

Report on APEC Study Center Japan

October 1, 2021

Acknowledgments

Sponsored by: Grant-in-Aid for Scientific Research on Innovative Areas (A02: "Political/Economic Regional Integration" and B03 "Civilizations and Global Networks"); Chiba University Leading Research Promotion Program - Chiba Studies on Global Fair Society: A Multidisciplinary Approach

Abbreviations

APEC - Asia-Pacific Economic Cooperation
ASCJ - APEC Study Center Japan
BAA - Boracay Action Agenda
CAABWA - Canadian and African Business Women Alliance
ERIA - Economic Research Institute for ASEAN and East Asia
FTAs - Free Trade Agreement
FTAAP - Free Trade Area of the Asia-Pacific
GVCs - Global Value Chains
ICT - Information and Communications Technology
IDE - Institute of Developing Economies
JETRO - Japan External Trade Organization
JSPS - Japan Society for the Promotion of Science
MLETR - Model Law on Electronic Transferable Records
MSMEs - Micro, Small and Medium-sized Enterprises
OWIT - Organization of Women in International Trade
PECC - Pacific Economic Cooperation Council
SMEs - Small and Medium-sized Enterprises
UNDP - United Nations Development Program
UNIDO - United Nations Industrial Development Organization

Introduction

Building on Japan's completed project "Research on Promoting Trade in Services by SMEs and Women Entrepreneurs" and its in-depth report analyzing to what extent services trade liberalization could be achieved. How can we encourage SMEs and female entrepreneurs to participate in the services trade? In particular, existing free trade agreements such as the CPTPP should be revised to include some legal action and digital technology. We would like to find ways to increase access to the international supply network (especially trade in services) by SMEs and female entrepreneurs. This workshop's goal was to make practical and policy-related proposals for promoting the participation of SMEs and women entrepreneurs in the services trade. By looking at establishing a digital foundation for regional development that can be used by all SMEs and female entrepreneurs and exploring the "fixed costs" and "risks" that individual SMEs and female entrepreneurs must bear and how they could be reduced (Ref 0.1)

What steps can be taken by governments and industries to encourage SMEs and female entrepreneurs to engage in cross-border trade in services? How the current trade agreement CPTPP can be revised to launch a future "Free Trade Area of the Asia-Pacific (FTAAP, a big free trade area proposed at APEC)" while ensuring SMEs' and women entrepreneurs' more participation in cross-border business (Ref 0.4). Demonstration of the connection between trade and finance. The current situation is that the trading system and the financial system, including virtual currencies, are built separately while applying the same distributed ledger technology.

Transition from passive to active feature of digital technologies used in trade efficiency improvement (trade route decision and traders' credit side). We need to change from the current stage of passively organizing big data to the stage of actively collecting information. Along with these, it seems that major updates will be required for the laws and regulations related to digital trade.

The online workshop was organized with a goal of (1) sharing the key findings and policy recommendations from the aforementioned research report, (2) sharing best practices on services trade promotion on the whole, especially by SMEs and women entrepreneurs, and (3) identifying effective policy measures and regulatory practices to promote trade in services by SMEs and women entrepreneurs, as seen in existing FTAs, with due consideration of the challenges associated with the COVID-19 pandemic.

Information and communication technology (ICT) is an important factor enabling women's entrepreneurship, especially for growing businesses. In addition to the usual business benefits of adopting ICT, there are four main benefits for female entrepreneurs.

(1) Some degree of anonymity. This protects women from gender stigma;
(2) Improves access to networks and knowledge sharing;
(3) The flexibility to shift work time and place allows women to balance domestic and entrepreneurial activities while staying responsible and avoiding dangerous commuting; and
(4) time and cost efficiency in managing your business. This benefits women disproportionately, given that they run out of time more than men because of other non-business chores. Unfortunately, poor access and use of ICT remains a constraint for women (Ref 0.3).

Due to the specific requirements and characteristics of small organizations compared to large companies (such as the number of employees and budget), SMEs' attitudes towards new IT technologies usually tend to be more conservative than large companies. In most small business environments, the owner is also the manager of the company, who plans the business roadmap, organizes resources, including staff, performs assessments and decisions, and functions of all parts of the organization. All management functions must be performed, including monitoring of company performance. Given this intensive workload, many researchers claim that managers can benefit from the support of IT technology. (Ref 0.2). In particular, a focus was accorded to cross-border provision of services under COVID-19 as well as the use of emerging digital technologies. Policymakers, industry experts, and services suppliers from APEC economies were invited.

Overview

[Event landing page](https://spark.adobe.com/page/wCwXKH3uLvExS/): <https://spark.adobe.com/page/wCwXKH3uLvExS/>

The workshop was arranged into paneled and guest sessions as follows:

Opening Remarks

Ms. Naoko Ueda, Director, APEC Division, Economic Affairs Bureau, Ministry of Foreign Affairs of Japan

Introductory Presentation

Mr. Hikari Ishido, Professor, Chiba University and APEC Study Center Japan: "An overview of the completed (previous) research project on promoting trade in services by SMEs and Women Entrepreneurs"

Prof. Seiichi Igarashi, Chiba University: "Digital Commons and SMEs"

Session 1: Use of Emerging Digital Services for Promoting Cross-Border Business by SMEs
Moderated by Mr. Patrick Charlton, Professor, School of Business, Algonquin College, Canada

Panelists:

Mr. Satoru Someya, Managing Director, Head of CEO's Office TradeWaltz (Japan) "Use of Blockchain Technology for Trade"

Ms. Tamey McIntosh (Co-founder and Chief Operating Officer at Braiyt AI, Inc (Canada) "Cross-Border Business by Entrepreneurs in Practice"

Ms. Marie Sherylyn D. Aquia, Department of Trade and Industry (Philippines) "Emerging Digital Services and the Boracay Action Agenda"

Session 2: Trade in Services by Women entrepreneurship

Moderated by Ms. Jaswinder Kaur, Professor, School of Business, Algonquin College, Canada

Panelists:

Ms. Akemi Tsunagawa, Founder and CEO, Bespoke Inc. (Japan) "Use of AI Technology for Tourism and other Services"

Dr. Sasiwimon Warunsiri Paweenawat, Associate Professor, School of Economics, University of the Thai Chamber of Commerce (Thailand) "Women's Economic Opportunities and Promotion of Trade in Services"

Moderator's comment (by Ms. Jaswinder Kaur)

Session 3: Policy measures and regulatory practices

Moderated by Ms. Clarecia Christie, Professor, School of Business, Algonquin College

Panelists:

Ms. Catherine O'Connell, Lawyer, Principal and Founder of Catherine O'Connell Law, Lawpreneur, Podcaster (New Zealand) "A Lawyer's Perspective on the Promotion of Cross-Border Service Business"

Moderator's comment (by Ms. Clarecia Christie)

Summarizing and closing note (organizer)

Moderators



Ms. Jaswinder Kaur

Professor, Algonquin College of Applied Arts and Technology (Canada)

Jaswinder is a Professor in the Business, Management & Entrepreneurship program in the School of Business, Algonquin College. She has over 20 years of industry experience in international business development, sales and marketing, and operations in both private and public-sector organizations.

Skilled in entrepreneurship development, social innovation, SME, and venture capital financing, with a specialization in the sustainability sector, Jaswinder has advised government and public institutions in the area of policy development around low-carbon economic growth policies and entrepreneurship pathways. Since 2008, she has been a consultant with UNIDO (United Nations Industrial Development Organization – headquartered in Vienna, Austria) in several Asian and African countries. In her capacity as a founding member of Venture Coaches, a \$50M seed and early-stage fund in Ottawa, and through a number of senior executive roles, Jaswinder has advised thousands of entrepreneurs in the area of business planning and fund-raising. Jaswinder has also worked with a number of Canadian telecom, cleantech and software firms to develop their partnership and export market strategy in South Asia – leveraging her global business experiences and network.

At Algonquin College, Jaswinder brings her passion for entrepreneurship and innovation to the community of learners, bringing a diversity of perspective and experiential learning to the classroom.

Jaswinder has an MBA from the University of Ottawa, Canada, and a BA (Honours) from Carleton University, Ottawa, Canada. She is also a graduate of the Frankfurt Business School with a specialization in climate change finance.



Mr. Patrick Charlton

Professor & Coordinator, Algonquin College of Applied Arts and Technology (Canada)

Collaborating with learners with the School of Business at Algonquin College for over 10 years in the role of Professor and Program Coordinator continues to be rewarding and challenging as we adapt to ever-changing business environments.

Building creative and engaging learning opportunities for learners is a top priority covering topics around Sales, Marketing, Business Management, Social Innovation, Retail Management and Entrepreneurship.

Nominated for the Dianne Bloor Part-time Faculty award (3 years running) and part of the faculty coaching team for the yearly Ontario Colleges Marketing Competition (2019 Historic Team Win). Applied Research initiatives include serving as a faculty advisor for projects like SalesLab, Entrepreneur in Residence, Salesforce Student Group, and Adobe Digital Portfolio Project and an Applied Research Working Group.

