



Asia-Pacific
Economic Cooperation

Innovations in Entrepreneur Development

Indonesia | Japan | Malaysia | Philippines | Singapore | Thailand | U.S.A. | Viet Nam

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INTRODUCTION

The Asia Pacific Economic Cooperation's Human Resources Development Working Group (APEC HRD-WG) has recognized that, in order to revitalize the economy in the APEC region, it would be important to increase the number and enhance the capabilities of entrepreneurs. Entrepreneurs are the ones who bring new products and services to the markets as well as new approaches to the way business is done. Entrepreneurs not only initiate the establishment of start-ups and small businesses but are likewise responsible for developing creative and innovative products, systems and approaches even within large corporations which have become stagnant because of their standard way of doing things.

The Capacity Building Network (CBN) under the HRD-WG has implemented various activities to further strengthen entrepreneur development institutions in the region through the following: a) sharing of best and innovative practices on entrepreneur development, b) development of case materials to identify key success factors on entrepreneur development, and c) development of new and innovative training materials for entrepreneur development.

The first symposium on venture business and innovations in entrepreneur development was held in 2000 and was attended by a number of entrepreneur development institutions in the APEC Region. Since then, a continuous exchange of ideas and information has taken place among the institutions representing the economies of Canada, Hong Kong, China, Indonesia, Japan, Korea, Malaysia, New Zealand, Philippines, Singapore, Chinese Taipei, Thailand, USA, and Viet Nam. The forum-conferences that followed in 2001 to 2003 focused on the development of small and medium enterprises and the promotion of corporate innovations in the new global era – including a special forum that placed emphasis on women entrepreneurs as the prime movers in the twenty first century.¹

These forum-conferences were supported by the APEC HRD-WG and CBN under the initiative and management of the Institute for International Studies and Training (IIST), a Tokyo based institution, with institutional partners from the economies where these activities were held such as the Nihon University Business Incubation Center and Ministry of Economy, Industry and Trade (Tokyo, Japan), the Asian Institute of Management (Makati, Philippines), the Japan Academic Society for Venture and Entrepreneurs (Tokyo, Japan), the Viet Nam Chamber of Commerce and Industry (Hanoi, Viet Nam) and Thammasat University (Bangkok, Thailand). The guests, presenters, and general audience included individuals from the business

¹ The first conference was held in Tokyo, Japan in 2000 with the theme "Venture Business and Human Resources." The second was a symposium held in Manila, Philippines in 2001 with the theme "APEC Human Resource Development for Venture Business Project, and this was followed in 2002 by a symposium in Tokyo that focused on " Entrepreneurial Ventures and Corporate Innovation in the New Global Era." For 2003, another international forum was held for "Next Generation Women Entrepreneurs, again held in Tokyo City. Within the same year, an international seminar on SME Development was held in Hanoi, Viet Nam and involved a group of experts in the region who lectured for this project.

community, academe, government and non-government sectors that were involved in enterprise development.

As a culminating activity, the group of institutions actively participating in the forum embarked on developing case studies that illustrate entrepreneurs and their entrepreneurial characteristics within the context of the social and economic environment they were working with. The case studies were developed mainly for teaching-learning purposes and can be used to push further the causes of entrepreneur development in the APEC region. The project yielded 15 case studies of entrepreneurs from Indonesia (2), Japan (2), Malaysia (1), Philippines (2), Singapore (1), Thailand (2), U.S.A. (3) and Viet Nam (2). These cases highlighted the individual qualities of the entrepreneurs that emerged through a narration of their successes and failures in the business/es they themselves built and nurtured – making up for a combination of rich experiences that human resource development projects and programs can benefit from.

To the entrepreneurs who allowed us to document their stories and lessons from which others can learn, we sincerely appreciate their selfless contribution to the project. Their cases signify the need to promote new visions and perspectives for the development of entrepreneurs in the region. We are grateful to the following entrepreneurs and successful leaders in their own right:

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Martha Tilaar	Founder and Chairperson of the Martha Tilaar Group of Companies in Indonesia
Keiko Sugimoto	President of Healthy Pit Co. Ltd. in Japan
Hiroshi Kaneda	Founder of Yokkaichi Switchgear Co. in Japan
Spencer Wing	Founder/Group Executive Director of Spencer Azizul Advertising Co. in Malaysia
Leo Ang	President of Metro Industries Inc. in the Philippines
Mei Hao	CEO of Masterknit Inc. in the Philippines
Winson Lan	Founder/President of A&P Coordinator Pte. Ltd. in Singapore
Prasert Pahupaisarn and Sunan Sangsuwan	Managing Directors of Korat Sangsuwan Pottery Co. in Thailand
Saowaluck Shimada	Founder/President of the Thai Tatami Products Co., Ltd in Thailand
Tao Miller	President and CEO of Body and Soul Cosmetics in Hawaii, U.S.A
Barbara A. Hastings and Barbra An Pleadwell	Founders of Hastings & Pleadwell LLC in Hawaii, U.S.A.
Maria Chan Plourde	Owner/Designer of Mommies Only Club in Hawaii, U.S.A.
Nguyen Van Kiem	Director of Anh Cao Co. Ltd in Viet Nam
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