



**Asia-Pacific
Economic Cooperation**

2019/SMEWG/WKSP/010

Session 2.6

Pan Asia Exchange

Submitted by: Philippines



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

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



PAN ASIA EXCHANGE
eMarketplace of PAA



PAA.net
Pan Asian e-commerce Alliance

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InterCommerce
Network Services



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Pan Asian e-commerce Alliance

WHAT IS PAN ASIA EXCHANGE?

Pan Asia Exchange (PAE) is a versatile B2B platform that provides access to thousands of buyers and sellers to showcase their products across China, Hongkong, Chinese Taipei, Macau, Singapore, Malaysia, Indonesia, Thailand and the Philippines easily.

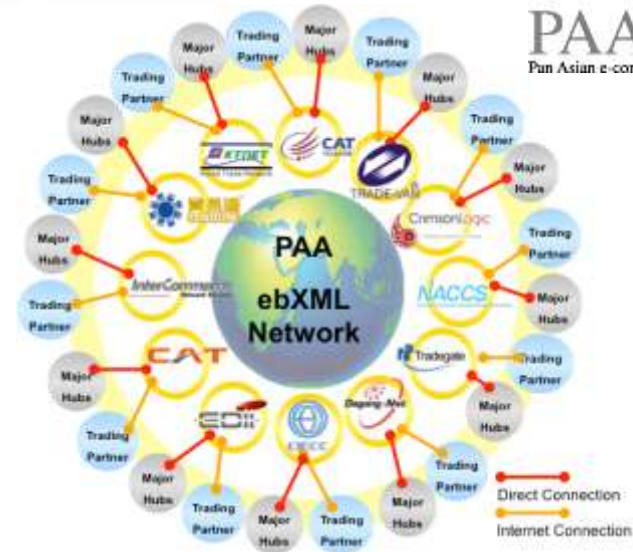
The Pan Asia Exchange is an initiative of the **Pan Asian eCommerce Alliance (PAA)**, an alliance formed by 11 service providers authorized by Customs and other trade regulatory agencies in their respective economies, and providing secure, trusted, reliable and value-adding IT infrastructure and services to facilitate trade globally.



1. **China** : CIECC
2. **Hong Kong, China** : Trade Link
3. **India** : Kale Logistics
4. **Indonesia** : PT EDI Indonesia
5. **Japan** : NACCS/JASPRO
6. **Korea** : KNet
7. **Macau** : TEDMEV
8. **Malaysia** : DagangNet
9. **Philippines** : InterCommerce
10. **Singapore** : CrimsonLogic
11. **Chinese Taipei** : Trade Van
12. **Thailand** : CAT Telecoms



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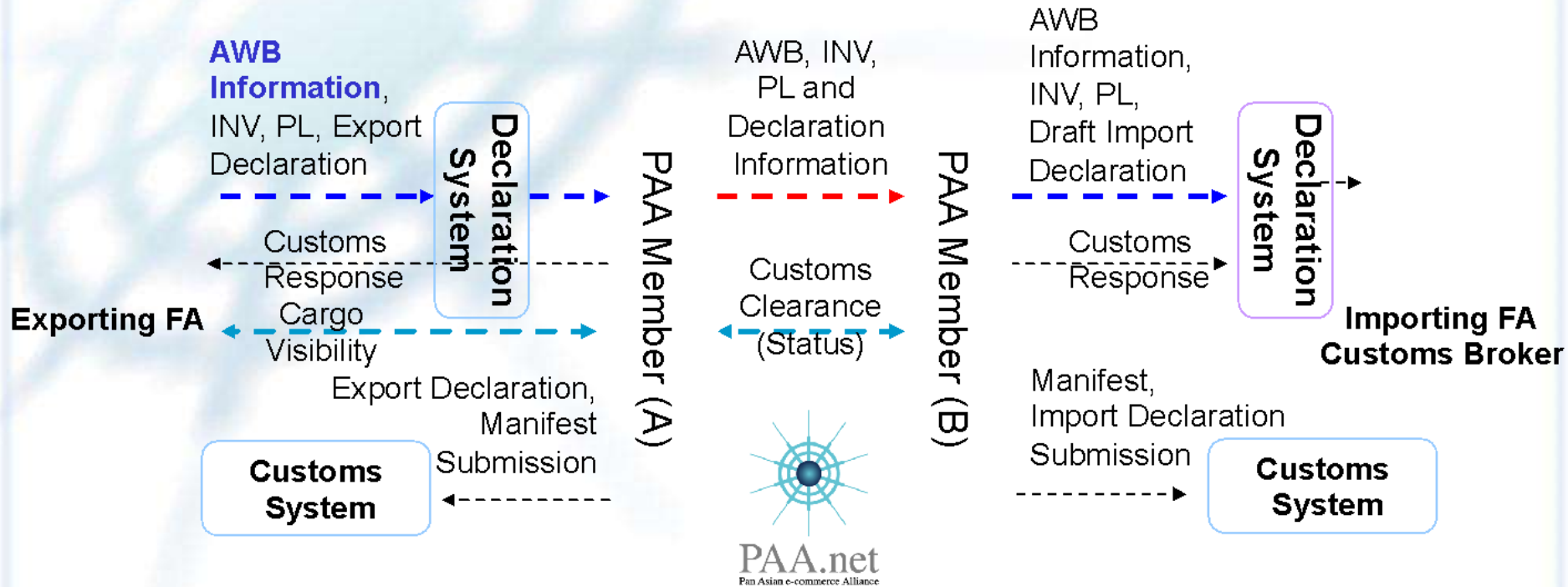
Asia Economies and PAA Members

