



**Asia-Pacific
Economic Cooperation**

2022/CTI/WKSP2/002

Session 3

Project Research Presentation: New-Normal Model of Trade Promotion in the Post Pandemic Era

Submitted by: Japan



**Workshop on New-Normal Model of Trade
Promotion in the Post Pandemic Era
4 March 2022**



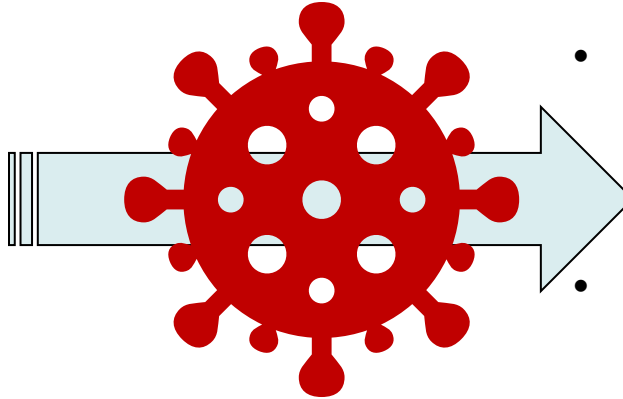
Project Research Presentation: New-Normal Model of Trade Promotion in the Post Pandemic Era

March 2022

Introduction – Project Background and Purpose

BEFORE

- Active economic and trade-related collaborations between cities in the APEC region.
- Relied on various face-to-face activities:
 - trade fairs & exhibitions
 - business missions & meetings
 - tourism promotions etc....



AFTER

- At first:
Face-to-face activities stagnated: cancelled, postponed, reduced...
- Then:
Efforts were made to continue activities remotely, with digital techs.

We want to...

- Collect, analyze, and share public efforts to continue economic collaborations between cities during the pandemic, utilizing advanced digital technologies.

To do so, METI, Japan, is conducting...

- (As METI's original project) 2 comprehensive SURVEYS of efforts made by public agencies in the APEC region.
- (As an APEC project) this ONLINE WORKSHOP.

The workshop report, with access to presentation slides, will be published later this year.



METI's Research and Current Workshop

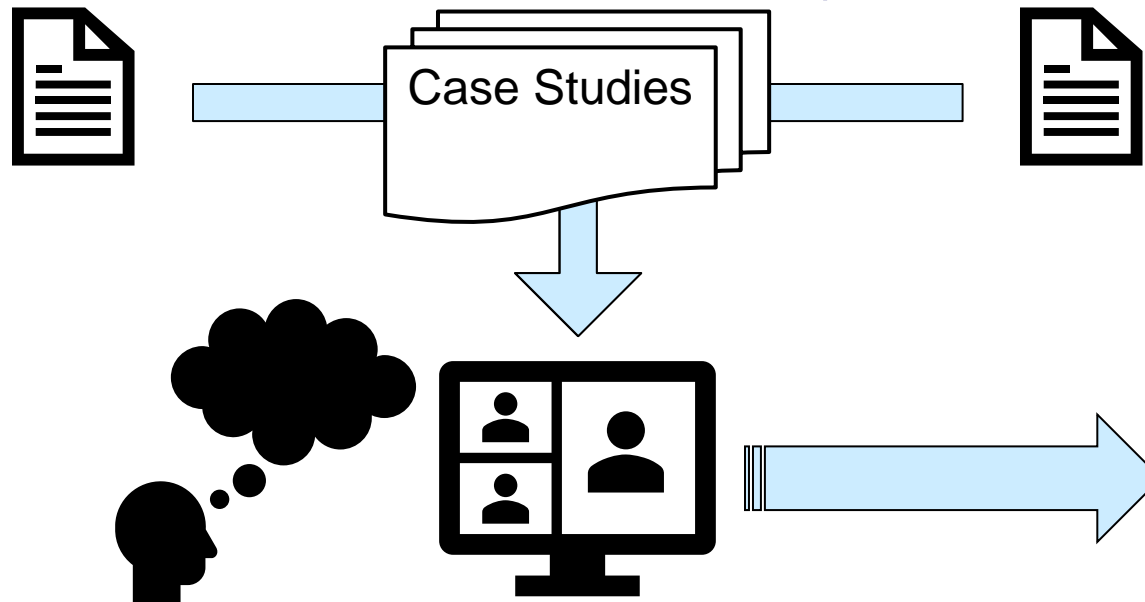
- METI, Japan, conducted 2 comprehensive SURVEYS of efforts made by public agencies in the APEC region:

