

Publisher: Johnny Yeh
Editor-in-Chief: Ko Hsiung Lien
Published by APEC SME Crisis Management Center
Website: <http://www.apecscmc.org>
Email: apecscmc@tier.org.tw
Supervised by Small and Medium Enterprise
Administration, Ministry of Economic Affairs, Chinese Taipei



APEC SME
Crisis Management Center



APEC SME Monitor

ISSUE **20**

JULY 2016

Contents

Foreword	01
APEC Economies Policies	02
APEC Initiatives	06
Best Practice	08
APEC Event	11



Foreword

In 1996, Don Tapscott, a well-known economist, published the book "The Digital Economy", describing three characters of digital economy: knowledge being a key source, network being as a way to communicate, and development on an international scale.

In order to survive in the innovation-oriented environment, small and medium enterprises (SMEs) need to utilize internet resources and gear toward becoming learning organizations in the world of a high elimination rate. Not only does digital economy boost innovation, but it also fortifies the connection with the world. Internet and digital economy enable SMEs, playing as a pillar of economic development, to involve in global value chain and reach out more potential customers. Understanding the importance of digital economy, APEC member economies spare no efforts to assist SMEs in fighting a way out among the wave of digital age. Besides, APEC leaders have endorsed "Boracay Action Agenda to Globalize MSMEs" in 2015. One of its main goals is to encourage SMEs to enter global value chain via electronic commerce. APEC SME Working Group also recognized "Digital Economy Action Plan", encouraging member economies to promote related digital economy projects to achieve mutual goals.

To help SMEs seize the opportunities of digital economy, Chinese Taipei, together with the Philippines, proposed the project last year and conduct it this year - "New Era of Growth for APEC SMEs Through Online- to-Offline Business Models". Furthermore, to facilitate SMEs accessing overseas markets through O2O, as well as advance them toward quality growth, we have worked with Viet Nam and Peru, and partnered with 4 global tech giants to hold 5 O2O serial events in both sides of the Pacific.

In this issue, we will start with an introduction of APEC member economies' digital economy policies, followed by an overview of digital projects that Chinese Taipei, Australia and South Korea promote in APEC arena. Last but not least, we invite Triip. me, an innovative online travel agency from Viet Nam to share their experience with readers about how to move from online to offline business and gain cross-border digital business ahead of others.



Johnny Yeh
Executive Director
APEC SME Crisis Management Center



APEC Economies Policies

An Overview of International Digital Policies

Due to the continuous development of information technology and its countless applications, people enjoy fast and convenient economy and social life. IT not only brings everyone closer but also enhances operational efficiency in all kinds of organizations in both private and public sectors. However, Kenji Tanaka, chairman of APEC TIWG pointed out that even though the APEC member economies are enjoying the benefits brought by the internet, efforts still need to be addressed to digital divide in regions, cyber safety and crisis prevention. In addition, World Economic Forum (WEF) published Global Risks 2015 10th Edition, arguing that although the internet of things (IoT) might disrupt today' s business models, it also brings risks such as "fake or stolen data", "cyber-attacks" and "a dysfunction of key information infrastructure".

To react to the trend of digital economy, the United States hosted Enhancing the Micro, Small, and Medium Enterprises' access to the Digital Economy Workshop and Chinese Taipei hosted APEC SME O2O Forum I at the margin of APEC SME working group meetings which were held between April 24th to 28th in Ho Chi Minh City, Viet Nam. The member economies actively participated in the workshop and the summit and gave positive feedback for the events, showing that digital economy related topics are important.

Below is a summary of related digital economy policies brought up by APEC economies to help SMEs:

I. Chinese Taipei

Industrial Development Bureau Promotes Digital Content Industry

The Industrial Development Bureau (IDB) of Chinese Taipei identifies promotion of digital content industry as one of the key national projects and has established Digital Content Industry Promotion Office (DCIPO). To promote digital content industry, IDB provides various advisory services for industry, including aspects like talents recruiting and training, capitals, marketing, technology, and regulations, and so on. Chinese Taipei has become one of the global market testbeds for digital gaming, animation, application software and other digital contents. Besides, Chinese Taipei also has become one of the benchmark economies for software sales of Google, Apple and other international enterprises. In the future, DCIPO will focus on action-oriented games (used on mobile phones, tablets, etc.), innovative applications and contents for AR/VR, 360 -degree video contents, and digital learning for education.

