



Creative Entrepreneurship in Asia

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The development of small and medium enterprises (SMEs) constitutes one of the APO's thrust areas, and one key aspect of SME development is the fostering of entrepreneurs. Entrepreneurs often create significant breakthroughs and bold innovations in all fields of business. Products or services created by entrepreneurs can generate business growth, productivity improvement, and job and wealth creation.

In today's globalized world, innovative entrepreneurship is one of the ways to seize opportunities and to create new wealth. This applies to recent start-ups and established enterprises alike. To respond to the needs of SMEs in the current economic and business environment, the APO co-organized the study meeting on Creative Entrepreneurship in Taipei, Republic of China, from 18 to 21 May 2004. The study meeting offered a valuable opportunity to examine not only creative entrepreneurship in SMEs but also in large corporations and how to foster creative entrepreneurs in the business sector. This volume includes a summary of the study meeting, four resource papers, and nine selected country papers by study meeting participants.

The four resource papers are:

- 1) "An Interface between Entrepreneurship, Creativity, and Innovation: The Malaysian Experience" by Dato' Mustafa bin Mansur (President, Federation of Malaysian Manufacturers, and Group Chairman, Manentech-Bele Sdn. Bhd.);
- 2) "Implementing Creative Entrepreneurship in Corporations" by Professor Tan Wee Liang (Singapore Management University);
- 3) "Product Innovation and Business Model: The Case of OKWAP Phone" by Jackson Chang (Chairman, Inventec Appliances Corp., Republic of China); and
- 4) "The Strategy to Create an Entrepreneurial Incubator—The National Taiwan University Case" by Prof. Kuang-Chao Fan (National Taiwan University), Helen Y.C. Hsiao (University of South Australia), and Lee H.S. Luong (University of South Australia).

The volume also contains nine country papers by participants from Indonesia, Malaysia, the Philippines, Singapore, Sri Lanka, Thailand, and Vietnam.

The contents of *Creative Entrepreneurship in Asia* should provide readers with information on policies, best practices, and current developments that will be of use to policymakers responsible for creating an environment conducive for innovation and entrepreneurship, entrepreneurs themselves, and enterprises attempting to foster creative entrepreneurship.

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