

# Women Entrepreneurs and e-Business in the APEC Region



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# “Womonomics”

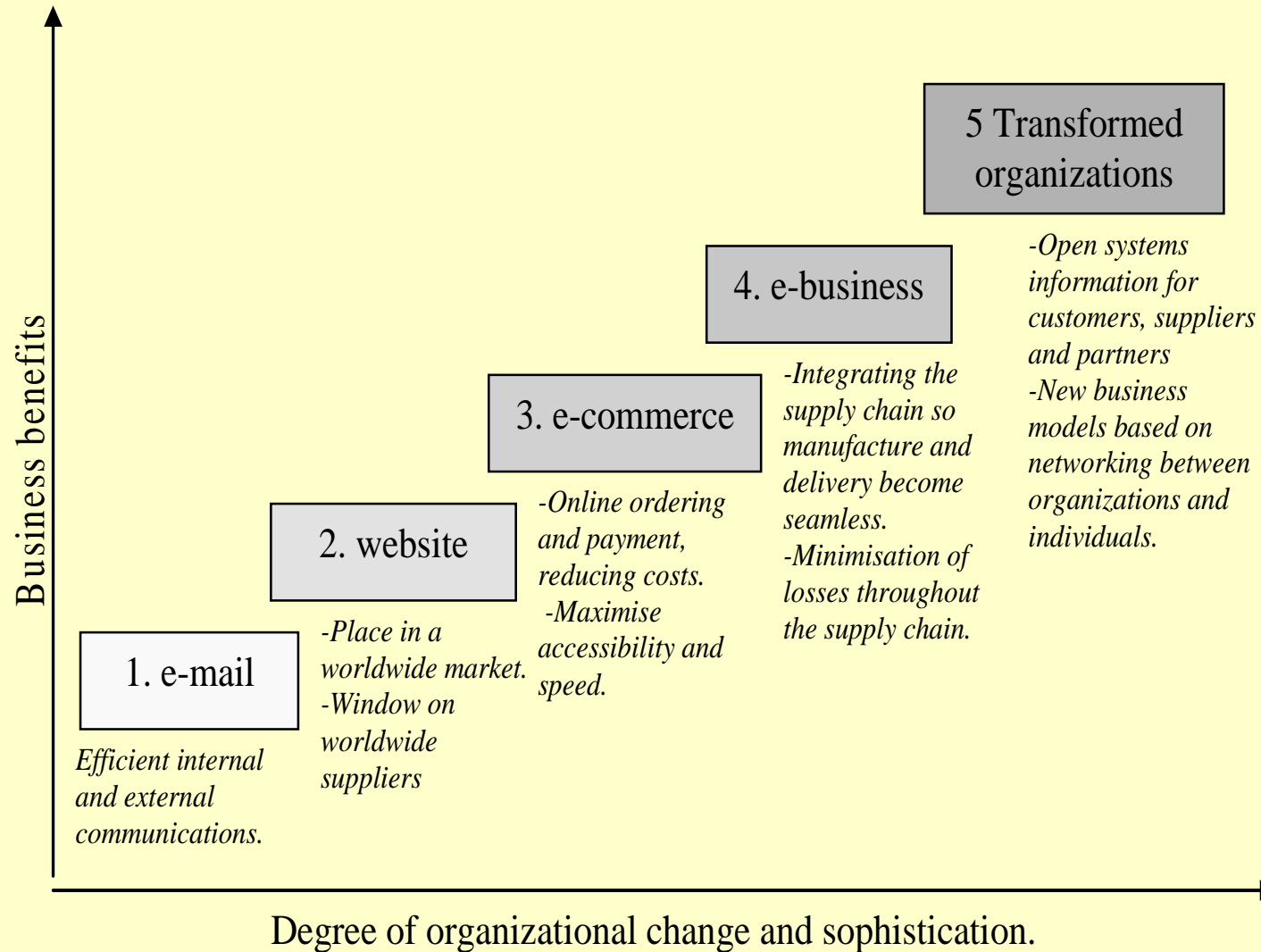
- Working women an important economic force
  - Greater than booming China
  - Greater than new technology

» *The Economist* April 12, 2006

# Agenda

- Results of APEC SME survey
  - How women are using e-business processes
  - Future plans
  - Challenges
  - Gender differences
- Needs and requirements
- Best practices
- Role of government

# E-Applications Adoption



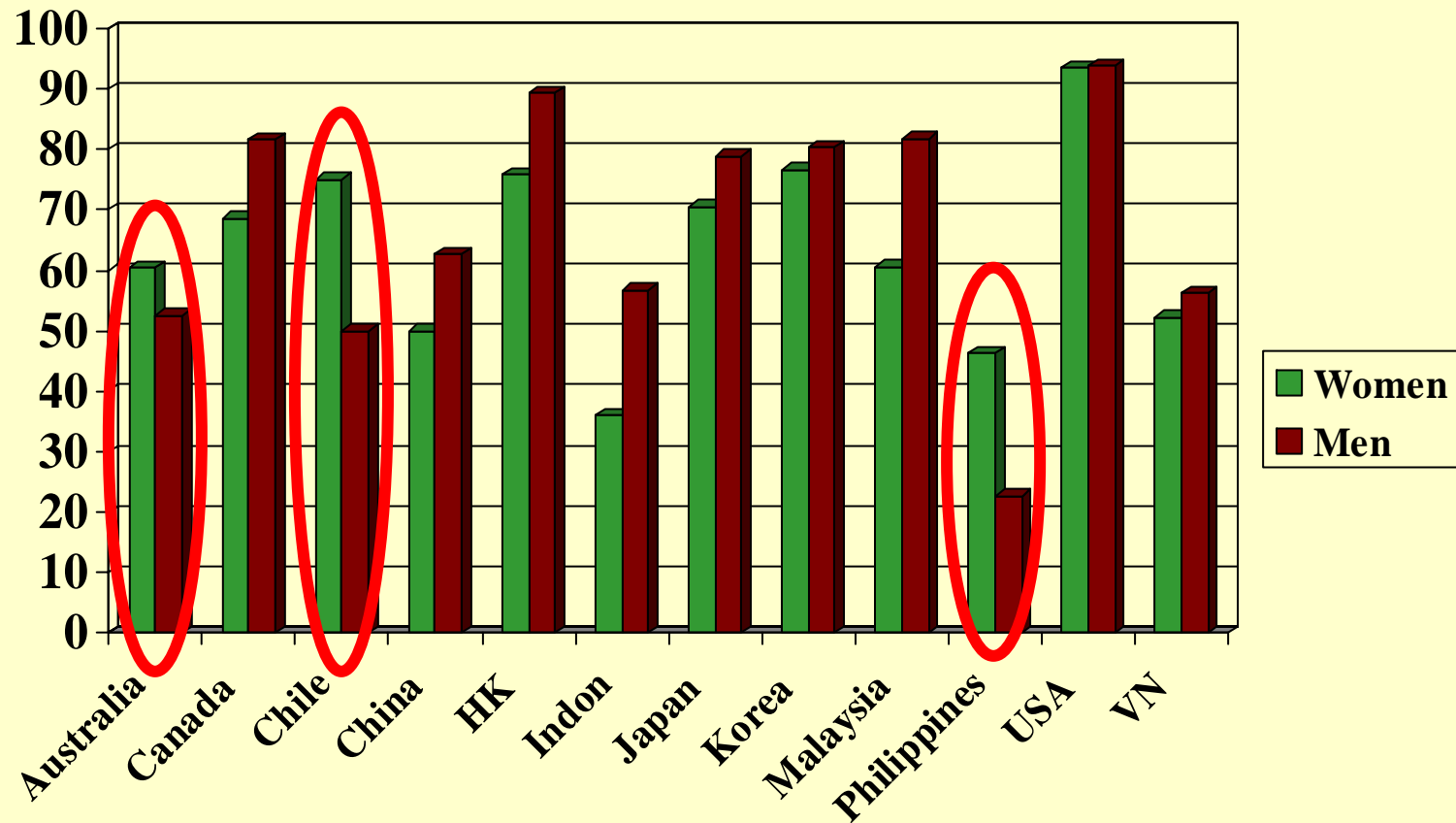
# APWINC SME Survey (Women)

