Asia-Pacific
Economic Cooperation

Advancing Free Trade
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APEC Digital Economy and Innovative Entrepreneurship Online Forum: Enhancing Inclusive Participation and Digital Upskilling for Youths

APEC Human Resources Development Working Group

July 2022

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RESEARCH REPORT

APEC Human Resources Development Working Group

July 2022

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Produced by

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For

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INTRODUCTION

1. BACKGROUND

Chinese Taipei held a two-day virtual event "APEC Digital Economy and Innovative Entrepreneurship Online Forum: Enhancing Inclusive Participation and Digital Upskilling for Youths" from 24 to 25 March 2022.

This project, continuing the work of the 2018 project "APEC Forum on Digital Innovation and Entrepreneurship: Building Capacity and Collaborative Connectivity for Young Entrepreneurs" and the 2019 project "APEC Forum on Digital Innovation and Entrepreneurship (II): Building Capacity and Collaborative Connectivity for Women and Young Entrepreneurs", will provide a capacity building opportunity for our youth to develop digitally innovative and entrepreneurial capabilities that will accelerate the inclusive and sustainable growth in this APEC region.

The workshop is a two half-day online event that brings together government officials from related sectors, successful start-up founders, young entrepreneurs, start-up incubation centers or accelerators, and representatives from venture capital companies. For this project, we will also invite past participants from previous projects to share their entrepreneurial journey, the regional resources that they leverage to grow their business, the current market trends, and the most up-to-date and necessary digital skills. Furthermore, we will also invite representatives, with a focus on female representatives, from successful start-ups to showcase their stories, especially on how they survive or even thrive during the ongoing COVID-19 pandemic and global economic crisis. The issues of the importance of digital transformation and the shortage of digitally skilled workers will also be addressed.

The objective of this project is to establish a regional entrepreneurial ecosystem that provides a supportive environment for young entrepreneurs within the APEC region to promote innovative and digital entrepreneurship that would specifically benefit the digital economy for inclusive and sustainable growth. We hope to build this ecosystem by providing a platform for young entrepreneurs in APEC economies to develop digital skills, innovative ideas and entrepreneurial capabilities, and bringing together successful digital start-up owners and experts to share knowledge, experiences and expertise to the young entrepreneurs or entrepreneurs-to-be. By holding this event annually, new and old participants can continue to meet, share, and learn about the latest trends of entrepreneurship from each other.

2. EXPECTED OUTCOMES

To continue the work of the 2018 project "APEC Forum on Digital Innovation and Entrepreneurship: Building Capacity and Collaborative Connectivity for Young Entrepreneurs" and the 2019 project "APEC Forum on Digital Innovation and Entrepreneurship (II): Building Capacity and Collaborative Connectivity for Women and Young Entrepreneurs", this project is expected to achieve following outcomes:

1) By identifying digital skills gaps and the best practices to address them, the project will enhance the capacity of officials in APEC economies to take forward initiatives in this policy area.

2) Forum participants' knowledge of digital and innovative entrepreneurship is established and enhanced.

3) A research report including the key findings, feedback and the entrepreneurial experiences shared by our past participants will be published. The report will also serve as a reference for policy makers and government officials when drafting digital start-up related programs and regulations.

METHODOLOGY

1. RESEARCH METHOD

The project hosted an online forum, inviting several speakers to share their experiences and knowledge to the target beneficiaries. After the forum, a post-event survey was conducted to verify the growth of the target beneficiaries and if the participants gain any knowledge from the event. The post-event survey consists of two parts: basic information and event review. There are 14 questions in the event review part, and most of the questions are open-ended ones. With those questions, the PO can verify if the expected outcomes are fulfilled. We will discuss the results in the conclusion part.

2. RESEARCH TARGET (BENEFICIARIES)

The target beneficiaries of this project are the young entrepreneurs or entrepreneurs-to-be from the APEC region. When registering for the event, the participants are required to submit a short bio to indicate his/her interest or experience in entrepreneurship. Policy makers from ministries of economic related affairs, educators in incubation centers and entrepreneurial programs, and business representatives from the APEC region will also gain related knowledge and information via interactive discussions throughout the event, as well as the project research report. Past participants will also be attending in the role of mentors. Following participation of the project, they will be equipped with greater entrepreneurial knowledge and understanding of how to face the challenges of building a digital start-up in the APEC region. The project research reports on the topics of digital innovation and youth entrepreneurship will be made available to all participants and will be of benefit to those who cannot fully participate in the event.

RESULTS

1. EVENT SUMMARY

A two-day Online Forum (each day containing 4 hours of online content) on digital economy and youth innovative entrepreneurship were held in March 2022 to bring together government officials from related sectors, successful start-up founders, young entrepreneurs, start-up incubation centers or accelerators, and representatives from venture capital companies. For this project, we also invited 3 past participants from previous projects to share their entrepreneurial journey, the regional resources that they leverage to grow their business, the current market trends, and the most up-to-date and necessary digital skills. Furthermore, we also invited representatives, with a focus on female representatives, from successful start-ups to showcase their stories, especially on how they survive or even thrive during the ongoing COVID-19 pandemic and global economic crisis. In this way, a regional entrepreneurial ecosystem will be established to provide useful resources and assistance for young entrepreneurs-to-be within APEC region and thus enhance inclusive participation and digital upskilling for youth. The forum also focused on up-to-date digital economy growth and trends in the COVID-19 affected society, with focus on how entrepreneurs in Chinese Taipei successfully coped with this pandemic.

This project carries out forum activities under the framework of APEC to enhance Chinese Taipei's international visibility, to develop policies on youth entrepreneurship, and to promote international cooperation.

This forum intends to develop capacity through the transfer and development of knowledge, skills and technical know-how among experienced entrepreneurs and entrepreneurs-to-be from various economies in the Asia-Pacific. This year the focus is on Inclusive Participation and Digital Upskilling for Youths.