II. The United States

a. U.S. Department of Commerce Brought up An Agenda for Digital Economy

Digital related services account for one sixth of US exports, or more than half of the nation's total service exports. Therefore, the U.S. Department of Commerce sees technology and internet policies as first priorities and brought up ideas for supporting businesses through challenges and opportunities in digital economy, which includes:

- a.i. Provide organizations and employees with fast internet and a borderless information environment
- a.ii. Create a safe and secure network environment which protects information security and privacy
- a.iii. Offer employees, families and enterprises accesses to high-speed internet
- a.iv. Promote innovative applications for the next generation of technology

b. U.S. Department of Commerce Promotes National Cybersecurity Center of Excellence (NCCoE)

In response to President Obama's Cybersecurity National Action Plan (CNAP), the U.S. Department of Commerce expands its efforts on helping private companies deal with cybersecurity and strengthen both large and small and medium sized enterprises' abilities to react and defend themselves from cyber-attacks.

c. U.S. Invites Tech Leaders to Help SMEs Achieve Digitalization

The U.S. Small Business Administration (SBA) recently joined the Small Business Technology Coalition. The goal of the initiative is to help US SMEs access and utilize an innovative technology platform, as well as provide education and trainings. SBA will work together with major technology companies, teaching business owners on how to connect with customers, build up their businesses or do business without worrying about cybersecurity. Major participating companies are Amazon, Box, Facebook, LegalZoom, Microsoft, Salesforce and Zenefits.

III. Republic of Korea

Launch Plans for IoT SMEs to Enter Specific Global Markets

Starting from 2016, South Korean government puts more efforts in facilitating production and cooperation between IoT SMEs and global markets, so as to help SMEs achieve concrete results. To start with, a survey on SMEs' needs for entering the global market were conducted. The government designs global market entry plans specified to surveyed business needs and boost partnership between IoT SMEs in South Korea and investment organizations. Science, ICT and Future Planning policy leader Kang Sung-Joo believes

that every organization in the IoT ecosystem will be closely connected in the future. South Korea will enhance partnership between participating organizations and 17 creative economy innovation centers to speed up the construction of IoT.

IV. People' s Republic of China

a. Launch of the First Service Platform in Kunshan E-Commerce Experimental Zone

The cross-border e-commerce service platform in Kunshan city is the only platform in China that can linked to customer clearance systems in several cities such as Shanghai, Hangzhou and Beijing. Major functions of the platform include modules like "e-commerce supplier registration", "commodity registration" and "web portal". Through statistics, analytics and decision making for big data, the platform consolidates custom clearance, commodity inspection, tax, foreign exchange control and logistics to an all-in-one "single window". Huge volume of order information from more than ten famous domestic and foreign companies such as eBay China, Dhgate.com and Alibaba.com can be pulled in the platform, which quickly draws e-commerce companies from different regions to the platform.

b. Promote E-Commerce Innovation and Construction of Business Information System

Ministry of Commerce, China issued The Tasks of E-Commerce and Informatization in 2016 in March 23rd, 2016. "The Tasks" defined key tasks for e-commerce and informatization in year 2016, which includes: 1. draft and publish 13th Five-Year Plan for E-Commerce Development; 2. push legislation for e-commerce; 3. speed up presence of e-commerce in rural area and communities; 4. broaden range of public service and combine resources through e-commerce; 5. upgrade e-commerce supply chain in China and application of electronic services on government affairs.

c. Promote "Lever Projects" to Assist Micro SMEs in Enhancing Digital Capability

People' s Republic of China is going to build localized operation centers and gather service groups all over the nation. The primary goal of the project is to connect 1 million business to the internet, provide digital smart business terminal for SMEs who need it and offer "Internet +" seminars. In addition, the project also aims at helping micro SMEs who need store management assistances with IoT system save platform costs when they are upgrading to be smart organizations.