Economy	% Use computer	% Connected to internet	% Use internet for business	% with website
Australia	98.2	90.9	94	60.4
Canada	<b>100</b>	<b>100</b>	96.2	68.6
Chile	<b>100</b>	<b>100</b>	100	75
China	96.7	<b>100</b>	72.4	50
Hong Kong	96.9	96.9	<b>96.8</b>	75.9
Indonesia	80	93.5	67.6	36
Japan	88.9	78.9	82.4	70.6
Korea	90.4	92.3	95.8	76.6
Malaysia	<b>100</b>	94.1	96.9	60.6
Philippines	75.4	82	84	46.3
Ch Taipei	96	96.5	87.4	77
<b>Thailand</b>	94.3	65.5	75	54.2
USA	<b>100</b>	<b>100</b>	96.2	<b>93.5</b>
Viet Nam	97.6	89	94.4	52.2

# APWINC SME Survey (Women)

Economy	E-mail	Web search	Co. website	Buy on-line	Sell on-line	Other
<b>Austr</b>	95.8	75	54.2	<b>37.5</b>	14.6	20.8*
<b>Cda</b>	98.1	94.3	65.7	<b>46.7</b>	27.6	28.6
<b>Chile</b>	100	79.2	70.8	<b>52.2</b>	25	41.7
<b>China</b>	97.7	97.7	67.4	<b>13.9</b>	<b>13.9</b>	32.6*
<b>HK</b>	100	96.6	68.9	24.1	<b>31</b>	13.8
<b>Indon</b>	96	88	32	0	<b>4</b>	0
<b>Japan</b>	87.5	81.3	68.8	18.8	<b>31.3</b>	0
<b>Korea</b>	<b>66.7</b>	85.4	54.2	20.8	<b>31.3</b>	12.5
<b>Malays</b>	91.2	82.4	61.8	<b>26.5</b>	23.5	14.7
<b>Phil</b>	90.5	<b>73.8</b>	42.9	19.0	<b>28.6</b>	0
<b>Ch Tai</b>	<b>94.7</b>	87.2	74.7	35.9	<b>48.3</b>	4.9
<b>Thail</b>	86.9	94.3	54.1	26.2	<b>33.6</b>	10.7
<b>USA</b>	97.5	94.9	<b>87.3</b>	<b>65.8</b>	36.7	17.7
<b>VN</b>	94.0	83.6	44.8	8.9	<b>14.9</b>	4.5

# Gender and Website Ownership



# Use of the Internet (Women)

- Overall
  - Email
- With Customers
  - Customer service and support
- With Suppliers
  - On-line ordering and quoting
- With Third Parties
  - E-Banking



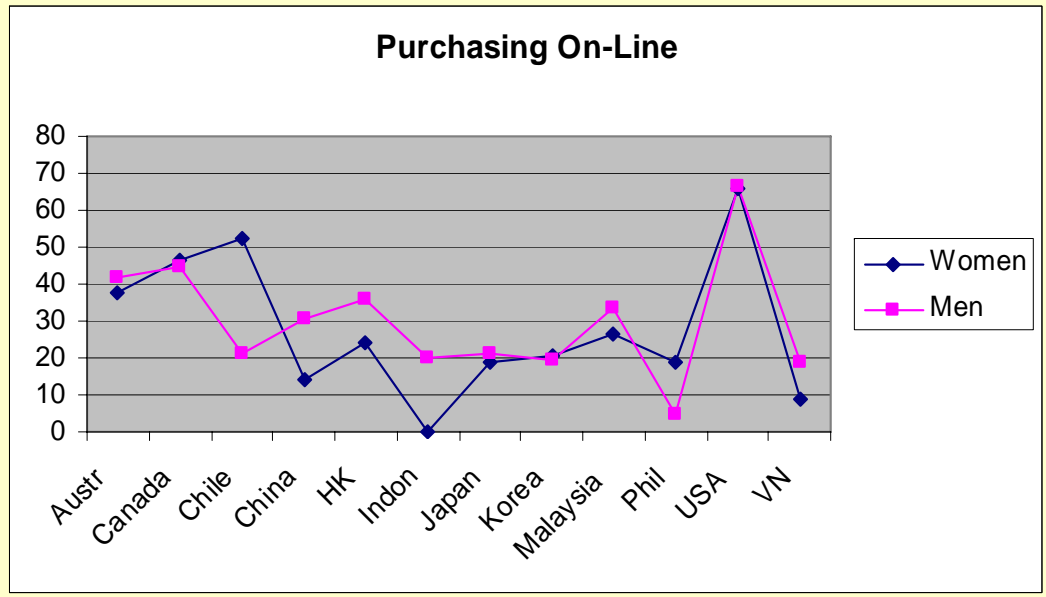
# Number of Areas Women Lead

## E-Applications

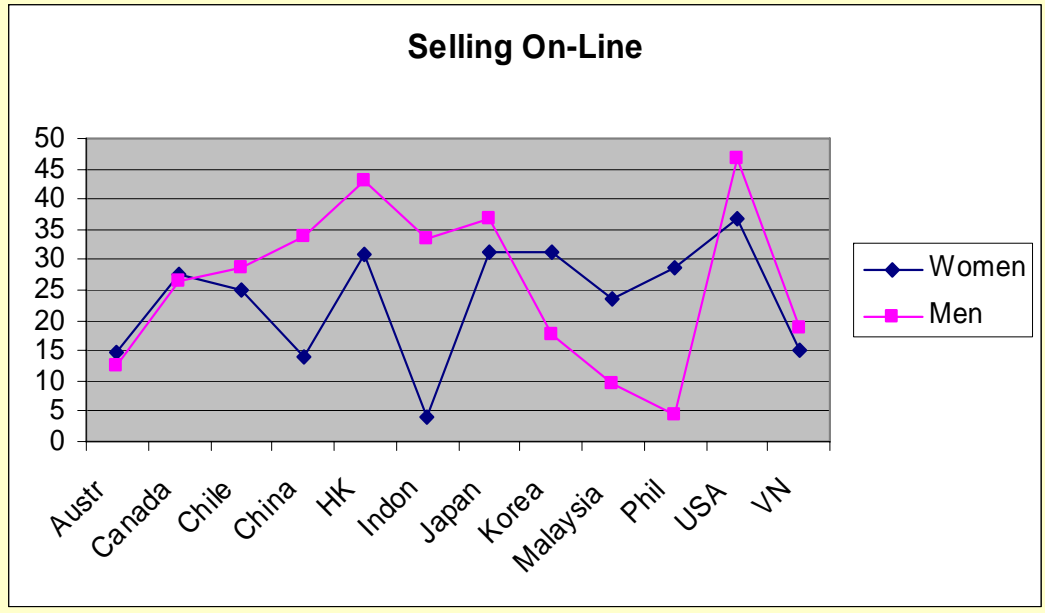
- Philippines (women lead in 16 areas)
- Chile (14)
- Korea, Vietnam (9)
- Japan (8)
- Indonesia (7)
- Malaysia (5)
- Canada (4)
- Australia, China, USA (3)
- Hong Kong (2)



