



APEC SME Innovation Seminar
(Effective Implementation and Assessment of SME Innovation Policy, SME01/2009A)

SME Working Group
August 25 - 28, 2009, Seoul, Korea



Asia-Pacific
Economic Cooperation

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SME01/2009A
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SESSION III

Establishing a Market-based Economic Environment



APEC 2009 SME Innovation Seminar
Innovation in SME Financing and Marketing

Session II: Establishing a Market – based Economic Environment

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Small and Medium Enterprise Administration, MOEA

Chinese Taipei

August 25~28, 2009 Seoul, Korea



Contents

- I. Objectives**
- II. Policies to Commercialized SMEs' Innovation**
- III. Policies Result**
- IV. Conclusion**

I. Objectives

◆ Current Market Challenges to SMEs

Micro - challenges

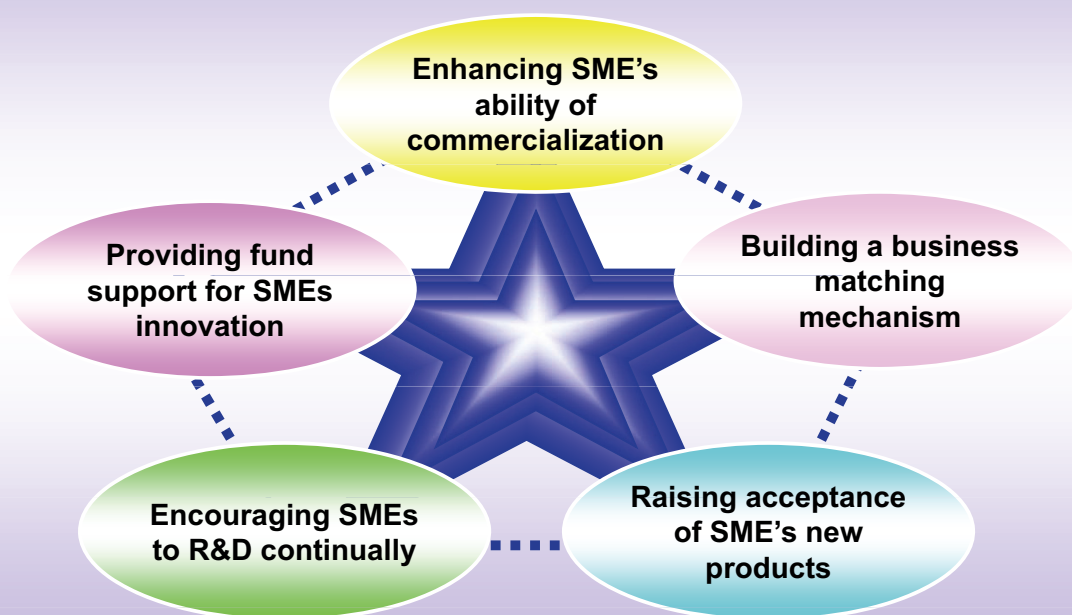
- Lack of marketability for innovation results
- Lack of channels to explore the new products
- Lack of market information for the innovation

- Worldwide downturn & shrinking
- Shrinking demand and confidence
- Winter is over, Spring is yet to come

Macro - challenges

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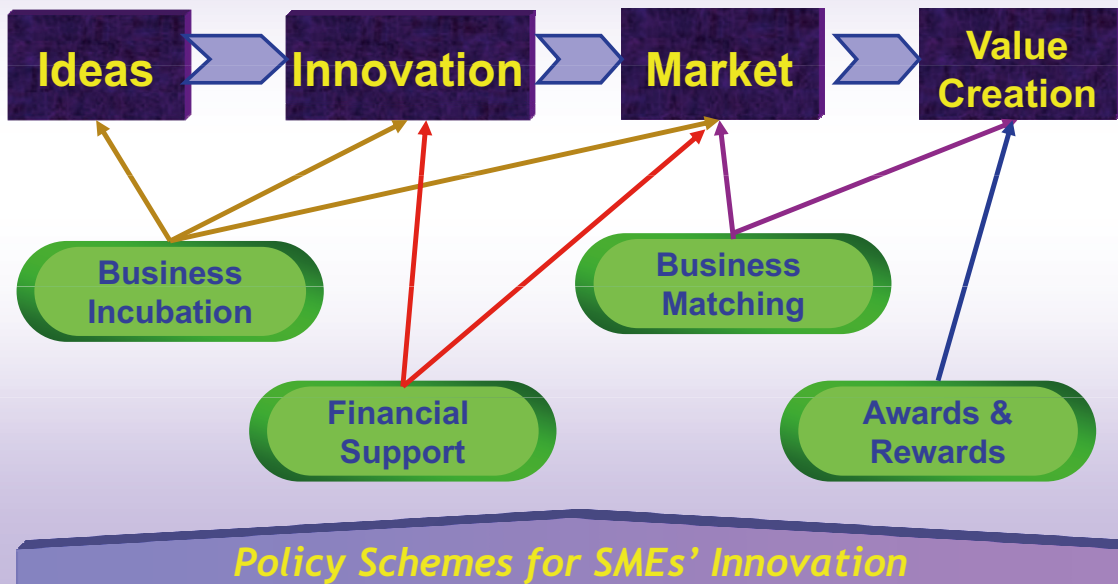
◆ Objectives of Commercialized Innovation



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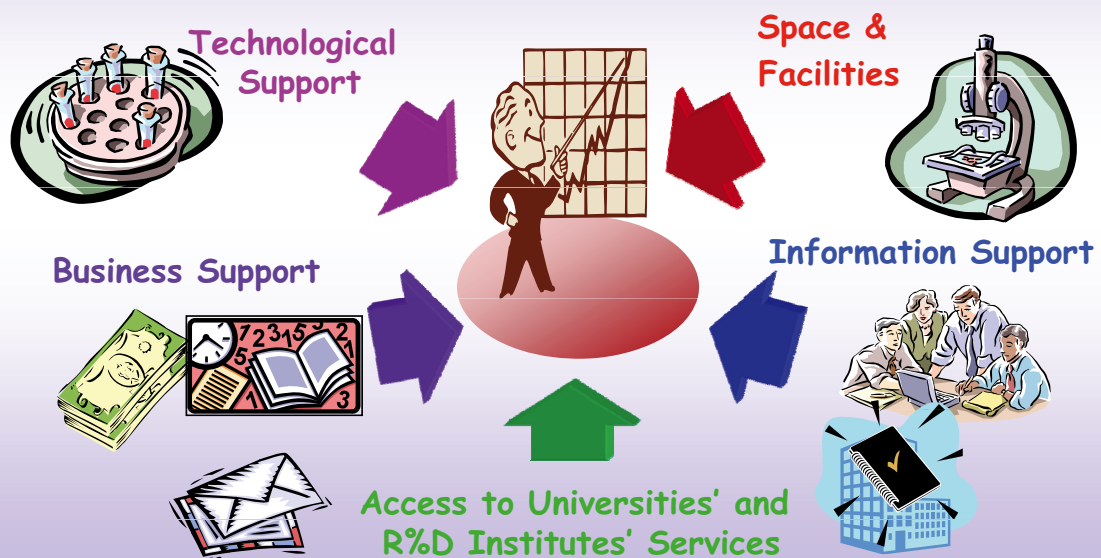
II. Policy to Commercialize SMEs' Innovation

