

## **ESCAP Sustainable Development Goals Week 2016:**

### **Workshop on using technology in support of Trade for Micro, Small and Medium Sized Enterprises**

**30 November and 1 December 2016**

#### **Using STI to develop a new model of public-private partnership in capacity building**

Asian economies have made remarkable progress in expanding their trade and accelerating their development over the past two decades. While the region's growth has decelerated recently, there do exist several possible sources of growth, trade, and development. One source lies in the nexus of three major trends in the region:

1. Growing **policy focus on Micro, Small and Medium Sized Enterprises** (MSMEs) as engines of growth, trade, and job-creation in the region. This is especially true for women-owned businesses.
2. **Proliferation of ecommerce platforms** and online sales capabilities that have dramatically expanded opportunities for MSMEs to engage in online trade at regional and global levels. This opportunity is remains underexploited. For example, recent estimates place ASEAN online sales at 0.2 percent of total retail sales compared with 8.0 percent in China and 8.7 percent in the United States, showing the potential of this medium. According to estimates, typically fewer than 10 percent of MSMEs in Asia-Pacific economies sell online. In addition, online commerce has a disproportionate effect on women and their opportunity to engage in international markets.
3. Explosive **proliferation of alternative payments and finance platforms** in the region that could, for example, expand the types of players in international markets, making it easier for MSMEs to participate. Investments in financial technology applications across Asia-Pacific skyrocketed from about \$880 million in all of 2014 to nearly \$3.5 billion in just the first nine months of 2015, mostly in payments and lending. Also alternative finance platforms are untapped as tool for trade: the region's unmet, pent-up trade finance demand, much of it by MSMEs, is estimated at almost \$700 billion.

The meeting will (1) conceptualize and develop – in conjunction with private sector partners, trade and development experts, impact funds, and governments officials - concrete and specific development solutions that will help Asia-Pacific's MSMEs adopt and use B2B and B2C ecommerce and online payment systems—to grow their sales in international markets, tap into global supply chains, and fuel their overall growth and competitiveness; (2) help Asia-Pacific governments understand what policy environment is necessary to allow MSMEs to meaningfully engage in online commerce, and adopt and use technologies conducive to trade; and (3) identify and start driving concrete initiatives and public-private partnerships in such areas as ecommerce logistics and trade facilitation, and online payments, for MSME capacity-building.

*Organized by*

**United Nations Economic and Social Commission of Asia and the Pacific (ESCAP)**  
**Potential for partners**

**Venue: UNCC**  
**Bangkok**

**TENTATIVE PROGRAMME**

0900-0930 hrs	<i>Registration, Coffee</i>
0900-0945 hrs	<i>Inaugural Session</i> <b>Welcome and Opening</b>  <i>Welcome Remarks, Mr. Hongjoo Hahm, Deputy Executive Secretary, UNESCAP</i>  <b>Overview from Business</b> <i>Setting the Scene: Trends in Ecommerce in Asia-Pacific, Ms. Kati Suominen, Nextrade Group</i>  <b>Overview from Government</b> <i>Department of Foreign Affairs and Trade, Australia</i>  <b>Overview from Development</b> <i>Naoyuki Yoshino, Dean, Asian Development Bank Institute</i>
<b>Platforms</b>	
0945-1115 hrs	<b>Session 1: MSME Capacity-Building for eCommerce: Identifying new models, practices, and instruments, scaling models for inclusive trade</b>  Each participant will have 5-10 minutes to present, followed by a panel discussion.  <i>Moderator: Jonathan Wong, UNESCAP</i>  <b>Objectives:</b> This session will focus on new and innovative approaches to developing MSMEs' capacity to engage in eCommerce in the region, with special attention on ways to scale and finance capacity-building approaches. The session also ways special attention to B2B ecommerce.  <b>Presenters:</b> Mr. Wanawit Ahkuputra, Electronic Transactions Development Agency, Thailand Waleed Abalkhail, Tradekey Kati Suominen, Nextrade Group Steve Landman, kiuasia.com  <b>Open Discussion Session (30 minutes)</b>
1115-1130 hrs	<i>Coffee/Tea</i>

