE AND NOW!

TRY

- COVER YOUR EXPORT/IMPORT TASKS WITH THE HELP OF APEC MSME MARKETPLACE

CHECK

- WHAT EXPORT/IMPORT TASKS CAN BE COVERED?

Export Task 1: Find Relevant Information

- Market volume
- Trade statistics exported & imported goods
- Import preferences
- Certification needed
- Trade regulations
- Trade agreements
- Tariffs
- Etc.

Examples of HOW to find the relevant info at the APEC MSME Marketplace

MARKET VOLUME

Export & SME Agencies >
economy
OR
Resources > Resources
and Training >
economy

- THE PHILIPPINES



- <http://www.tradelinephilippines.dti.gov.ph:8080/imports>

IMPORT PREFERENCES

Trade Regulations > APEC
Trade Repository >
wanted economy
OR
Export & SME Agencies >
wanted economy
Trade Regulations

- INDONESIA



- <https://www.kemendag.go.id/en/economic-profile/indonesia-export-import/import-growth-hs-6-digits>

TRADE FACILITATION

Trade Regulations > APEC
Trade Repository > Easy
Imports

- PERU



- <http://www.sunat.gob.pe/customsinformation/importafacil/index.html>





The Philippines

Domestic Trade Repository
[Philippine National Trade Repository](#)

MFN Tariff Rates
[Philippine Tariff Finder - HOME](#)

Preferential Tariff Rates
[Philippine Tariff Finder - HOME](#)

RTAs/FTAs Rules Of Origin
[Philippine Tariff Finder](#)

Best Practices in Trade Facilitation
[APEC Economies' Implementation of Advance Rulings](#)
[Philippine National Trade Repository - Best Practices in Trade Facilitation](#)
[E-Manual on Tariff Classification](#)
[TCC Rulings Issued \(2004 -2018\)](#)
[Doing Business Dashboard](#)

Domestic Trade and Customs Laws/Regulation
[E-Commerce related measures, policies and approaches](#)
[Customs Modernization and Tariff Act \(CMTA\)](#)
[Tariff and Customs Code of the Philippines](#)
[BOC Customs Memorandum Orders \(CMOs\)](#)
[BOC Customs Memorandum Circulars \(CMCs\)](#)
[BOC Customs Administrative Orders \(CAOs\)](#)
[Philippine National Trade Repository - National Trade Laws](#)
[Timber Legality Guidance Templates](#)





Export and SME Agencies



Export Marketing Bureau

1-2/F, DTI International Building, 375 Sen. Gil Puyat Avenue, Makati City Philippines

Exponet@dti.gov.ph

+ 63 2 465.3300 local 102, 104, 106, 107, 110, 113



Bureau of Small and Medium Enterprise Development

2/F Trade and Industry Building, 361 Sen. Gil Puyat Avenue, Makati City

bsmed@dti.gov.ph

Trade Regulations

Tariff

The Philippine National Trade Repository (PNTFR) Philippine National Trade Repository (PNTFR)

Preferential Tarrif Rates Tarrif Classification of Goods

Downloadable Documents

- Non-Tariff Measures Affecting Small and Medium Enterprises in the Pacific Region
Case Study on the Role of Services Trade in Global Value Chains: Telecommunications in Papua New Guinea
Trends and Developments in Provisions and Outcomes of RTA/FTAs

- Australia
Brunei Darussalam
Canada
Chile
People's Republic of China
Hong Kong, China
Indonesia
Japan
Republic of Korea
Malaysia
Mexico
New Zealand
Papua New Guinea
Peru
The Philippines
Russia
Singapore
Chinese Taipei
Thailand
The United States
Viet Nam



Contact: +63 2 263 2878

Follow us on:

CITEM



Address: Golden Shell Pavilion, ITC Complex, Roxas Boulevard corner Sen. Gil J. Puyat Avenue 1300 Pasay City, Metro Manila, Philippines

Email: executivedirector@citem.com.ph

Contact: +63 2 831 2201 to 09

Follow us on:

Tradeline Philippines

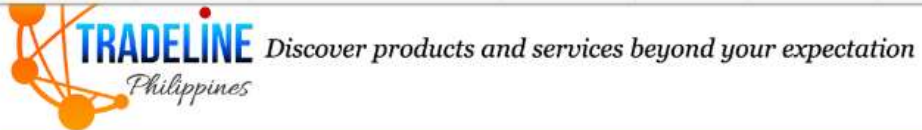


Address: Department of Trade and Industry DTI International Building 375 Senator Gil J. Puyat Avenue Makati City, 1200, Philippines

Email: embinfo@dti.gov.ph

Contact: +63 2 465 3300





Login Sign-up





MSME Directory



Digital Marketing Toronto

4789 Yonge Street, Suite 807 M2N 0G3 Toronto , ON
Qode Media is a multifaceted digital marketing agency specializing in SEO, Social Media, Google Google Ads and Web Design since 2011. We are an Accredited Google Partner and fully Google Broad Core...

View Details



DLC LumiSheet

DLC LumiSheet 2700 John St, L3R 2W4 Markham
DLC LumiSheet is known for high quality custom lighting solutions and makes custom LED lighting for architecture , retail & signage purposes . DLC offers a consultative approach for fully custom...

Resources



Business C...

Included in the...
businesses to...
projects or ac...
competitive e...
networking.

Web

- Australia
- Brunei Darussalam
- Canada
- Chile
- People's Republic of China
- Hong Kong, China
- Indonesia
- Japan
- Republic of Korea
- Malaysia
- Mexico
- New Zealand
- Papua New Guinea
- Peru
- The Philippines
- Russia
- Singapore
- Chinese Taipei
- Thailand
- The United States
- Viet Nam

MSME Directory



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[View Details](#)

Tavora Foods

Export Task 2: Get in touch with organizations that can provide relevant information

- LOCAL ORGANIZATIONS CAN SIGNIFICANTLY FACILITATE EFFORTS OF MSME IN ENTERING FOREIGN MARKET:
 - Provide relevant information
 - Find potential partners
 - Arrange a B2B meeting
 - Arrange events participation
 - Help with starting a business in an economy (register business, provide free office, hire staff etc.)
 - Find training programs for MSMEs
 - Other



Malaysia

- Show All
- Australia
- Brunei Darussalam
- Canada
- Chile
- People's Republic of China
- Hong Kong, China
- Indonesia
- Japan
- Republic of Korea
- Malaysia
- Mexico
- New Zealand
- Papua New Guinea
- Peru
- The Philippines
- Russia

Go eCommerce

Go eCommerce

Go eCommerce is an online platform that both Malaysia Corporation and SME Corporation Malaysia developed to learning platform and hub that acts as a comprehensive to explore and build their businesses via eCommerce.

The aim of Go eCommerce is to enable and empower SMEs to channel or diversify their businesses digitally. The digital marketplace is vast and vibrant - trading activities are not limited by geographical boundaries and is open twenty four-seven - making it an extremely viable business direction that most SMEs must make.

It also comes with a specially made SME Readiness Tool feature where members are able to obtain information in an instant and find out what level they are at. It is also programmed to aid SMEs in choosing the best solutions, according to the tailored needs of each and every company.

Go eCommerce welcomes everyone to sign up as members of its platform. Registration is FREE. SMEs who are registered with SSM will have exclusive access to additional amazing content here.

[Website](#)

- Webinars
- Program on MSME Internationalization & Toolkits
- Training and Resources
- APEC Business Travel Card
- SMEWG Resources



MSME Directory



ExportKorea.com

ExportKorea.com has been designed to support and assist businesses participating in international trade leverage the power of the Internet to: Find New Trading Partners; Penetrate New Markets; Gain...

View Details



Korean Manufacturers Directory

Koreanmanufacturers.org provides a grand base of manufacturers in Korea to advertise their products and services online. Visitors would check out news about products, company profiles and even...

View Details

VIEW MORE

Resources

SMEs' Integration into Global Value Chains in Services Industries: Software Services

This project seeks to facilitate better understanding of how GVCs in software services is structured and where the opportunities and challenges are for SMEs' participation including smart factory cases; provide APEC Ministers and Leaders with a set of policy recommendations on how to promote SMEs' integration in software services GVCs addressing challenges and achieving sustainable growth and trade in the industry; help SMEs build capacity and develop strategy for effective integration into GVCs of the software services industry; and, identify business opportunities and difficulties for SMEs in the software services industry and help policy makers to reflect the difficulties.

