



## PROJECT NOTIFICATION

Reference No.: 436

<b>Date of Issue</b>	20 July 2024
<b>Project Code</b>	24-CL-03-GE-OSM-A
<b>Title</b>	Multicountry Observational Study Mission on Digital Innovation for SMEs
<b>Timing</b>	6 November 2024–8 November 2024
<b>Hosting Country(ies)</b>	Republic of China
<b>Venue City(ies)</b>	Taipei
<b>Modality</b>	Face-to-face
<b>Implementing Organization(s)</b>	China Productivity Center
<b>Participating Country(ies)</b>	All Member Countries
<b>Overseas Participants</b>	38
<b>Local Participants</b>	12
<b>Closing Date</b>	15 September 2024
<b>Remarks</b>	Not Applicable

<b>Objectives</b>	Develop an understanding of the ROC's strategies for SME digital transformation; identify fundamental steps to initiate and sustain digital transformation and innovation in SMEs; and share good practices for SME innovation enabled by digital technologies and innovation management.
<b>Rationale</b>	Engaging SMEs and building their capabilities are a major mandate of the APO and a focus of its Vision 2025, especially in the context of the 4th Industrial Revolution. Recognizing the importance of digital transformation and the potential innovations it creates, this study mission aims to support digital upgrading in SMEs by providing practical references.
<b>Background</b>	<p>Digital upgrading has become indispensable for SMEs' productivity and competitiveness in the constantly changing business environment. According to a WEF report in 2023, SMEs acknowledge the importance of digital technologies and the innovation induced, yet the majority face challenges in mobilizing financial and human resources, accessing suitable technologies and infrastructure, effectively using data, and maximizing the value of digitalization. Sharing suitable strategies and good practices at both national and corporate levels can help SMEs in APO members identify practical steps to initiate, implement, and sustain digital upgrading and innovation.</p> <p>The ROC has been proactively facilitating SME digital transformation in the region as the APO Center of Excellence on Smart Manufacturing and via other international bodies such as the Asia-Pacific Economic Cooperation. This study mission will provide an opportunity to observe the ROC's strategies for and good practices of digital innovation for SMEs.</p>
<b>Topics</b>	Digital upgrading and innovation; Applications of digital technologies and innovation in different sectors; Strategies for SME digital upgrading; and Good practices of SME digital transformation.
<b>Outcome</b>	Strategies for SME digital transformation are identified and applied; the level of digitalization in SMEs is increased; and innovation in SMEs driven by digitalization is facilitated.
<b>Qualifications</b>	SME executives, representatives of industrial associations, consultants and productivity practitioners with experience in digital upgrading in SMEs, and government officials and policy research officers involved in strategies for SME development and digitalization.

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



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