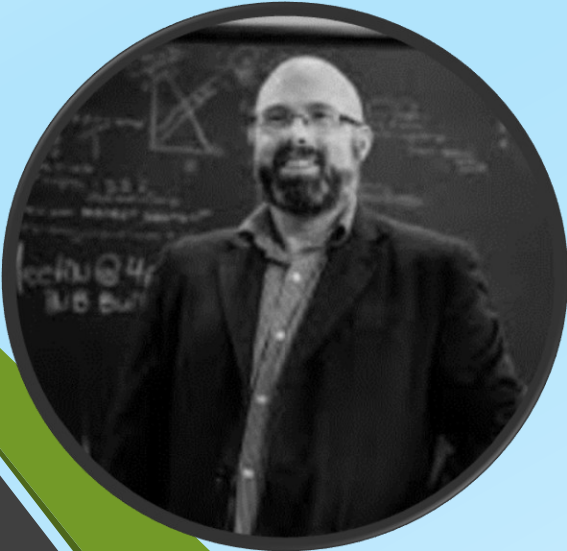


Promoting Trade in Services by SMEs and Women Entrepreneurs

APEC STUDY CENTER JAPAN

Moderators



Prof. Patrick Charlton
Professor, Algonquin
College of Applied Arts
and Technology
(Canada)



Prof. Jaswinder Kaur
Professor, Algonquin
College of Applied Arts
and Technology
(Canada)



Ms. Clarecia Christie
International Trade
Expert, Global Compass
Consulting Services
Incorporated (Canada)



Ms. Sophia Vaz
Virtual Assistant,
Technical Lead
(Canada)

Agenda

- 10:00-10:15 Opening Remarks and Introduction
- 10:15-11:00 Session 1: Use of Emerging Digital Services for Promoting Cross-Border Business by SMEs
- 11:00-11:45 Session 2: Trade in Services by Women Entrepreneurs
- 11:45-12:15 Session 3: Policy Measures and Regulatory Practices
- 12:15-12:30 Summarizing and Closing Notes



Education

- **1987** BA, International Relations and Legal Studies, Faculty of Law, Sophia University, Japan
- **1990** MA, Political Science Department, University of Pennsylvania, United States
- **2003** MA, Development Economics, GRIPS/FASID, Japan

Opening Remarks

Ms. Naoko Ueda

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

Professional Career

- **2019 July – Present** Director, APEC Division, Economic Affairs Bureau Ministry of Foreign Affairs (MOFA), Japan
- **2016 – 2019** Deputy Director, OECD Secretariat (OECD Development Centre), Paris, France
- **2014 – 2016** Permanent Representative of Japan to the ICAO (International Civil Aviation Organization), Montreal, Canada
- **2011 July - 2014** Principal Deputy Director, Climate Change Division, International Cooperation Bureau, MOFA, Japan
- **2011 April – July** Senior Negotiator, Climate Change Division, International Cooperation Bureau, MOFA, Japan
- **2007 – 2011** Senior Policy Analyst, OECD Secretariat (Heiligendamm Dialogue Support Unit, Partnership for Democratic Governance), Paris, France



Ministry of Foreign Affairs, Japan

Workshop on Promoting Trade in Services by SMEs and Women Entrepreneurs: APEC and Services Trade Agenda

UEDA Naoko

Director, APEC Division, Economic Affairs Bureau

Ministry of Foreign Affairs, Japan

APEC Group on Services

- The Group on Services (GOS) was established to address trade and investment liberalization and facilitation tasks in the area of services.

Key initiative

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

APEC Services Competitiveness Roadmap (2016-2025)

Targets

- ▶ Ensuring an open and predictable environment for access to services markets by progressively reducing restrictions to services trade and investment;
- ▶ Increasing the share (%) 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;
- ▶ Increasing trade in services in the APEC region so that, by 2025, the compound average annual growth rate exceeds the historic average of 6.8 per cent 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.

APEC Services Competitiveness Roadmap (2016-2025)

Enabling Factors

(among others...)

- ▶ 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

APEC Non-binding Principles for Domestic Regulation of the Services Sector

- ▶ General Principles
- ▶ Administration of Measures
- ▶ Independence
- ▶ Transparency
- ▶ Technical Standards
- ▶ Development of Measures
- ▶ Other Areas

Workshop on Promoting Trade in Services by SMEs and Women Entrepreneurs

- ▶ Promoting trade in services is one of the key agendas of APEC.
- ▶ Digital Technologies are the key to enhancing trade in services especially by SMEs and women entrepreneurs.



Ministry of Foreign Affairs, Japan

Thank you and enjoy the workshop!

UEDA Naoko

Director, APEC Division, Economic Affairs Bureau

Ministry of Foreign Affairs, Japan

Introductory Presentation



Mr. Hikari Ishido
Professor, Chiba University
and APEC Study Center
Japan Secretariat



Prof. Seiichi Igarashi
Professor, Chiba University
and APEC Study Center
Japan

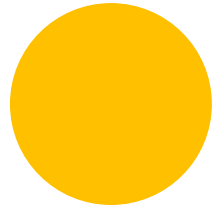
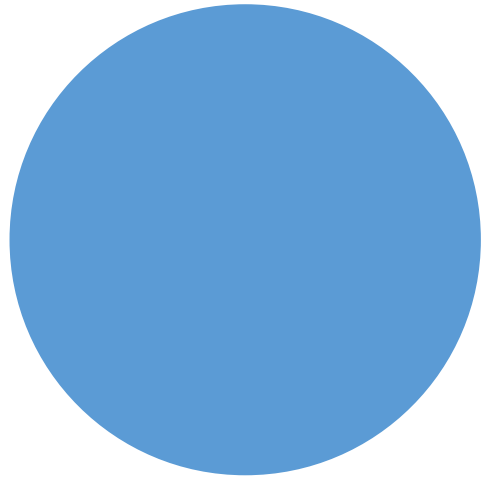
Mr. Hikari Ishido

Professor, Chiba University and APEC Study Center Japan Secretariat

“An overview of the completed (previous) research project on promoting trade in services by SMEs and Women Entrepreneurs”



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 centering on the theory and empirics of international trade and investment. He serves as Secretariat of the research network among Japanese scholars, APEC Study Center Japan (ASCJ).

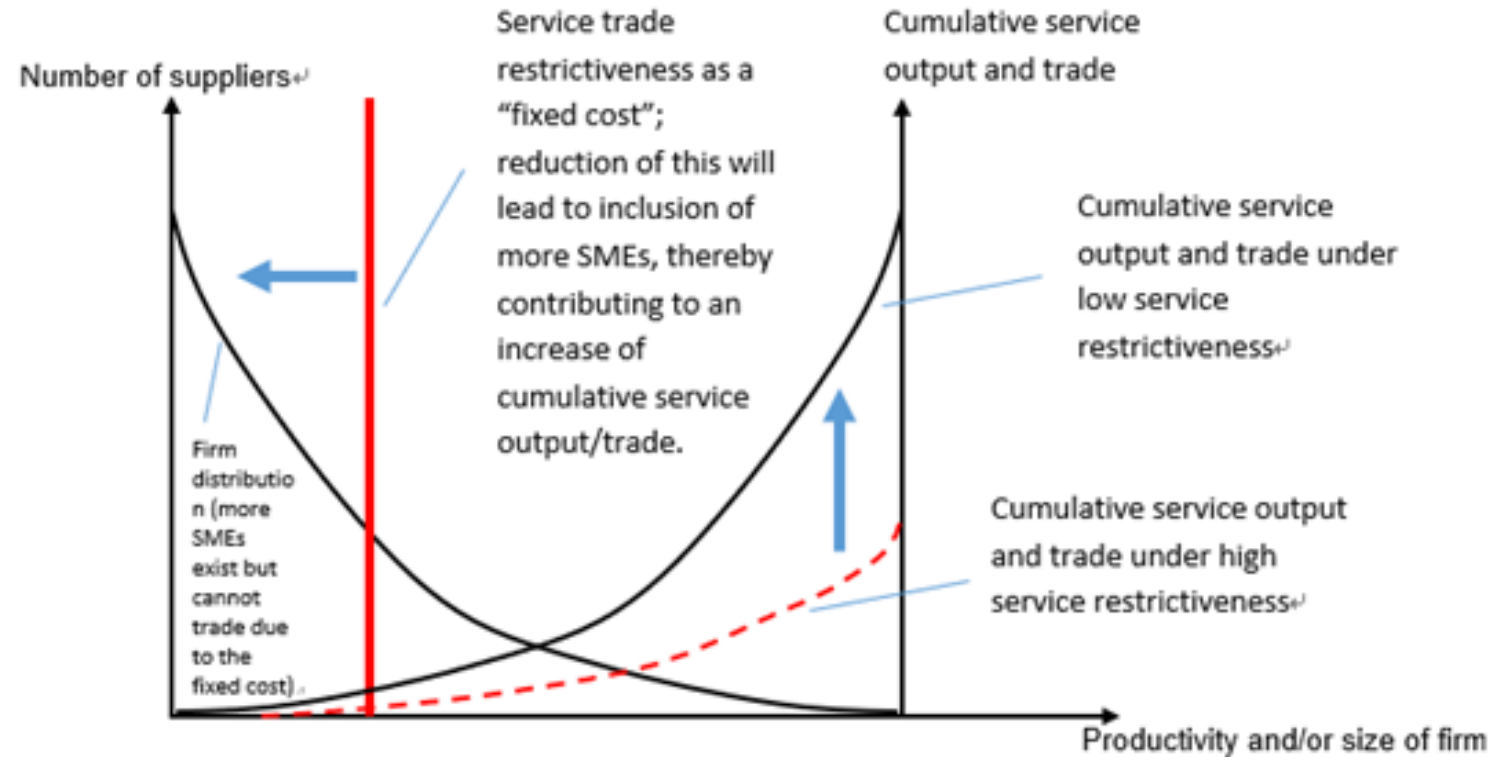


Introduction: Promoting Trade in Services by SMEs and Women Entrepreneurs

Hikari Ishido

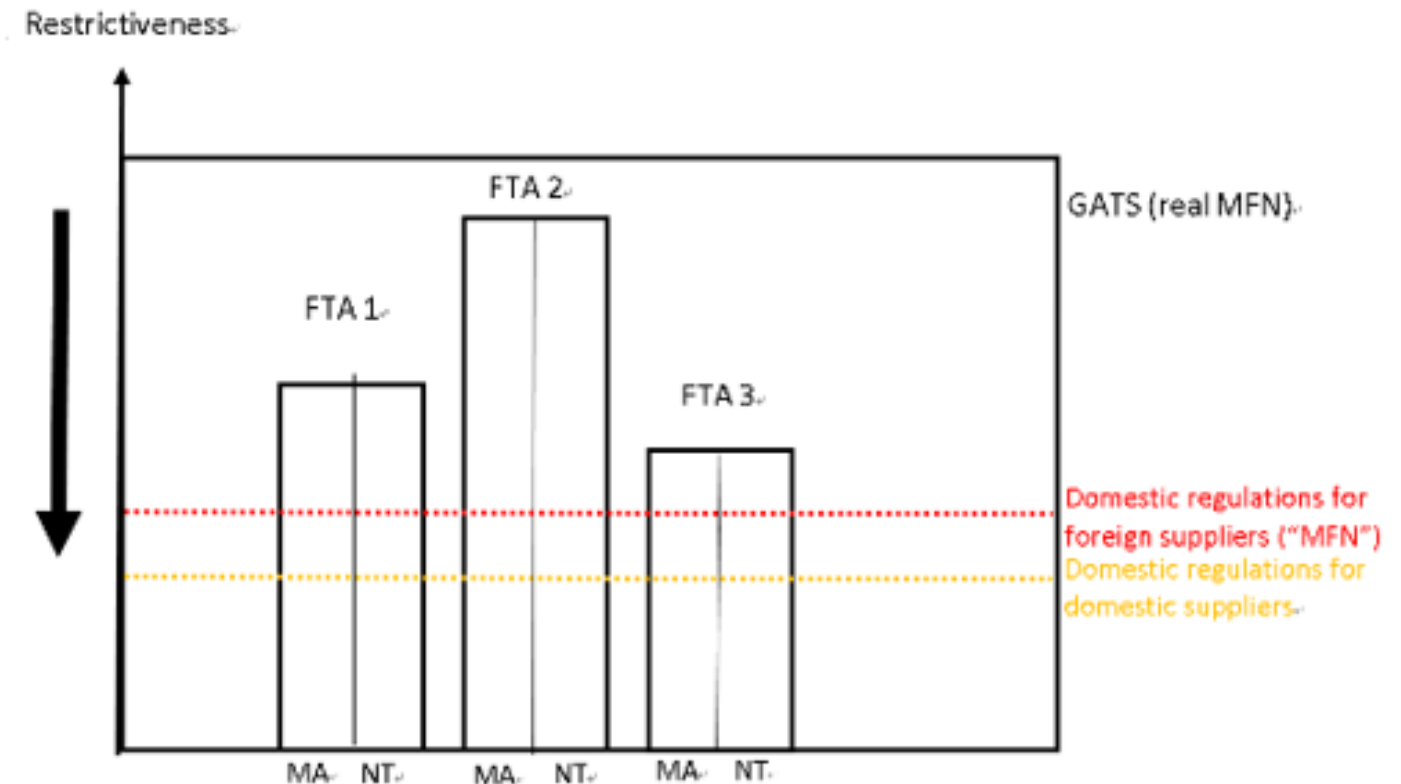
**(Professor, Chiba University,
APEC Study Center Japan
Secretariat)**

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



Source: Cadot, Munadi and Ing (2015).

Structure of service trade restrictiveness for a service sector and mode



Notes: FTA stands for free trade agreement; GATS means WTO's general agreement on trade in services; MA refers to market access; NT refers to national treatment; the dotted line for domestic regulations implies a non-binding situation, whereas the solid lines represent internationally binding situations.

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 the size of less than 100 workers) are more concerned about it.

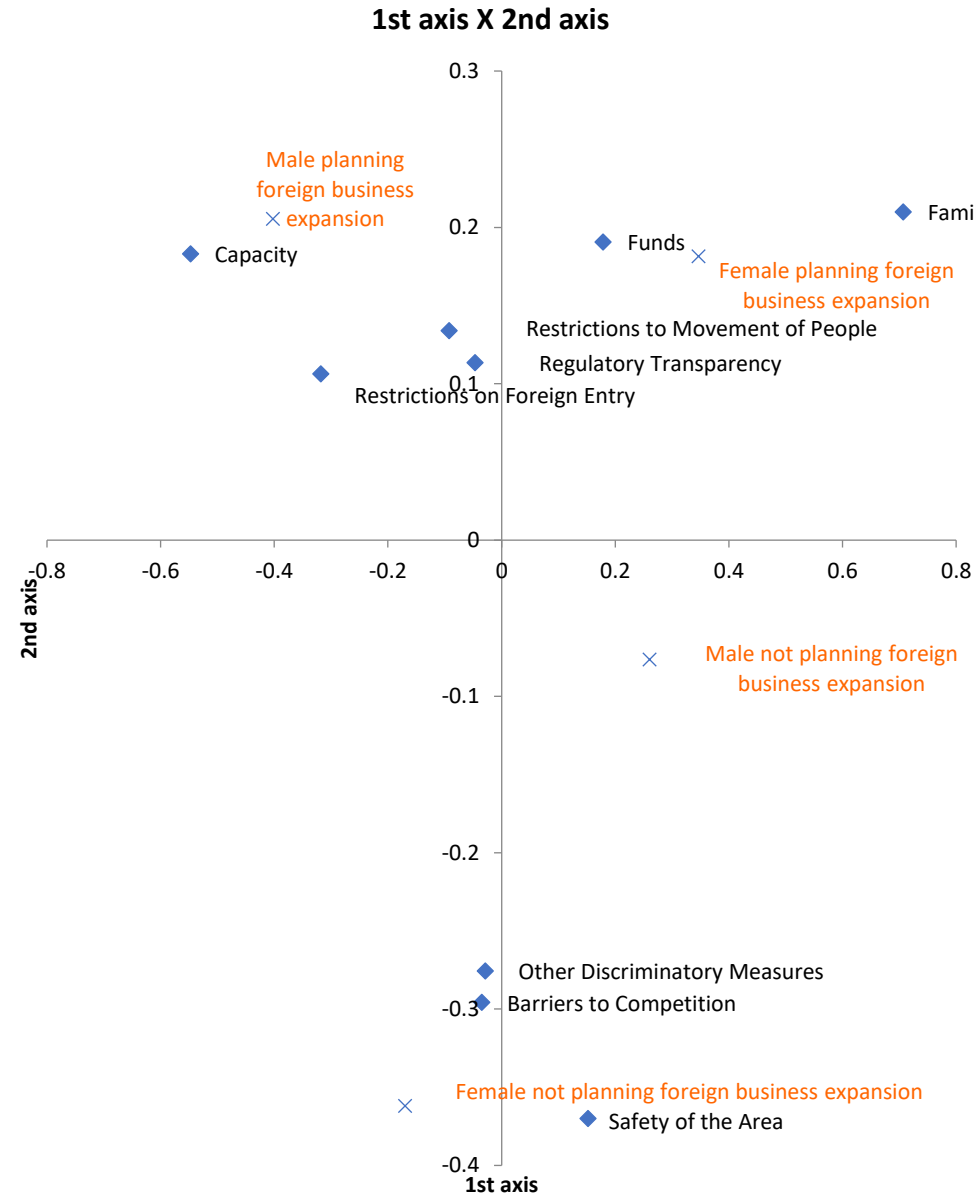
Table. Average Scores of the Online Survey

	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.

