



**Asia-Pacific  
Economic Cooperation**

# **APEC Training Course on Enhancing Entrepreneurship Skills for SMEs**

**Viet Nam, 17-19 June 2008**

**APEC Small and Medium Sized Enterprises Working Group**

**July 2008**

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## AGENDA

### SECTION 1:

- *How to diagnose what services and help individual entrepreneurs need to success*

### SECTION 2:

- *Overview of the role of SMEs in the economy and contribution of entrepreneurs to the entrepreneurial engine*

### SECTION 3:

- *Examples, cases of how governments and agencies can help entrepreneurs in areas where they usually have needs*

### SECTION 4:

- *Practical applications experiences and techniques to help governments to help entrepreneurs and SMEs*

### SECTION 5:

- *Experiences sharing among APEC participants on supporting entrepreneurs*

### SECTION 6:

- *Panel discussion on how participants can improve the business and regulatory environment for entrepreneurs and assist them with better support services, etc...*

## ***ECONOMIES REPORTS***

[Indonesia](#)

[Malaysia](#)

[Mexico](#)

[Papua New Guinea](#)

[Peru](#)

[The Philippines](#)

[Thailand](#)

[Viet Nam](#)

## **Summary report**

## AGENDA

### APEC Training course on Enhancing Entrepreneurship for SMEs

*17 – 19 June 2008, Ha Noi, Viet Nam*

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<b>17 June 2008</b>		
8.30 – 9.00	Registration	
9.00 – 9.10	Welcoming remarks	Vice Chairman of Viet Nam Young Entrepreneur Association
<b>9.10 – 12.00</b>	<b>Session 1. How to diagnose what services and help individual entrepreneurs need to success</b>	
	<p><i><a href="#">Striking a linkage between SMEs and foreign investors (or transnational corporations -- TNCs). How can SMEs in developing countries increase competitiveness? How can they promote linkages? What are best practices?</a></i></p> <p><i><a href="#">UNCTAD Work Program on SMEs</a></i></p>	By Mr. Masataka Fujita, Chief, Investment Trends and Data Section, UNCTAD
9.50 – 10.30	<i><a href="#">How the private sector can help entrepreneurs to start up, grow and prosper, and why it is important for governments to work hand in hand with the private sector in providing intangible and tangible infrastructure</a></i>	By Mr. Lindsay Munns, Sirlaws, Australia
10.30 – 10.50	Coffee break	
10.50 – 11.30	<i><a href="#">Overview of difficulties faced by entrepreneurs and what entrepreneurs need from the support of Governments: experience of Vietnamese entrepreneurs</a></i>	Ms. Nguyen Huong Tra, Associate Expert, Bureau for Employers' Activities (VCCI)
11.30 – 12.10	Discussion	
12.10 – 13.30	Lunch	

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<b>13.30 – 16.40</b>	<b>Session 2: Overview of the role of SMEs in the economy and contribution of entrepreneurs to the entrepreneurial engine</b>	
13.30 – 14.10	<i><u>Overview of the role of SMEs in the economy and contribution of entrepreneurs to the entrepreneurial engine</u></i>	Prof. Chris Hall, Macquarie Graduate School of Management, Australia, PECC member
14.10 – 14.50	<i><u>Trends in foreign direct investment (FDI) by SMEs : increasing importance of SME FDI in Asia; characteristics and impacts of such FDI on local host economy; problems faced by these small investors; and policy options for host developing countries to increase beneficial impacts from such FDI.</u></i>	Mr. Masataka Fujita, Chief, Investment Trends and Data Section, UNCTAD
14.50 – 15.10	Coffee break	
15.10 – 15.30	<i><u>The role that exports by SMEs play in strengthening the economy with focus on example/case study of the United States.</u></i>	Mr. Israel Hernandez, Assistant Secretary of Commerce and Director General of the United States Foreign Commercial Service
15.30 – 16.10	<i><u>Practical Examples of How Shirlaws have worked with SME's in helping develop their businesses</u></i>	Mr. Lindsay Munns, Sirlaws, Australia
16.10 – 16.40	Discussion	
<b>18 June 2008</b>		
<b>9.00 – 12.15</b>	<b>Session 3: Examples, cases of how governments and agencies can help entrepreneurs in areas where they usually have needs (e.g: identifying and assessing business opportunities realistically; finance; selecting the appropriate management team and skills; planning for contingencies and different stages of expansion; marketing; competing; anticipate and deal with change; make effective use of technology; governance processes for their business; increase the value of</b>	