2. DIGITAL TECHNOLOGIES RELEVANT TO THE POST-PANDEMIC ERA AND POLICY RECOMMENDATION

2.1 Digital Innovation, both Social and Medical, coping with COVID-19 pandemic

The forum started with the keynote speech by **Audrey Tang**, Digital Minister of Chinese Taipei, focusing on Digital Innovation, both Social and Medical, coping with COVID-19 pandemic. She started her speech by define "Social Innovation", or everyone's business with everyone's help relying on the three pillars: fast, fair and fun. In May 2021, when COVID-19 had its outbreak in Chinese Taipei, the government invented a mechanism of contact tracing based on text messages; we worked across sectors with telecom carriers to deploy the "1922 SMS" contact tracing system in a week. By scanning a QR code with your phone's built-in camera and sending a toll-free text message, people can keep track of their itineraries. This allows contact tracers to confirm the footprints of infected people and their contacts, without revealing any private information to venue owners. This collaboration cannot happen without strong trust across sectors. Of course, the government needed to bridge the digital gap for the elderly and visually impaired — so contact tracing can still be done through measures such as handwriting and stamping. When contact tracers apply for information about certain phone numbers, they submit requests through this platform to browse them. The phone number holder can then

reverse-audit contact tracers' requests and activities. All records are deleted after 28 days. For inclusive innovations, we have a saying: The more remote you are, the more advanced you should become. Meaning that for example when we auction off our 5G spectrum, we allocate especially for millimeter wave applications. The uses on the most remote and rural places to enable health to enable learning, to enable communication and so on.

2.2 Post-pandemic Start-up Trend

In the second session, we put emphasis on post-pandemic start-up trend, inviting two speakers from related sectors. The first one is **Jack Chang**, the Senior Strategy Executive Director of Industry, Science and Technology International Strategy Center (ISTI) of Industrial Technology Research Institute (ITRI). Jack mentioned about implications of post-pandemic trends including: Net Zero Emissions Race, Digitization Drives Global Economic Development, Digital Technology Changes Economic Landscape of the Future, Diversified AIoT Applications Accelerate, with Semiconductor as the Backbone, Resilient Local Technology Industries During Pandemic.
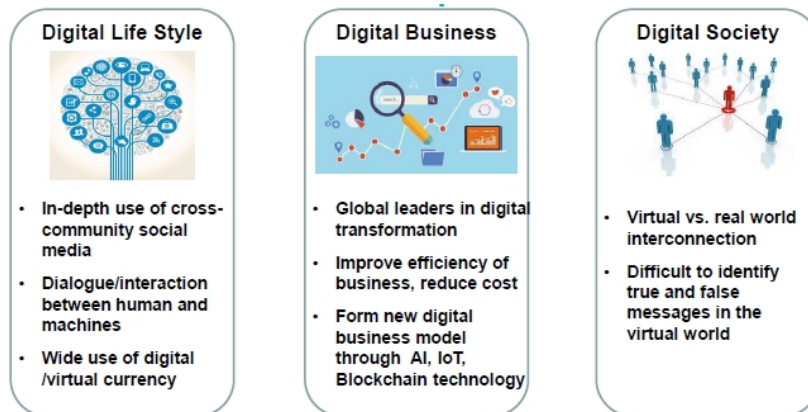
For industry opportunities for start-up, they proposed "5-0 Business Opportunities in 2020-2030," which are 0-Touch Economy, 0-Border Manufacturing, 0-Distance Innovation, 0-Burden Health, and 0-Pollution Ecosystem. These opportunities resulted from the new lifestyle or mixed work/life in pandemic era. In conclusion, Jack proposed that leveraging Chinese Taipei's diversified ICT technologies to combine culture, innovative applications and services, to help the region envision a better future with "Smart Chinese Taipei Value."

The second speaker is **David Kuo**, the Co-Founder & CEO of iiiNNO. He has devoted himself last 10 years to helping start-up founders to soft-land and successfully conduct POC and sales in the Asian market. He started his speech with a slogan: "Digital Transformation, No Going Back!" A McKinsey survey published in October 2020 quoted that "companies are three times likelier than they were before the crisis to conduct at least 80 percent of their customer interactions digitally." One example is a start-up company DeskMe. Before COVID-19, the company was helping commercial co-working and start-up cluster to manage and booking seats and meeting room. In post COVID-19 era, the company now helps enterprise to move from in-person facility to co-share facility as employee are working from home/remotely. For youth in the post pandemic era, everyone is at the new start line and they have equal opportunity for new trends. David also shared tips for young entrepreneurs-to-be to capture opportunities. Key milestones in building a successful start-up:
- Solve a problem that impact a million people
- Build a product people love
- Find a co-founder and build an A+ team
- Search for product-market fit
- Create a multi-facet business model that scale
- Raise fund & acquire resources that accelerate
- Build a company that capture opportunities
- Access new market and acquire business

3. INITIATIVES OF ENTREPRENEURSHIP EDUCATION IN APEC REGION

### 3.1 Entrepreneurial Ecosystem Showcase

In this session, we invited three past participants from our previous events to be speakers in this forum.