Framework on Commercializing Innovation

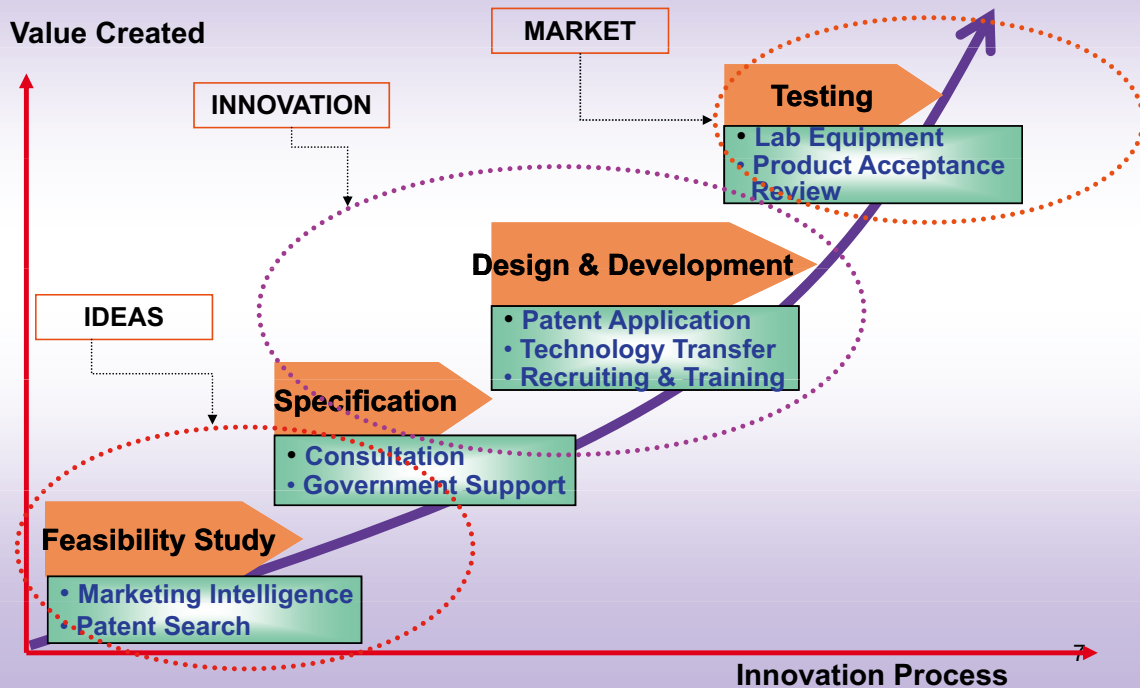


1. Business Incubation

Services provided by Business Incubators



Incubating Process for SMEs R&D



2. Financial Support

Small Business Innovative Research (SBIR) Scheme

Phase I Preliminary Research	To evaluate scientific technical feasibility as industrial impact of an innovative idea	
	50% of project budget Max: NTD 1 M. R&D Alliance: NTD 5 M.	Max: 6 months R&D Alliance: 9 months
Phase II R&D	To implement R&D upon related technology and product based on an innovative and precise technical target which has completed feasibility evaluation	
	50% of project budget Max: NTD 10 M. R&D Alliance: NTD 50 M.	Max: 2 years (3 years for Biotech R&D)
Phase II+ Value-added applications	To commercialize R&D results upon related test production, design and market survey	
	50% of project budget Max: NTD 5 M. R&D Alliance: NTD 25 M.	Max: 1 year (1.5 years for Biotech R&D)



Industry R&D Loans Scheme

Purpose

to encourage SMEs enhancing R&D capability for promoting SME's competition ability and increasing the value of products

Loan Amount

Maximum 80% of project budget and not more than NT\$65 M

Interest Rate

Not higher than 2-year deposit rate + 2.25%

Period of Loan

Not longer than 7 years

Period of project

2~3 years

Applicable Industry

1. Internet and Multi-media Service
2. Manufacturing
3. Professional, Scientific and Technology Service
4. Culture & Creation



