

## Meeting Document Summary Sheet

<b>Document Title:</b>  Connecting MSMEs around the world through a Global B2B Marketplace
<b>Purpose:</b>  Presentation of Global B2B Marketplace 2019
<b>Issue:</b>  Supporting MSMEs with technology to export their products and services.
<b>Background:</b>  <p>A large number of MSMEs in the region have the potential to conduct foreign trade yet only a small share actually engages in it. Recognizing the considerable gains in prosperity that trade has provided our economies with in recent decades suggests we should promote MSMEs openness to global trade. We regard technology as an enabler to reap the opportunities of open trade and economic integration.</p> <p>However, lack of knowledge and trust on secure online transactions, inefficiency of processes and fragmentation of the market are critical barriers to international trade for MSMEs. A B2B platform is a proper solution to these problems and a vehicle that provide MSMEs access to foreign markets.</p> <p>MondeB2B Marketplace is a joint key deliverable from ABAC Chile-ABAC Brunei that will connect exporters, importers and business partners from the Asia-Pacific region through a platform that ensures secured transactions and business connections only with validated businesses allowing MSMEs to globalize their business in a safe way.</p>
<b>Proposal /Recommendations:</b> <ul style="list-style-type: none"><li>• Encourage ABAC to participate in the development of this platform and provide their vision.</li><li>• Exploring other APEC economies' interest in participating on the marketplace.</li><li>• Invite ABAC members to promote the marketplace among their economy's MSMEs.</li></ul>

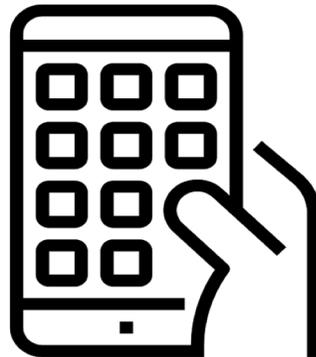
# Connecting MSMEs in APEC through a B2B Marketplace

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# Initiative Mission

- ▶ Supporting producers with technology to export their products, which without a Global B2B Marketplace would be much harder to achieve. To empower MSMEs, we will leverage technology to level the playing field providing every business a chance to succeed.



# Why is it hard for MSMEs to globalize?



## NO TRUST

Since many online e-commerce platforms have not focused on security, many organizations have been part of fraudulent orders when doing business online.



## INEFFICIENT

Businesses are still using outdated methods to communicate, negotiate and buy, making it hard to manage relationships around the world.



## NO KNOWLEDGE

Only a small percentage of businesses that could export, actually do. Reasons are lack of know-how and opportunities to leverage technology.



## FRAGMENTED

It takes many organizations to work together to successfully export and without technology selling abroad is very difficult.

# Pilot programs: Individual economy B2B Marketplaces



The ProChile B2B Marketplace was created in 2018 as a pilot program. Peru and Colombia will also create their own B2B Marketplace in 2019.

More than 500 suppliers have joined the ProChile B2B and its online catalog offers more than a thousand products from Chile.

Now imagine the impact of a B2B Global Marketplace that connects all APEC economies!

ABAC



# Every company will be validated by local Government and Private Organizations



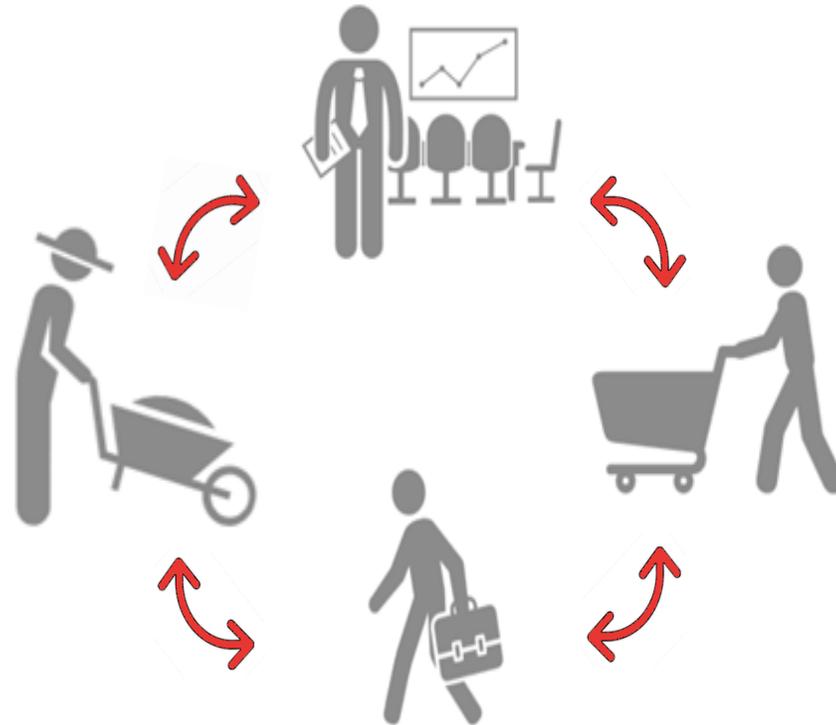
Each economy must validate their exporters, importers and business partners

Through validating each company, we will ensure **TRUST** within the Marketplace!

# The **MondeB2B Marketplace** facilitates the connection and communication between all parties

Each ADMIN Organization will easily be able to validate all exporters and importers from its economy and easily communicate with each company

## ADMIN Organizations



## EXPORTERS

All exporters can easily activate their products and promotions, communicate with all via chat and negotiate with all importers.

## IMPORTERS

All importers will be able to discover exporters in seconds, communicate with all via chat and negotiate and buy from all exporters.

## BUSINESS PARTNERS

All types of business partners such as banks, shipping companies, couriers, etc. will be able to offer their services to all exporters and importers.

# Outcomes



Improvement in the  
Negotiation Process.



Sales Increases.



Faster Sales Cycle.



Connected Global  
Network.

**Monde**B2B

**The MondeB2B will be the SAFE way to  
Global Trade!**

# Launch Phases

## Phase 1: BIMP-EAGA

Every economy is responsible for validating their local exporters and importers. Only trusted businesses can join.



## Phase 2: BIMP-EAGA + ASEAN

Upon building a strong connection between BIMP-EAGA economies, we will invite the rest of the ASEAN economies to join.



## Phase 3: BIMP-EAGA + ASEAN + Pacific Alliance

Every new economy that joins makes the MondeB2B more valuable for each partner. Exponential growth.



## Phase 4: BIMP-EAGA + ASEAN + Pacific Alliance + APEC

MondeB2B aims at connecting all of the APEC economies.



# Proposed Work Plan

- ▶ **ABAC I:** MondeB2B Global Marketplace introduction
- ▶ **ABAC II:** Update on developments
- ▶ **ABAC III:** Update on developments
- ▶ **September 1st:** Official MondeB2B BIMP-EAGA launch
- ▶ **September 2-6:** Economy and SMEs Ministerial Meeting in Chile
- ▶ **November 14:** APEC MSME & Entrepreneurship Summit