

**APEC International Workshop and Training on
The Role of Business Incubators in Developing Green Technology-Based SMEs
Yogyakarta, Indonesia, 27 - 29 September 2011**

Annex G

Annex G. ACTION PLAN DEVELOPED BY TRAINING PARTICIPANTS

ACTION PLAN CHINA

NAME : LI XIU-HONG

INSTITUTION : BeiJing Shou Te High-Tech Business Incubator Co.,Ltd, Beijing

GOAL

Complete a service platform in one year. In the platform, there should be more than 40 service providers including legal, financial, energy saving services to the SMEs.

PRESENT STATE OF THE ART

Have the building infrastructure and hardware. Operating fourteen service providers through selection processes for incubatees.

ACTION PLAN

1. Collaboration with related association such as SME Association, Legal, Accounting, Financing.
2. Request government help for incentives and subsidy with a target of 100 k RMB.
3. Hire eight more new employees with two existing ones to help the management in providing service platform. Two out of 8 new employees will manage energy related business technology, five business consultants, and one administrative staff.

ACTION PLAN INDONESIA 1

NAME : POPONG NURHAYATI

**INSTITUTION : ERDC ((Entrepreneurship
Research and Development Center),
IPB, Bogor, West Java**

GOAL

Empowerment and developing self sustain SMEs Community to create entrepreneurship environment

PRESENT STATE OF THE ART

ERDC is located at Bogor Agricultural University (Institut Pertanian Bogor) in campus Baranangsiang and campus Darmaga, Bogor City. ERDC has two divisions which are Entrepreneurship Development Division, and Incubator Business Division.

ERDC has been incubating SME clients, both in-wall and out-wall, covering West Java area for the out-wall clients and also maintained post-incubation with them, while keeping consultancy with out-wall clients.

ACTION PLAN

Year	Activity	Responsibility
1	Providing the limited space for production plant or office, with low rent	Incubator (ERDC)
1-3	Design effective entrepreneurship training system, cooperated with multi stakeholders, for agribusiness products/services	Incubator (ERDC)
1-5	Monitoring and evaluation for the result of entrepreneurship training by nurturing activities	Incubator (ERDC)
1-4	Providing services to SME community for access of technology, management, marketing, and finance	Incubator (ERDC), company partner
1-5	Providing consultancies in technology, marketing, management, and development of credit proposal and business plan, cooperated with many experts in the university and many businessman	Incubator, Company partner, Government,
1-2	Creating/ building cooperative organization for helping tenants in doing business (for funding, networking, to enter or develop the market, and other collaboration each other)	Incubator (ERDC), government, international organizations.
1-5	Facilitating tenants in increasing capital access to some financial institutions	Incubator (ERDC), bank, company partner

ACTION PLAN INDONESIA 2

NAME : JOKO SUTRISNO

**INSTITUTION : Business Incubator,
Sebelas Maret university, Solo, Central
Java**

GOAL

Recruiting green technology based incubatees from fresh graduates.

PRESENT STATE OF THE ART

Have the building infrastructure and hardware.
Already recruited 110 fresh graduates as incubatee candidates, the process is still going on.

ACTION PLAN

1. Selection green technology based candidates.
2. Developing sound business plan.
3. Strengthening the entrepreneurship motivation of the candidates.
4. Providing services in : 1) management support, 2) market facilitation : promotion through website, media, workshops, and exhibitions, 3) access to various institutions : accounting, financial, and legal, 4) assistance in technology transfer, 5) networking with related business partners.

ACTION PLAN INDONESIA 3

NAME : WIWIEK JULIANI

**INSTITUTION : Business and Technology
Incubator, BPPT, Serpong, Banten**

GOAL

Develop incubation process that is working down-to-earth for the regional community development.

PRESENT STATE OF THE ART

1. Encouraging the regional governments in Indonesia to adopt Regional Innovation System.
2. Focus on the agenda setting for regional development planning and the development of innovating culture.

ACTION PLAN

Year 1 : Identification and agenda setting.

Year 2 : Implementation of Regional Innovation System.

Year 3 : Evaluation of the implemented program.

ACTION PLAN INDONESIA 4

NAME : ISWAHYUNI

**INSTITUTION : Leather Technology
Business Incubator, Academy of Leather
Technology, Yogyakarta, DIY**

GOAL

Green Technology based SMEs in leather business who are capable in exporting their products to the global market.