3. Business Matching

Boosting acceptance of new products

Developing new business opportunities

Accelerating innovation Commercialization

Strengthening on-line marketing ability

Demand Side

1. VC & Angel
2. Marketing agents
3. SMEs who seek key techniques

Presentation

New Techniques/Products

Exhibition

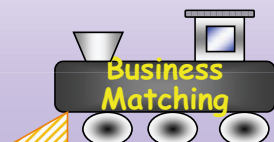
New Techniques/Products

Business Negotiation

One-to-one Discuss & Negotiate

Supply Side

1. SMEs who own new techniques
2. SMEs who own new products



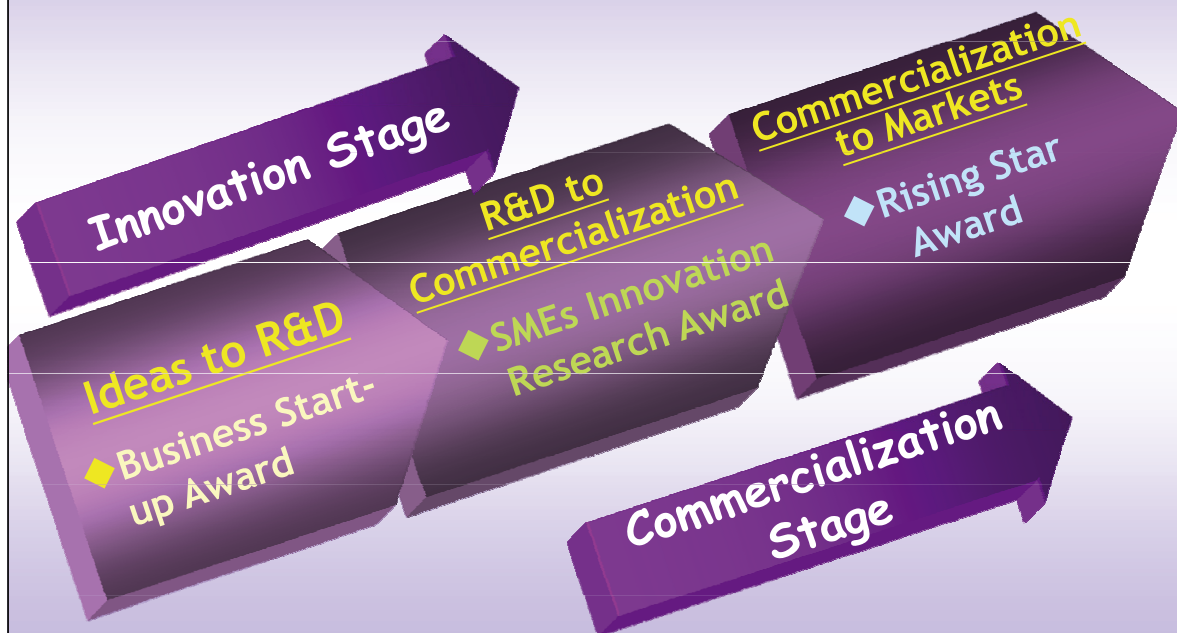
New Product Exhibition

Technomart

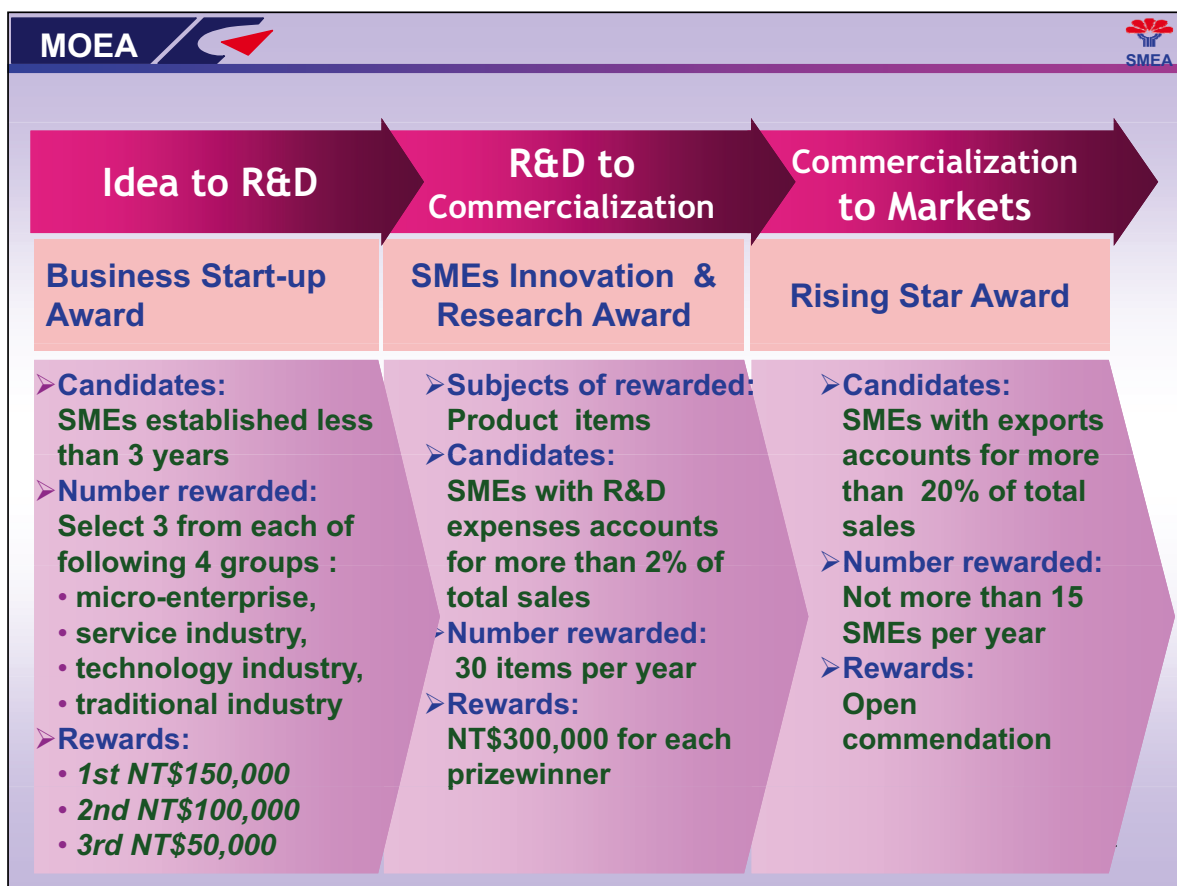
Web Demonstration



4. Awards and Rewards

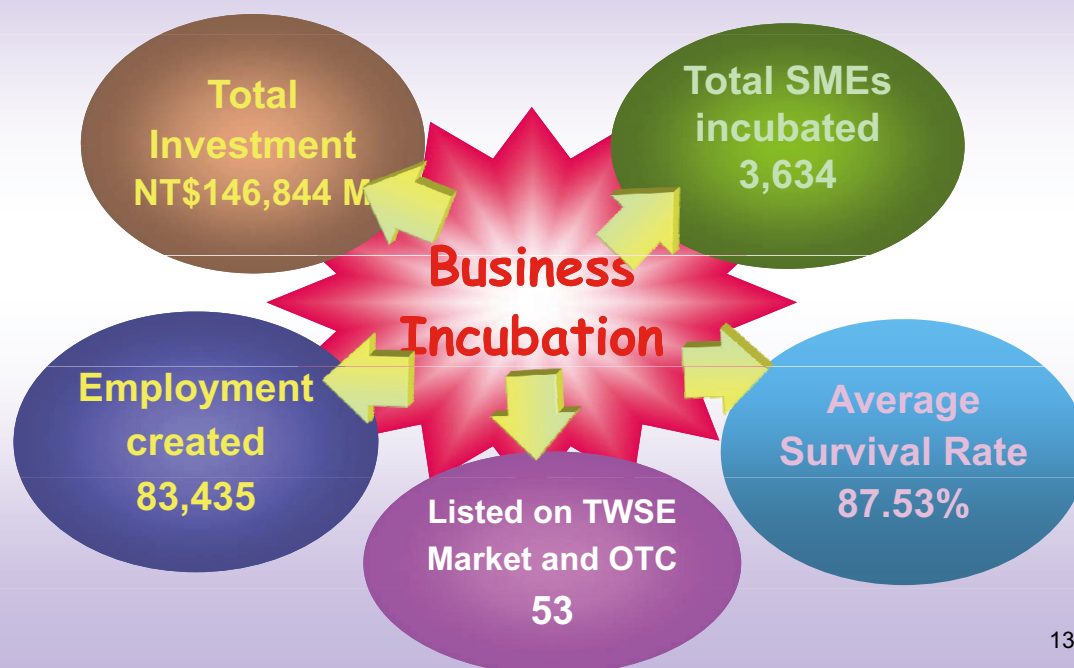


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III. Policy Results

1. Business Incubation (2001~2008)



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2. Financial Support

➤ SBIR Scheme

	2004	2005	2006	2007	2008
No. of applied	518	589	569	609	665
No. of approved	279	285	319	364	313
Approved rate	54%	48%	56%	60%	47%

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3. Business Matching

	2004	2005	2006	2007	2008
No. of matching activities	4	4	5	15	14
Cases of conferred	261	393	811	5,276	4,060
Cases of Successful matching	74	111	91	435	397
Amount of Successful matching (NT\$/thousand)	52,000	159,000	64,000	273,000	286,840

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4. Awards and Rewards

➤ SMEs Innovation & Research Award

	2004	2005	2006	2007	2008
No. of candidates	213	200	139	121	112
No. of prizewinner	36	50	22	31	30
Rate	17%	25%	16%	26%	27%

➤ Rising Star Award

	2004	2005	2006	2007	2008
No. of candidates	40	75	42	51	49
No. of prizewinner	17	17	11	9	11
Rate	43%	23%	26%	18%	22%

Innovation policies should provide channels for SMEs to have access to the supports of financing, R&D, marketing and commercialization, as well as should promote technological and human skills upgrading.

We all have done much. Which is the best practice? It depends on the development stage, macro-economic environment, and the real demand of SMEs.