Figure. Correspondence analysis of the survey results



- When viewed from the combination of individual-level questions and policy-level questions, 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.

**Average scores of the online survey responses
by the size of companies and
by 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

Average scores of the online survey responses by size of the companies and by 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

*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 less 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 investment.

Average scores of the online survey responses by 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.

Average scores of the online survey responses by 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.

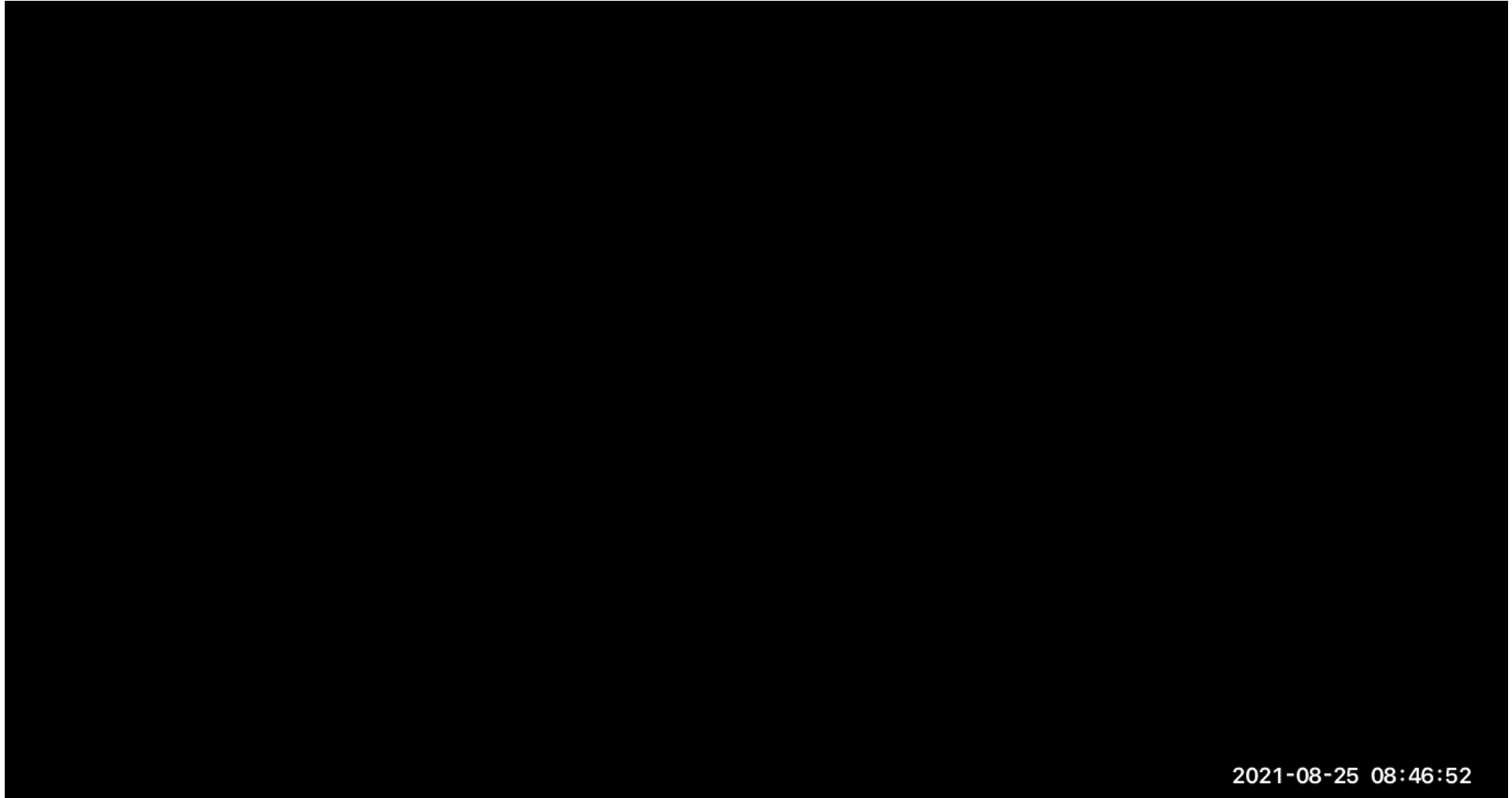
Average scores of the online survey responses (total of all responses)

	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

Source: Original online survey for this research project.

Power of digitalization for promoting SMEs' and Women Entrepreneurs' participation in services trade



Prof. Seiichi Igarashi

Chiba University

"Digital Commons and SMEs and Women Entrepreneurs"

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 most recent 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).





Workshop on Promoting Trade in Services by SMEs and Women Entrepreneurs

Digital Commons and SMEs and Women Entrepreneurs

Seiichi Igarashi

Chiba University

Graduate School of Social Sciences



Routledge Contemporary Southeast Asia Series

FROM MEKONG COMMONS TO MEKONG COMMUNITY

AN INTERDISCIPLINARY APPROACH TO
TRANSBOUNDARY CHALLENGES

Edited by
Seiichi Igarashi



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 ***Sa-nga Sattanun***

6. Advanced Agricultural Technologies and Innovations in the Mekong Region: DNA Markers, Plant Tissue Culture, Hydroponics, and Plant Factories ***Chalermpol 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***

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

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



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

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 by
 - The concept of community→affinity with the concept of commons
 - Community—various goods, resources, and services are discussed for the common interest

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



Mr. Satoru Someya
Managing Director,
Head of CEO's Office
TradeWaltz (Japan)



Ms. Tamey McIntosh
Co-founder and Chief
Operating Officer at
Braiya AI, Inc (Canada)



**Ms. Marie Sherylyn
D. Aquia**
Department of Trade
and Industry (Philippines)

Mr. Satoru Someya

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

“Digital Trade Infrastructure “TradeWaltz” - Encouraging SMEs to Access Global Trade”

He started his career at Mitsubishi Corporation in 2010. He has engaged in projects for global trading systems and supported launching 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.



APEC STUDY CENTER JAPAN
Promoting Trade in Services by SMEs
and Women Entrepreneurs

**Session 1: Use of Emerging Digital Services for
Promoting Cross-Border Business by SMEs**

Digital Trade Infrastructure “TradeWaltz”

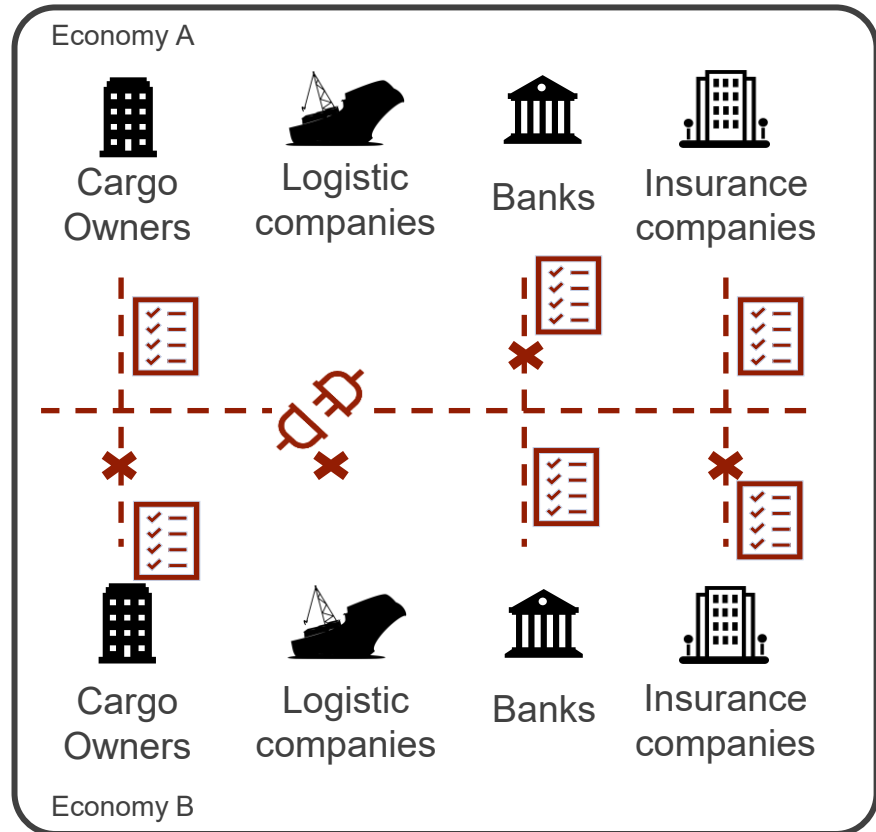
~encouraging SMEs to access global trade~

Oct 1st , 2021

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

AS IS



1 Take Time : 72 hours/import&export in Japan

*235 hours in ASEAN, 111 times longer than the EU (digitalized)
Ref) World Bank Research

2 Analog work Cost : USD 342/trade in Japan

Ref) World Bank Research

3 Need big office and warehouse

To execute paper works and store paper documents

Ref) ASEAN-BAC focal meeting

4 Need special knowledge

To process complex applications in trade procedures

Ref) Japan Machinery Center for Trade and Investment

Ref) Voice from a young Japanese entrepreneur in trade business



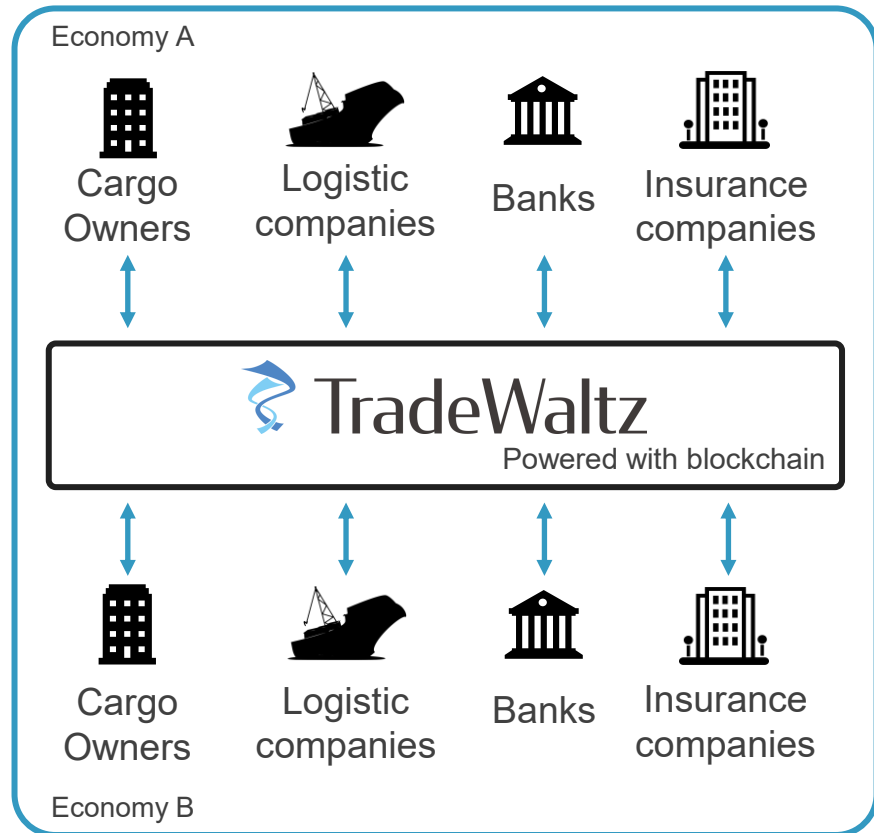
We have started our own business to export our wonderful local products to overseas, **but the work is too much for a few staff to do** and we are currently only helping a large company.

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

TradeWaltz is a B2B communication DX platform to solve

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

TO BE



1 Cut 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 2018-2019

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

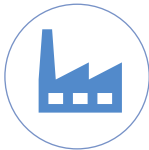
4 Don't need special knowledge

Compliance check and applications will be followed by system
Ref) TradeWaltz development roadmap

TradeWaltz's feature : All in One

1 Cross Industrial Platform

Players:



Exporter



Negotiation
Bank



Issuing
Bank



Importer



Insurance
Company



Forwarder



Carrier



C/O provider

2 Wide coverage of documents

Structured documents **(NOT PDF)** on the platform



Letter of
Credit



Invoice



Sea Way Bill



Packing list



Shipping
Instruction



Export
Permit



Certificate of
Origin



Bill of
Exchange



Insurance
Policy

And attachment files (PDF etc.)

3 Creation of ecosystem

Collaborate with other PFs and utilize the accumulated data to create new business ecosystem.

Cross Industrial Consortium since 2017 for trade digitalization

	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
Carriers / Logistics Companies	Mitsui & Co., Ltd.
	Kawasaki Kisen Kaisha, Ltd.
	Nippon Express Co., Ltd.
	Nippon Yusen Kabushiki Kaisha
Secretariat	Ocean Network Express Pte. Ltd.
	NTT DATA (Blockchain Expert)

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 written request to government agencies

Activities (2019)

Thailand set digital trade as ASEAN agenda

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

Activities (2020)

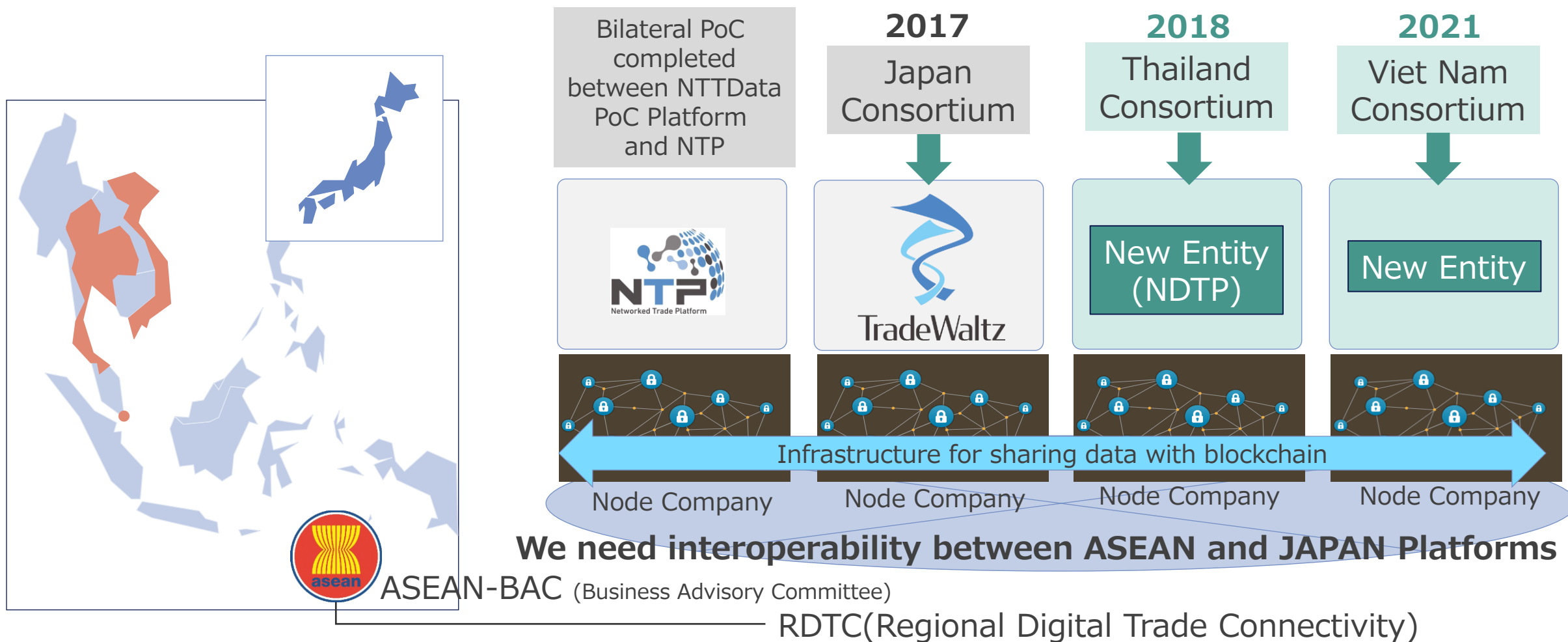
- Announcement in World Economic Forum 2020 sideline event
- Started commercialization

Co-invested partners



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

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



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

- We co-released 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.