The first speaker is **Stanislav Gazul** from the Russian Federation. He is now a lecturer of Computer Science Department in Saint Petersburg State University of Economics. He shared his teaching experience in the subject area of technological entrepreneurship at Russian Federation Universities. The course main object and content of the entrepreneurship education course is as below:
1. Formation of entrepreneurship philosophy
2. Basic concepts of entrepreneurship and Technological entrepreneurship
3. Psychological aspects of entrepreneurship
4. Innovations as the source of technological entrepreneurship
5. Creative thinking as creativity basis. Methods of using and developing creative thinking
6. What is Start Up?
7. Ways of commercializing innovative idea. A few words on team building
8. Product offer: description, special aspects of expertise, assessed risks
9. Competitiveness. Key customer value of product. TRIZ methods and benchmarking
10. Company concept, mission and slogan

11. Vision and strategy. Company business model and business plan
12. Intellectual property objects: formation, management, protection
13. Preparation of presentation for tender or potential investor
14. Program U.M.N.I.K. Examples of tender projects. Creative component of technological entrepreneurship

In Russia, their view of the start-up ecosystem model is shown as below:
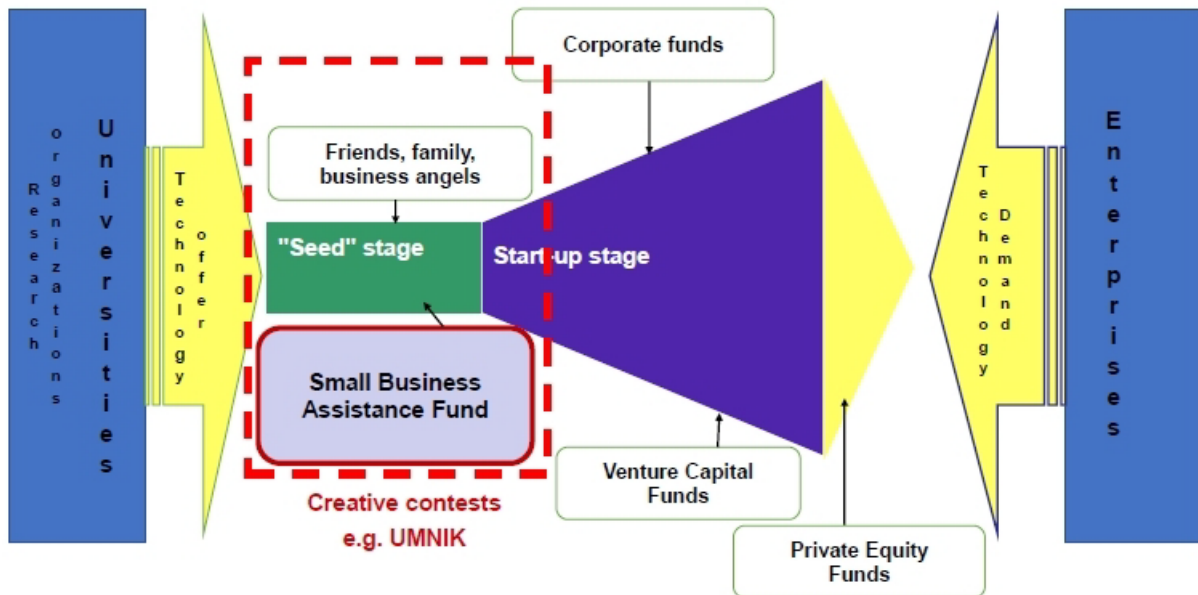
He also shared some good examples of efficient start-ups. In his opinion, the start-up ecosystem in Russia is still weak developed. Many talented and qualified specialists with reasonable wages level expectations. Entrepreneurship skills can and should be taught. He hopes that the graduates of their course will create many useful start-ups and take part in the international forums like YIE Forum and they are open to collaboration.

The second speaker is **Ana Isabel Pérez Gaona** from Mexico. She is now the Regional Cooperation Project Liaison at the Ministry of Culture of the Government of Mexico. She shared the entrepreneurial ecosystem in her region. OCDE ranks Mexico as the 2nd best economy for entrepreneurship. The entrepreneurial ecosystem develop in the last 15 years. There was no entrepreneurial culture in the academic, public and private spheres. 33% of entrepreneurs in Mexico between 25 and 34 years old. Factors in the failure of entrepreneurs: lack of clear objectives, low income, poor business plan and financial strategy. Currently, the most profitable start-ups are Fintech. There are three types of entrepreneurs in Mexico: self-employed, business creator, and company creator. The vast majority of entrepreneurs in the economy belong to the first category. Archetype of the Mexican entrepreneur: man, 25-29 years old, basic studies, no specialization in business management. Creates small business in urban environment.

Mexico main hubs

- **Mexico City** (32%): focuses on financial technologies, Fintech, education and social programs.

- **Guadalajara** (10%): focuses on techologies related to computer engineering, apps, augmented reality and digital technologies.

- **Monterrey** (8%): focuses on manufacturing and metal mechanics industrys, startups that offer industry 4.0 services to solve supply chain or manufacturing issues.

There are three main hubs of entrepreneurship in Mexico:
1. Mexico City (32%): focuses on financial technologies, Fintech, education and social programs.
2. Guadalajara (10%): focuses on technologies related to computer engineering, apps, augmented reality and digital technologies.
3. Monterrey (8%): focuses on manufacturing and metal mechanics industries, start-ups that offer industry 4.0 services to solve supply chain or manufacturing issues.

The main challenges for Mexico entrepreneurship are: their projects are not technology based. They need entrepreneurship training. And they don't want to be an economy of "changarros." Thus, the Center for Entrepreneurship and Business Acceleration (CEAN) of the Universidad Iberoamericana was established. They committed to create a better Mexico, believing that social enterprises are the future and opening to anyone who desire to be a social entrepreneur. The objectives of the center are: carry out activities that strengthen young entrepreneurs, reference point in the development of projects with social focus, and impact in job creation and economic development. Their dream is to be investment partners of venture capital in an investment fund that contributes money to ecosystem projects that detonate the economic growth of Mexico and provide benefits as an additional business unit of the University. In conclusion, Ana expressed what to expect from the Mexican future. Entrepreneurship in Mexico is a way to strengthen the whole economy, through the generation of wealth and jobs. Despite COVID-19, Mexico achieved a historic milestone with the birth of the first Mexican unicorn: KAVAK. Mexico's entrepreneurial ecosystem appears to be one of the most promising of the emerging economies.