<b>Payment Systems</b>	
1130-1300 hrs	<p><b>Session 2: Online Payments for B2B and B2C: Improving Adoption, Functioning, and Interoperability</b></p> <p><i>Moderator: Matthew Perkins, ESCAP</i></p> <p><b>Objectives:</b> Online payments are essential for eCommerce and the future of regional trade. New technologies offer the capacity to reduce transactions costs and increase efficiency, but gaps remain in companies and consumers' adoption and use of these tools. Furthermore, there are important challenges for full interoperability of payments systems in Asia and worldwide.</p> <p><b>Presenters:</b> Alisa DiCaprio, Asian Development Bank Institute Usman Ahmed, PayPal Dulith Herath, Kapruka Gerald Sun, MasterCard Kati Suominen, Nextrade Group Tohurul Hasan, Access2Information</p>
1300-1430 hrs	<i>Lunch– Keynote Speech by Waleed Abalkhail, Tradekey, on New Models for MSME Capacity-Building for B2B eCommerce in Asia-Pacific</i>
1430-1530 hrs	<p><b>Session 1 &amp; 2 Open Discussion Session</b></p> <p><b>Open Discussion Session (60 minutes)</b></p> <p><i>Moderator: Torbjörn Fredriksson, UNCTAD</i></p>
1530-1545 hrs	<i>Coffee/Tea</i>
<b>Gender Issues and Inclusive Trade</b>	
1545-1730 hrs	<p><b>Session 3: Evolving models for driving Inclusive MSME B2B and B2C Commerce</b></p> <p><i>Moderator: Barbara Meynert, ESCAP Business Advisory Council</i></p> <p><b>Objectives:</b> eCommerce is a powerful tool for inclusive trade. New and innovative models for the development of eCommerce are being seen in the region. In this session, the necessary conditions for promoting these alternative approaches will be discussed. It will also address the available options for policy makers to consider in unlocking the economic potential of women entrepreneurs in the region. In particular, gaps which exist in transforming policy ideas into tangible action will be reviewed.</p> <p><b>Presenters:</b> Feisal Hussain, UNCDF Jim Cannon, Edcomm Group Dulith Herath, Kapruka Joyce Liu, China International Electronic Commerce Center Sami Farhad, Alibaba Joseph Wozniak, International Trade Center</p>
<i>Reception</i>	

Day 2	
0930-1000 hrs	Summary from Day 1, objectives for Day 2 UNESCAP
Trade Policy	
1000-1130 hrs	<p><b>Session 4: Trade and Regulatory Policy in the eCommerce Era</b></p> <p>Each participant will have 5-10 minutes to present, followed by a panel discussion.</p> <p><i>Moderator: Mia Mikic, UNESCAP</i></p> <p><b>Objectives:</b> This session will focus on identifying the top priority areas in which trade and regulatory policies should be modernized in order to facilitate eCommerce in the region, including processes which are now obsolete.</p> <p><b>Presenters:</b> Timothy Buehrer, ASEAN Connectivity through Trade and Investment Desarack Teso, Microsoft Simon Lacey, Huawei Andrew Ure, Google Steve Landman, kiuasia.com</p> <p><b>Open Discussion Session (30 minutes)</b></p>
1130-1145	Coffee/Tea
Logistics	
1145-1300 hrs	<p><b>Session 5: Trade facilitation for B2C and B2B ecommerce: lowering trade costs in the era of small merchants and low-value shipments</b></p> <p>Each participant will have 5-10 minutes to present, followed by a panel discussion.</p> <p><i>Moderator: Yann Duval, UNESCAP</i></p> <p><b>Objectives:</b> Trade facilitation for low-value shipments is critical to boost the participation of MSMEs in eCommerce. Studies have shown that collection of taxes and duties at the border on low-value shipments costs more than the actual</p>

预览已结束，完整报告链接和二维码如下：

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