Illustrative

**National Digital
Trade Platform("NDTP")**
from Thailand



from Singapore

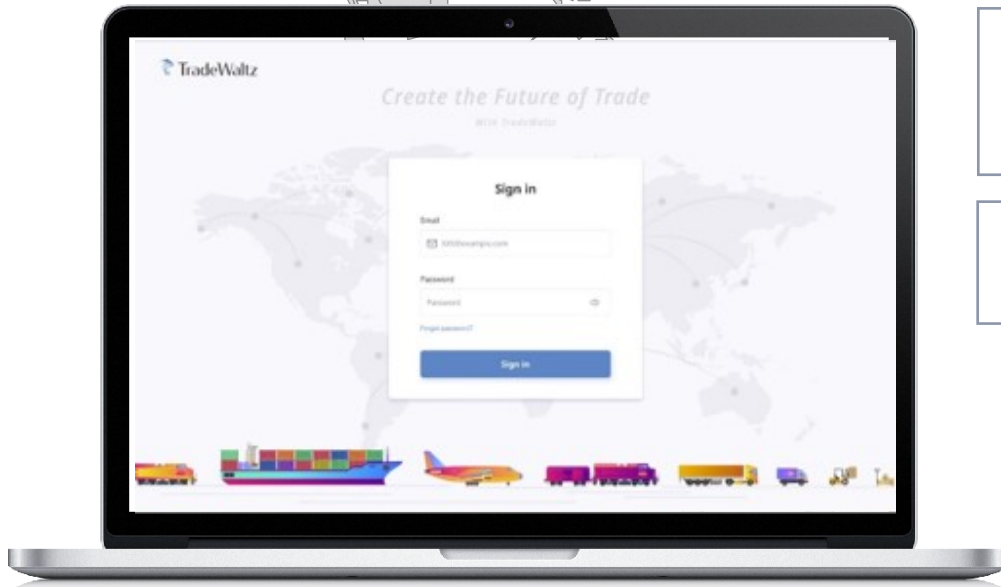
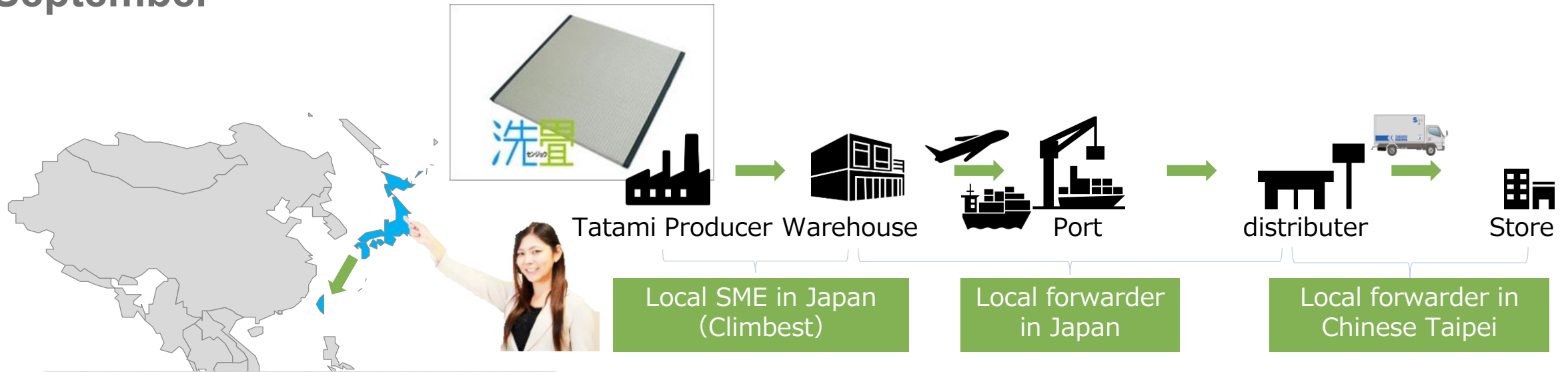


TradeWaltz from Japan



TradeWindow from New Zealand
and Australia

We just completed SME's PoC (Japan-Chinese Taipei) utilizing TradeWaltz in September



Utilize
TradeWaltz

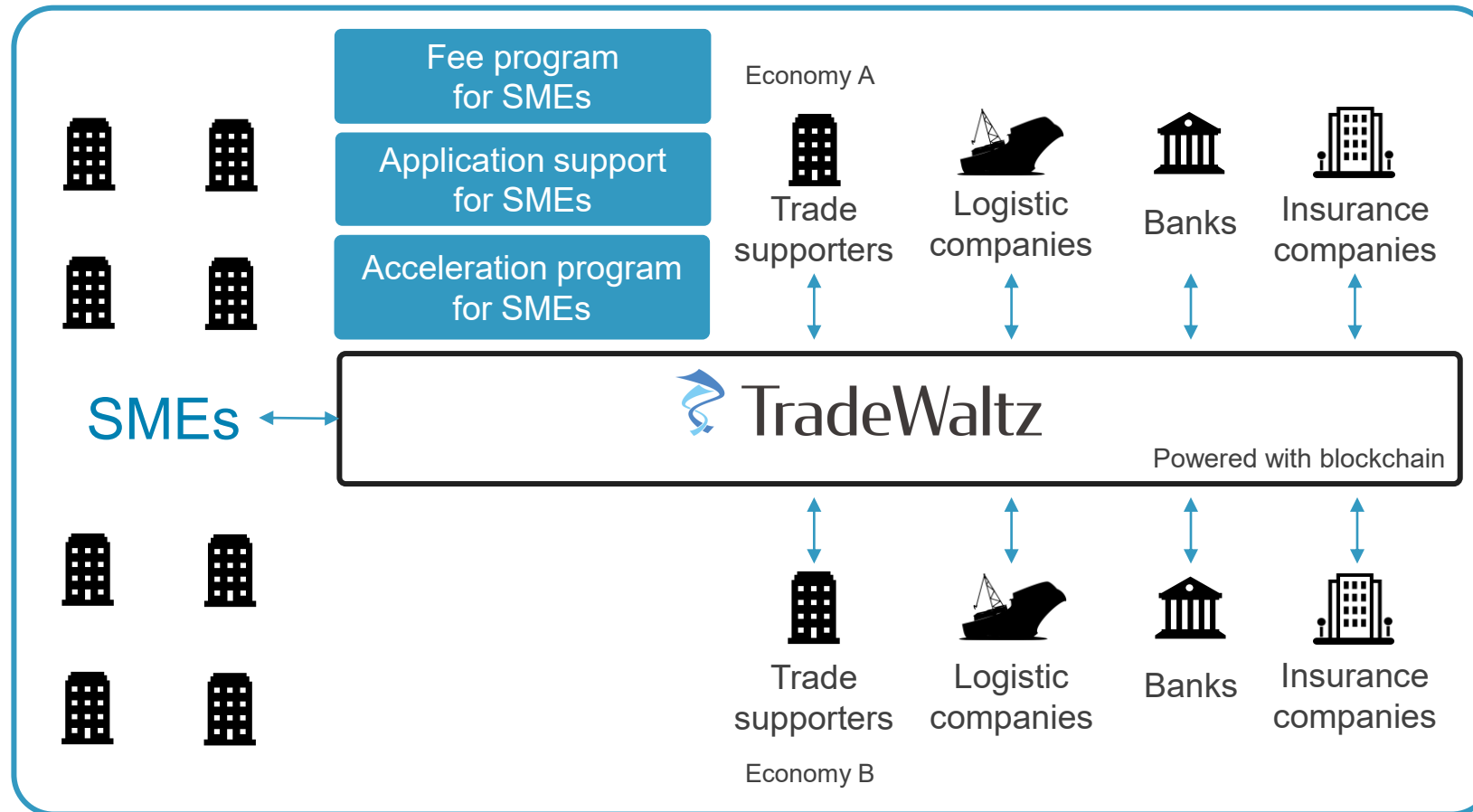
Check efficiency improvement
(Time & Cost)

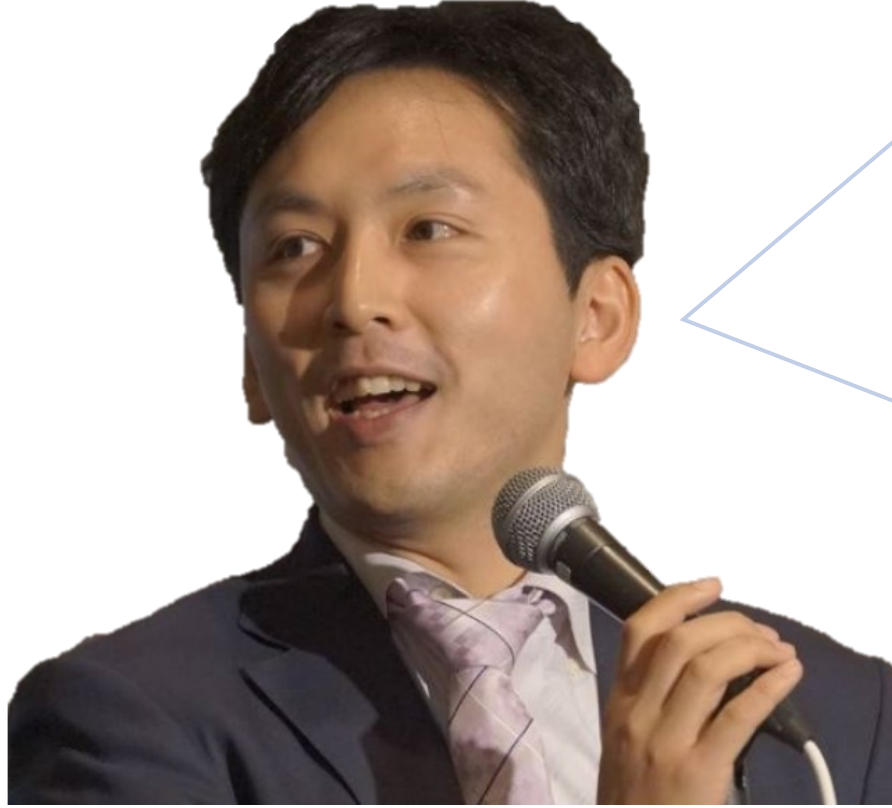


Create PoC's movie for APEC events



By creating easy way to use TradeWaltz for SMEs, we will encourage SMEs to access global trade





Satoru Someya

Managing Director

- Head of CEO's office

- Head of Global & Alliance business dept

TradeWaltz Inc

Thank you for listening and please feel free to contact us if you have any query about

- Our service and other trade platform services
 - Consortium activities in ASEAN
 - Government Relationship
 - Movement of law revision
 - International standard setting activity
 - SME's PoC
- , etc.



TradeWaltz

info@tradewaltz.com

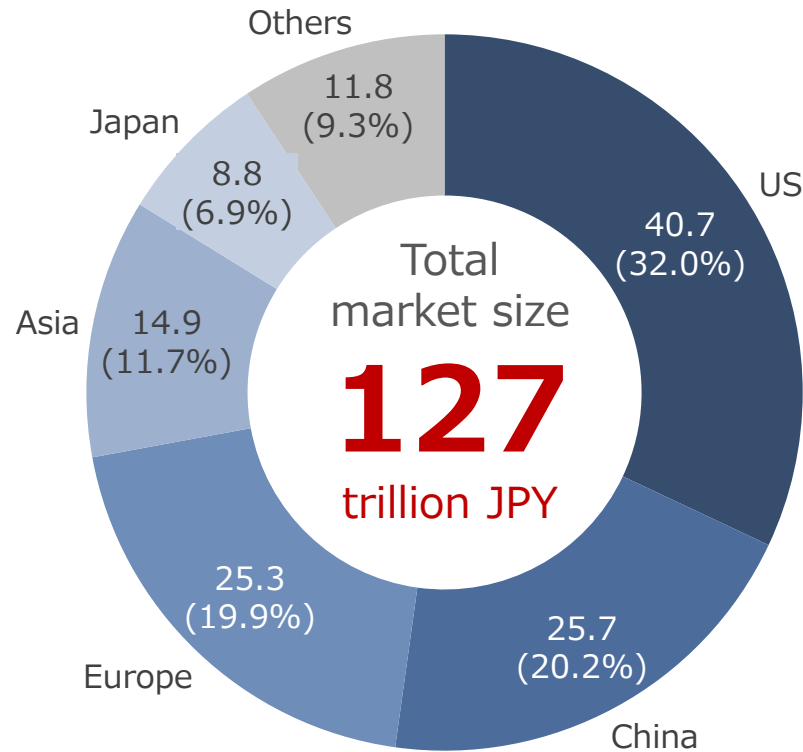
Appendix

As you know... DX market is emerging

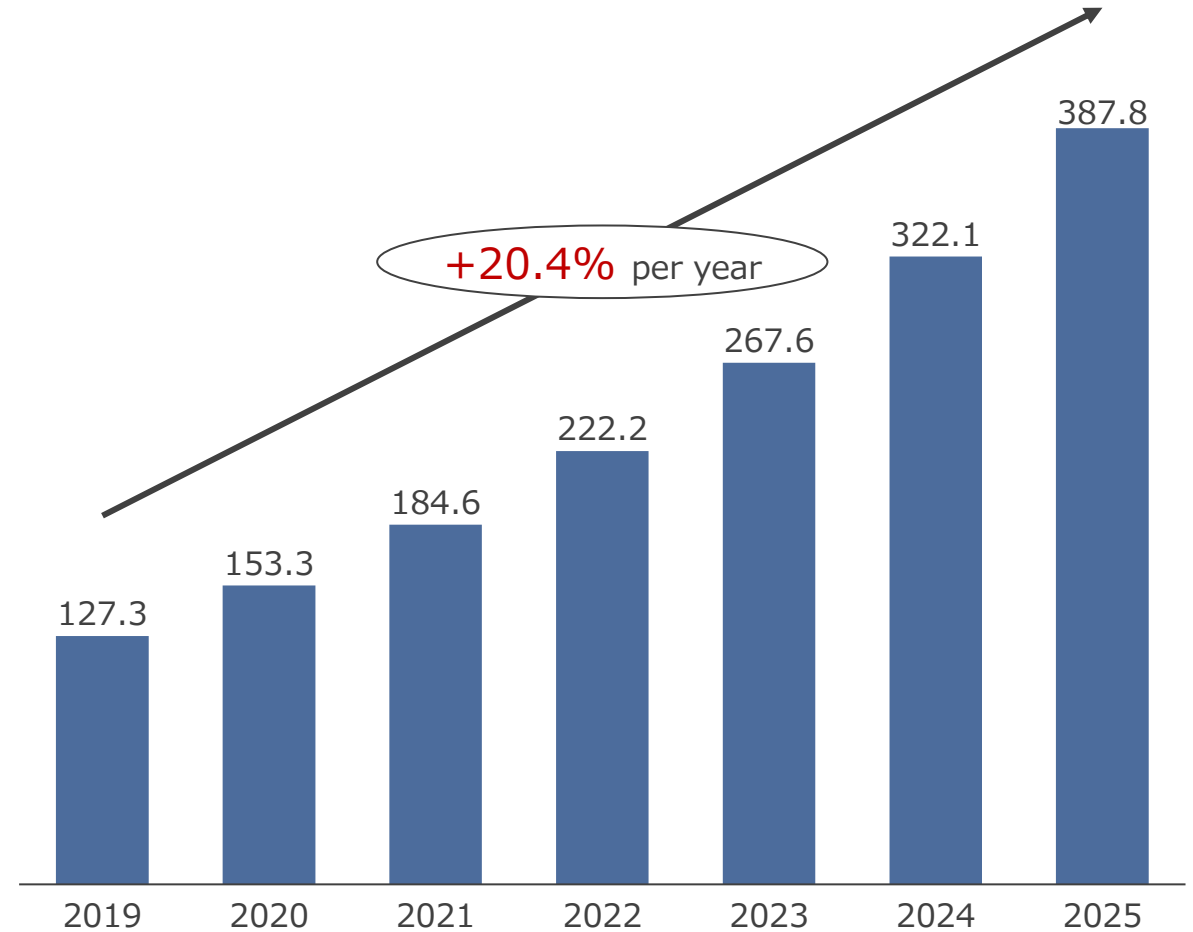
Global DX market size is reaching 127 trillion JPY in 2019.

Growing by 20% each year and may be accelerated by COVID-19.