2021 Survey (approx. 130 cases):

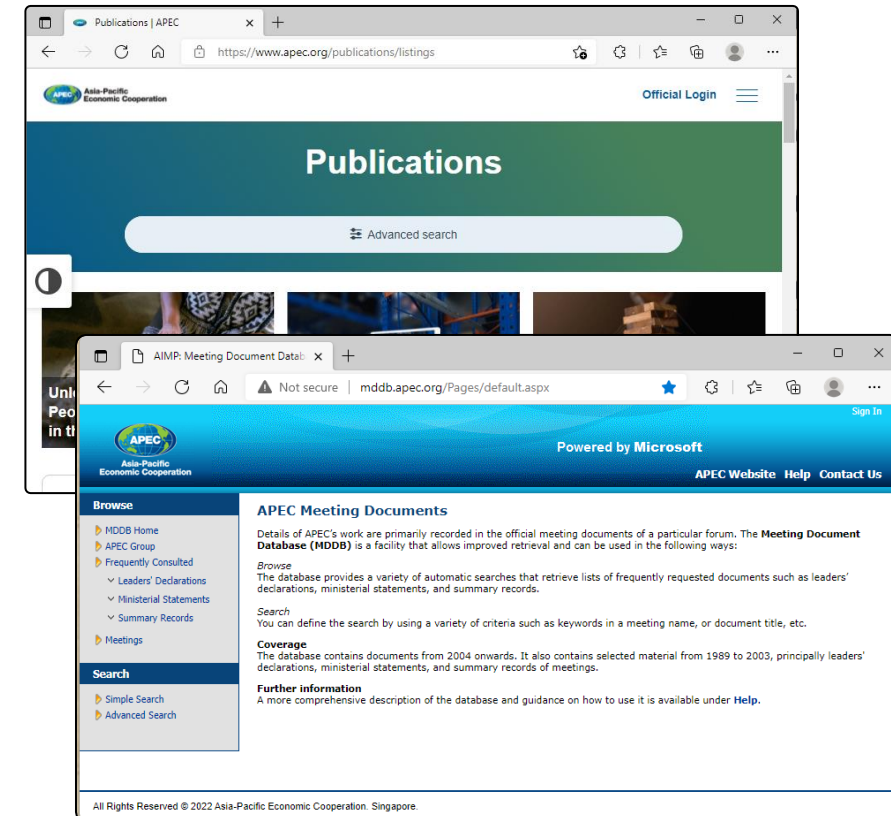
- municipality-level efforts only
- targeted economies: Indonesia; Japan; Malaysia; Chinese Taipei; Thailand

2022 Survey (more than 100 cases):

- expanded to economy-level efforts
- All APEC economies



- This ONLINE WORKSHOP (APEC self-fund project) is to:
 - share the results of these surveys; and
 - hear broader perspectives and experiences from YOU!



Policy Response Overview – Type 1: Meetings and Events

Classification	Description	List of technologies used
TRADESHOW	Conferences for businesspersons (with speeches, panels, and other functions)	virtual events platform, hybrid events platform, 3D, VR, video, live streaming, business matching tool, networking tool, AI, big data, online meeting platform, electronic contract systems, live chat etc.
EXHIBITION	Exhibitions to present products & services.	virtual events platform, hybrid events platform, 3D, VR, video, live streaming, business matching tool, networking tool, AI, big data, online meeting platform etc.
TRADE MISSION	A group of businesspersons from an economy visiting another economy.	business matching tool, networking tool, online meeting platform, video, virtual tour etc.
BUSINESS MEETING	Meetings between pairs of businesses to discuss business deals across borders.	business matching tool, networking tool, online meeting platform etc.
NETWORKING EVENT	Events designed as an opportunity for businesspersons to connect with each other.	business matching tool, networking tool, online meeting platform etc.
SEMINAR	Informative lectures from subject matter experts.	online meeting platform etc.
PITCHING EVENT	Startup companies making pitches to potential investors.	online meeting platform, video etc.
OTHER MEETINGS	Other meetings that do not fit any of the above descriptions (e.g., MOUs signed between cities)	online meeting platform etc.

