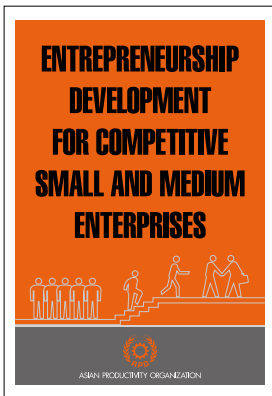




## New APO publication



# ENTREPRENEURSHIP DEVELOPMENT FOR COMPETITIVE SMALL AND MEDIUM ENTERPRISES

APO 333 pp. November 2007  
ISBN: 92-833-2378-5 (hard copy)  
ISBN: 92-833-7061-9 (e-edition)

Small and medium enterprises (SMEs) continue to remain high on the agenda of policymakers in APO member countries due to their significant role as economic and business entities. More than 90% of enterprises worldwide are SMEs, and because they account for almost 75% of GDP in the Asia-Pacific region, they are critical for economic growth.

The current rapid pace of globalization and technological advances requires a high level of competitiveness from both producers and service suppliers to survive. However, many SMEs in APO countries are far from being sufficiently competitive and hence their productivity remains low despite their lion's share of GDP and potential as engines of economic growth. The low competitiveness of SMEs is affected by a number of common constraints such as lack of access to finance and technology, weak human resources, and poor entrepreneurial capabilities.

*Entrepreneurship Development for Competitive Small and Medium Enterprises* is a summary report of the findings of a survey conducted by the APO in eight member countries, Bangladesh, India, Indonesia, Malaysia, Pakistan, the Philippines, Nepal, and Vietnam, in 2006. The study focused on how SME competitiveness could be improved through entrepreneurial development. The book is divided into two parts. The Integrated Report (part 1) is a comparative analysis of the commonalities and differences in government policies and various entrepreneurship development initiatives taken by governments and the private sector, such as promotion of entrepreneurial culture, administrative environment/frameworks, entrepreneurship training and education, networking and linkages for SME development, technology and ICT development, and financial support. In addition, this part highlights the common issues confronting SMEs in the region. The second part of the book features country-specific issues facing SMEs, providing a detailed picture of the status, local issues, and government policies and initiatives taken to develop competitive SMEs in the surveyed countries.

In view of the relatively smaller size and weaker capacity of SMEs to adopt advanced technologies, entrepreneurship development can provide feasible and sustainable benefits as it encourages improved know-how, skills, and competency in SMEs. It is hoped that the case studies and initiatives to foster an entrepreneurial spirit in the eight selected member countries included in this report will provide practical ideas and concrete examples for the further development of competitive SMEs in the Asia-Pacific region, thereby contributing to overall economic growth.

For order and inquiry on APO publications and videos, please contact the Asian Productivity Organization, Hirakawa-cho Dai-ichi Seimei Bldg. 2F, 1-2-10 Hirakawa-cho, Chiyoda-ku, Tokyo 102-0093, Japan. Phone number: (81-3) 5226-3920, Fax: (81-3) 5226-3950, e-Mail: apo@apo-tokyo.org