Region-wise DX market size(2019 | trillion JPY*)



Expected market growth(Global | trillion JPY*)



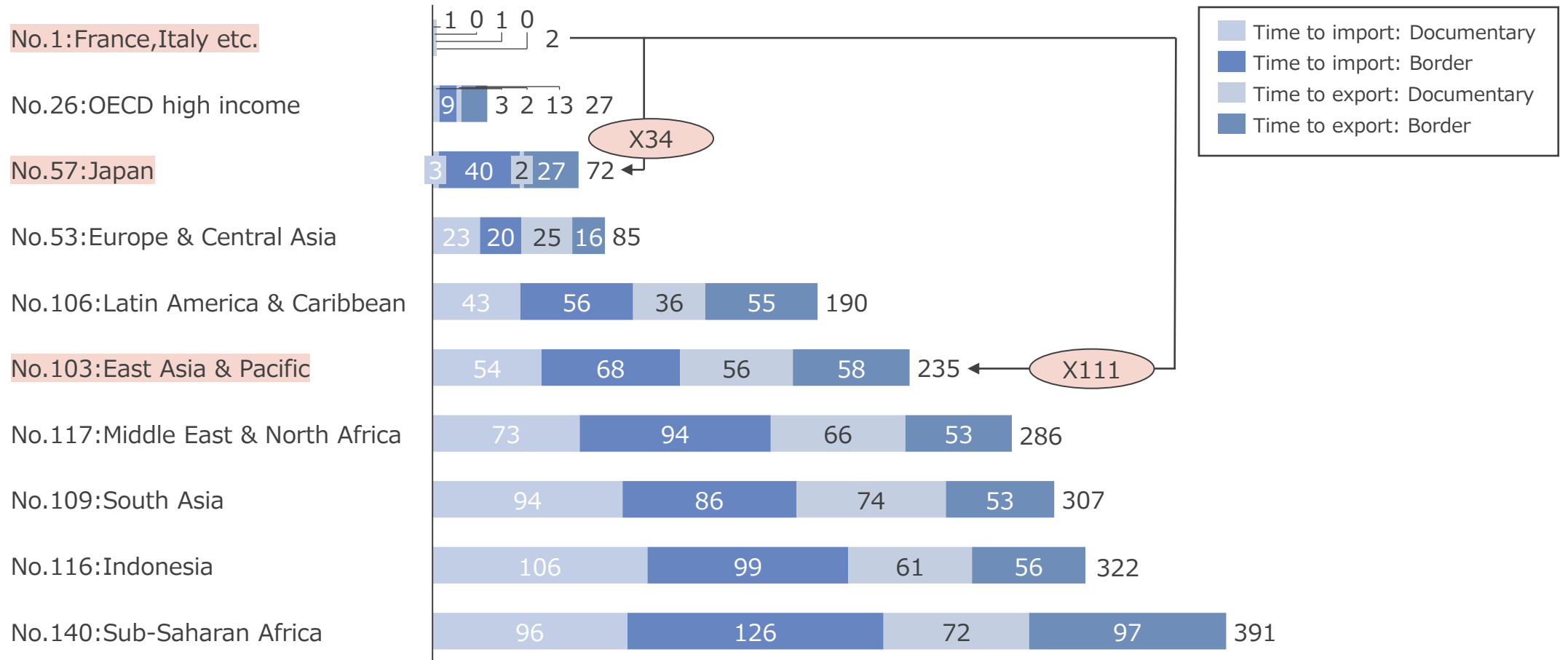
*Calculated as 107.9JPY/USD

Ref : IDC『Worldwide Semiannual Digital Transformation Spending Guide』

Our targeting issue 1) Operation efficiency, speed

- Japan and ASIA respectively take 34 and 111 times more man-hours than EU to process trade transactions.
- EU is going forward at the point of regulation and digitalization.

Time Spent on Trade Transactions (unit: hour)



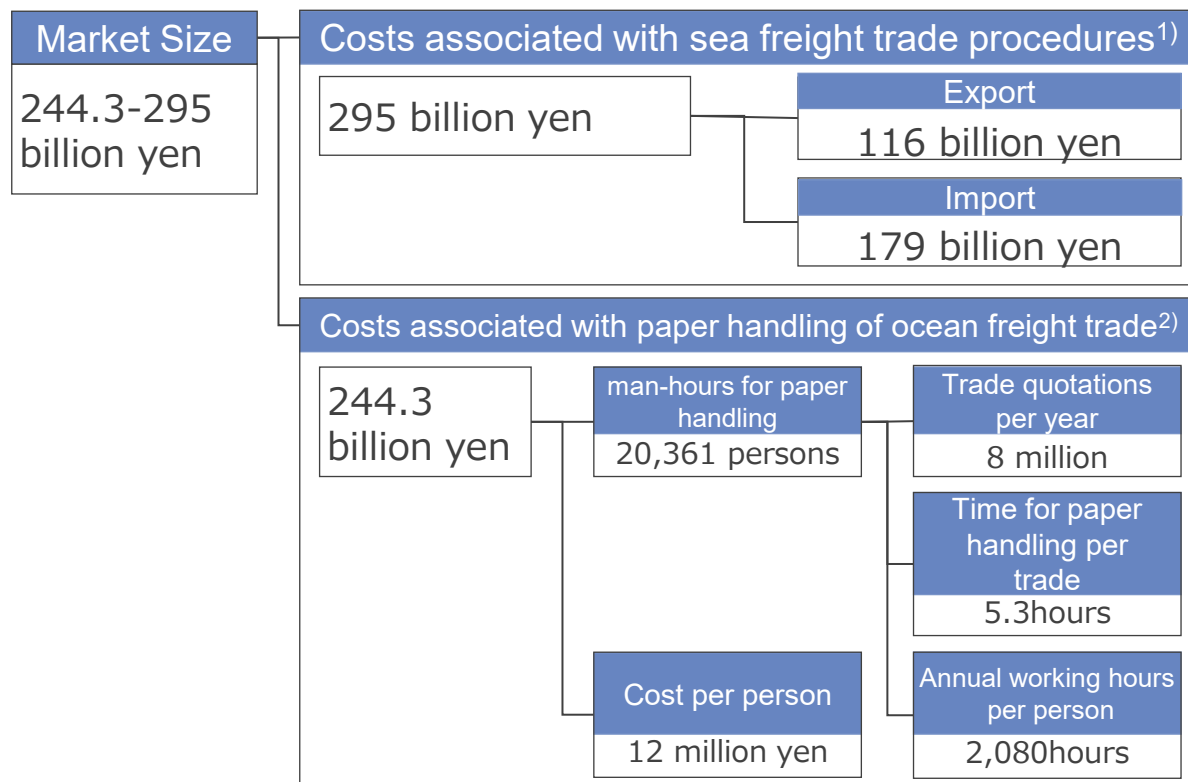
Ref : Trading across Borders (THE WORLD BANK)

Our targeting issue 2) Paper-work cost

- The market size of the issue in Japan is about 244.3-295 billion JPY per year for the cost of maritime cargo trade procedures.

Market size of this business

The market size of this project is approximately 244.3-295 billion yen, which is the cost of ocean freight trade procedures and paper handling.



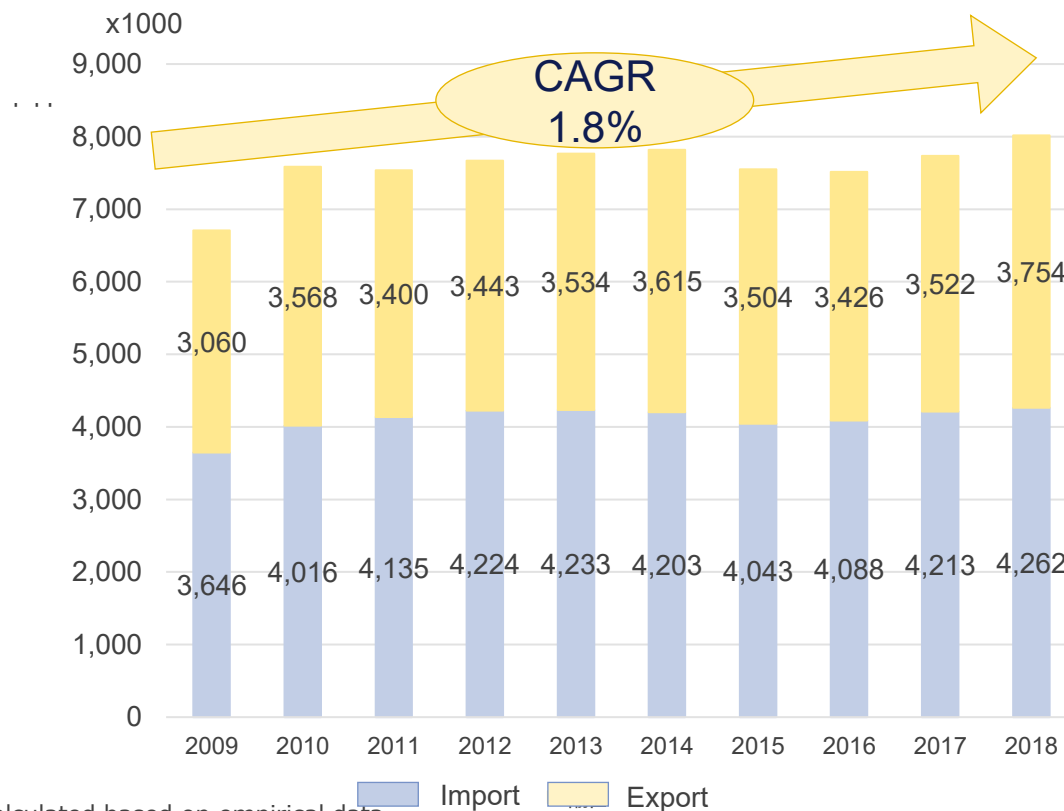
1) Calculated based on the World Bank Group's "Doing Business-Trading Across Borders".

2) Calculated based on empirical data.

3) Based on the number of import/export licenses provided by NACCS. 97% or more of all trade transactions since 2009 have been conducted through NACCS.

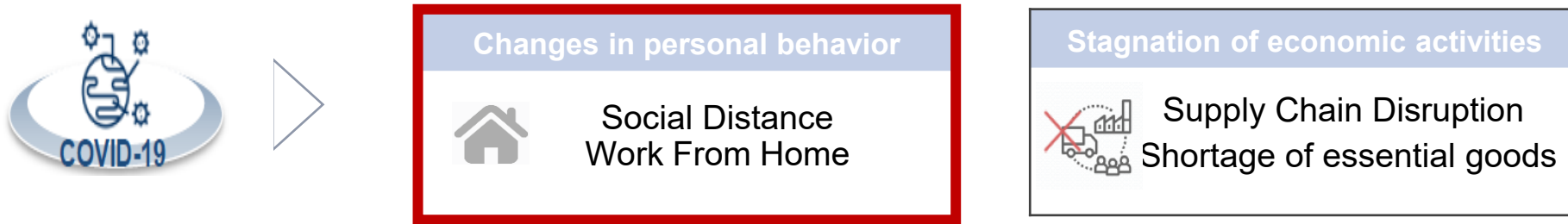
Quotations for seaborne trade in goods ³⁾

The number of sea freight trade transactions has been steadily increasing at a CAGR of 1.8%.

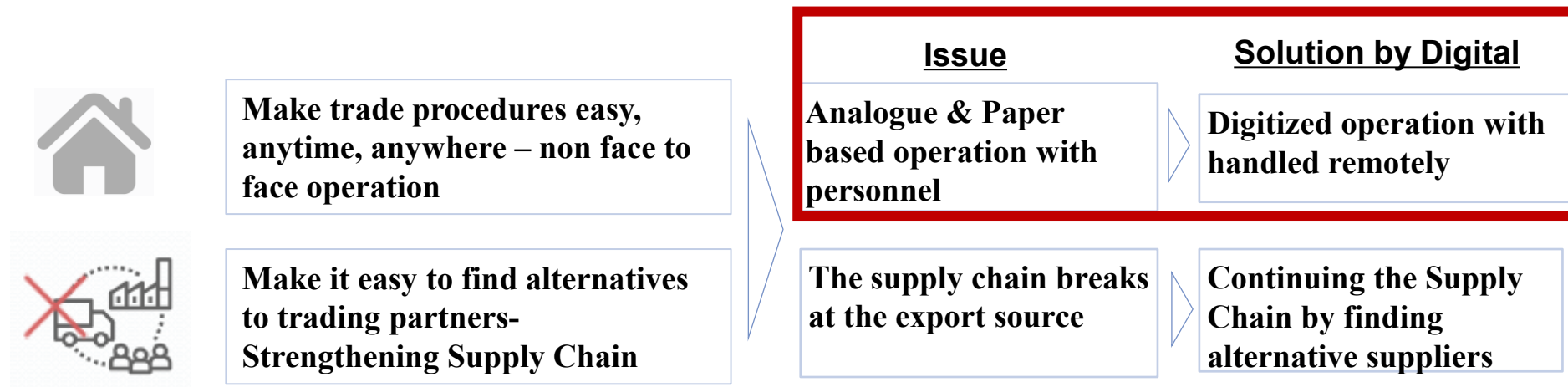


Our targeting issue 3) Needs of remote work in COVID-19

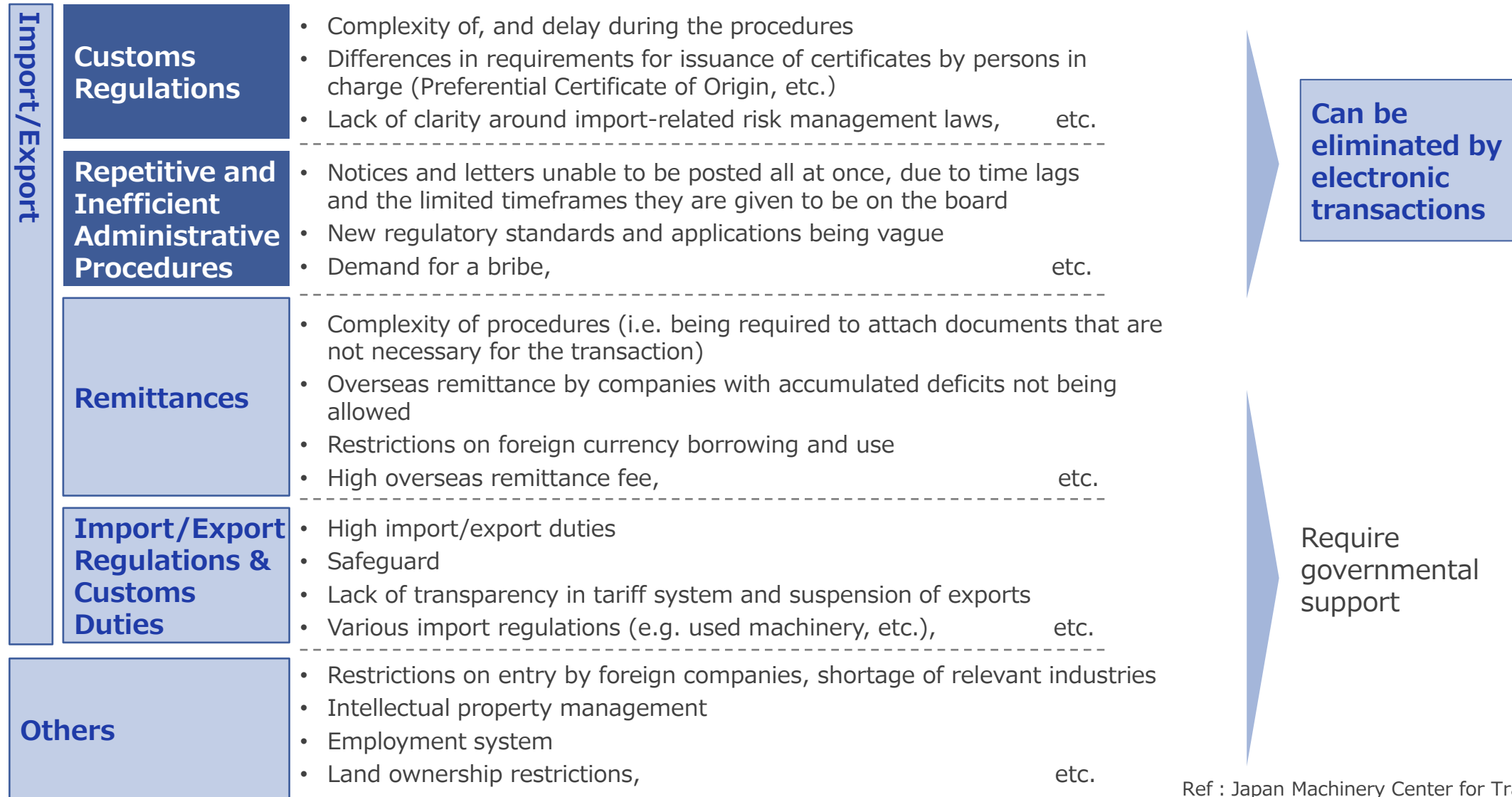
- Due to many tasks that still require paperwork, trade employees in Japan need to come to the office 1-2 times a week even during the spread of COVID-19.
- EU is going forward at the point of rules and digitalization.



By moving from a paper-based trade document to one that is digitalized, ASEAN enjoy major benefits such as reduced face-to-face operation, avoid supply chain disruption.