Professional background includes roles working for mid-size to multinational firms in the role of senior management covering training, sales and marketing.

As an entrepreneur, Patrick remains active with a business growth consulting practice and has operated small businesses ranging from food services to business growth training.



Ms. Clarecia Christie

Professor, Algonquin College of Applied Arts and Technology (Canada)

Clarecia Christie is the founder and CEO of Global Compass Consulting Services Inc and holds the designation of Certified International Trade Professional (CITP®). She is a Professor of International Business Management at Algonquin College. She is a former political staffer in the Ontario Legislature, with a passion for people, photography, cultural knowledge, and women empowerment, international business in the Caribbean, Asia, and Africa. As an International Trade and Business Consultant with Global Compass Consulting Services Inc., she helps women-owned start-ups and entrepreneurs, in Canada and globally, navigate the export process.

Previous work experiences include training Chilean Indigenous Women -Aymara women on business operations and exporting their traditional goods conducted focus group and presented on “Allyship in Legislature” in women in politics workshop for ABANTU for Development in Ghana a women empowerment organization.

Clarecia worked as the Fund Manager for the Southern Caribbean for the United Kingdom’s Department for International Development’s Business Linkage Challenge Fund, the Marketing Officer at Caribbean Export Development Agency in Barbados, and as a Foreign Business Advisor with the National Commercial Bank (Jamaica) Ltd. She has also served as the President of the Organization of Women in International Trade (OWIT) Toronto Chapter and Board Member of the Canadian and African Business Women Alliance (CAABWA).

Her studies include a Graduate Degree in International Business Management and an Undergraduate Degree in Management Studies and Economics from the University of the West Indies, a Graduate Certificate in Marketing of Services from Maastricht School of Business, The Netherlands. In 2009 and a Certificate in Trade and Gender from UNCTAD Virtual Institute. She was awarded the Ontario Spirit Award for her volunteer work with David’s Harp Scholarship Fund. Clarecia has worked in Canada, Ghana, Barbados, London, and Jamaica.

Opening Session

Ms. Naoko Ueda



Director, APEC Division, Economic Affairs Bureau, Ministry of Foreign Affairs of Japan

Speaker Topic: APEC and Services Trade Agenda

“APEC Members are working towards establishing a new display of disciplines regarding licensing qualification requirements and procedures for service suppliers as well as technical standards. APEC is undertaking various initiatives to support such discussions.”

Key Highlights:

- The Group on Services (GOS) was established to address trade and investment liberalization and facilitation tasks in the area of services.
- APEC Services Competitiveness Roadmap was adopted in 2016 and mutually agreed on targets to be achieved by 2025.
- Focused on ensuring an open and predictable environment for access to services markets.
- Ensuring an adequate supply of skills in a rapidly changing economy.

Topic Summary:

The key initiative of the APEC Services Competitiveness Roadmap was adopted by Leaders in 2016 with the adoption of a concerted set of actions and mutually agreed on targets to be achieved by 2025.

The targets discussed focused on ensuring an open and predictable environment for access to services markets by progressively reducing restrictions to services trade and investment. As well, it aims to increase the share percentage of services exports from APEC economies in the total world services exports so that it exceeds the current share in world services exports by 2025. It also aims to increase trade in services in the APEC region so that, by 2025, the compound average annual growth rate exceeds the historic average of 6.8 percent and the share (%) of value-added of the services sector in the total GDP of the APEC region exceeds the global average level by 2025.

The mid-term review currently underway indicates that there was mixed progress on the targets, and APEC economies will need to do more targeted work to get back on track to meet the targets. The enabling factors, among others, to assist in achieving these goals are; Ensuring an adequate supply of skills in a rapidly changing economy, helping workers adjust to change, and providing for increased participation in the workforce by such groups as women, youth, Micro Small and Medium Enterprises (MSMEs), and indigenous businesses.



Dr. Hikari Ishido

Professor, Chiba University, APEC Study Center Japan Secretariat

Dr. Hikari Ishido is Professor of International Economics at the Graduate School of Global and Transdisciplinary Studies, Chiba University. He was born in Niigata Prefecture, Japan, in 1969, and graduated from the Faculty of Engineering and Faculty of Economics at the University of Tokyo (with BA and BSc) and the Department of Economics at the University of London (with MSc and Ph.D.). He formerly served as Programme Officer at the United Nations Development Programme (UNDP) and as a Research Fellow at the Institute of Developing Economies (IDE) within the Japan External Trade Organization (JETRO). In the context of APEC, he often represents Japan as an expert on formulating the Asia Pacific region's trade and investment regime. He has given lectures at various international organizations including the United Nations, Economic Research Institute for ASEAN and East Asia (ERIA), and the Pacific Economic Cooperation Council (PECC). He has published various journal articles as well as book chapters on the theory and empirics of international trade and investment. He serves as the Secretariat of the research network among Japanese scholars, APEC Study Center Japan (ASCJ).

Speaker Topic: Introduction to Promoting Trade in Services by SMEs and Women Entrepreneurs

“There is a need to reduce the fixed costs somehow, with the help of technology, with the help of... government regulation...”

Key Highlights:

- Overview of the results from the survey from the Research on Promoting Trade in Services by SMEs and Women Entrepreneurs.
- Structure of service trade restrictiveness for a service sector and mode.
- Correspondence analysis of the survey results.
- Review of average scores of the online survey responses.

Topic Summary:

There are fixed costs associated with trade which creates a kind of barrier against their services trade expansion abroad (Fig 1.1). The bulk of SMEs, as well as women entrepreneurs cannot participate in cross-border service-oriented businesses due to these fixed costs. There is a need to reduce these barriers where possible with help of technology, policy adjustment and government regulation. Free Trade Agreements are part of these barriers to entry (Fig1.2) and it is a topic that governments from various economies are now undertaking negotiations on large scales.

Based on the responses from the survey (Fig 1.3-1.5), when viewed from the combination of individual-level questions and policy-level questions there were a couple of main findings. For the category “Females not planning foreign business expansion”, the three policy categories were their main concern, “Barriers to competition”, “Other discriminatory measures” and “Safety of the area”. Alternatively, when reviewing responses from the category “Females planning foreign business expansion”, the two individual level items “Funds”, and “Family”, were the main

concern as well as at the policy level “Restrictions to Movement of people”.

Some of the highlights of the online survey results (Fig 1.6-1.10) show that the bulk of, approximately 98% are categorized as SMEs. The main concerns on the individual level for SMEs foreign expansion are capacity, family, and funds. The concerns on the policy level are restrictions on foreign policy, restrictions on the movement of people, and regulatory transparencies.



Dr. Seiichi Igarashi

Professor at Chiba University's Graduate School of Social Sciences.

He graduated from Keio University, Faculty of Letters, Japan, in 1994. He earned his master's degree and Ph.D. from Waseda University, Graduate School of Social Sciences, Japan. In 2002, he became a research associate at Waseda University's School of Social Sciences; subsequently, he became a postdoctoral research fellow at the Japan Society for the Promotion of Science (JSPS) in 2005, an assistant professor at Waseda University's Faculty of Social Sciences in 2008, a researcher for the Global Centers of Excellence (COE) program at Kyoto University in 2010, and a lecturer at Chiba University's Faculty of Law and Economics, also in 2010. In 2014, he obtained an associate professorship at Chiba University's Faculty of Law, Politics, and Economics. He specializes in international relations and Asian studies. His recent research focuses on civil society in regionalism, and he is undertaking a study in the Mekong region. His main books include the following:

- *From Mekong Common to Mekong Community: An Interdisciplinary Approach to Transboundary Challenges* (co-authored and co-edited, Routledge, 2021).
- *Connecting the Local and the World* (co-edited, Iwanami Shoten, 2020).
- *Multi-Layered Sub-Regions and New Regional Architecture in East Asia* (co-authored and co-edited, Keiso Shobo, 2020).
- *Peace Studies from the Periphery: A New Perspective toward Asia* (co-authored, Showado, 2019).
- *The New International Relations of Sub-Regionalism: Asia and Europe* (co-authored and co-edited, Routledge, 2018).
- *New Regionalism and Civil Society: Hegemony, Norm, and Critical Regionalism Approach* (Keiso Shobo, 2018).
- *International Migration and the Intimate Sphere: Care, Marriage, and Sex* (co-authored, Kyoto University Press, 2018).
- *Military, Political Power, and Civil Society in Developing Countries* (co-authored, Koyo Shobo, 2016).
- *Transformation of the Intimate and the Public in Asian Modernity* (co-authored, Brill, 2014).
- *A New Perspective on Democratization and Civil Society: The Dynamism of Politics in the Philippines* (Waseda University Press, 2011).

