



## PROJECT NOTIFICATION

Reference No.: 409

<b>Date of Issue</b>	26 June 2024
<b>Project Code</b>	24-CL-04-GE-DLN-A
<b>Title</b>	APO e-Course on SME Digital Transformation
<b>Timing</b>	20 December 2024
<b>Hosting Country(ies)</b>	APO Secretariat
<b>Venue City(ies)</b>	Not Applicable
<b>Modality</b>	Digital Learning
<b>Implementing Organization(s)</b>	APO Secretariat
<b>Participating Country(ies)</b>	Open
<b>Overseas Participants</b>	Not Applicable
<b>Local Participants</b>	Not Applicable
<b>Closing Date</b>	Not Applicable
<b>Remarks</b>	Timing is the target launch date of the e-course.

<b>Objectives</b>	Impart knowledge of fundamental productivity tools and techniques that provide foundations for digital transformation; identify steps and strategies for digital upgrading of SMEs; and learn about practical experiences from good practices of SME digital transformation.
<b>Rationale</b>	Advancing SME digitalization has become a global policy priority as it helps SMEs optimize operations and allocation of resources and enhance productivity and resilience. The APO Vision 2025 aims to contribute to smart transformation and SME development in APO members. This project will contribute to it by disseminating knowledge to facilitate SME digitalization.
<b>Background</b>	<p>Digital transformation plays an instrumental role for businesses to stay competitive and productive. Successful digital transformation requires not only suitable adoption of digital technologies but also optimized business operations and resource allocations, which can be achieved by applying classic productivity improvement tools and techniques. However, according to a 2023 WEF report, most SMEs face barriers of digital literacy, access to suitable technologies and infrastructure, and limited financial and human resources despite recognizing the importance of digital upgrading.</p> <p>Considering the contributions of SMEs to employment and economic growth, it is necessary to assist them to access and optimize resources, identify steps for digitalization, and carry out strategies for digital upgrading. This e-course aims to disseminate knowledge of fundamental productivity concepts and strategies for digitalization to prepare SMEs for effective digital transformation.</p>
<b>Topics</b>	SME digital transformation: Technologies, opportunities, and challenges; Operation optimization; Readiness and strategies for digital upgrading; Resources and skills needed for digital upgrading; and Case studies of SME digital transformation.
<b>Outcome</b>	Gaps in SME digital transformation identified, strategies for SME digitalization developed, and higher levels of digitalization achieved in SMEs in APO members.
<b>Qualifications</b>	Open to all participants in APO members and nonmembers.

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



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