Beneficiaries of this project include the public sector (government bodies and agencies), SMEs/MSMEs and related associations, multinational corporations, developing economies and academia.

View More

VIEW MORE



TRADE AGENCIES

Export & SME Agencies >
economy

Resources > Resources
and Training >
economy

- Resources > Resources and Training
Russia > SME Business Navigator
https://smbn.ru/msp_en/main.htm



- Export & SME Agencies >
The Philippines >
Export Marketing Bureau
<https://www.dti.gov.ph/>



ASSOCIATIONS

Member Economy >
wanted economy >

- Member Economy > Canada >
MSME Directory > I.E. Canada
<https://www.iecanada.com/>



- Member Economy > Republic of Korea
<http://www.koima.net>



PRIVATE COMPANIES

Member Economy >
wanted economy >

- Member Economy > Russia >
Smart Business Trips
<https://www.smartbusinessstrips.com/>



- Member Economy > Malaysia >
3E Accounting
<https://www.3ecpa.com.my>





MSME Directory

Peru

- Show All
- Australia
- Brunei Darussalam
- Canada
- Chile
- People's Republic of China
- Hong Kong, China
- Indonesia
- Japan
- Republic of Korea
- Malaysia
- Mexico
- New Zealand
- Papua New Guinea
- Peru



ExportPeru.com

ExportPeru.com has been designed to support and assist businesses participating in international trade leverage the power of the Internet to: Find New Trading Partners; Penetrate New Markets; Gain...

[View Details](#)

SAMPLE OF THE INQUIRY LETTER*

Please check APEC MSME Marketplace Export and SME Agencies directory



Write an inquiry using an example below.

Dear *name of CEO*,

Name of the trade agency is exploring opportunities to make the *economy* a possible market for new products, innovations, technologies and components. In this regard, our collaboration can be of interest to you.

Brief information about yourself and the company

We have found your organization at APEC MSME Marketplace and are wondering if you could help us.

Brief information about the product

We are looking for potential partners in the *economy*: distributor or official representative of our company, including the possibility of exclusive rights to sell our products in the country.

Please let us know if you can help us to get in touch with potential partners or provide other support.

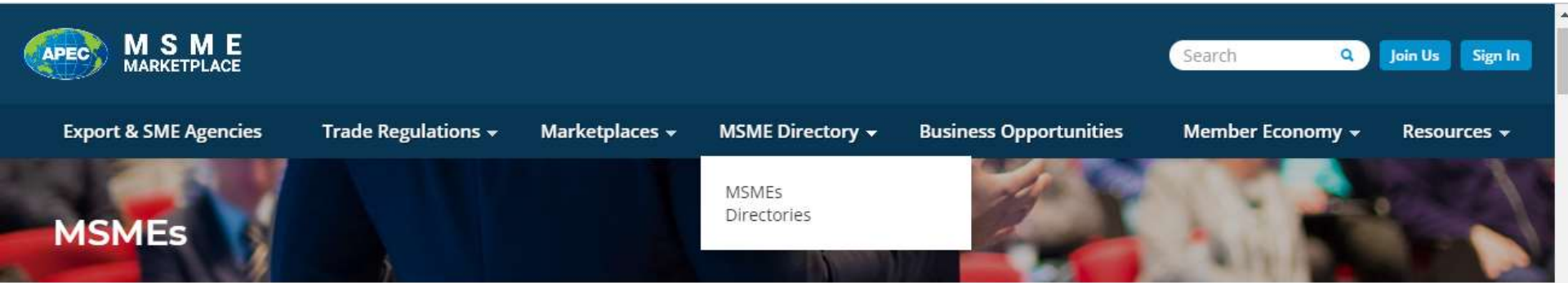
Thank you for your time and attention.

Looking forward to getting your feedback soon.

**To receive an inquiry letter
as a Word Office document,
send a request at pro@smartbusinessstrips.com*

Export Task 3: Get in touch with potential partners

- What to start with?
 - Determine your potential partner, describe its profile;
 - Search for the companies that meet your profile;
 - Learn about the interests of your potential partner.
 - Look through the website, read news, check portfolio and try to understand business priorities they are working on now.
 - Try to connect your proposal and the priorities of a potential partner.
 - Develop an INDIVIDUAL proposal for each partner;
 - Keep in mind that it is better to get in touch with decision makers in the company and write personal invitation for cooperation to CEO.