The last speaker of this session is **Jose Luis Antezana** from Peru. By living in Chinese Taipei for around 10 years he has been working in many Manufacturing and export companies like M7, Centron Design and ACER Inc in order to improve his Chinese and gain more experience about the trading and tech market in the region. In 2015, he has founded a trading company called Peruvian Trade Cultural Machu Picchu Co. working currently as the CEO in Taoyuan, in order to bring some new Peruvian products and cultural events into Chinese Taipei. In his opinion

and experience as an entrepreneur in the region, Chinese Taipei has the top start-up industry vertical:

- Enterprise Services 12%
- Health Tech 11%
- Media & Entertainment 21%
- Consumer Products 18%
- Food and Beverage Services (F&B) 38%

The top start-up industries in terms of total number of investment deals closed (left) and total funding amount (right) from 2015 to August of 2020.
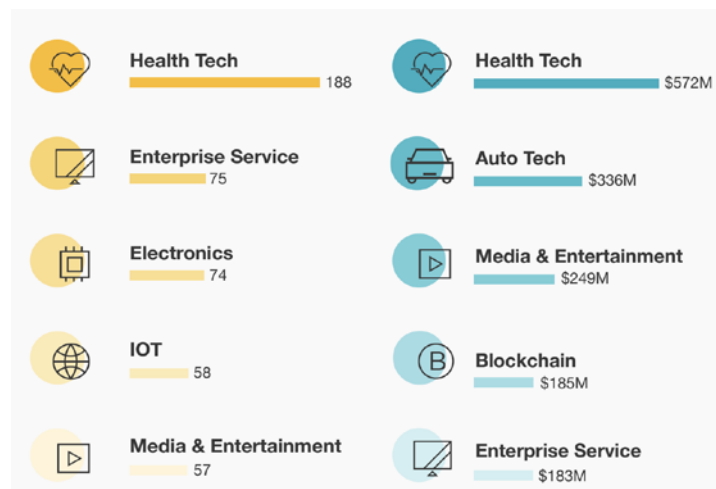

Chinese Taipei has strong start-up support. There are 41 accelerators, 28 start-up hubs, and 38 incubators. Jose joined the Taipei Hub to start his own business. Peruvian Trade Cultural Machu Picchu Co. is the first company in Chinese Taipei founded by a Peruvian that connect with Peru. The company imports and exports Peruvian products, Peru tourism planning services and products. The company also engages in cultural exchange sharing's in schools and Universities in Chinese Taipei.

Jose joined some entrepreneurial community in Chinese Taipei.

- Anchor is a platform for corporates, start-ups and investors to harness ecosystem building and venture capital for world-positive endeavours. "Meet the Anchors" is a monthly ecosystem meetup series that takes place on the 1st Friday of every month. Anchor brings in like-minded and community-driven brilliant minds from all over the world.
- MOX is SOSV's "Mobile-Only Accelerator" located in Taipei — enables mobile apps, platforms and services from around the world to reach hundreds of millions of mobile-first, mobile-only users. MOX Friday happy hour is a monthly ecosystem meetup series that takes place on the 1st Friday of every month.
- Startup Stadium is the region's leading ecosystem builder aiming to cultivate global-minded entrepreneurs and showcase the most innovative start-ups to the world. Starting Lineup X Membership is a free membership program for start-ups who want

to start from Taipei. Members get access to a community of globally-minded founders, mentors, investors, media and partners along with a host of resources specifically tailored to start-ups going global.

Jose also shared the investment scenario of his company.
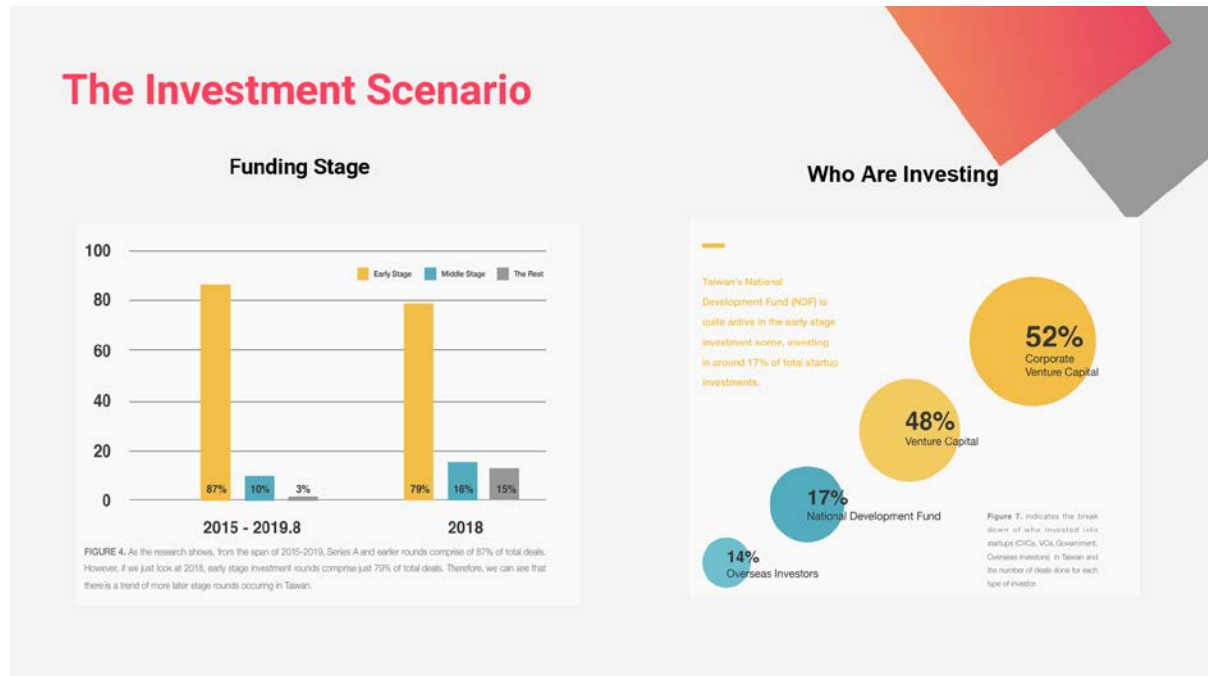
Jose is the best example of regional entrepreneurial ecosystem in Chinese Taipei. He utilized the resources provided in the region and started his own business. We hope in the future we can introduced more examples like Jose and create more opportunities for the regional youth.