V. Singapore

Singapore Government and FinTech One-Stop Service Platform

Singapore government recently presents new strategies to accelerate their plan for being the world' s capital of FinTech. They plan to create virtual FinTech Office in 2016 as a one-stop service platform to cover some major business as below:

a.i. Audit FinTech related support programs offered by the government

a.ii. Monitor gaps between industrial infrastructure, talent cultivation and human resource requirement

a.iii. Manage Singapore' s financial technology brands and marketing strategies through FinTech activities and related initiatives

Facing the huge wave of digital economy, every APEC member economy has been putting lots of efforts in promoting related policies. The digital economy already significantly transformed business models and consumer behaviors. We expect to see SMEs respond to the trend and strengthen their digital resilience, seize digital business opportunities and continuously drive economic growth in the Asia-Pacific region. [SCMO](#)

APEC Initiatives

APEC Digital Economy Initiatives

As the modern technology advances at a rapid pace, new technologies have brought drastic changes to our economy. The emergence of the Internet of Things, e-commerce and other technological applications have marked the dawn of a new era of digital economy. APEC, through its various initiatives, has been promoting and encouraging SMEs to apply new technologies in the digital economy and engage in capacity building while developing new business models. The initiatives are as follows:

I. Chinese Taipei - New Era of Growth for APEC SMEs through Online-to-Offline (O2O) Business Models

Chinese Taipei proposed the "New Era of Growth for APEC SMEs through Online-to-Offline (O2O) Business Models" initiative last year to promote the O2O business model to help SMEs participate in the regional supply chain and the global market. The initiative also aims to establish an open economy in Asia Pacific that is innovative, inter-connecting, mutually developing and profit sharing, which can reduce the time, cost and risks of doing business.

This project, in line with APEC's mission to help SMEs engage in regional supply chains and the global market, works with top-notch e-commerce platforms worldwide, including Alibaba and Rakuten, and has included the best O2O practices from over 30 APEC economies, which will help MSMEs enter the global market. Chinese Taipei will also convene a summit and two forums in 2016 to catalyze the O2O business model development in APEC member economies, making APEC a friendlier business environment for MSMEs.

Since last year, the Small and Medium Enterprise Administration (SMEA), Ministry of Economic Affairs (MOEA) has been promoting the O2O related agenda. For example, the administration co-hosted "APEC Accelerator Summit and Global Challenge 2015" with Intel and Siemens last year, discussing the latest technology business trends including digital economy and the era of Internet of Things. The summit attracted over 200 corporate elites, angel investors, venture capitalists and industry experts both domestic and abroad. 31 teams from 16 economies competed for 10 prizes. The administration also co-hosted "APEC SME O2O Training Workshop" with Computex at Taipei World Trade Center, to warm up a series of O2O events. During the workshop, the teams were able to observe and participate in Asia Pacific Accelerator Forum, business matching and the pitching contest to learn from the other top-notch teams. The attendants also learned about e-commerce and the effect of enhancing the awareness of digital resilience from the speakers of world-renowned businesses.

Under the 4-year O2O initiative, Chinese Taipei will launch the "APEC Online-to-Offline (O2O) Initiative - Enhancing SME Digital Competitiveness and Resilience towards Quality Growth" with the intention to extend the results and effect of APEC Accelerator Network (AAN) and Business Continuity Planning (BCP) projects that have been running for years. Following facts state that O2O digital economy model can generate a significant number of business opportunities for SMEs-80% of VC investment deal flow in Asia was to Internet and Mobile companies and over 90% of the finalists of APEC Challenge are also O2O start-ups and gained high-growth. Meanwhile, the BCP

project is committed to helping SMEs defend and prevent their businesses from being interrupted by natural disasters. This O2O initiative, as an extension of the two projects above, aims to develop digital competitiveness and resilience as required for SMEs to gain a foothold in the era of digital economy. Based on the devoted effort of promoting SME development in APEC, Chinese Taipei will collaborate with other economies to enhance the competitiveness of all SMEs in APEC and further help them enter the international market and global value chain.