- Show All
- Australia
- Brunei Darussalam
- Canada
- Chile
- People's Republic of China
- Hong Kong, China
- Indonesia
- Japan
- Republic of Korea
- Malaysia
- Mexico

Brunei Darussalam



Headhunter Sport

Headhunter Sport manufactures affordable high quality custom rugby apparel. We are able to produce any design you have in mind in our purpose built factory here in Brunei Darussalam. We are made up...

[View Details](#)

Canada

Indigital Group

Indigital Group 16 Queen Elizabeth Blvd M8Z 1L8 Etobicoke



Export & SME Agencies

- Show All
- Australia
- Brunei Darussalam
- Canada
- Chile
- People's Republic of China
- Hong Kong, China
- Indonesia
- Japan
- Republic of Korea
- Malaysia
- Mexico
- New Zealand
- Papua New Guinea

Japan



Japan External Trade Organization

Address: Ark Mori Building, 6F 12-32, Akasaka 1-chome, Minato-ku, Tokyo 107-6006
Contact: +81 3 3582 5511



Ministry of Economy, Trade and Industry

Address: 1-3-1 Kasumigaseki, Chiyoda-ku, Tokyo 100-8901, Japan
Contact: +81 3 3501 1511



Government

- Financing Opportunities
- Government
- Private

Chinese Taipei

- Show All
- Australia
- Brunei Darussalam
- Canada
- Chile
- People's Republic of China
- Hong Kong, China
- Indonesia
- Japan
- Republic of Korea
- Malaysia
- Mexico
- New Zealand
- Papua New Guinea
- Peru



National Cultural and Creative Gift Center

"Taiwan Handicraft Industry Promotion Center" was established in 1957 to the development and promotion of Taiwan's handicraft industry for the purpose of non-profit institutions, and has the country's largest handicrafts and professional gifts exhibition sites, on-site display art category up to fifty thousand More than the kind, including crystal, glass, calligraphy and painting, antique bronze, toe pottery, jewelry, cloisonne, Chinese painting, lacquerware and other types of handicrafts, domestic and foreign customers station station is not absolute, in addition to provide consumers with a variety of products to choose , There are 24 hours of online shopping malls uninterrupted service, you are welcome to visit.



OTOP Mall

One Town One Product Online Mall aims to accelerate the development of unique local businesses by encouraging offline consumers to shop online. It is pivotal for small and medium enterprises to make good use of internet technology and O2O marketing strategies which allow them to go from online to offline and then back online.

The Small and Medium Enterprise Administration (SMEA) launched this marketplace to help local

THROUGH MSME DIRECTORY

MSME Directory >
wanted economy

- MSME directory >
Papua New Guinea >
Holdings Limited
<https://www.emstret.com/>



THROUGH TRADE ORGANIZATIONS

Member Economy >
wanted economy >
Export and SME Agencies

- Member Economy > Japan >
Jetro > to Japan >
Directory for Doing Business in Japan

<https://www.jetro.go.jp/en/invest/directory/>



THROUGH LOCAL MARKETPLACES

Marketplaces >
Government/Private >
wanted economy

- Marketplace > Government >
Republic of Korea > tradeKorea >
Matching services >
Global Business Matching Service

<https://www.tradekorea.com/ebms/gbms.do>



Export Task 4: Register on the Marketplaces

- Registering on the marketplaces means:
 - Possibility to sell your product directly to the customer
 - Possibility to buy directly from the producer
 - Increase the probability to find partners
 - Ensure additional advertisement for the product
 - Keep the trade secured by regulations of the marketplace

Export Task 4: Register on the Marketplaces

- **Be ready to provide the below mentioned info while registering:**
 - Information about the company (name, address, type, slogans, logo, history, website, contact data);
 - Information about the product/service (products lineup, photo, overview, description, product advantage, photo);
 - Certifications, trademarks, patents, awards;
 - Media publications;
 - Trade details (currency, export performance);
 - Terms of packing and shipping.