## 4. BEST PRACTICES AND FEMALE ENTREPRENEURSHIP

4.1 Innovative Technology Start-up during COVID-19

In this session, we invited two entrepreneurs from digital medical field to showcase their innovative technology start-up during the pandemic era.

The first speaker is **Ruey-Kang Chang**, the founder & CEO of QT Medical. He is a pediatric cardiologist, Professor of Pediatrics at UCLA, and Founder & CEO of QT Medical. In his academic career, Dr. Chang utilized a public health approach to solve important clinical problems, prevention of deaths from silent or undiagnosed heart conditions. He is now taking his innovative technology and business model to achieve this goal on a much larger scale. This is the reason he founded QT Medical, by reinventing the medical-grade electrocardiogram (ECG) and making this most useful test of the heart readily available to millions of patients at home. QT Medical is a medtech company with a focus on high quality 12-lead diagnostic electrocardiogram (ECG) for use by healthcare professionals and patients. Cleared by the FDA, TFDA, and CE marked, PCA 500 is the world's most compact 12-lead ECG system. With its simplicity, ease of use, mobile technology and cloud management, PCA 500 brings hospital-

grade ECG to homes, and enables doctors to make informed decisions anywhere, anytime. Powered by advanced AI diagnostics, QT Medical will revolutionize cardiac care in the 21st century for millions of patients.

Dr. Chang showcased the digital health innovations model in pandemic and also the trend from Telehealth to Hospital-at-Home.
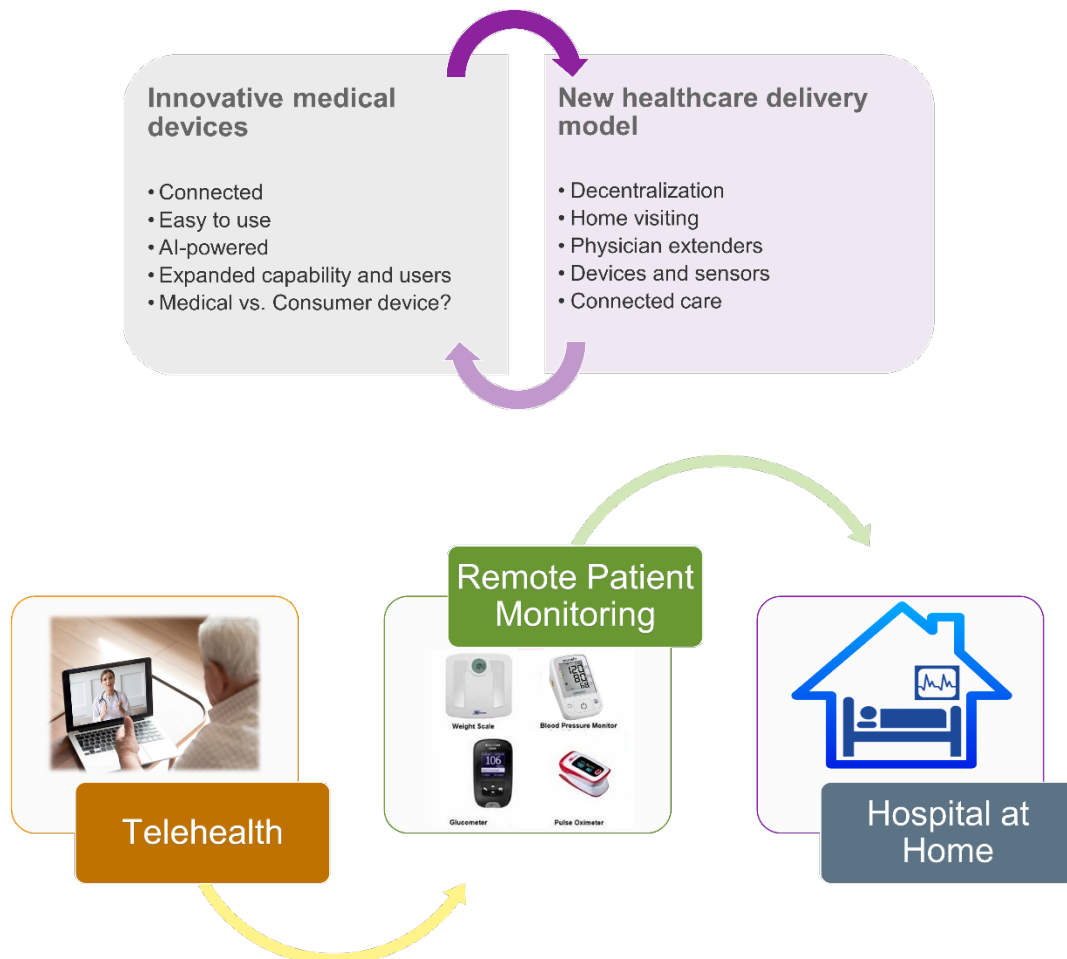
He emphasized that pandemic is accelerating the Hospital-at-Home implementation. In November 2020, the Centers for Medicare & Medicaid Services in USA launched the Acute Hospital Care At Home program to provide hospitals expanded flexibility to care for patients in their homes. He concluded his speech with the slogan: "The future of healthcare is Digital."

