



ASIA PACIFIC  
FOUNDATION  
OF CANADA

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ASIE PACIFIQUE  
DU CANADA

Canada

# **International Symposium on the Role of MSMEs in the Achievement of the SDGs**

## **International Cooperation and Innovation Approach of Supporting MSME Growth**

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**New York**

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# About Asia Pacific Foundation of Canada

## Canada's Catalyst for Engagement with Asia and Asia's Bridge to Canada

**TRADE, INVESTMENT  
AND INNOVATION**



**SUSTAINABILITY**



**SKILLS AND  
COMPETENCIES**



**ASIA NOW**



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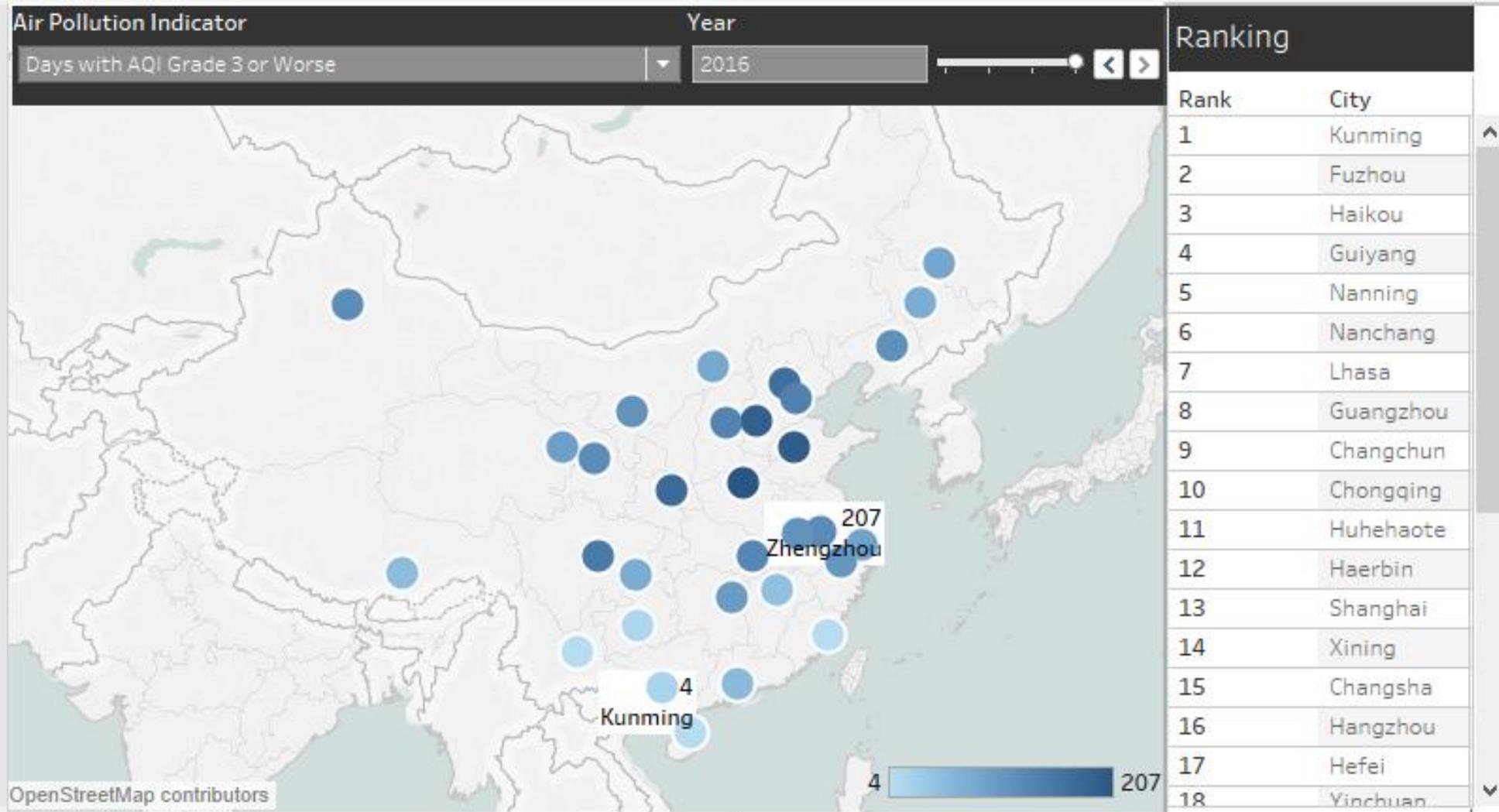
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# Canada China Track II Dialogue on Energy

## 中-加能源二轨对话第一次会议 Canada-China Energy Track II Dialogue 1st Meeting



# China Eco-City Tracker



# APEC-Canada Growing Business Partnership



- \$4.74 million joint APEC Secretariat/Asia Pacific Foundation of Canada initiative that aims to foster economic growth in APEC developing economies by building MSMEs and aspiring entrepreneurs
- Two major components:
  - Programmatic (APFC implemented)
  - MSME Sub-Fund (APEC implemented)

Website: [www.apfcanada-msme.com](http://www.apfcanada-msme.com)

## FOUR FOCUS AREAS

### Technology and Innovation

We are using new technology to make growth more inclusive.



### Market Access

We are opening access to new markets for products and services.



### Human Capital

We are supporting women and girls in closing the gender gap.



### Social Entrepreneurship

We are supporting businesses to give back to their communities.



## FOUR FOCUS ECONOMIES

Vietnam



Philippines



Indonesia



Peru



# One project, various activities

## Research, Presentations & Workshops



Four national surveys (one for each economy)



12 research reports (3 per focus area)



Four expert workshops (one for each economy)



Four presentations to the APEC SMEWG (annually)

## On-the-ground Entrepreneurial Support



Four MSME toolkits (in English, Spanish, Bahasa, Tagalog, and Vietnamese)



Four MSME training sessions (one held in each economy)



An online mentorship platform connecting Canadian MSME leaders to in-country entrepreneurs

## Microsite, Capstone Paper & Conference



One microsite acting as an online knowledge hub



One capstone policy paper featuring recommendations for APEC leaders



One conference in the margins of an SMEWG, SOM and/or SME Ministerial Meeting



# Women engagement

## Empowering Women Owned Businesses in Viet Nam.

New research from Facebook  
(YouGov Research)

**4 in 5 women**

in Viet Nam would like to set up their own business<sup>1</sup>



**If only half of these women**

felt empowered to start a business, it would have a huge impact on the economy<sup>2</sup>

Women entrepreneurs would build

**1.1 million** new businesses

**3.9 million** additional jobs

all by the end of 2021<sup>3</sup>

Barriers keeping women from becoming entrepreneurs despite their desire



Worried about financial security



35%



Don't know where to get started



35%



Lack of access to finance



34%



Don't feel ready yet



32%

#SheMeansBusiness



What it would take for more women to turn their ideas into successful businesses

Access to financial support and advice



Support and advice on attracting customers



A network/ community of support and advice (e.g. online groups)



Practical support (e.g. business or digital skill workshops etc.)



- Where possible, remove gender-identifying data.
- Include quantitative information wherever possible.
- Require adequate representation on short lists.
- Train anyone in an evaluative position to understand implicit bias.
- Adjust for bias in recommendations and elsewhere.
- Examine systems and procedures for unintended bias.
- Create more transparency and monitoring.
- Hold people accountable for results.



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## Takeaways

- International cooperation leads to innovation on inclusive MSME growth
- Innovative holistic approach of engaging women to close the gender gap of MSME growth





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