



## PROJECT NOTIFICATION

Reference No.: 89

<b>Date of Issue</b>	27 March 2023
<b>Project Code</b>	23-CP-17-GE-DLN-A
<b>Title</b>	APO e-Course on Platform Businesses in the Service Sector
<b>Timing</b>	31 August 2023
<b>Hosting Country(ies)</b>	APO Secretariat
<b>Venue City(ies)</b>	Not Applicable
<b>Modality</b>	Digital Learning
<b>Implementing Organization(s)</b>	Not Applicable
<b>Participating Country(ies)</b>	Not Applicable
<b>Overseas Participants</b>	Not Applicable
<b>Local Participants</b>	Not Applicable
<b>Closing Date</b>	Not Applicable
<b>Remarks</b>	Timing is the launch date of the e-course.

<b>Objectives</b>	Understand the concept of platform business models to create value by facilitating exchanges between two or more interdependent groups; Explore the strategies, benefits, and challenges of operating a platform business in the service sector; and analyze the legal and regulatory requirements, as well as best practices, associated with running a platform business in the service sector.
<b>Rationale</b>	Platform businesses maximize network effects and efficiencies by reducing transaction and marginal costs. They are thus closely linked to increased productivity for suppliers and improved utility for consumers. In Asia, platform players are making significant contributions by addressing pain points in the service and banking sectors, while enhancing the productivity of SMEs.
<b>Background</b>	A platform business operates as a tool for consumers, providing a fair, transparent market, while creating shared value for suppliers. Platform businesses facilitate exchanges between two or more interdependent groups, typically consumers and producers. By creating large, scalable networks of users and resources that can be accessed on demand, platforms create communities and markets with network effects that allow users to interact and transact more productively. The competitiveness of a platform business is dependent on maximizing efficiency by minimizing transaction costs, reducing marginal costs, and adopting an asset-light business model. Platforms focus on growth strategies for scaling up, increasing coverage, and opening to more users. In Asia, platform businesses have evolved into super apps that provide various services. This is largely driven by market competition and the unique characteristics of the region.
<b>Topics</b>	Introduction to platform business model and its role in the service sector; Platform business strategies including super apps; Platforms in emerging Asia and successful case studies; Issues and challenges of a platform business model; and Legal, ethical, and regulatory considerations for platform businesses in the service sector
<b>Outcome</b>	Fundamental concepts of platform businesses are understood, including differences from pipeline and ordinary service business; insights on platform business growth strategies are explained; and the potential of this model and current issues in emerging Asia are examined.
<b>Qualifications</b>	Open to all participants in member and nonmember countries.

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



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