The second speaker is **Jassy Wang**, the president and founder of MegaPro Biomedical. At 2015, she founded a company, MegaPro Biomedical Inc., and served as President since then. The company's major products are nano medicines. Up to 2020, they have one MRI contrast agent product just completed its phase 2 trial; and one intravenous iron for iron deficiency anemia completed its phase 2a. Another one anti-cancer drug phase 1, its phase 1/2a started at 2022. She shared how she started her company from a researcher. The importance is the transit between different mindsets. As a researcher, the mindset is to explore new technology, produce publications and obtain patents, know why is important, but deviation and process repeatability ignored easily. For entrepreneurs, the mindset is to focus, robotic is the key,

learn more skills like leadership, strategy, and finance. When commercialization, the joyfulness is extremely amazing. Jassy proposed some questions for young entrepreneurs-to-be to think about:

- Do you truly believe in your technology?
- How much can you devote to?
- Where is your team?
- Do you have a robust biz plan?
- How much fund you plan to raise?

She then emphasized that enthusiasm and optimistic are the foundation for her start-up journey. Also during the pandemic, the clinical sites in New York closed for 6 months. What's their plan B? How to minimize burning rate? In the pandemic, Jassy learned some lessons and she shared with the participants:

- Cash flow by scenario analysis is important.
- Contingency plan is a must.
- Industrial unmet needs much more than technology itself.
- Be a self-learner.
- On-line and off-line meetings and working style.
- Overcome the fear of being change.

4.2 Female Entrepreneurship Experience Sharing

In this session, we invited two female entrepreneurs to share their experiences. One speaker focuses on micro entrepreneurship and the other talks about transformation due to COVID-19 pandemic.

The first speaker is **Michelle Chiang**. She is the founder & CEO of Boho À La Mode, a small macrame studio with worldwide customers. She shared her 3 key strategies that she applied, which help her brand become profitable through time. The 3 key strategies are: Find Your WHY, Target your Ideal Customer Avatar (ICA), and Service your 1000 true fans.

Find your WHY: People don't buy what you do, they buy WHY you do it. The goal is not to do business with everybody who needs WHAT you have. And among all of them, some know HOW they do it, whether you called it your differentiated value proposition or you have special know-how and technology that makes you stand out from your competitors. But very few people or brand know WHY they do what they do. The goal is to do business with people who believe in what you believe.

Target your ICA: When your brand is talking to everyone, it means you are talking to NO ONE. ICA stands for Ideal Customer Avatar. It helps you to have a very specific person to talk to. And it help you to enhance the connection and trust between you and your audience. You might be worried that being too specific will limit your customer. However, the reality is totally the opposite. The more specific you are, the more "right" customers will come to you. And they will be connected to you in the long term. It is so important to think in the

perspective of our ideal customers instead of ourselves. Our brand is not only serving our personal dream, but also our customers. How do you know if the ICA is correct? Keep testing, see if there are responses, check if there is any feedback, see how your sales perform. Your ICA is definitely adjustable

Service your 1000 true fans: This idea comes from a very famous article written by Kevin Kelly, a well-known writer and editor. The most important information he brought to us is: "To be A successful creator you don't need millions. You don't need millions of dollars, or millions of fans. To make a living as a creator, you need only a thousand true fans." A true fan is dedicated to your purpose, your WHY and your brand value.

Michelle also shared advantages of being one. When starting a business, we all start by one, which is ourselves. During this stage, you might meet the difficulties of having limited resources. Being the company of one; first, you don't have the responsibility of paying salary to other people, we only have little expenses to spend. You are too small to fail compared to a large company. Second, you are very flexible. You can make trial runs and experiments without asking anyone's permission, or doing meaningless paperwork. Which means you can respond to the market in a faster way. Third, because you are small, it is much easier to share your intimate stories with people, and build trust with them. Her speech inspired many female participants who have the desire to start a business but are afraid of failures.

The second speaker is **Hsin-Ju (Sarah) Chung**. She is the founder & CEO of Like It Formosa, the biggest English walking tour company in Chinese Taipei. Offering English walking tours in Taipei, New Taipei, Taoyuan, Hsinchu, Tainan and Kaohsiung, the company train locals to introduce the city they live in and help foreigners see the cities from a local's perspective. Since their establishment in September 2015, they have trained 220 local tour guides and received more than 36,000 travellers from 70 economies. They have also cooperated with 57 schools and museums in Chinese Taipei and taught more than 3,600 local people how to introduce the region in English.

According to the statistics of the Consulting Services at Small and Medium Enterprise Administration, Ministry of Economic Affairs, 90% of new start-up companies tend to fail during the first year of their business. Another statistics points out that the remaining 10% of these start-ups have a 90% likelihood to close in the next five years. That is to say, only 1% of the start-ups are able to make it through the first five years of their business - with a 99% possibility of failure.

The biggest challenge Sarah is facing now is COVID-19. Due to COVID-19 pandemic, foreign tourists couldn't come to Chinese Taipei freely as before. Sarah then created another brand, Meet Up Formosa. This brand focuses on providing education courses for adults, summer camps for teenagers, and collaboration with local schools. This big change for her company heavily relies on digital transformation and digital skills of the target audience. For teenagers, online camps did not attract them as offline ones.

Sarah utilized blended learning / tour guiding in order to survive the impact of the pandemic, hoping in the near future her company can get back to the original track.
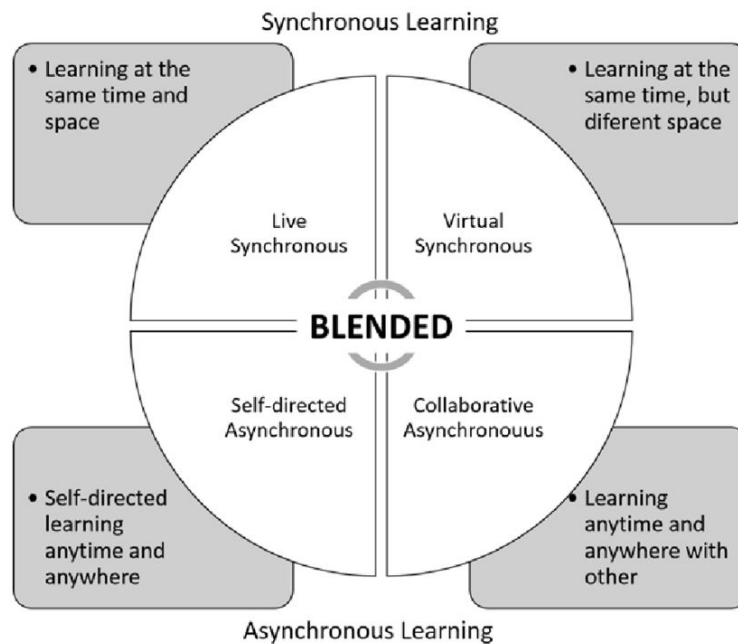
CONCLUSION