Policy Response Overview – Type 2: Other Trade Promotion

Classification	Description	List of technologies used
DIGITAL TECHNOLOGY DEVELOPMENT	Public agencies developing technologies (platforms and tools) in house.	online platform, AI, big data
BUSINESS MATCHING	Connecting constituent businesses with potential foreign buyers of their products/services.	business matching tool (e.g., registry, database), big data, AI etc.
E-MARKETPLACE	Either providing in-house EC platforms or assisting the use of privately owned EC platforms.	e-marketplace platform
MARKETING	Advertising products and services in place of the constituent businesses.	website, 3D, VR, video, live streaming, etc.
MARKET INTELLIGENCE : MI	Providing information about specific foreign market based on own research.	website
TRAINING	Training entrepreneurs and traders (exporters and importers).	online meeting platform etc.
INVESTMENT PROMOTION	Location promotion and various assistance to encourage foreign businesses to establish	online meeting platform, website etc.
OTHER PROJECT	Other initiatives, including sister city cooperation.	online meeting platform etc.

Policy Response Overview – Some good practices found

- Virtual/Hybrid Events
 - Pre-event preparation of participating businesses is a key
 - Engaging and connecting participants with one another
 - Taking advantage of overseas offices
- Business Matching and Networking Tools
 - Collecting comprehensive information about businesses and their products/services
 - Selecting right private partner
- E-Commerce/E-Marketplace
 - Two approaches and good practices in each:
 - Public – in-house development and operation
 - Private – training and support for utilizing existing platforms esp. for SMEs
- Support for MSMEs
 - Public officials themselves utilizing digital technologies to continue helping SMEs
 - Providing digitally-enabled tools for SMEs to address the pandemic driven challenges

Case Studies – Economy-Level Initiatives

Australia – Landing Pads Program (US Export Acceleration Boot Camp)

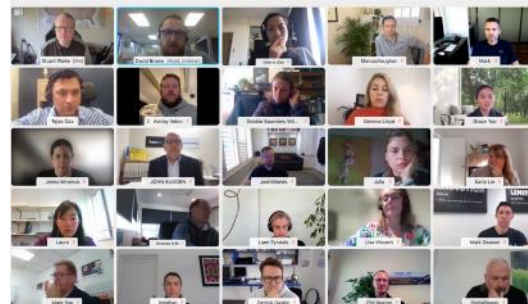
Categories	Type 1 - Meetings: seminar	Partners	private sector; oversea offices
	Type 2- Other: training	Targets	vs 1 economy/city
Tech. Used	online meeting platform	B2B / B2C	B2B
		Sector	multiple

What is it?

- Virtual “bootcamp” for Australian tech-enabled startups to evaluate and refine their businesses for US market entry.

How was it done?

- Building on its existing overseas expansion program for startups, the public trade promotion agency’s US office teamed up with a US-based startup accelerator.



Hong Kong, China – Hktdc.com Sourcing Platform

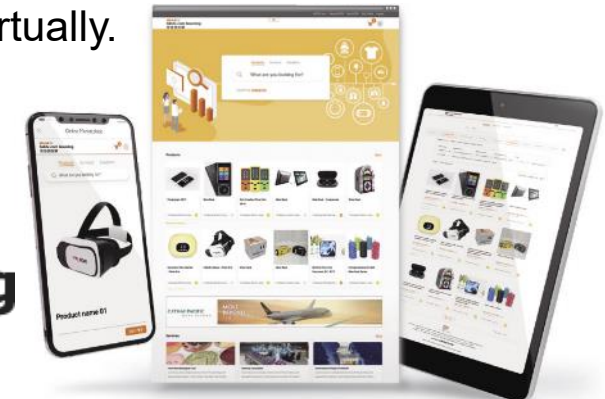
Categories	Type 2 - Other: business matching; digital technology development	Partners	NO specific partners
		Targets	vs global
Tech. Used	online platform; AI; big data	B2B / B2C	B2B
		Sector	multiple

What is it?

- B2B marketing/e-commerce platform developed and operated in-house by public trade promotion agency
- 130,000 suppliers & 2 million buyers

How was it done?

- Existing platform upgraded with latest digital solutions to continue connecting businesses, while also hosting annual “Sourcing Events” virtually.



Case Studies – Economy-Level Initiatives

United States of America – Virtual Business Matchmaking

Categories	Type 1 - Meetings: pitching event	Partners	government agency; private sector; oversea offices
	Type 2- Other: trade mission; business matching		vs 1 economy/city
Tech. Used	online meeting platform	B2B / B2C	B2B
		Sector	single

What is it?

