



**Asia-Pacific
Economic Cooperation**

2019/SOM3/EPWG/012

Agenda Item: 9.2

APEC Online-to-Offline Common Good

Purpose: Information
Submitted by: SMEWG



**15th Emergency Preparedness Working Group
Meeting
Puerto Varas, Chile
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APEC O2O COMMON GOOD



The APEC O2O serial initiatives encourage all APEC economies to promote the O2O business models and digital economy. We urge all APEC economies to:

Establish SME Digital Innovation Ecosystem and proliferate the O2O business models to Promote Digital Economy and Inclusive Growth

Implement Guidebook on SME Embracing Digital Transformation for connecting SMEs to Global Value Chains

Enhance the Public-Private Partnership and Cross-Fora Cooperation for strengthening the capacity building on digital transformation of SMEs