PRESENT STATE OF THE ART

1. New established incubators, officially launched in June 2011.
2. Already providing training to the students about :
business incubator, incubation process, business plan development, and leather technology.

ACTION PLAN

1. Follow up training in entrepreneurship and e-commerce.
2. Select the prospective green technology based SMEs candidates.
3. Setting up the business, planning to produce the export commodities by the end of next year.
4. Support the international market network for the incubatee' products.

ACTION PLAN INDONESIA 5

NAME : SETYONO YUDO TYASMORO

**INSTITUTION : Center of Business
Incubator and Community Services,
Brawijaya University, Malang, East Java**

GOAL

1. To create the motivation to graduates to become entrepreneurs, to change the mindset from job seeker to be job creator.
2. Selling the technology innovation to commercial enterprises

PRESENT STATE OF THE ART

1. Own building for training students and SMEs.
2. Developed training moduls.
3. Continuous annual training for students : 50 persons per year.
4. Providing incubation services to SME incubatees.
5. Transfer technology to various SMEs.
6. Trained 40 university staff for entrepreneurship programs and how to provide entrepreneurship programs to students.

ACTION PLAN

1. To increase the number of trainers in 10 months with a budget of USD 12,000.
2. To increase the number of incubator graduates in 24 months with a budget of USD 24,000.
3. To increase the number of sold technology licensed to enterprises with the income of USD 24,000 in 24 months.
4. To increase the number of SMEs incubatees in 24 months in cooperation with state and private international companies such as State Electricity co., and PT Holcim.

