Government Support to Helping SMEs Gain Access to E-Commerce

Workshop on E-Commerce, Development and SMEs
April 8-9, 2013
WTO, Geneva, Switzerland

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The Philippines: At a Glance

- **Capital**: Manila
- **Population**: 94,349,600 (2010 est)
- **Government**: Presidential, Executive, Legislative, Judiciary
- **Area**: 30,000,000 ha
- **Language**: Filipino, English
- **Religion**: Christianity, 90%; Islam, 5%; Buddhist, 2.5%; None, 0.4%; Others, 2.1%
- **Climate**: Tropical and maritime; relatively high temp, high humidity and abundant rainfall
  - Rainy season (June-Nov)
  - Dry season (Dec-May)
The Philippine Development Plan
... In Pursuit of Inclusive Growth

• “growth that is rapid enough to matter, given the country’s large population, geographical differences, and social complexity”

• “sustained growth that creates jobs, draws the majority into the economic and social mainstream, and continuously reduces mass poverty”
The Philippine SME Sector

• critical driver for the country’s economic growth

• potential supplier and subcontractor to large enterprises and exporters, as well as part of support system for logistics services

• accounts for 99.6% of total establishments in the country, contributed 61.2% of total employment and 35.7% of total value-added
Philippine SME Development Plan

- Business Environment (BE)
- Access to Finance (A2F)
- Access to Markets (A2M)
- Productivity and Efficiency (P2E)
The Electronic Commerce Act of 2000 Gives Due Importance to SMEs

• One of the principles of the ECA:

“Government will provide SMEs with information and education relevant to opportunities provided by global e-commerce. Government will create an environment that is conducive to private sector investments in information technologies and encourage capital access for SMEs”.
Direct Government Interventions to Help SMEs Gain Access to E-Commerce

• Training (thru the Philippine Trade Training Center, SME Roving Academy)
  – Putting your business online
  – IT and webpage development seminars (e.g., building your own website, basic webpage development (Dreamweaver MX, Adobe Photoshop), creating interactive content and animation (Flash, Macromedia Fireworks)

• Portal
  – OTOP Philippines, for products under the One Town, One Product Program (in partnership with the private sector)
Framework for the Promotion of E-Commerce

ROBUST E-COMMERCE

- E-business
- E-trade
- E-services
- E-governance
- E-consumer

BUILD TRUST AND CONFIDENCE IN E-COMMERCE

“Trust is central to any commercial transaction.”

STRATEGIC THRUST

- Information Security
- Data Privacy
- Reliable Online Payment Facility
- Consumer Complaints Handling/Dispute Resolution

E-COMMERCE PILLARS

STRATEGIES

- Policy Review and Evaluation
- International Collaboration
- Advocacy/Implementation
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