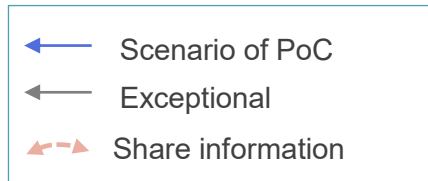


Our targeting issue 4) Other trade issues

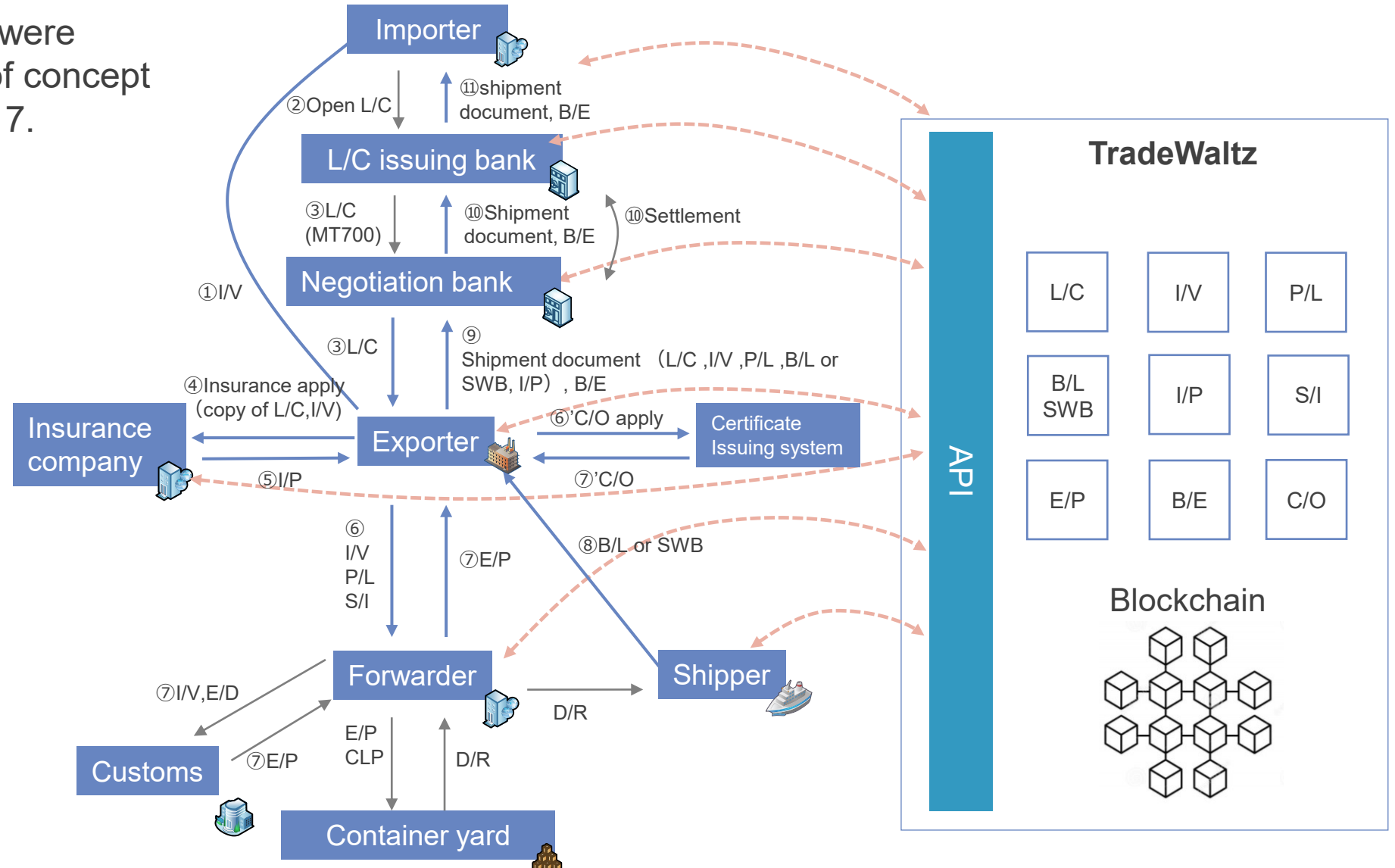


Proved benefits in Japan

Benefits of TradeWaltz were examined in the proof of concept (PoC) conducted in 2017.

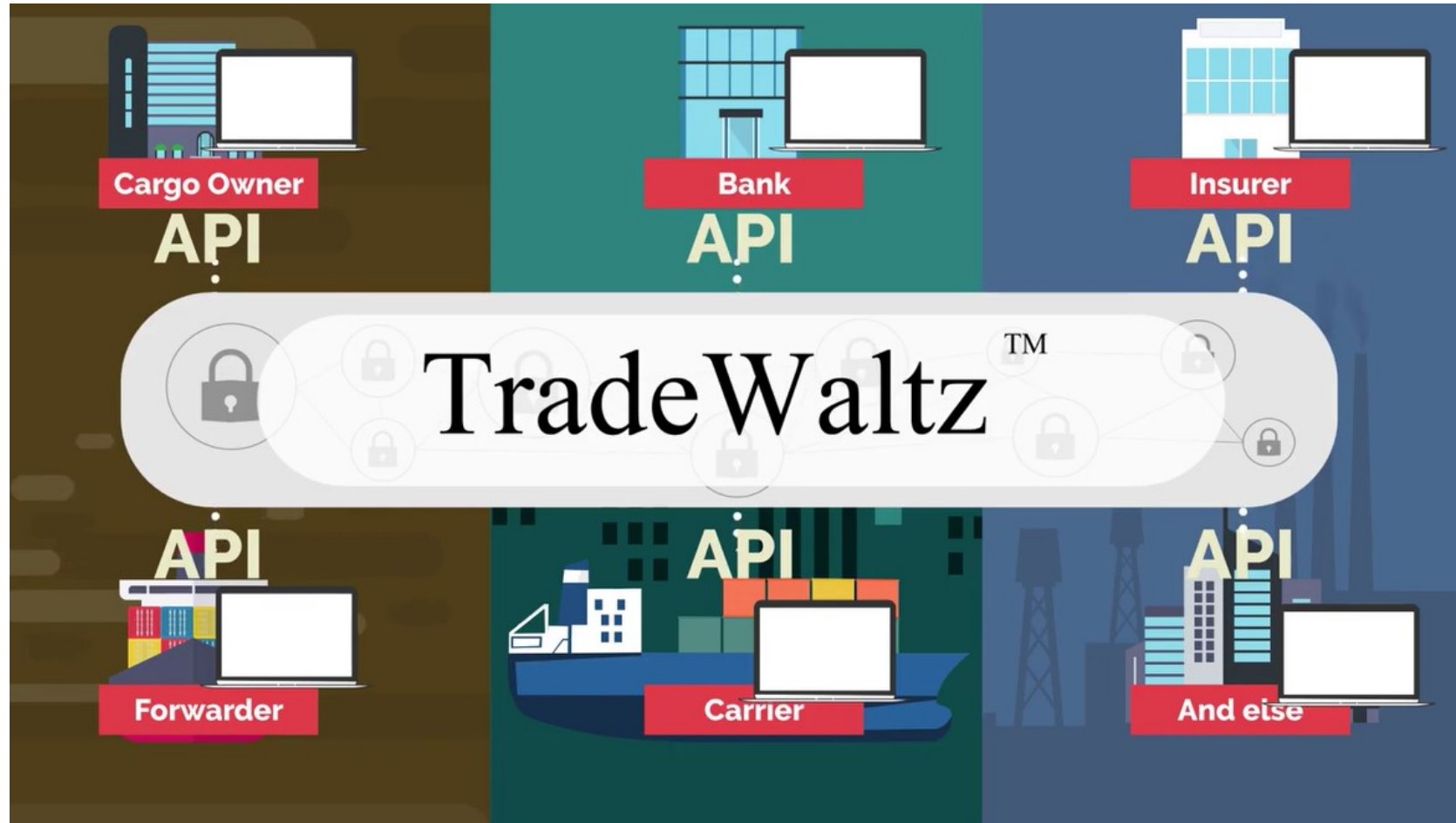


L/C: Letter of Credit
 I/V: Invoice
 P/L: Packing list
 S/I: Shipping Instructions
 I/P: Insurance Policy
 C/O: Certificate of Origin
 E/D: Export Declaration
 E/P: Export Permission
 CLP: Container Load Plan
 D/R: Dock Receipt
 B/L: Bill of Landing
 SWB: Sea Waybill
 B/E: Bill of Exchange



Built TradeWaltz platform prototype

- We created the TradeWaltz platform prototype using blockchain (https://www.youtube.com/watch?v=y_-d9DBM0CQ)



Built TradeWaltz platform prototype: Business variation

- TradeWaltz will expand its business by providing new value-added services and involving 3rd parties to create an ecosystem which will continuously deliver profitable, attractive and innovative services.



Efficiency of trade operations

New business ecosystems

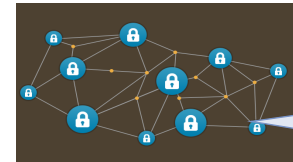
Option Services

Collaboration with 3rd Party Services



Open API connectivity

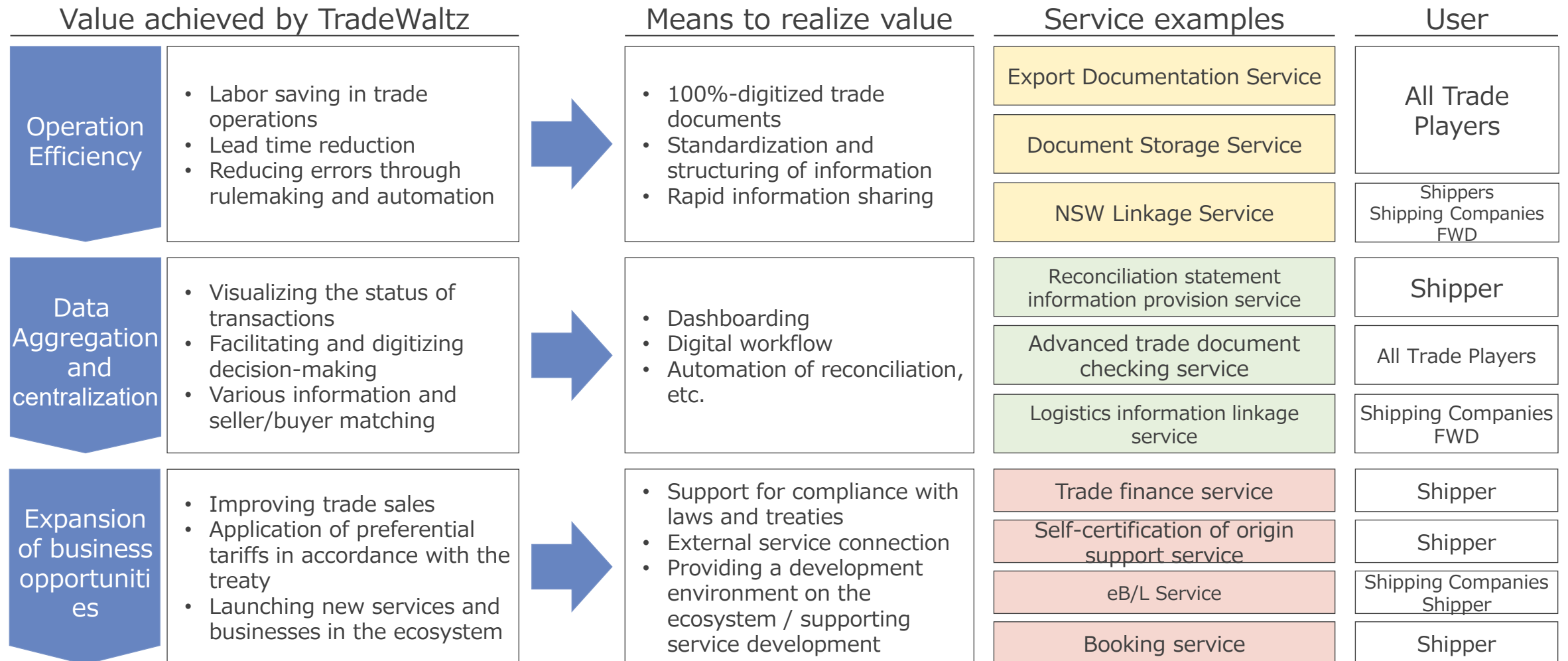
Basic Services



Accumulated trade data

Built TradeWaltz platform prototype: Business variation

- TradeWaltz will provide a series of services to improve operational efficiency, aggregate the related data, and expand business opportunities in trade.



Proved benefits in Japan

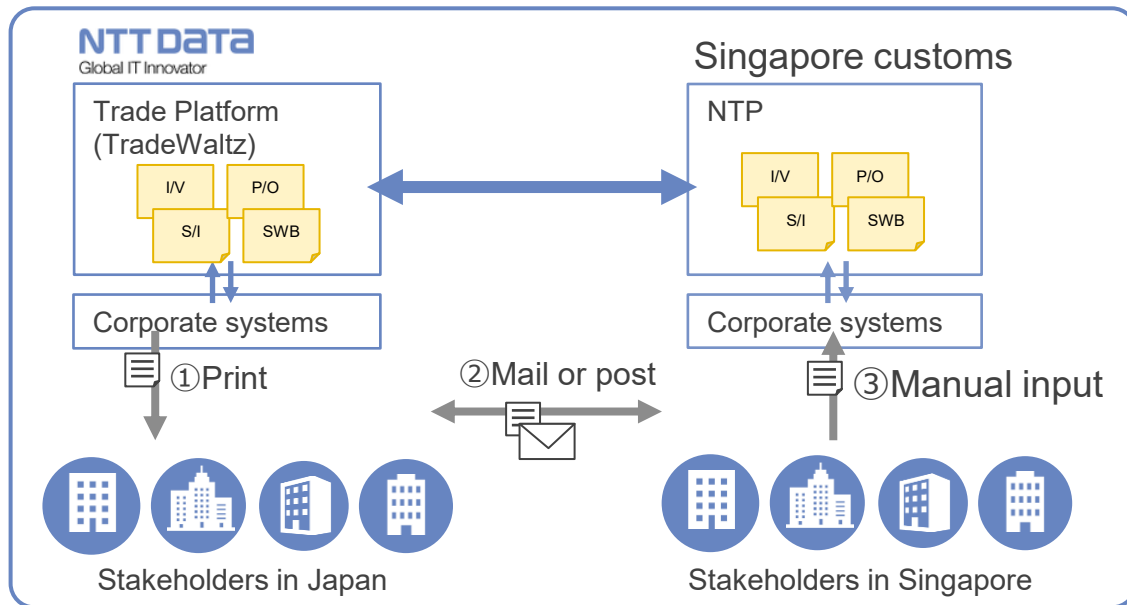
Based on the result of the cross-industrial PoC, TradeWaltz was confirmed that it contributes to the improvement of operational efficiency and the cost reduction effect.

Industries	Procedures	Operational Efficiency/ Cost Saving
Cargo owners	C/O application	60+% Time saving for creating document by pulling data of I/V
	Apply for negotiation of documentary bill	60+% Time saving for confirming the integrity of documents by check function
Banks	Negotiate documentary bill	60+% Time saving for confirming the integrity of documents by check function
	Deliver documentary bill	30 to 60% Time saving for delivering documents to customers
Insurance Companies	Issue insurance policy	30 to 60% Cost saving for managing original documents
		60+% Time saving for creating I/P by pulling data of L/C
Carriers/ Logistic Companies	Issue SWB (B/L)	60+% Cost saving for delivering・managing documents by paperless and collection cost when revising I/P
		60+% Reduction of B/L operation by paperless of SWB(B/L)

Proved benefits in Japan and ASEAN

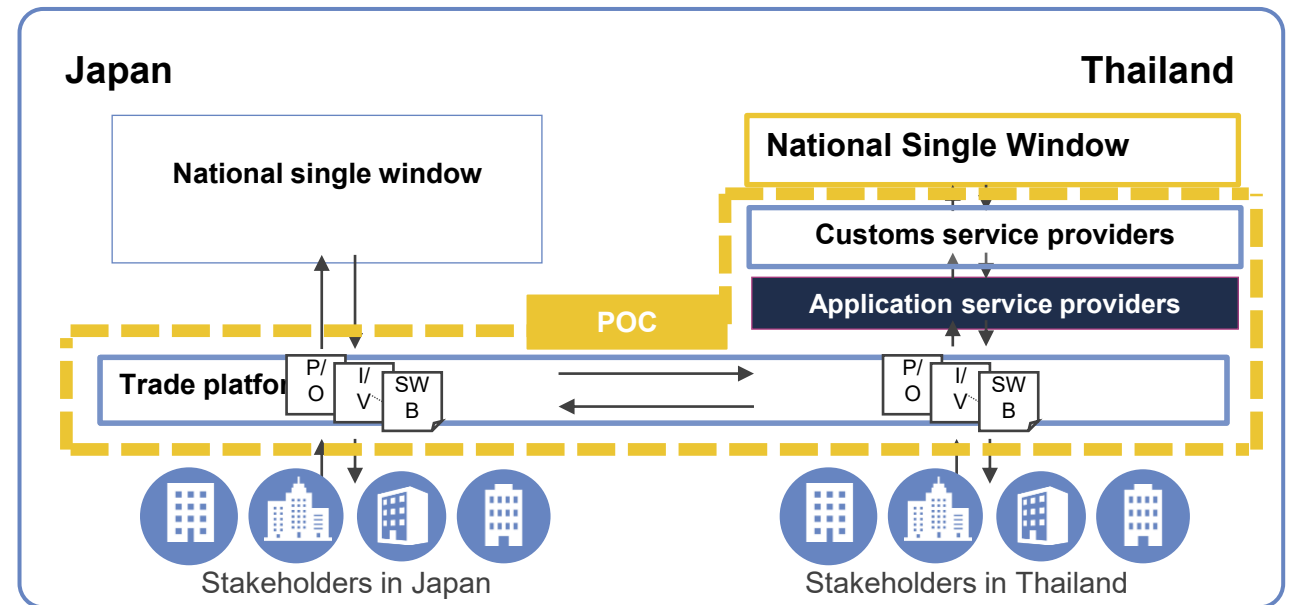
Other Proof of Concepts have also been conducted with Singapore and Thailand. With Singapore, it was confirmed that NTTData has interoperability with Singapore platform. With Thailand, the introduction of TradeWaltz proved over 50% of operational efficiency improvement and accelerate remote work.

