

Terms of Reference

Promoting e-commerce to globalize MSMEs

Submitted by Korea

Objectives

- Identify possible barriers and difficulties that constrain the ability of MSMEs to participate in cross-border e-commerce in regulatory and policy perspectives.
- Explore ways to address the identified barriers and difficulties and promote policies and regulatory frameworks that can contribute to conducive e-commerce environment
- Develop a set of recommendations that can guide development of APEC-wide capacity building projects aiming at globalization of MSMEs through e-commerce

Scope of Activities

[APEC PSU]

- Conduct literature review to identify key areas where barriers and difficulties may exist and actions needed to promote MSMEs' participation in cross-border e-commerce
- Carry out stocktaking of previous APEC-wide efforts and outcomes on cross-border e-commerce in various working-level fora and committees as resources for further analysis in this project
- Collect successful cases and best practices in terms of creating better policy environment for cross-border e-commerce
- Develop a set of written questionnaires for survey in collaboration with the project proponent so that the project proponent can conduct the survey
- Provide guidance to the project proponent and, when possible, on attend focus group discussions that project proponent will organize.
- Draft a short progress report for the project which will be submitted to CSOM/AMM in 2016

- Draft a final report incorporating all components of the project such as literature review (including case studies), stocktaking of previous APEC activities, survey, or focus group discussion results in 2017, and policy recommendations.
- Develop a set of recommendations as appropriate which presents guidance for further collective actions for APEC such as capacity building programs to be submitted along with the final report to CSOM/AMM in 2017
- Update the CTI with the progress of the project as necessary

[Project Proponent]

- Develop the overall design of the project and manage its implementation
- Collaborate with PSU in designing the survey questionnaires and take responsibility to actually implement the survey and submit the collected data to APEC PSU
- Organize and conduct focus group discussion, with PSU collaboration, and submit the outcome to APEC PSU
- Report the progress of the works and the final outcomes to CSOM/AMM

Timeline

Year	Main Activities
2016	<p>CTI1: Economies discuss the proposal and provide inputs.</p> <p>CTI2: Economies discuss the work plan and Terms of Reference. PSU launch literature review, stocktaking, and design of survey questionnaires.</p> <p>CTI3: Economies agree on the work plan and Terms of Reference. PSU update the CTI on progress of the works.</p> <p>CSOM/AMM: Project Proponent to report the progress of the work.</p>
2017	<p>CTI1: Project proponent to conduct data collecting activities – to be completed by CTI2.</p> <p>CTI2: PSU to report on progress and carry out research / analysis, and draft early version of the report intersessionally.</p> <p>CTI3 : PSU to report on the draft report and development of recommendations Economies to review and endorse the report and recommendations intersessionally.</p> <p>CSOM/AMM: Project Proponent to report the final outcomes.</p>

Key Deliverables

- A short progress report at CSOM 2016
- Final report and recommendations by CSOM 2017