



**Asia-Pacific  
Economic Cooperation**

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**2011 ABAC SME Symposium  
Session 1: New Roles for SMEs in Global Markets**

# ***The New Roles of SMEs in Global Market***

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Chair  
APEC SMEWG  
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# *I. Foreword*

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- **It's a good platform for ABAC SMME & Entrepreneurship WG working with APEC SMEWG**
- **Thank you for inviting me to the ABAC SME Symposium 2011!**

## *II. The Importance of SMEs in APEC*

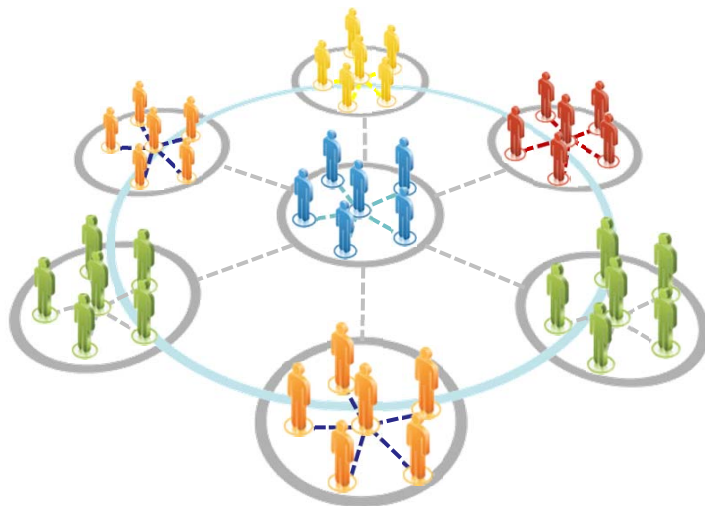
### **SMEs' Contribution to Global Economy**

Playing a key role in industry structure.

Developing foreign trade, creating foreign exchange and employment opportunities.

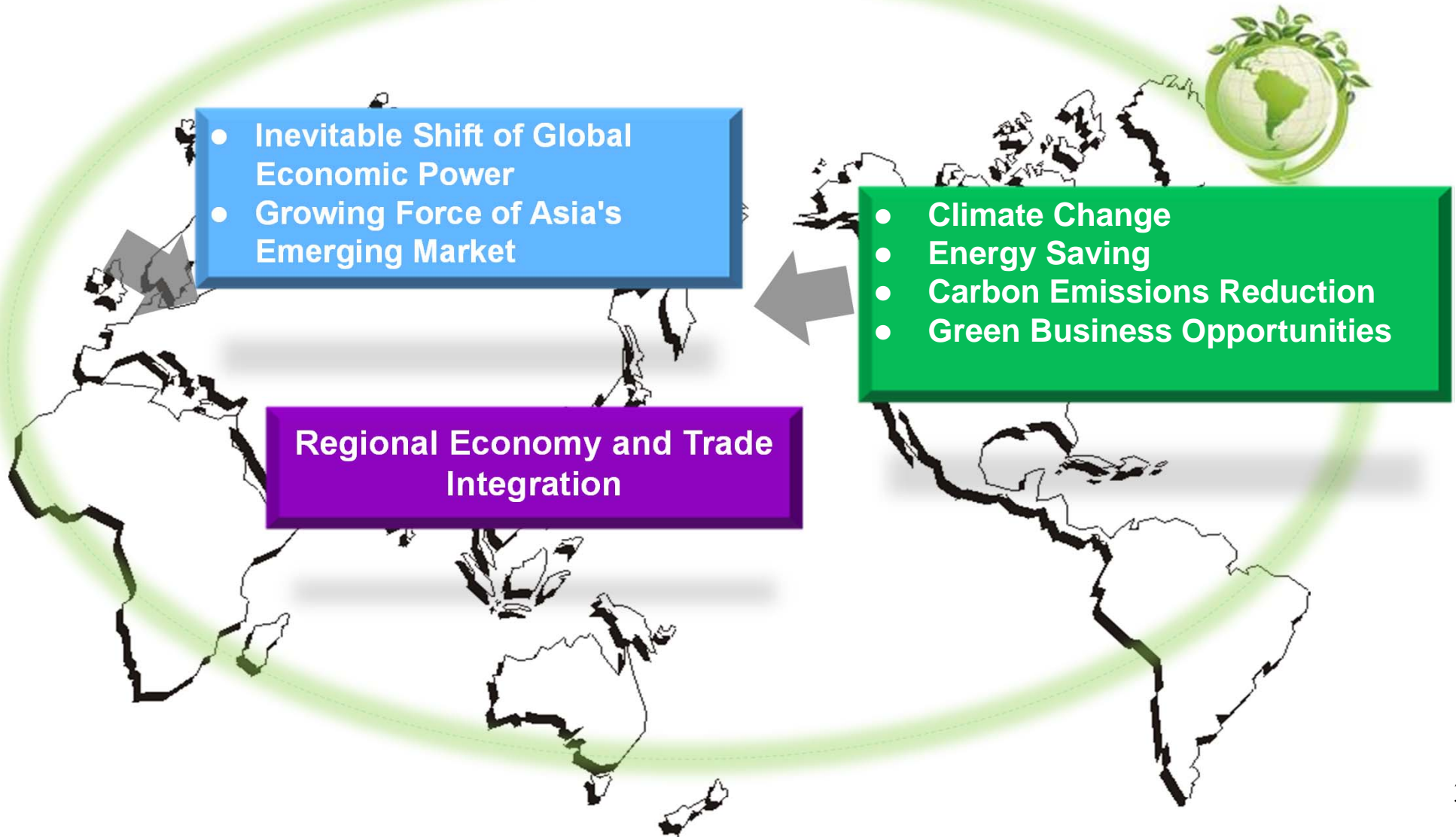
Providing remarkable contributions to building up a middle-class in society.