Proof of concept with Singapore NTP (2017-2019)



Proved **Interoperability** Between Platforms

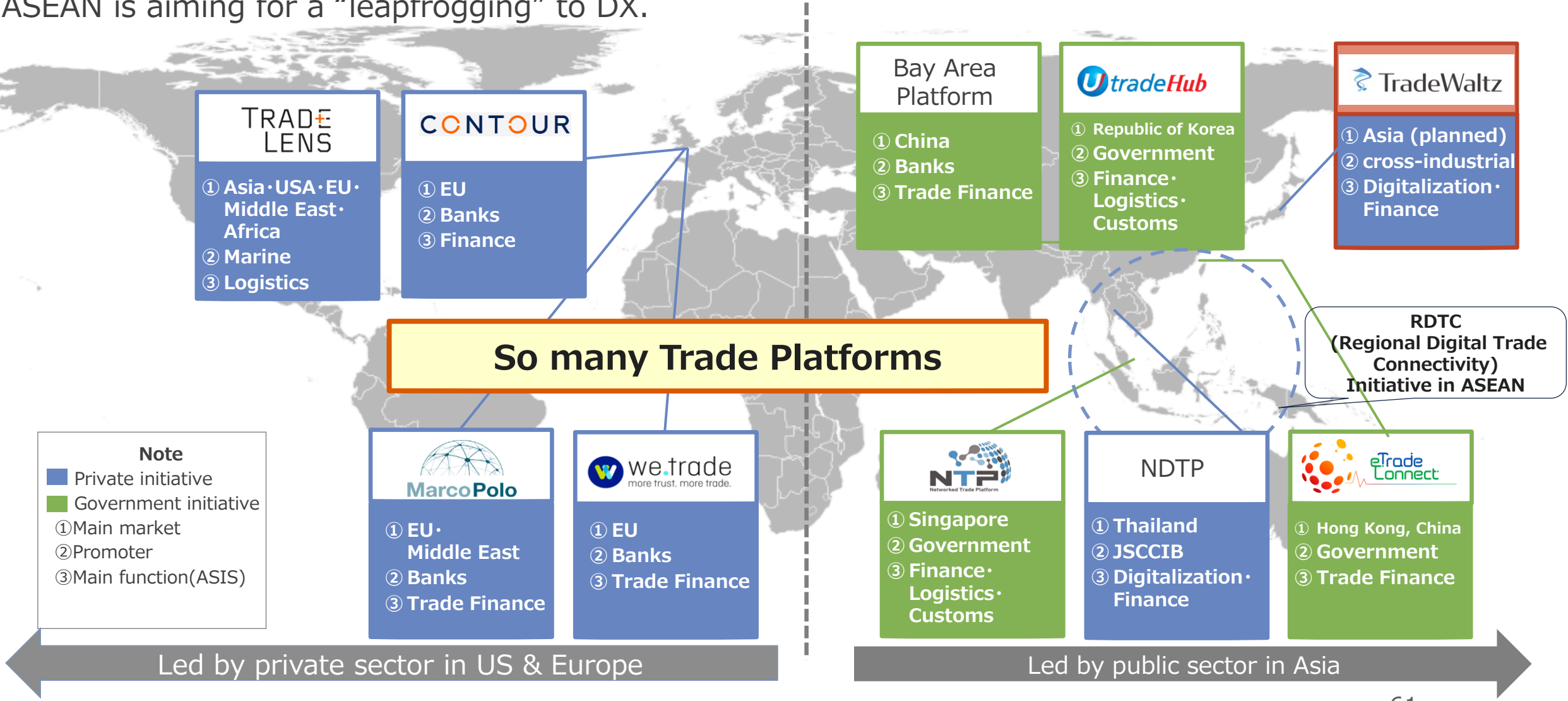
Proof of concept with Thailand (2019-2019)



Proved **over 50%** Operational Efficiency improvement in Stakeholders and accelerate remote work

The number of digital trade PFs is increasing

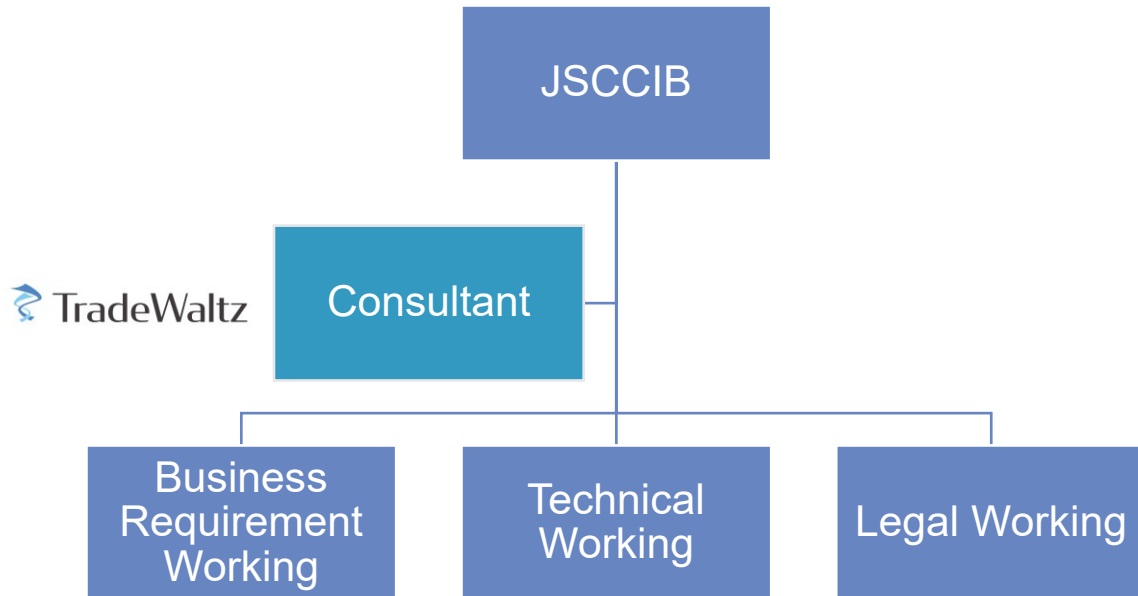
Same as in Europe & US, Trade PF initiatives are gaining momentum in Asia.
ASEAN is aiming for a “leapfrogging” to DX.



Thailand, 2019 Chair of ASEAN, started considering with TradeWaltz support

- JSCCIB Thailand takes the lead to drive forward the NDTP.
- (JSCCIB : Joint Standing Committee of Commerce, Industry and Banking.)

JSCCIB's hierarchy in NDTP consideration



JSCCIB organization Structure



Thai Bank Association



Thai Chamber of Commerce

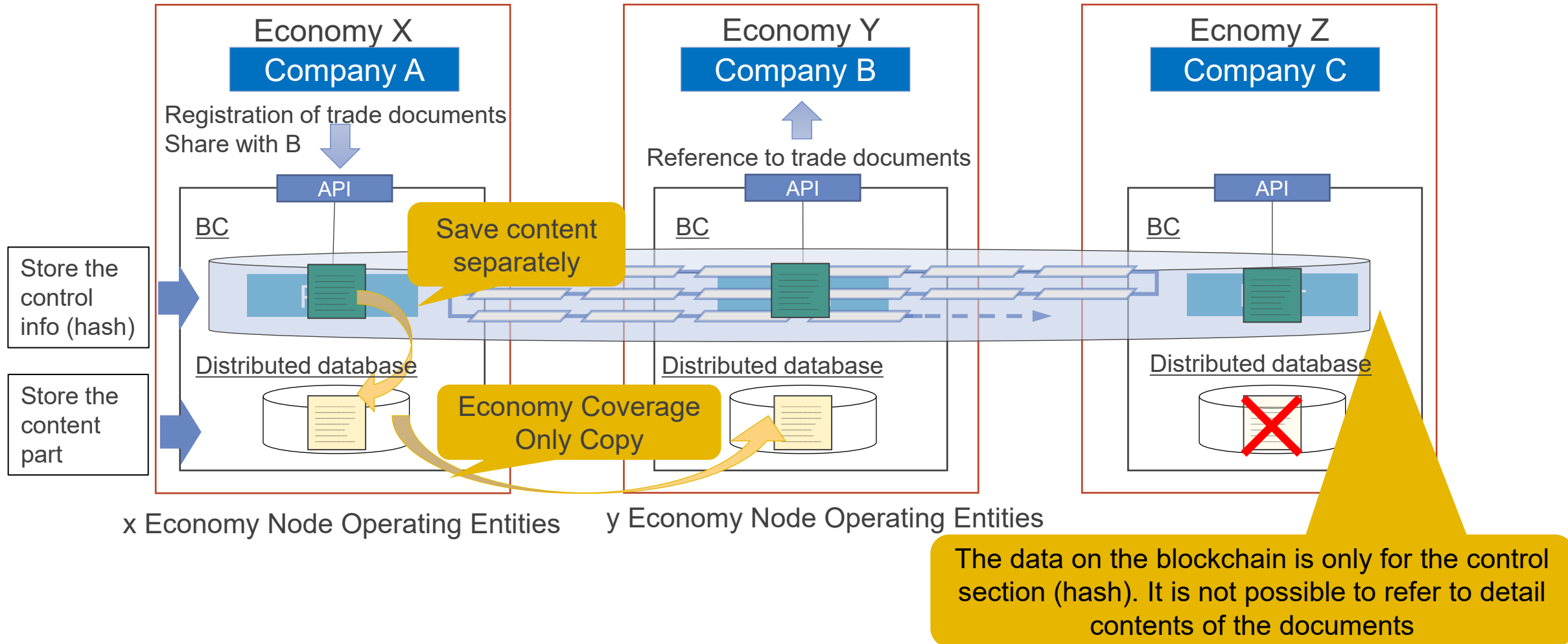


The Federation of Thai Industries

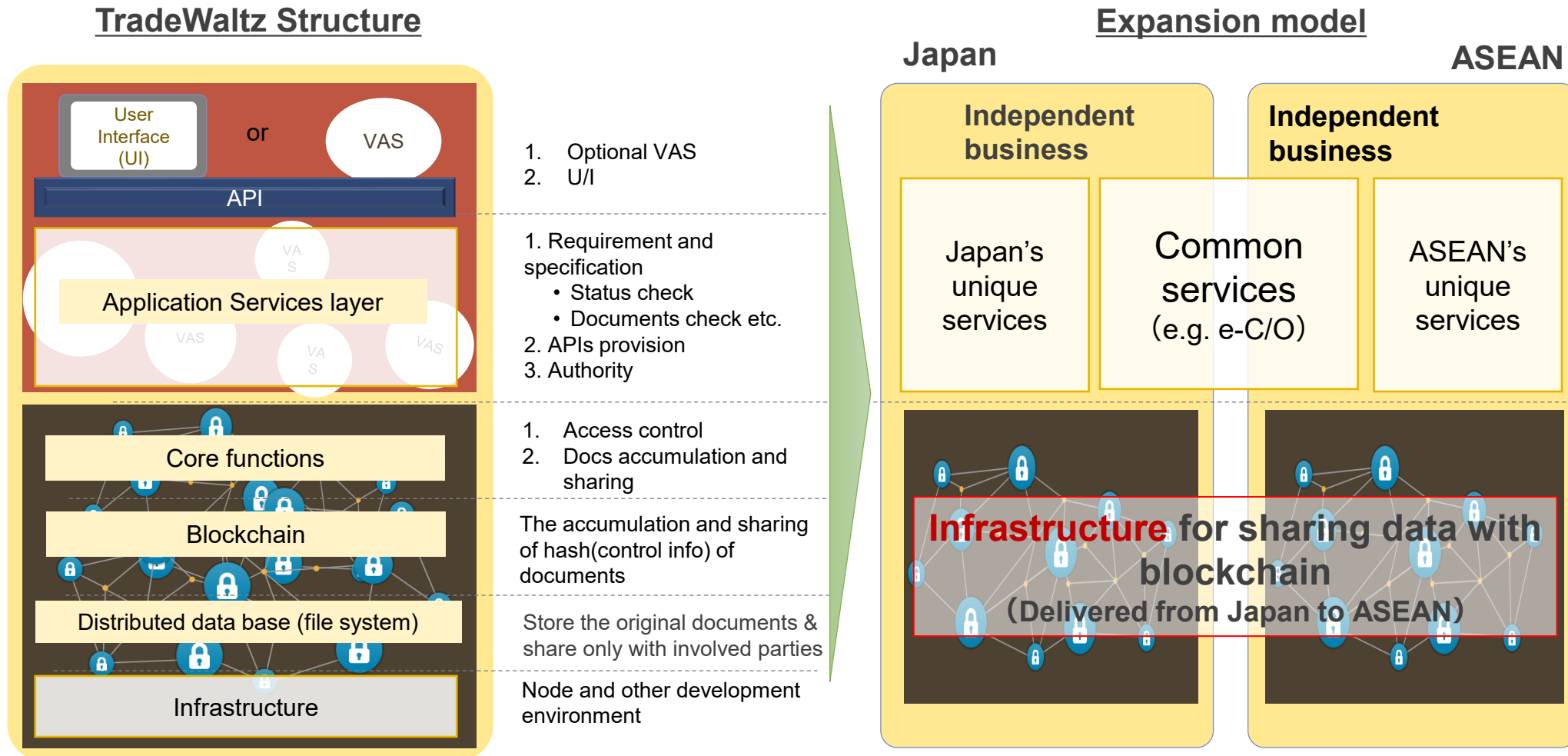
The project started around 2018.
Domestic agenda by the Thai government in 2019.

NTT DATA(TradeWaltz) cooperates with JSCCIB to test the effectiveness of having a B2B trade platform in 2019.

Considered Hybrid data model for security



Ex) suggesting blockchain-sharing model of TradeWaltz



Thailand set digital trade as ASEAN agenda

Bangkok Post

THAILAND WORLD BUSINESS OPINION AUTO LIFE LEARNING VIDEO MORE

SUBSCRIBE



Hironari Tomioka, President and CEO of NTT DATA Thailand, said the benefits of using electronic documents for international trade were examined by 47 trial participants, including Thai banks, forwarders, and Japanese origin providers and Japanese

Trade documents such as purchase orders, sea waybills, certificates of origin, and trade finance documents were discussed.

"Production costs will be reduced by streamlining document processing and other

information sharing via trade platforms to prevent the illegal practice of financing from multiple financial institutions.

The company plans to introduce the platform in collaboration with local government

In 2017, NTT DATA developed the platform in Japan in collaboration with a cross-industry consortium including representatives from banks, insurance companies, cargo owners and carrier/logistics companies which shared a mutual interest in paperless international trade.

BUSINESS

Business forum maps out digital future

New trading platform roll-out set to make bloc's businesses more efficient



SECTION: NEWS
BY: DEE ARUNMAS

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Trade
gy.

NTT DATA, which develops digital trade solutions in Japan, collaborated with the JSCCIB in studying the feasibility and benefits of a cross-industry trade platform.

PF's interoperability (hybrid model) was mentioned at the World Economic Forum 2020 sideline event

International partners ink pact with IMDA to collaborate on digital trade

THE International Chamber of Commerce (ICC) and 17 major multinational firms have signed a cooperation agreement with Singapore's Infocomm Media Development Authority (IMDA) to boost digital trade, which could result in wider adoption of Singapore's TradeTrust framework for connecting digital trade platforms.

Signed at Davos on Wednesday alongside the annual World Economic Forum meeting, the agreement is part of efforts to move from the existing paper-based system for world trade to digitally-enabled trade. The parties agreed to advocate and adopt open and neutral networks, u interoperability.