His main articles include the following:

- “Progress and Challenges of Transboundary Fishery Management Project in the Mekong River: Focusing upon the Case of Bordering Provinces of Bokeo, Lao PDR and Chiang Rai, Thailand,” Chiba Journal of Law and Politics, Vol. 35, Nos. 3&4, January 2021.
- “The Re-Creation of Peace in East Asia,” Peace Studies, Vol. 46, July 2016.
- “East Asia and Democratization Theory,” Chiba Journal of Law and Politics, Vol. 29, Nos. 1&2, August 2014.
- “The New Regional Order and Transnational Civil Society in Southeast Asia: Focusing on Alternative Regionalism from Below in the Process of Building the

- ASEAN Community,” World Political Science Review, Vol. 7, Issue 1, 2011.
- “The New Northeast Asian Security Order and Transnational Civil Society: Perspectives from Critical International Relations Theory,” Northeast Asian Studies, No. 17, October 2011.

Speaker Topic: Digital Commons, SMEs and Women Entrepreneurs

“According to our definition, digital technology can be classified as an artificial and intangible commons. The main challenges for this kind of commons include the underuse and a lack of access.”

Key Highlights:

- From Mekong Commons to Mekong Community; a culmination of 5 years of research.
- Commons and its connection to the community.
- Digital Commons defined and its connection.
- SMEs, women entrepreneurs and APEC Putrajaya Vision 2040

Topic Summary:

From Mekong Commons to Mekong Community is a book published based on 5 years of research considering the Mekong Region as an aggregation of various commons. It investigates the various commons across the boundaries of the humanities, social sciences, and natural sciences. Commons as defined in this study is “some shared resource/domain and some good/service whose overuse, underuse, and undersupply should be avoided otherwise a community will lose or cannot enjoy it. This definition can be used in a lot of fields, disciplines, and policies.

Digital Technology Commons is classified as Artificial and Intangible commons (Fig 2.3) which suffer from the challenge of being underused and often a lack of access. Positive resonance for this type of commons could encourage various stakeholders to implement supportive policies for SMEs and women entrepreneurs. Unfortunately, women entrepreneurs are most vulnerable to the economic shocks caused by Covid 19 in particular. Consumers are changing their behaviors and turning to e-commerce for their needs. SMEs and women entrepreneurs will need to adapt more quickly than ever to digital technology and will need access to all the resources they can call on.

APEC Community and APEC Putrajaya Vision 2040 is an open, dynamic, resilient and peaceful Asia Pacific community. The concept of community has an affinity with the concept of commons and the goal is to actively incorporate it in the future.

Session Topic 1: Use Of Emerging Digital Services For Promoting Cross border Business

Moderated by Prof. Patrick Charlton



Mr. Satoru Someya

Managing Director, Head of CEO's Office TradeWaltz (Japan)

Mr. Satoru Someya is Managing Director, Head of CEO's Office and Head of Global & Alliance business department at TradeWaltz Inc. He started his career at Mitsubishi Corporation in 2010. He has engaged in projects for global trading systems and supported the launching of a trading subsidiary. He also has work experience as a bridge engineer in India and an investor in digital startups. In recent years, he has been assigned for digital transformation in business industries at the headquarter of Mitsubishi Corporation and sent to TradeWaltz Inc as a Managing Director in 2020.

With a strong passion for international activities and blockchain, he has served as a Discussion Coordinator for the Japan-ASEAN youth leaders' summit, the cultural exchange program organized by the Cabinet Office for 5 years, and also served as a lead organizer of the blockchain 2.0 meetup community in 2018.

Speaker Topic: Digital Trade Infrastructure "TradeWaltz": Encouraging SMEs to Access Global Trade

"Company to company communication and economy to economy communication is mostly done by paper document box, or sometimes PDF attachments, those are the kinds of communication happening every day ..."

Key Highlights:

- Global trade comes with barriers and challenges that B2B businesses must overcome when they think about expansion.
- TradeWaltz has created a solution for the abundance of paperwork required when operating with a limited staff.
- The All in One platform is built with the idea of eliminating time wasted retyping data and ensuring the formatting meets the criteria to send across borders.
- From creating traction for TradeWaltz's solution in 2017 to co-releasing the live link concept with the trade platforms of 5 economies, Japan, New Zealand, Australia, Singapore, and Thailand.

Topic Summary:

Global trade can be a large challenge for SMEs. In international trade, many business-to-business (B2B) exchanges are still using paper and a great deal of time is spent on retyping data and other manual work (Fig 3.1). Issue noted from Marie Wakino, CEO of Climbest is stated as "We have started our own business to export our wonderful local products overseas, but the work is too much for a few staff to do and we are currently only helping a

large company.” TradeWaltz is a B2B communication DX platform built to assist with this issue. Through the utilization of blockchain technology, they alleviate the pressures of these challenges and encourage SMEs to access global trade (Fig 3.3).

TradeWaltz’s All in One system provides a cross-industrial platform that supports a wide variety of documents, creating an ecosystem to collaborate and utilize the accumulated data to create a new business ecosystem. Traction for the service was first made in 2017 at the Cross Industrial Consortium when they tested the proof of concept with NTP Singapore. Research on AI and semantic technology and research on relevant laws (MLETR) and submission of a written request to government agencies (Fig 3.5). TradeWaltz then co-released the live link concept with the trade platforms of 5 economies, Japan, New Zealand, Australia, Singapore, and Thailand. With the aim to materialize this future collaboration and announce the result by 2022 APEC (Fig 3.6-3.8).



Ms. Tamey McIntosh

Co-founder and Chief Operating Officer at Braiyt AI, Inc (Canada)

Ms. McIntosh is an innovative, customer-centric leader with 25 years of experience in both the private and public sectors. She has had a unique career that has spanned a wide variety of roles focused on business transformation, management consulting, project management, information technologies, and now artificial intelligence.

Topic: Cross-Border Business by Entrepreneurs in Practice

“I think one of the biggest benefits of dealing with the more human part of these challenges is, bringing a different perspective. I was, every single time, the only woman on a call, but I think it helped with the collaboration.”

Key Highlights:

- BR[AI]T Artificial Intelligence and its 2 Steams; SaaS product and Security/Defense Solutions.
- Conducting business on an international scale.
- Challenges to cross-border business.
- Solutions to aid in international relations.

Topic Summary:

BR[AI]T is an Artificial Intelligence company that focuses on computer vision solutions with two separate streams: a SaaS product that combines AI, computer vision with existing cameras to provide businesses with real-time object detection and customer analytics without using personal data and security/defence solution which is currently working on a solution for the Canadian Department of National Defence Object detection at Sea.

BR[AI]T made a conscious decision to conduct business on an international scale. One of the main reasons is that different economies have different levels of acceptance towards AI, allowing us to try various solutions where they will be accepted. By identifying potential

clients and partners on a broader scale, a proposal with an African economy that would use satellite imagery and our object recognition and one with a Vietnamese company that is piloting our automatic license plate reader was acquired.

There are many challenges to international trade, such as laws, regulations, accounting and currency rates. However, for BR[AI]T and perhaps many others one of the initial challenges that are overlooked is often a human one. Challenges like language barriers, cultural differences, trust, and being a woman in a male-dominated industry.

There are always solutions to any challenge, with the language barrier: be mindful when you speak, slow down and if possible have a bilingual speaker attend some meetings. Cultural differences can be researched, note any items that could be unintentionally offensive. For \ trust, build a rapport, try to find a connection and really understand the needs and manage expectations upfront.



Ms. Marie Sherylyn D. Aquia

Department of Trade and Industry (Philippines)

Ms. Marie Sherylyn “Lyn” Deleña Aquia is the Chief of the Multilateral Relations Division of the Bureau of International Trade Relations, Department of Trade and Industry of the Philippines, where she heads the APEC and WTO sections. She was the coordinator for trade and investment issues during the APEC 2015 Chairmanship of the Philippines, which saw the adoption of the Boracay Action Agenda in May 2015 and the submission of an MSME proposal in the WTO in September. Lyn was elected as

Chairperson of the APEC Committee on Trade and Investment in 2016 and 2017. She obtained her BA at the University of the Philippines in Diliman, Philippines, and has master’s credits from Ateneo de Manila University and Boston University. She co-owns a small business that restores and refurbishes wooden furniture. She is married and has a daughter.

Topic: Emerging Digital Services and the Boracay Action Agenda

“Women constitute more than half of our population, we’re 109 Million right now and so the gender issue is very big in the Philippines. We are a big gender issue advocate. We have laws and policies in place to support the women population and women entrepreneurs.”

Key Highlights:

- Boracay Action Agenda, overview and recommendations.
- Capacity building that can support and encourage reforms to improve access to finance and support MSMEs’ digitization efforts.
- Providing an enabling environment in the Philippines.

Topic Summary:

The Boracay Action Agenda was created to strengthen actions taken in order to harness the opportunities presented by open and increasingly integrated markets and to take advantage of new opportunities that allow these enterprises to more significantly participate in global

trade. Recommendations for promotion of favorable regulatory and business environments for MSMEs in GVCs in services by creating policies to support e-commerce and exploring opportunities for clustering. Assistant for MSMEs to access the market, available financing options, and customers by providing platforms for logistics and services for MSMEs. Utilizing business-friendly tools for MSMEs such as APEC Services Trade Access Requirements (STAR) Database, APEC Virtual Knowledge Centre on Services (AVKCS), and APEC Trade Repository (APEC TR).

