

Asia-Pacific Economic Cooperation

Guide for SMEs in the APEC Region

APEC Small and Medium Enterprises Working Group

2000

Chapter 1

INTRODUCTION

1.1 WHAT IS APEC?

Asia-Pacific Economic Cooperation (APEC) was established in 1989 in response to the growing interdependence among Asia-Pacific economies. Begun as an informal dialogue group, APEC has since become the primary regional vehicle for promoting open trade and practical economic cooperation. Its goal is to advance Asia-Pacific economic dynamism and sense of community. Despite the financial instability of 1997-98, the Asia-Pacific remains one of the fastest growing regions in the world. It is a major contributor to global prosperity and stability. Today, APEC includes all the major economies of the region and the most dynamic, fastest growing economies in the world. APEC's 21 member economies had a combined Gross Domestic Product of over US\$16 trillion in 1998 and 42 percent of global trade. Brunei Darussalam is the APEC Chair for the year 2000.

APEC provides the most prominent fora for maintaining and increasing this economic dynamism in the region. Continued dynamism and the development of a truly Asia Pacific community will depend on:-

- an open and rules-based trading regime within the region and the rest of the world;
- policy certainty over time for business; and
- economic and technical cooperation in APEC to address structural and institutional bottlenecks, reduce disparities among member economies and deepen the spirit of the Asia Pacific community.

1.1.1 Trade and Investment Liberalisation and Facilitation (TILF)

First, APEC groups are working to achieve trade and investment liberalization, the reduction and removal of formal barriers to trade, such as tariffs, and restrictions on foreign investment. In addition, as tariffs are reduced, APEC is giving increasing attention to non-tariff barriers to trade. APEC Economic Leaders agreed at Bogor, Indonesia in 1994 to achieve free trade and investment in the Asia-Pacific region by 2010 for developed member economies and 2020 for developing members. APEC members believe that reducing trade barriers will help expand output and trade and thereby improve the welfare of the vast majority of people in all economies.

Trade and investment liberalization in APEC proceeds on a voluntary basis. Member economies take action on a unilateral basis via annual updates of their so-called Individual Action Plans. This remains APEC's main channel for trade liberalization. However, under the Early Voluntary Sectoral Liberalization initiative, APEC is also working to free trade in several key industrial and services sectors ahead of the 2010/2020 timetable. Initial efforts here affect trade in 15 sectors: environmental goods and services, fish and fish products, toys, forest products, gems and jewelry, oilseeds and oilseed products, chemicals, energy, food, rubber, fertilizers, automotive products, medical equipment and instruments, civil aircraft, and a telecommunications equipment mutual recognition arrangement.

1.1.2 Economic and Technical Cooperation (ECOTECH)

Economic and technical cooperation, or "ecotech," covers a variety of capacity-building activities conducted by APEC bodies. These are aimed at enhancing members' – especially developing members' – ability to benefit from the liberalization agenda and reducing disparities within the diverse APEC region.

APEC's Economic and Technical Cooperation (ECOTECH) agenda complements the TILF agenda. ECOTECH goals are to:-

- develop human capital;
- foster safe, efficient capital markets;
- strengthen economic infrastructure;
- harness technologies of the future;
- promote environmentally sustainable growth; and
- encourage the development and growth of small and medium-sized enterprises.

For the latest information about the activities of APEC's committees and working groups, please visit our "[Activities by Groups](#)" or download the "[Economic & Technical Cooperation Matrix by Six Priorities](#)". Each group has its own home page where you will also find a current collective plan that describes how it supports APEC's work in trade and investment liberalization, business facilitation and Ecotech.

1.2 APEC AND SMEs

Enhancing the vitality of SMEs is of pivotal importance in maintaining Asia Pacific dynamism into the 21st century.

- Foreword, The APEC Survey on Small and Medium Enterprises, 1994

SMEs are a major stakeholder in APEC comprising over 95 percent of all enterprises, employing up to 80 percent of the work force and contribute 30 to 60 percent of the GNP of APEC economies and account for 35 percent of exports in the region.

APEC economies cooperate to reduce or eliminate barriers for SMEs and share knowledge and experience regarding domestic policies and practices. Established

in 1995, the Ad Hoc SME Policy Level Group has developed a comprehensive Framework to coordinate APEC efforts for SMEs. The objective of the Framework is to provide a strategic focus to APEC's wide-ranging set of activities, provide a natural basis for collaboration and clustering of activities to achieve commonly agreed outcomes, and to communicate to SMEs what APEC has done for them. This Guide is a direct product of the Framework and the second edition of the Guide is a continuous effort to further enhance the APEC activities to the SMEs. Building onto the Framework, the Policy Level Group has formulated an integrated plan for the development of SMEs. The Plan highlights the important elements in developing SMEs and serves as a guide for economies that wish to formulate an integrated programme for the development of SMEs.

1.2.1 The Voice of SMEs

We affirm the central role of the business sector in the APEC process.

- APEC Economic Leaders, November 1996

The business community assumes a direct role in helping APEC understand and address the needs of small business. The APEC Business Advisory Council (ABAC) acts as the independent voice of business, providing input to economic leaders, reviewing the progress of regional trade and investment liberalisation, and recommending future action.

"We stress the importance of harnessing and increasing the potential for SMEs to contribute to growth and development in the region."

- APEC Economic Leaders, November 1998

Table 1. The Role of SMEs in APEC Member Economies

Economy	SMEs (%)	Employment in SMEs (%)
Australia	96.8 (1997) (Small business only)	50.2 (1997) (Small business only)
Brunei Darussalam	98.0 (1997)	92.0 (1997)
Canada	98.0 (1996)	94.0 (1996)
Chile	15.7 (1993)	36.5 (1993)
People's Republic of China	99.0 (1993)	78.8 (1993)
Hong Kong, China	98.2 (1995)	60.7 (1995)
Indonesia	98.0 (1996)	88.3 (1996)
Japan	98.8 (1996)	77.6 (1996)

Republic of Korea	99.0 (1993)	69.0 (1993)
Malaysia	84.0 (1997)	12.3 (1997)
Mexico	98.7 (1994)	77.7 (1994)
New Zealand*	98.9 (1997)	52.3 (1994)
Papua New Guinea	N.A.	52.9 (1997)
Peru	N.A.	N.A.
Philippines	99.5 (1988)	66.2 (1996)
Russia	85.6 (1993)	33.5 (1993)
Singapore	91.5 (1995)	51.8 (1995)
Chinese Taipei	97.8 (1997)	78.4 (1997)
Thailand	95.8 (1997)	18.1 (1996)
U S A	96.0 (1993)	69.0 (1993)
Viet Nam	N.A.	85.0 (1998)

*** New Zealand does not have a definition for SMEs, figures relate to firms with 0-49 full-time equivalent employees.**

1.3 ABOUT THE GUIDE

APEC is taking decisive action to address SME priorities identified by SMEs throughout the Asia Pacific region. This guide presents specific results already achieved, initiatives that will be important to you in the future and how one can take advantage of these initiatives. It demonstrates how you can benefit from APEC's efforts to:-

- reduce barriers to trade and investment;
- help SMEs take advantage of new opportunities;
- build a better business environment; and
- improve government capacity to serve SMEs.

The Guide also provides information to help you access APEC and related fora, and a list of useful websites on the Internet.

The Guide will be published annually, and is available on the APEC Secretariat website at <http://www.apecsec.org.sg>

Chapter 2

BENEFITS TO YOUR BUSINESS

2.1 REDUCING BARRIERS TO TRADE AND INVESTMENT

Trade barriers between economies undermine the dynamism of the global economy and increase the cost of doing business. These barriers are particularly damaging to SMEs, which often lack the time, resources and expertise to navigate the complex maze of rules, regulations, restrictions and procedures involved in doing business in another country.

APEC members are committed to reducing these barriers – harmonising regulations, improving market access and cutting the cost of trade for SMEs throughout the region. A wide range of APEC initiatives are helping to build a freer, more streamlined and efficient trade environment for SMEs.

2.1.1 APEC Deregulation Report

Updated information on APEC deregulation initiatives is available on the APEC Secretariat website (<http://www.apecsec.org.sg>). It provides detail actions taken by APEC economies to deregulate their domestic regulatory regimes, providing increased transparency and easy access to authoritative and current information.

Coordinated by the APEC CTI.

For further information, contact Catherine Wong, APEC Secretariat, Singapore, Tel: 65-373-7615, Fax: 65-276-1775, E-mail: cw@apec.stems.com.

2.1.2 EDI – Internet Pilot Project

This project aims to promote the growth of commercial (business-business) electronic commerce transactions by evaluating ready available hardware and software to make Internet-EDI easy to implement even for SMEs. Japan has published Guidelines for implementing EDI over Internet, which are available at APEC Web Site.

For further information, contact Mr. Masaaki Kobashi, Information Society, International Affairs, Ministry of International Trade and Industry (MITI), 1-3-1, Kasumigaseki, Chiyoda-ku, Tokyo, 100 Japan, Tel : 81-3-3501-2964, Fax : 81-3-3580-6403.

2.1.3 Adopting the World Trade Organization (WTO) Valuation Agreement

The APEC CTI Sub-Committee on Customs Procedures has a four-year comprehensive training programme on the WTO Valuation Agreement. This will help customs officials in APEC economies to adopt internationally agreed procedures for accurate and consistent determination of the value of imported goods, providing SMEs with greater certainty about customs costs.

For further information, contact Mr. Madehi bin Kolek, Deputy Director-General, Royal Customs and Excise Department, Kuala Lumpur, Malaysia, Tel : 60-3 651 7115, Fax: 60-3 651 4927 or Mr. Jaime Pomareda, Director (Program), APEC Secretariat, Singapore, Tel. 65-276-1880, Fax: 65-276-1775, E-mail: jpm@mail.apecsec.org.my.

2.1.4 Electronic Commerce Survey Projects

Survey of 3000 SMEs to assess penetration and uptake of electronic commerce has completed.

For further information, contact Mr. Charles Chenard, Industry Canada, E-Mail: chenardchar@jc.gc.ca.

2.1.5 Cybernet/INGECEP (Integrated Next generation Electronic Commerce Environment Project

The project aims to help the extension of the global market through the development of new multimedia applications and security systems for electronic commerce. The project will concentrate on providing coherent services to clients both on broadband (IP over ATM) and narrowband (Internet) networks, with a view to filling the gap between large size-enterprise and small/medium size enterprises between developed and developing countries.

For further information, contact Mr. Michael Baker, Asia-Oceania Electronic messaging Association, Tel: 613 9816 3132, Fax: 613 9816 3265, E-Mail: Michael.baker@aoema.org.

2.1.6 Intellectual Property Rights (IPR) Protection Survey

This initiative examines the current state of IPR protection, relevant legislation and regulations, corresponding jurisprudence, administrative guidelines and activities of related organization. It will help SMEs access more transparent information on IPR protection available in APEC markets. Survey results is now available on the APEC Secretariat website (<http://www.apecsec.org.sg>).

For further information, contact Mr. Kazuo Yuhara, Director (Program), APEC Secretariat, Singapore, Tel: 65-276-1880, Fax: 65-276-1775,

E-mail: ky@apec.stems.com.

2.1.7 Improved Access to Customs Information : Handbook of “Best Practices”

A handbook of “Best Practices” on customs laws, regulations, administrative regulations and rulings is available from the APEC Secretariat. This will provide SMEs with better access to regional customs information. In addition, a long-term effective information dissemination program will improve compliance and help remove impediments to legitimate trade, thereby reducing business costs.

For further information, contact Mr. K. Chandran, Director Revenue, Customs & Excise Department, Singapore, Tel: 65-355-2096, Fax: 65-250-8663.

2.1.8 Implementing Advanced Classification Ruling Systems

This training program on implementing systems for advance customs rulings before shipments arrived, began in 1997. It will help increase administrative and tax liability certainty for SMEs. The first phase of the project was completed in 1997 and follow-up was in 1998.

For further information, contact Mr. Mike Spong, Director, Trade and Business Facilitation, New Zealand Customs Department, Tel: 64-4-474-8315 Fax: 64-4-472-3886; or Mr. Jong-II Ro, Director, International Customs Affairs Division, Korea Customs Service, Tel: 82-2-512-2310, Fax: 82-2-512-2339.

2.1.9 APEC Tariff Database

In May 1997, APEC, in conjunction with Federal Express, launched a computerized database on the applied tariffs of APEC member economies that is accessible through the Internet (<http://www.apectariff.org>). This will increase transparency and fast access for SMEs to authoritative trade information at no cost.

For further information, contact Mr. Terry Lee, Director (Information Systems), APEC Secretariat, Singapore, Tel:65-276-1880 Fax : 65-276-1775, E-mail : tl@apec.stems.com.

2.1.10 Identifying Non-tariff Impediments

The list of compiled non-tariff measures (NTMs), recognised as impediments to trade among APEC economies and a list of products by them was available on the APEC website.

For further information, contact Ms. Ng Kim Neo, Senior Director, Trade Development Board (TDB), Singapore, Tel: 65-337-6628, Fax: 65-337-6898, E-mail: kimneo@tdb.gov.sg

2.1.11 1998 Blueprint for APEC Customs Modernization

A Blueprint For Customs Modernisation: Working with Business for a Faster, Better Border was published in 1997 to facilitate business planning by providing SCCP/ APEC" view on where custom modernisation was heading. It also served as a tool for benchmarking against which APEC Customs Administration could measure their modernising progress.

The Blueprint can be accessed in the APEC website: <http://www.apecsec.org>.

For further information, contact Mr Madehi bin Kolek, SCCP Chair, c/o Royal Customs & Excise Department, Malaysia. Tel: 603 6516088, Fax: 606 6515485.

2.1.12 Programme to Develop a Core Set of Harmonized Trade Data Elements and Customs Clearance Procedures

The purpose of this project is for all APEC economies to continue the work already started towards collectively developing harmonized and simplified data and customs import procedures.

This is an ongoing project of the committee on Trade and Investment.

For further information, contact Mr William Claypole, Director, International Strategic Relations Division, Revenue Canada. Tel: 1-613-954-6980, Fax: 1-613-954-1423.

2.1.13 Information Gathering and Analysis on Trade-Related Environmental Measures and Environment-related Trade Measures in APEC

In order to create a predictable trade and investment environment, the information on trade-related environmental measures and environment-related measures in APEC are gathered and a database is established. The impediments to trade and investment are identified and the transparency of laws, regulations and administrative procedures are ensured. The information is available in the APC website.

