

## APEC Thailand 2003



# Connecting BizAPEC and e-IAP to the Business Community

October 19, 2003



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## The Marshall School of Business Team

*The team consists of 2 faculty advisors and 16 MBAs who have the full support of USC's Marshall School of Business in this endeavor.*





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## Request for BizAPEC and e-IAP Review

*ABAC has requested Marshall to evaluate BizAPEC and e-IAPs in the context of effective trade and investment promotion.*

The questions posed were:

- 1. Is the BizAPEC and e-IAP website information useful in making business decisions?**
- 2. What improvements would make the information or websites more useful to business?**

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## Executive Summary

### BizAPEC Positioning Recommendation

1. For business managers
2. One-stop online resource
3. Extensive information on APEC members
4. All stages of trade decision process
5. Credible information
6. Easy-to-use format

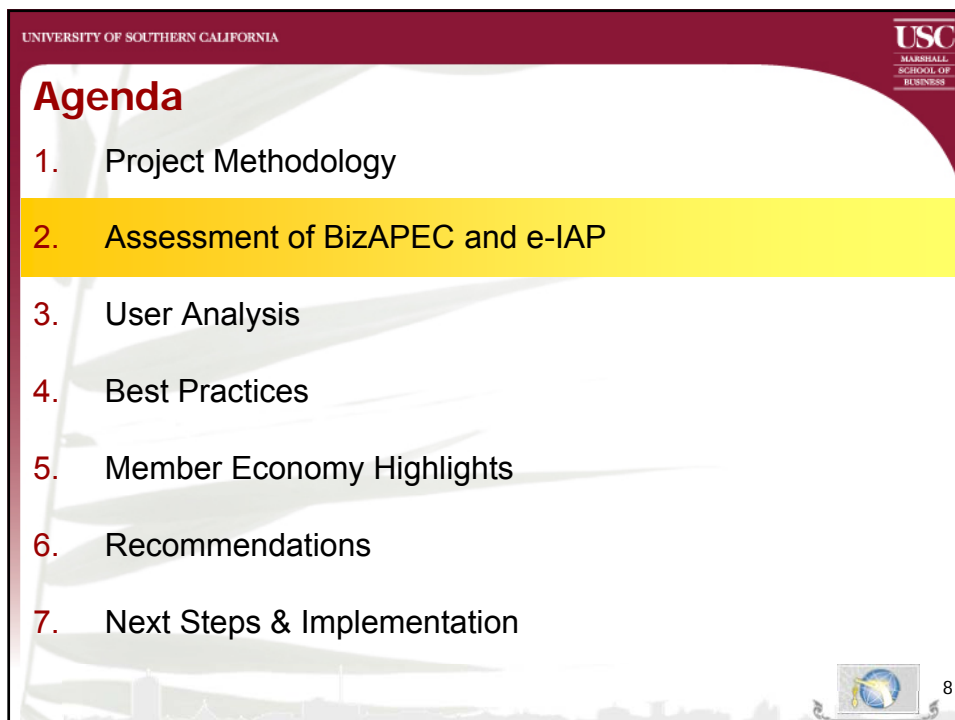
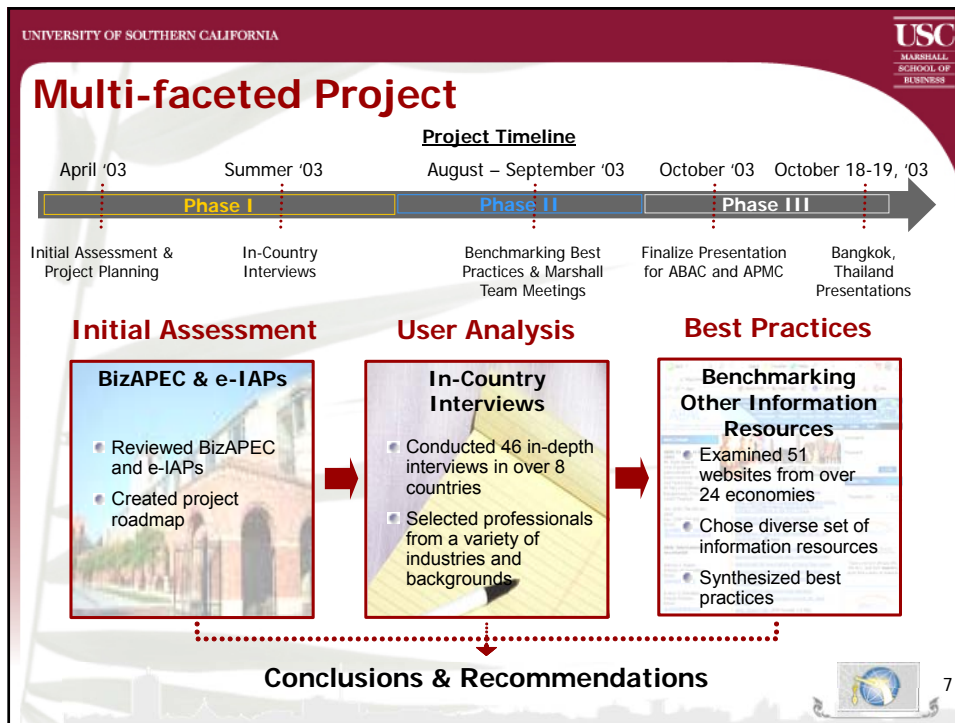
The diagram illustrates the integration of BizAPEC and APEC Electronic Individual Action Plan (e-IAP). On the left, a black box labeled 'BizAPEC' and a white box labeled 'APEC Electronic Individual Action Plan (e-IAP)' have arrows pointing to a central white box labeled 'Integrate BizAPEC and e-IAP'. An arrow from this central box points to a pyramid on the right. The pyramid has three levels: 'Awareness' at the top, 'Functionality' in the middle, and 'Level of Detail' at the base. A small globe icon and the number '5' are in the bottom right corner.