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Thank you for your attention



<http://www.moeasmea.gov.tw>

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**APEC INNOVATION IN SME
FINANCING AND MARKETING
SEMINAR
Seoul, Korea.**

A whole Movement for the Competitiveness of the
SME's in Mexico

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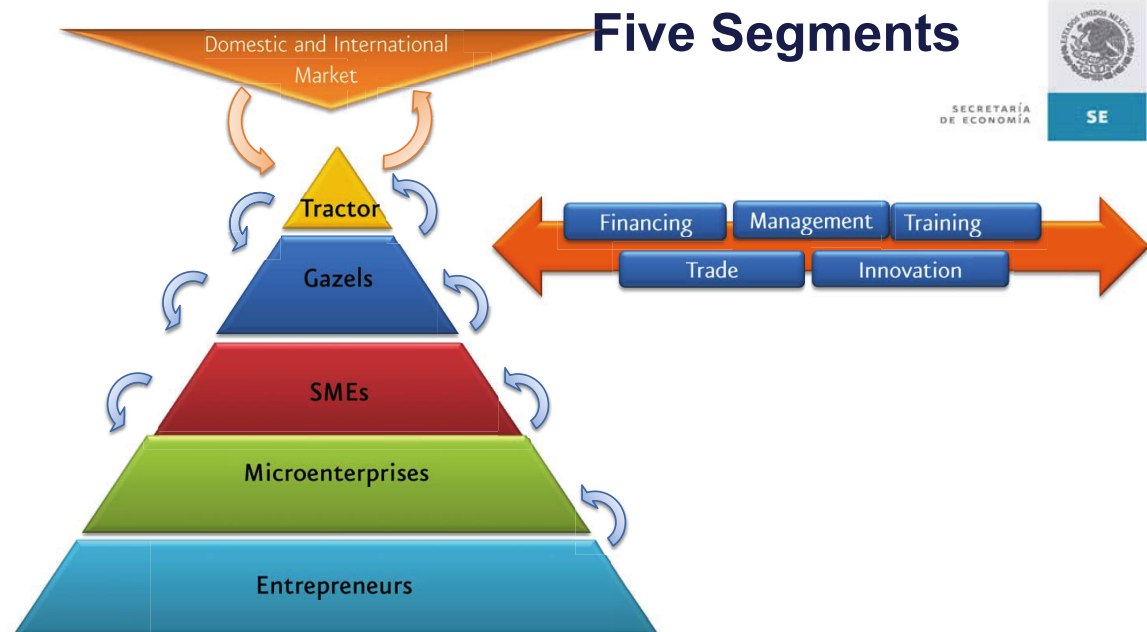
**“TECHNOLOGY INNOVATION,
ENTREPRENEURSHIP SUPPORT STRATEGY AND
TRAINING TO FACILITATE THE ACCESS OF THE
MEXICAN SMEs IN THE GLOBAL MARKET”**

1 CHAPTER

MEXICO TAKING ON VENTURES A WHOLE MOVEMENT FOR THE COMPETITIVENESS OF THE SME's IN MEXICO

1

How to obtain it?



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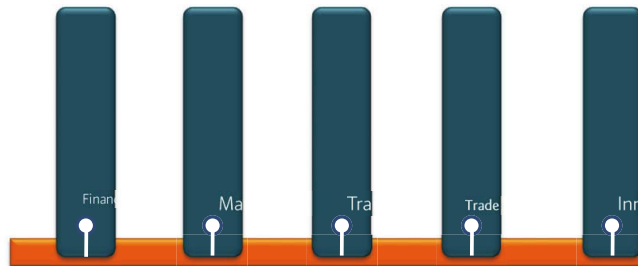


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FIVE SEGMENTS FIVE SERVICES



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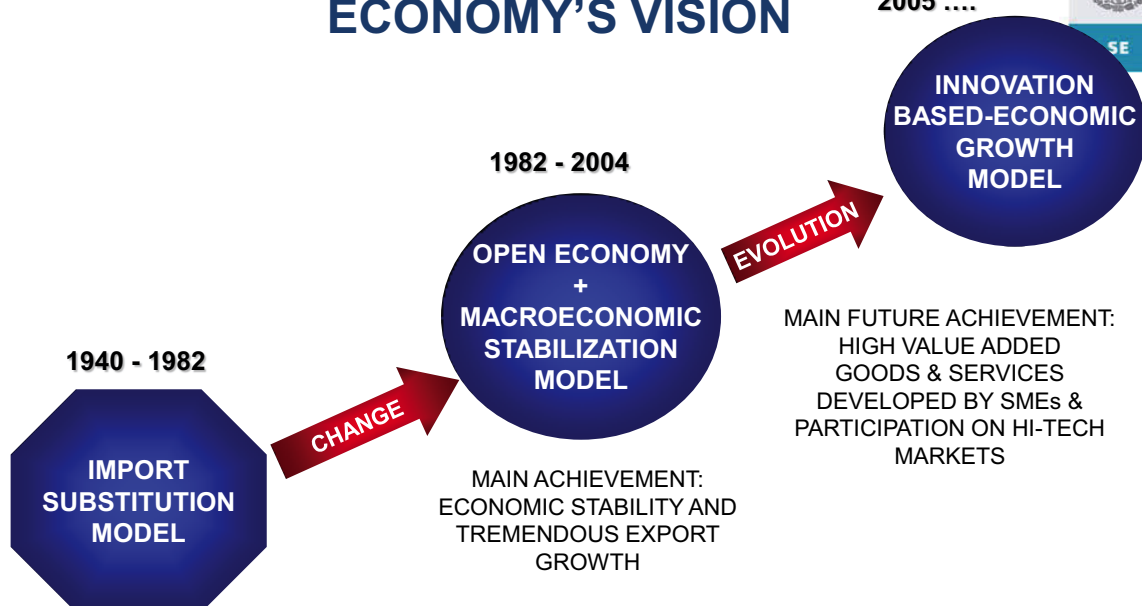
	Finance	Manufacturing	Trade	Trade	Innovation
Tractors		✓		✓	✓
Cazels	✓	✓	✓	✓	✓
SMEs	✓	✓	✓	✓	✓
Microenterprises	✓	✓	✓	✓	✓
Entrepreneurs	✓	✓	✓	✓	✓

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2006-12 MINISTRY OF THE ECONOMY'S VISION

2005



MAIN ACHIEVEMENT:
AN IMPORTANT
INDUSTRIAL BASE

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SME's investment on IT's



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Most SME's don't count with a technological development plan, they are not sure which processes of their production need information technologies, they are not aware which technologies to use or when to use them. These are problems that need immediate solutions in order for Mexican enterprises to improve their competitive levels.

Type of solutions that the SME's need:

Infrastructure (PC's, servers and operative system software)

- Mobility Technology (wireless LAN)
- Internet Connectivity
- On-line training and consulting
- Collaboration (mails and agendas)
- Entrepreneurial applications
- Security (antivirus, firewalls)
- Market Information Access (business opportunities, markets)
- Promotion
- e-commerce

Source: IDC

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A whole Movement for the Competitiveness of the
SME's in Mexico

Entrepreneurs' National Program

Strategy 2008-2009

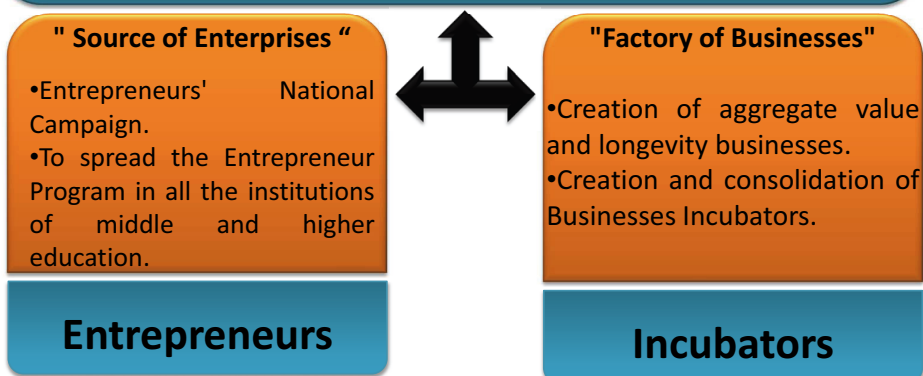
MEXICO TAKING ON VENTURES A WHOLE MOVEMENT FOR THE COMPETITIVENESS OF THE SME's IN MEXICO

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Entrepreneurs' National Program

Objective

The **Entrepreneurs' National Program** has the objective to promote and enhance in the Mexicans' mind the culture and business development that results in the creation of **more and better** enterprises through the **National Incubators' Network**