Notable recommendations for capacity building can support work towards encouraging reforms in trade and investment which could improve access to finance and support MSMEs' digitization efforts. Online capacity-building portal featuring the use of small-scale ICT devices for model electronic Certificates of Origin and customs-related rules and regulations. Use of crowdfunding and other financing schemes to enable MSMEs to strengthen their GVC participation and adoption of new technology for ICT-based services trade. By building on the existing regional network of MSMEs and women entrepreneurs to support enterprise creation and increase the innovation capabilities of MSMEs.

The Philippines are already providing an enabling environment through initiatives such as the Philippines' Internet Transactions Act (ITA) which seeks to regulate commercial transactions on the Internet to protect both consumers and sellers from fraud and abuses. Use of the United Nations Electronic Communications Convention will allow signatories to facilitate the use of electronic communications in international contracts and strengthen the harmonization of e-commerce rules. Future focus on the eCommerce Philippines 2022 Roadmap which centers on market access, digitalization, and logistics integration, and lays out the framework and strategic directions by setting 22 strategies and 22 agenda items for 2022.

Session 2: Trade in Services by Women Entrepreneurs

Moderated by Prof. Jaswinder Kaur

Moderator's comments:

Based on a report from the Government of Canada from July 2020 on Women-Owned SMEs and Trade Barriers, it was found that almost 50% of women-owned SMEs are in retail trade, professional services, information technology services, and cultural and public services. Though women entrepreneurs tend to start businesses with a focus on the services sector, whereas men tend to concentrate more in terms of manufacturing, there are still barriers facing women SMEs in regards to trade and exports. This session focused on trade in service by women entrepreneurs discussing some of these barriers faced and potential solutions.



Ms. Akemi Tsunagawa

Founder and CEO, Bespoke Inc. (Japan)

Akemi Tsunagawa is the Founder and CEO of Bespoke, Inc. – an AI startup founded in 2015 and located in Silicon Valley and Tokyo. Bespoke is known for its AI-Powered Customer Engagement Platform for the travel & hospitality industry to drive ancillary sales and to help with crisis management. Prior to Bespoke, Akemi worked with Fidelity International, Deloitte, and Macquarie Capital.

Topic: Use of AI Technology for Tourism and Other Services

“The whole experience is bad enough, but not knowing what was going on, made the experience way worse. So, today at Bespoke, we have a solution to address that issue, which is like a real-time engagement platform in a single word. It's a chatbot to help you find information that you need.”

Key Highlights:

- Bespoke Inc. creation for the use of AI technology for travel and hospitality industries.
- There were 3 main challenges faced during its inception: being a female owner, AI acceptance in new markets, and selling in the public sector, building trust.
- Overcoming these challenges allowed them to gain contacts with hotels and airports.
- Building on the groundwork already built to leverage a contract with the Government.

Topic Summary:

Bespoke is known for its AI-powered customer engagement platform for the travel and hospitality industry to drive auxiliary sales and to help with crisis management. It provides a real-time engagement platform, founded in Tokyo and recently expanded to open a hub in the heart of Silicon Valley. The concept was formed during a large earthquake in which there was no communication to the workers evacuating the building causing chaos and confusion. Bespoke Inc. created a frictionless and privacy-compliant AI-based solution to engage with those seeking information when there is a crisis.

There were some challenges during Bespoke's inception, challenges such as being a young female in a male-dominated environment and building trust when dealing with AI and the public sector. These challenges were overcome by understanding the hesitation behind investing in women under 30, developing a rapport with different fundraising avenues, and understanding the needs of the sectors and how Bespoke can best fit these needs.

Bespoke is used in various ways by different sectors. Airports use the platform to manage crowds and balance utilization e.g. at security screening stations Airlines can engage with travellers during flight disruptions to reduce workload for gate agents. DMOs move from Travel Marketers to Travel Managers by driving in-market restaurants & attraction spend CVBs are winning more shows by leveraging Bespoke's Traveler Satisfaction Score. Hotels drive incremental spending at the property. Government organizations leverage the platform

in case of emergencies (natural and man-made emergencies) and to communicate with citizens and tourists.



Dr. Sasiwimon Warunsiri Paweenawat

Associate Professor, School of Economics, University of the Thai Chamber of Commerce (Thailand)

Sasiwimon is an Associate Professor at the School of Economics, University of the Thai Chamber of Commerce. Her research interests include labor economics, gender economics, and international economics. Recently, she has focused on gender equality, female labor supply, and the impact of global value chains on the labor market. Her research has been published in peer-reviewed journals such as *World Development* and *Applied*

Economics. She worked as a consultant on gender equality and human capital development for the World Bank, the Asian Development Bank, and the Economic Research Institute for ASEAN and East Asia (ERIA). Sasiwimon received a bachelor's degree in economics (first-class honors) from Thammasat University, Thailand, a master's degree in applied economics from Monash University, Australia, and a master's degree and a Ph.D. in economics from the University of Colorado at Boulder, USA.

Topic: Women's Economic Opportunities and Promotion of Trade in Services

"Digital technology can empower women by creating opportunities for women to work or do business in various locations with various flexible working hours for tomorrow with the digital capacity. It turns services for non-trade. Both become tradable goods and digital. Transforming the cost of engaging in and also, this allows women entrepreneurs to participate more in the global economy by improving the business process."

Key Highlights:

- Trade-In services have grown rapidly during the last decades with new opportunities for women entrepreneurs.
- Digital technology empowers women by providing new locations to apply their skills, flexible working hours, and reduces the costs of engaging in trade.
- A barrier to entry for women entrepreneurs is a lack of access to financial capital and productive resources.
- Government policies in regard to women in business should be mainstreamed to develop solid policy-based solutions to reduce the barrier.

Topic Summary:

Through technological change and ICT advancement, trade-in services have grown rapidly during the last decades. This offers new opportunities for women entrepreneurs, which for the ASEAN area a high proportion are in the service sector. Digital technology advancements empower women by connecting them to work or businesses in various locations with flexible working hours and through the digital transformation of the services there is a reduced cost in engaging in trade. This allows SME and women entrepreneurs to participate in the global economy and improves business processes, allowing them to access new markets to find customers abroad, promote their new products and make international payments. Promoting digital connectivity by increasing the quality of digital

infrastructure and decreasing the cost of access can allow women entrepreneurs to take full advantage of this transformation.

Women entrepreneurs lack access to financial capital and productive resources. Around 70 % of SMEs owned by women in developing economies lack financial access and are underserved by financial institutions (International Financial Cooperation, 2014). Women are unable to scale up operations & exploit the export market - limit potential growth. Women's fund for early-stage & women-owned enterprises. Supporting women through financing; mentoring from other women entrepreneurs; and offering role models.

Government policy and regulatory environments for promoting women entrepreneurs. Women engaging in trade in services tend to be small-scale entrepreneurs. Reducing gender-based constraints & Improving opportunities Gender analysis and gender mainstreaming should be used to address constraints that women face in trade-in services. The impact of service trade-related initiatives on the business opportunities of women entrepreneurs should be analyzed.

When looking to promote women entrepreneurs in trade-in services. The key takeaways are to create supportive policies and regulatory environments. Mainstream gender in trade policies and utilize international trade agreements.

Session 3: Policy Measures And Regulatory Practices

Moderated by Ms.Clarecia Christie

Moderator's comments:

When it comes to rules and regulations in regards to the digital space and trading services, there are many barriers for women in the economic, political, and social environments. There is a need for more support for creativity and innovation for market access for women in business, which in turn leads to better trade performance. For this session, we're looking at policy measures and regulatory practices from a lawyer's perspective on the service business.



Ms. Catherine O'Connell

Lawyer, Principal, and Founder of Catherine O'Connell Law, Lawpreneur, Podcaster (New Zealand)

Catherine O'Connell is Principal & Founder of her award-winning boutique law firm, Catherine O'Connell Law. She is the first foreign female to set up a law practice in Tokyo and winner of the British Chamber British Business Awards, Entrepreneur of the Year Award in 2020.

Prior to launching her commercial & corporate law practice in 2018, Catherine most recently served as Head of Legal and APAC Regional Legal Counsel for Molex Japan LLC. She has held senior In-House Legal Counsel positions at global brand

name companies Panasonic, Olympus, and Mitsubishi Motors, and has extensive private practice experience at Hogan Lovells (Tokyo and London) and Anderson Lloyd (New Zealand).

Her business experience includes promoting legal services to SMEs and women entrepreneurs, legal support for launching businesses/services in Japan, post-acquisition integration of legal systems and legal literacy, bicultural and bilingual commercial transactional support, transcultural management issues, compliance policies and procedures, ethics investigations, in house legal department operations, management and procedures

In addition to running her law practice, Catherine serves as Statutory Auditor on the Board of CSL Behring K.K, President of Women in Law Japan, Vice-Chair of the Australian & New Zealand Chamber of Commerce of Japan, and Chair of the Legal Services & IP Committee of the American Chamber of Commerce in Japan.