ACTION PLAN MALAYSIA

NAME : PHUNG KIM CHOY

Success Nexus Biofuel SDN Bhd

ACTION PLAN PHILIPPINE
NAME : MICHI BARCELON
AYALA TBI NETWORK
/ AYALA FOUNDATION



Ayala Technology Business Incubator Network: APEC Training, Sep 28-30 2011

**Michi Barcelon
Project Lead**



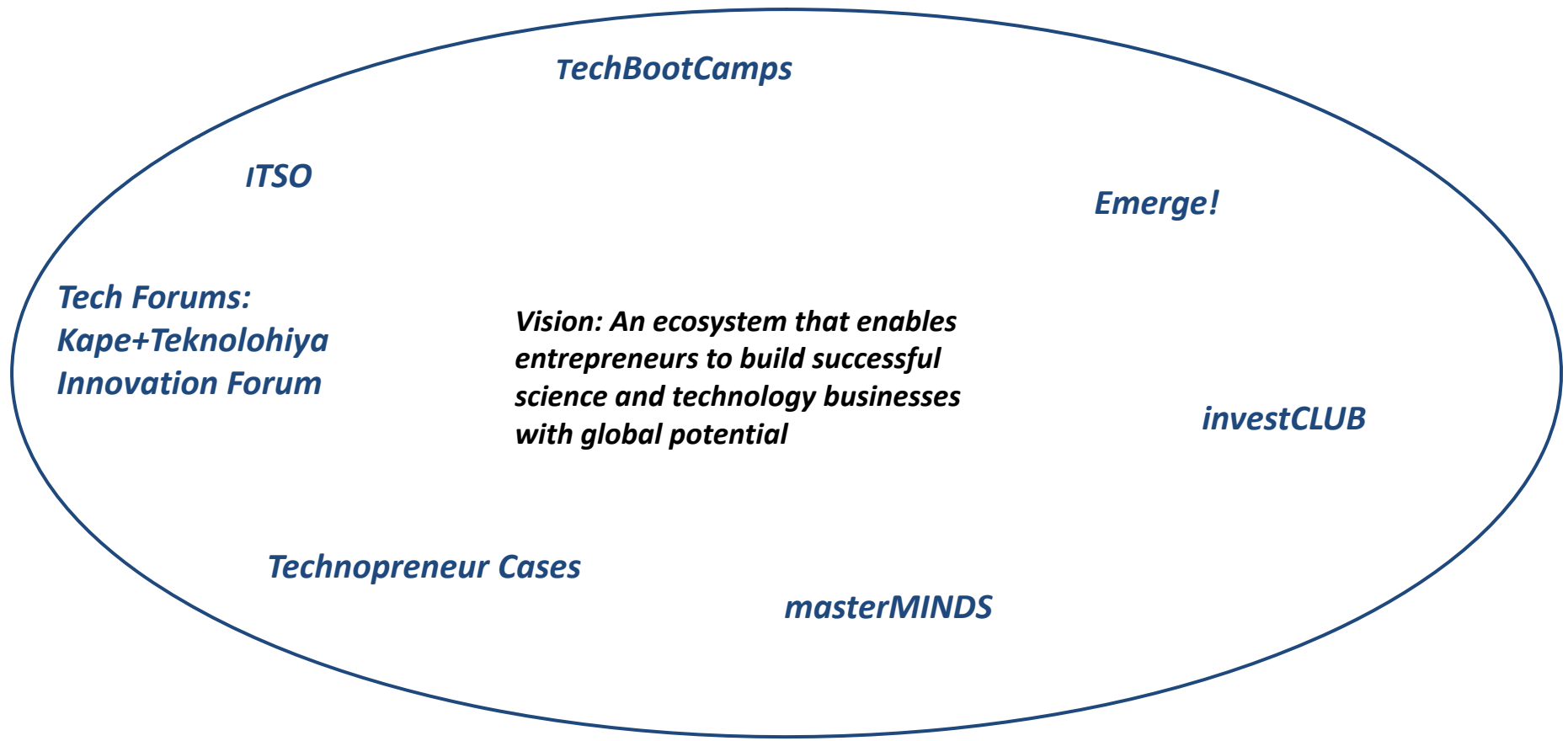




Focus

- **help form science and technology ventures from academe, R&D teams**
- **enable tech start ups to break into the market**
- **address pervasive problems using technology**
- **raise the supply chain value**
- **inclusion of smaller players**

It is important build and enhance your services.