Continuously supporting economic development and stabilizing society.



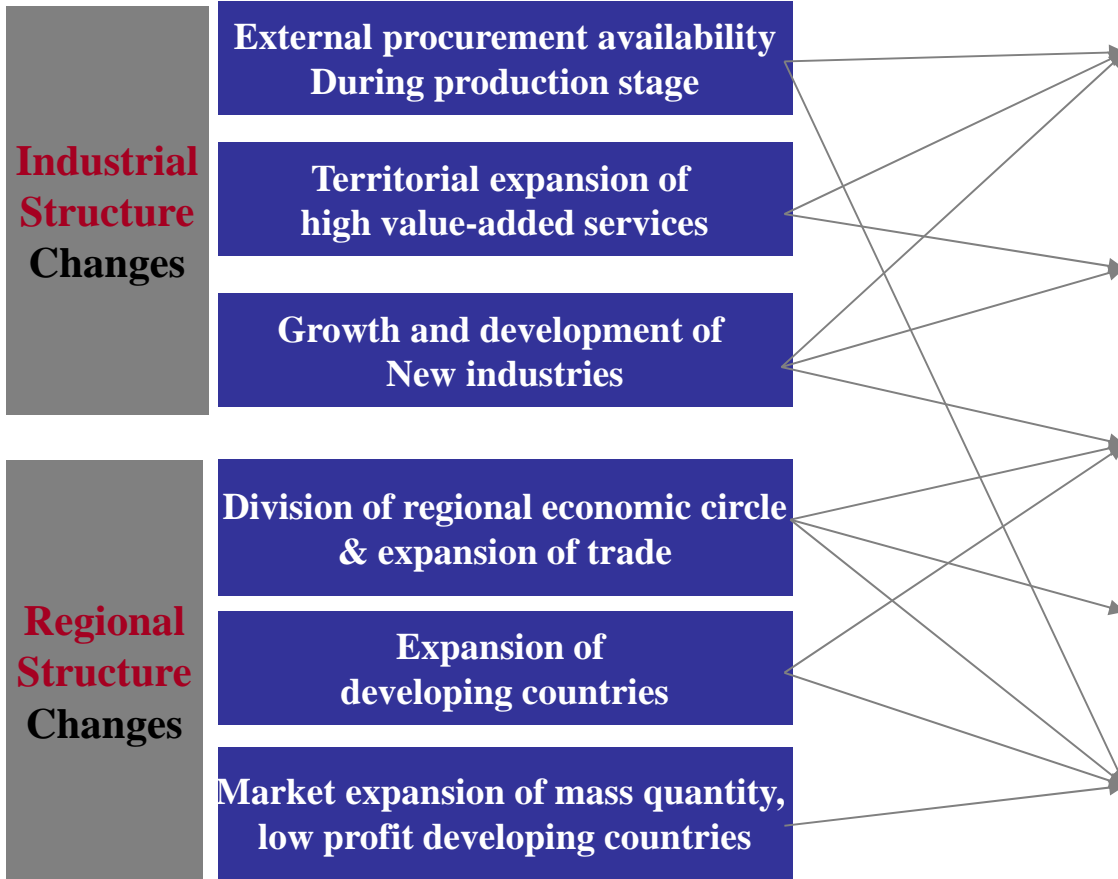
# *III. Changes in the Global Economic Environment*