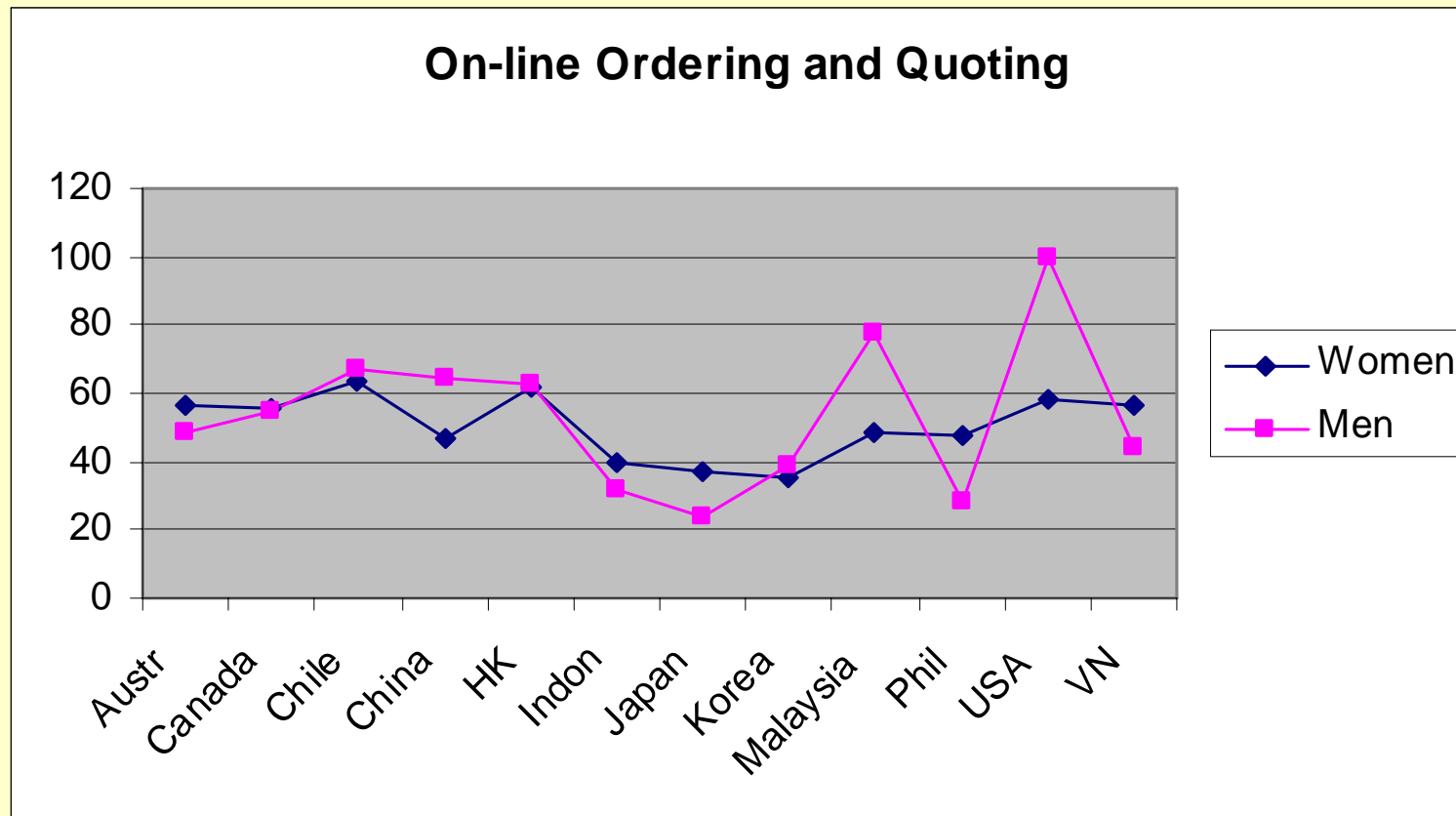
# General On-Line Activities



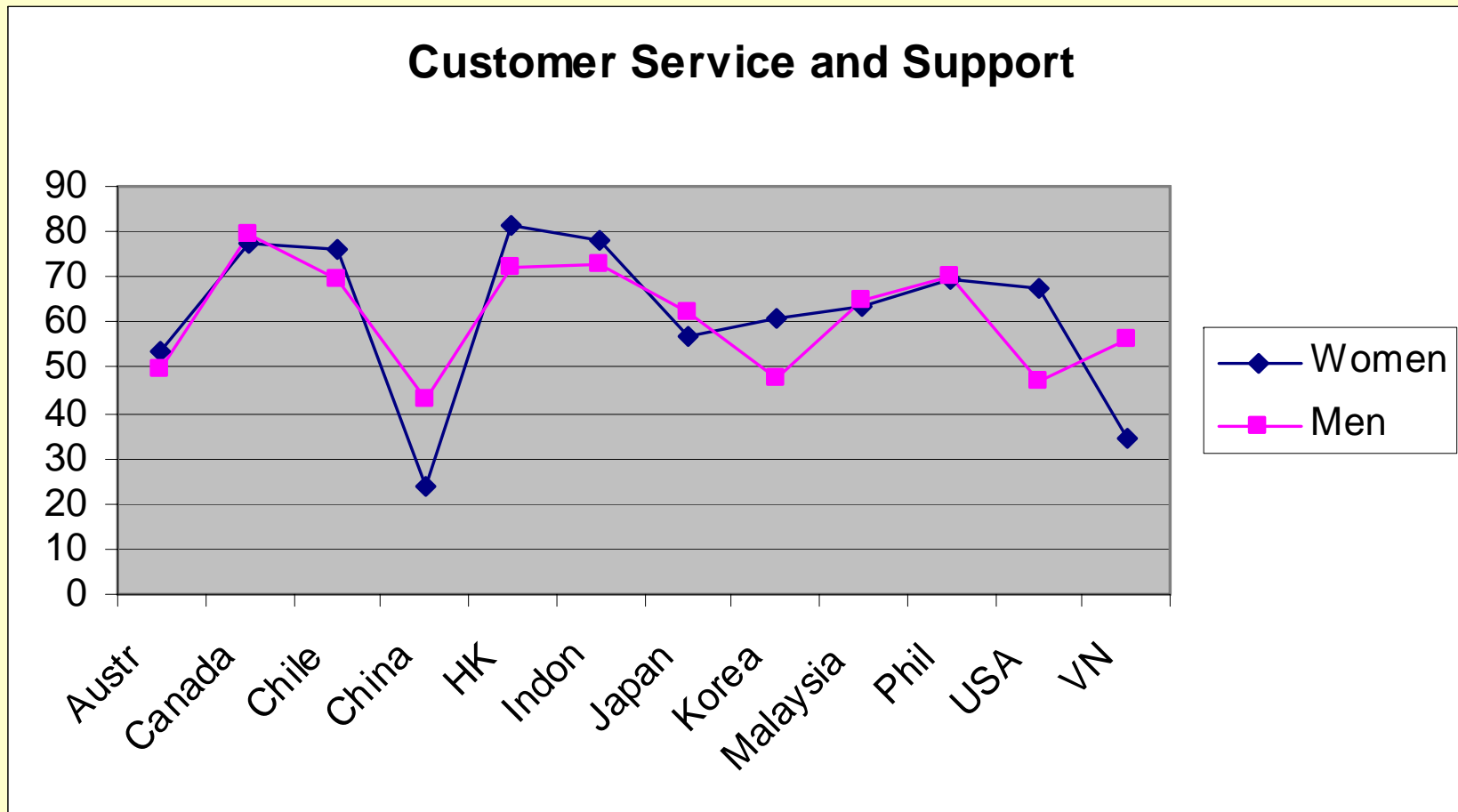
# By Gender



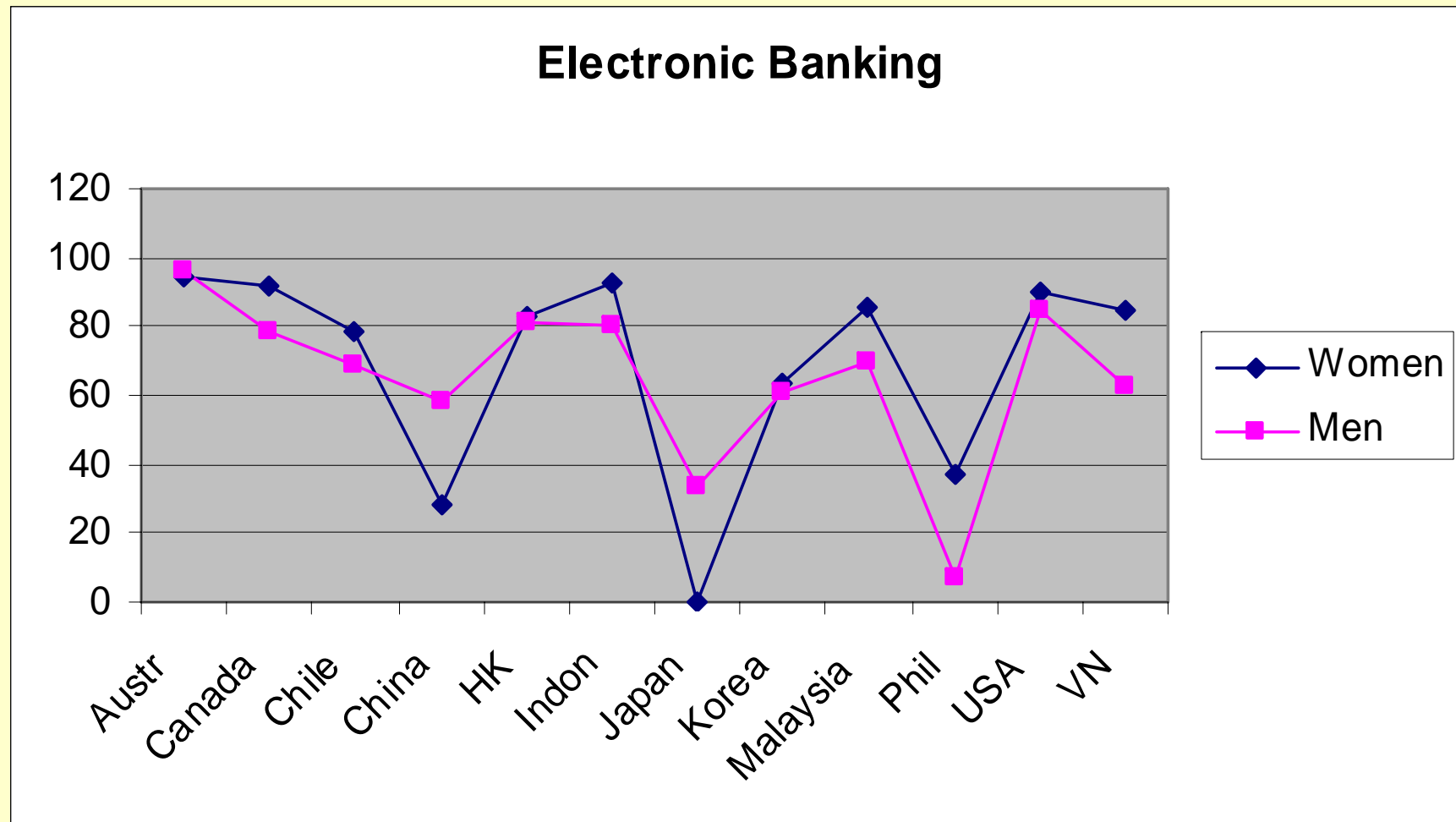
# Major On-Line Activity: Suppliers By Gender



# Major On-Line Activity: Customers By Gender



# Major On-Line