II. Australia - APEC Harmonisation of Standards for Data & Information Flows

The invention of the Internet has greatly reduced the barriers between SMEs and the global value chain with the free flow of information and data playing crucial roles in the entire process. However, currently APEC member countries have different levels of restrictions and standards, which, along with other barriers, have prevented total free flow of information and data among them, causing many SMEs to miss many potential business opportunities and clients. Australia proposed this project last year, hoping to find a universal standard for the flow of information and data, further helping SMEs and family businesses in APEC region to engage in international trades.

First, this project will conduct a study on related issues among APEC SMEs and formulate a report accordingly. Next a forum will be held based on this report, with experts and related parties gathered to discuss the issues in-depth and formulate advice and suggestions for all APEC economies. The advice and suggestions include governments and intergovernmental organizations should solicit opinions from the industries; through forums, governments may formulate policies related to control and regulate the flow of information as well as data across APEC region; also, APEC economies are suggested to establish a universal standard for data and relevant regulation.

III. Republic of Korea - APEC E-Commerce Forum: New Paradigm for Cross-Border E-Commerce and Online Shopping

Last year South Korea hosted this forum with international e-commerce and online shopping as the theme with the goal to lay the foundations for the online shopping community. The forum also promoted the latest marketing strategies for e-commerce, mobile commerce and omni-channel marketing. The forum is also committed to promoting cross-border e-commerce among APEC economies to enhance SMEs competitiveness in the era of digital economy. Experts were invited to share about eBay cross-border e-commerce development in South Korea, e-commerce development and related regulations, cross-border e-commerce's impact and challenges on the traditional manufacturing industry in People's Republic of China, omni-channel marketing applications and strategies, and Chinese Taipei's innovative experience on online shopping and logistics. The attendants from Peru, Malaysia, the Philippines, Indonesia, Russia and various economies also shared their experience and insights.

First day forum attendants also participated in the "2015 Asia Online Shopping Vision Meeting" on the 2nd day, which was co-hosted by the online shopping association consist of Republic of Korea, Japan and People's Republic of China. Speakers from these 3 economies shared the examples and visions of e-commerce, mobile commerce and omni-channel marketing respectively. In addition, they also compared the similarities and differences in e-commerce regulations among 3 economies, the application of follow-ups of customer satisfaction, and the relationship between e-commerce and globalization. The discussions were both in-depth and comprehensive and gave the attendants a better understanding about e-commerce's future in Asia-Pacific. [SCMC](#)

APEC O2O Best Practice-Triip. me

The Happiest Way to Enjoy Truly Local Experience through O2O

It is vital to understand the definition of "O2O platform". First, an O2O platform is a website or mobile app that acts as a middleman between physical stores and Internet users. Second, an O2O platform is a technology solution that let retailers and brands take advantage of the convergence of internet/mobile technologies and product-inventory data for increasing in-store sales with online-to-offline O2O marketing strategies.

According to the definition above, Triip.me is basically an O2O platform. It is a platform that helps connect travelers and local tour creators for better tour experiences.

So what does Triip.me do? Triip.me connects locals and traveler via a website. It lets local people who are passionate about their city/town' s culture and values make their own tour to tell their stories to travelers. For example, Ho Chi Minh city is well-known for its colonial architecture; thus, visitors only stay in district 1 – the district of business and tourism – tourists don' t know about other 23 districts with truly local values, architecture and stories. Triip.me gives all necessary digital and business supports for the young and passionate Saigon-born-and-raised Thu Ngoc tells her own story about tea and tea art of Viet Nam. Her story stands out since it reveals the humble and elegant beauty of Viet Nameese tea culture – an art that has been underestimated among other values that make Viet Nameese Tourism brand. In other words, there are thousands of other stories like Thu Ngoc' s in 200 countries that will be forgotten and underestimated should locals keep silent and let the tourism industry define cultures via the eyes of benefit. Triip.me, on the other hand, creates opportunity for locals to do their right and to praise the true beauty of knowledge and culture. That, in the end, is traveler' s need when they travel.

