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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Canada’s Catalyst for Engagement with Asia and Asia’s Bridge to Canada

TRADE, INVESTMENT AND INNOVATION

SUSTAINABILITY

SKILLS AND COMPETENCIES

ASIA NOW
Canada China Track II Dialogue on Energy

加拿大与中国的能源二轨对话-第一次会议

Canada-China Energy Track II Dialogue 1st Meeting
China Eco-City Tracker

Air Pollution Indicator: Days with AQI Grade 3 or Worse
Year: 2016

Ranking:

<table>
<thead>
<tr>
<th>Rank</th>
<th>City</th>
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<tbody>
<tr>
<td>1</td>
<td>Kunming</td>
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<td>2</td>
<td>Fuzhou</td>
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<td>3</td>
<td>Haikou</td>
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<td>Hefei</td>
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<td>Yinchuan</td>
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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
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.

Start Up → Scale Up → Invest In → Give Back

FOUR FOCUS ECONOMIES

Vietnam
Philippines
Indonesia
Peru
### One project, various activities

<table>
<thead>
<tr>
<th>Research, Presentations &amp; Workshops</th>
<th>On-the-ground Entrepreneurial Support</th>
<th>Microsite, Capstone Paper &amp; Conference</th>
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<tr>
<td>Four national surveys (one for each economy)</td>
<td>Four MSME toolkits (in English, Spanish, Bahasa, Tagalog, and Vietnamese)</td>
<td>One microsite acting as an online knowledge hub</td>
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<td>12 research reports (3 per focus area)</td>
<td>Four MSME training sessions (one held in each economy)</td>
<td>One capstone policy paper featuring recommendations for APEC leaders</td>
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<td>Four expert workshops (one for each economy)</td>
<td>An online mentorship platform connecting Canadian MSME leaders to in-country entrepreneurs</td>
<td>One conference in the margins of an SMEWG, SOM and/or SME Ministerial Meeting</td>
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<td>Four presentations to the APEC SMEWG (annually)</td>
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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.

If only half of these women felt empowered to start a business, it would have a huge impact on the economy.

Women entrepreneurs would build:

- **1.1 million** new businesses
- **3.9 million** additional jobs all by the end of 2021.

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%**

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

- Access to financial support and advice: **54%**
- Support and advice on attracting customers: **54%**
- A network/community of support and advice (e.g., online groups): **45%**
- Practical support (e.g., business or digital skill workshops etc.): **36%**

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.
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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