Activity: 3<sup>rd</sup> Parties By Gender

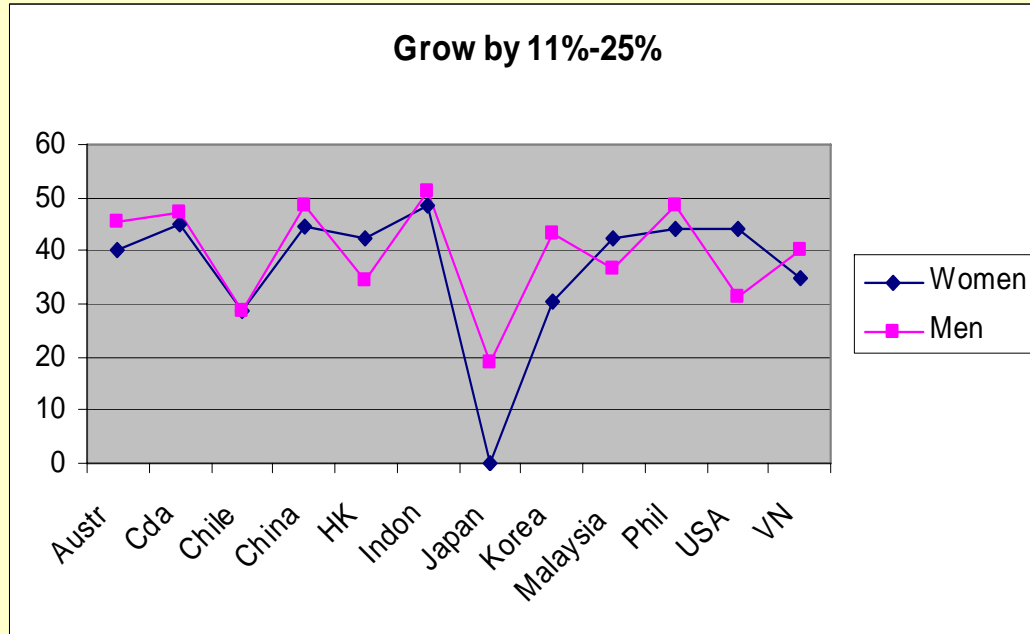


# Intentions of Women

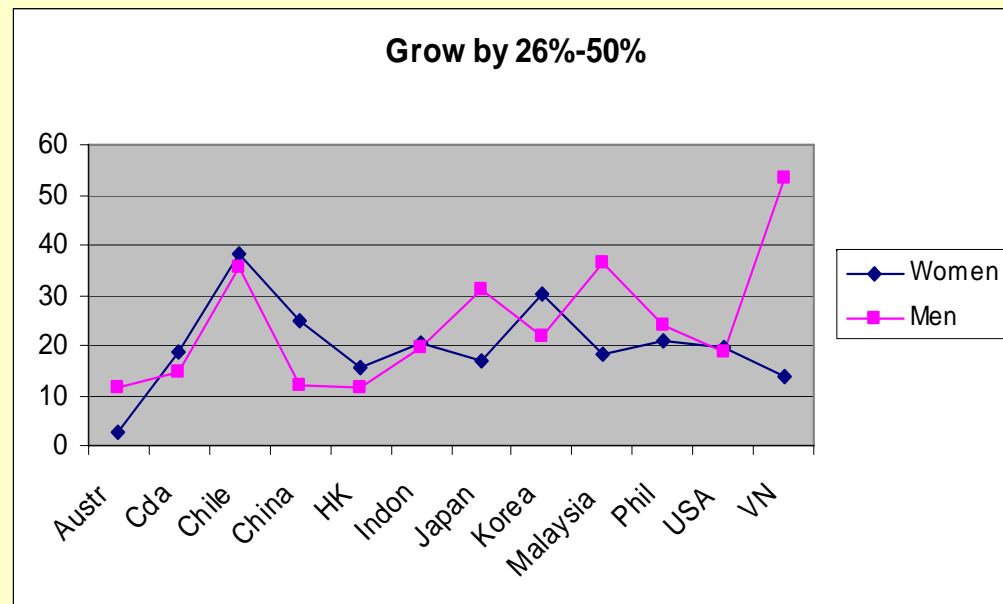
- Majority
  - Grow by at least 10%
  - No international plans
  - Do more with the internet
  - Spend little on technology