What are the O2O digital tools and business supports that Triip.me offer locals to make their own tours? First, Triip.me provides a user-friendly platform that showcases the story in terms of a tour. Tour Creator is encouraged to be creative about their tours. They decide their itinerary and the theme of their tours to tell Travelers what they want. Second, after simple registration and writing, Tour Creator is provided with consultant on online marketing for more bookings. Third, there are personal consultant from professional Triip.me members on tour-delivery techniques and tips.

So how will travelers take advantage from Triip.me? First, they will be able to enjoy taking a private tour as hanging out with their friends plus being taken cared by a professional tour guide at 50% lower price than that of normal tours. Second, they are free to get to know their tour guide



Author: Hai Ho

Triip. me, CEO

before booking. In other words, they can choose whoever they feel comfortable and safe to spend their time with. Third, they can discuss tour itinerary with their tour creator before starting off. Last but not least, once booking process is done, travelers will receive a "Local Personal Handbook" about the place so they can live like a local virtually before the Triip.me.

In conclusion, Triip.me provides pragmatic and useful tools for tour creator to live their passion and earn real cash. Simultaneously, it lets travelers enjoy tours at its intrinsic values with full personal choice. Triip.me, as an O2O platform, has changed the way people travel and see the world.

O2O platform is made to break borders. It is, as a certain consequence, a product of 21st century Flat World. Sooner or later the traditional ways of doing anything will be changed by newer and better ways. End-users are the ones that takes advantage the most out of those changes made by O2O.

Taking Airbnb as a successful Game-changer in tourism industry using O2O platform. Airbnb allows people to rent rooms anywhere in the world at much lower prices than hotel rooms. Moreover, travelers can choose to rent an entire house, enjoy quiet neighborhood and benefit from local wisdom. To be more specific, big cities are where Airbnb cheaper than hotel rooms: "Airbnb rates in Boston, Chicago, Los Angeles, New York, Portland, Seattle and Washington, D.C, are significantly lower than comparable hotels, sometimes at much as \$80 a night". In the USA, where Airbnb was born, how much saving renting an Airbnb room versus hotel room? 21.2% saving from renting an entire apartment on Airbnb and 49.5% saving from renting a private room on Airbnb. In San Francisco, it takes you \$229 per night for a hotel room while you only spend \$165 per night for an entire apartment or \$100 per night for a room on Airbnb.

Collaborative Consumption Index		
Airbnb Listings per Capita by City (LPC)		
Rank	City	LPC
1	San Francisco, CA	213
2	Cambridge, MA	135
3	Berkeley, CA	123
4	Boulder, CO	90
5	Washington, DC	89
6	New Orleans, LA	88
7	Austin, TX	83
8	Portland, OR	77
9	Seattle, WA	67
10	Honolulu, HI	53

Figure1: Collaborative Consumption Index, Airbnb Listings per Capita by City (LPC)

Hence, it is easy to understand why San Francisco ranks number 1 in Collaborative Consumption Index. In terms of property asset, in the current case, Airbnb renting house or apartment; San Francisco has the most listings per capita by City (LPC) of 2013. (Collaborative Consumption Index, Airbnb Listings per Capita by City (LPC), 2013)

That is the picture in the USA – homeland of Airbnb. How about the bigger picture of this O2O unicorn? Airbnb doubled its total booking to 80 million in 2015. That was 80 million room nights that the global hotel industry lost last year. Airbnb's growth is a huge threat to hotel industry. Obviously, Airbnb is getting more by giving away more. It empowers hosts – property owners – to decide prices and the staying experience. Since the price is set by property owners who has no desire to inflate costs and pay for brands, the price seems to be intrinsic. Thus, travelers are paying less yet enjoying more in a foreign city.

O2O platforms like Airbnb and Triip.me enables international users to go internationally without being trapped by traditional business. They take advantage more at lower price thanks to middlemen who solve problems for their pains during traveling.