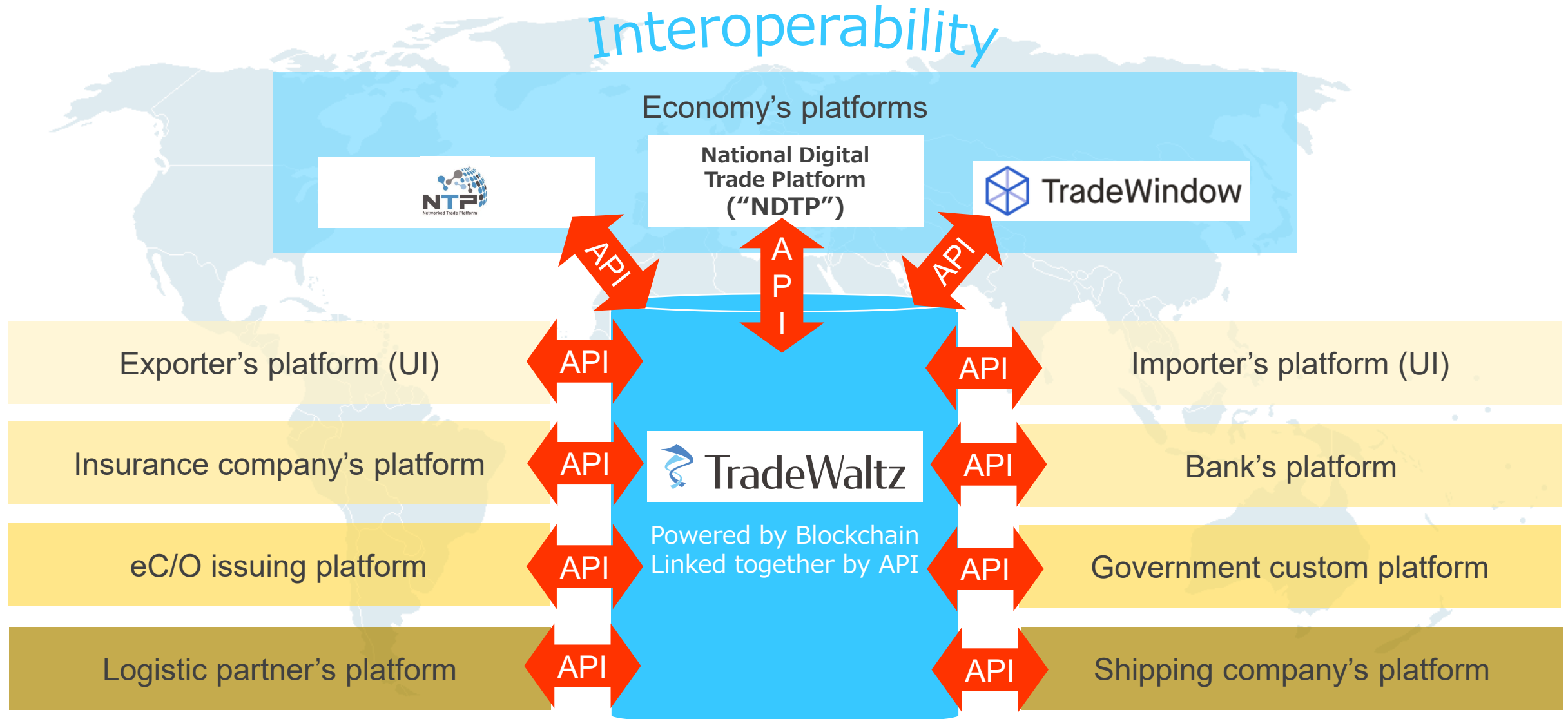
Moving towards digitalised trade rec trading system, and interoperability noted Minister for Communications Digitalisation Forum. The TradeTrust

TradeTrust aims to ensure interoper allowing digital trade documentation

SINGAPORE and ICC collaborate with seventeen key industry partners to enable further digitalisation in international trade



We shall proceed further collaboration (like API linkage) with 20 other platformers (Exporter's, Importer's, etc.) to build digital trade ecosystem in the world





TradeWaltz

Ms. Tamey McIntosh

Co-founder and Chief Operating Officer at Braiyt AI, Inc (Canada)
“Cross-Border Business by Entrepreneurs in Practice”



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.

Promoting Trade in Services by SMEs and Women Entrepreneurs

Cross-Border Business by Entrepreneurs in Practice
by Tamey McIntosh

BR[AI]YT

About BR[AI]T

BR[AI]T is an Artificial Intelligence company that focuses on computer vision solutions. BR[AI]T currently has two separate streams:

1

BR[AI]TVu 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.

2

Security/defence solutions. Within this vertical BR[AI]T is currently working on a solution for Canadian Department of National Defence - Object detection at Sea.

International Economies

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.

We've started by using our connections to identify potential clients and partners, this produced:

- A proposal with an African economy that would use satellite imagery and our object recognition
- A Vietnamese company that is piloting our automatic license plate reader



It's important to mention here that above and beyond promoting trade we've found success in international talent.

Challenges

There are many challenges to international trade, such as laws, regulations, accounting and currency rates.

However, for us and perhaps many others the initial challenge is often a human one.

- Language Barriers
- Cultural Differences
- The Physical Distance
- Trust

Being a woman in a male dominated industry



Solutions

Language Barriers

- Be mindful and slow down
- Bring someone to the call who is a native speaker
- Send email after the call

Cultural Differences

- Research the culture before hand
- Ensure you have a good idea of what could be offensive
- Be respectful

The Physical Distance

- Technology (video, chat, whiteboards...)

Trust

- Using connections
- Rapport
- Understanding needs/Manage expectations

Being a woman in a male dominated industry (bringing a different perspective)



Thank you for your time.

Ms. Marie Sherylyn D. Aquia

Department of Trade and Industry (Philippines)

“Emerging Digital Services and the Boracay Action Agenda”

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 a MSME proposal in the WTO in September. Lyn was elected as Chairperson of the APEC Committee on Trade and Investment in 2016 and 2017.



Emerging Digital Services and the Boracay Action Agenda



Marie Sherylyn D. Aquia
Department of Trade and Industry
The Philippines

01

Boracay Action
Agenda: An
Overview

02

Taking Forward
the BAA Agenda

03

MSMEs and
Women
Entrepreneurs:
PH Context

Outline

02



BORACAY ACTION AGENDA TO GLOBALIZE MSMEs



WTO Agenda on
MSMEs
(2015)



APEC Services
Cooperation
Framework
(2015)



La Serena Roadmap
for Women and Inclusive
Growth
(2019)

Summary of the BAA Review

04

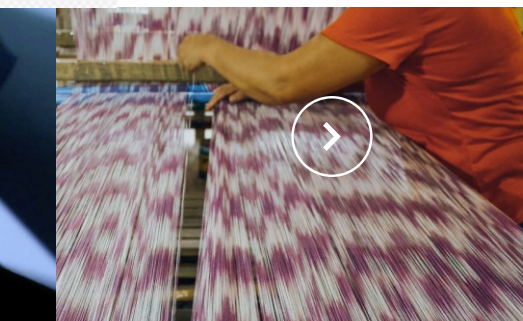
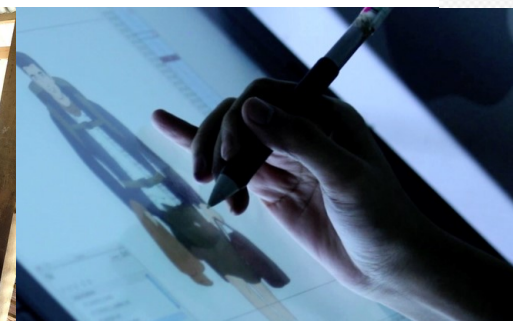
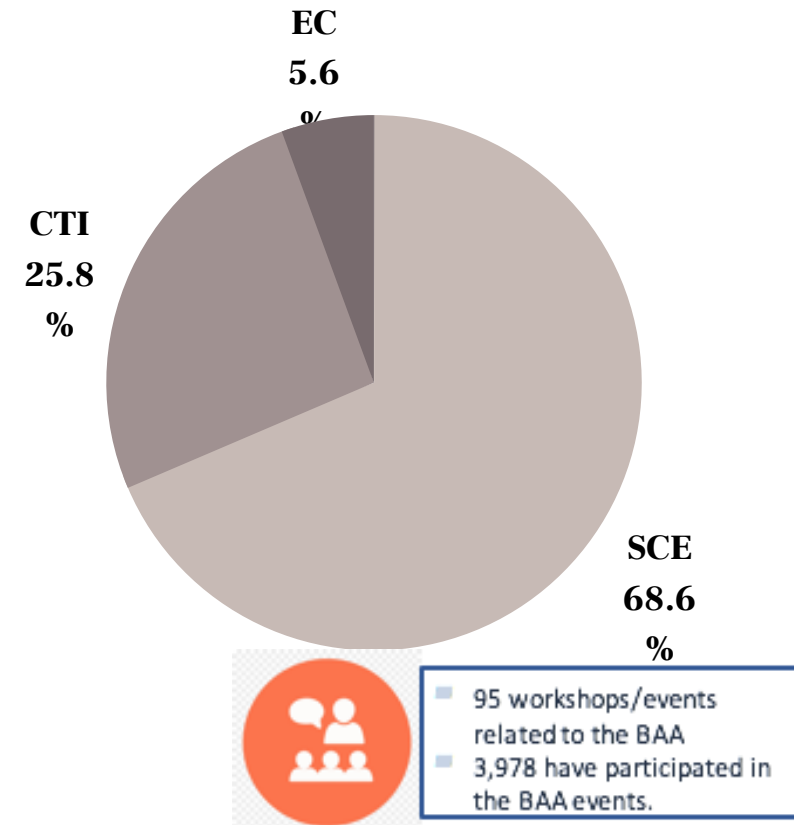
BAA initiatives and projects 279

Initiatives were concentrated in priority actions 6, 7 and 8

- PAs 6 and 8 have been increasing
- PA 6 supported by CT and PH

Top 7 Economies that supported the BAA in terms of projects and co-sponsorships

- 1 Chinese Taipei
- 2 Philippines
- 3 Mexico
- 4 Malaysia
- 5 Australia, Japan, and Republic of Korea
- 6 Hong Kong, China and Peru
- 7 Chile, Papua New Guinea and the United States



Recommendations

effectuation
causation

1

Promote a favorable regulatory and business environment for MSMEs in GVCs in services

- Waiver of COs; implementation of self-certification system and eCOs
- Commercially useful de minimis value
- Policies to support e-commerce
- Explore opportunities for clustering

3

Promote MSME competitiveness in the digital age through capacity building activities and collaboration with the private sector

- Cooperate with private sector (ABAC)
- Availability of next-generation online technology

2

Assist MSMEs to access the market, available financing options, and customers by providing platforms for logistics and services for MSMEs

- Supply chain financing and secured transactions reform
- Inclusive finance mechanisms (crowdfunding)

4

Business-friendly tools for MSMEs

- APEC Services Trade Access Requirements (STAR)Database
- APEC Virtual Knowledge Centre on Services (AVKCS)
- APEC Trade Repository (APECTR)



Capacity Building Opportunities

Notable recommendations for capacity building that can support work to encourage reforms in trade and investment, improve access to finance and support MSMEs' digitalization 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
- Capacity building on information portals providing services trade information, including on services restrictiveness measures (i.e. OECD STRI)
- Use of crowdfunding and other financing schemes to enable MSMEs to strengthen their GVC participation
- Adopting of new technology for ICT-based services trade
- Build on the existing regional network of MSMEs and women entrepreneurs to support enterprise creation and increases the innovation capabilities of MSMEs
- Understanding of the divergent constraints faced by male and female-led MSMEs in terms of self capacity for business activities, coping with family matters, and funds availability
- Seminars on securing the safety of investment area and promoting fair competition through ICT-based technology (i.e. information on eVisa, eWorkPermit applications)



In the Philippines



Services

One of the strongest and fast-growing sectors of the PH economy



Women

Constitute more than half of the population of PH's more than 109 million people



E-commerce

Seen exponential growth in recent years; an equalizer for small businesses

Providing an enabling environment

1

Philippines' Internet Transactions Act (ITA)

Seeks to regulate commercial transactions on the Internet to protect both consumers and sellers from fraud and abuses

2

United Nations Electronic Communications Convention

Will allow signatories to facilitate the use of electronic communications in international contracts and strengthen harmonization of e-commerce rules.

Ongoing ratification process.

3

eCommerce Philippines 2022 Roadmap

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

4

PH international trade agreements and international discussions

Take advantage of mechanisms to facilitate digital trade, including on data privacy and security, as well as personal data protection

Thank you!



DTI.Philippines



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Session 2: Trade in Services by Women Entrepreneurs



Ms. Akemi Tsunagawa
Founder and CEO,
Bespoke Inc. (Japan)



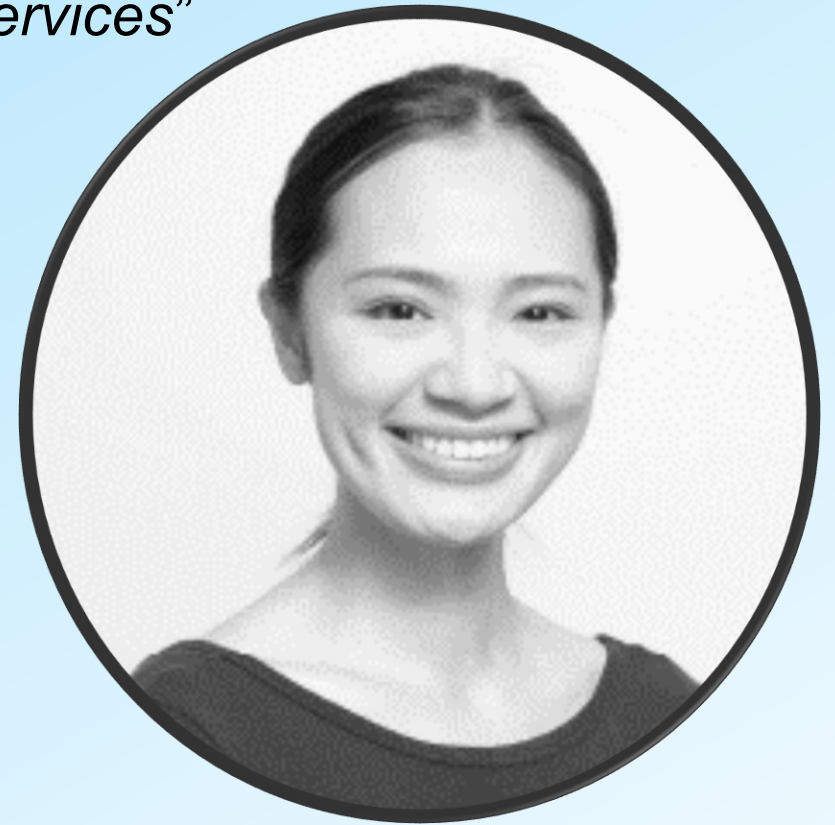
**Dr. Sasiwimon Warunsiri
Paweenawat**
Assistant Professor, School
of Economics, University of
the Thai Chamber of
Commerce (Thailand)

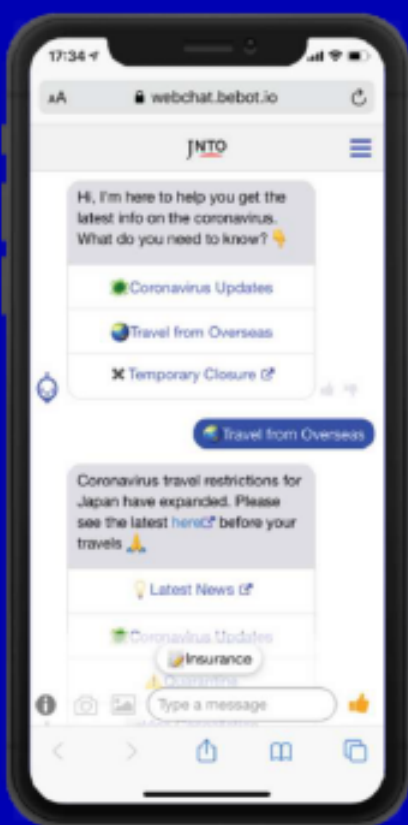
Ms. Akemi Tsunagawa

Founder and CEO, Bespoke Inc. (Japan)

“Use of AI Technology for Tourism and other Services”

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.





BESPOKE

Bi-directional, Real-Time Engagement Platform

*We aim to promote safe and sustainable tourism by providing real-time information relevant to each visitor.
100% privacy compliant.*



Efficiency for a Better Customer Experience

Personalized content delivery 24/7 using the latest AI technology.



Handling Emergency Response

Rapid dissemination of instructions & customer-care procedures in multiple languages.



Driving New Revenue

Send visitors to local businesses while managing congestion.



Used by

1 in Every 4 Foreign Tourists 🇯🇵

Launched Bebot
for hotels

2016

Launched Bebot
for airports /metro

2017

Launched Bebot
for destinations

2018

Launched
Bebot for govt'

15M
users

2019

US / EU
Expansion

2020

Launching
online city
services

2021

PARTNER

(Government entities / Airports / Municipalities)

Subscription fees

Customize Bebot



BESPOKE

CHAT

Free access to
Bebot through
Wifi splash page & websites



JNTO Japan National
Tourism Organization

From Covid-19 to typhoon,
Bebot handles communication
to reduce # of calls

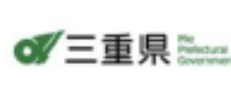
Narita Airport
Connecting Japan to the World

Airport ranking went
from 14th to 7th since
implementation

ROYAL PARK
HOTEL

No more call center
since Bebot arrived at
their hotels

Japan National
Tourism Organization



Dr. Sasiwimon Warunsiri Paweenawat

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

“Women’s Economic Opportunities and Promotion of Trade in Services”



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 labor market. Her research has been published in peer-reviewed journals such as *World Development* and *Applied Economics*.