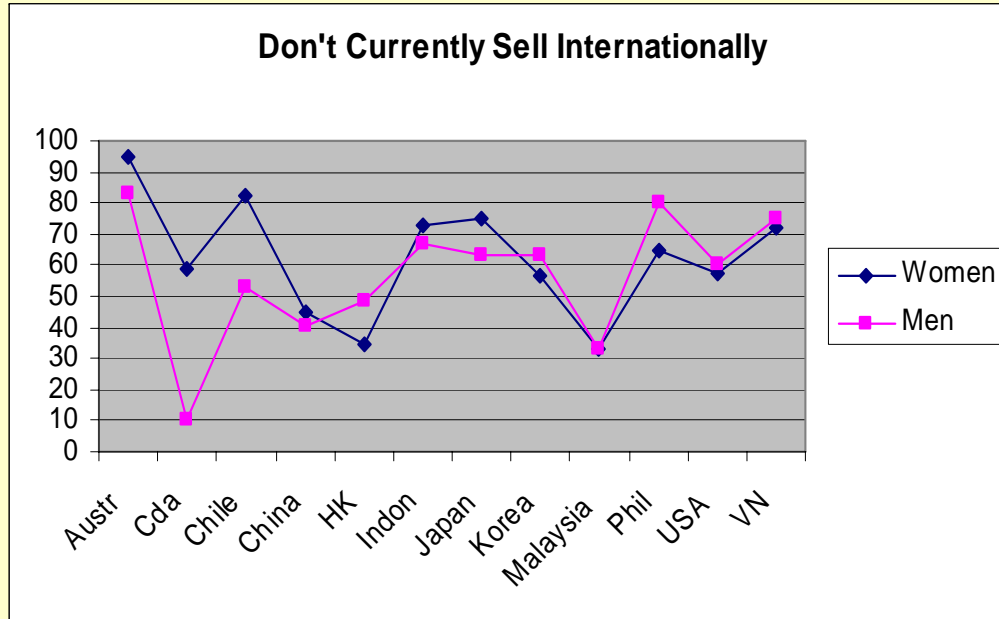
# Growth Intentions



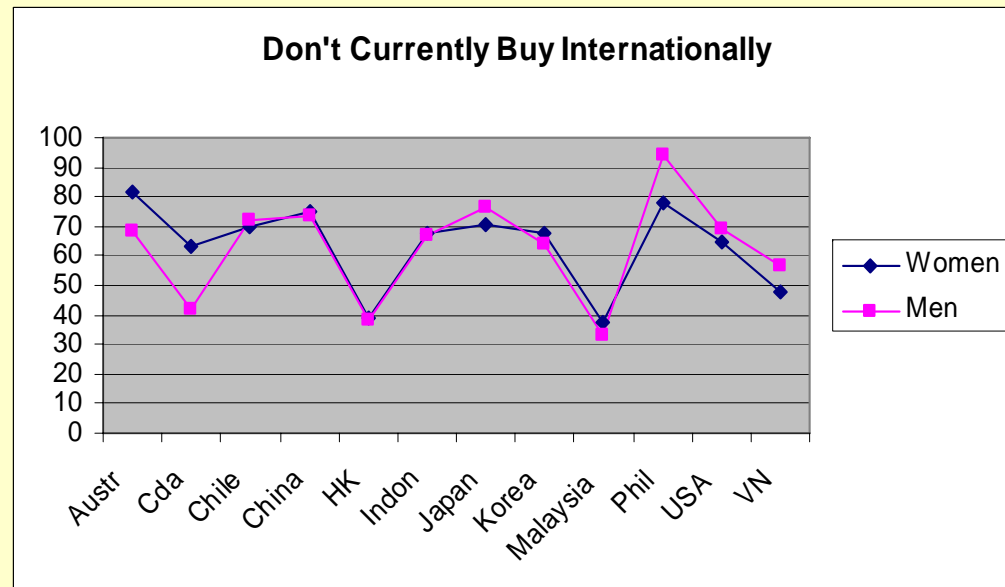
## By Gender



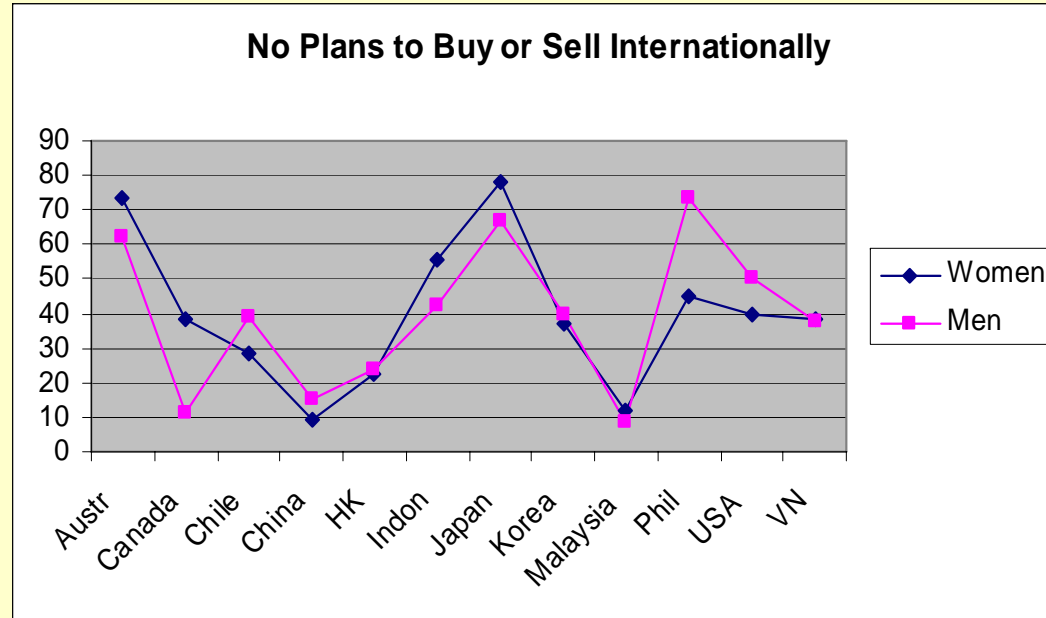
# Current State Of International Activities