5 Members from ASEAN: PT EDI, DagangNet, InterCommerce, Crimson Logic and CAT Telecoms



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PAA Cross Border Scenario



PAA Secure Doc Exchange :

- Inter-connection Agreement
- Legal Framework

Exporting Customs

Importing Customs

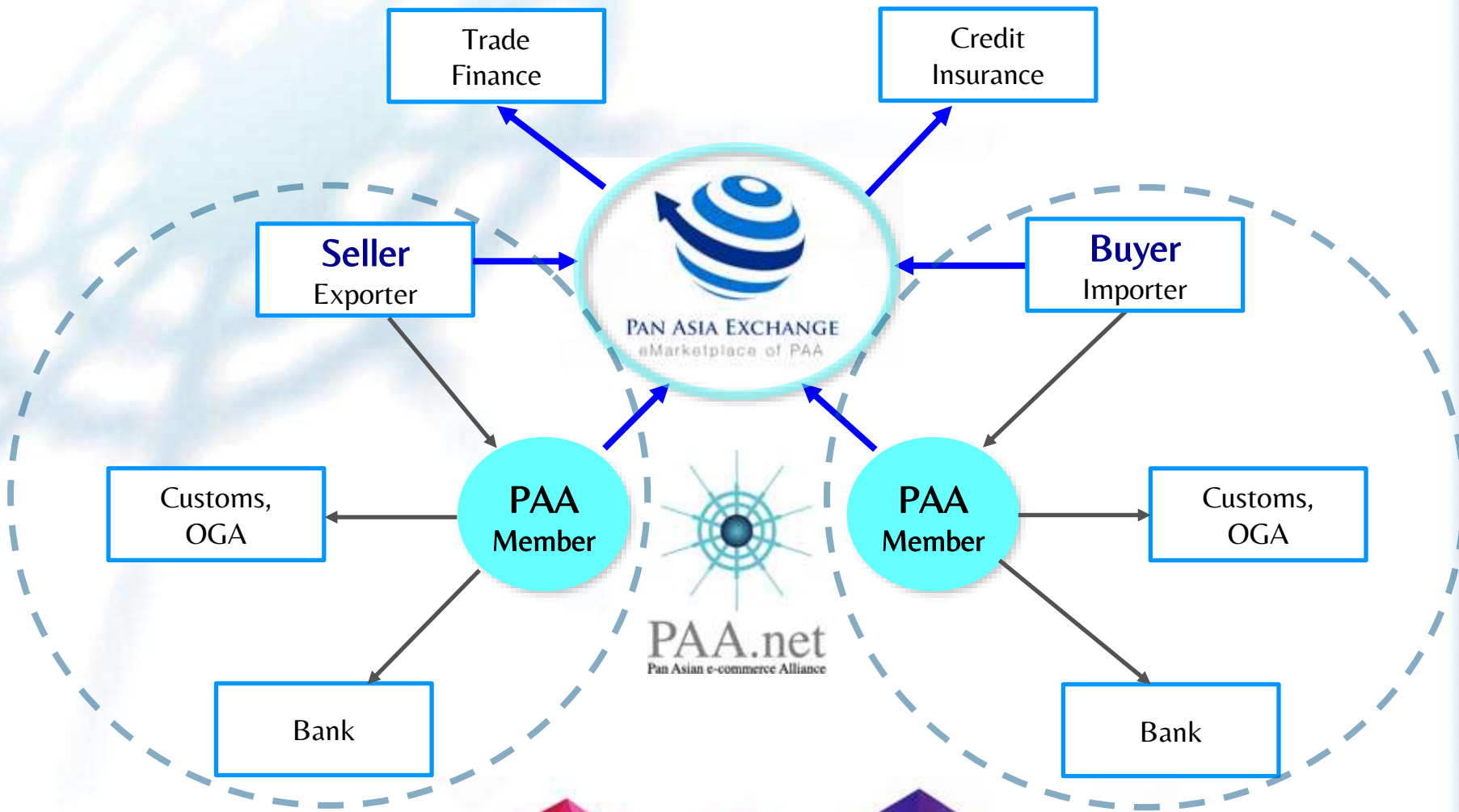
Rationale for PAE Initiative

- PAA members have database of 340,000 organizations engaged in trade, e.g, importers (buyers), exporters (sellers), logistics service providers (carriers, forwarders, Customs brokers)
- PAA members expertise in trade regulations of respective government agencies, in providing services include goods declaration and permits/certifications for import and export transactions
- Opportunities for further collaboration with logistics providers to facilitate movement of goods, and with financial institutions for trade finance