For further information, contact Mr. Yin Zonghua, Director, Department of International Trade and Economic Affairs, Ministry of Foreign Trade and Economic Cooperation, P.R.China. Tel: 86 10 6519 7203, Fax: 86 10 6519 7213.

2.1.14 Free Trade and Investment in the Fisheries Sector of the Asia-Pacific Region: Economic Analysis of Tariffs

The report is to assess the qualitative and quantitative economic impacts of tariff removal in the fisheries sector in the Asia-Pacific region. It should also inform APEC members of the net economic benefits associated with trade liberalisation in this sector.

For further information, contact Mr. Ken Roeske, Chief, Trade Policy, Policy Sector, Fisheries and Oceans Canada. Tel: 1-613-993-0675, Fax: 1-613-991-3254, Email: roeskek@dfo-mpo.gc.ca.

2.1.15 Implementation of the Kyoto Convention

This technical assistance programme will help APEC members implement the Kyoto Convention on simplifying customs procedures. SMEs will benefit from lower customs costs, easier customs clearance procedures and faster delivery of goods.

This is an ongoing project of the Committee on Trade and Investment.

For further information, contact Mr Mike Spong, Manager, New Zealand Custom Service, Tel: 64-4-474-8315, Fax: 64-4-472-3886.

2.1.16 Study of Non-Tariff Measures and Other Trade Distorting Policies within the Forest Products Sector

The study to examine the extent of NTMs and other trade distorting policies which impede market access in the forest products sector . It is also aimed at identifying the most frequently used measures/policies and provide an analysis of their impact on trade.

For further information, contact Deputy Assistant United States Trade Representative for Industry, Office of the United States Trade Representative, Tel: 202-395-6160, Fax: 202-395-9674.

2.1.17 APEC Implementation of ISO Toy Safety Standards

A three-day intensive seminar will be held in Hong Kong, China during the spring of 2000 for all APEC toys producing economies. The seminar will provide technical demonstrations on manufacturing, testing and compliance with the ISO#8124. It will help SME in this sector to comply better with the International Standard.

For further information, contact Mr David Miller, President of TMA, Tel: 212-675-1141, Fax: 212-807-1854.

2.1.18 TILF Information Directory

The Publication of the Directory is to provide an updated, annotated reference entries of information sources for the 15 TILF issue areas of the Osaka Action Agenda, including APEC and non-APEC sources. It will benefit not only APEC members, but also a wider market among academic institutions and policy advisers in both public and private sectors. The database created will also serve as a management tool for TILF issues.

For further information, contact Mr Chris Butler, Tel: 644 494 8500, Fax: 644 494 8518.

2.1.19 APEC Trade and Investment Data Publication

To develop and disseminate a publication, in printed and electronic forms, that promotes knowledge of, and access to, the Trade and Investment Database (TIDDB), and assists SMEs in understanding the availability of, and background to, the data.

For further information, contact Mr Ivan King, Assistant Statistician, International and Financial Accounts, Australian Bureau of Statistics.
Tel: 61-2-6252-5000, Fax: 61-2-6251-6009, Email: ivan.king@abs.gov.au

2.2 HELPING SMEs TO TAKE ADVANTAGE OF NEW OPPORTUNITIES

New business opportunities are developing throughout APEC member economies every day. Unfortunately, many SMEs find themselves at a lost when trying to take advantage of these opportunities. Finding relevant, timely information is often difficult and time-consuming. The critical skills needed to understand and act on that information, to investigate opportunities, to develop and to expand into new markets, are often unfamiliar.

APEC is helping SMEs to address this challenge through a variety of initiatives that improve access to information, build new support network and support the development of the skills required to take action when opportunity knocks.

2.2.1 Business Matching and Facilitation Services and Electronic Databases

The two-volume "Business Matching" and Facilitation Services and Electronic Database Available to SMEs to Facilitate Trade and Investment; provides SMEs with invaluable information for developing overseas markets. It summarizes, for each member economy, the government's policy on the internationalisation of SMEs, business matching and facilitation services available, as well as relevant electronic databases. A directory of organisations and key contacts that provide matching services are also provided.

Copies of the report may be obtained from Mr. Don Scavone, Assistant Director, Office of Small Business, Department of Workplace Relations and Small Business, GPO Box 9879, Canberra ACT 2601, Fax: 61-6-243-7599, E-mail: dscavone@dwrbsb.gov.au

2.2.2 Network of Industrial Technology Practice Firms in APEC

Practice firms are ideal training models for potential SME owners and managers. A practice firm is a simulated business developed by trainees and students, under the guidance of a facilitator, to undertake simulated commercial activities in a wide range of environments. The “firm” provides hands-on experience, business skills and a “real” entrepreneurial environment. It resembles a real firm in form, organisation and function, but there is no actual transfer of goods or money. Other transactions, however, such as orders, invoices, financial records, creditors, debtors and stocks, are created. A practice firm can be developed for any line of business. APEC’s Human Resources Development Working Group is establishing a network of practice firms focussing on industrial technology.

For further information, contact Mr. Matt Ngui, Centre for Research Policy, University of Wollongong, Australia, Tel : 61-42-21-3256, Fax: 61-42-21-3257 E-mail: matt.ngui@uow.edu.au

2.2.3 The APEC Centre for Technology Exchange and Training for Small and Medium Enterprises (ACTETSME)

ACTETSME helps to accelerate the development of SMEs through technology exchange and cooperation, making SMEs more productive and competitive in both domestic and international markets. The Centre functions as a resource hub with capabilities in electronic information networking, technical training and organizing special activities for technology transfer projects. The services and activities offered by ACTETSME include:-

- linking the SME databases of APEC economies and all other interested parties into a master database;
- providing sector specific services;
- facilitating business and entrepreneurial exchange visits and mission; and
- conducting productivity improvement, small business consultancy and management training programs for SMEs.

Enterprise Development Programme – Phase1 of this programme has been completed where training of trainers in Enterprise Development was conducted. The Programme is in progress and the programme development is expected to be completed early 1998.

A Regional Workshop On Factory Automation System And Technologies (FAST), Manila Philippines, September 2-5, 1998.

The Regional Workshop FAST aims to provide exposure and practical application to system and technologies for factory automation. It will involve discussions, simulations and hands-on laboratory work which will facilitate sharing and transfer of technology.

Coordinated by APEC Centre for Technologies Exchange and Training for Small and Medium Enterprises (ACTETSME) in collaboration with the Small Enterprise Research and Development Foundation, Inc. (SERDEF)

For further information, contact Mr. Fortunato T. De la Pena, Interim ACTETSME Director, Quezon City, Republic of the Philippines, Tel: 632-928-7076, Fax: 632-927-1034, E-mail: do@upissi.ph.

2.2.4 APEC Government Procurement (GP) Information Database

Information on procurement policies, procedures and opportunities is available through the APEC Government Procurement Information Database. The APEC GP Homepage (<http://www.apecsec.org.sg/gphone.htm>) includes the results of a 1996 APEC survey on government procurement regimes and has links to government procurement databases in 11 APEC economies. This database provides SMEs with more transparent information on their government procurement trade options.

For further information, contact Mr. Richard Eason, Director (Program), APEC Secretariat, Singapore, Tel: 65-276-1880, Fax: 65-276-1775, E-mail: RME@apec.stems.com.

2.2.5 APEC Contact Points on Intellectual Property Rights (IPR)

A list of government, business, private sector and academic IPR contacts is available on the APEC Secretariat website (<http://www.apecsec.org.sg>). It provides SMEs with access to authoritative IPR information at a minimum cost.

For further information, contact Mr. Sun Yuanjiang, Director (Program), APEC Secretariat, Singapore, Tel: 65-276-1880, Fax: 65-276-1775, E-mail: sy@apec.stems.com.

2.2.6 Electronic Commerce Legal Framework Study

A study is assessing the legal and regulatory barriers to using electronic commerce in the APEC region through interviews with government officials and businesses. Results are due in the second quarter of 1998.

For further information, contact Mr. Michael Baker, Executive Director, Asia Oceania Electronic Messaging Association, P.O. Box 240 KEW East, Victoria, Australia 3102, Fax: 61-3-9816-3265, E-mail: michael.baker@aoema.org.

2.2.7 APEC Science and Technology Web on the Internet

APEC's Industrial Science and Technology Working Group is developing the concept and tools for a science and technology (S&T) network on the Internet. This network will enhance the flow and application of information, technology and expertise. It will also enhance links among government, the private sector and organisations engaged in collaborative research and development, while providing networking opportunities for SME S&T firms. The initiative involves phases from the demonstration to the operational networking stage, which is scheduled to be completed by 1999. The website is located at <http://www.apecst.org>

For further information, contact Mr. Brian Delroy, Department of Industry, Science and Tourism, Australia, Tel: 61-6-213-6000, Fax: 61-6-213-7000, E-mail: 100245.3577@compuserve.com.

2.2.8 Comprehensive Linked Database on Mining-related Opportunities and Regional Legal Framework

By early 1998, APEC's Regional Energy Cooperation Working Group expects to complete a database on opportunities in the mining sector, taking into consideration trade, mineral resource deposits, taxation and legal framework in APEC economies. It will be linked to other relevant databases.

For further information, contact Mr. Thomas Astorga, Ministerio de Minería, Teatinos 120 10° piso, Santiago, Chile, Tel: 56-2-671-4373, Fax: 56-2-698-9262, E-mail: gerneed@reuna.d.

2.2.9 Manual on APEC Markets for Air-shipped Live and Fresh Food Fish

APEC's Fisheries Working Group has completed a comprehensive and easy to use manual explaining the technical requirements and public health regulations associated with trade in air-freighted live and fresh fish and shellfish. This guide facilitate trading opportunities for SMEs.

For further information, contact Ms. Mary Harwood, Lead Shepherd, Fisheries Working Group, Australia, Tel: 61-6-272-5044, Fax: 61-6-272-4215.

2.2.10 Directory of Support Organizations for Small and Medium Enterprises, 1996

This directory will help SMEs to obtain business information and information about economic policies and activities in APEC member economies. Each of the member profiles includes:-

- tables of major imports and exports, with comparisons for the last two years;
- investment policies and implementation;
- organizations responsible for SME policies and development;
- supporting agencies for SME development; and
- overseas agencies for promotion trade, investment and SME development.

The directory (APEC #96-SM-03.1; ISBN 9810080352; price S\$22, US\$15) is available from the APEC Secretariat, Singapore, Tel: 65-276-1880, Fax: 65-276-1775, E-mail: info@apcc.stems.com.

2.2.11 Leadership Development in Small and Medium Enterprises, 1997

This volume of conference proceedings contains papers on human resources ("Finding and Motivating the Right People"), finance ("Unlocking the Financing Constraint"), strategy ("Expanding Internationally") and working with governments ("What Government can do for SMEs"). The conference was convened by the Business Management Network of APEC's Human Resources Development Working Group, the Pacific Basin Economic Council and the APEC Studies Center of the East-West Center at the University of Hawaii.

The proceedings (APEC #97-HR-04; price: S\$26, US\$19) are available from the APEC Secretariat, Singapore, Tel: 65-276-1880, Fax: 65-276-1775, E-mail: info@apcc.stems.com.

2.2.12 APEC Business Volunteer Programme (BVP)

This initiative of APEC's Human Resources Development Working Group provides for the exchange and transfer of managerial and technical skills. This programme will help to ease the shortage of human resources in some areas encountered by developing economies. A BVP Coordinating Office has been established to maintain and update a roster of available experts in member economies. The Office started accepting and processing applications for experts in September 1997.

For further information, contact Ms. Runothai Singkalvanji, Director, and Mr. Satoshi Matsunaga, Advisor, APEC BVP Coordinating Office, c/o The Federation of Thai Industries, Queen Sirikit National Convention Center, Zone C, 4th. Floor, 60

New Ratchadapisek Road, Klongteoy Bangkok 10110 Thailand, Tel: 662-2294052,
Fax: 662-2294057,
E-mail: thaipito@mozarlinelco.tb.

2.2.13 Training Programme to Enhance Productivity among SMEs in the APEC Region

This project will identify strategies and techniques to improve the productivity of SMEs in the APEC region through training and plant visits. It will be implemented by the APEC Centre for Technology Exchange and Training for Small and Medium Enterprises

2.2.14 Cross-cultural Training for SMEs on Interactive CD-ROM

A CD-ROM, "Doing Business in APEC for SMEs," is being developed to enhance market entry skills among SMEs, improve cross-cultural communication skills, increase international and regional trading knowledge among SMEs, and introduce an innovative and cost/time effective method of improving human resources development skills among SMEs.

This project aims to create multimedia training tool that provides Asia-Pacific related cross-cultural and market entry skill for SME using Interactive CD-ROM technology.

For further information, contact Dr. Rikki Kersten, The Research Institute for Asia Pacific (RIAP), Sydney, Australia, Tel: 61-2-9290-3222, Fax: 61-2-9262-4819, E-mail: R.Kersten@riap.biz.usyd.edu.au.

2.2.15 Internet and Electronic Commerce: Training based on Java Technology in APEC

To train and capture an overview of electronic commerce activities in the Asia Pacific region with the view to empower skilled technocrats and inform governments on relevant issues arising from the use of this new mode of commerce. To develop training modules accessible to APEC member economies for upgrading of electronic skills in conducting business through the internet and web sites. To conduct short term training courses in designing internet and web sites based on the Java technology including the development of an understanding of associated business, legal and documentation issues.

For further information, contact Matt Ngui, Centre for Research Policy, University of Wollongong, Australia. Tel: 61 42 213273, Fax: 61 42 213257, Email: matt_ngui@uow.edu.au.

2.2.16 Production, Processing, Marketing, Distribution and Consumption of Agricultural Products(1)

Develop cooperative work plans to improve post-harvest technology for the handling of perishable crops and to improve food processing technology.

This is an ongoing project by the Agricultural Technical Cooperation Experts' Group.

For further information, contact Mr Roger Mireles, ATC Coordinator Asia & Americas Division. Tel: 1 202 720 1335, Fax: 1 202 690 1093.

2.2.17 APEC Technomart Network

This program is to collect the experience from the previous technomart events and pass it to successor; to compile the technology trade information to enhance the business opportunity for big enterprises as well as SMEs among member economies.