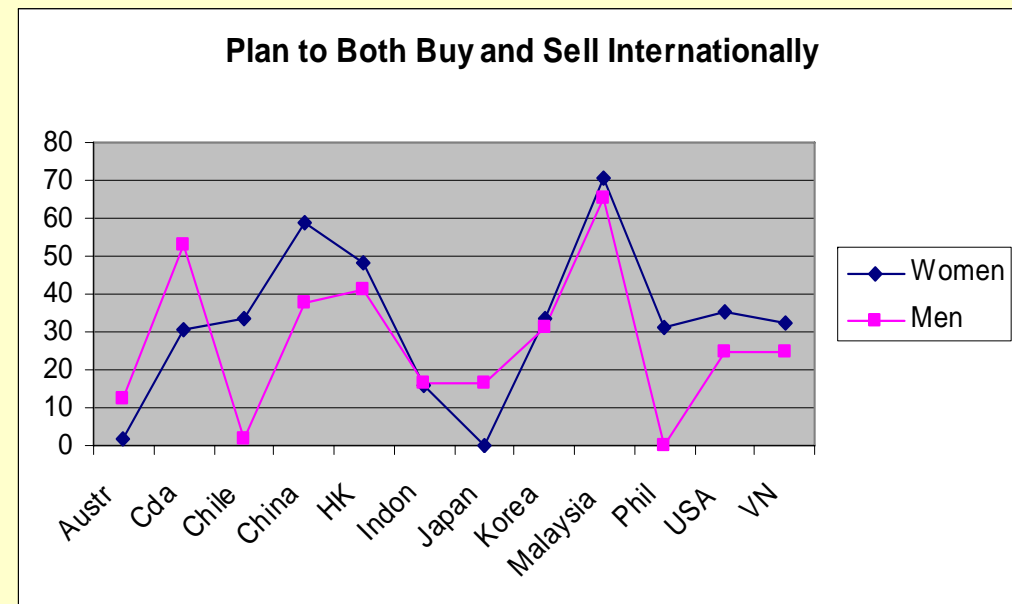
By Gender



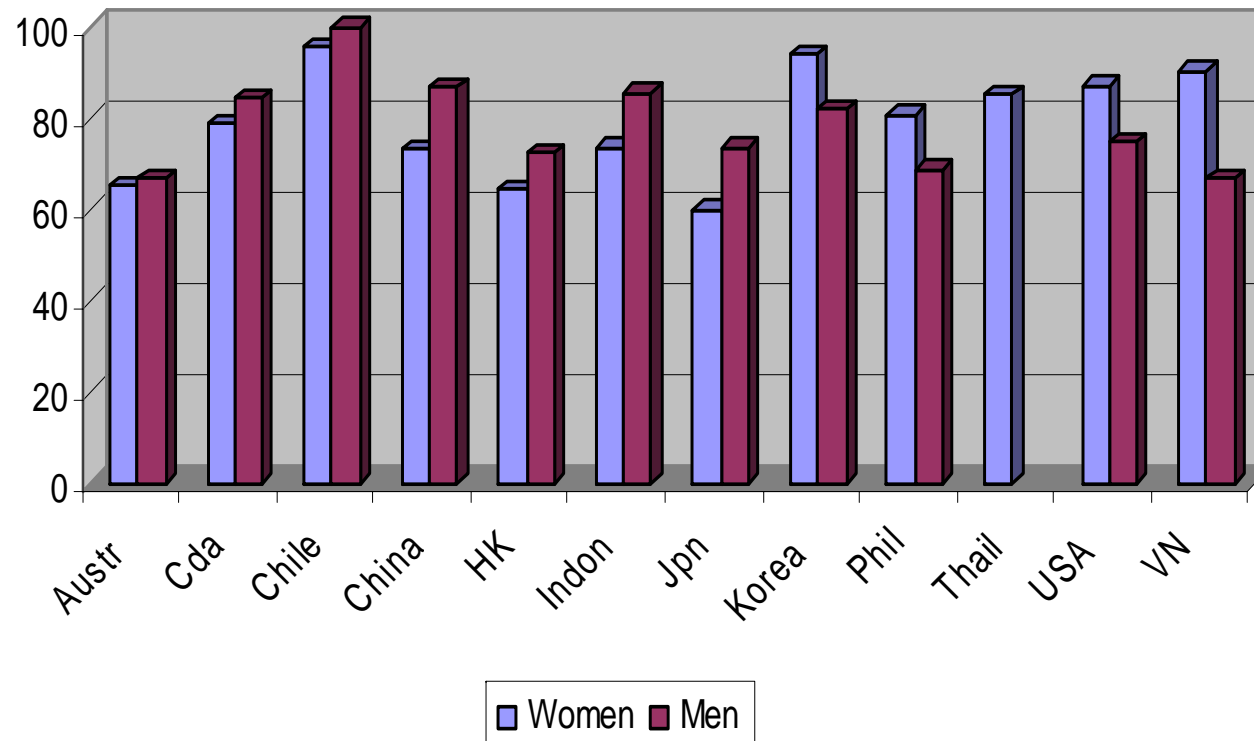
# International Plans



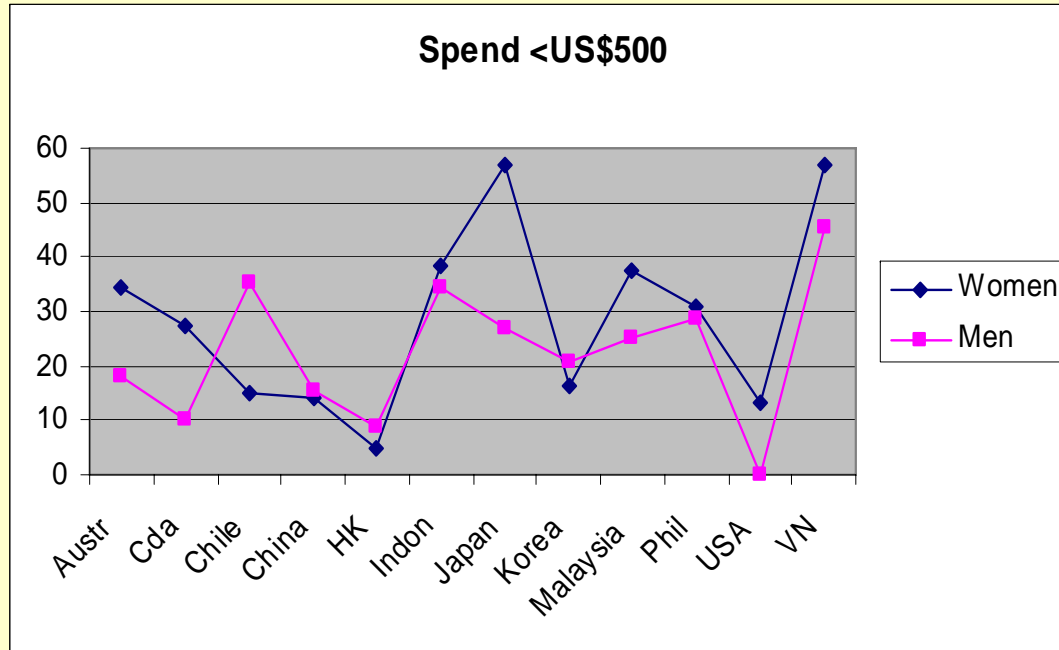
## By Gender



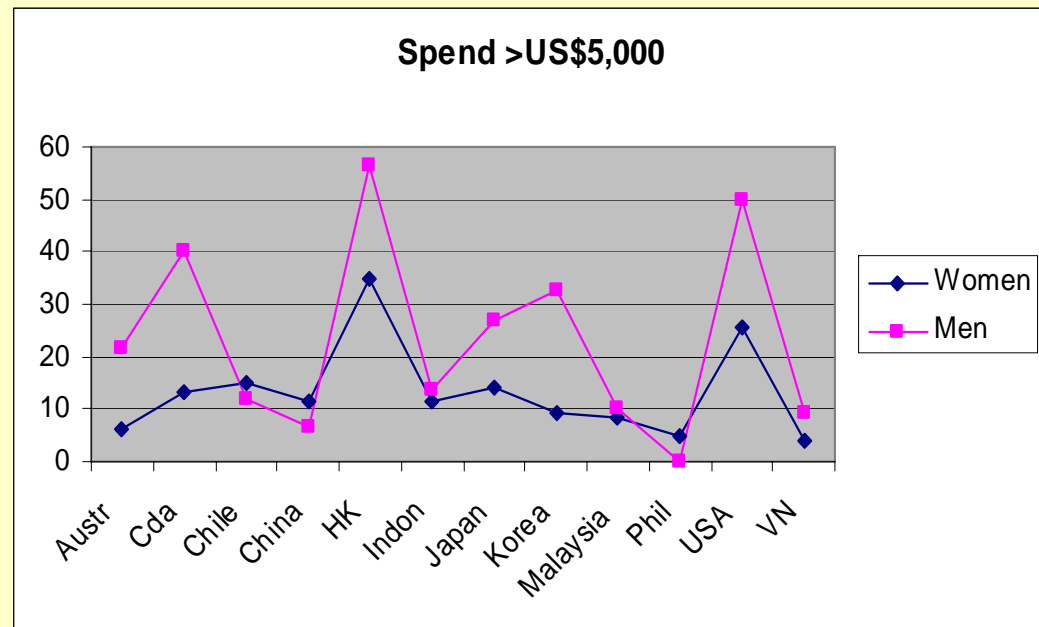
## Plan to Do More with Internet by Gender



# Planned Spending on Technology



By Gender



# Obstacles

- Mindset
- Technological limitations
- Senior people not well versed in technology
- Security concerns



ITC 2004

# Challenges for Women

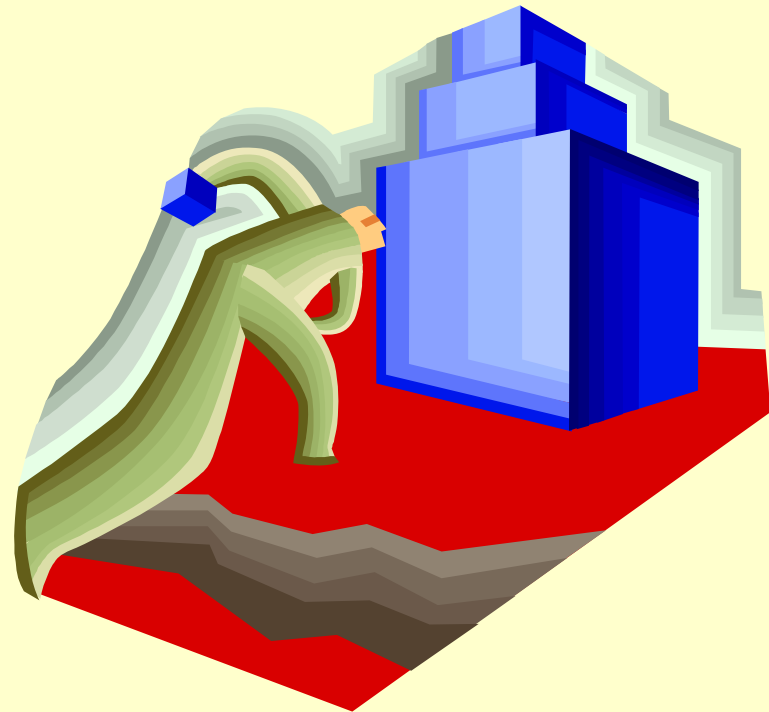
- Lack of technical skills
- Security issues
- Internet access (Philippines, Malaysia, Indonesia)
- Regulations (China)