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## Agenda

1. Project Methodology
2. Assessment of BizAPEC and e-IAP
3. User Analysis
4. Best Practices
5. Member Economy Highlights
6. Recommendations
7. Next Steps & Implementation

A small globe icon and the number '6' are located in the bottom right corner of the slide.



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## BizAPEC Has Potential to Meet Its Goal

- Mission is in the right direction

*However, a gap exists between mission and implementation...*

**Functionality**

- Infrequent updates
- Broken links

**Level of Detail**

- Lacking some country and industry specific information
- Content is static

**Differentiation**

- No awareness
- No distinct advantage over alternative online resources

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## e-IAPs Can Be Used More Effectively

- Information provided is useful and detailed
- Unique advantage of progression to Bogor goals

*However, strengths are not apparent...*

**Functionality**

- Difficult to navigate
- Can only compare 2 economies
- Lengthy documents

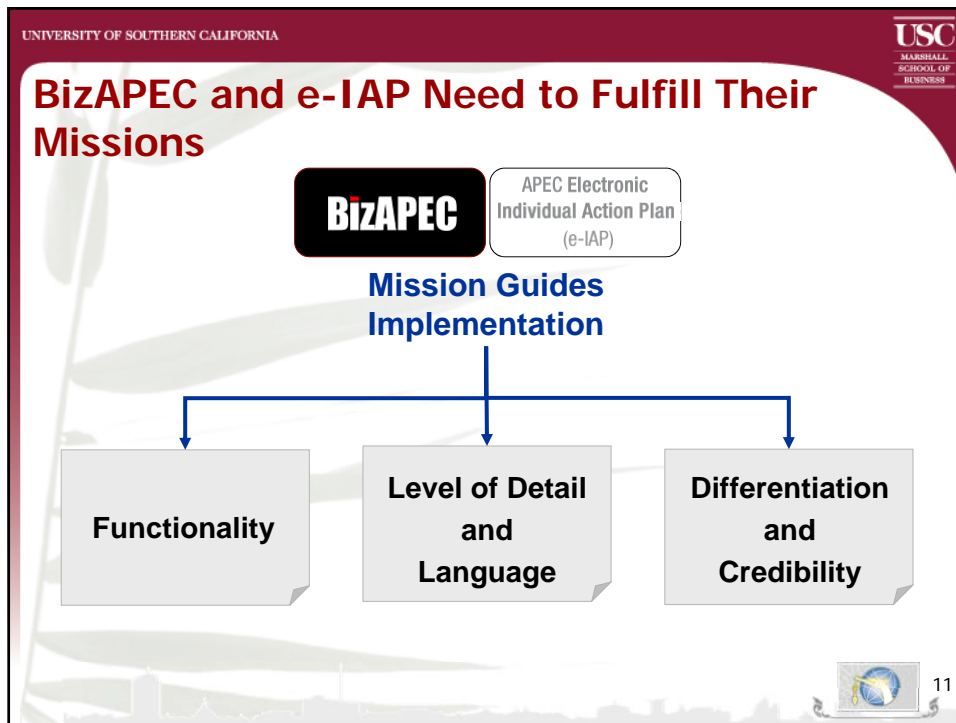
**Language**

- Mostly government terms
- Glossary covers only acronyms

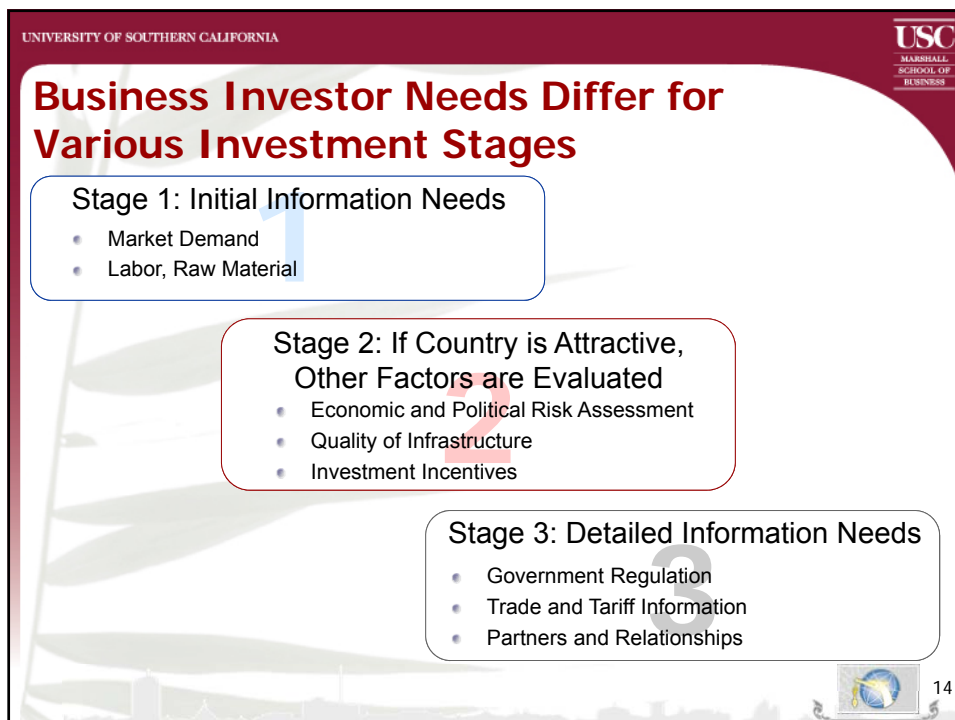
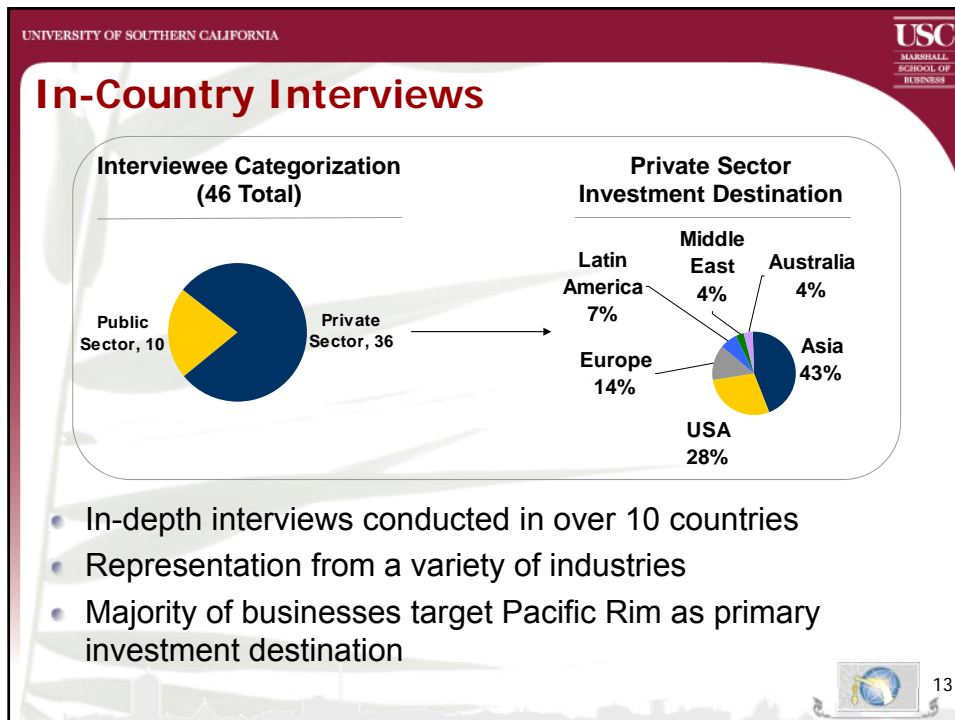
**Credibility**