This is an ongoing project by the Industrial Science and Technology Working Group.

For further information, contact Dr Jung-Chiou Hwang.
Tel: 886 2 2396 2579, Fax: 886 2 2351 4850,
Email: JCHWANG@MOFA.GOV.TW.

2.2.18 APEC Technomart III

The activity is a comprehensive program of seminars, workshops, business-matching programs, site visits and new technology demonstrations, across a wide range of technological fields.

For further information, contact Mrs Judith Maestracci,
Tel: 61-7-3229-2624, Fax: 61-7-3221-2260,
Email: maestrac@powerup.com.au.

2.2.19 Development of APEC Database for R&D Internationalization

This project is to develop the database for R&D Internationalization which helps us study and understand R&D system of other economies by sharing of information on Industrial Science and Technology Policy of member economies and enables us to access information on R&D institutes and universities within APEC region more easily. This project will contribute to the creation of strong open innovation systems and the development of strong sustainable regional S&T networks and partnerships.

For further information, contact Mr Shinya WAKIMOTO, Director International R&D Cooperation, Division Agency of Industrial Science and Technology Ministry of International Trade and Industry.
Tel: +81-3-3501-6011, Fax: +81-3-3580-8025,
Email: wakimoto-shinya@miti.go.jp.

2.2.20 Electronic Commerce's Impact Study for SME

This project is to identify the impact of E-commerce to SME segment, to analyze how SME can respond to the impact, and to recommend solutions to remove barriers from institutional and APEC perspective. The result of the study is posted in the APEC website.

For further information, contact Mr John C.I. Ni, Tel: 886-2-2368-0816, Fax: 886-2-2367-3883.

2.2.21 Program to Assist the Implementation of Electronic Commerce for Commercial Messages

This program is to provide participants with the knowledge and ability to implement electronic commerce systems for commercial transactions.

This is an ongoing project by the Transportation Working Group.

For further information, contact Ms Joanne Blackburn, Deputy Group Leader, Maritime Transport Group, Department of Workplace relations and small Business, Tel: 61 2 6274 7982, Fax: 61 2 6274 7744, Email: JBlackbu@email.dot.gov.au.

2.2.22 Workshop on Electronic Commerce: Towards Building a Favourable Environment for an Accelerated adoption of E-Commerce by APEC's SMEs

The aims of the project:

- To convene authoritative resource speakers from developed and developing economies who will present issues that impede the adoption of e-commerce by SME's in the different regions of APEC;
- To produce an integrated collective action plan that would allow for the rapid adoption and utilisation of electronic commerce by SMEs in the member economies.

For further information, contact Mr Lim Jock Hoi, Ministry of Industry and Primary Resources, Tel: +673-2-381601, Fax: +673-2-382846, Email: miprs2@brunet.bn

2.3 BUILDING A BETTER BUSINESS ENVIRONMENT

To conduct business efficiently, SMEs business environment and knowledge of the rules and procedures that make up that environment are important. Many APEC initiatives are designed to identify the elements of such an environment that are most critical to SMEs and to provide them with the kind of information they need from financing opportunities to franchising, environmental regulations and investment regimes.

2.3.1 (APEC Economies beyond the Asian Crisis)

The Economic Committee has been undertaking a two-year project titled *APEC Economies beyond the Asian Crisis* since early 1999. This project addresses key issues arising from the Asian financial crisis from longer-term perspectives. In the progress report published in September 1999, Chinese Taipei, which is one of the lead economies of the project, examined the role of small- and medium-sized enterprises (SMEs) and concluded that a well-developed SME sector helped cushion the crisis' adverse impacts on its economy.

The work is being carried forward by four lead economies: Japan (growth potentials and project coordination), Korea (trade and investment), Chinese Taipei (SMEs), and the Philippines (social policy). A final report of the project will be prepared in time for the Leaders' and Ministers' meetings in November 2000. The progress report can be accessed at <http://www.apecsec.org.sg/pubs/freepubs.html#1999>
SME Export-Import Financing

2.3.2 Consultative Survey on Franchising in APEC Member Economies

Franchising seems poised to flourish throughout the APEC region due to the high growth rates and large consumer base in the area. This survey explores franchising as a means of small business development and looks at related financial and regulatory issues. The survey report can be accessed via the APEC Secretariat website (<http://www.apecsec.org.sg>).

Another resource is the 1997 report "Franchising in Asia Pacific," which can be obtained from the Singapore Trade and Development Board, 230 Victoria Street, #07-00 Bugis Junction Office Tower, Singapore 188024, Tel : 65-337-6628, Fax : 65-337-6898.

2.3.3 Eco-efficiency in SMEs

Under the SME Policy Level Group initiative, successful eco-efficiency measures used in specific industrial sectors will be compiled in best practice manuals. The results were presented at a seminar held in March 1998 in Mexico City. SMEs will be able to refer to the manual for measures applicable to their own circumstances and benefit from the experiences of others in their industrial sector.

It was found in the report that from the survey, in many cases, SME practice a form of eco-efficiency already in managing raw materials and resources for common economic reasons. There are four key factors involved in the successful uptake of eco-efficiency by companies.

- ◆ Emphasis on services
- ◆ Emphasis on quality of life
- ◆ A life cycle perspective

- ◆ An eco-capacity imperative.

The final report of the project is published by the APEC Secretariat in Singapore.

For further information about the studies, contact Ms. Luisa Montes, Ministry of Environment, Natural Resources and Fisheries, Mexico, Tel: 525-628-0846, Fax: 525-628-0649,
E-mail: lmontes@buzon.semarnap.gob.mx

2.3.4 APEC Environment Business Information System and Network ([E-BISNet@apecnetwork.org](mailto:EBISNet@apecnetwork.org))

This website is part of the APEC Sustainable Development Training and Information Network. The website is in the process of being established. Among other things, it will include information on environmental regulations in participating economies.

For further information, contact Mr. Rick Schulbert, Oregon Economic Development Department, 775 Summer Street N.E., Salem, Oregon, USA 97310, Tel: 1-503-986-0199, Fax:1-503-986-0204,
E-mail: rick.j.schulbert@state.or.us.

2.3.5 APEC Trade Skills and Training Course Catalogue

A database is being established containing information on institutions involved in agricultural technology transfer and training courses in the region. It could foster the development of cooperative training programmes.

For further information, contact Dr. Soetato Hadiwigeno, Ministry of Agriculture, Indonesia, Tel : 62-21-780-4427, Fax:62-21-780-4428.

2.3.6 Enhanced Transparency in Services Trade Provisions

A contact network is being established to provide information on service trade laws/regulations in each economy that will provide SMEs with increased transparency and faster and cheaper access to information.

Coordinated by the APEC CTI Group on Services. **For further information**, contact Mr. Ricardo A. Lagos, Head of APEC Department, MFA, Chile, Tel: 562-696-0043, Fax: 562-696-0639,
E-mail: rlagos@prochile.cl.

2.3.7 Guide to the Investment Regimes of APEC Member Economies

The Guidebook covers six topics:-

- background on foreign investment regimes;
- regulatory framework and investment facilitation;
- investment protection;
- investment promotion and incentives;
- a summary of international investment agreements or codes to which APEC members are party; and
- an assessment of recent trends in foreign investment.

This Guidebook will ensure more transparent investment regimes, lowering transaction costs to business. The Guidebook (APEC #96-CT-03.1; price:S\$75, US\$50) is available from the APEC Secretariat, Singapore, Tel : 65-276-1880, Fax : 65-276-1775, E-mail : info@aptec.stems.com. It is also available on G-Book diskette (electronic book). An updated version is on the APEC Secretariat website (<http://www.aptecsec.org.sg>).

For further information, contact Mr. Sun Yuanjiang, Director (Program), APEC Secretariat, Singapore, Tel: 65-276-1880, Fax: 65-276-1775, E-mail: sy@aptec.stems.com.

2.3.8 APEC Standards and Conformance Guide

A new edition of this Guide to standards and conformance is available on the APEC Secretariat website (<http://www.aptecsec.org.sg>). The Guide provides clear information on standards and conformance in APEC economies.

Coordinated by the APEC CTI Sub-Committee on Standards and Conformance.

For further information, contact Mr. Kazuo Yuhara, Director, Program, APEC Secretariat, Singapore, Tel: 65-276-1880, Fax: 65-276-1775, E-mail: ky@aptec.stems.com.

2.3.9 Information on Standards Requirements

In 1997, all APEC economies designated central points for information on standards, technical regulations and conformity assessment procedures. This will provide SMEs with better and more timely access to information on standards related requirements.

For further information, contact Mr. Richard Lafontaine, Chairman, Standards Council of Canada, Tel: 1-613-238-3222, Fax: 1-613-995-4564, E-mail: r.lafontaine@scc.ca.

2.3.10 Study on the Operating Environment in China for SMEs from APEC Economies

This study by the China Center for Business Cooperation and Coordination identified problems, such as information access, business licensing and dispute settlement with partners, that have been experienced by SMEs from other APEC economies operating in China. The study looked at SMEs that were deterred from operating in China to determine what reservations they had about the business environment. The resulting report catalogued problems and difficulties facing foreign SMEs in China and recommend policy adjustments to the government of China.

For further information, contact Miss Zhang Mei, Center for Business Cooperation and Coordination, People's Republic of China, Tel: 86-10-6506-4523, Fax: 86-10-6500-5908; or Mr. Wang Xu, Department of Foreign Affairs, State Economic and Trade Commission of the People's Republic of China, Fax: 86-10-6304-5326.

2.3.11 Harmonising Trade Data Elements and Customs Procedures

APEC has developed a compendium of trade and data elements, with definitions and coding, to assist in harmonising and simplifying customs clearance procedures. With a common set of trade data, information can be exchanged quickly and efficiently among interested parties in both the public and private/business sectors, thus supporting more efficient customs services to SMEs.

Coordinated by the APEC CTI Sub-Committee on Customs Procedures.

For further information, contact Mr. William Claypole, Director Strategic International Direction, Revenue Canada, Tel: 1-613-954-6980, Fax: 1-613-954-2224, E-mail: cseymour@cyberus.ca.

2.3.12 Compendium on Rules of Origin in APEC Economies

A compendium published in June 1997 contains a summary of the rules and related legislation on preferential and non-preferential Rules of Origin for APEC member economies and contact details. It informs importers, exporters and the general business community of current Rules of Origin trading arrangements. The compendium is accessible through the APEC Secretariat website (<http://www.apecsec.org.sg>).

For further information, contact Mr. Stephen Holloway, Director International, Australian Customs Service, Tel: 61-6-275-6815, Fax: 61-6-275-6819.

2.3.13 APEC Competition Policy and Law Database

Chinese Taipei is creating a database that will provide easy access to information on the objectives, necessity, role and operation of each economy's competition policy and/or laws and administrative procedures. This will provide SMEs with enhanced information to support business decision making.

For further information, contact Mr. Li-ming Chang, Director, Fair Trade Commission, Chinese Taipei, Tel: 886-2-351-7588, Fax: 886-2-397-5075.

2.3.14 Arbitration, Mediation and Conciliation Services Guidebook

This Guidebook is available from the APEC Secretariat. It helps SMEs to ascertain what arbitration, mediation and conciliation services are available to them in case of disputes with governments or other private parties. It increases the transparency of laws, regulations, administrative guidelines and policies related to private-to-government and private-to-private disputes.

For further information, contact Mr. Jonathan T. Fried, Director General, Trade Policy, Department of Foreign Affairs and International Trade, Tel: 1-613-992-0293, Fax: 1-613-996-1667.

2.3.15 Handbook on Short-term Business Visa Requirements

This handbook helps business people who travel frequently to the Asia Pacific region, providing a quick reference guide to the visa and entry requirements of APEC member economies. It lists basic eligibility criteria and procedures for applying for visas and terms and conditions that apply to business travellers. It also lists the embassies, consulates and visa-issuing agencies of each member economy website (<http://www.apecsec.org.sg>).

For further information, contact Mr. Tom Engle, Director (Program), APEC Secretariat, Singapore, Tel: 65-276-1880, Fax: 65-276-1775, E-mail: te@apec.stems.com.

2.3.16 APEC Guide to Telecommunications Regulatory Environment

APEC's Telecommunications Working Group compiles new editions of this Guide periodically to inform interested parties of the state of telecommunications networks in member economies as well as policy, legislative and regulatory environments. These Guides have proven to be very useful to businesses of all sizes as they investigate the possibility of offering goods or services in telecommunications and information sectors. The Guide is also available on the World Wide Web at <http://www.apec-wg.com/busf-sq/datac-vg/datac.htm>

2.3.17 Compilation of a Technology and High-tech Product Catalogue in the APEC Region

This catalogue will improve the linkages between technology users and suppliers, assisting SMEs in both categories. It is an initiative of APEC's Industrial Science and Technology Working Group.

For further information, contact Mr. Lu Ji Jian, Ministry of Economic Cooperation and Foreign Trade, People's Republic of China, Tel:86-10-6519-7357, Fax : 86-10-6519-7926.

2.3.18 APEC Seminar on “Alternative Resolution for Transnational Commercial Dispute

The objectives of the seminar are:

*To help implement the collective actions set out in the dispute mediation section of the Osaka Action Agenda (OAA);

*To encourage and foster the application of alternative dispute resolution as means to settle transnational commercial dispute;

*To educate businesspersons and practitioners about the essential value of alternative dispute resolution;

*To provide an opportunity for business persons and practitioners in member economies to exchange their views, experiences and information on alternative mechanisms for resolution of transnational commercial disputes; and

*To discuss new approaches in dealing with contemporary problems in transnational dispute resolution and techniques in avoiding such disputes.

For further information, contact Mr Voravuthi Dvadasin, Judge Exec Director, Tel: 662 541 2271, Fax: 662 541 2298 9, Email: voravuth@mozart.inet.co.th.

2.3.19 APEC Competition Law Study – The advantages and disadvantages of competition laws for developing economies

At the Competition Policy and Deregulation Workshop held in Quebec City in May 1997 economies agreed that a study on the advantages and disadvantages of competition laws for developing economies would address the concerns that some of the developing member economies have about competition laws and contribute to the understanding of competition policy in APEC Economies.

This is an ongoing project by the Committee on Trade and Investment.

For further information, contact Mr Mark Steel, Director, Competition and Enterprise Branch, The Ministry of Commerce, New Zealand. Tel: 04 4742915, Fax: 04 4991791, Email: steelm@moc.govt.nz.