Catherine earned her Bachelor of Arts in Japanese and Bachelor of Laws at the University of Canterbury in New Zealand. She is a Barrister and Solicitor of the High Court of New Zealand (1995) and Solicitor of the Supreme Court of England & Wales (2009). She is a Foreign Registered Lawyer in Japan and a member of the Tokyo Dai-Ichi Bar Association. Catherine has lived in Japan since 2002 and is the host of the “Lawyer on Air” Podcast sharing inspirational stories about business and life in the law from women working in the law in Japan. She believes there are many ways to lead a lawyer's life and has three passions: empowerment of women in Japan, wellness and flexible working for lawyers, and the intersection of law and entrepreneurship.

Topic: A Lawyer’s Perspective on the Promotion of Cross-Border Service Business

“Lawyers in particular love data because it gives evidence to our arguments and you can see how this tool is going to be really useful because it has benchmarking. It exposes potential challenges. It identifies really good practices.”

Key Highlights:

- Challenges for SMEs and women entrepreneurs and in setting up a services-based business.
- Women Business & the Law 2021 Report from the World Bank measured laws and regulations that affect women’s economic opportunity in 190 economies.
- Data points, how they can impact decision making, and used to identify issues to form solutions.
- Women's opportunities and outcomes depend very much on legal reforms.

Topic Summary:

There are challenges facing SME business owners and women entrepreneurs when it comes to global expansion in a service-based business. It is quickly realized that the resources are limited and trying to find them can be tedious. Once found the common finding

is that everything costs more than you think or hope. There is also an immense cost for great ideas *sitting on the shelf* and speed matters, the faster you can go from idea to action the better. Regulations are plentiful and paperwork and administration suck up time immensely before you can even commence trading. Harder still is to take your service business cross-border to trade.

A report produced in 2021 by the World Bank in regards to Women's Business and Law measured laws and regulations that affect women's economic opportunity in 190 economies (Fig 4.1). It showed eight indicators that coincide with the various milestones a typical woman may experience in her lifetime and her interactions with the law as she progresses through and ends her career. This report also looked at the 10 economies that scored 100/100 but only one economy in APEC scored 100/100, Canada (Fig 4.2-4.4). The Index serves as a way to gauge the regulatory environment for women as entrepreneurs.

This kind of data is needed to make sense of the issues before we can tackle solutions. Data gives an evidential basis for creating benchmarking, it helps expose challenges and identifies good practices. Lessons can be learned from investigating the data and will be able to be leveraged to better position yourself. Women's opportunities and outcomes depend very much on legal reforms and economies with a greater female representation in the national legislature are more likely to pass laws on laws that affect women.

Along with legal reforms, a discussion should be had on domestic social norms and their impact on female empowerment. Social norms in business that restrict participation based on gender can impact younger females' perspective on what paths they can look to in entrepreneurship and business opportunities.

Possible solutions to combat these barriers would be to have economies commit to action on the reported data. Enact policy changes and capacity building international organizations. Promote gender equality advocates, investors, researchers established SMEs, and Women Entrepreneurs. Use of data to inform legislative change towards more inclusive workplace environments in our economies.

Appendix

Introduction References

Ref 0.1 - Page 19

<https://arrow.tudublin.ie/cgi/viewcontent.cgi?article=1053&context=scschcomdis>

Ref 0.2 - Page 22-23

<https://arrow.tudublin.ie/cgi/viewcontent.cgi?article=1053&context=scschcomdis>

Ref 0.3 - Page 6

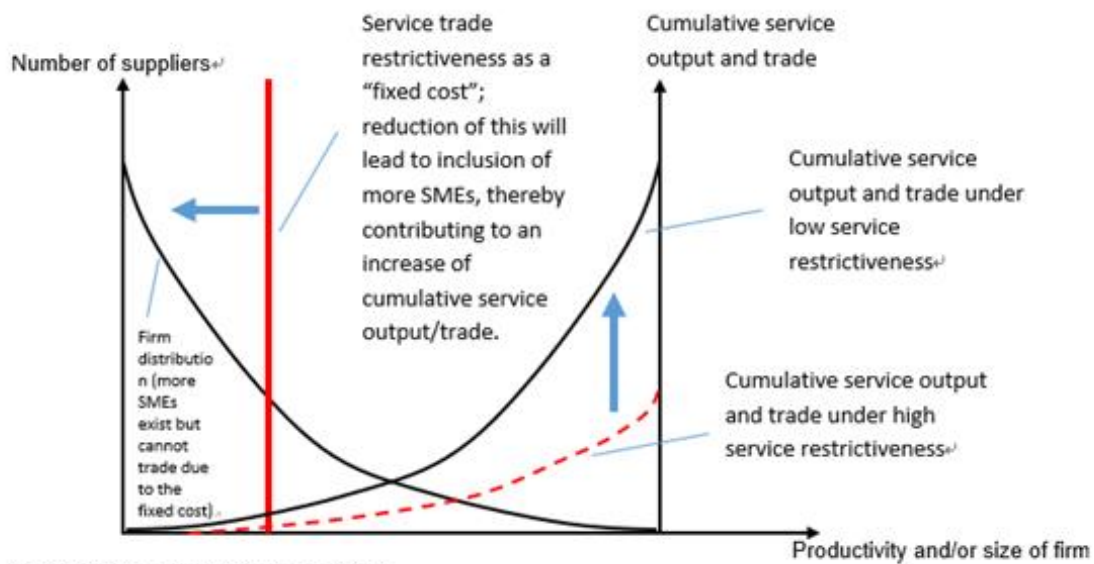
https://www.spf.org/awif/wp-content/uploads/2018/05/Womens-Entrepreneurship-and-ICT-SE-Asia_2017_en-2.pdf
https://www.spf.org/awif/wp-content/uploads/2018/05/Womens-Entrepreneurship-and-ICT-SE-Asia_2017_en-2.pdf

Ref 0.4 - The current legal text for CPTPP

<https://www.mfat.govt.nz/en/trade/free-trade-agreements/free-trade-agreements-in-force/comprehensive-and-progressive-agreement-for-trans-pacific-partnership-cptpp/comprehensive-and-progressive-agreement-for-trans-pacific-partnership-text-and-resources/>

Dr. Hikari Ishido Figures

Fig 1.1 - Removal of service trade restrictiveness with SMEs and women entrepreneurs in focus



Source: Cadot, Munadi and Ing (2015).

Fig 1.2 - Structure of service trade restrictiveness for a service sector and mode

