



“THE ASIAN TRADE CENTRE FOUNDATION (ATCF) DIGITAL CHAMPIONS PROGRAMME”

“Making your voice heard among Governments for better digital trade and e-commerce policies in Asia”

The ATCF is honored to present its First Pilot Training Project for Small Businesses on Monday May 15, 2017 in Singapore

Digital trade plays a crucial part for doing business nowadays. This is especially important for micro, small and medium enterprises (MSMEs) where digital trade and e-commerce can help smaller companies access a larger pool of customers, plug into regional or global value or supply chains, reduce costs, and better understand customers' needs.

Smaller companies in Asia face a wide variety of challenges. Despite being the backbone of nearly every economy in the Region, accounting for upwards of 97% of economic activity, they often struggle because of limited resources, lack of time and human power, many cannot effectively harness the benefits offered by digital trade and e-commerce.

Meanwhile, governments are thinking about changes in policy that could create new barriers or even stop trade entirely. Some ideas could be especially harmful to smaller firms that cannot figure out ways to navigate alternative pathways to reach customers or suppliers.

This inaugural programme is designed to foster understanding between SMEs and policymakers in the digital age by developing appropriate skills for smaller companies to demonstrate their challenges to **policy makers**. The Programme will provide the essential knowledge on e-commerce and digital trade rules in Asia, the basic skills to be able to better communicate key regulatory challenges, and a toolbox on how to influence policymakers in their home countries or during negotiations of trade agreements.

Who is this for?

Any MSME representatives who are:

- *Currently applying digital trade and e-commerce in their business;*
- *Involved in cross-border trade of goods and services;*
- *Having affinities with trade and in policy and decision making processes; and*
- *Having sufficient English proficiency.*

Travel and accommodation (2 nights) expenses from home countries to Singapore will be covered by the ATCF together with the Networking Dinner on May 15, 2017



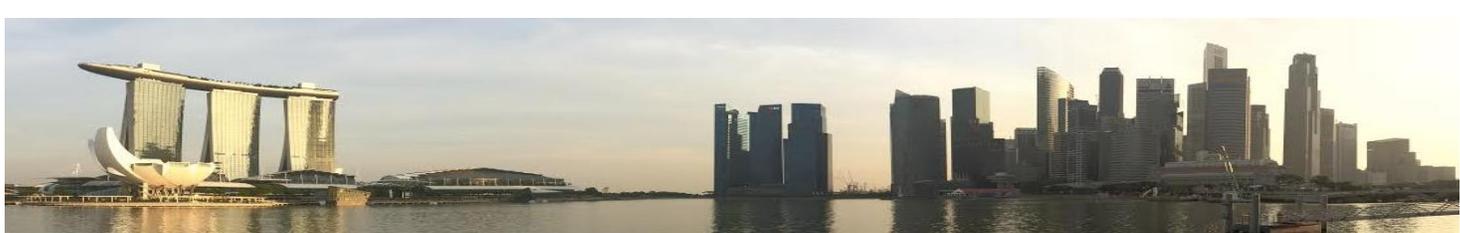
Tentative Agenda on Monday May 15, 2017 in Singapore

8.45	Welcome coffee at ATCF 41A Ann Siang Road, Singapore
9.00-9.10	Objectives of the ATCF Digital Champions Programme, Dr Deborah Elms, Director ATCF
9.10-10.00	Overview and trends of regulatory initiatives in international trade rules for e-commerce and digital trade in the Asia Pacific region, Dr Deborah Elms
10.00-11.15	Understanding key challenges in digital trade data localisation, digital flows, data protection, copyrights, Jeff Paine, PS-Engage (tbc)
11.15-11.30	Coffee break
11.30-12.30	Tips and tricks for talking to government officials and communication skills (speaker tbc)
13.00-13.10	Digitization of SMEs
13.10-14.10	Lunch at Google
14.10-15.10	Simulation exercise with Dr. Deborah Elms
16.00-17.30	Roundtable Dialogue with Government Officials
19.00-19.30	Debrief of the day and next steps
20.00-22.00	Dinner (exact location tbc)



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“PRESENTATION OF THE ASIAN TRADE CENTRE FOUNDATION”

Background and objectives:

The ATCF was set-up to accomplish missions related to education and research on international trade. The missions of the ATCF are specifically oriented towards public authorities, to the improvement of participation and performance of Micro, Small and Medium Enterprises (MSMEs) in international trade and on advancing the women in trade agenda.

Mission Statement:

The ATCF is committed to the spreading of knowledge on the benefits of international trade participation. The Foundation provides capacity building and conducts research on trade, trade agreements and international economic integration as pathways for Asian economic development.

The ATCF provides integrated support for public authorities to strengthen their capabilities to plan, develop and implement effective trade policy programmes. The ATCF is dedicated to developing a deeper understanding of effective trade policies on a long-term basis for officials, by pooling together global resources, facilities, expertise and people.

implementing effective trade policies. Foundational materials will include World Trade Organization (WTO) agreements, Trans-Pacific Partnership (TPP), Regional Comprehensive Economic Partnership (RCEP), ASEAN Economic Community (AEC), European Union FTAs, American and other bilateral free trade agreements.

The ATCF aims to develop a common capacity building tools, materials, and platforms for understanding, negotiating and

The ATCF recognizes the importance of MSMEs in economic growth, jobs creation and their ability to foster innovation in the global economy. The development of MSMEs international trade skill is crucial and the ATCF plays a leading role in the development of MSMEs businesses through the promotion of their participation in international markets. **The ATCF provides** capacity building to strengthen the capacity of MSMEs, and women-owned businesses to increase their knowledge and participation in international trade.

Activities:

- ✓ Disseminate information about trade in a transparent manner and share knowledge and best practices on policies, procedures and provide working guidelines
- ✓ Create modern training materials on trade and engage with national and international trade training organizations
- ✓ Develop new trade initiatives through structured meetings and workshops
- ✓ Promote exchanges of experts and stakeholders to facilitate discussion of trade agreements
- ✓ Draft policy briefings and working papers to raise awareness and policy action
- ✓ Organize and coordinate stakeholder consultations including the private sector and non-governmental organizations (NGOs).