



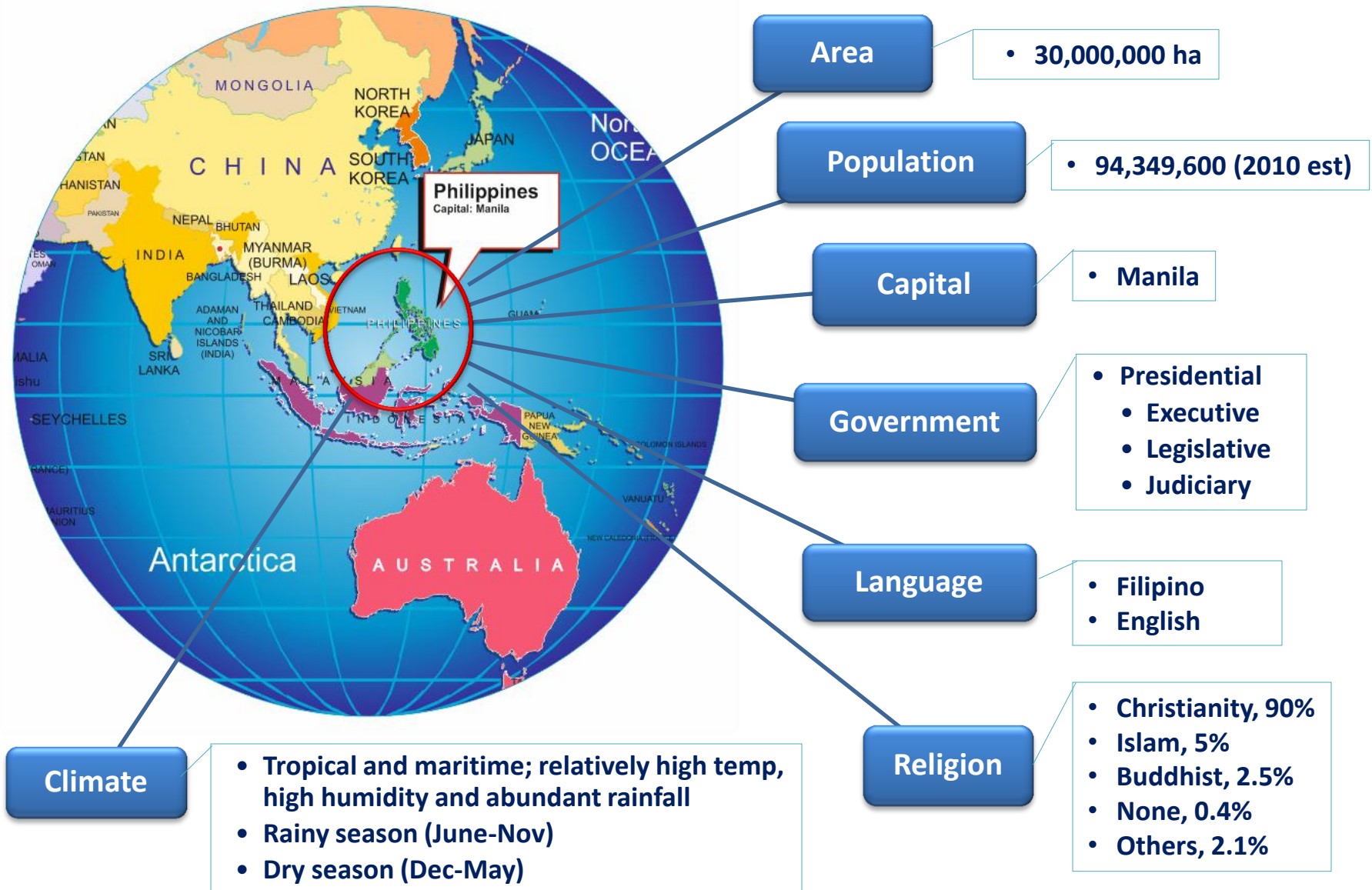
Government Support to Helping SMEs Gain Access to E-Commerce

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

***MARIA LOURDES A. YAPTINCHAY
Department of Trade and Industry
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The Philippines: At a Glance





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





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”.