2.3.20 Compilation of Information on Food Labeling Laws, Regulations and Standards in APEC Region

The project is to compile information on Food Labeling Laws, Regulations and Standards in APEC Region, with a view to promoting member economies' better understanding on this subject.

For further information, contact Mr Wang Shichun, Deputy Director General, Department of International Trade and Economic Affairs, Ministry of Foreign Trade and Economics Cooperation (MOFTEC), the People's Republic of China. Tel: 86-10-65197714, Fax: 86-10-65197213.

2.3.21 Coal and Natural Gas Competition in APEC Economies

The study which covers key technical, economic, and policy issues impacting the competitive position of coal and natural gas in the power sectors of APEC economies is aimed at providing insight to the changing roles of these two energy options and will establish the merit and direction of subsequent more in-depth studies.

For further information, contact:

01) C.Lowell Miller Chairman, APEC Experts' Group on Clean Fossil Energy, U.S Department of Energy, 02) Dr Sun Chun, Chair-Elect, APEC Experts' Group on Clean Fossil Energy, U.S. Department of Energy.
Tel: 01) 301 903 9451, 02) 202 586 7320, Fax: 202 586 8488,
Email: Lowell.Miller@hq.doe.gov.

2.3.22 A Study of Women Entrepreneurs in SMEs in the APEC Region

The project is a research to produce reports on basic statistic on women SMEs and background report. The Result of the Study is available at the APEC website.

For further information, contact Chun, Bang Jee, Prof. Hoseo University, Seoul, Korea. Tel: 82-0418-40-5255, Fax: 82-0418-40-5250, Email: chunbj@dogauri.hosec.ac.kr.

2.3.23 Cross Border Inter Firm Linkages

This project is:

- to encourage linkages between large and small and medium companies as well as between SMEs, in the supply of critical parts and components in joint R & D product development as well as for other support and ancillary services;
- to encourage collaborations for third country trade and investments especially in emerging markets.

For further information, contact Kalsom Abdul Rahman, Chief Executive Officer, Small and Medium Industries Development Cooperation (SMIDEC), Tel: 603-6510033, Fax: 603-6512340, Email: kalsom@miti.gov.my.

2.3.24 Publication of the 4th Edition of the APEC Investment

The new version of the guidebook will provide an update on APEC members' investment regimes.

For further information, contact Dato J Jegathesan, IEG Chiar, Malaysian Industrial Development Authority, Tel: 60 3 255 3633, Fax: 60 3 253 8507.

2.3.25 IP Information Mall

The objective of the project is to establish IP offices' Internet homepages providing IP information; and create a network providing easy and quick access to each member's IP information.

This is an ongoing project by the Committee on Trade and Investment.

For further information, contact APEC Secretariat, Singapore, CTI Coordinator, Mr Kazuo Yuhara, Tel: 65-276-1880, Fax: 65-276-1775, E-mail: ky@mail.apecsec.org.sg.

2.3.26 APEC Workshop on Government Procurement Practices

The workshop July 14-18, 1999 in Kunming, China employs a hypothetical case study to illustrate how to put government procurement (GP) policies and principles into practice. Topics to be covered include development of GP law, responsibilities of the procuring entity, selection of procurement method, tendering procedures, contract award, contract implementation, and project evaluation.

For further information, contact Mr Zhang Jianjun, Director, Department of International Trade & Economic Affairs, Ministry of Foreign Trade & Economic Cooperation, P.R. China. Tel: 86-10-65197203, Fax: 86-10-65197213.

2.3.27 A Study to Reduce Impediments to Early Voluntary Liberalization (EVSL) in the Fisheries Sector

This is a 3 part project to develop a policy model to eliminate barriers to EVSL. The first part entails the adoption of a simple forecasting method with qualitative descriptions to assess the impact of EVSL on the fisheries sector.

This is an ongoing project by the Committee on Trade and Investment.

For further information, contact Dr Hyunwook Koh, Professor, Kyungnam University, Tel: 82-551-49-2019, Fax: 82-551-47-9344, Email: hwkoh@kyungnam.ac.kr.

2.3.28 Programme to Develop a Core Set of Harmonized Trade Data Elements and Customs Clearance Procedures

The purpose of this project is for all APEC economies to continue the work already started towards collectively developing harmonized and simplified data and customs import procedures.

For further information, contact Mr William Claypole, Director, International Strategic Relations Division, Revenue Canada, Tel: 1-613-954-6980, Fax: 1-613-954-1423.

2.3.29 UR Implementation Seminar on WTO New Agreements

The seminar is to improve APEC member economies' understanding on the 3 new agreements recently reached in the WTO, namely the Information Technology Agreement, the WTO Agreement on Basic Telecommunication and the WTO Agreement on Financial Service. Through experts' introduction and interpretation on the agreement, as well as discussions among participants, APEC member economies could have better knowledge of the agreement ' initiation and negotiation process, concrete terms & commitments as contained therein, and most importantly, of the impacts on members' economic development.

For further information, contact Mr Zhang Jianjun, Director and CTI Representative, Ministry of Foreign Trade & Economic Cooperation (MOFTEC), P.R. China. Tel: 86-10-65197203, Fax: 86-10-65197213, Email: apecddiv@moftec.gov.cn.

2.3.30 APEC Directory on Professional Services, Phase I

The Directory consists of requirements for the provision of professional services in member economies and present this information to business in a user-friendly format. Phase I covered accountancy, engineering and architecture. The Directory is available on the APEC website.

For further information, contact Ms Alison Burrows, Director, Services Trade and Negotiations Section Department of Foreign Affairs and Trade. Tel: (612) 6261 1874, Fax: (612) 6261 3514,
Email: alison.burrows@afat.gov.au

2.3.31 Promotion of Knowledge-Based Industries (KBIs) in the APEC Region

At the first stage, in order to improve understanding of knowledge-based industries, the project aims to develop concepts of knowledge-based industries, survey the current status of knowledge-based industries, identify best practices for knowledge-based industries, organize seminars, and open internet discussion site.

This is an ongoing project of the Economic Committee.

For further information, contact Mr Im Hong -jae, Deputy Director-General, International Economic Affairs Bureau, Ministry of Foreign Affairs and Trade, Korea, Fax: 82-2-720-4538.

2.3.32 APEC Business-Matching and Advice Program

This project is aimed at providing a place where SMEs from Japan and abroad can directly register on the internet and advertise the kinds of tie-ups they are looking for.

This is an ongoing project of the Ad Hoc Policy Level Group on Small and Medium Enterpr.

For further information, contact Shinichi Eguchi, International Affairs Office, SME Agency, MITI.

2.3.33 Facilitation of Strategic Alliances among Enterprises in the APEC Region

The project is aimed at enhancing the exchange of information for SMEs on raw materials, production know-how and marketing strategies among the enterprises within the Asia Pacific.

This is an ongoing project of the Trade Promotion Working Group.

For further information, contact Mr Michael Wei, Tel: 886 2 397 7301, Fax: 886 2 321 6445.

2.3.34 Developing Credit Rating Agencies and Strengthening Information Disclosure Standards

Based on the work of a seminar in March 1998 and a workshop in February 1999, both in Manila, a study has been prepared that assesses credit rating services in APEC economies and provides recommendations to strengthen the industry.

This is an ongoing project by the Finance Working Group.

For further information, contact Ms. Teh Ija Jalil, Tel: 603-258-2520, Fax: 603-253-5707, Email: timj@treasury.gov.my.

2.3.35 Strengthening Corporate Governance

A 3-day symposium on Corporate Governance in APEC – Rebuilding Asian Growth was held in Sydney in November 1998 to review existing practices worldwide and generate suggestions for improving regional practices. World Bank and ADB staff are contributing several economy studies.

For further information, contact Ms. Pritha Lucas,
Email: pritha@seccom.com.my.

2.3.36 International Trade Promotion Skills Training Program

The objective of the training is:

01) To enhance participants' understanding of trade promotion measures of member economies for big business as well as medium & small.

02) To develop trade promotion capabilities and skills of participants so as to increase trade and to improve economic development in the APEC region.

For further information, contact Mr Hsieh Fa-dah, Director, Third Department, Board of Foreign Trade, MOEA. Tel: 886-22397-7301, Fax: 886-22321-6445, Email: fhsieh@mail.moeaboft.gov.tw.

2.3.37 APEC Experts-Trainers-Executives Workshop on International Quality Assurance Systems (IQAS)

To refine the core training course for executives of Small and Medium Enterprises (SMEs), with training materials, initially developed in IQAS I, through further testing, use and enhancement by APEC member economies. (The core training course developed in IQAS I fully integrates approaches for managing quality, environment and organizational change, oriented towards the ISO management standards).

For further information, contact Mr. Jesus Motoomull, Director, Bureau of Products Standards, Department of Trade and Industry.
Tel: (632)890-49-65, Fax: (632)890-49-26.

2.3.38 IPEG Technical Cooperation Program to Assist the WTO/TRIPs Implementation

The project was designed to provide a training opportunity and assist member economies to reform their IPR systems into adequate and effective IPR systems meeting the standards in the WTO / TRIPS Agreement. The project will also assist the WTO implementing and reviewing the TRIPs Agreement, and contribute to the efforts which have been extended to implement the border control of the WTO / TRIPs Agreement by the SCCP and the Uruguay Round outcomes (OAA 14) by CTI. Moreover, it directly responds to the recommendation of ABAC, which emphasizes the IPR education cooperation program and implementation of the TRIPs Agreement.

This is a completed project of the Committee on Trade and Investment.

For further information, contact Director, International Cooperation Division, Korean Industry Property Office (KIPO). Tel: 82-2-568-6077, Fax: 82-2-567-9383.

2.3.39 APEC Human Resource Management Symposium on SMEs

A symposium was held with a focus on :

1. Globalizing HRM for SMEs; 2. Crosscultural entrepreneurship in SMEs; 3. Linking HRM and technological change for SMEs; 4. Enhancing organizational competences through HRM in SMs; 5. HRM of SMEs in service industries; and 6. The integration and cooperation of HRM for SMEs in Asia-Pacific Region.

For further information, contact John C.I Ni Director General, Small and Medium Enterprise Administration. Tel: 886-2-23680816, Fax: 886-2-23673883.

2.3.40 Strategy for Internationalization of SMEs in the Asia-Pacific Region: Lessons from Korea and Other APEC Economies.

The project covered: Collection of materials on internationalization of SMEs from both domestic and overseas sources; Paying visits to companies and related organizations; and Conducting surveys on SMEs.

For further information, contact Mr Young-Whan Ahn, Tel: 82-2-551-4350, Fax: 82-2-551-4354, Email: syh@mail.kotra.or.kr.

2.3.41 APEC Information Centre for Trade Promotion

The center handles collection, analysis and processing of information from APEC economies.

This is an ongoing project by the Trade Promotion Working Group.

For further information, contact Mr Harumi Takahashi,
Tel: 81 3 3501 1659, Fax: 81 3 3501 0997.

Chapter 3

IMPROVING GOVERNMENT CAPACITY TO SERVE SMES

Even though SMEs share many views and concerns with the broader business community, they also have their own strengths, weaknesses and needs that are directly related to their size and role in the economy. They face unique challenges and opportunities. They require support and services tailored to their needs.

Unfortunately, many SMEs feel that they have been ignored by government and they have expressed frustration with the government services available. In fact, many governments have only recently begun to recognise the significant importance of SMEs and the need to address the challenges SMEs encounter in the marketplace. Today, almost all governments provide special emphasis to the role of SMEs in the economic development plans of the respective economies.

APEC has undertaken a series of initiatives to help the governments of member economies change the way they do business and respond to SME concerns.

3.1 Best Practices for SMEs in APEC, 1995

This booklet is a compilation of selected SME policies of APEC economies that are regarded as models of best practices. It is available from the International Affairs Office, SME Agency, Ministry of International Trade and Industry (MITI), Japan, Tel : 81-3-3501-9093, Fax : 81-3-3501-7805, Email: ntab1078@miti.go.jp.

3.2 Training and Certification of Small Business Counsellors

APEC is creating a technology-based training programme and certification process for small business advisors and counsellors and will develop an infrastructure to manage and deliver the program. SMEs in APEC economies will have ready access to leading-edge advice on a range of business matters from a highly qualified network of counsellors. The program will help to enhance the competitiveness and growth of SMEs Training will commence in 1998.

For further information, contact Ms. Sonia Tiong-Aquino, Republic of the Philippines, Tel: 63-2-927-9238, Fax: 63-2-927-1034,
E-mail: sta@upissi.ph.net; or Ms Francine L'Esperance, Industry Canada, Tel: 1-613-954-5484, Fax: 1-613-946-1035,

E-mail: lesperance.francine@ic.gc.ca.

3.3 Adoption of the Trade-related Intellectual Property Rights (TRIPs) Agreement of the World Trade Organization (WTO)

The first year of four-year technical assistance programme is under way to help APEC members establish effective intellectual property rights border enforcement regimes as provided for in the WTO TRIPs Agreement. With effective enforcement, SMEs will face less risk of IPR infringement on their products and services.

For further information, contact Mr. Douglas M. Browing, Assistant Commissioner, Office of International Affairs, U.S. Customs Service, Tel: 1-202-927-0400, Fax : 1-202-927-2064.

3.4 Risk Management

APEC is compiling information on the current risk management practices of member economies. This will facilitate information sharing to help governments implement systematic risk management systems that minimize disruptions to trade.

For further information, contact Mr. Stephen Holloway, Director International, Australian Customs Service, Tel: 61-6-275-6815, Fax: 61-6-275-6819.

3.5 Trade and Investment Database

A database has been completed to provide the region's policy makers and advisors with the most consistent, up-to-date measures of trade and investment among APEC member economies. This will lead to better informed regional trade policy.

For further information, contact Mr. Dudley Scoullar, Australian Bureau of Statistics, Tel: 61-6-252-6225, Fax: 61-6-252-7219.

3.6 Cross-cultural Training for Business and Technology Incubator Managers

A training course for managers of SME incubator institutions will be developed and delivered between January 1998 and February 1999, and training materials will be made available for future use. In addition to providing cross-cultural training, the course will help incubator managers to network and forge linkages among their institutions.

For further information, contact Dr Hadi K. Purwadaria, Manager, Incubator for Agribusiness and Agroindustry, Institut Pertanian Bogor, Indonesia, Tel: 62-251-623985, Fax: 62-251-622202, E-mail: tpphp@indo.net.id.