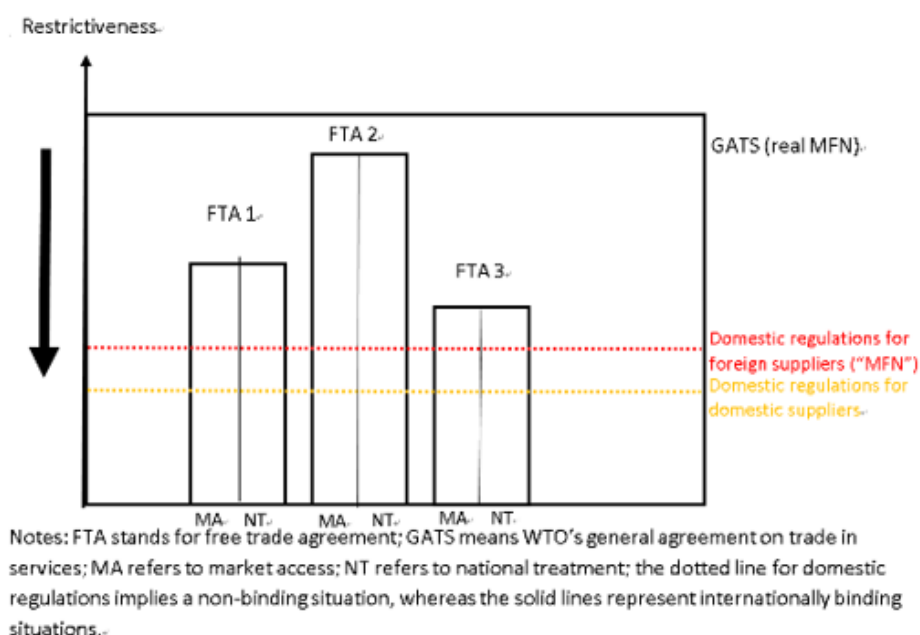


Fig 1.3 - Online Survey Results

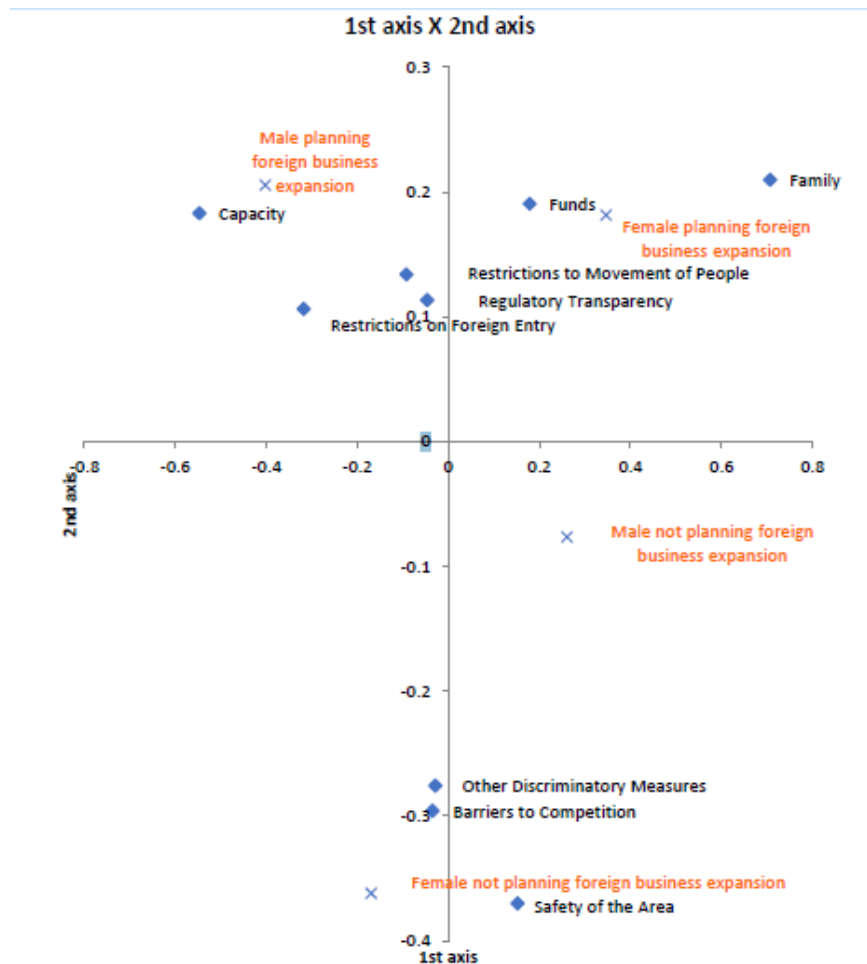
Respondents who are not considering foreign investment seem to have more concerns over their capacity and family matters. As for the availability of funds, the respondents belonging to SMEs (firms with a size of fewer than 100 workers) are more concerned about it.

Fig 1.4 - Table. Average Scores of the Online Survey

	Female planning foreign business expansion	Female not planning foreign business expansion	Male planning foreign business expansion	Male not planning foreign business expansion
Capacity	3.75	4.50	7.50	5.20
Family	6.25	3.67	4.75	7.20
Funds	7.50	5.75	7.50	7.20
Safety of the Area	5.75	5.92	5.50	6.00
Restrictions on Foreign Entry	5.25	5.42	7.50	5.30
Restrictions to Movement of People	5.75	5.25	7.25	6.10
Other Discriminatory Measures	5.00	5.67	6.50	6.80
Barriers to Competition	5.25	6.00	6.75	7.00
Regulatory Transparency	6.75	6.00	7.75	6.40

Note: Average figures for effective respondents have been calculated for each category in the table. Source: Online survey for this research.

Fig 1.5 - Correspondence analysis of the survey results



- When viewed from the combination of individual-level questions and policy-level questions, the following are the main findings.
- As for the category “**Females not planning foreign business expansion**”, the three policy categories, “Barriers to competition”, “Other discriminatory measures” and “Safety of the area” are their main concerns, rather than individual-level concerns (e.g., Family).
- Concerning “**Females planning foreign business expansion**”, the two individual level items “Funds”, and “Family”, as well as “Restrictions to Movement of people” at the policy level are the main concerns. On “Male not planning foreign business expansion”, No closely associated components are observed.
- Regarding “**Males planning foreign business expansion**”, “Capacity” (at the individual level) as well as “Restrictions on foreign entry” (at the policy level) are the main concerns in considering their business expansion abroad.

Fig 1.6 - Average scores of the online survey responses by the size of companies and by the intention of foreign investment (barriers against foreign business expansion in

terms of individual factors)

	Capacity	Family	Funds	Safety of the Area
Total	6.14	6.43	7.23	6.43
Size of less than 100 workers: considering foreign investment	7.00	7.00	7.00	4.67
Size of less than 100 workers: not considering foreign investment	8.50	8.50	10.00	4.50
Size equal to or more than 100 workers: considering foreign investment	4.50	5.00	7.00	8.50
Size equal to or more than 100 workers: not considering Foreign investment	5.57	6.00	6.57	7.14

Fig 1.7 - Average scores of the online survey responses by the size of the companies and by the intention of foreign investment (barriers against foreign business expansion in terms of policy factors)

	Restrictions on Foreign Entry	Restrictions to Movement of People	Other Discriminatory Measures	Barriers to Competition	Regulatory Transparency
Total	5.79	6.36	6.07	6.79	7.57
Size of less than 100 workers: considering foreign investment	4.33	5.67	5.00	5.00	6.33
Size of less than 100 workers: not considering foreign investment	6.00	6.00	6.00	7.00	7.00
Size equal to or more than 100 workers: considering foreign investment	9.00	8.00	6.50	9.00	8.50
Size equal to or more than 100 workers: not considering foreign investment	5.43	6.29	6.43	6.86	8.00

Source: Original online survey for this research project.

*Those respondents who are not considering foreign investment seem to have more concerns over their capacity and family matters.

*As for the availability of funds, the respondents belonging to SMEs (firms with the size of fewer than 100 workers) are more concerned about it, while those with larger firms are not so much concerned about it.

**“Safety of the area” for foreign investment is not a big hurdle for those respondents who are not considering an investment.

Fig 1.8 - Average scores of the online survey responses by the size of the companies

(barriers against foreign business expansion in terms of policy factors)

	Capacity	Family	Funds	Safety of the Area
Total	6.14	6.43	7.23	6.43
Size of less than 100 workers	7.60	7.60	8.50	4.60
Size equal to or more than 100 workers	5.33	5.78	6.67	7.44

Source: Original online survey for this research project.

Fig 1.9 - Average scores of the online survey responses by the size of the companies (barriers against foreign business expansion in terms of individual factors)

	Restrictions on Foreign Entry	Restrictions to Movement of People	Other Discriminatory Measures	Barriers to Competition	Regulatory Transparency
Total	5.79	6.36	6.07	6.79	7.57
Size of less than 100 workers	5.00	5.80	5.40	5.80	6.60
Size equal to or more than 100 workers	6.22	6.67	6.44	7.33	8.11

Source: Original online survey for this research project.

Fig 1.10 - Average scores of the online survey responses (total of all responses)

	Capacity	Family	Funds	Safety of the Area
All responses total	5.19	5.34	6.68	5.75

	Restrictions on Foreign Entry	Restrictions to Movement of People	Other Discriminatory Measures	Barriers to Competition	Regulatory Transparency
All responses total	5.50	5.81	5.91	6.22	6.44

Dr.

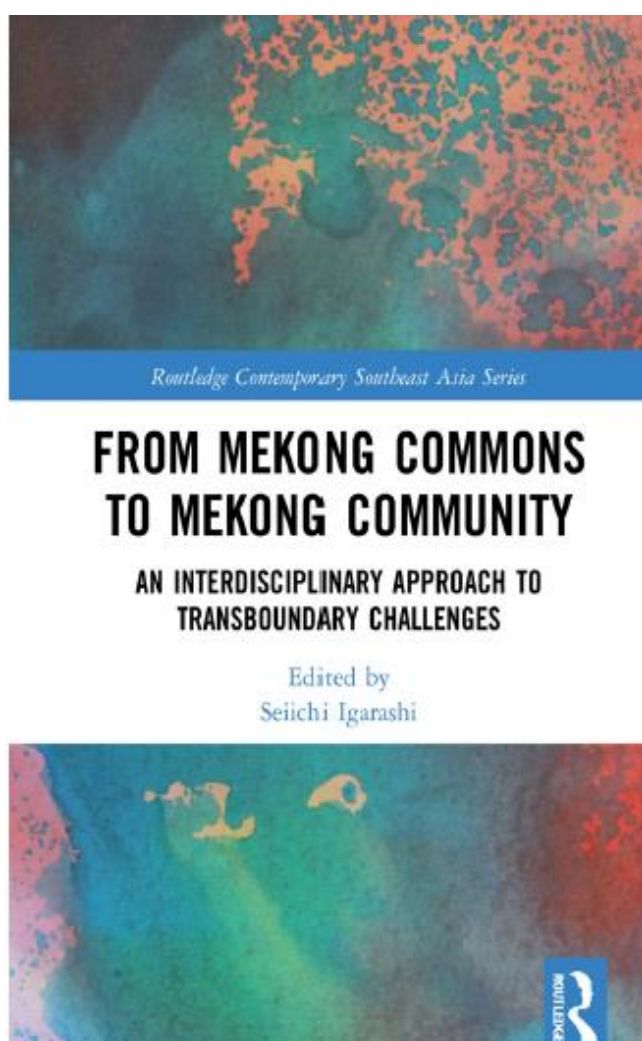
Fig

Source: Original online survey for this research project.