- Peer review process incomplete
- Concerns about government transparency

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## Business Managers Seek Credible Information

- Business managers use private information resources as well as government resources
- Most investors evaluate countries by using consultants, local contacts and other resources because they are:
  - Trustworthy
  - Knowledgeable
  - Comprehensive
  - Responsive



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## Business Managers Benefit from Past Examples and Local Connections

- References influence business decisions
  - Testimonials from successful foreign investors
  - Case studies
- Trade associations advance local networks
- Access to local resources facilitate business
  - Legal and accounting firms
  - Financial institutions
  - Logistics



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## Business Managers Desire Comprehensive Information and Service

- Information needs vary during the evaluation process
- Businesses require credibility and relevance
- Local references and networks connect businesses to necessary services

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## Analysis of Benchmark Websites

*51 online resources were studied.*

- Promotion
  - Highlights reasons to trade or invest in specific economies
- Business to Business (B2B)
  - Facilitates transactions and provides potential partner information
- Syndicated Research
  - Offers third-party research and analysis

**Categories of Online Resources**

Category	Percentage
Promotion	74%
Syndicated Research	16%
B2B	10%

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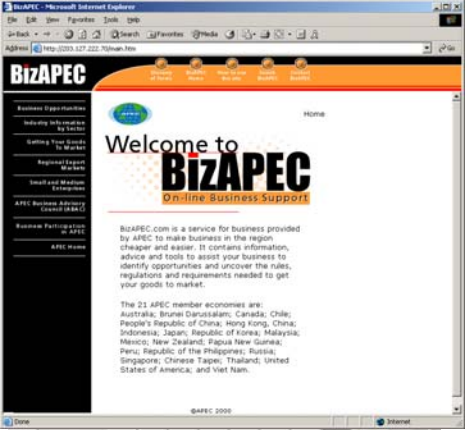
## Opportunity to be a One-Stop Resource

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## Website Best Practices

- Credible
  - Backed by a reputable organization
  - Current
  - Minimal errors
- Easy-to-Use
  - Logical structure
  - Consistent style
  - Ease of data extraction



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## Benchmark Conclusion

### Points of Distinction

- Add a Business to Business component
- Support all stages of decision-making process

### Implement Best Practices

- Use advanced technical tools and designs
- Boost credibility and ease of use

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## Chile

- **e-IAP**
  - Limited information on future development and planned changes
- **Benchmarking**
  - Chilean trade promotion websites score above average in content and use of technical features
- **Interviews**
  - Confidence in Chilean political stability and economic growth fuels investor optimism

***Chile is an attractive trade and investment destination; the challenge now is to increase promotion.***

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## China

- **e-IAP**
  - Sections of the e-IAP vary in level of detail
- **Benchmarking**
  - Government sites are useful and well organized
- **Interviews**
  - Investors are driven by opportunities available in China, where relationships are key to success

***Business will go where market demand exists; promotion is less urgent.***

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## Hong Kong, China

- **e-IAP**
  - e-IAP contains extensive contacts for all areas of business
- **Benchmarking**
  - Websites are useful and well organized for business decisions
- **Interviews**
  - Hong Kong has established infrastructure; investors are interested in market trends and opportunities

***Investors seek better opportunities in emerging industries and new trends.***

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## Japan

- **e-IAP**
  - e-IAP provides relevant information with links to government sites for detailed information
- **Benchmarking**
  - Government-sponsored sites provide detailed information but are not well integrated and not standardized
- **Interviews**
  - Investors are more interested in market potential and economic conditions, not Japanese rules and regulations