	<i>their business; legal and regulatory compliance; etc..).</i>	
9.00 – 9.40	<a href="#"><i>US DOC &amp; USTR Program aimed at helping American SMEs compete internationally</i></a>	Ms. Candace Chen, President & Managing, Director Power Clean 2000, USA
9.40 – 10.20	<a href="#"><i>Why banks are not getting enough finance to SMEs, and what you can do about it. Best practice in finance and management development services</i></a>	Prof. Chris Hall, Macquarie Graduate School of Management, Australia, PECC member
10.20 – 10.50	Coffee break	
10.50 – 11.30	<a href="#"><i>Strategies for creating an entrepreneurial society in Chinese Taipei</i></a>	Dr. Ho Chin Tsang, Deputy Director, Small & Medium Enterprise Administration, Ministry of Economic Affairs, Chinese Taipei
11.30 – 12.00	Discussion	
12.00 – 13.30	Lunch	
<b>13.30 – 17.30</b>	<b>Session 4 Practical applications experiences and techniques to help governments to help entrepreneurs and SMEs</b>	
13.30 – 14.00	<i>Getting businesses started</i>	Prof. Chris Hall
14.00 - 14.30	<a href="#"><i>Survival, exit, and value creation</i></a>	Mr. Lindsay Munns
14.30 – 15.00	<i>Financing options at different stages</i>	Prof. Chris Hall
15.00 - 15.20	Coffee break	
15.20 - 15.50	<a href="#"><i>Management skills, coaching and mentoring</i></a>	Mr. Lindsay Munns
15.50 - 16.20	<a href="#"><i>Accessing markets and protecting IP</i></a>	Ms. Candace Chen
16.20 - 16.50	<a href="#"><i>State and Local Level Resources (California focus) aimed at helping</i></a>	Ms. Candace Chen

	<a href="#"><i>SMEs do business and develop partnerships overseas</i></a>	
16.50 - 17.30	<b>Open discussion</b>	-
<b>19 June</b>		
9.00 – 12.30	<b>Session 5: Experiences sharing among APEC participants on supporting entrepreneurs</b>	
9.00 - 9.15	<a href="#"><i>Presentation by Indonesia</i></a>	
9.15 - 9.30	<a href="#"><i>Presentation by Malaysia</i></a>	
9.30 - 9.45	<a href="#"><i>Presentation by Mexico</i></a>	
9.45 – 10.00	<a href="#"><i>Presentation by Papua New Guinea</i></a>	
10.00 – 10.15	<a href="#"><i>Presentation by Peru</i></a>	
10.15 – 10.30	Coffee break	
10.30 – 10.45	<a href="#"><i>Presentation by the Philippines</i></a>	
10.45 – 11.00	<a href="#"><i>Presentation by Thailand</i></a>	
11.00 – 11.15	<a href="#"><i>Presentation by Viet Nam</i></a>	
11.15 – 11.45	Discussion	
<b>11.45 - 12.30</b>	<b>Session 6: Panel discussion on how participants can improve the business and regulatory environment for entrepreneurs and assist them with better support services, etc...</b>  <a href="#"><u>Summary report</u></a>	<u>Moderator:</u> Prof. Chris Hall  <u>Panel:</u>  - Mr. Masataka Fujita - Dr. Ho Chin Tsang - Ms. Candace Chen - Mr. Lindsay Munns
12.30 – 14.00	Lunch	