Seiichi Igarashi Figures

2.1 - From Mekong

Commons to Mekong Community Toward a Synergetic Study - Chapter Breakdown



Introduction: From Mekong Commons to Mekong Community Toward a Synergetic Study Seiichi Igarashi

1. Innovation and Technological Connectivity in the Mekong Region Sudam Pawar
2. Public Health and Health Literacy in the Mekong Region Chanuantong Tanasugarn
3. Traditional Medicine in the Mekong Region Nara Oda
4. The Impact of Road Development on HIV/AIDS Transmission in the Greater Mekong Sub Region Liwa Pardthaisong
5. Green Freight and Logistics in the Mekong Region Sanga Sattanun
6. Advanced Agricultural Technologies and Innovations in the Mekong Region: DNA Markers, Plant Tissue Culture, Hydroponics, and Plant Factories Chalernpol Kirdmanee and Michiko Takagaki
7. Dissemination of a Water Saving Irrigation Technique for Sustainable Rice Farming in the Mekong River Basin Takayoshi Yamaguchi and Luu Minh Tuan
8. Regional Cooperation on Water Resources in the Mekong Region: A Perspective from the Mekong River

Commission Masashi Yokota

9. Labor Migration and Civil Society in the Mekong Region Seiichi Igarashi and Hari Prasad Ghimire

10. Anti-Human Trafficking Measures for Human Security in the Mekong Region Yuko Shimazaki

11. Counterfeiting in the Mekong Region: A General Equilibrium, Product Variety Analysis on Primary Markets Toshihiro Atsumi

Conclusion Seiichi Igarashi

Fig 2.2 - What is the Commons?

- From Mekong Commons to Mekong Community
 - Commons = essential concept in examining, imagining, and constructing the Mekong Community
 - Our definition : “some shared resource/domain and some good/service whose overuse, underuse, and undersupply should be avoided otherwise a community will lose or cannot enjoy it”
 - Can be used in a lot of fields, disciplines, and policies

Fig 2.3 - Digital Technology Commons

- Classified as Artificial and Intangible commons
- Main challenges underuse and lack of access
- Positive resonance encouraging various stakeholders to implement supportive policies for SMEs and women entrepreneurs

Type		Examples	Problem(s)
Natural		Forests, rivers, oceans, Antarctica	Overuse
Artificial	Tangible	Roads, bridges, airports, facilities	Overuse
	Intangible	Knowledge, information, technology	Underuse, lack of access
Human		Employees, workers, researchers	Overuse, underuse
Value/norm		Peace, equality, health, free trade, environmental sustainability	Undersupply

Fig 2.4 - Some Practices in the Mekong Region

- Mekong Institute
 - The only intergovernmental organization in the Mekong region
 - Trying to promote trade/investment by providing support to SMEs, especially in the area of technological innovation
- National Center for Genetic Engineering and Biotechnology (BIOTEC)
 - A leading biotechnology research institute in the Mekong region
 - Implementing a program to introduce tissue culture technology to SMEs

Fig 2.5 - APEC and Commons

- SMEs/Women Entrepreneurs and COVID 19
 - Most vulnerable to economic shocks caused by COVID 19
 - Consumers are changing their behaviors and flocking online
 - Need adaptation more than ever by using digital technology and need help from all quarters
- APEC Community and Commons
 - APEC Putrajaya Vision 2040 → "an open, dynamic, resilient and peaceful Asia Pacific community"
 - The concept of community affinity with the concept of commons
 - Community— various goods, resources, and services are discussed for the common interest

Mr. Satoru Someya Figures

Fig 3.1 - Global Trade entails so much difficulty for SMEs

In international trade, many business-to-business(B2B) exchanges are still paper or PDF-based, and a great deal of time is spent on retyping data and other manual works. This is a huge hassle for SMEs because:

1. It Takes Time: 72 hours/ import&export in Japan
 - *235 hours in ASEAN, 111 times longer than EU (digitized) *Ref - World Bank Research*
2. Analog work Cost: USD 342/ trade-in Japan *Ref - World Bank Research*
3. Need a big office and warehouse
 - *To execute paperwork and to store paper documents *Ref - ASEAN-BAC focal meeting*
4. Need special knowledge to process complex applications intra-procedurals *Ref - Japan Machinery Center for Trade and Investment*

Fig 3.2 - Issue noted from a young Japanese entrepreneur in trade business

“We have started our own business to export our wonderful local products overseas, but the work is too much for a few staff to do and we are currently only helping a large company.”

- **Marie Wakino, CEO of Climbest Local SME from Kagoshima prefecture, Japan**

Fig 3.3 - TradeWaltz is a B2B communication DX platform to solve this Issue

TradeWaltz is a cross-industrial business to business (B2B) trade platform utilizing blockchain technology and encouraging SMEs to access global trade, because:

1. Cuts Time: 44% in Japan
 - *60% in ASEAN economies *Ref - PoC results in 2018 - 2019*
2. Cut analog work Cost: 44% in Japan *Ref - PoC results in 2018 -201 9*
3. Don't need office and warehouse
 - Trade operations can be carried out remotely with a PC and the Internet. *Ref - ASEAN-BAC focal meeting*
4. Don't need special knowledge
 - Compliance checks and applications will be followed by the system *Ref - TradeWaltz development roadmap*

Fig 3.4 - TradeWaltz's feature: All in One

- Cross Industrial Platform
- Wide coverage of documents
 - Structured documents (NOT PDF) on the platform
- Creation of ecosystem
 - Collaborate with other PFs and utilize the accumulated data to create new business ecosystem

Fig 3.5 - Traction: Cross Industrial Consortium since 2017 for trade digitalization

Activities (2017):

- Identification and sharing of cross-industrial business issues
- Created TradeWaltz prototype
- Proof of concept with NTP Singapore

Activities (2018) - PoC results 44 60% efficiency improvement

- Research on AI and semantic technology for L/C document check
- Proof of concept in Japan and Thailand
- Research on relevant laws (MLETR) and submission of a written request to government agencies

Activities (2019) - Thailand set digital trade as ASEAN agenda

- Release of the pilot version
- Trial deployment in Thailand involving 24 companies

Activities (2020) - TradeWaltz

- An announcement in World Economic Forum 2020 sideline event
- Started commercialization

	Big Participating Companies (as of March. 2020)
Banks	MUFG Bank, Ltd.
	Sumitomo Mitsui Banking Corporation
	Mizuho Financial Group, Inc./Mizuho Bank, Ltd.
Insurance Companies	Tokio Marine & Nichido Fire Insurance Co., Ltd.
	Sompo Japan Nipponkoa Insurance Inc.
	Mitsui Sumitomo Insurance Company, Ltd.
Cargo Owners	Sumitomo Corporation
	Mitsubishi Corporation
	Sojitz Corporation
	Toyota Tsusho Corporation
	Marubeni Corporation
	Itochu Corporation
	Kanematsu Corporation
	Mitsui & Co., Ltd.
Carriers / Logistics Companies	Kawasaki Kisen Kaisha, Ltd.
	Nippon Express Co., Ltd.
	Nippon Yusen Kabushiki Kaisha
	Ocean Network Express Pte. Ltd.
Secretariat	NTT DATA (Blockchain Expert)

Co-invested partners

Fig 3.6 - Supporting ASEAN Economies' Trade Consortium launch (Thailand and Viet Nam)

The Minister of Economy, Trade, and Industry of Japan proposed a trade digitization initiative to Viet Nam in 2020 and started consortium development activities in Viet Nam.

Fig 3.7 - Concept co-released on May 11th in APEC workshop Connecting 5 APEC economies' platforms in 2022

- We co-released the live link concept with the trade platforms of 5 economies, Japan, New Zealand, Australia, Singapore, and Thailand.
- We aim to materialize this future collaboration and announce the result by 2022 APEC.

Fig 3.8 - Completed SME's PoC (Japan Chinese Taipei) utilizing TradeWaltz in September

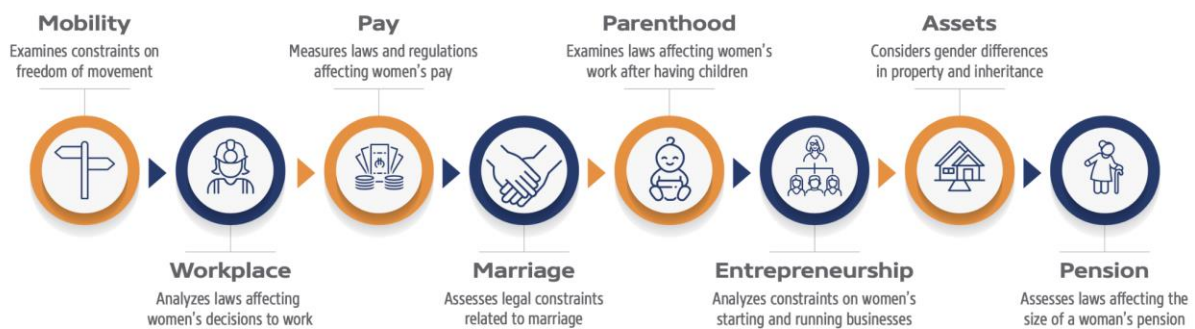
Traction for SMEs PoC video: <https://youtu.be/i5GIsiq563o>

Ms. Catherine O'Connell Figures

Fig 4.1 - Women Business & the Law 2021 Report from World Bank

- Measures laws and regulations that affect women's economic opportunity in 190 economies.
- Eight indicators of that coincide with the various milestones a typical woman may experience in her lifetime & her interactions with the law as she progresses through and ends her career.