3.7 Best Practice Model for Information Delivery to SMEs

APEC's SME Policy Level Group is developing a set of best practice guidelines that will help policy makers to overcome inefficiencies in the delivery of information and services to SMEs. In developing these guidelines, the project will examine such delivery mechanisms as "one-stop shop" contact points for SMEs seeking general and specific information, electronic services provided over the Internet, single-entry points for contact with government agencies and information hotlines. The initiative which was started in April 1998 is expected to be completed in August 1998. The guidelines may be used by APEC economies to improve and/or overcome inefficiencies in the delivery of information and services to SMEs.

For further information, contact Mr. Don Scavone, Assistant Director, Office of Small Business, Department of Workplace Relations and Small Business, GPO Box 9879, Canberra ACT 2601, Fax : 61-6-243-7599, E-mail: dscavone@dwrsb.gov.au

3.8 SME Indicators Project

APEC's SME Policy Level Group is assessing the feasibility of a new operational set of measures or indicator for monitoring progress in improved service for SMEs. The indicators would measure progress in achieving APEC objectives as they relate to SMEs to growth and development.

This could improve information over the next five or ten years on key policy questions such as:-

- How internationally competitive are SMEs relative to those in other member economies?
- How much do SMEs contribute to the growth of employment and GDP relative to those in other member economies?
- To what extent are structural changes affecting SMEs?
- Are impediments to SME mobility and competitiveness being reduced?
- What is the level of policy assistance provided to SMEs relative to other member economies?

The picture provided would allow governments to make better informed policy and programming decisions affecting SMEs.

For further information, contact Dr Chris Hall, 37 Wandeen Road, Clareville 2107 Australia, Fax: 612-99731163, E-mail: 100231.1327@compuserve.com; or Mr Meynardo Orberta, Director, Bureau of Small and Medium Business Development, Republic of the Philippines, Tel: 63-2-890-5492, Fax: 63-2-890-5433,

E-mail: bsmbd@mnl.sequel.net.

3.9 Seminar on FDI Policy and Administration Adjustment

This seminar is aimed at (1) enhancing the understanding of government officials in charge of investment policy-making and investment promotion on the impacts of investment liberalization on the development of host economies, as well as policy and administration options which will help member economies achieve development goals and enhance greater investment flows, and (2) promoting the exchange of experience among APEC member economies in this regard.

For further information, contact:

01) Duangjai Asawachintachit, International Affairs Division, Office of the Board of Investment,

02) Wang Shichun, Deputy Director General, Department of International Trade and Economic Affairs, Ministry of Foreign Trade and Economic Cooperation, People's Republic of China.

Tel: 01) 662 537 8111, 02) 86-10 6519 7203

Fax: 01) 662 537 8188, 02) 8610 6519 7213,

Email: 01) duangjai@boi.go.th.

3.10 Training Programme on Strategies to Identify and Facilitate Investment

This project is aimed at providing training for APEC officials on the promotion of investment, especially in SME development, industrial linkages, high-tech industries and R&D activities within APEC region. The participants will have the opportunity to exchange information and share experiences in industrial promotion as well as in enhancing the development of high-tech industries and R&D activities in developed member economies.

For further information, contact Onn Abdullah, Senior Assistant Director, Planning & Research Division, Malaysian Industrial Development Authority (MIDA). Tel: (603) 2553633, Fax: (603) 2538464.

3.11 Strengthening Financial Market Supervision

Action plans will be implemented to improve domestic training of banking supervisors and securities regulators and to enhance international cooperation in such programs. The plans cover strengthening of training process management, curriculum development and international coordination. The project is funded and supported by the Asian Development Bank.

This is an ongoing project by the Finance Working Group.

For further information, contact Ms. Teh Ija Jalil, Tel: 603-258-2520, Fax: 603-253-5707, Email: timj@treasury.gov.my.

3.12 APEC/PFP Course on Management of Industrial Property Rights

The course is to enhance APEC members' understanding of industrial property rights, related law and enforcement as well as computerization of IPR administration.

This is an ongoing project by the Committee on Trade and Investment.

For further information, contact Mr Shigeo Matsutomi,
Tel: 81 3 3581 5794, Fax: 81 3 3592 0504.

3.13 APEC Immigration Training and Technical Assistance Project

The project is to provide training and technical assistance in travel document fraud detection to assist economies to introduce streamlined border entry procedures for genuine business people. Technical cooperation groupings of APEC economies have been formed, and a series of training workshops will be conducted by immigration experts.

For further information, contact Jim O' Callaghan, Director Business Migration and APEC Section, Australian Department of Immigration and Multicultural Affairs. Tel: 61 2 6264 2640, Fax: 61 2 6264 2632, Email: bssdima@atrax.net.au.

3.14 Competition Policy Training Course

A seminar involves competition experts from government, international organizations, academia and business. Its purpose is to develop human resources capable of establishing and effectively managing competition policy and law and, thus, to help establish an environment enabling fair and free competition.

For further information, contact Department of Internal Trade,
Tel: 66 2 222 2212, Fax: 66 2 225 5123.

3.15 Seminar on Government Procurement

The seminar will focus on the domestic policy context for unilateral liberalization of government procurement markets and the use of electronic tendering methods.

This is an ongoing project by the Committee on Trade and Investment.

For further information, contact Miss Adeline Wong, Tel: 85 2 2398 5305, Fax: 85 2 2787 7799.

SUPPORT AND CONTACTS FOR SMES

4.1 APEC Secretariat and APEC Business Advisory Council

Mandate : The APEC Secretariat was established in Singapore as a support mechanism to facilitate and coordinate APEC activities and to provide logistical and technical services, as well as administer APEC financial affairs under the direction of the APEC Senior Officials Meeting (SOM). The Secretariat appoints the program directors for the various working groups and committees.

Executive Director

Ambassador Serbini Ali
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438 Alexandra Road, #19-01/04
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Deputy Executive Director
Ambassador Zhang Yan

Directors (Program)

Mr. Shaikh Fadilah Ahmad
Mr. Mario Artaza
Mr. Kazuo Yuhara
Ms. Catherine Wong
Ms. Iris Geddis
Mr. Tomio sakamoto
Mr. Chirachi Punkrasin
Mr. So Kam Shing
Ms. Sheryl Lowe
Mr. Ji Hye Yang
Mr. Sun Yuanjiang
Mr. Yang Yafei
Mr. Jaime Pomareda
Mr. Jose Barojas
Mr. John C. Lai
Ms. Iris Geddis
Mr. Terry Lee Tsong-Guey
Mr. Richard Eason
Ms. Siti Nugraha Mauludiah
Mr. Mohan G. Mathew
Mr. Charles C. Jose

4.1.1 APEC Business Advisory Council (ABAC)

ABAC is the private sector arm of the Asia-Pacific Economic Cooperation forum. One feature that distinguishes APEC from other international organizations is the strong emphasis it places on participation by the business/private sector in its wide-ranging activities. APEC Economic Leaders established ABAC in November 1995 as a permanent forum to advise them and other APEC officials on issues of interest to

business. ABAC also responds to requests from various APEC sub-groups for information about the business perspective on specific areas of cooperation.

In 1999 ABAC is focusing on a few issues of key interest to business and providing real-time advice to APEC policymakers. In addition to ABAC's Action Plan Monitoring Committee, which will assess from a business perspective the quality of APEC action plans, three ad hoc task forces are developing policy recommendations.

The Financial Crisis Task Force will focus on measures to restore private capital flows into economies hit by recession.

The Capacity Building Task Force will examine ways business and governments can cooperate to build institutional and human resource capacities that enable economies fully to benefit from APEC's liberalization agenda.

The Implementation Task Force will follow up on earlier ABAC recommendations, such as those to establish an APEC food system and APEC's program of early voluntary sectoral trade liberalization, and strengthen tracking of APEC's record in adopting the ABAC proposals.

For further information, including a list of ABAC members and biographic information, please see other parts of this website or contact:

Mr Juan Miguel Luz

Director of Operations
ABAC International Secretariat
8th floor, Equitable Card Center Building
203 Salcedo Street
Legaspi Village
Makati City 1229
Philippines
Tel: (632) 843-6001, 845-4564
Fax: (632) 845-4832
E-mail: abacsec@equitable.equicom.com

Mr Richard Eason

ABAC Coordinator
APEC Secretariat
438 Alexandra Road
13-00 Alexandra Point Building
Singapore 119958
Tel: (65) 276-1880
Fax: (65) 276-1775
E-mail: rme@mail.apecsec.org.sg

4.2 APEC Committee on Trade and Investment, Working Groups and Ad Hoc Fora

4.2.1 Committee on Trade and Investment (CTI)

The Committee on Trade and Investment (CTI) was established by the *Declaration on an APEC Trade and Investment Framework* in November 1993.

The CTI coordinates APEC's work on the liberalization and facilitation of trade and investment (refer to the *Bogor Declaration* 1994). It works to reduce impediments to business activity in 14 specific areas as outlined in the *Osaka Action Agenda (OAA)*: tariffs and non-tariff measures; services; investment; standards and conformance; customs procedures; intellectual property rights; competition policy; government procurement; deregulation; rules of origin; dispute mediation; mobility of business people; and implementation of the Uruguay Round outcomes. CTI also provides a forum for discussion of trade policy issues. Activities in CTI's 14 work areas are outlined under the relevant sections in the *Update*.

The CTI agreed to realign work in the areas of Uruguay Round Implementation (URI), Rules of Origin (ROO) and Dispute Mediation so that the substantive work can be carried out under the direct responsibility of the CTI Chair. Focal points, however, would be nominated to assist the CTI Chair and CTI plenary body in overseeing work in these issue areas.

For further information, contact the CTI Chair Mr Joseph M Damond, Tel: 1-202-395-6813, Fax: 1-202-395-3512, (E-mail: jdiamond@ustr.gov); APEC Secretariat, Singapore, CTI Coordinator, Mr Kazuo Yuhara, Tel: 65-276-1880, Fax: 65-276-1775, (E-mail: ky@mail.apecsec.org.sg); Special Assistant to CTI Chair, Ms Catherine Wong, (E-mail: cw@mail.apecsec.org.sg)

4.2.2 Tariffs and Non-tariff Measures (NTMs)

Tariffs and Non-tariff Measures (NTMs) are two of the 15 specific areas under the CTI as outlined in the *Osaka Action Agenda* through which APEC member economies are working to eliminate tariff and non-tariff barriers to trade. Member economies are committed to creating a region of free and open trade and investment no later than 2010 for industrialized economies and 2020 for developing economies. A new Market Access Group (MAG) was established in 1998 to handle the CTI's work on tariffs and NTMs.

The Collective Action Plans for Tariffs and NTMs require APEC members to keep the data in the computerized tariff database (APEC Tariff Database) up-to-date; pursue incorporation of information on NTMs into a future version of the APEC Tariff Database (TDB); compile a list of measures recognized as non-tariff impediments to trade; compile a list of products affected by those impediments; and identify industries in which the progressive reduction of tariffs and NTMs may have a positive impact on trade and economic growth in the Asia-Pacific region, or for which there is regional industry support for early liberalization.

Convenor: Ms. Ng Kim Neo, Tel: 65-337-6628, Fax: 65-337-6898.

(E-mail: kimneo@tdb.gov.sg), APEC Secretariat contact: Mr Jaime Pomareda, (E-mail: jpm@mail.apecsec.org.sg), Mr Terry Lee, (E-mail: tl@mail.apecsec.org.sg).

4.2.3 Services

The Group on Services (GOS) is an informal subgroup of the CTI mandated by the Committee to address the Trade and Investment Liberalization and Facilitation (TILF) tasks in the area of services contained in the OAA and in directions from Leaders, Ministers, the Senior Officials' Meeting (SOM) and the CTI. The bulk of its meetings have been devoted to information gathering and analysis, experience sharing and transparency. The implementation of a Services Collective Action Plan containing the aforementioned elements (other than for Energy, Telecommunications, Tourism and Transportation) commenced during 1998 and was enhanced to reflect the progress in these items

Convenor: Dr Ing-Wen Tsai, Tel: 886-2-2316-5680, Fax: 886-2-2388-9917, (E-mail: cepdia@sun.cepd.gov.tw), APEC Secretariat contact: Mr Mario Artaza, Tel: 65-276-1880, Fax: 65-276-1775, (E-mail: mia@mail.apecsec.org.sg).

4.2.4 Investment

The Investment Experts' Group (IEG) is a sub-group of the APEC Committee on Trade and Investment (CTI). It was established in 1994 to bring together officials in the region involved in the regulation of foreign investment. Its main role is to assist the CTI in achieving the investment-related components of APEC's liberalization and facilitation agenda.

Convenor: Dr Taeho Bark, Tel: 82-2-880-8512, Fax: 82-2-886-6303, (Email: iegkorea@sias.snu.ac.kr), APEC Secretariat contact: Mr. Sun Yuanjiang, Tel: 65-276-1880, Fax: 65-276-1775, (E-mail: sy@mail.apecsec.org.sg).

4.2.5 Standards and Conformance

The CTI Sub-committee on Standards and Conformance (SCSC) was established by the *Declaration on an APEC Standards and Conformance Framework* (November 1994).

The principal objectives of the SCSC are to: encourage alignment of members' standards with international standards; achieve mutual recognition among APEC economies of conformity assessment in regulated and voluntary sectors; promote cooperation for technical infrastructure development in order to facilitate broad participation in mutual recognition arrangements in both regulated and voluntary sectors; and ensure the transparency of the standards and conformity assessments of APEC economies.

Convenor: Mr Pengiran Haji Matusin, Tel: 673-8-858585, Fax: 673-2-382900, (Email: pm@brunet.bn), APEC Secretariat contact: Mr Kazuo Yuhara, Tel: 65-276-1880, Fax: 65-276-1775, (E-mail: ky@mail.apecsec.org.sg).

4.2.6 Customs Procedures

The Customs Procedures Group of Customs Experts was converted into a formal CTI Sub-committee on Customs Procedures (SCCP) in 1995. Its objective is to facilitate trade in the Asia-Pacific region by simplifying and harmonizing customs procedures.