Women's Economic Opportunities and Promotion of Trade in Services

Dr. Sasiwimon Warunsiri Paweenawat (Sasi)

University of the Thai Chamber of Commerce

Workshop on Promoting Trade in Services by SMEs and Women Entrepreneurs
APEC Study Center, Chiba University | 1 October 2021



Trade in services and **women's** opportunities

Trade in services have grown rapidly during the last decades

- Technological change and ICT advancement
- Liberalization of trade in services

Trade in services offer new opportunities for women entrepreneurs

- Majority of women entrepreneur in ASEAN concentrated on service sector
 - High proportion in retail trade, hotels, and restaurant (60-70%)

Promoting women entrepreneurs in trade in services

- Domestic support - supportive policy & regulatory environment
- International cooperation - international trade agreement



Technological change and ICT advancement

🏠 Digital technology empowers women by creating opportunities

■ Connecting women to work/business in various locations with flexible working hours

🏠 Digital capacity - services (non-tradable become tradable)

🏠 Digital transformation reduce costs engaging in trade

■ Participating in global economy

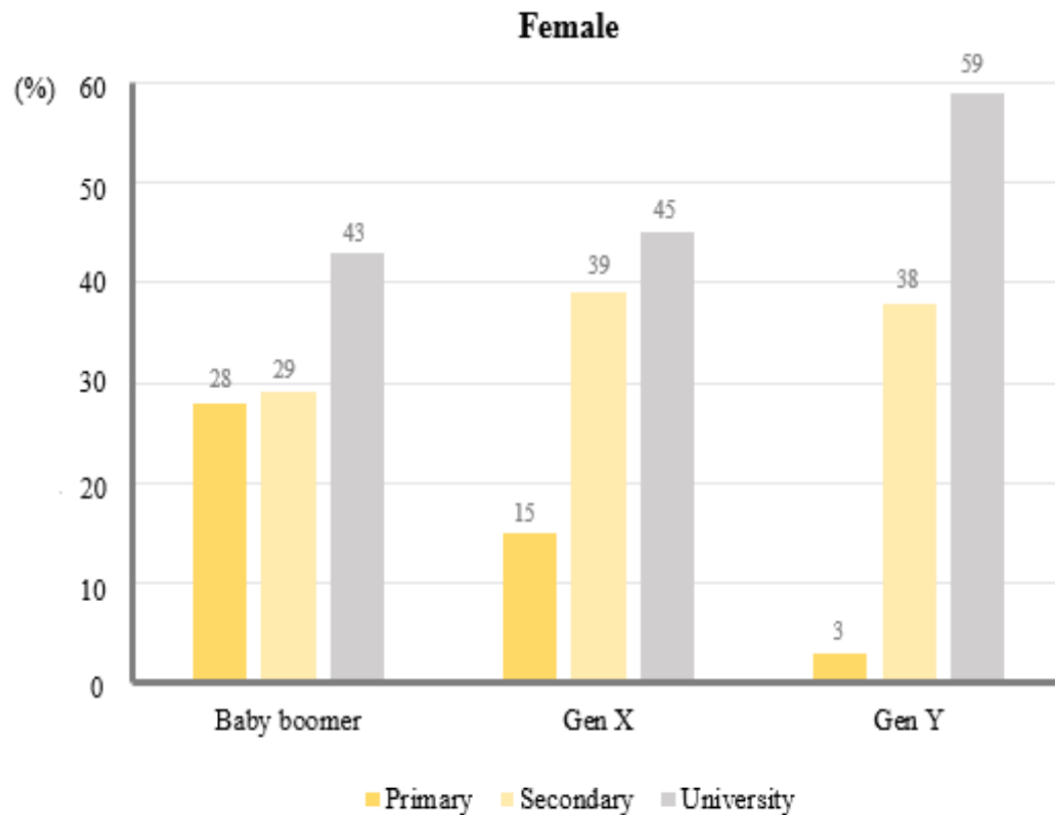
■ Improving business process, access new markets, find customer abroad, promote new products, make international payments

🏠 Promoting digital connectivity by increasing quality of digital infrastructure and decreasing the cost of access

■ Women entrepreneur take full advantage of this transformation



Gender Gap in ICT access in Thailand



Thailand Gender Assessment Report [Paweenawat & World Bank (2021)]

- No gender differences in internet access among prime working-age group
- In e-commerce activities, more women engaged in online-business
- The highest number of people using internet to do business is women in Gen Y with university degrees (59%)

Financial and credit access



Women entrepreneur 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 export market - limit potential growth



Angel Investment Network's Women's Fund in Indonesia

- Women's fund for early-stage & women-owned enterprises
- Supporting women through financing; mentoring from other women entrepreneurs; and offering role models



Government policy



- ⬡ Government policy/regulatory environment for promoting women entrepreneurs
- ⬡ Women engaging in trade in services tend to be small scale entrepreneurs
- ⬡ Reducing gender-based constraints & Improving opportunities
- ⬡ Government plan in Malaysia
 - Integrating women's entrepreneurship into main government policy
 - The framework for development of women's entrepreneurship is included in the five-year development plans, annual budget statements, and SME Master Plan

Mainstreaming **gender** in trade policy

Mainstreaming Gender in Trade Policy



Gender analysis and gender mainstreaming should be used to assess a constraint that women face in trade in service



The impact of service trade-related initiatives on business opportunities of women entrepreneurs should be analyzed

Feminist trade policy of Sweden



Gender perspectives are integrated to all policy areas




Gender analysis must be applied to all trade agreements



Positive impact on gender has been priority in trade negotiation

International trade agreement in services

 International trade agreement promote women in trade in services

- Evidence in Asia - Liberalization of trade in services increased female participation in exports of services (e.g., back-office, call centers) (Puri, 2004)
- Trade agreements - Provisions to promote women's participation in trade
 - Improving trade facilitation particularly benefits women-owned businesses/SMEs
 - Access to regional/international markets, market information, professional networks



Conclusion



Promoting women entrepreneurs in trade in services

Thank you

Dr. Sasiwimon Warunsiri Paweenawat
(Sasi)

Email - sasiwimon_war@utcc.ac.th



Session 3: Policy Measures And Regulatory Practices – Fireside Chat

Ms. Catherine O'Connell

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



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"



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.

APEC STUDY CENTER JAPAN

Promoting Trade in Services by SMEs and Women Entrepreneurs

Promoting Trade in Services by SMEs and Women Entrepreneurs

*– A Lawyer's Perspective on the
Promotion of Cross-Border Service
Business*

OCTOBER 1, 2021
Catherine O'Connell Law



Introductory words – disclaimer

- *The data and information used in this presentation and Q&A based on two reports (World Bank and APEC) public information and the presenters own experience. The opinions and conclusions are the views of the presenter. The analysis, suggested solutions to barriers do not necessarily represent the views of APEC member economies*
- Reports:
 - **Women Business and the Law 2021** (World Bank Group)
 - **APEC Research on Promoting Trade in Services by SMEs and Women Entrepreneurs** (May 2020)

Challenges in setting up a services-based business (e.g. law practice)

Things SME business owners and women entrepreneurs don't know about starting a business and entrepreneurship (grass level view)

- Initial hit of freedom starting a business. Soon you learn that the resources are few and trying to find them is like going through a maze - with no winner's prize at the end
- Everything costs more than you think or hope. Money goes out, way faster than it comes in
- You end up doing tasks that can be done by someone "on a lower paygrade than you" which sabotages the vitality of your business
- Nights and weekends become the repository for the things you could not get to during the week – impacts family, health, friends, hobbies, etc.
- You need help and lots of it. You have to learn about running a business OTJ as fast as you can and build a strong financial foundation – if they are not in order, your services delivery will suffer. Actually, everything will suffer
- Speed matters so much – the faster you can go from idea to action the better. There is an immense cost to great ideas sitting on the shelf
- Consistency matters so much. What you do every day will become habits. Plan on being consistent but that it will take 5-10x more time to get results
- Regulations are a plenty and paperwork and admin sucks up time immensely before you can even commence trading

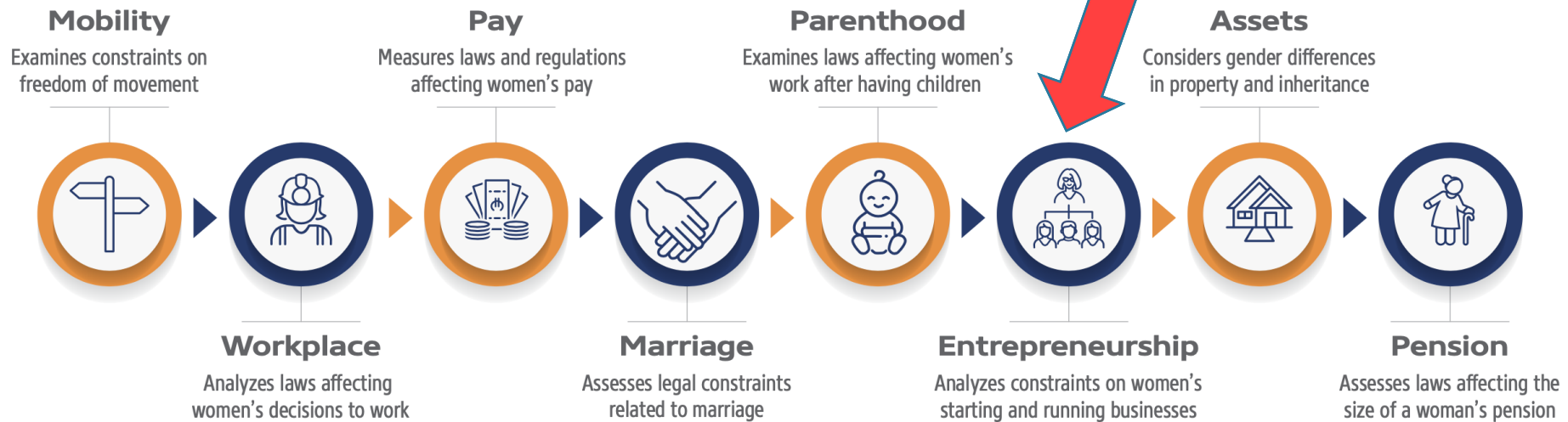
Harder still is to take your service business cross border to trade

- Resources are scattered.
- Regulations vary per economy
- Visas and work permit issues
- Trusting local partners, service providers
- Finance
- Knowledge
- Accused of not using FTAs but problem is not knowing what they say (too many?)
- Slow processes. Paper not digital. Lack of transparency
- etc

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 the coincide with the various milestones a typical woman may experience in her lifetime & her interactions with the law as she begins Progresses through and ends her career

FIGURE 1.1 | LAWS AFFECT WOMEN THROUGHOUT THEIR WORKING LIVES



Source: Women, Business and the Law team.

Women Business & the Law index - scores

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.

- 10 economies scored 100/100
- 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

Example: entrepreneurship indicator for the average score of 75 (Equador)

- 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		

Economies that undertook Gender Equality reforms 2019-20

- Two APEC economies moved on **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 this table because no reforms were recorded in the period measured.

Data Data Data

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

- Data gives evidencial basis
- Benchmarking tool
- Exposes challenges
- Identifies good practices
- Lessons learnt and able to be leveraged

Domestic Social Norms as barriers to female empowerment



Photo credit: Jennifer Shinkai

Legal + Political representaton

- 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

What's next?

- Economies' Commitment to action the report data
- Enact policy changes and capacity building
- international organisations, 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

Connect with me!

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APEC STUDY CENTER JAPAN

Promoting Trade in Services by SMEs and Women Entrepreneurs

Session 3: Policy measures and regulatory practices
“A Lawyer’s Perspective on the Promotion of Cross-
Border Service Business”

A Fireside Chat
with Catherine
O’Connell

5

**GENDER
EQUALITY**



8

**DECENT WORK AND
ECONOMIC GROWTH**



Canada's Inclusive Trade Approach

Inclusive trade and free trade agreements

Canada is committed to pursuing an inclusive approach to trade in recognition that trade policies and agreements need to respond and contribute more meaningfully to broader economic, social and environmental policy priorities.



Overview: Inclusive trade and trade policy

Find out how Canada is making its trade policy more inclusive, including by integrating under-represented groups into its trade policy.



Trade policy and gender

Learn how Canada has made gender equality and women's economic empowerment a top priority and how it is reflected in its trade policy.



Trade policy and Small- and medium-sized enterprises

How Canada is creating the conditions for small- and medium-sized enterprises (SMEs) to compete and succeed through trade agreements and policy.



Trade and Indigenous peoples

Learn more about what we are doing to help Indigenous peoples and Indigenous-owned businesses further benefit from and participate in international trade.



Inclusive Trade Action Group

Find out how Canada, Chile and New Zealand are advancing inclusive trade initiatives through the Inclusive Trade Action Group.

Canada's Inclusive Trade Approach



Women entrepreneurs

Learn how the Business Women in International Trade program works to help women entrepreneurs grow globally.



Indigenous business

Find out about programs, funding and services to start or expand a business.



LGBTQ2 entrepreneurs

Learn how the Government of Canada is facilitating business opportunities for Canadian LGBTQ2-owned and -controlled companies looking to expand or start trade relationships globally.



Youth entrepreneurs

See the tools and services available to the next generation of business leaders.

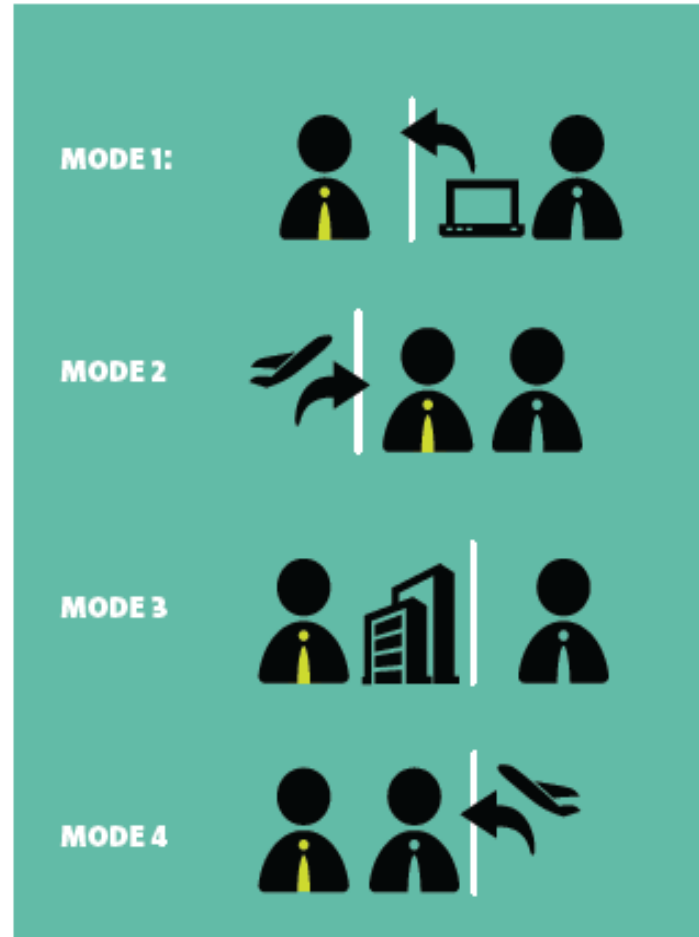
The Four Modes for Exporting Services

Mode 1: Cross Border Supply

Cross Border Supply is when a service is provided from a supplier in one economy, to a consumer in another and only the service crosses the border. This is most often done using electronic delivery, namely the Internet.

Mode 2: Consumption Abroad

Consumption Abroad is when a service is supplied in the economy of the supplier, but to a consumer from another economy (i.e. the consumer goes abroad).



Mode 3: Commercial Presence

Commercial Presence is when the supplier of a service establishes a presence in another economy by setting up a subsidiary or branch, for example. The consumer then purchases the service from the subsidiary in their own economy.

Mode 4: Movement of Natural Persons

Movement of Natural Persons is when a supplier of a service temporarily visits the economy of a consumer to offer a service (i.e. the service provider goes abroad).

Digital age – Digital Flows - Digital Trade

There is an
increase cross-
border flows of
digital data.

Mapping of regulations on cross-border data flows

Strict data localization	Partial data localization	Conditional transfer: Hard	Conditional transfer: Intermediate/soft	Free flow of data
Restrictive (R) or guarded (G) approach		Prescriptive approach		Light-touch approach
China (R)		Algeria	Azerbaijan	Australia
India (G)		Argentina	Bahrain	Canada
Indonesia (R/G)		Armenia	Belarus	Mexico
Kazakhstan (R)		Brazil	Ghana	Philippines
Nigeria (R)		Colombia	Japan	Singapore
Pakistan (R/G)		Côte d'Ivoire	Kyrgyzstan	United States
Russian Federation (R)		Egypt	New Zealand	
Rwanda (G)		European Union	Republic of Korea	
		Georgia	United Arab Emirates	
Saudi Arabia (R)				
Turkey (R)		Israel		
Viet Nam (R)		Kenya		
		Malaysia		
		Morocco		
		Peru		
		South Africa		
		Switzerland		
		Thailand		
		Tunisia		
		Ukraine		
		United Kingdom		

Source: Digital Economy Report, 2021, UNCTAD

Closing Remarks



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Thank You

Please see the feedback survey in the Chat

APEC STUDY CENTER JAPAN