***JETRO is the central resource for investors planning to conduct business in Japan.***

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## Mexico

- **e-IAP**
  - e-IAP contains comprehensive legal information
- **Benchmarking**
  - Websites are not well organized and lack sufficient information
- **Interviews**
  - Mexico is attractive due to its inexpensive skilled labor, its proximity to the U.S., and NAFTA

***Mexico must leverage trade associations and market more aggressively.***

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## Singapore

- **e-IAP**
  - Satisfactory level of detail, with comprehensive coverage of required areas
- **Benchmarking** ★
  - Websites offer abundant demographic data on Singapore market, economy and population
- **Interviews**
  - Singapore is a must-in market for Asia Pacific region but it is difficult to claim a strategic position in certain industries

***Singapore's challenge is to leverage its competitive advantage to facilitate investment.***

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## Thailand

- **e-IAP**
  - e-IAP is detailed and contacts for investors are useful
- **Benchmarking**
  - Search engine and external links are important when seeking information
- **Interviews**
  - Business decisions are based on personal connections and networks

***Thailand's next step is to provide a forum for business opportunities.***


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## United States of America

- **e-IAP**
  - Policies and legislative direction are supported by links to relevant agencies
- **Benchmarking**
  - A variety of government organizations offer detailed information resources
- **Interviews**
  - U.S. is regarded as the most important market for commercial opportunities

***Government provides raw content that is both broad and deep; however, policies are regarded as being unfriendly to trade.***

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## Member Economy – Summary


Asia-Pacific  
Economic Cooperation

- **e-IAP**
  - Information is generally sufficient, especially where contacts and links are available
- **Benchmarking**
  - Most government websites provide detailed information for individual economies
- **Interviews**
  - Investment decisions are based primarily on market conditions and personal relationships

***A one-stop online resource providing market and economic information as well as links to trade and investment opportunities would be useful to businesses in all member economies.***


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## Position BizAPEC as *the* Resource for Business Community

<i>For:</i>	<i>We Offer:</i>	<i>Advantages:</i>
Business managers pursuing investment opportunities in APEC economies	<p>BizAPEC is a <b>one-stop online resource</b> that provides information on 21 APEC member economies regarding:</p> <ul style="list-style-type: none"> <li>• Markets</li> <li>• Trade regulations</li> <li>• Business partners</li> </ul>	<ul style="list-style-type: none"> <li>• Supports all stages of trade decision process</li> <li>• Credible information</li> <li>• Easy-to-use format</li> </ul>

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## Integrate BizAPEC and e-IAP to Connect to the Business Community

- BizAPEC is the one-stop online resource for business users
  - Provide timely breadth and depth of information
  - Integrate e-IAP at detailed level

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## Integrate BizAPEC Links to e-IAP Sections

*Linked to specific sections of e-IAP*

(e-IAP)

Section	Improvements Implemented Since Last IAP	Current Situation Regarding Laws and Administrative Procedures	Further Action Planned
TRIPS Implementation		<p>Except for minor adjustments that are required, Chilean intellectual property legislation is in line with the TRIPS Agreement.</p> <p>Recent intellectual comparative studies have demonstrated that the protection of intellectual property rights in Chile is adequate to develop trade and investment flows.</p>	<p>Prepare minor legal modifications to comply with the provisions of TRIPS in the areas of copyright, trademarks, industrial designs, patents, undisclosed information, geographical indications and layout design. The Commission Responsible for TRIPS Implementation in the National Legislature was established in 1998.</p>
Enforcing the Expeditious Granting of IP Rights		<p>Chile has a highly developed system for the protection of intellectual property rights and in its corresponding use by the private sector. It is noteworthy that the first law concerning patents was enacted in 1902 and by 1913, a comprehensive set on patents, industrial design and trademarks came into effect.</p> <p>The Copyright Law (Law N° 17.336) was enacted by 1977 and has been amended several times. Chile became a member of the Paris Convention in 1991 and at the same year a new Industrial Property Law (Law N° 19.578) was enacted, including patents, utility models, industrial designs and trademarks. Chile is also a member of the Bern Convention (1978) and the Rome Convention (1965) and the Geneva Convention (1952).</p>	<p>In a short and medium term, Chile will examine further reforms and management improvements in the intellectual property system of Chile.</p> <p>Also Chile will adhere to other intellectual property treaties, in particular the Patent Cooperation Treaty, Madrid Arrangement concerning international registration of marks, Nice Agreement concerning classification of goods and services.</p>

