PROJECT NOTIFICATION

Reference No.: 196

Date of Issue	14 August 2023
Project Code	23-CP-16-GE-TRC-A
Title	Training Course on Data Analytics for SMEs
Timing	26 September 2023–29 September 2023
Hosting Country(ies)	Singapore
Venue City(ies)	Not Applicable
Modality	Online
Implementing Organization(s)	Singapore Productivity Centre and APO Secretariat
Participating Country(ies)	All Member Countries
Overseas Participants	38
Local Participants	12
Closing Date	15 September 2023
Remarks	Not Applicable

Objectives	Introduce the concepts of data analytics, related technologies, and their connection to digital transformation; impart fundamental knowledge of data science and its implications for SME operations; and strengthen the capabilities of SMEs in using data for management, decision-making, and productivity enhancement.
Rationale	The APO Vision 2025 identifies data analytics as a core driver of smart transformation in all sectors and enterprises of different sizes. To continue the APO's focus on SME development, this training course aims to enhance SME productivity through building their capabilities in using data and assisting them in meaningful digital upgrading.
Background	Digital upgrading is essential for SMEs to improve productivity and stay competitive. The foundation of this transition is data generated from all aspects of operations, which, through effective collection, analysis, and visualization, enable informed decisions, optimize management, and predict demand. The advantages of SMEs are agility, flexibility, and ability to customize, which require clear information and timely understanding of trends and market demand, supported by meaningful data analysis. However, as indicated in a 2019 OECD report, SMEs usually face challenges in identifying relevant data, lack resources and capabilities for data applications and analyses, and need better strategies for data management. It is necessary to strengthen the capabilities of SMEs in acquiring and analyzing data. This training course will impart fundamental knowledge of data analytics and applications to support SMEs in digital upgrading and raising productivity.
Topics	Data and digital transformation; Data science in manufacturing; AI, machine learning, and deep-learning applications for SMEs; Use cases of data analysis in SMEs; and Hands-on exercises.
Outcome	More SMEs adopt data-enabled operational optimization and management; SMEs raise productivity through data-driven strategies; and higher levels of SME readiness for digital upgrading are achieved.
Qualifications	SME executives, representatives of industrial associations, consultants, and productivity practitioners with experience in SME and manufacturing management; and government officials and policy researchers involved in industrial policy and development strategies for the SME and manufacturing sectors.

Please refer to the implementation procedures circulated with this document for further details.

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Secretary-General