



APEC SME Innovation Seminar
(Effective Implementation and Assessment of SME Innovation Policy, SME01/2009A)

SME Working Group
August 25 - 28, 2009, Seoul, Korea



**Asia-Pacific
Economic Cooperation**

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SME01/2009A
Produced for
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**Small & medium
Business Corporation**



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Economic Cooperation**

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Welcome Message

Dear APEC delegates,

It is a great pleasure to welcome you to *the 2009 APEC SME Innovation Seminar*. We are delighted to organize this seminar and recognize its important role in sharing SME Policies and their best practices in the APEC region.

The seminar, under the theme of Innovation in SME Financing and Marketing, aims to invite SME working group members, government officials, and researchers to exchange perspectives on SME policies and successful cases during the global economic crisis. Many participants will bring diverse experiences and backgrounds, and this will provide an excellent opportunity for you to see your policies and cases from different angles.

I hope this seminar will be a meaningful and memorable experience for all of you.

Thank you.

Sincerely,

A handwritten signature in black ink that reads "Ki Woo Lee". The signature is written in a cursive, slightly slanted style.

Ki Woo Lee
President
Small and medium Business Corporation

Agenda

August 25 (Tuesday)	
09:30~10:00	Registration
10:00~10:20	Opening Remarks , Ki Woo Lee, President, SBC Welcoming Address , Jin Hyeong Kim, Director General, SMBA
Session I	Keynote Presentations
10:20~11:00	Survival Strategies for SMEs in the Global Economic Crisis Heon-Deok Yoon, Professor, Soongsil University
11:00~11:40	Financial Policies for SMEs in Korea Chong-ook Rhee, Professor, Seoul Women's University
11:40~12:00	Introduction of APEC SME Innovation Center and SME Support Programs in Korea Hyun Suk Shim, General Manager, APEC SME Innovation Center, SBC
12:00~13:30	Networking Lunch
Session II	Financial Support for Innovative SMEs
13:30~13:45	Support for SMEs : Incentive and Innovation Mr. Juan Ladron De Guevara, Head of Innovation Policy, Ministry of Economy, Chile
13:45~14:00	Government's Support to SMEs during the Global Financial Crisis Ms. Belinda Kwan, Assistant Director-General, Trade and Industry Department, Hong Kong, China
14:00~14:15	Current Status and Direction of SME Policies in Japan Mr. Masao Uno, Director, SME Agency, Ministry of Economy, Trade and Industry, Japan
14:15~14:30	Q&A
14:30~14:45	Break
14:45~15:00	Financial Support for Innovative SMEs Mr. Liu Yuan Chao, Officer, SME Department, Ministry of Industry and Information Technology, China
15:00~15:15	Financial Support for Innovative SMEs Mr. Wachira Kaewkor, Director, Office of Small and Medium Enterprise Promotion, Ministry of Industry, Thailand
15:15~15:25	Q&A
15:25~15:45	Break
Session III	Establishing a Market-based Economic Environment
15:45~16:00	Establishing a Market-based Economic Environment Ms. Wen-Ling SU, Director, Small & Medium Enterprise Administration, Chinese Taipei

16:00~16:15	A Whole Movement for the Competitiveness of the SME's in Mexico(I) Mr. Ivan Ornelas, Director of International Relations, Ministry of Economy, Mexico
16:15~16:30	A Whole Movement for the Competitiveness of the SME's in Mexico(II) Ms. Rocio Vazquez, Deputy Director of International Relations, Ministry of Economy, Mexico
16:30~16:45	Q&A
18:00~19:30	Welcome Dinner
August 26 (Wednesday)	
Session IV	Successful Cases of SME Innovation
09:30~09:45	Successful Global Logistics Standards and Best Practices Implementation on Peruvian SMEs Ms. Mary Wong, Deputy General Manager, GS1 Peru & CITE Logistica (Technological Innovation Center in Logistics), Peru
09:45~10:00	The Role of Technological Innovation Centers Mr. Luis Francis Rosa-Perez Tuesta, Innovation Projects Specialist, Ministry of Production, Peru
10:00~10:15	Innovation: The Only Way Moving SMEs up the Value Chain Ms. Fadzilah Ahmad Din, Director, SME Corporation Malaysia (SME Corp), Malaysia
10:15~10:30	High Growth and Survival of Government Funded SMEs with Venture Capital Dr. Denys G.T. Cooper, Consultant, Canada
10:30~10:45	Q&A
10:45~11:00	Break
11:00~11:15	Promoting Innovation and Growth in SMEs Mr. Michael Bird, Director, Ministry of Economic Development, New Zealand
11:15~11:30	Overcoming the Declining Competitiveness through SME Innovation Dr. Totok Hari, Deputy Assistant for Technology Policy Assessment, Agency for the Assessment and Application of Technology (BPPT), Indonesia
11:30~11:45	The Laguna CLEEP (Comprehensive Livelihood and Emergency Employment Program) Experience Ms. Marilou Quinco-Toledo, Regional Director, Department of Trade and Industry, the Philippines
11:45~12:00	Innovation through Cooperation(The Davao Industry Cluster Experience) Ms. Marizon Loreto, Regional Director, Department of Trade and Industry, the Philippines
12:00~12:20	Q&A
12:40~14:00	Lunch(O' Kim's Brauhaus)
Session V	Overcoming the Economic Crisis Through SME Innovation