FIGURE 1.1 | LAWS AFFECT WOMEN THROUGHOUT THEIR WORKING LIVES



Source: Women, Business and the Law team.

Fig 4.2 - Women Business & the Law index - Scores

10 economies scored 100/100 but only one economy in APEC scored 100/100. (Canada)

- New Zealand 97.5
- Australia 96.9
- Lowest economy score = 26.3
- Average = 76.1
- 7/21 APEC economies are average or under

TABLE 1.2 WOMEN, BUSINESS AND THE LAW 2021 INDEX									
Economy	Score	Economy	Score	Economy	Score	Economy	Score	Economy	Score
Belgium	100.0	Romania	90.6	Singapore	82.5	Belarus	75.6	Nigeria	63.1
Canada	100.0	Ecuador	89.4	Turkey	82.5	China	75.6	Dominica	62.5
Denmark	100.0	Hong Kong SAR, China	89.4	United Arab Emirates	82.5	Morocco	75.6	Mali	60.6
France	100.0	Bolivia	88.8	Colombia	81.9	Cambodia	75.0	Cameroon	60.0
Iceland	100.0	El Salvador	88.8	Japan	81.9	Ghana	75.0	Papua New Guinea	60.0
Ireland	100.0	Malta	88.8	Vietnam	81.9	Honduras	75.0	Niger	59.4
Latvia	100.0	Mexico	88.8	Bahamas, The	81.3	Trinidad and Tobago	75.0	Myanmar	58.8
Luxembourg	100.0	Uruguay	88.8	Tanzania	81.3	Gambia, The	74.4	Palau	58.8
Portugal	100.0	Lao PDR	88.1	Zambia	81.3	India	74.4	Tonga	58.8
Sweden	100.0	Montenegro	88.1	Grenada	80.6	Madagascar	74.4	Vanuatu	58.1
Estonia	97.5	South Africa	88.1	Israel	80.6	Maldives	73.8	Algeria	57.5
Finland	97.5	Guyana	86.9	Kenya	80.6	Suriname	73.8	Gabon	57.5
Germany	97.5	Zimbabwe	86.9	Nepal	80.6	Angola	73.1	Solomon Islands	56.9
Greece	97.5	Cabo Verde	86.3	Rwanda	80.6	Burundi	73.1	Bahrain	55.6
Italy	97.5	Dominican Republic	86.3	Chile	80.0	Russian Federation	73.1	Pakistan	55.6
Netherlands	97.5	Namibia	86.3	Samoa	80.0	Uganda	73.1	Brunei Darussalam	53.1
New Zealand	97.5	Nicaragua	86.3	San Marino	80.0	Bhutan	71.9	Lebanon	52.5
Spain	97.5	São Tomé and Príncipe	86.3	Saudi Arabia	80.0	St. Kitts and Nevis	71.3	Equatorial Guinea	51.9
United Kingdom	97.5	Georgia	85.6	Belize	79.4	Guatemala	70.6	Libya	50.0
Australia	96.9	Switzerland	85.6	Burkina Faso	79.4	Uzbekistan	70.6	Malaysia	50.0
Austria	96.9	Bosnia and Herzegovina	85.0	Panama	79.4	South Sudan	70.0	Bangladesh	49.4
Hungary	96.9	Brazil	85.0	Ukraine	79.4	Eritrea	69.4	Congo, Rep.	49.4
Norway	96.9	Korea, Rep.	85.0	Azerbaijan	78.8	Kazakhstan	69.4	Mauritania	48.1
Slovenia	96.9	North Macedonia	85.0	Congo, Dem. Rep.	78.8	Sierra Leone	69.4	Jordan	46.9
Peru	95.0	Slovak Republic	85.0	Kiribati	78.8	Djibouti	68.1	Somalia	46.9
Paraguay	94.4	Venezuela, RB	85.0	Philippines	78.8	Jamaica	68.1	Eswatini	46.3
Croatia	93.8	Moldova	84.4	Tajikistan	78.8	Marshall Islands	68.1	Egypt, Arab Rep.	45.0
Czech Republic	93.8	Togo	84.4	Lesotho	78.1	St. Vincent and the Grenadines	68.1	Iraq	45.0
Lithuania	93.8	Liberia	83.8	Thailand	78.1	Tunisia	67.5	Guinea-Bissau	42.5
Poland	93.8	Puerto Rico (US)	83.8	Benin	77.5	Senegal	66.9	Afghanistan	38.1
Serbia	93.8	St. Lucia	83.8	Malawi	77.5	Antigua and Barbuda	66.3	Syrian Arab Republic	36.9
Kosovo	91.9	Costa Rica	83.1	Barbados	76.9	Chad	66.3	Oman	35.6
Mauritius	91.9	Côte d'Ivoire	83.1	Central African Republic	76.9	Sri Lanka	65.6	Iran, Islamic Rep.	31.3
Albania	91.3	Timor-Leste	83.1	Ethiopia	76.9	Comoros	65.0	Qatar	29.4
Cyprus	91.3	Armenia	82.5	Kyrgyz Republic	76.9	Indonesia	64.4	Sudan	29.4
Taiwan, China	91.3	Fiji	82.5	Argentina	76.3	Botswana	63.8	Kuwait	28.8
United States	91.3	Mongolia	82.5	Guinea	76.3	Haiti	63.8	Yemen, Rep.	26.9
Bulgaria	90.6	Mozambique	82.5	Seychelles	76.3	Micronesia, Fed. Sts.	63.8	West Bank and Gaza	26.3

Source: Women, Business and the Law database.

Note: Economies with a green check mark (✓) saw an improvement in score due to reforms in one or more areas. The economy with a red X (✗) implemented at least one change reducing its score.

Fig 4.3 - Example: entrepreneurship indicator for the average score of 75 (Ecuador).

The Index serves as a way to gauge the regulatory environment for women as entrepreneurs.


TABLE 1.1	EXAMPLE OF HOW THE <i>WOMEN, BUSINESS AND THE LAW</i> INDEX IS CONSTRUCTED, ECUADOR			
Indicator	Question	Answer	Indicator score	WBL economy score
 Entrepreneurship	1. Does the law prohibit discrimination in access to credit based on gender?	No = 0	75	
	2. Can a woman sign a contract in the same way as a man?	Yes = 1		
	3. Can a woman register a business in the same way as a man?	Yes = 1		
	4. Can a woman open a bank account in the same way as a man?	Yes = 1		

Fig 4.4 - Economies That Undertook Gender Equality reforms 2019-2020

- Two APEC economies moved on the pay indicator. One on Marriage
- No APEC economy reformed in the entrepreneurship economy

TABLE 1.3	ECONOMIES ACROSS ALL REGIONS UNDERTOOK REFORMS TOWARD GENDER EQUALITY IN 2019/20		
Indicator	No. of data points reformed	Economies	Example of reform
Mobility	6	Benin, Fiji, Jordan, United Arab Emirates	Fiji allowed a woman to apply for a passport in the same way as a man.
Workplace	5	Marshall Islands, Senegal, Sierra Leone, United Arab Emirates	Sierra Leone adopted legislation on sexual harassment in employment.
Pay	11	Bahrain, Costa Rica, Marshall Islands, Montenegro, New Zealand , Saudi Arabia, United Arab Emirates, Vietnam	Costa Rica lifted a ban on women's night work.
Marriage	7	Chile , Kuwait, Madagascar, Portugal, Puerto Rico (US), Rwanda, United Arab Emirates	The United Arab Emirates no longer requires a married woman to obey her husband.
Parenthood	8	Austria, Ethiopia, Ireland, Suriname, United Arab Emirates	Ireland introduced two weeks of paid parental leave as an individual entitlement for each parent.
Entrepreneurship	5	Bahrain, Jordan, Marshall Islands, Pakistan, Uzbekistan	Pakistan allowed women to register a business in the same way as men.
Pension	3	Bahrain, Brazil, Slovenia	Slovenia equalized the age at which men and women can retire with full pension benefits.

Source: *Women, Business and the Law* database.

Note: The Assets indicator is not included in this table because no reforms were recorded in the period measured.

Fig 4.5 - Data

We need data to make sense of the issues before we can tackle solutions.

- Data gives an evidential basis
- Benchmarking tool
- Exposes challenges
- Identifies good practices
- Lessons learned and able to be leveraged

Fig 4.6 - Legal and Political Representation

Legal: women's opportunities and outcomes depend very much on legal reforms.

Political: economies with a greater female representation in the national legislature are more likely to pass laws on laws that affect women.

Fig 4.6 - What's next?

Economies' Commitment to action the report data. Enact policy changes and capacity building international organizations, gender equality advocates, investors, researchers established SMEs, and Women Entrepreneurs, all of us can use the data to inform legislative change in our economies. Source solutions through Policies and Capacity Building.