To sum up, O2O platforms are bringing more benefits to both of its users. On one side, it basically reaches to local wisdom and values to cut all kinds plausible costs. On the other side, it helps reduce inflated taxes and costs that are ought to be included for a more economical price. O2O may be the answer on how global future economy works: supply and demand meet on any tech platform where asymmetric information is no more an obstacle for intrinsic-valued products. [SCMC](#)



Review of the serial events of APEC SMEs O2O initiative in the first half of 2016

I. Background

Small and medium enterprises comprise 98% of the enterprises in Chinese Taipei, and are the main economic driving force of the economy. In the past, the marketing channels of SMEs were largely limited to physical channels, but with the development of information and communication technology, it is becoming possible to integrate and meet the needs of both the physical and virtual marketing channels, i.e. the Online-to-Offline model. O2O refers to the sellers using internet (online) advertising and promotions as well as through social network sites to create more intimate interactions with potential consumers, and together with new payment models, increase physical store (offline) revenues, visiting stores or other consumer behaviors.

In response to the APEC theme of "Quality Growth and Human Development" for the year 2016, Chinese Taipei proposed the "SME O2O initiative". This initiative includes four main areas of innovation: "Mobile Commerce", "Sharing Economy", "Collaborative Industry" and "Next Generation Innovation". In partnership with top multinational corporations such as Intel, Siemens, Acer, Trend Micro and other major corporate partners, this initiative aims to strengthen innovation and entrepreneurship in young generation, and to enhance the digital competitiveness and resilience of SMEs to assist them going global. This year, five events were and will be held at home and abroad.

II. The Press Conference to Kick off the O2O Serial Events

First, the Deputy Minister of Ministry of Economic Affairs (henceforth MOEA), Mr. Jong-chin Shen and Director-General Yun-lung Yeh of the Small and Medium Enterprise Administration, MOEA together with Intel, Siemens, Acer and Trend Micro initiated the "2016 APEC SME O2O Initiative" at the Social Enterprise Hub on March 23. At the press conference, Deputy Minister Shen specifically mentioned and thanked Intel and Siemens for their support of consolidating SMEs' ecosystem, and presented them with the "Innovation



Picture 1. Kick-off Event (left to right: Mr. Erdal Elver, President and Chief Executive Officer of Siemens Ltd., Taiwan; Mr. Jong-chin Shen, Deputy Minister of MOEA; Mr. Jason L.S. Chen, Vice President, Sales and Marketing Group, Taiwan Country Manager, Asia Pacific, Intel; Mr. Chih-Fa Wang, Counselor, Ministry of Foreign Affairs; Mr. Johnny Yeh, Executive Director of SMEA)



Picture 2. Group photo of O2O Serial Events Kick-off

Propeller Awards", to commend them for being excellent examples of public-private-partnerships (PPP) and for promoting corporate social responsibilities (CSR). At the same time, Deputy Minister Shen also invited two multinational enterprises from Chinese Taipei, Acer and Trend Micro, to become new partners in 2016, and together, promote innovation as well as application of O2O.

III. First International Forum in Viet Nam to Allow SMEs to Showcasing Innovations

Following, Chinese Taipei and Viet Nam co-organized the APEC SME O2O Forum I on April 26. More than 100 active participants including senior officials from 21 member economies and representatives of the ABAC, APEC cross-border e-commerce platforms, accelerators and incubators exchanged their views on digital economy and mobile commerce. Additionally, 10 startup teams from 14 APEC economies conducted demos and generated new business opportunities through cross-border sharing.

On April 26, Ms. Lin Mei-Hsueh, Deputy Director General, Small and Medium Enterprise Administration; Mr. John Andersen, Chair, APEC SMEWG & Principal Deputy Assistant Secretary for Global Markets, International Trade Administration of US Department of Commerce; Mr. Nguyen Hoa Cuong, Deputy Director-General, Agency for Enterprise Development, Ministry of Planning and Investment, Government of Viet Nam and Mr. Jerry Clavesillas, Director of the Bureau of Micro, Small, and Medium Enterprise Development, the Philippines gave opening remarks at the APEC SME O2O Forum I.