APWINC Survey 2005-7



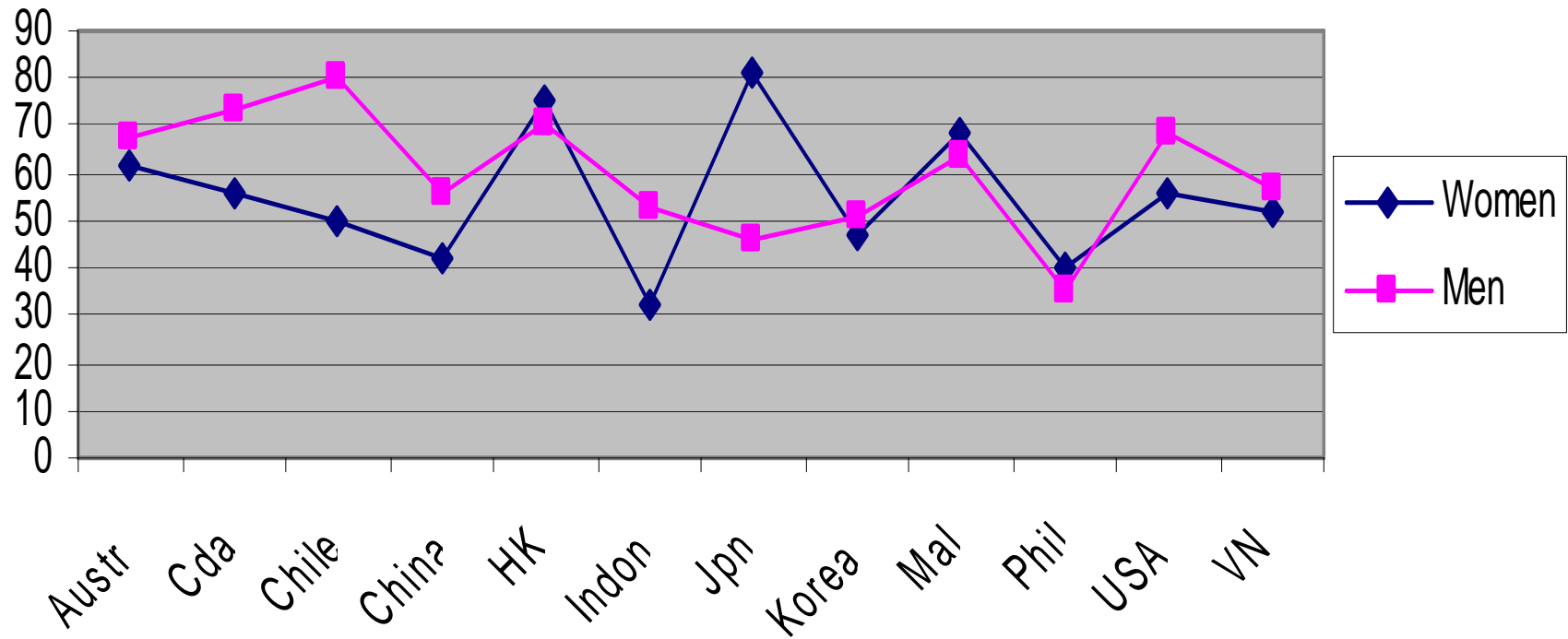
# Gender Differences in Challenges

- Differ by gender and by economy

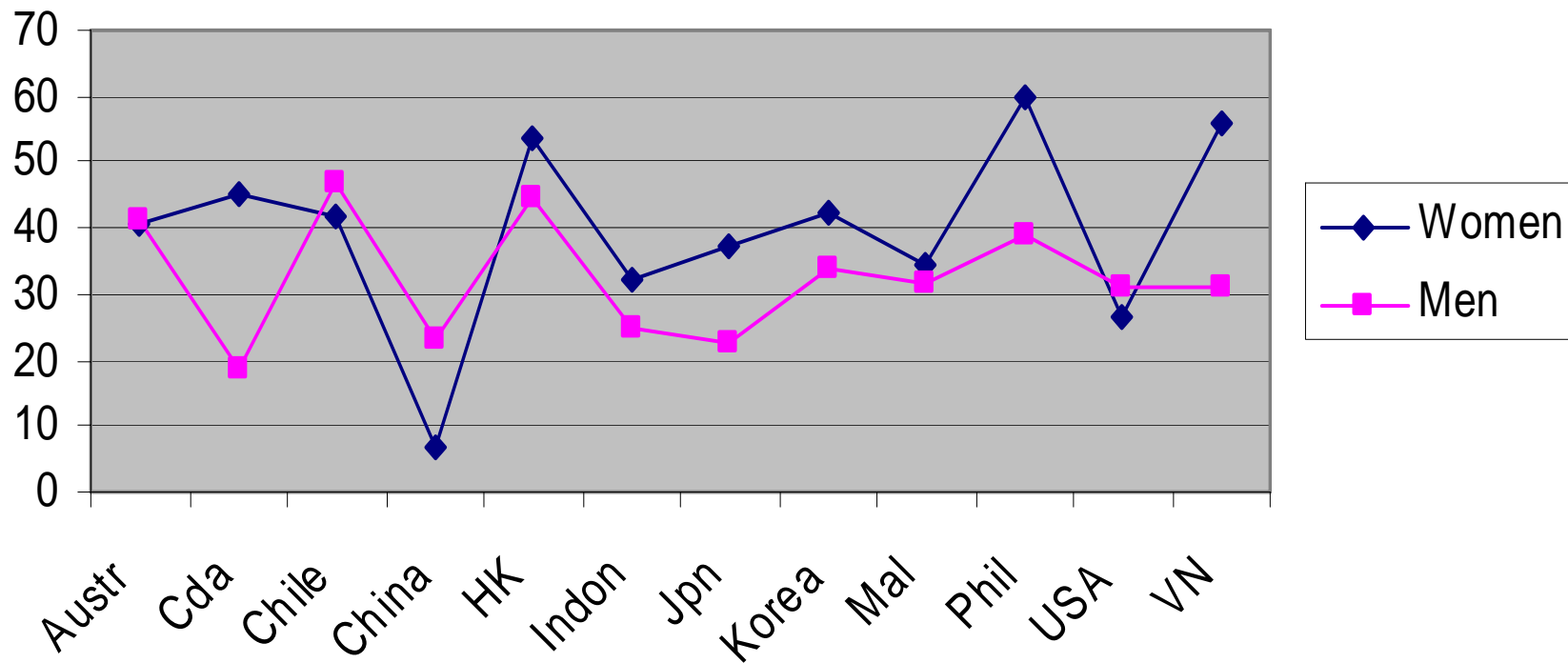


APWINC Survey 2005-7

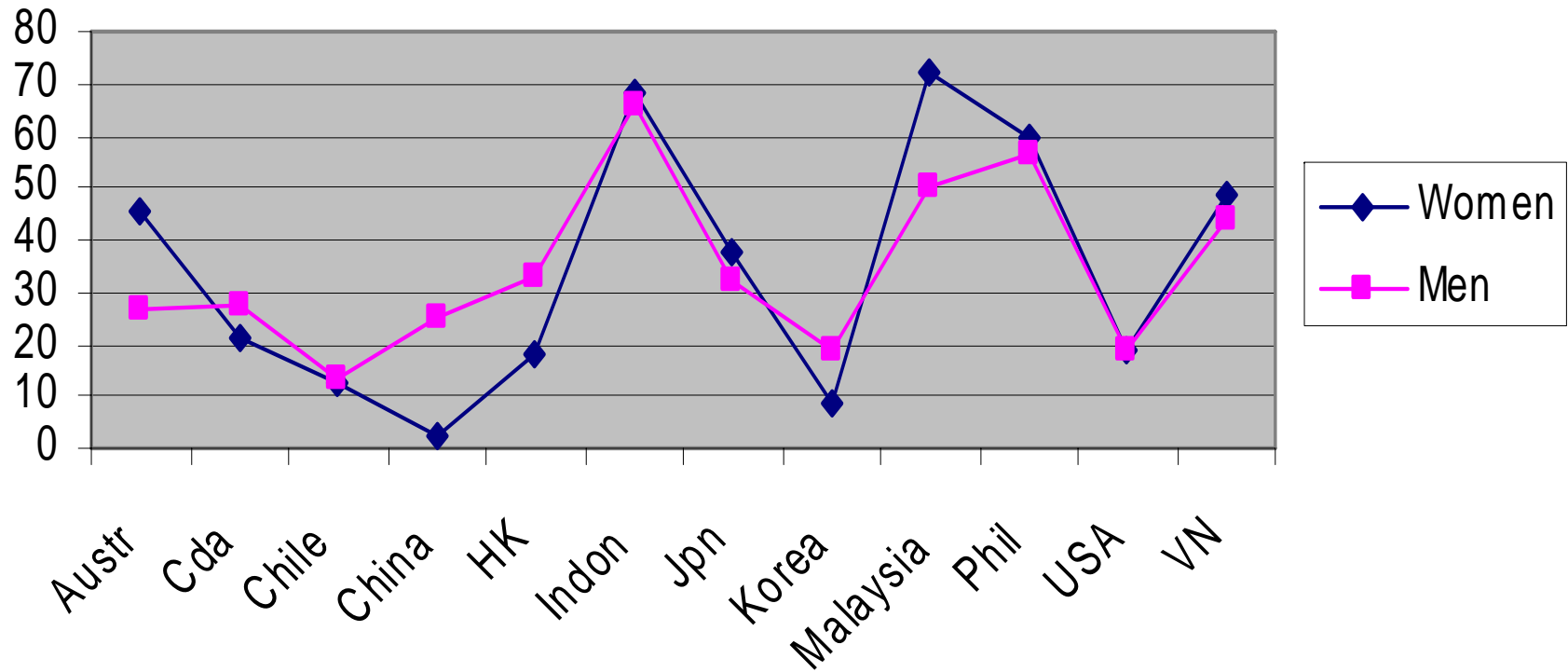
## Security Concerns by Gender



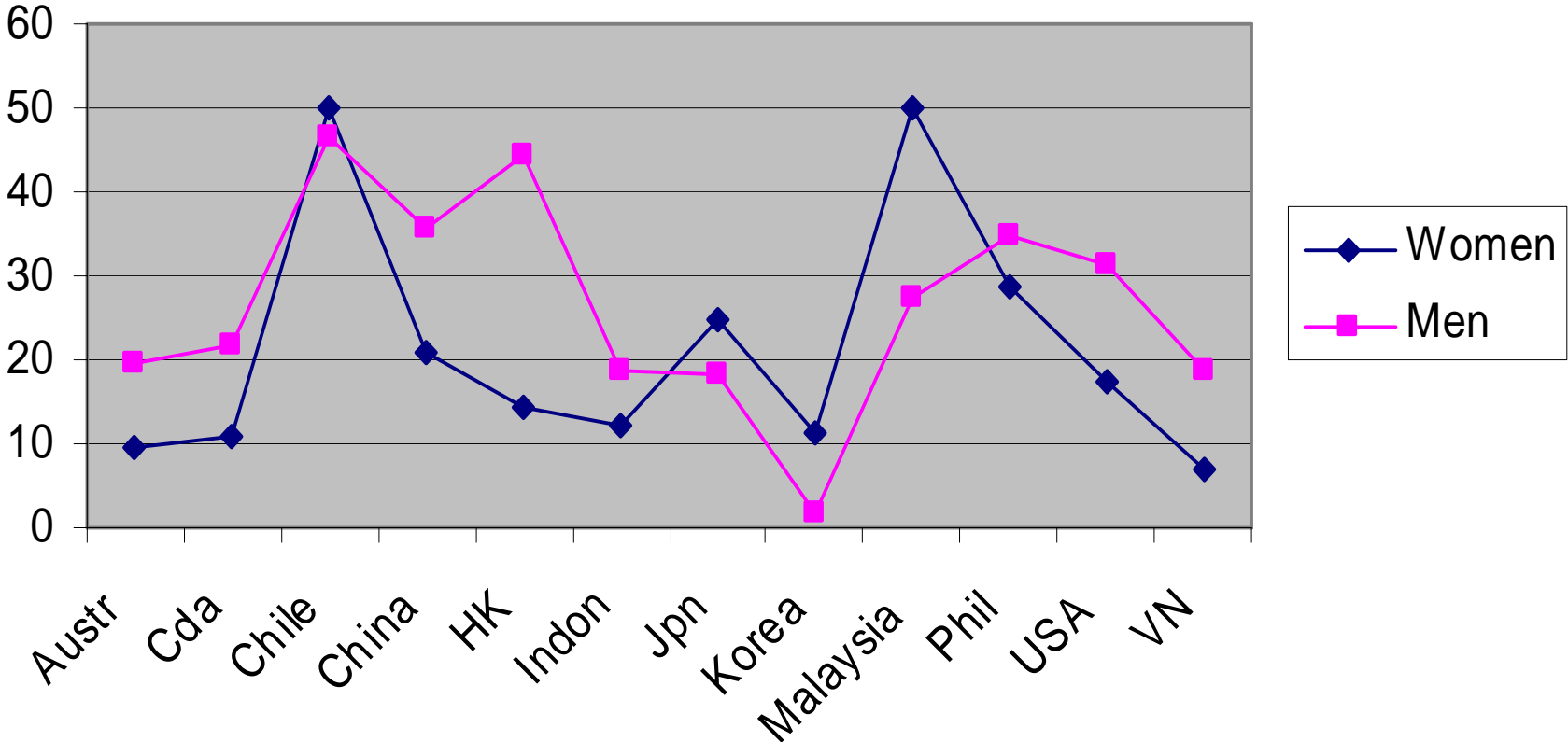
# Technical Skills Concern by Gender



## Internet Access Concern by Gender



# Business Culture Challenges by Gender



# Conclusion

- Need
  - Technical training
  - Up-grade websites
  - Strategic thinking
  - International interest
  - Proper infrastructure
  - Good regulations

# Role of Government

- Disseminate information to SMEs on the value of e-applications
- Use more e-procurement for government purchasing to “pull” SMEs into e-business
- Build trust in electronic processes, but not over-regulate
- Ensure the provision of adequate infrastructure

# Role of Government

- Ensure SMEs are not left out of the global value chain
  - Help them up the learning curve for e-applications
  - Work with the large companies on this
- Encourage alliances of SMEs

# Best Practices

- Provide training and access to information for SMEs
  - Industry Canada ebiz.enable
- Lead by example with e-procurement
  - ChileCompra
- Alliances
  - Peru Cabinas Públicas
- Work with industry

# Legal Necessities from SME e-Commerce Point of View

- Electronic contracts and signatures
- Taxes
- Consumer rights
- Intellectual property
- Content
- Security
- Telecommunications
- Internet crime

Source: ITC (2006) *Empowering SME Exporters Through ICT*

# Other Necessities from SME e-Commerce Point of View

- Digital certification scheme
- Conflict resolution procedures
- On-line payment schemes
- Reduction of red tape and taxes

Source: ITC (2006) *Empowering SME Exporters Through ICT*

**Thank you**