



ASIA PACIFIC
FOUNDATION
OF CANADA

FONDATION
ASIE PACIFIQUE
DU CANADA

Canada

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

International Cooperation and Innovation Approach of Supporting MSME Growth

Dr. Iris Caihong JIN

Senior Program Manager

Asia Pacific Foundation of Canada

New York

June 7- 8, 2018

About Asia Pacific Foundation of Canada

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

**TRADE, INVESTMENT
AND INNOVATION**



SUSTAINABILITY



**SKILLS AND
COMPETENCIES**



ASIA NOW



ASIA PACIFIC
FOUNDATION
OF CANADA

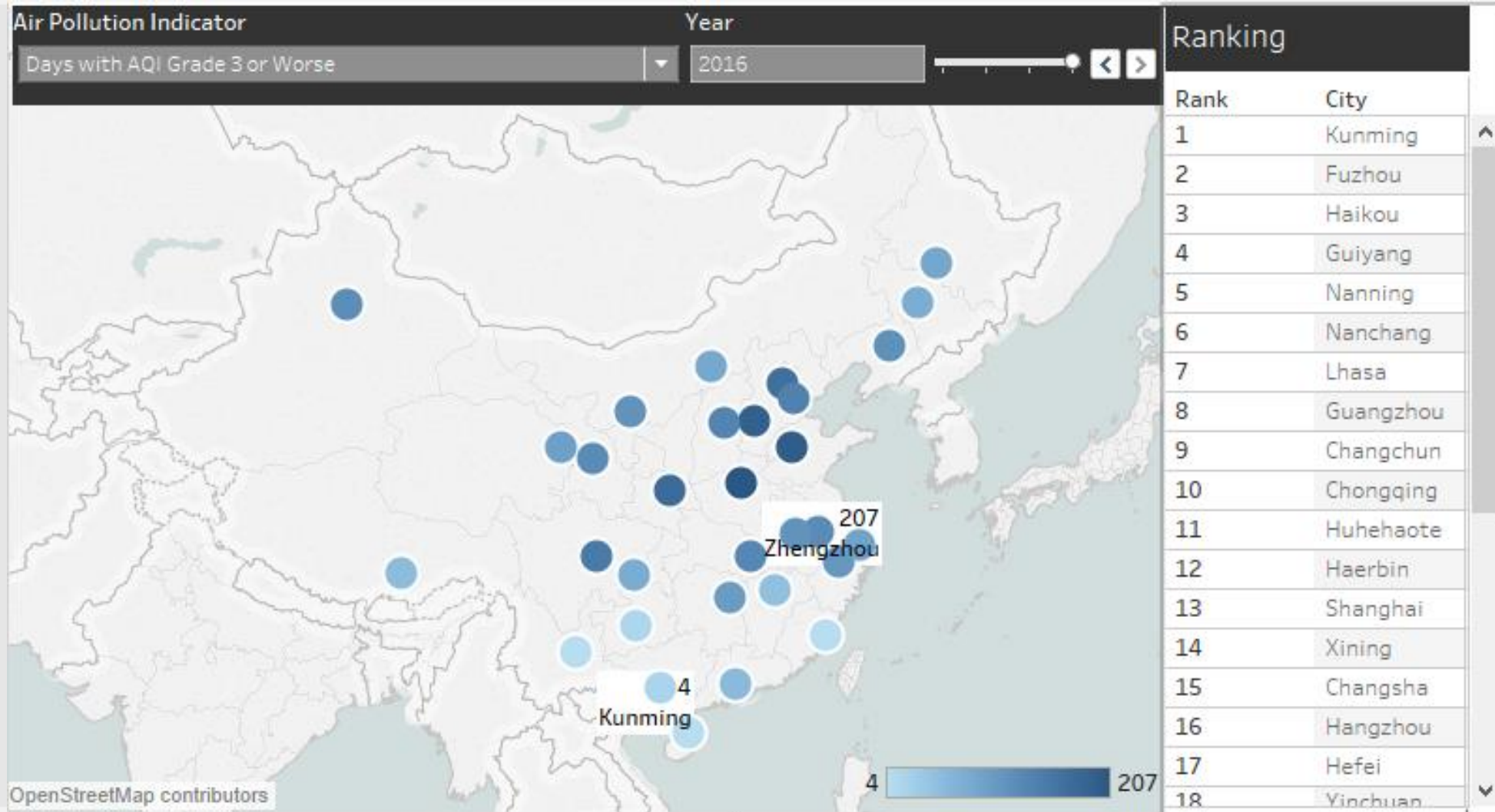
FONDATION
ASIE PACIFIQUE
DU CANADA

Canada China Track II Dialogue on Energy

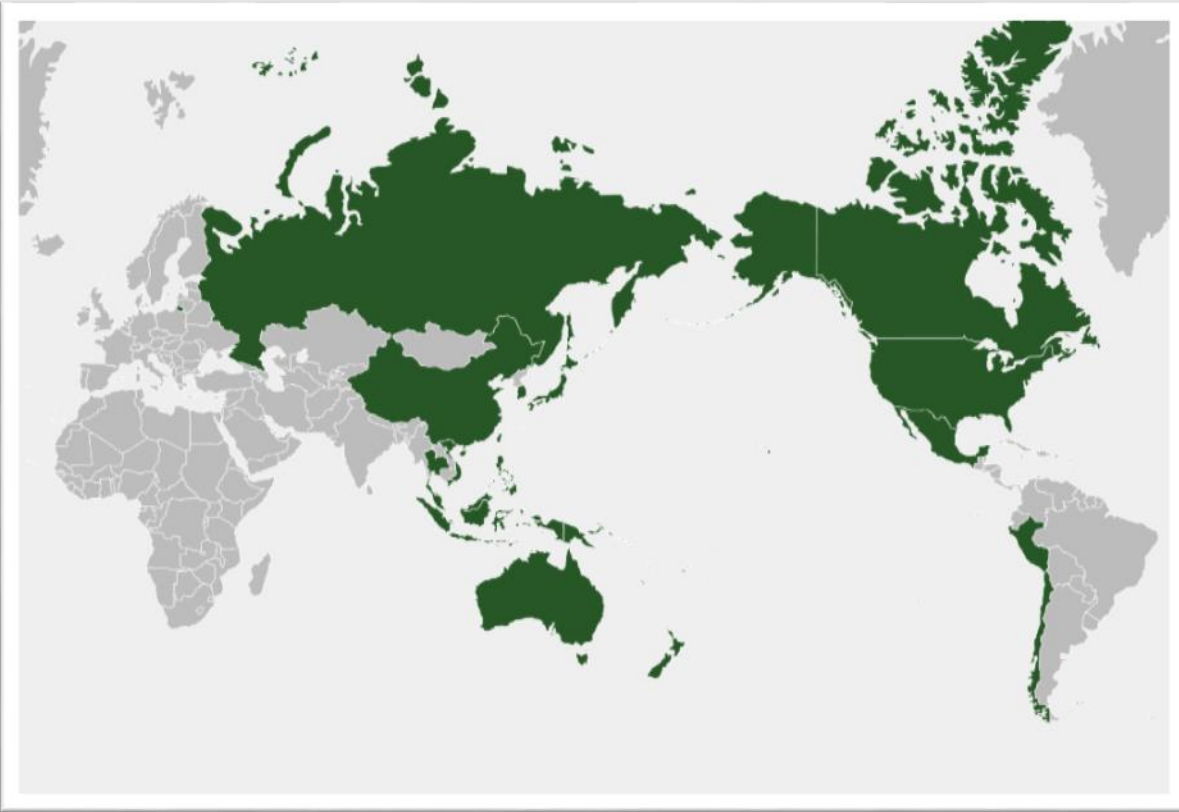
中-加能源二轨对话第一次会议 Canada-China Energy Track II Dialogue 1st Meeting



China Eco-City Tracker



APEC-Canada Growing Business Partnership



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

Website: www.apfcanada-msme.com

FOUR FOCUS AREAS

Technology and Innovation

We are using new technology to make growth more inclusive.



Market Access

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



Human Capital

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



Social Entrepreneurship

We are supporting businesses to give back to their communities.



FOUR FOCUS ECONOMIES

Vietnam



Philippines



Indonesia



Peru



One project, various activities

Research, Presentations & Workshops



Four national surveys (one for each economy)



12 research reports (3 per focus area)



Four expert workshops (one for each economy)



Four presentations to the APEC SMEWG (annually)

On-the-ground Entrepreneurial Support



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