Convenor: Pg Hj Naserudin Pg Hj Tejudin, Tel: 673-2-382-111, Fax: 673-2-382-666, (E-mail: jked@brunet.bn), APEC Secretariat contacts: Mr Jaime Pomareda, Tel: 65-276-1880, Fax: 65-276-1775, (E-mail: jpm@mail.apecsec.org.sg).

4.2.7 Intellectual Property Rights (IPR)

The Intellectual Property Rights (IPR) Experts' Group (IPEG) have carried out a work program since 1996 to achieve the planned Collective Actions as well as to enhance APEC-wide cooperation in the following areas: deepening the dialogue on intellectual property policy; surveying and exchanging information on the current status of IPR protection and administrative systems; studying measures for the effective enforcement of IPR; fully implementing the TRIPS Agreement no later than 2000; and facilitating technical cooperation to that end.

Convenor: Mr Akihiro Kobayashi, Tel: 81-3-3581-1898, Fax: 81-3-3581-0762, (E-mail: jpr@jpo-miti.go.jp), APEC Secretariat contact: Mr Sun Yuanjiang, Tel: 65-276-1880, Fax: 65-276-1775, (E-mail: sy@mail.apecsec.org.sg).

4.2.8 Mobility of Business People

The *Osaka Action Agenda* of November 1995 commits APEC members to enhance business mobility by exchanging information on regulatory regimes, streamlining the processing of short-term business visitor visas and procedures for temporary residence of business people, and maintaining a dialogue on these issues with the business community. Australia is the Convenor for business mobility.

Convenor: Mr Ed Killesteyn, Tel: 61-2-6264-2468, Fax: 61-2-6264-3954/2632, (E-mail: apec@immi.gov.au (main), Edward.killesteyn@immi.gov.au), APEC Secretariat contact: Mr Richard Eason, Tel: 65-276-1880, Fax: 65-276-1775, (E-mail: rme@mail.apecsec.org.sg).

4.2.9 Competition Policy

The globalization of business has highlighted the importance of competition issues. APEC's objective in this work area is to enhance the competitive environment of the region. In November 1994, APEC Ministers agreed that the Committee on Trade and Investment (CTI) would develop an understanding of competition issues, in particular competition laws and policies of economies in the region. They agreed that CTI should learn how competition laws and policies affect flows of trade and investment in the APEC region and identify potential areas of technical cooperation among member economies. In 1996, the *Osaka Action Agenda* work programs for competition policy and deregulation were combined, in view of the linkages between the two issues. The competition policy/deregulation work area is a key component of work in the "Building Strong Foundation"/"Strengthening markets" themes, promoted by the 2000/1999 APEC Chairs respectively. (See the Deregulation update)

Convenor: Mr Armando Caceres, Tel: 51-1-2247800 ext. 1324, Fax: 51-1-2240358, (E-mail: acaceres@indecopi.gob.pe), APEC Secretariat contact: Ms Catherine Wong, Tel: 65-276-1880, Fax: 65-276-1775, (E-mail: cw@mail.apecsec.org.sg).

4.2.10 Government Procurement (GP)

The Government Procurement Experts' Group (GPEG) was established in 1995. The *Osaka Action Agenda* of November 1995 commits APEC economies to "develop a common understanding on government procurement policies and systems" and to "achieve liberalization of government procurement markets throughout the Asia-Pacific region in accordance with the principles and objectives of the *Bogor Declaration*."

Convenor: Mr Anthony C Cranston, Tel: 64-4-474-2948, Fax: 64-4-473-8944, (Email: tony.Cranston@moc.govt.nz), APEC Secretariat contact: Mr Richard Eason, Tel: 65-276-1880, Fax: 65-276-1775, (E-mail: rme@mail.apecsec.org.sg).

4.2.11 Deregulation

Unilateral deregulation by APEC economies makes an important contribution to trade and investment liberalization and facilitation. Transparency in regulatory regimes and the elimination of trade-impeding or unnecessarily restrictive regulations are the key objectives of APEC work in the deregulation area. This work is undertaken by the Committee on Trade and Investment (CTI). In 1996, the *Osaka Action Agenda* work programs for Competition Policy and Law, and for deregulation were combined, in view of the linkages between the two issues. (See Competition Policy update)

Convenor: Mr Armando Caceres, Tel: 51-1-2247800 ext. 1324, Fax: 51-1-2240358, (E-mail: acaceres@indecopi.gob.pe), APEC Secretariat contact: Ms Catherine Wong, Tel: 65-276-1880, Fax: 65-276-1775,

(E-mail: cw@mail.apecsec.org.sg).

4.2.12 Rules of Origin

The Rules of Origin (ROO) issue is covered by the CTI plenary. APEC member economies, through the CTI, will:

- gather information on APEC economies' respective rules of origin and develop a compendium of rules of origin for the use of the business/private sector;
- facilitate, complement and accelerate, in the short-term, World Trade Organization/World Customs Organization (WTO/WCO) work on harmonization of non-preferential rules of origin; and
- study the implication of rules of origin on the free flow of trade and investment.

Key Contacts - APEC Secretariat contact: Mr Jaime Pomareda, Tel: 65-276-1880, Fax: 65-276-1775, (E-mail: jpm@mail.apecsec.org.sg).

4.2.13 Dispute Mediation

Trade and other economic disputes have negative implications for the cooperation that APEC is designed to promote. APEC's CTI's work on Dispute Mediation is to explore ways of cooperative dispute-solving. It focuses on government and private disputes, and on promoting transparency in laws and regulations as a means of dispute avoidance.

APEC regards WTO dispute settlement as the primary channel for solving disputes. APEC can have a role in helping to avoid disputes or resolve them through non-adversarial and voluntary approaches. At its meeting in May 1999, the CTI decided to realign work to enable the substantive work on dispute mediation to be carried out under the direct responsibility of the CTI Chair.

APEC Secretariat contact: Mr Sun Yuanjiang, Tel: 65-276-1880, Fax: 65-276-1775, (E-mail: sy@mail.apecsec.org.sg).

4.2.14 Implementation of Uruguay Round Outcomes

Since its creation in 1989, APEC has taken the position that it should build on the open multilateral trading system. Thus APEC Ministers and Leaders committed themselves to an early and successful conclusion of the Uruguay Round (UR), and agreed after its conclusion to carry out UR commitments fully and without delay.

The task in this area is to promote opportunities for training and exchange of views on and experiences of challenges and solutions related to implementation of the UR outcomes. The goal is full and effective implementation of UR outcomes within the agreed time frame, in a manner fully consistent with the letter and spirit of the WTO Agreement.

At its meeting in Christchurch in May 1999, the CTI decided to realign work to enable the substantive work on UR implementation to be carried out under the direct responsibility of the CTI Chair.

APEC Secretariat contact: Mr Sun Yuanjiang, Tel: 65-276-1880, Fax: 65-276-1775, (E-mail: sy@mail.apecsec.org.sg).

4.2.15 Early Voluntary Sectoral Liberalisation (EVSL)

In Vancouver, APEC Leaders agreed to early voluntary sectoral liberalization (that is, liberalization before the agreed goal of 2010 for industrialized economies and 2020 for developing economies) in 15 areas, i.e., environmental goods and services; fish and fish products; forest products; medical equipment and instruments; telecommunications mutual recognition arrangement (MRA); energy sector; toys; gems and jewelry; chemicals; oilseeds and oilseed products; food sector; natural and synthetic rubber; fertilizers; automotive; and civil aircraft.

The EVSL initiative is unique in that it envisages a three-track approach to liberalization – including market opening measures, trade facilitation activities and economic and technical cooperation initiatives.

Convenor: Mr Joseph M Damond, Tel: 1-202-395-6813, Fax: 1-202-395-3512, (E-mail: jdamond@ustr.gov), APEC Secretariat contact: Ms Catherine Wong, Tel: 65-276-1880, Fax: 65-276-1775, (E-mail: cw@mail.apecsec.org.sg).

4.2.16 Economic Committee

The Economic Committee (EC) was established at the 6th APEC Ministerial Meeting in Jakarta in November 1994, when the Ministers agreed to transform the *Ad Hoc* Group on Economic Trends and Issues into a formal policy committee. The Committee is responsible for research on economic trends and issues in the APEC region, and serves as a forum for member economies to exchange information and views. The Committee currently operates under the two guiding principles for its activities, as set out at the beginning of 1999. First, the Committee focuses on demand-driven work in support of APEC Ministers' and Leaders' meetings and policy-oriented work of other fora. The Committee's work addresses central economic issues of priority concern for Leaders and Ministers, and provides the analytical basis useful for advancing TILF and ECOTECH agendas. Second, the Committee aims at delivering high-quality research outputs by tightening its work program, in order to fulfill its core role as APEC's analytical body.

Chair: Dr Mitsuru Taniuchi, Tel: 81-3-3581-0709, Fax: 81-3-3581-0548, (E-mail: mitsuru.taniuchi@epa.go.jp), APEC Secretariat contact: Mr Charles C Jose, Tel: 65-276-1880, Fax: 65-276-1775, (E-mail: ccj@mail.apecsec.org.sg).

4.2.17 Budget and Management Committee

The Senior Officials' Meeting (SOM) in September 1993 agreed to establish the Budget and Administrative Committee (BAC) to advise APEC Senior Officials on budgetary, administrative and managerial issues. The BAC assesses and makes recommendations on the overall budget structure, considers budget requests, drafts the annual APEC budget, and examines all questions relating to the APEC budget and budgetary processes. The BAC also monitors and evaluates the operations and overall performance of Working Groups/Committees and makes recommendations to the SOM for improved efficiency and effectiveness. Ministers in November 1998 re-designated the Committee as the Budget and Management Committee (BMC) with a view to strengthening the management of APEC projects.

Chair: Mr Charles Finny, Fax: 64-4-473-2124, (E-mail: Charles.Finny@mfat.govt.nz), APEC Secretariat contact: Mr So Kam Shing, Tel: 65-276-1880, Fax: 65-276-1775, (E-mail: sks@mail.apecsec.org.sg), Mr Tomio Sakamoto, Tel: 65-276-1880, Fax: 65-276-1775, (E-mail: ts@mail.apecsec.org.sg).

Sub-committee on ECOTECH

The ECOTECH Sub-Committee (ESC) was established in 1998 to assist the SOM in coordinating and managing APEC's economic and technical cooperation (ECOTECH) agenda, and in identifying value-added initiatives for cooperative action. It seeks to advance more effective implementation of the 1996 *Manila Framework for Strengthening Economic Cooperation and Development* through consultation with APEC fora and the development of policy management tools and guidelines for projects.

Chair: Assoc. Prof Medhi Krongkaew, Tel: 662-564-5000 Ext.412, Fax: 662-564-4777, (Email: medhi@econ.tu.ac.th), APEC Secretariat contact: Mr Mohan Mathews, Tel: 65-276-1880, Fax: 65-276-1775, (E-mail: mgm@mail.apecsec.org.sg), Special Assistant to ESC Chair: Mr Chirachai Punkrasin, (E-mail: cp@mail.apecsec.org.sg).

4.3 Working Groups

4.3.1 Industrial Science and Technology Working Group (ISTWG)

The Industrial Science and Technology Working Group (ISTWG) was formed at the APEC Ministerial Meeting in Singapore in 1990 as the Working Group on Expansion of Investment and Technology Transfer. It has changed its name several times since then. The ISTWG operates within the formal framework of APEC and the policy directions set by Leaders and is guided by APEC Ministers responsible for Science and Technology.

The ISTWG's program is based on the working group's vision for the 21st century of a dynamic and prosperous Asia-Pacific region built on the development and

application of industrial science and technology that improves the quality of life while safeguarding the natural environment and achieving sustainable development.

The ISTWG's mandates were established as part of the Osaka Action Agenda. In 1997 at their Vancouver meeting, the Leaders called for APEC fora to review their mandates and at the 14th ISTWG meeting a new version of ISTWG action agenda was finalized, which reworded the six key priorities and adopted them formally. The six key priorities are: improved availability of information; improved human resources development; improved business climate; contribution to sustainable development; enhanced policy dialogue and review; and facilitation of networks and partnership.

The ISTWG activities are focussed in light of three major Leaders' and Ministers' initiatives which are closely related to the Group: the *APEC Agenda for S&T Industry Cooperation for the 21st Century*, the *Mexico Declaration* and the *Cleaner Production Strategy*.

Lead Shepherd: **Mr Sun Mengxin**, Department of International Cooperation, State Science & Technology Commission 15B, Fu Xing Road, Beijing 100832, People's Republic of China. Tel: 86-10-6851-2648 Fax: 86-10-6851-2594
E-mail: sunmx@mail.most.gov.cn

APEC Secretariat: **Mr Ji Hye Yang**, Director (Program)
E-mail: jhy@mail.apecsec.org.sg

4.3.2 Trade Promotion Working Group

The Working Group on Trade Promotion (WGTP) first met in Seoul in June 1990. Its objective is to contribute to sustained economic development and improved standard of living of the people of the Asia-Pacific region, by promoting the dynamism of intra-regional trade through a range of activities. The WGTP's work centers on trade promotion activities, trade financing, trade skills and training, trade information and networking business cooperation between the private sector and public agencies including trade promotion organizations.

The WGTP has noticed the rapid development of e-commerce and increasing importance of logistic management in contemporary trade. These issues were discussed at the 12th WGTP Meeting held in Lima, Peru, 6-8 March 2000. It was also discussed how to develop e-commerce projects, promotion of technology trade and the implementation of a concrete project on logistic management.

Lead Shepherd: **Mr Wayne Wu**, Deputy Director General, Board of Foreign Trade Ministry of Economic Affairs, 1 Hu-Kou Street, Taipei, Chinese Taipei.
Tel: 8862-2321-4945 Fax: 8862-2358-4339
E-mail: waynewu@moeaboft.gov.tw

APEC Secretariat: **Mr Jose Barojas**
E-mail: jb@mail.apecsec.org.sg

4.3.4 Human Resources Development (HRD) Working Group

Established in 1990, the Human Resources Development Working Group (HRDWG) covers a broad range of human resource development issues from basic education to industrial training to leadership and management for Small and Medium Enterprises (SMEs). Human Resources Development (HRD) is one of the ECOTECH priorities of APEC and the HRDWG has a special role in furthering the issue.

With the goal of moving to a more cost-effective structure reflecting current and emerging priorities, the HRDWG successfully finalised discussion on the restructuring of the HRDWG structure at the 21st HRDWG meeting in Sapporo, Japan on 24-28 January 2000. It was decided that the HRDWG's previous structure of five networks should be reduced to three networks: Capacity Building Network (CBN): Education Network (EDNET): and Labor and Social Protection Network (LSP).