- Pitch events each focused on a specific industry and specific economy (e.g., automation technology in Chinese Taipei; additive manufacturing [3D printing] in Australia).

How was it done?

- Economy-level trade promotion agency used its overseas local offices to recruit buyers from the target local industry
- Private companies from the United States were given opportunity to make a pitch for 5 to 10 minutes for a fee.



Singapore – SMEs Go Digital programme (Grow Digital)

Categories	Type 2- Other: business matching; e-marketplace; training; other projects	Partners	private sector
		Targets	vs global
Tech. Used	online meeting platform	B2B / B2C	Both B2B & B2C
		Sector	multiple

What is it?

- Support provided for SMEs to utilize privately-ran 3rd party e-commerce platforms.

How was it done?

- Supports are provided by private companies, mostly based domestically in Singapore, that partners with the public trade promotion agency.



Case Studies – Municipality-Level Initiatives

Victoria, Australia – Virtual Trade Missions

Categories	Type 1 - Meetings: business meeting; networking event; trade mission	Partners	overseas offices
	Type 2- Other: business matching; market intelligence; training	Targets	vs 1 economy/city
Tech. Used	online meeting platform	B2B / B2C	B2B
		Sector	multiple

What is it?

- Locally organized virtual trade mission to target economies and industries (28 missions/year)

How was it done?

- Province has 23 overseas trade and investment offices and partners with 29 local organizations.
- Participants were provided with business matching, pre-mission meeting and training, and marketing through social media.



Chungcheongbuk-do, Korea – BioKorea 2020

Categories	Type 1 - Meetings: business meeting; exhibition; other meetings; tradeshow	Partners	government agency
	Type 2- Other: business matching	Targets	vs global (with focus on some target economy/city)
Tech. Used	virtual events platform ; 3D; VR; video	B2B / B2C	Both B2B & B2C
		Sector	single

What is it?

- Large annual conference held online with exhibition utilizing VR and 3D imaging and videos.

How was it done?

- A province with a medical industry cluster teamed up with an economy-level agency.
- Australian pavilion was organized with companies from New South Wales who exhibited their products and were matched with Korean businesses.



Case Studies – Municipality-Level Initiatives

Moscow, Russia – Moscow Export Center’s export assistance

Categories	Type 2- Other: e-marketplace; marketing; other projects	Partners	private sector
		Targets	vs multiple economies/cities
Tech. Used	e-marketplace platform	B2B / B2C	Both B2B & B2C
		Sector	multiple

What is it?

- Public support for local businesses who are or will be exporting overseas, with specific focus on e-commerce.

How was it done?

- After the pandemic hit, the program increased its focus on e-commerce, partnering with platform operators.
- Agency covers 100% of the cost for businesses to purchase marketing packages from the 3rd party private operators of e-commerce platforms.



Ho Chi Minh City, Viet Nam – Supporting Industries Sourcing Fair 2021

Categories	Type 1 - Meetings: exhibition; networking event; tradeshow	Partners	private sector
		Targets	vs multiple economies/cities
Tech. Used	virtual events platform	B2B / B2C	B2B
		Sector	single

What is it?

- Hybrid tradeshow/exhibition to connect local SME suppliers in “supporting industries” with major international manufacturers in search of new suppliers.

How was it done?

- Agency saw an opportunity in the gaps created in existing supply chains created by the pandemic.
- The annual event was held in a hybrid manner, so that international buyers can attend online.



Conclusion – Policy Insights & Recommendations

- Pandemic = great opportunity to redefine goals and objectives of trade/investment promotion
 - Have a round-table discussion with involved stakeholders to set a mutual goal.
- Economy and municipality collaboration = key to achieve larger goals
 - Economy-level resources can support and accelerate municipality-level initiatives.
- Find the perfect mix of technologies, services, and approaches to meet your goals
 - Goal (challenges to be addressed) > Mean (cutting-edge technologies and solutions)
 - Prepare to add human touch (constant attention and support)
 - Do not hesitate to be an early adopter
- Work with the private sector
 - Take advantage of technical expertise of private businesses
 - Hear their needs and focus on helping them achieve their goals.
- Looking ahead: trial & error → options to choose from
 - Choose a realistic solution that will help you achieve your goal



Thank You !!