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## Detail Changes are Necessary for BizAPEC and e-IAP

BizAPEC improvements to bolster information credibility

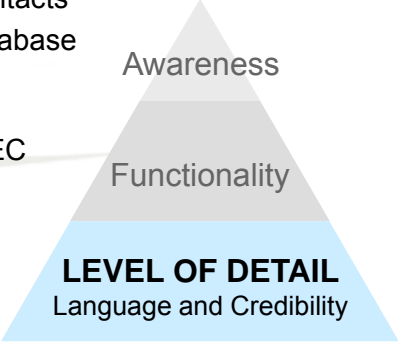
- Complete economy and industry specific information
- Offer case studies and business contacts
- Provide comparable information database

Integrate e-IAP at detailed level


- Links to specific sections on BizAPEC


Consider business language

- Expand glossary
- Extend peer review process



**LEVEL OF DETAIL**  
Language and Credibility

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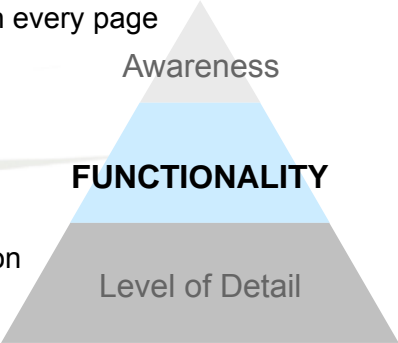
## Format Changes are Necessary for BizAPEC and e-IAP

BizAPEC usability ideas:

- Update all links
- Standardized page structure
- Internal & external search engine on every page
- Update technical features


e-IAP usability ideas:

- Ability to compare more than 2 countries
- Consistency of location of information



**FUNCTIONALITY**

Level of Detail

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## Increase Awareness to Showcase Integrated Site

- Online promotion
  - Links to related business sites
  - Highlight on search engines
  - APEC communications highlight BizAPEC
- Member economies
  - All online resources link to BizAPEC
  - Maintain regular updates
- Customer feedback and evaluation
  - Continuous understanding of business needs
  - Know how users access BizAPEC

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## Increase Awareness to Showcase Integrated Site

- Google search for "Investment in Asia"
- BizAPEC is not listed


- Add link to BizAPEC from economy websites


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## Next Steps and Implementation

<p><b>Short-term</b></p> <ul style="list-style-type: none"> <li>• Determine and commit resources</li> <li>• Get links working</li> <li>• Integrate BizAPEC and e-IAP</li> </ul> <p><b>Mid-term</b></p> <ul style="list-style-type: none"> <li>• Revise structure of BizAPEC</li> <li>• Improve navigation of e-IAPs</li> <li>• Maintain regular updates of links &amp; content</li> </ul> <p><b>Long-term</b></p> <ul style="list-style-type: none"> <li>• More detailed and consistent content</li> <li>• Dynamic content</li> </ul>	<p><b>Resources Needed</b></p> <ul style="list-style-type: none"> <li>• Financial resources</li> <li>• Staff resources</li> <li>• Negotiation and coordination across organizations</li> </ul>
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## Increase Economic Growth and Prosperity for APEC Member Economies



Asia-Pacific  
Economic Cooperation

1994 Indonesia  
Bogor Goals





ABAC  
APEC Business Advisory Council

Action Plan Monitoring Committee  
(APMC)

**BizAPEC**

APEC Electronic Individual Action Plan (e-IAP)

One-Stop Online  
Resource



International  
Business  
Community

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## Marshall School of Business