1. KEY FINDINGS

1) **Gender impact:** When reviewing the registration data, we found the number of female participants increased significantly when compared to our previous events. We had a total of 245 participants in this event, of which 172 (70.2%) were female. In the post-event survey, 52.6% of participants chose "Female Entrepreneurship Experience Sharing" as the most inspiring session among the six sessions, which shows our event is a platform for the regional youth to obtain inclusive growth.

2) **Relevance to each participant's economy:** The post-event survey shows that 86.9% of participants found the project very relevant to their economy. Representatives from different economies responded that even though it was a virtual event, it proved to be beneficial in helping youth and women increase awareness of and cultivate necessary digital skills to be successful. From Mexican participant, she mentioned "it is very relevant to know what other economies are doing in terms of entrepreneurship and evaluate what tools and advances can be implemented in our economy." Digital economy, digital transformation and technology adaption is highly relevant in the post pandemic era. Recovery from pandemic is major issue for all economics and all line of business. With this project, the participants gained knowledge about how Chinese Taipei government supports entrepreneurs and entrepreneurs-to-be so they could develop new policy initiatives concerning digital economy that helps entrepreneurs and entrepreneurs-to-be.

This project enables the participants to anticipate the growth of the market trends so they could utilize that trends and project that into their economies. One Thai participant expressed that "Thailand is suffering a hard downturn on the economy due to COVID impact. Any projects and new ideas regarding post-COVID recovery of the productive sector are welcome." One student from China said "China hopes to have more exchanges with other Asian economies, but young people rarely participate in such activities." We hope in the future we can invite more youths' participation from all economies.

3) **Capacity Building for Target Beneficiaries:** In the post-event survey, participants expressed not only did they learn important information about the world of entrepreneurship, in particular business development in the pandemic era. Participants were also able to have cross-regional communication and networking. The survey found that 95% of participants were planning on developing new procedures, formulating new policies and business plans.

Indonesian government delegation said they will circulate the knowledge and report to relevant agencies. Indonesia has also in conducting a study on SMEs demand promotion program. the result of the workshop may add valuable inputs to the study. They will develop new policy initiatives concerning digital economy to provide entrepreneurs generate innovations that is useful not only for this pandemic era but also for the future. They are also in the development of new policy initiatives as well as new work strategies based on the examples presented in the forum that can be adapted to their economy. Another governmental official said they will develop new policy initiatives regarding current market trends and the most up-to-date and necessary digital skills. Peruvian official expressed that they are in the implementation of the Domestic Policy for Financial Inclusion in Peru.

For educators, they want to use this networking to connect local students to YIE forum, share the forum content with students, and develop new discussion with modern regional examples and cases. One educator said "I teach students about development of business plans. I believe new ideas for the Post-COVID economy will be essential in the next few months in order to return some level of growth and stability to the economy."

For entrepreneurs-to-be, they would love to implement the skills in their community by developing new procedures and tools and sharing it with their peers. They have the confidence and required skills to develop work plan, think about any other possibilities, and even set up a start-up company and call for funds. One participant particularly pointed out that she has to do contribute progressively to her society by starting an economic enterprise focus on local agriculture. The above responses show that the event truly enhanced the cross-regional cultivation and the building of capacity through collaborative connectivity. We believe that these types of forums allow for the exchange of experiences

on entrepreneurship that enable the establishment of a regional entrepreneurial ecosystem to provide useful resources and assistance to young entrepreneurs in the APEC region and thus enhance inclusive participation and digital empowerment of young people.

2. CHALLENGES

The event was held as an online forum, which hindered the interaction between speakers and participants. People often faded out when having an online meeting. Thus, this time we send them links for the recorded event. By doing so, it is possible for them to re-watch some parts they are interested in. Further, face-to-face group discussion will enhance the skill training. We hope in the near future we can hold offline events in order to maximize the efficiency of the projects.

The project overseer and the organizing team are very grateful for the APEC member economies and Secretariat for their kind assistant and support throughout the process.

3. ROOM FOR IMPROVEMENT

In the post-event survey, we received mostly positive feedback on the event. Some participants gave us great ideas on areas to improve our further events:

Time for participants' presentation

- "The time allocation for each speakers should be well calculated."
- "Put in pitching for start-up."
- "The time should be more well-calculated."
- "Maybe next time could make the break time shorter."
- "The time allocated for each speakers are too tight. The participants may have questions that can't be delivered because of that."
-

Interaction for speakers and participants

- "Maybe by switching back to offline format but even in online format it's awesome event!"
- "Integrating a space for the exchange of ideas and points of view of the participants on the various topics addressed by the forum."
- "Conduct the event offline."
- "Face to face event."
- "Maybe can add something like group discussion."
- "I just wish the workshop will be held in face-to-face mode, in the near future."
- "Workshop held in virtual may not be as effective as physical workshop. The most important aspect of the workshop is to engage in the discussion, in which, the virtual mode could not be sufficient."