"Becoming Mexico in an entrepreneurs land"

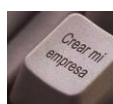
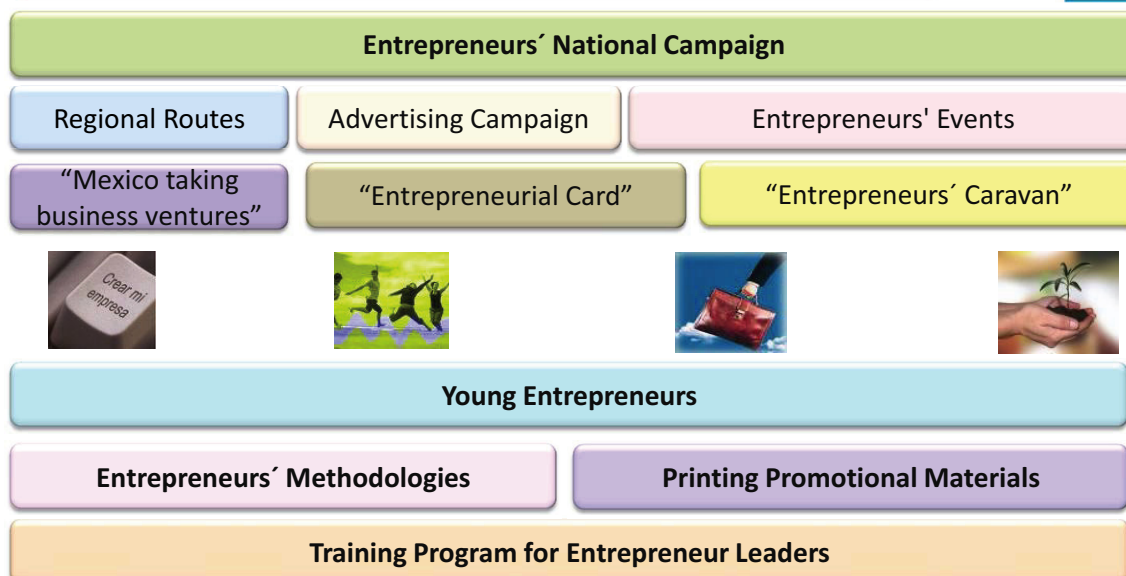
Heriberto Félix Guerra

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Entrepreneurs' Program

Promote and enhance entrepreneurship and entrepreneurial activity.



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Entrepreneurs' Program

Entrepreneurs' National Campaign



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Regional Tours

Entrepreneurs' Tours "Entrepreneurs' Day"

- Regional events in 10 different states to promote and encourage entrepreneur activity.
- Exhibition with 50 stands presenting different support options for entrepreneurs, incubators, academic institutions, financial institutions, entrepreneurial organizations and successful graduated business from incubators.
- In addition, 3 thematic conferences, 5 panel discussions regarding to financing, management, innovation, marketing and training.
- Simultaneously, a simulator workshop of traditional and rural businesses.
- This event has the assistance of 1000 entrepreneurs who will receive assistance and information about the range of programs that the Under Ministry for the SMEs offers through the platform "Mexico taking on business ventures".



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Entrepreneurs' Program

Advertising Campaign



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Print and electronic media to encourage entrepreneurs' activity in Mexico.

Entrepreneurs' Events

Invitation to academic institutions, entrepreneurial agencies, social agencies, ecc. to promote entrepreneurial activity through different events.

"Mexico taking business ventures"

National event with the participation of more than 10,000 young entrepreneurs from all over the country who participated in the Training Program for Entrepreneur Leaders.

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Entrepreneurs' Program

“Entrepreneurs’ Cards”

- We recognize entrepreneurship through this card, which benefits are a free incubation process, a credit pre-approved of capital seed and the membership to the SME business community.
- The winners in contests and entrepreneurial events, get this card as an award.

“Entrepreneurs’ Caravan”

- The Entrepreneurs' Caravan is a mobile unit (truck trailer) which will go through all the country offering options and opportunities for the entrepreneurs.
- The Caravan will have a simulator, personal assistance, business opportunities, employment opportunities, etc.



Entrepreneurs' Program

Young Entrepreneurs

Methodologies for Entrepreneurs

- Support for academic institutions that do not have their own entrepreneur methodology and printing materials for this purpose.

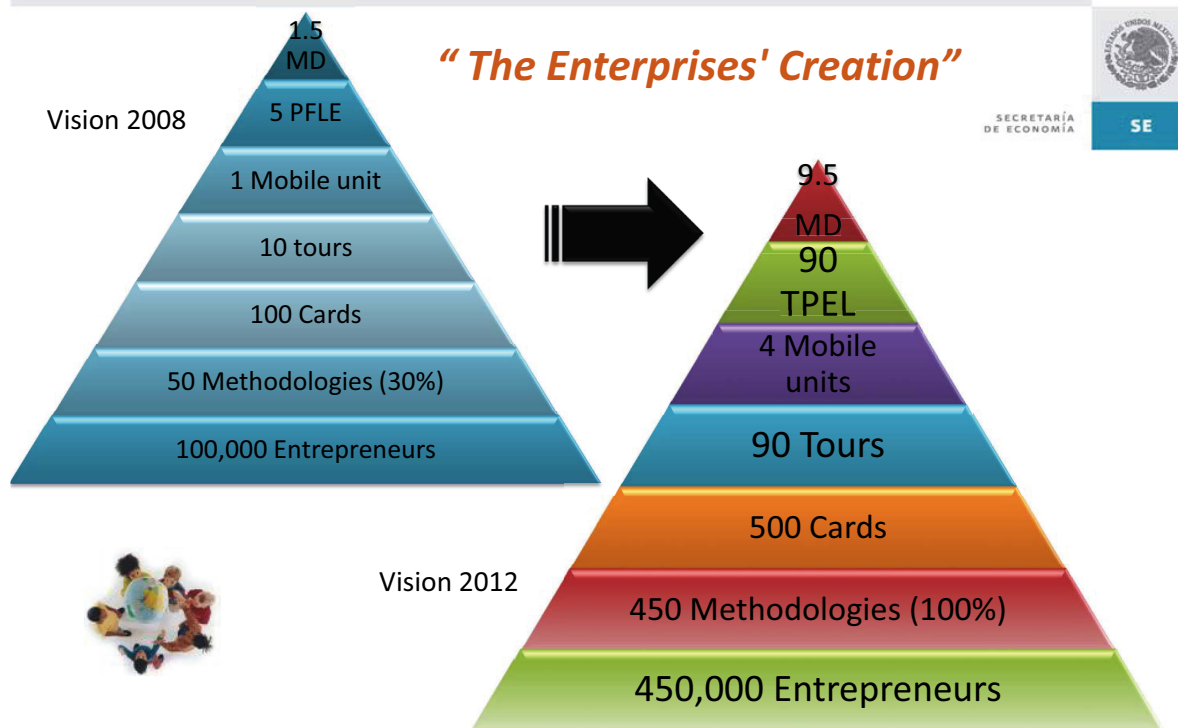
Training Program for Entrepreneur Leaders

- It is a training program for youths that have received some methodology for entrepreneurs before, and that present profiles of highly leadership (Enterprising Elite).
- Through motivational contents and business skills, the entrepreneurs will work during 10 weeks with multidisciplinary and interinstitutional groups, of 100 youths of each region, will become the source of businesses.