In the Forum, David Kuo, CEO of iiiNNO from Chinese Taipei was invited to share his views on the development and trends of innovation and entrepreneurship ecology. Also, 2015 APEC Global Challenge winner iStaging and EZTABLE, a company that offers 24hr online restaurant reservation service joined 14 outstanding startup teams from 10 APEC member economies including Viet Nam, Thailand, The Philippines, Malaysia, Papua New Guinea, People's Republic of China, Mexico, Chile and Peru and shared their success stories of expanding to the global market through O2O model. At the end of the Forum, Triip.me team was selected and won a free trip to attend the O2O Summit in July.



Picture 3. Group Photo of APEC SME O2O Forum I



Picture 4. Triip. me, Viet Nam-based startup, are entitled to participate in the APEC O2O Summit, held in Taipei in July.

IV. Hand-in-hand with COMPUTEX for Helping Startups Step onto World Stage

"APEC SME O2O Training Workshop" was held at COMPUTEX Taipei on June 1-2, in association with Taipei Computer Association, the organizer of COMPUTEX. This also served as the warm-up event for the O2O summit in July. The first day of the camp was held at exhibition hall 3 of the Taipei World Trade Center, where the start-ups recommended by APEC economies attended the Asia-Pacific Accelerator Network (AAN) Forum. Speakers and mentors from Microsoft, Cisco, Acer, DMM.make, Inforcomm, HKSTP and InnoSpace provided their unique and professional outlooks regarding topics of innovation and entrepreneurship, which broadened the horizon of the participants. In the afternoon, an idea pitching contest was held, and the participants observed and learned from the top teams. This not only provided understanding regarding the business model, product features and marketing strategies of other innovators, but also let the participants see the technologies and the enthusiasm people have for innovation and entrepreneurship.

For the second day, the international training camp, the startups participate in training for enhancing O2O digital competitiveness and resilience. The foci of the training were on enhancing the participants' understanding on the operation of e-businesses and to consolidate their digital resilience. With the development of mobile devices, the internet and financial technologies worldwide, the tide of digital economy brings huge opportunities, and one of the best ways for small and medium enterprises to make headway in the current market is through cross-border e-commerce business model. Representatives from well-known multinationals such as Google, Microsoft, ITRI, Trend Micro, BELFO came to share about their experiences. In addition, team-building exercises was carried out enabling participants learned how to establish rapport very quickly, so as to fully utilize the synergistic energy gained from teamwork.



Picture 5. Group Photo of APEC SME O2O Training Workshop

V. Enhancing Digital Competitiveness to Access Cross Border O2O Opportunities

Small and Medium Enterprise Administration, Ministry of Economic Affairs and Workforce Development Agency, Ministry of Labor co-hosted APEC O2O Summit 2016 at Shangri-La's Far Eastern Plaza Hotel Taipei on July 12-13. There were over 200 guests attending the meeting, including high level officials from the Philippines and Malaysia, representatives of APEC cross-border e-commerce platforms, multinational corporations, venture capitals, accelerators and incubators, to discuss international hot topics such as Digital Economy, Mobile Commerce...etc. Also, over 30 SMEs/startups from 14 APEC economies demoed their innovative ideas and gained potential business opportunities as well as international exposure.

Before the demo, SMEs/startups got trained by simulated board meeting organized by TXA, an accelerator from Chinese Taipei. During the demo, they pitched in front of representatives of multinational corporations and investors. In the end, Chinese Taipei swept away 9 awards, including entrepreneurship award, Intel award, Siemens Award, Trend Micro Award and SMEA Award. Viet Nam team won the Intel Women Entrepreneur Award, and two teams from Chile and India respectively won the Acer Award. Except gaining international exposure and potential opportunities for cooperation with the multinational companies, SMEA Award winners are qualified to participate in the APEC O2O Forum II, which will be co-hosted by Chinese Taipei and Peru in this September, and expected to strength their international connection, so as to become high-growth SMEs. [SCM](#)



Picture 6. Group Photo of APEC O2O Summit

※This Monitor is a publication of APEC SME Crisis Management Center and is edited by Taiwan Institute of Economic Research.
Copyright © 2014 by APEC SME Crisis Management Center