Four MSME training sessions (one held in each economy)



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

Microsite, Capstone Paper & Conference



One microsite acting as an online knowledge hub



One capstone policy paper featuring recommendations for APEC leaders



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



Women engagement

Empowering Women Owned Businesses in Viet Nam.

New research from Facebook
(YouGov Research)

4 in 5 women

in Viet Nam would like to
set up their own business¹



**If only half of
these women**

felt empowered to start
a business, it would have
a huge impact on
the economy²

Women entrepreneurs would build

1.1 million new businesses

3.9 million additional jobs

all by the end of 2021³

Barriers keeping women
from becoming entrepreneurs
despite their desire



Worried about financial security

35%



Don't know where to get started

35%



Lack of access to finance

34%



Don't feel ready yet

32%

#SheMeansBusiness



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

Access to
financial support
and advice

54%

Support and
advice on
attracting
customers

54%

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

45%

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

36%

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



ASIA PACIFIC
FOUNDATION
OF CANADA

FONDATION
ASIE PACIFIQUE
DU CANADA

Takeaways

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





ASIA PACIFIC
FOUNDATION
OF CANADA

FONDATION
ASIE PACIFIQUE
DU CANADA

Canada

Dr. Iris Caihong JIN

Senior Program Manager

Asia Pacific Foundation of Canada

E: iris.jin@asiapacific.ca

W: www.asiapacific.ca