Portfolio of services



Kape + Teknolohiya



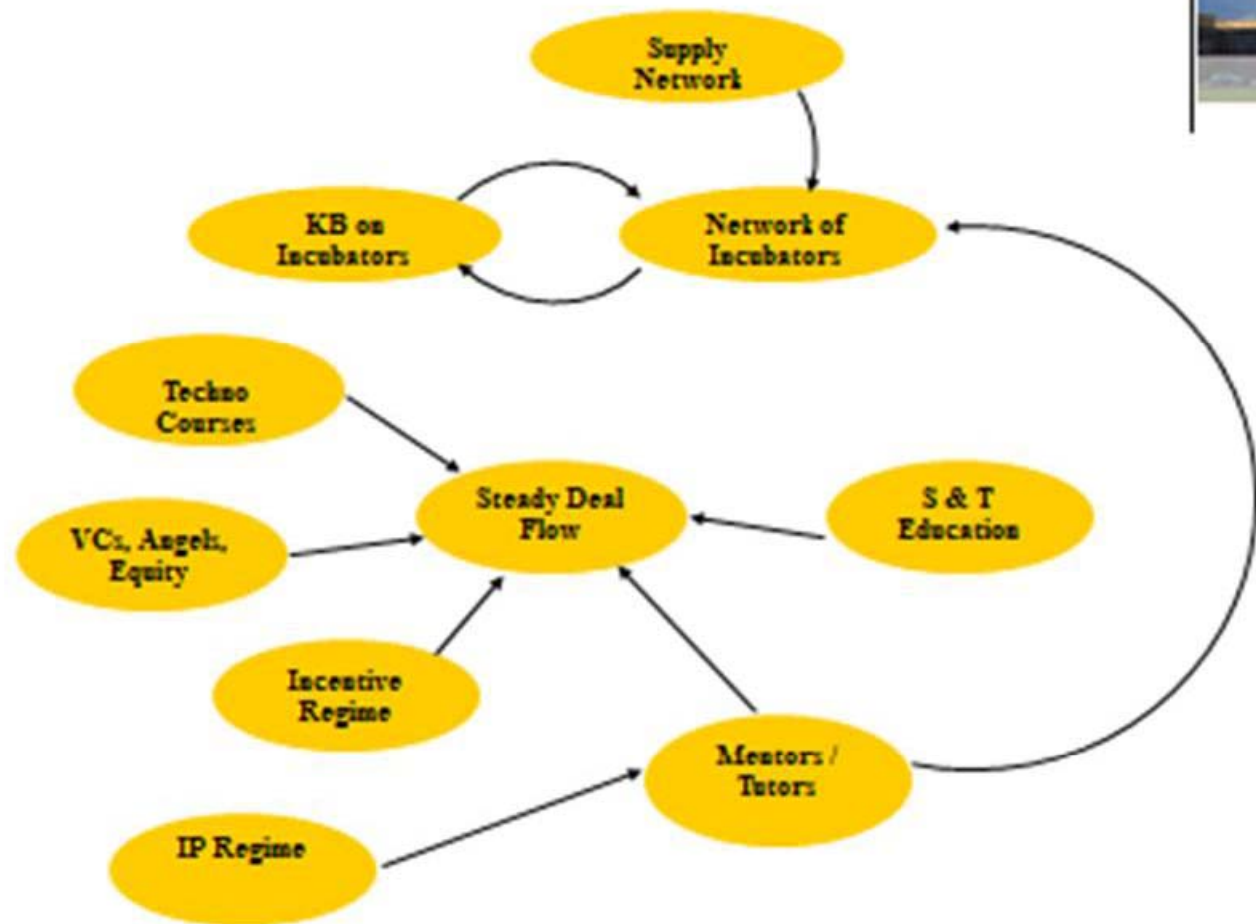
innovation forum



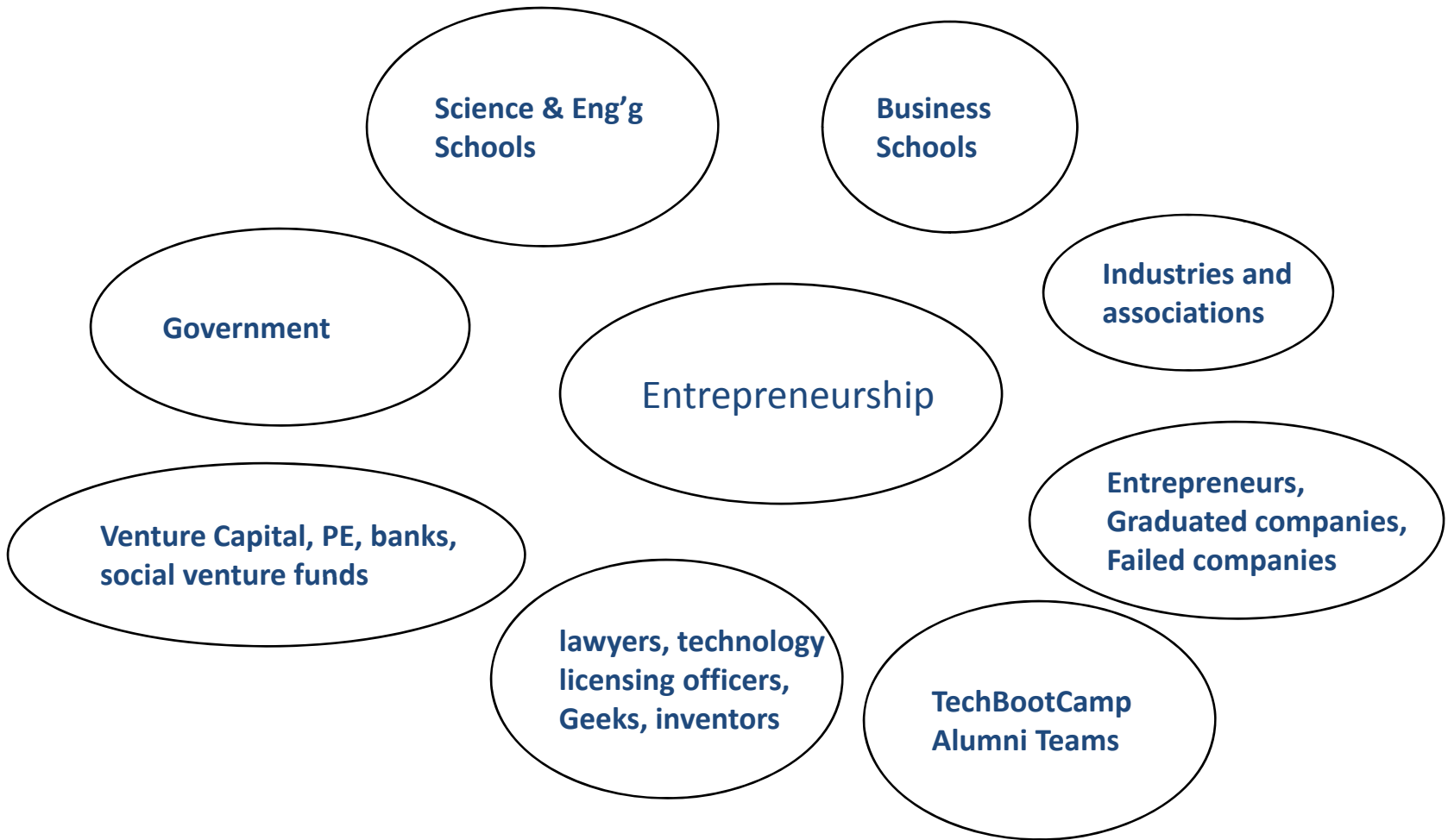
TechBootCamp



Mapping the Ecosystem



Multiple Stakeholders



Long Term Goal

- **Perspective of growth – companies breaking into big markets, improved rating and ranking**