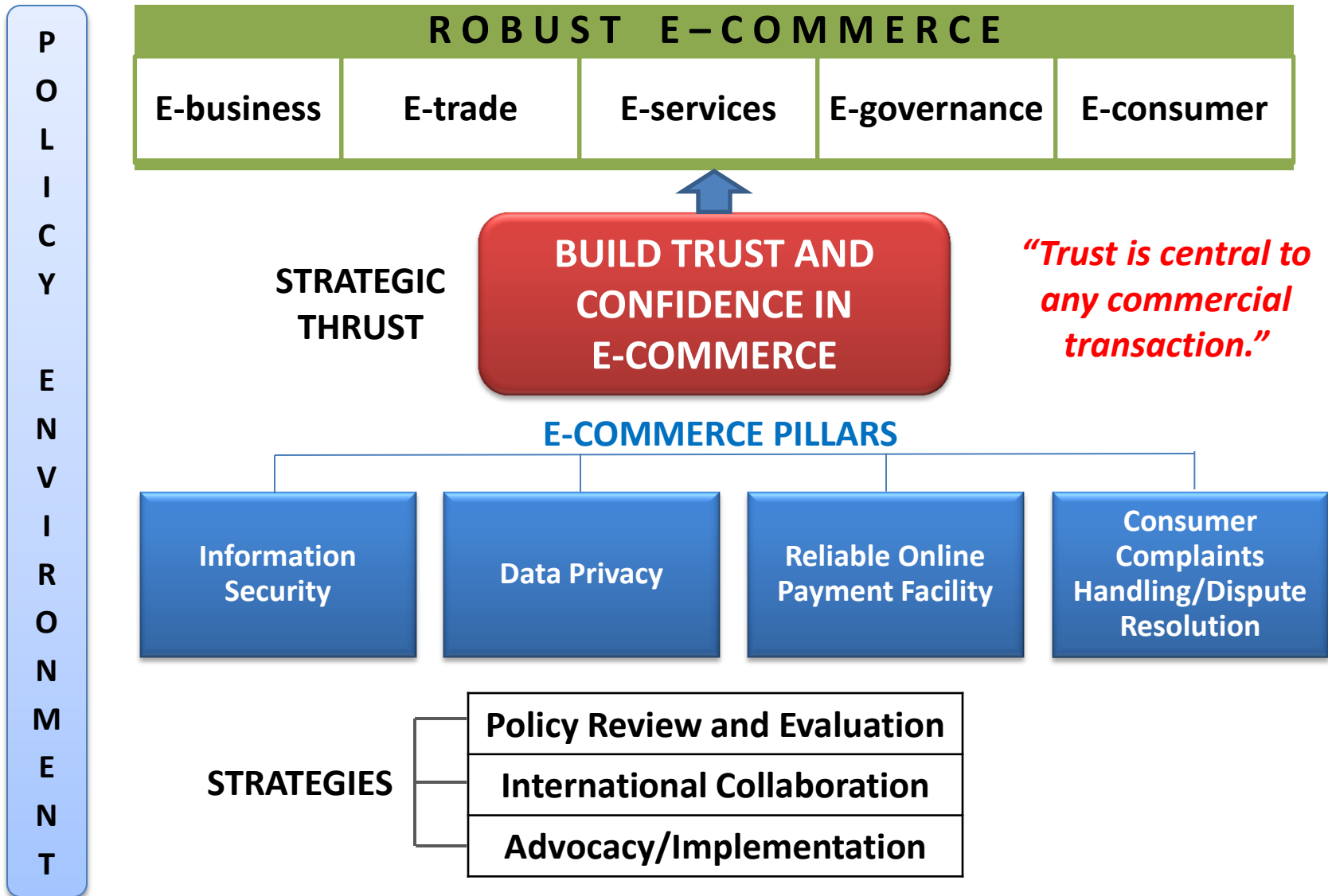


Direct Government Interventions to Help SMEs Gain Access to E-Commerce

- **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





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