14:00~14:15	Sustaining Malaysian SME's Presence in the Global Market During Challenging Times Mr. Radihisham Ismail, Assistant Manager, Malaysia External Trade Development Corporation(MATRADE), Malaysia
14:15~14:30	Government's Support to SMEs during the Global Financial Crisis Mr. I-Wayan Dipta, Deputy Minister, Ministry for Cooperative and SME, Indonesia
14:30~14:45	Policies to Strengthen Vietnamese SME Capacity in the Global Economic Crisis Mr. Trang Pham Thi Hong, Official , Ministry of Planning and Investment, Viet Nam
14:45~15:00	Q&A
15:00~15:15	Break
Session VI	Korean SME Policy
15:15~17:30	SME Promotion Policy Changes and its Performances during Korea's Economic Development Hyun-Bong Yang Ph.D., Research Fellow, KIET
August 27(Thursday)	
Session VII	Assessment Framework for the SME Innovation Action Plan(SME IAPS)
09:30~12:00	Presentation and Discussion: Assessment Framework for the Daegu Initiative on SME IAPs Jun Sok Yang, Professor Catholic University, Korea
13:30~14:30	Lunch (Small Business Training Institute)
Session VIII	Study Visit
14:30~15:30	Introduction of SBTI and Tour
16:00~17:00	Study Visit to SMEs : Daemo Engineering (Breakers, Crusher)
19:00~20:30	Dinner (Korean Traditional Restaurant)
August 28 (Friday)	
Session IX	SME Policies and Success Cases in Korea
10:00~11:00	Meet the Innovation Champions Hee-sook Bae, Chairperson, Korea Venture Business Women's Association (CEO, ENARUTNT) Seungho Han, Chairperson, Innobiz Association (CEO, Handsel Green Co., Ltd.)
11:10~13:30	Networking and Lunch with Government Officials in Charge of SME policy, SME entrepreneurs, SME associations, and commercial attaches of APEC member economies' embassies in Korea

Participants

	Country	Name	Position	Organization
1	Canada	Denys Cooper	Consultant	Former Director of Strategic Alliance for the Industrial Research Assistance Program
2	Chile	Juan Ladron De Guevara	Head of Innovation Policy	Ministry of Economy
3	China	Liu Yuan Chao	Officer	SME Department, Ministry of Industry and Information Technology
4		Liu Yan Dong	Director	SME Department, Ministry of Industry and Information Technology
5	Chinese Taipei	Wen-Ling Su	Director	Small & Medium Enterprise Administration
6	Hong Kong	Belinda Kwan	Assistant Director-General	Trade and Industry Department
7	Indonesia	I-Wayan Dipta	Deputy Minister	Ministry for Cooperative and SME
8		Totok Hari Wibowo	Deputy Assistant for Technology Policy Assessment	Agency for the Assessment and Application of Technology (BPPT)
9	Japan	Masao Uno	Director	SME Agency, Ministry of Economy, Trade and Industry
10	Malaysia	Fadzilah Ahmad Din	Director	SME Corporation Malaysia (SME Corp)
11		Radihisham Ismail	Assistant Manager	Malaysia External Trade Development Corporation (MATRADE)
12	Mexico	Ivan Ornelas	Director of International Relations	Ministry of Economy
13		Rocio Vazquez	Deputy Director of International Relations	Ministry of Economy
14	New Zealand	Michael Bird	Director	Ministry of Economic Development

	Country	Name	Position	Organization
15	Peru	Mary Wong	Deputy General Manager & Executive Director	Peru & Cite Logistica (Technological Innovation Center in Logistics)
16		Luis Francisco Rosa-Perez Tuesta	Innovation Project Specialist	Ministry of Production
17	Philippines	Marilou Quinco-Toledo	Regional Director	Department of Trade and Industry
18	Philippines	Marizon Loreto	Regional Director	Department of Trade and Industry
19	Thailand	Wachira Kaewkor	Director	Office of Small and Medium Enterprise Promotion, Ministry of Industry
20		Athavee Komolkanchana	Management Officer	Office of Small and Medium Enterprise Promotion, Ministry of Industry
21	Viet Nam	Trang Pham Thi Hong	Official	Ministry of Planning and Investment