Diversity of speakers

- "A little more on tech topics."
- "More presenters from other economies / examples."
- "Invite more participants and ask more questions."
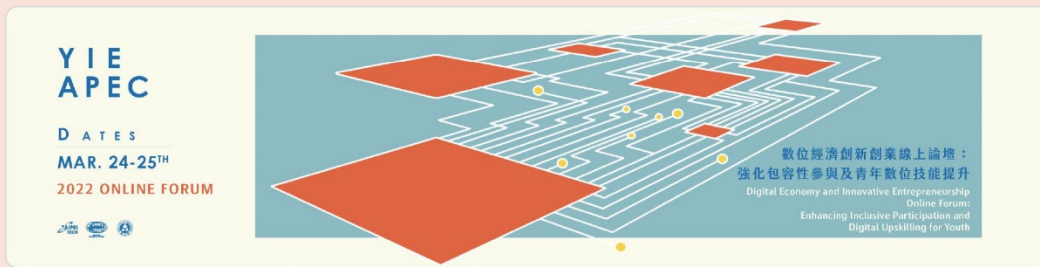- "More speakers"

Dates for event

- "Hope could have the event on the weekend, not weekdays."
- "Could these events be scheduled on weekends? It will be more convenient for full time worker to attend."

We will take these opinions into account and will make necessary adjustments to our future events:

- We will adjust and keep the timing more precisely and shorten the break time in order to make the event smoother.
- Due to the pandemic, it's really difficult to have face-to-face interaction. We hope in the near future we can hold physical event to enhance interaction and engagement.
- This time, we invited 3 speakers from other economies, and the interaction was really great. We will keep inviting speakers from various APEC economies / private sectors to enrich the diversity of our events.
- We will try to hold the event on the weekend to attract more young people who already have a full-time job.

APPENDIX – POST-EVENT SURVEY QUESTIONNAIRE

Y I E APEC

D ATES
MAR. 24-25ᵀᴴ
2022 ONLINE FORUM

數位經濟創新創業線上論壇：
強化包容性參與及青年數位技能提升
Digital Economy and Innovative Entrepreneurship
Online Forum:
Enhancing Inclusive Participation and
Digital Upskilling for Youth

2022 APEC YIE Online Forum: Post-Event Survey

Thank you all for joining the online forum!

We greatly value your comments regarding our forum.
Please help us improve our future events by completing this survey.

alan23035@gmail.com (not shared) Switch account

* Required

Basic Information

First Name *

Your answer

Last Name *

Your answer

Email Address *

Your answer

Please let us know your gender. *

◯ Male

◯ Female

○ Other: _____

Please let us know your age. *

○ 18-30 years old

○ Over 30 years old

○ Other: _____

Which economy are you representing? *

- ○ AUS Australia
- ○ BD Brunei Darussalam
- ○ CDA Canada
- ○ CHL Chile
- ○ PRC People's Republic of China
- ○ HKC Hong Kong, China
- ○ INA Indonesia
- ○ JPN Japan
- ○ ROK Republic of Korea
- ○ MAS Malaysia
- ○ MEX Mexico
- ○ NZ New Zealand
- ○ PNG Papua New Guinea
- ○ PE Peru
- ○ PHL The Republic of the Philippines
- ○ RUS The Russian Federation
- ○ SGP Singapore
- ○ CT Chinese Taipei
- ○ THA Thailand
- ○ USA United States
- ○ VN Viet Nam
- ○ Other:

Would you like to receive the presentation slides of the speakers in the forum? *

◯ Yes

◯ No

Event Review

1. Please rate how you feel about this event. *
Please rate us from 1 to 5.

	1	2	3	4	5	
Not satisfied	◯	◯	◯	◯	◯	Very satisfied

2. How did you know about this event? *
ex: Website / Poster / Email...

Your answer

3. What was your primary goal in attending this forum? *

Your answer

4. Which session(s) is/are the most inspiring session(s) in your opinion? *

☐ Keynote Speech on Digital Innovation, both Social and Medical, coping with COVID-19 pandemic

☐ Post-pandemic Start-up Trend

☐ Entrepreneurial Ecosystem Showcase

☐ Keynote Speech on AI For Resilience

☐ Innovative Technology Start-up during COVID-19

☐ Female Entrepreneurship Experience Sharing

5. Was the content well organized and easy to follow? *

	1	2	3	4	5	
Disagree	○	○	○	○	○	Agree

Comments to the above question.

Your answer

6. Were the speakers well prepared and knowledgeable about the topic(s)? *

	1	2	3	4	5	
Disagree	○	○	○	○	○	Agree

Comments to the above question.

Your answer

7. Was the time allotted for the speeches appropriate? *

	1	2	3	4	5	
Disagree	○	○	○	○	○	Agree

Comments to the above question.

Your answer

8. Did the event structure give you ample time to interact with other attendees? *

	1	2	3	4	5	
Disagree	○	○	○	○	○	Agree

Comments to the above question.

Your answer

9. How relevant was this project to you and your economy? *

	1	2	3	4	5	
Disagree	○	○	○	○	○	Agree

Comments to the above question. *

Your answer

10. What new skills or knowledge did you gain from this event? *

Your answer

11. How will you utilize the skills and knowledge gained from this event after you *
return to your home economy? Please provide examples (e.g. develop new
business ideas, develop new policy initiatives, organize training, develop work
plans/strategies, draft regulations, develop new procedures/tools etc.). Please
Explain:

Your answer

12. What did you like or dislike about the event? Why? *

Your answer

13. How can this event be improved? *

Your answer

14. Please indicate your overall satisfaction with the following aspects of the event. *

	Very Dissatisfied	Somewhat Dissatisfied	Neutral	Somewhat Satisfied	Very Satisfied
Ease of online registration	○	○	○	○	○
Forum platform (MS Teams)	○	○	○	○	○
Forum content / subjects	○	○	○	○	○
Speakers	○	○	○	○	○
Time allocated for each speech	○	○	○	○	○
Staff	○	○	○	○	○
Overall event experience	○	○	○	○	○

15. Is there anything else you would like to share with us about this event? *

Your answer

Submit   Clear form