Lead Shepherd: **Mr Wang Xiaochu**, Director-General, Department of International Exchange & Cooperation, Ministry of Personnel, 7 Hepingli Zhongjie, Dongcheng District, Beijing 100013, People's Republic of China
Tel: 86-10-8421-4794 Fax: 86-10-8422-8796
E-mail: chrd@public.bta.net.cn

APEC Secretariat : **Mr John Lai**
E-mail: jcl@mail.apecsec.org.sg

4.3.5 Regional Energy Cooperation Working Group (EWG)

The Energy Working Group (EWG), launched in 1990, seeks to maximize the energy sector's contribution to the region's economic and social well being, while mitigating the environmental effects of energy supply and use. The EWG contributes to decision-making through: frank and open discussion of members' energy policies and planning priorities; sharing basic resource demand and supply outlook data and considering the regional energy policy implications; and responses to wide-reaching energy-related issues.

Lead Shepherd: **Mr Michael Schwager**, Manager, APEC Section, Energy Division Department of Industry, Science & Resources, GPO Box 9839, Canberra ACT 2601 Australia, Tel: 61-2-6213-7833, Fax: 61-2-6213-7900
E-mail: michael.schwager@isr.gov.au

APEC Secretariat: **Mr Yang Yafei**
E-mail: yy@mail.apecsec.org.sg

EWG Website

<http://www.isr.gov.au/resources/apec-ewg>

4.3.6 Marine Resources Conservation Working Group

Recognizing that marine resources are crucial to the economic and social well-being of the people in the region, APEC established the Marine Resource Conservation Working Group (MRC) in 1990. The MRC working group is committed to protecting this collective resource, and to making dramatic progress toward a sustainable marine environment to ensure continuing socio-economic and environmental benefits. Chinese Taipei is currently serving as the lead shepherd of the group for a two-year term until June 2000, and other shepherds of the group are Canada, China, Indonesia, and Thailand. As called for by BMC, Australia, Canada, Chile and Thailand formed a MRC project evaluation team to strengthen management of MRC projects. The last working group meeting (MRC12) was held in May 1999 in Australia and the 13th Working Group meeting (MRC13) will be held on 7-10 June 2000, in Lima, Peru.

Lead Shepherd: **Dr Chea-Yuan Young**, Director General, Office of Science & Technology Advisors, Environmental Protection Administration, 41 Sec.1 Chung-Hwa Road, Taipei, Chinese Taipei. Tel: 886-2-2382-2841, Fax: 886-2-2311-5486
Email: cyyoung@sun.epa.gov.tw

APEC Secretariat: **Mr Yang Yafei**
E-mail: yy@mail.apecsec.org.sg

4.3.7 Telecommunication Working Group

The APEC Telecommunications Working Group (TEL) was formed in 1990. Under its first Chair, the United States, TEL was charged to address human resource development; technology transfer and regional cooperation; opportunities for on-site visits, observerships and fellowships; and telecommunications standardization.

TEL's activities are consistent with specific goals set out by APEC economic leaders in the *1994 Bogor Declaration*. The work of the TEL is accomplished by four steering groups, which propose, implement and monitor projects and activities to advance the overall goals of APEC. Each steering group addresses a specific priority area: liberalization; business facilitation; development cooperation; and human resource development.

Lead Shepherd: **Ms Valerie D' Costa**, Chief, International Affairs Department, Telecommunication Authority of Singapore (TAS), No. 35 Robinson Road, TAS Building, Singapore 068876, Tel: 65-322-1867, Fax: 65-523-0964
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4.3.8 Transportation Working Group

The Transportation Working Group (TPT-WG) fosters economic development in the Asia-Pacific region through recommendations to increase the efficiency, sustainability and safety of the regional transportation system. The vast distances that characterize the Asia-Pacific region and the dynamic growth of its economies highlight the importance of an efficient transportation system to guarantee further development. The TPT-WG's areas of focus are: (1) more competitive transportation industry (including infrastructure); (2) safe and environment-friendly transportation systems (including new technologies); and (3) human resources development.

Lead Shepherd: **Mr Nigel Mouat**, Head, International Relations, Ministry of Transport, 10th Floor, Petherick Tower, 38-42 Waring-Taylor St. Wellington 6001, New Zealand, P O Box 3175. Wellington 6015, New Zealand.

Tel: 64-4-498-0654, Fax: 64-4-498-0678

E-mail: TPT-LeadShep@transport.govt.nz or n_mouat@transport.govt.nz

APEC Secretariat: **Mr Jose Barojas**

E-mail: jb@mail.apecsec.org.sg

Website:

<http://www.apectptwg.org.au>

4.3.9 Tourism Working Group (TWG)

The Tourism Working Group (TWG) was formed in 1991 based on the recognition that the tourism industry is of growing importance in promoting economic growth and social development in the Asia-Pacific region. The TWG brings together tourism administrators to share information, exchange views and develop areas of cooperation on trade and policies. The current Chair is Brunei Darussalam.

Chair: **Mr Sheikh Jamaluddin Sheikh Mohamed**, Director General of Industrial Promotion & Tourism Development, Ministry of Industry & Primary Resources
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E-mail: mia@mail.apecsec.org.sg

4.3.10 Fisheries Working Group (FWG)

The Fisheries Working Group (FWG) was created by the SOM in 1991. It aims to: promote the conservation and sustainable use of fisheries resources; promote sustainable development of aquaculture and habitat preservation; seek solutions to common fisheries resource management problems and aquaculture disease control;

enhance food safety and quality of fish and fisheries products; and promote sector-specific work relating to trade and investment liberalization and facilitation.

Lead Shepherd: **Mr Glenn Hurry**, Assistant Secretary, Fisheries & Aquaculture Branch, Fisheries & Forestry Industries Division, Agriculture, Fisheries & Forestry – Australia, GPO Box 858, Canberra ACT 2601, Australia
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4.4 Ad Hoc Fora

4.4.1 Policy Level Group on Small and Medium Enterprises

The *Ad Hoc* Policy Level Group on SMEs (PLGSME) was established in February 1995 following a recommendation of the 1st SME Ministers Meeting held in Osaka in October 1994. Its original mandate was for two years. However, it has been extended twice: the first time, in 1996 and the second, just recently, in August 1998, thereby extending its mandate up to the year 2001. The PLGSME last met in Christchurch, New Zealand, on 26 April 1999. It discussed, among other things, the on going PLGSME projects, the self-review of the group, and the implementation of the Five-Year Action Plan for SMEs (SPAN). It approved five new project proposals for implementation in 2000, such as business matching, management capacity building, consumer education and protection, as well as a workshop on electronic commerce and on financing and business management. It likewise discussed preparations for the 6th SME Ministerial Meeting.

The 4th SME Ministers Meeting in Ottawa, September 1997 had committed their economies to create business environments that will address the special needs of SMEs. The Ministers endorsed the *Framework for APEC SME Activities* developed by the PLGSME for consideration by all APEC fora in designing and implementing SME-related activities. Building on the 1997 Framework, the 5th SME Ministers Meeting in Kuala Lumpur, Malaysia, 7-8 September 1998, endorsed an Integrated Plan of Action for SME Development (SPAN) which serves as a set of broad guidelines for SME development as well as plan for future action at the individual economy level and collaborative efforts at the APEC level.

The 6th SME Ministerial Meeting was held in Christchurch, New Zealand, 27-28 April 1999. The Ministerial Meeting was held parallel to the Business Forum. The two meetings discussed four key policy issues, namely: Education, Capital Markets, Trade Barriers/Compliance Costs and Responding to the Regional Financial Crisis, while the Business Forum also discussed the theme of Enhancing the Business Linkages. The 7th SME Ministerial Meeting will take place in Brunei Darussalam on 21-23 June 2000.

Chair: **Mr Lim Jock-Hoi**, Head of International Relations & Trade Development Division, Ministry of Industry & Primary Resources, Jalan Menteri Besar, Bandar Seri Begawan BB 3910, Tel: 673-2-382-822, Fax: 673-2-382-846
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4.4.3 Agricultural Technology Cooperation (ATC) Experts Group

In recognition of the importance of work on agricultural technical cooperation, the Agricultural Technical Cooperation Experts' Group (ATCEG) was established in November 1996 as a formal APEC body with a continuing role. Prior to that decision, two meetings of experts had been held. The meetings (in Chinese Taipei, 1995; and Australia, 1996) agreed on a work program of joint activities to enhance agriculture's contribution to the region's economic growth and social well-being and developed a framework for undertaking those cooperative activities.

In accordance with the directions from New Zealand SOM I in 1999, the ATCEG has expanded the scope of its priority areas incorporating part of FEEEP joint actions: (a) food and agricultural related research and development; (b) trade and other matters; and (c) food and agricultural related environmental issues. Accordingly, the ATCEG's seven sub-groups were renamed to reflect these developments at the 3rd ATCEG meeting held in June 1999 in Japan. The sub-groups are: Conservation and Utilization of Plant and Animal Genetic Resources; Research, Development and Extension of Agricultural Biotechnology; Production, Processing, Marketing, Distribution and Consumption of Agricultural Products; Plant and Animal Quarantine and Pest Management; Agricultural Finance System; Sustainable Agriculture; and Related Environmental Issues

Lead Shepherd: **Dr Keiji Kainuma**, Vice President, Bio-Oriented Technology Research Advancement, Institution of Japan (BRAIN), 10F, Toranomon-Marine Building, 3-18-19, Toranomon Minato-ku, Tokyo 105-0001, Japan
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APEC Study Centers Consortium

- The APEC Study Centers (ASC) were established as part of the APEC Leaders' Education Initiative in 1993. Currently, there are ASCs in 18 member economies, comprising of some 100 of the best universities, research centres and centres of academic excellence across the APEC region. A full contact list is available from the APEC website. APEC member economies participate in the Annual ASC

Consortium meetings (usually held in the economy chairing APEC in that particular year) and other bilateral or multilateral research activities in accordance with their areas of interests.

APEC Study Centres Consortium: **Dr Christopher Reynolds**, Senior Lecturer, International Business & Marketing, Universiti Brunei Darussalam, Tungku Link BE1410, Brueni Darussalam, Tel: 673-2-249-923 ext.620, Fax: 673-2-423-734
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II. APEC ISSUES

Sustainable Development

The APEC Leaders' *Economic Vision Statement* at Blake Island, Seattle, USA in November 1993 stated, "Our environment is improved as we protect the quality of our air, water and green spaces and manage our energy resources and renewable resources to ensure sustainable growth and provide a more secure future for our people". This statement provides the mandate for APEC's work on sustainable development.

Ministers of the Environment met in Canada in March 1994 and adopted an *Environmental Vision Statement* and a *Framework of Principles* for integrating economic and environment issues. The APEC Economic Leaders' Declaration for Action issued during the Leaders' Meeting in Osaka in November 1995 reaffirmed the integration of environment and sustainable development into APEC activities. The APEC Economic Leaders' Declaration in Vancouver in November 1997 stated that "Achieving sustainable development at the heart of APEC's mandate", and reiterated their commitment at their 1998 Meeting in Kuala Lumpur: "... to advance sustainable development across the entire spectrum of our workplan ...".

Chair: **Mr Yaprak Baltacioglu**, Director-General, International Relations Directorate Environment Canada, 10 Wellington Street, Hull, Quebec, K1A 0H3 Canada
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Infrastructure Workshop

APEC's work on strengthening economic and technical cooperation in infrastructure is mainly carried out by the Infrastructure Workshop (IWS), a sub forum that has been operating under the auspices of the Economic Committee. However, following recommendations arising from the 1999 Management Review, Ministers at the

Auckland, New Zealand Meeting in September 1999 agreed that the IWS should be re-constituted as an *ad hoc* forum under the ECOTECH Sub-Committee.

Chair: **Dr Bambang Bintoro Soedjito**, Deputy Chairman for Infrastructure, National Development Planning Agency, Jalan Taman Suropati No 2, Jakarta, Indonesia
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APEC Secretariat: **Mr Mohan Mathews**
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Gender Issues

FRAMEWORK FOR THE INTEGRATION OF WOMEN IN APEC

The *Framework for the Integration of Women* in APEC is a practical and systematic approach to guide APEC in achieving the integration of women in the mainstream of APEC processes and activities. The *Framework* is comprised of three inter-related elements and an implementation strategy.

The SOM, in strengthening the institutional capacity of the implementation of the *Framework*, established the SOM *ad hoc* Advisory Group on Gender Integration (AGGI). The role of the AGGI would be to provide gender advice and expertise to SOM, and other APEC fora on the implementation of the *Framework*. The Group would complement the responsibility and accountability of individual APEC fora for the implementation of the *Framework*.

The *ad hoc* Advisory Group, as tasked by the *Framework*, has developed and recommended gender criteria for use in project proposals, approval and evaluation. It is also tasked to provide information sessions to various APEC fora on the *Framework* and gender analysis.

Chair: **Professor Chang Pilwha**, Asia Center for Women's Studies, Ewha Women's University, Seodaemun-ku, daehyun-dong 11 -1, Seoul, Korea, Tel: 82-2-385-6254
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4.5 SME Support Organisations in APEC Member Economies

4.5.1 Access to Information

4.5.1.1 *AusTrade* (Australia) provides information, market research, opportunity assessment, business matching/partnering/networking and funding to SMEs looking for export opportunities or overseas investments. Similar programmes exist in Hong

Kong, China (Hong Kong Trade Development Council), which also maintains an on-line database; Japan (Japan External Trade Organization and Japan Small Business Corporation); the Republic of Korea (Korean Foreign Trade Association); New Zealand (Trandenz); United States (Small Business Administration); Singapore (Economic Development Board); and Canada (Department of Foreign Affairs and International Trade). Most of the APEC economies provide some type of network or service that attempts to consolidate information for dissemination to SMEs.

4.5.1.2 *An International Network of Manufacturers and Exporters Associations* provide its members with practical assistance in identifying potential business partnerships. The following APEC economies are members of the network: Australia, Canada, Chile, People's Republic of China, Hong Kong, China, Japan, Republic of Korea, Malaysia, Mexico, Singapore and Thailand.