Private

- Financing Opportunities
- Government
- Private

- Show All
- Australia
- Brunei Darussalam
- Canada
- Chile
- People's Republic of China
- Hong Kong, China
- Indonesia
- Japan
- Republic of Korea
- Malaysia
- Mexico
- New Zealand
- Papua New Guinea

Indonesia



Blibli.com

As one of the pioneers of online shopping mall, Blibli.com is committed to provide an online shopping experience that is safe, comfortable, easy, fun, anywhere and anytime. It presents a selection of hundreds of thousands of products from 15 categories: mobile, tablet and wearable gadgets, cameras, computers and laptops, electronics equipment, men's and women's fashion, health and beauty, sports and outdoor activities, tickets and vouchers, home and living, toys and video games, automotive, culinary, and gallery of Indonesia.



Bukalapak.com

Bukalapak.com is one of Indonesia's leading online marketplace. As with any website online buying and selling services customer to customer, Bukalapak provides a means of buying and selling of consumer to consumer. Anyone can open an online store in Bukalapak and serve buyers from all over Indonesia for units as well as many transactions.

MARKETPLACES

Marketplace >
Government/Private >
economy choice

- Marketplace > Government >
The Philippines >
Go Local!
<https://golokal.dti.gov.ph/>



It is us who drive changes.

Let's do it!

Session 3: What tools can be found in the APEC MSME Marketplace?

Tariff

- Show All
- Australia
- Brunei Darussalam
- Canada
- Chile
- People's Republic of China
- Hong Kong, China
- Indonesia
- Japan
- Republic of Korea
- Malaysia
- Mexico
- New Zealand
- Papua New Guinea
- Peru

New Zealand

MFN Tariff Rates

[New Zealand Customs Service: the Working Tariff Document](#)

Preferential Tariff Rates

[New Zealand Customs Service: the Working Tariff Document](#)

Preferential Tariff Rates

[Ministry of Foreign Affairs and Trade: China FTA Tariff Finder](#)

Preferential Tariff Rates

[Ministry of Foreign Affairs and Trade: ASEAN-Australia-New Zealand FTA Tariff Finder](#)



- Webinars
- Program on MSME Internationalization & Toolkits
- Training and Resources
- APEC Business Travel Card
- SMEWG Resources

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 instruction on the Action Agenda (BBA), and facilitate SMEs access to regional and global markets. Particularly, this initiative will achieve the Common Goals towards 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 to the existing work program under work stream 5 of the APEC Strategic Blueprint on Global Value Chains on Assisting SMEs to Benefit from GVCs.

Toolkits

[APEC-Canada Growing Business Partnership](#)

Building the potential of MSMEs in APEC developing economies to foster sustainable inclusive growth and poverty reduction.

[Guidebook on SME Business Continuity Planning](#)

This Guidebook is intended to help small and medium-sized enterprises (SME) introduce business continuity plan (BCP).

[Capacity Building for Small and Medium Enterprises \(SMEs\) and Competition Policy and Law](#)



- GROUPS ^
- Budget and Management Committee +
- Economic Committee +
- Committee on Trade and Investment -**
- Automotive Dialogue
- Business Mobility Group**
- Chemical Dialogue
- Electronic Commerce Steering Group
- Group on Services
- Intellectual Property Rights Experts Group
- Investment Experts' Group
- Life Sciences Innovation Forum
- Market Access Group

The Asia Pacific Economic Cooperation Business Travel Card

The Asia Pacific Economic Cooperation (APEC) Business Travel Card (ABTC) facilitates short-term business travel within the APEC region by streamlining the entry process into APEC economies. The 'apply once, information used for multiple purposes' approach is used which means that applicants are only required to make one application for permission to enter participating economies. Successful applicants from fully participating economies are issued with a five-year card that serves as the entry authority to other fully participating economies which have granted pre-clearance for short-term business travel of up to 60 or 90 days. The card also enables holders to fast track immigration processing at each economy's major international airports. Note that Canada and the United States of America (the United States) are transitional members of the ABTC scheme and do not offer reciprocal entry arrangements, but do provide fast track immigration processing at major international airports.