Entrepreneur's Program

Goals 2008 - 2012



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SME Fund

Supports 2008



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Business Incubators

Enterprises' Factory

The National Incubators' Network is a tool to foster economic growth, to contribute in the creation of **more and better entrepreneurs, more and better enterprises, more and better employments.**



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✓The objective is to create and enhance the incubators' network at national level ensuring the best incubator practices and programs and the appropriate customers services.

✓To assist in the creation of innovative enterprises with more added value and longevity.

500 incubators with the best incubator practices

Operate the BEST Incubator Policy.



MEXICO TAKING ON VENTURES A WHOLE MOVEMENT FOR THE COMPETITIVENESS OF THE SME's IN MEXICO

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Classifying the Business Incubators

According with the different kind of the created enterprises, the business incubators are classified by:

Traditional Business Incubators

To support the creation of businesses in traditional sectors with basic requirements of operation. In this classification, incubators are oriented in rural sector and alternative tourism.



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Intermediate Technology Business Incubators

To support the creation of enterprises with technological and physical infrastructure requirements, as well as operation mechanisms and semi-specialized processes.



High Technology Business Incubators

To support the creation of businesses in specialized sectors such as Information and Communication Technologies (ICT's), microelectronic MEM'S systems, biotechnology and pharmaceutical, and others.

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Incubators

Strengths in Incubator Systems around the World



Business Incubators

Strategies



Creation and Consolidation of 500 incubators with the best incubation services

- Creation of specialized incubators, development of providers.
- Consolidation of weak incubators, helping them to reach international standards.
- Implementing a regional strategy to supervise incubators and report information in real time. (Independent work for each kind of incubators)



A call for Enterprises for the Incubation Process

- Through a national call at least 30 % of the projects will be selected to receive the incubation process in 2008.
- **National Prize for Entrepreneurs**
- Through the "Entrepreneur Card" the citizen will receive direct benefits.



National Incubators Trust

- Creation of a national trust to strengthen incubators and resource management, working as a leadership body for incubators.
- Creation of 8 regional trusts with the same functions at the national and regional levels.
- The trust will be integrated by members of the community with a great degree of acceptance amongst the stakeholders.



Creation of New Incubators

- Through the presentation of feasibility studies according to the particular attributes of the region.
- A Special Committee integrated by a representative of the ministry of economy, the local government, specialists, etc.
- The feasibility study will be evaluated considering the country necessities, the qualities of the project, its added value and its strengths.



Strengthening Institutional Relations

- Visits to all incubators starting with the top 50 around the country, with the purpose of strengthening relations and commitments with the authorities.
- The General Director will take part in the tour around the incubators and there will be a register of each visit.



Strengthening and Standardizing Incubators

- Since this year, incubators receive financial support only if they are complying with the standards for the creation of enterprises.
- Special support has been established to those incubators complying with the standards.
- The process to design a certification norm for incubators.
- By the end of 2008, the process of certifying the consultancy team of the incubators will start.



National Council for Business Incubators

- Promoting the change of chairman in the Council and extending the membership, as well as, getting new responsibilities and commitments.
- The Council will work as an operative body analyzing the performance of the National Incubators 'System.



Entrepreneurial Community

- 60 incubators will integrate 100 enterprises into the community through the card "SME taking on business venture".
- In a strategic alliance with entrepreneurial bodies this community will grow and consolidate the links to exchange information.



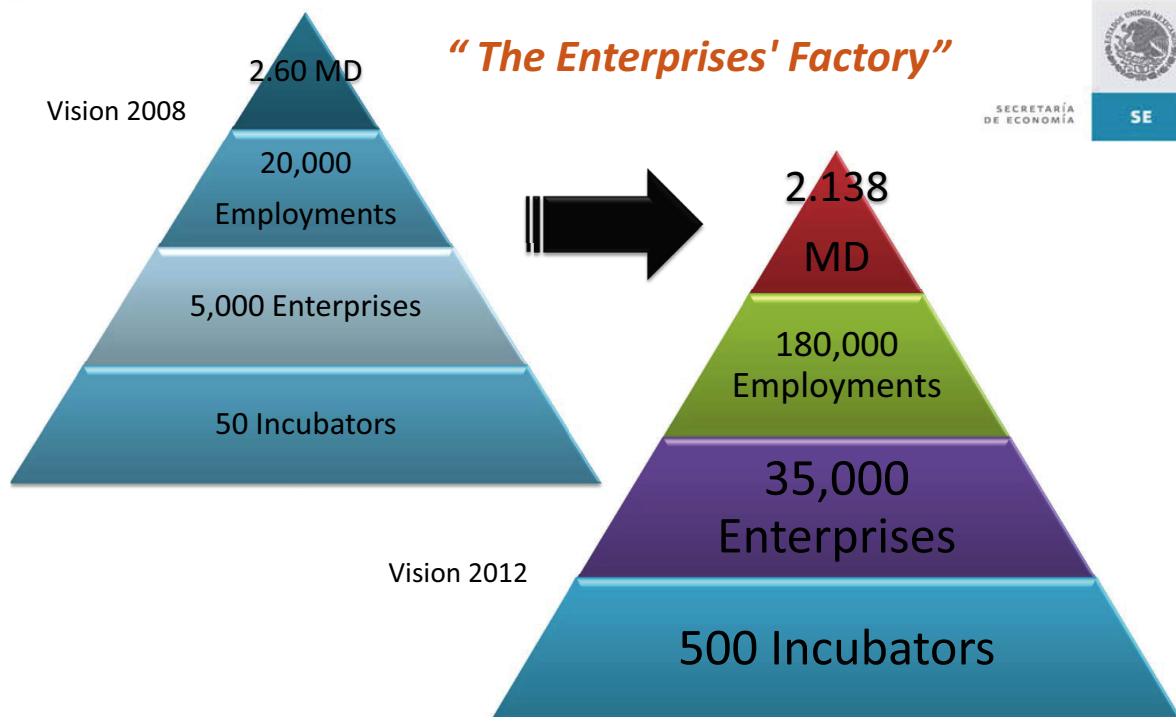
Operating Intermediate Bodies

- Core strategy operating through intermediate bodies working as leaders of a net responsible for requesting the SME Fund resources, executing them according to results, following -up incubators and their projects, etc.



Incubators

Goals 2008 - 2012



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SME Fund

Supports 2008



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BUSINESS INCUBATORS' NATIONAL PROGRAM

Website – www.siem.gob.mx/snie

The screenshot shows the Snie website interface. At the top, there's a navigation bar with links like 'Inicio', 'Conceptos Básicos', 'Modelos de Incubación', 'Red de Incubadoras', 'Oportunidades de Inversión', 'Eventos', and 'Sitios de Interés'. The main content area is titled 'Red de Incubadoras' and features a login form on the left, a list of projects in incubation in the center, and a map of Mexico on the right. The project list includes details like 'ESTATUS DE PROYECTOS EN INCUBACIÓN' and 'CANTIDAD DE PROYECTOS'.