4.5.1.3 *The Student Connection Programme* in Canada helps SMEs connect to and access the information tools they need to become more competitive, while the *Community Access Programme* provides SMEs in rural and remote communities with affordable access to the Information Highway and the skills to use it effectively.

4.5.1.4 *The China Centre for Business Cooperation and Coordination* provides information, research support, consultation services, management training and international networking opportunities. Australia, New Zealand, Canada and the United States also offer business networking programmes to assist SMEs in establishing innovative and successful partnerships. These programmes involve trained business network advisors who assist SMEs in the development of new strategic alliances.

4.5.1.5 *The Association of Small and Medium Enterprises* (Singapore) is a private "self-help" organisation of entrepreneurs who share business experiences and expertise, and facilitate business matching and networking.

4.5.1.6 *The Small Business Exporters Association* (United States) is a private organisation that sponsors trade missions and provides information on overseas investment.

4.5.2 Access to Capital

4.5.2.1 *The Canadian Commercial Corporation* has made it easier for SMEs to obtain lines of credit at most financial institutions in Canada and acts as an intermediary between governments and international financial institutions seeking performance guarantees. There are similar programs in the Republic of Korea (Korea Credit Guarantee Fund), Republic of the Philippines (Small Business Guarantee and Financial Corporation) and United States (EXIMBANK).

4.5.2.2 *Export Market Development Grants* (Australia) provide financial incentives to firms or economies wishing to export or form an alliance. A similar programmes is offered in Thailand (Board of Investment).

4.5.2.3 *Export Development Corporation (Canada)* provides financing to foreign firms or economies wishing to purchase Canadian products, insures foreign accounts receivable and works with private sector financial institutions to develop export financing instruments for Canadian SMEs.

4.5.3 Access to Markets

4.5.3.1 *Export Access (Australia)* is a trade facilitation and enterprise development programmes administered by AusTrade, but delivered by private sector associations. It is designed to help SMEs develop exporting activities by providing advice and assistance in preparing detailed export strategies and business plans; funding is provided for market visits.

4.5.3.2 *Small and Medium Industries development Corporation (SMIDEC)* was established on 2nd May 1996 in recognition of the need for a specialised agency to further promote the development of Small and Medium industries (SMIs) through the provision of advisory services, fiscal and financial assistance, infrastructural facilities. Technologies enhancement, human resource development, market access and other support programmes.

4.5.3.2 *The Malaysia External Trade Development Corporation (MATRADE)* is a joint public-private sector initiative aimed at promoting the export of Malaysia's products and services through events such as overseas trade missions and international trade fairs. MATRADE also provides comprehensive market information and marketing strategies.

4.5.3.3 *PHILEXPORT (Republic of the Philippines)* is an umbrella organization for Philippines exporters that functions as a lobby group to pressure the Philippines government to make regulatory and policy changes which can facilitate exports. Industry Chambers of Commerce in many of the APEC economies also promote the needs of SMEs and the private sector as they attempt to influence government policy.

4.5.3.4 *The Hong Kong Trade Development Council*, a government subvented organization, maintains 51 offices worldwide and serve as a global network for SMEs. It organizes more than 300 overseas trade promotion and international trade fairs each year to help enterprises market their products and establish contacts.

4.5.3.5 *The Thai Chamber of Commerce* is an autonomous organisation representing Thailand's private sector working with the government in the process of national development both in economic and social issues. A Committee on SMEs was established by the Thai Chamber of Commerce to support the development of SMEs through opening of new areas of promotional activities, and creating more opportunities for SMEs. The Chamber of Commerce provides information on trade, marketing research, opportunity assessment, business matching and networking, training and export promotional activities.

4.5.4 Access to Technology/Technology Sharing

4.5.4.1 *The Korea Institute of Industry and Technology Information* collects industrial and technical information, maintains databases, conducts research and acts as a consultant through its on-line database.

4.5.4.2 *The Technology Transfer Unit* (Mexico) provides technological solutions and training to local SMEs.

4.5.4.3 *The Canadian Technology Network* (CTN) provides access to a wide range of technology and related business assistance and service through a cross-country network of advisors. These advisors work on a one-on-one confidential basis with SMEs to identify their technology needs and to help them find solutions and opportunities. The CTN is linked to the Australian Science & Technology Council, the Agency of Industrial Science and Technology (Japan), the Standards & Industrial Research Institute of Malaysia, the National Technology Databank (Singapore), the Industrial Technology Research Institute (Chinese Taipei) and several technology and science institutes in the United States.

4.5.4.4 *The Federation of Thai Industries* is a private sector organisation promoting research, testing, training and information dissemination on technology and technical knowledge. There is also the Thailand Science and Technology Development Board, which provides funding for research and development as well as information and consulting services.

4.5.4.5 *The Spark Programme* (People's Republic of China) is designed to spread scientific and technological knowledge and training to rural areas.

4.5.4.6 *The Small and Medium Industry Promotion Corporation* (Republic of Korea) is a non-profit organization designed to enhance SME productivity by providing technological training and services and promoting automation and computerization.

4.5.4.7 *The Hong Kong Productivity Council* offers a diverse range of services in technology transfer, consultancy, product development and training with the aim of promoting productivity and enhancing the value-added content of products and services.

4.5.4.8 *The Hong Kong Industrial Technology Centre Corporation* helps new and developing technology-based SMEs, including start-up companies, by assisting with technology transfer and by providing purpose-build accommodation.

4.5.4.9 *The Industrial Environmental Management Office* (Thailand), under the Federation of Thai Industries, provides all types of technical services and encourages the coordination of technology transfer in areas of environmental management of industry, including the testing of wastewater and the quality of the air in the industrial plant.

4.5.4.10 *The National Productivity Corporation* (Malaysia) assumes an important role in the enhancement of productivity and quality towards achieving a more dynamic national economic growth through programmes like research, training, and management system development and promotion.

4.5.5 Access to Human Resources

4.5.5.1 *The Institute for Small Business Management and Technology* consists of nine schools throughout Japan. They provide instruction for SMEs, as well as guidance for managers of SMEs.

4.5.5.2 *The Qingdao Training Centre* (under the China Centre for Business Cooperation and Coordination) will provide training services for SMEs in the areas of enterprise management, enterprise finance and international trade. It will be operational by the end of 1997.

4.6 Databases and Websites

1. APEC Tariff Database (<http://www.apectariff.org>)

The APEC Tariff Database is a database on tariff-related information. Users could search tariffs by chapter, tariff heading, Harmonized System Code, alphabetical order of description. Other useful tariff-related information could also be viewed, such as Contacts, Prohibitions, Customs Guides, etc. The Database has a free access for any users.

2. APEC TILF Information Directory – Trade and Investment Liberalization and Facilitation (<http://www.apecsec.org.sg/tilf/tilfhome.html>)

The APEC TILF Information Directory contains information sources relevant to the 15 TILF issue areas, namely: (1) tariffs, (2) non-tariff measures, (3) services--telecommunication, transportation, energy, and tourism, (4) investment, (5) standards and conformance, (6) customs procedures, (7) intellectual property rights, (8) competition policy, (9) government procurement, (10) deregulation, (11) rules of origin, (12) dispute mediation, (13) mobility of business people, (14) implementation of the Uruguay Round Outcomes, and (15) information gathering and analysis (groundwork). The Database is accessible only by APEC government officials, patron and subscribers.

3. APEC Competition Policy and Law Database (<http://www.apeccp.org.tw>)

The Competition Policy and Law Database offers its services to the government agencies within member economies and to the private sector, including academic organizations, scholars and other experts as well as enterprises. The APEC Competition Policy and Law Database provides instant access to the various competition policies and laws in force within APEC member economies. The database contains fourteen categories of information on APEC member economies' competition policies and/or laws as follows, such as Policy Statements, Competition Policies/Laws, Organizational Structure, Administrative Procedures, Decision Guidelines, and List of publications and subscription details for newsletters, journals and magazines. The Database has a free access for any users.

4. Market Access Group – Websites on Import Regulations
(<http://www.apecsec.org.sg/mag/maghome.html>)

The Market Access Group webpage provides hyperlinks to APEC economies' websites hosting relevant information for traders, including contact points for import regulations.

5. Deregulation Report (<http://www.apecsec.org.sg/deregulation/dereg99.html>)

The Deregulation Report webpage provides information on APEC economies' commitment on deregulation as part of their Individual Action Plans. The webpage contains outlines of economies' reforms to its domestic deregulatory regimes undertaken and those announced for the future.

6. APEC Government Procurement Homepage
(<http://www.apecsec.org.sg/govtproc/gphome.html>)

The APEC Government Procurement Homepage contains general information about efforts to liberalize government procurement by APEC's 21 member economies, as well as specific information about the current government procurement policies, procedures, trade opportunities, and key people to contact in each of those economies. Hyperlinks to related websites, including those listing specific procurement opportunities offered by individual APEC members, are provided throughout.

7. APECNET (<http://www.apecnet.org.sg>)

A homepage which facilitates the dissemination of trade promotion and other related activities and opportunities for SMEs of member economies. The homepage contains information on Trade Promotion Working Group activities as well as capacity to search for business opportunities.

8. APEC Information Center for Trade and Promotion
(<http://www.city.kitakyushu.jp/~k1208020/apec/>)

The purpose of this web site is to expand trade by publicizing information on the trade promotion measures of APEC member economies.

9. APEC Contact Points for Standards and Conformance Information
(<http://www.apecsec.org.sg/scsc/scsc.html>)

This Webpage contains a list which was designed to enhance the transparency of standards, technical regulations and conformity assessment requirements which apply in the APEC economies. It provides a central contact point within each APEC economy for obtaining information and responding to questions (or making appropriate referrals) on specific standards, technical regulations and conformity assessment procedures which may apply in that economy. It also contains a listing of contact points for specific regulatory sectors identified in the APEC Standards, Technical Regulations and Conformance Survey which may be used to open direct lines of communication between regulatory officials on issues of common interest.

10. APEC Business Travel Handbook
(<http://www.apecsec.org.sg/travbook/contents.html>)

The APEC Business Travel Handbook is intended to assist business people who travel in the Asia-Pacific region by providing a quick reference guide to the visa and entry requirements of APEC member economies. It lists the basic eligibility criteria

and procedures for applying for visas and the terms and conditions that apply to business travelers. This information is provided for both short-term business visits and temporary residence for business in APEC economies. The electronic Handbook also provides contact details for the embassies, consulates and other visa-issuing agencies of each member economy.

11. APEC Directory on Professional Services

(http://www.dfat.gov.au/apec/prof_services/index.html)

The website contains information of regulations on professional services of member economies. The site lists questionnaire on the services which economies answer accordingly.

12. A Guide to Arbitration an Alternative Dispute Resolution (ADR) in APEC Member Economies (<http://www.arbitration.co.nz/apec>)

The website provides practical information to business people and to professional advisors such as lawyers. It is not a definitive legal authority but rather a summary of key points with references to sources of information.

13. APEC Website for Business (<http://www.bizapec.com>)

The new Website was launched by the Ministers Responsible for Trade, in June 2000. The website provides easy access to an extensive range of APEC information to assist business, as well as links to relevant agencies and information sources in regional economies. The information is arranged under the headings of business opportunities, industry information by sector, getting goods to market, regional export markets, business involvement in APEC, SMEs, and ABAC.

4.7 Economy-specific Sites

◆ Australia

See Global Information Network.

◆ Canada

Strategis: <http://strategis.ie.gc.ca>; a new website for business that helps SMEs to find partners, get information on markets, form alliances, find/develop new technologies or processes, and get information on government programmes and services.

Student Connection Program: <http://www.scp-ebb.com>; provides information on how SMEs can register for business-oriented Internet training. Training is conducted by students and offers access to relevant Internet sites and databases.

◆ People's Republic of China

China Investment and Trade Net: <http://china-invest.cci.co.cn>; provides information relevant to SMEs, such as financing and investment options.

◆ **Hong Kong, China**

SME Centre: <http://www.tdc.org.hk/sme>; Hong Kong Trade Development Council (HKTDC); site provides information on HKTDC's services in support of SMEs in Hong Kong, China and other relevant SME reference websites.

SME-Net: <http://www.sme-cma.org.hk>; Chinese Manufacturers' Association of Hong Kong site provides useful business and industrial information to SMEs; promotes SMEs' products to their customers and buyers worldwide; and facilitates efficient communication among SMEs.

TechLink: <http://www.hkitc.org/techlink>; Hong Kong Industrial Technology Centre Corporation; an interactive database that aims to encourage strategic commercial partnership and helps to develop business in the high-technology arena; provides a marketplace for buying and selling technologies and a channel to source high value-added technology products.

◆ **Japan**

JETRO (Japan External Trade Organization): <http://www.jetro.go.jp>; offers information to promote mutually beneficial trade and economic relations between Japan and other economies, such as information on business opportunities, importers/exporters data collected worldwide, and Japanese procurement data.

JSBC (Japan Small Business Corporation): <http://www.jsbc.go.jp>; provides information on SMEs in Japan; the activities of JSBC, including personnel training at the Institute for Small Business Management and Technology and a technical upgrading information service.

◆ **Republic of Korea**

See Global Information Network.

◆ **Malaysia**

SMIDEC: <http://www.smidec.gov.my/smidec> : Provides information on the various incentives, financial assistance and support programme for SMIs in Malaysia as well as provides the opportunities for SME to make an application for participation in some of the programmes on line

◆ **Mexico**

SECOFI-SIEM: <http://www.secofi-siem.gob.mx>; offers information on business opportunities, corporate data and assistance programs for SMEs; enterprises can easily search for products supplied or requested by other companies; government bids can also be found.

◆ **Republic of Philippines**

ACTETSME: <http://www.actetsme.org>; provides information relevant to SMEs from websites in member economies.

◆ **Singapore**

Singapore Connect: <http://www.sgconnect.co.sg>; interactive directory of Singapore companies and business; provides SMEs with an effective means to seek international collaboration regarding business, technology, production, distribution and suppliers.

◆ **Thailand**

Chamber of Commerce: <http://www.tcc.or.th>;
The Federation of Thai Industries: <http://www.fti.or.th>

◆ **United States**

Small Business Administration: <http://www.sba.gov>
International Trade Administration, U.S. Department of Commerce: <http://www.ita.doc.gov>
Export-Import Bank of the United States: <http://www.exim.gov>
Overseas Private Investment Corporation: <http://www.opic.gov>
U.S. Trade and Development Agency: <http://www.tda.gov>

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