Eligibility Criteria

To be eligible to apply for an ABTC you must hold a valid passport from an APEC economy (or be a permanent resident of the Hong Kong Special Administrative Region (Hong Kong, China), engage in regular business travel throughout the APEC region and have no criminal conviction. Each economy has the discretion to impose additional eligibility criteria on their applicants. Further information about the eligibility criteria of each economy is available through the domestic websites of each economy, accessible via the contact details below.

Senior government officials and officials actively engaged in APEC business may also be eligible for an ABTC. As each economy will define a "senior government official" according to its own bureaucratic structure, please contact your home economy to determine whether you meet this criteria.

Application Process

Applicants make a single application to the economy for which they hold a passport (home economy), or have permanent residence in the case of Hong Kong, China. If this economy assesses the application as meeting the relevant criteria, the applicant's details are provided to the other participating economies who conduct their own assessment of whether to grant pre-clearance. When all economies have made a pre-clearance decision, the applicant receives an ABTC that lists the economies to which they have permission to travel. Each economy is responsible for managing the processing of their own pre-clearance applications and no economy has any influence over the processing timeframes of another.





Show All Market Access Financing Entrepreneurship, Innovation and Digital Economy

- Webinars
- Program on MSME Internationalization & Toolkits
- Training and Resources
- APEC Business Travel Card
- SMEWG Resources

TITLE	DESCRIPTION	MEMBER ECONOMY	VIEW DETAILS
SheEO Learning Lab	<p>What is the Learning Lab?</p> <p>SheEO Learning Lab is a series of live webinars and online resources designed to give women the skills and knowledge to start a business and grow as...</p>	Canada	View More
Trust and Safety in Cross-Border E-Commerce	Obtain a certificate in Cross-Border E-commerce Trust and Safety by learning how platforms work with buyers and sellers to provide a safe and ethical operating environment form conducting international transactions over the...	People's Republic of China	View More
Introduction to Cross-Border E-Commerce	Obtain a certificate to start your own cross-border e-commerce business by gaining a basic understanding of the entire ecosystem and industry trends of cross-border e-commerce.	People's Republic of China	View More





Show All B2B markets Financing opportunities in member economies International innovation competition or grants

TITLE	DESCRIPTION	VIEW DETAILS
Commercial airline is looking for snacks suppliers in Malaysia		View More
Seeking transportation services for DHL operations in Costa Rica		View More

Downloadable Documents

Tariff Information System

[Malaysia National Trade Repository Preferential Tariff](#)

[Malaysia National Trade Repository Most-Favored Nations \(MFN\)](#)

- [Non-Tariff Measures Affecting Small and Medium Enterprises in the Asia-Pacific Region](#)
- [Case Study on the Role of Services Trade in Global Value Chains: Telecommunications in Papua New Guinea](#)
- [Trends and Developments in Provisions and Outcomes of RTA/FTAs Implemented in 2015 by APEC Economies](#)
- [APEC in Charts 2016](#)
- [APEC Outcomes and Outlook 2016/2017](#)
- [Research Outcomes: Summary of Research Projects 2016](#)
- [Best Practices in Energy Efficiency and Renewable Energy Technologies in the Industrial Sector in APEC Region](#)
- [APEC Survey on Packaging and Labelling Requirements for Pre-Packaged Food Products](#)

Thank you

Table #1: Enabling MSMEs to Import / Export - Discussion Guideline

- What can your agency, organization provide to MSMEs who want to import to your economy (in APEC economies)?
- How to provide support to importing MSMEs but keeping your local interests?
- Are these information (regarding support measures) available in the APEC MSME Marketplace? If not, where do you recommend this info be included?
- Workshop on import preferences and support for foreign importers in the APEC economies. To exchange the information across APEC with the aim to facilitate trade for MSMEs. Will you be interested to host this workshop next year in your economy?

Table #2: Enabling MSMEs to Import / Export - Discussion Guideline

- What kind of support do you need from trade, other agency, organization in the economy you want to import (in APEC economies)?
- Do you need information regarding support measures available in the APEC MSME Marketplace?
- Will you be interested to participate in the workshops on import preferences and support for foreign importers in other APEC economies.

Topic #3: Tools - Discussion Guide

- What/How useful tools can be linked to MSME marketplace?
- Are these tools accessible to MSMEs?
- How to make these tools more accessible and useful to MSMEs in APEC?