- Recognized Models
- Incubators' Network
- Investment Opportunities
- General information

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Incubators' National Program

Global vision 2008 - 2012

Year	Enterprises	Employments	Business Incubators
2008	5,000	20,000	450

Vision 2008



Vision 2012



Year	Enterprises	Employments	Incubators	MD
04-06	10,320	26,019	300	About 18.9
2007	4,900	16,000	400	About 16.2
2008	5,000	20,000	450	About 25
2009	9,000	36,000	450	About 34.7
2010	10,000	40,000	500	About 38.5
2011	10,000	40,000	500	About 43.4
2012	10,000	40,000	500	About 48.2
	59,220	218,019	500	About 216.6

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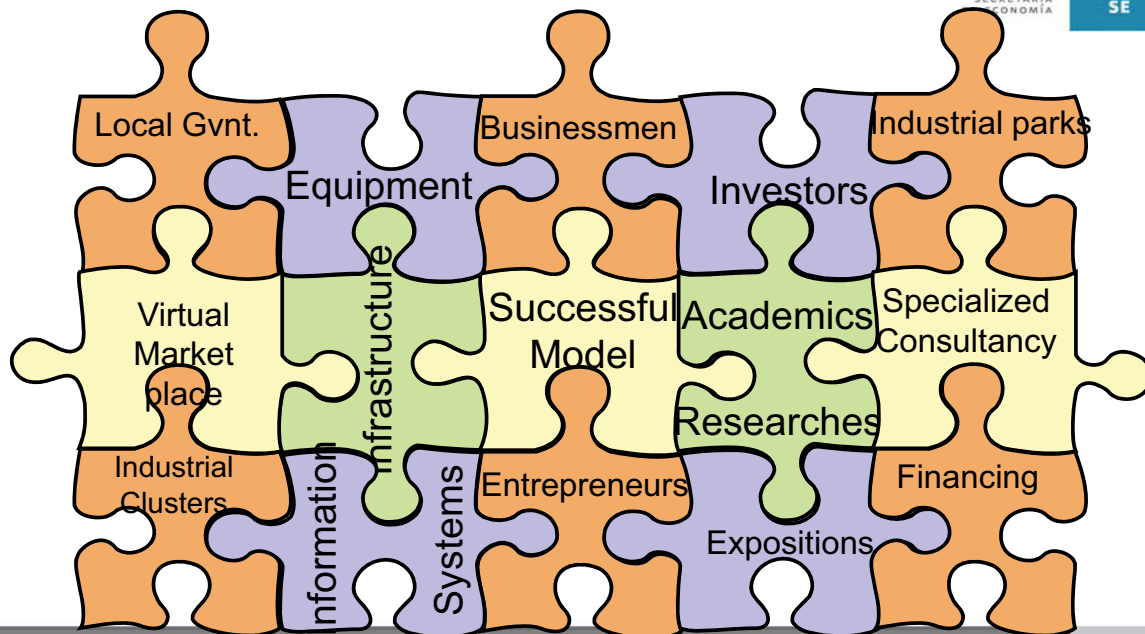


NATIONAL SYSTEM OF BUSINESS INCUBATORS



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INNOVATION CLUSTERS

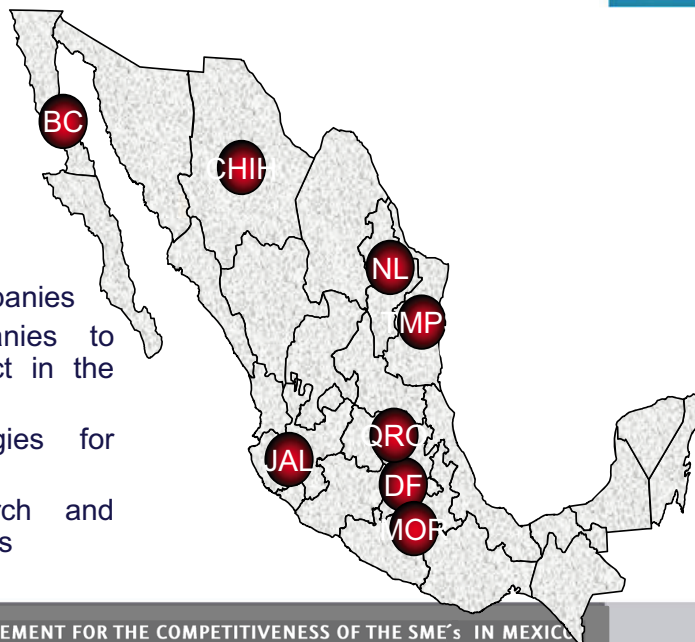


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Critical route to transform an economic region in a “Technopolis”

- To create local technology companies
- To attract high-tech companies to generate a trickle down effect in the region
- To develop new technologies for emerging industries
- To promote applied research and development in local Universities



MEXICO TAKING ON VENTURES A WHOLE MOVEMENT FOR THE COMPETITIVENESS OF THE SME's IN MEXICO



BENEFITS



- Accelerated companies will improve their sales, increasing their national and/or international market share.
- Businesses will contribute to the production of innovative products generating new patents.
- Its strategic location will allow companies to have more contact with angel and venture capitalists getting the opportunity to expand through this type of financing.
- Companies will capitalize the opportunities from joint development of products, processes, materials and/or services of the 25 companies with Universities, Technological Centers and Businesses in Mexico and the United States, generating wealth and jobs in both sides of the border.
- The Ministry of the Economy of Mexico considers TechBA to be the top of the iceberg of a whole system of innovation and technology development that has been created in Mexico.

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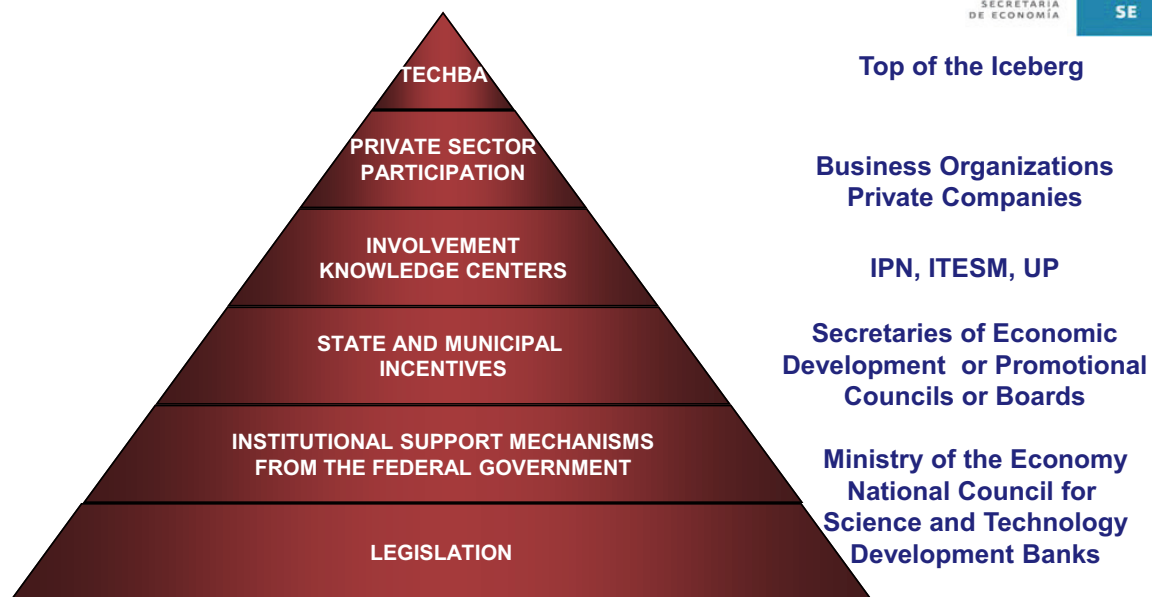


THERE IS A WHOLE INSTITUTIONAL STRATEGY TO SUPPORT TECHBA



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***THANK YOU FOR YOUR
KIND ATTENTION***

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A whole Movement for the Competitiveness of the
SME's in Mexico

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**“TECHNOLOGY INNOVATION,
ENTREPRENEURSHIP SUPPORT STRATEGY AND
TRAINING TO FACILITATE THE ACCESS OF THE
MEXICAN SMEs IN THE GLOBAL MARKET”**