## **1. New Status of Global Economy**



## 2.Changes in Global Environment & Core Competence

### Changes in industrial structure & regional economic structure



### Core Competence

**Strengthen the service functions of the traditional manufacturing industries**

- Redefine the industry according to market demands
- Amplify multiple value sources, combination of product creativity and system networking

**Expand the power of knowledge under the basis of diversification**

- Include diversified creativities and expand related investment
- Construct basic structures to attract more creative talent

**To obtain technologies in prior, intensify IPR, patent and expand industrial basis**

- Energy and envir. techniques
- Components and material tech.
- Manufacturing innovation tech
- Tech. to improve life quality

**Perform ethical and environmental management, and activities of corporate social responsibility**

- Actively promote quantitative analysis standards for CSR
- Establish corporate and national brand image

**Expanding strategic cooperation and merger Domestic and foreign**

- Ensure economy of scale
- Competitive control and risk diversification of new tech

# *IV. The Critical Issues for SMEs in APEC*

## 1. What Issues do the APEC SMEWG focus on?(1/2)

### 2009-2012 APEC SMEWG Strategic Plan

<b>Business Environment</b>	<ol style="list-style-type: none"><li>1. Enhance the legal and regulatory framework.</li><li>2. Facilitate market access for SMEs.</li></ol>
<b>Building Management Capability &amp; Promoting Entrepreneurship</b>	<ol style="list-style-type: none"><li>1. Improve information and guidance available to business owners.</li><li>2. Increase opportunities for business owners to learn new skills.</li><li>3. Encourage more business start-ups.</li></ol>
<b>Market Access &amp; Internationalization</b>	<ol style="list-style-type: none"><li>1. Increase access to information on market opportunities.</li><li>2. Enhance market development and promotion skills.</li><li>3. Identify and work to address barriers to SMEs' full participation in international trade/markets within the APEC region.</li></ol>
<b>Innovation</b>	<ol style="list-style-type: none"><li>1. Identify factors to accelerate innovation.</li><li>2. Promote innovation as a key competitive advantage for SMEs.</li><li>3. Educate and facilitate SMEs' awareness, adoption and dissemination of emerging technologies.</li></ol>
<b>Financing</b>	<ol style="list-style-type: none"><li>1. Increase awareness and availability of wide-ranging sources of financing, from microfinance to venture capital.</li><li>2. Encourage banks and financial institutions to develop policies that assist SMEs to access appropriate finance on mutually acceptable terms.</li></ol>
<b>Raise awareness of Sustainable Business Practices</b>	<ol style="list-style-type: none"><li>1. Empower SMEs to recognize the value of and take advantage of the business opportunities provided by sustainable business environment.</li><li>2. Promote sharing of sustainable business practices that would improve SME development and growth.</li></ol>

## 1. What Issues do the APEC SMEWG focus on?(2/2)

<b>18<sup>th</sup> APEC SME Ministerial Meeting</b>	
<b>Date</b>	<b>20 - 21 May 2011</b>
<b>Location</b>	<b>Big Sky, Montana, United States</b>
<b>Meeting Theme</b>	<b>Leveraging Partnerships with APEC Small Businesses to Foster Innovation and Create an Entrepreneurial Society</b>
<b>Issues</b>	<ol style="list-style-type: none"><li><b>1. Resolving Impediments to Increase SME Exports</b></li><li><b>2. Embracing Business Ethics to Enhance SMEs 's Competitiveness</b></li><li><b>3. Promoting SMEs 'Use of New Technologies to Reduce the Cost of Doing Business</b></li><li><b>4. Identifying Policies to Support Green SMEs</b></li></ol>

## 2. Resolving Impediments to Increase SME Exports

### 9 Trade Barriers

Item	Trade Barrier	Forum
1	Lack of access of financing	SMEWG
2	Lack of Capacity to internationalize and difficulty in identifying foreign business opportunities	SMEWG
3	Need for open and transparent business environments	SMEWG
4	Excessive transportation and related costs	SMEWG
5	Customs clearance delays, including difficulties in navigating overly complex customs requirement and documentation	CTI
6	Difficulty in navigating differing legal, regulatory, and technical requirements	CTI
7	Inability to protect intellectual property	CTI
8	Inadequate policy and regulatory frameworks to support cross-border electronic commerce	CTI
9	Difficulty in taking advantage of preferential tariff rates and other aspects of trade agreements	CTI



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**Thank You for Your Attention!**

**For Further Information**  
**<http://www.moeasmea.gov.tw>**