“If the companies founded by MIT graduates and faculty formed an independent nation, the revenues produced by the companies would make that nation the 24th largest economy in the world.”

The 4,000 MIT related companies employ 1.1 million people and have annual world sales of \$232 billion. That is roughly equal to a gross domestic product of \$116 billion, which is a little less than the GDP of South Africa and more than the GDP of Thailand.”

“MIT- the Impact of Innovation”, 1997 BankBoston report

ACTION PLAN THAILAND

NAME : CHAK MAYUREST

Office of SME Promotion

1. Give Thai products ‘ a head start’ by developing green supply chains

- Increase competencies (human resource, management) and strengthen supply chains
- Focus on developing green products
Develop green strategies and proactive compliance strategies (create competitive edge for products and take advantages of early market advantage)
- Collaborate to develop green supply chain roadmap
Set medium- & long-term plans for upstream & downstream industries
- Infrastructures
Develop supporting mechanism to reduce conformity cost : distribution channel for information, news/knowledge, and regulation (in advance)
 - Products development tools : IT tools, Risk-mitigation tools
 - Technical experts (auditors, consultants, trainers)
 - Support environmental service operations & EP manufacturing businesses

2. Promote Eco-innovation

- Establish medium-&long-term goals for EP development (GPP) and establish criteria that stimulate eco-innovations (function-base criteria)
- Develop infrastructures to accommodate the development and verification of Eco-products
 - Infrastructures that support the design and development of products
 - Infrastructures that support the assurance of environmental materials/products (verify green claims, etc.)
 - Build confidence in alternative and green materials (quality, quantity, and reliability)

3. Assert proactive roles in the standardization of environmental products at the international level

- Develop Thailand's strategies towards active participation in establishing EP standards and international stages
- Information dissemination mechanism and stimulation of proactive participation at early stages of standards-drafting & initiate proposal of establishment of new standards

4. Build confidence in Thai environmental products

- Collaborative development of Thailand's Codes of Conduct
- Create mechanisms for internationally recognized verification/assurance of manufacturing systems
Strife towards international recognition of Thailand's Declaration of Conformity (DoC)

5. Reduce trade barriers and increase technology transfer

- System for verification of products compliance by local agencies or by manufacturers (self-declaration)
- Stimulate effective law enforcement
- Technology transfer for the development /manufacturing of tools/equipment for the analysis of environmental characteristics of EPs, with an aim toward self-reliance of developing nations in the area of environmental analysis

6. Develop competitiveness indicators for environmental products

- Develop “Environmental Competitiveness Index” for key industrial products
- Develop “Eco-Innovation Indicator” in general

The development in EP industry that contributes to sustainable development should not be limited only to the enhancement of export capabilities. It should also take into consideration the advancement towards “Green Industry” that makes the best use of the dwindling natural resources, that aim to prevent pollution at that root causes, that encourage participation to enable co-existence of the industries and the communities, and that possess measures (which are not limited only to financial tools) to support the establishment of environmental-friendly operations and eco-materials plants.

Examples of measures that are beneficial for “Green Industry” Development include :

1. Resource aspects :

- Determine and analyze the flows and utilization efficiencies of key domestic raw materials (materials flow & resources productivity)
- Support the development and employment of technology to minimize waste generation
- Push for domestic waste take-back mechanisms and capability development for the recycling of engineering materials
- Support the development of technology and innovation aimed at waste re-utilization (recovery)
- Establishment of environment-friendly operations and eco-materials plants.