* PAE - Pan-Asia Exchange, a B2B Marketplace of PAA

Leveraging on Existing Platforms



PAA eMarketplace – Lessons Learned

- B2B eCommerce is a Billion dollar industry, not fully tapped (less than 50%)
- B2B eCommerce online and offline strategies focused on specific sector/manufacturer eg footwear, outdoor décor, Christmas décor, processed food, printed products, to include aligned sales channels, digital marketing, personalization of personal experience,
- Importance of Logistics to lower costs, to have products readily available (in economy warehousing)
- B2C and B2B eCommerce works together

B2B MSME Business Matching

- **Company**
 - Management and organization
 - Capitalization/working capital
 - Company size (employees)
- **Production/Product**
 - Production capacity, and capability for expansion
 - Supply of raw material
 - Quality
 - Packaging and labeling

Capability
Reliability
Trustworthy

Trade and Logistics Challenges

- **Market**
 - Demand: Population and purchasing power
 - Distribution channels
- **Trade**
 - Export/Import procedures
 - Certification requirements
 - Non-tariff barriers eg packaging, labeling
- **Logistics**
 - Air and Sea freight
 - Warehousing
 - Customs and quarantine clearance

Sales Key Objectives

- Meeting Customers need – Products, Service
 - Volume and pricing
 - Quality, compliance to standards, market requirements
- Making it easy for Customers to place an order
 - Order, Order confirmation, payment
- Making timely deliveries
 - Setting delivery schedules
 - Transparency in logistics processes, enabling Customer to tracking deliveries

Emerging Technologies

- Distributed Ledger Technologies, Blockchain
- Internet of Things
- Artificial Intelligence, Machine Learning
- Big Data, Data Analytics
- 3D Printing
- B2B eCommerce

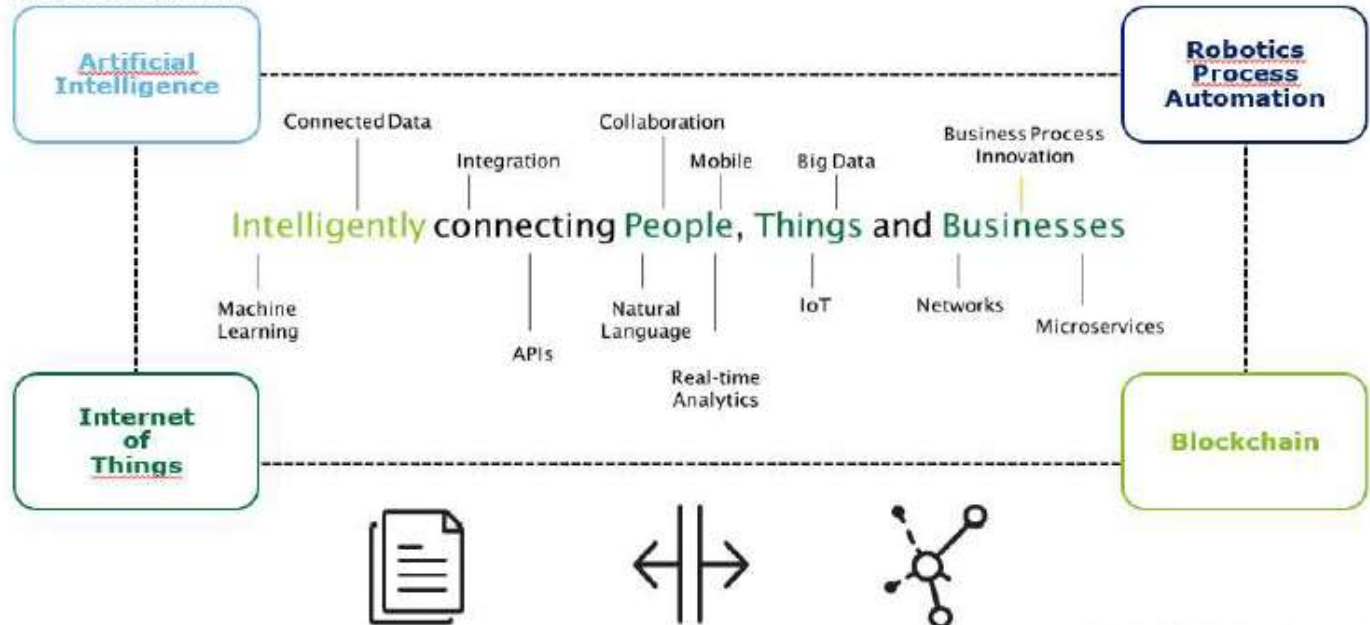
WCO Adopting Technologies



SMART BORDERS



Technology
The Buzzwords



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WCO Theme 2019 – SMART Borders 2



PAN ASIA EXCHANGE
eMarketplace of PAA

Thank you.

InterCommerce

Network Services

13:30-15:00

Session 2:

Business matching and other useful opportunities at APEC MSME Marketplace

During this session representatives from a government-related and other organizations promoting mutual trade and investment between 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 succeed 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 Tradeline, (*The Philippines*)
- 4 (*Viet Nam*) (TBD)
- 5 (*Peru*) (TBD)