**Thank You!**

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**Questions?**

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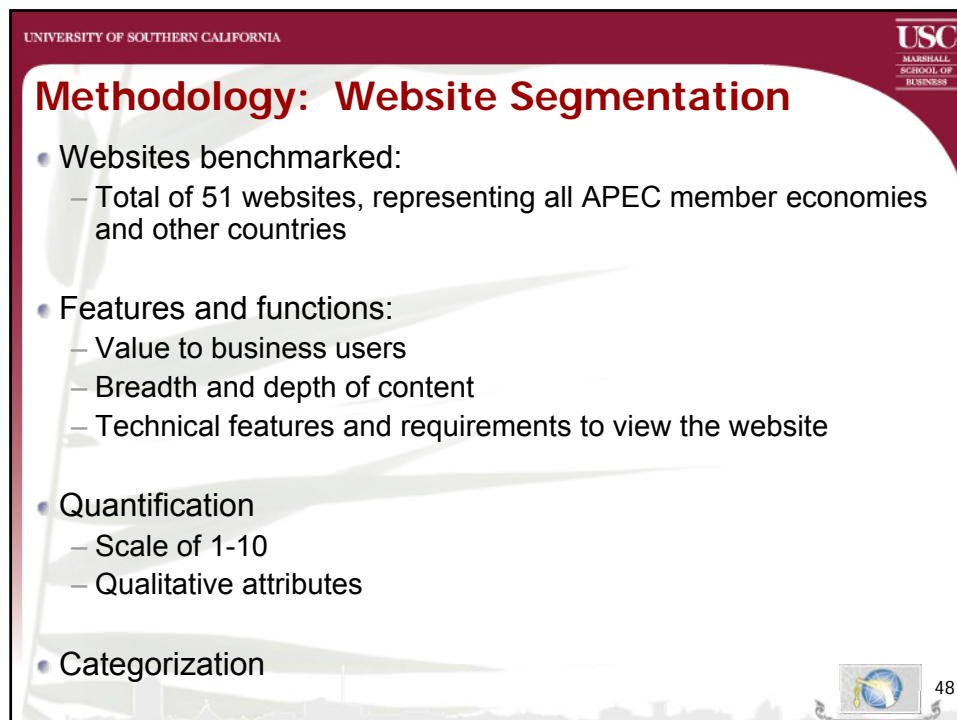
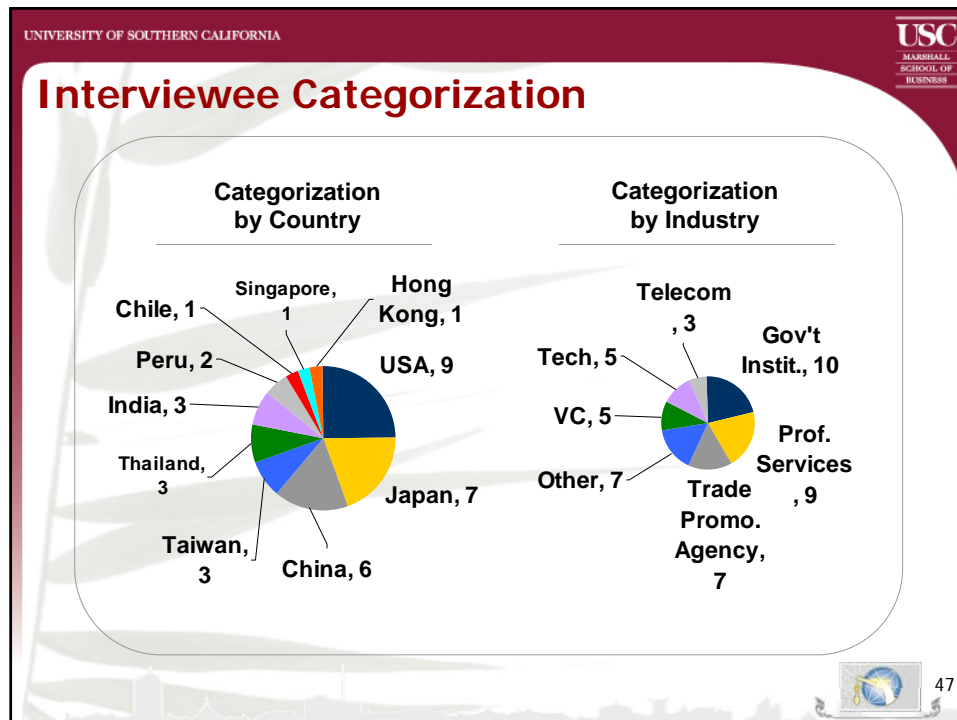
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**Appendix**

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## Sample "Promotion" Website

"Drill-Down" Organization

Multi-Language Support

Latest News and Events

http://www.investhk.gov.hk

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## Sample "Business-to-Business" Website

Search Engines

Navigation Menu

Contact Information

Company Information

http://www.chileinfo.com

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