2. Pollution prevention and community participation aspects :

- ❑ Adopt the EU's IPPC-like protocols, especially the collaborative development of best available practices (BAT) by all sectors, to be upheld as the criteria for operational practices and for plant-establishment permission

- ❑ Develop protocol for environmental technology assessment, including the technologies to Thailand's national context, thus providing the basis for decision-making. Such protocol shall be beneficial to business operators, investors, the communities, and the environment in general

- ❑ Educate and develop domestic operators in order to reduce the use of toxic chemicals (both in terms of amount and toxicity), and develop infrastructures that are conducive in this objective (e.g. reduce obstacles for the use of toxics, for examples)



ACTION PLAN VIETNAM
NAME : TRIEU QUANG KHANH
KHL Investment Consultancy Co. Ltd



**INCUBATION ACTION PLAN
FOR NURTURING THE GREEN TECHNOLOGY
BASED SMES**

PRODUCTS: WIND TURBIN FOR ENERGY



CONTENT:

- **INTRODUCTION ON NEW INCUBATING PRODUCTS**
- **ACTION PLAN**

ACTION PLAN FOR INCUBATION

LONG TERM GOAL:

- Providing wind turbine for producing energy for all resident area where located in sea coast and island area
- Helping economy grow by reduce expense because of shortening electricity network from thermal plant or water electric plant.

SHORT TERM GOAL: (5 years)

- Produce 50.000 – 100.000 small and medium wind turbine per year for domestic use and export.
- Turnover: 5 millions USD/per year



ACTION PLAN FOR INCUBATION

WHERE WE ARE:

- We have finished research new technology for wind turbine for producing energy and also we have done testing phase for products.
- We already registered for patent protection of the product.
- We have just set up a company which have main target to manufacture products and marketing products.
- We are also accepted to be incubatee by Hi-Tech Business Incubator in Hanoi and got financing support approval with an amount of 10,000 USD.

ACTION PLAN FOR INCUBATION

NO	ACTION PLAN	Amount of time	Responsibility	Cost (USD)
1	Preliminary Assessment business plan of incubatee	30 days	incubator	Free
2	Setting up company (250 USD)	15 days	incubatee	250
3	Creating PR products for new company : logo, email, email signature, envelop, brochure, website (30 days	Incubatee Incubator's consultant	500

ACTION PLAN FOR INCUBATION

NO	ACTION PLAN	Amount of time	Responsibility	
4	Conduct legal aspect related to products	15 days	Incubatee/ incubator's consultant	500
5	Conduct market research	45 days	Incubatee/ incubator's consultant	1500
6	Creating feasibility study: Production plan, Social, Environment impact assessment, financing calculation,	30 days	Incubatee/ incubator's consultant	2000

ACTION PLAN FOR INCUBATION

NO	ACTION PLAN	Amount of time	Responsibility	Cost
7	Creating business plan	20 days	Incubatee/ incubator's consultant	500
8	Making assessment and approval on business plan	10 days	Incubator	Free
9	Initiative funding approval for projects	05 days	Incubator	Free
10	Allocation warehouse and office for incubatee	01 days	Incubator	Free
11	Purchase and assembly equipments	10 days	Incubatee	10000
12	Recruitment labor and staff organization	10 days	Incubatee	500

ACTION PLAN FOR INCUBATION

N O	ACTION PLAN	Amount of time	Responsibilit y	Cost
13	Producing sample products	10 days	Incubatee	5000
14	Products Testing	5 days	Incubatee	No cost
15	Getting Certificate of Quality, Certificate of Origin, Certificate of technical standard suitability	20 days	Incubatee Incubator's legal consultant	500
16	Making products brochure, upload product profile to company website	5 days	Incubatee Incubator's consultant	1000

ACTION PLAN FOR INCUBATION

NO	ACTION PLAN	Amount of time	Implementors	Cost
17	Doing product marketing	continuing	Incubatee's marketing staff	3000
18	Looking for customer and/or sale agent in different provinces	continuing		no
19	Self – funding or looking for outsource-funding: incubator, borrow friend, relatives, banking.	Continuing	Incubatee	No
20	Signing sale contract with clients	continuing	Incubatee	No

ACTION PLAN FOR INCUBATION

NO	ACTION PLAN	Amount of time	Responsibility	Cost
15	Manufacturing actual products	continuing	Incubatee	Depend on products capacity
16	Assembling and Handle over products to clients	continuing	Incubatee	2000
17	Assessment incubatee' capacity: production capacity, financial capacity, marketing skill, ...and also plan for post incubation	30 days	Incubator's consultant	No
18	Approval and provide certificate for graduation from incubator.	Continuing	incubator	No
19	Supporting for post incubation: warehouse, management location	Continuing	incubator	no



YOUR QUESTION, PLEASE!



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THANK YOU VERY MUCH!