2nd chapter

MEXICO TAKING ON VENTURES A WHOLE MOVEMENT FOR THE COMPETITIVENESS OF THE SME's IN MEXICO

1



A whole Movement for the Competitiveness of the
SME's in Mexico

**BUSINESS ACCELERATORS
PROGRAM**

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MEXICO TAKING ON VENTURES A WHOLE MOVEMENT FOR THE COMPETITIVENESS OF THE SME's IN MEXICO

2



DEFINITIONS

BUSINESS INCUBATORS

BUSINESS INCUBATORS: they are the centers of support to entrepreneurs who facilitate the creation of companies by means of integral services of joint and enterprise support for the development and/or beginning of their business plan, evaluating their technical, financial and marketing viability oriented in the productive, regional and sectoral vocations, and that conventionally provide physical spaces, access to equipment, of qualification and consultant's office in administrative aspects, of logistic, of market, of access to the financing. As well as services and technical support

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IDEA



TO CREATE A COMPANY

BUSINESS ACCELERATORS

BUSINESS ACCELERATORS: It is the organization, institution or company specialized in detecting, attracting, to finance and to develop to basic companies technological in growth process. This, through accessory and networks of contacts, to improve the processes, products, image and model of business, of form so, that its access to the international markets of technology as well as the bottoms of national and international risk capital is facilitated

SUCCESSFUL COMPANY IN MÉXICO



SUCCESSFUL COMPANY IN THE WORLD

MEXICO TAKING ON VENTURES A WHOLE MOVEMENT FOR THE COMPETITIVENESS OF THE SME's IN MEXICO

3



BUSINESS ACCELERATORS

WHAT IS?

The Program of Acceleration of Companies was created to support the Mexican companies basic technology with the suitable consultancy, with the purpose of to introduce its innovating technology, products and services to the global markets; as well as to create jobs and to increase sales in the domestic market.

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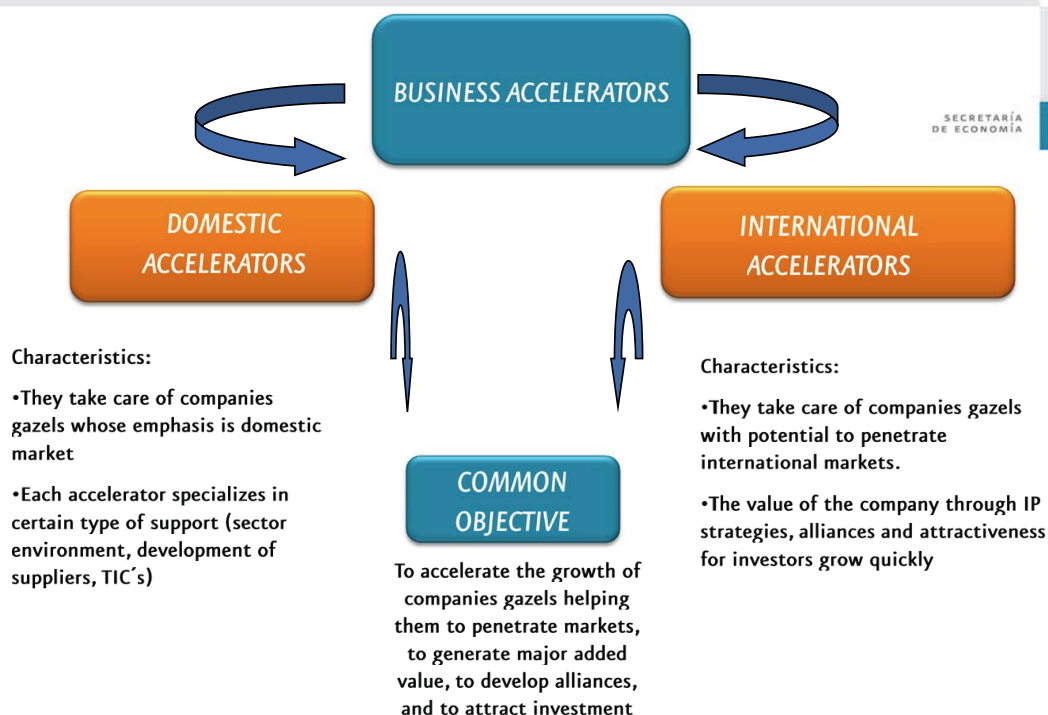
WHY IT SERVES?

In order to push companies gazels and to penetrate to the great global markets

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BUSINESS ACCELERATOR



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PROGRAM DEFINITION: TECHBA

¿WHAT IS A TECHNOLOGY BUSINESS ACCELERATOR?

The TechBA Program, created by the Ministry of the Economy and the United States-Mexico Foundation for Science (FUMEC), has the purpose to support top-tier Mexican companies in bringing their innovative technology, products and services to global markets.



Objectives:

- Capitalize their intellectual property and business skills by reorienting their capacity to global markets.
- Interact with high-tech ecosystems in order to reach milestones in terms of sales, alliances and access to angel and venture capital investment.
- To incorporate Mexican high value added companies as part of integrated, global supply chains.
- To strengthen business intelligence mechanisms and interactions between organizations and individuals as they create new business and collaboration opportunities.

MEXICO TAKING ON VENTURES A WHOLE MOVEMENT FOR THE COMPETITIVENESS OF THE SME's IN MEXICO

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TECHNOLOGY BUSINESS ACCELERATOR (TECHBA)

- The key element of the TechBA Program:
The Ministry of Economy of Mexico selects the ecosystems with the highest innovation drive, such as Silicon Valley in California, Austin in Texas, Montreal in Quebec and Madrid in Spain.
- In each region, TechBA partners with recognized organizations that have a proven track of successful results in accelerating innovative companies.
- Strategic partners include:
 - » The Enterprise Network of Silicon Valley
 - » IC2 from the University of Texas at Austin
 - » Inno-centre in Montreal and
 - » Parque Científico de Madrid in Spain.



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TECHNOLOGY BUSINESS ACCELERATOR (TECHBA)

INTERNATIONAL ECOSYSTEM



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TECHNOLOGY BUSINESS ACCELERATOR (TECHBA) ACTUAL SITUATION



2006:112
COMPANIES

2007:220
COMPANIES



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ACCELERATION PROCESS

TechBA

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- **Basic Office Infrastructure** – Participating companies are assigned to a physical space in TechBA
- **Traning** – Annual training program (on site and remote), oriented to hep companies to get involved with the global business ecosustem, attending subjects such as intellectual property, legal affairs (regulations and certifications), venture capital processes, etc.
- **Specialized Consulting** – A consulting group in assigned for advising, coaching and guiding participating companies to integrate an action plan, to improve their value offer and to stablish connections within the same consulting group's local contacts network in the region.
- **Acces to relationships and positioning Networks** – Arrangement of activities and events intended to allow participating companies to promote their participation in the program, focusing in promoting their value offer among potential customers in the region.

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TECHBA: HIGH-TECH SECTORS

High-tech sectors

TechBA focuses on innovative companies related to high-tech sectors with strong presence in the global technology markets, such as:

- Information and Wireless Technologies.
- Biotechnology and Bioinformatics
- Life Sciences
- Microsystems, including Semiconductors and Mems
- Advanced Materials
- Robotics
- Multimedia, Animation and Education Services



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Technology Business Accelerator (TechBA) **Results**



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SMEs:	112 Companies
International Sales:	\$275,132,448 mx pesos
National Sales:	\$ 1,749,663,000 mx pesos