

Asia Pacific Digital Technology Symposium

DAY 2

Session 1: Internet Marketing

Christine Bliss, President, Coalition of Services Industries (US)

- How Internet platforms help SMEs reach international market. It is one thing to know that such platform that enables goods or services to be shipped all around the world exists. It is another thing to know how to use such a platform or social media to advertise products and make your company visible on the Internet.
- Internet marketing itself is becoming an important new service

Yerka Yukich Loren, Executive Secretary, Santiago Chamber of Commerce, Chile

- Multi-channel experience– interaction with consumers across different channels.
- Human resources – specialization of human resources in the digital age.
- Internet of Things – the role of the Internet is evolving over time
- Sharing economy – new business model
- Cybersecurity – an important element for all technologies including e-commerce
- Content to generate engagement with consumers – is it informative?
- Block chain technology – verification of digital transaction

Henerson Gan, Founder, Alakad Management Sdn Bhd

- How can you use google and Facebook or other social media as a marketing tool to promote your company?
- 31% of Malaysian population has access to Internet. Many of them have social media account. As long as you have internet, you probably have social media account.
- Facebook is the biggest social media platform in the world. A large share of the account owners in Malaysia access Facebook through their mobile.
- Your advertisement and posting needs to be mobile friendly.
- Facebook, Twitter and Whatsapp are the top 3 highly used platforms. We cannot run advertisement on Whatsapp but we can share information on Whatsapp
- Know your target audience e.g. in Malaysia, people use Facebook and Twitter. You need to know your audience so the money you invest in digital campaign will reap the benefits.
- Line is famous in Taiwan, but not in Malaysia. So, Line is not the channel to use to target Malaysian consumers. WeChat is famous in China, but not in Malaysia.
- According to Google, a large share of the consumers do their research online before making a purchase. The most research performed is travel e.g. flight tickets.
- In non-digital era, people advertise through flyers, performing a call to seller to get quotation, getting a few quotations and making comparison.
- Make sure that your website has easy navigation and not chaotic when accessed through mobile.
- Consumers check pricing comparison and reviews online.
- Make sure that when consumers type certain keyword on google, your page appears

- Marketing is about building relationship with consumers, but digital marketing uses technology to capture digital information of customers, so whenever we want to make marketing plan, we know where our strong points are.
- Digital data can tell a lot – how consumers interact with your business
- Company needs to participate in social media with a proper direction
- 6 points: always relate to the product – how good is the product, how much is it? Place – how do they access your place? Promotion – discounts or other initiatives? Process – process of the company e.g. in manufacturing, people – who are the people behind the scene? The experienced people. These 6 things create trust.
- Think of your slogan. Dunkin Donuts – I am hungry and I am late – serve consumers fast and easy, accessible with many branches available worldwide.
- Make sure your content is funny. Social media is a funny place.
- What stops people from engaging in social media? It is uncontrollable – you don't know what will go viral, it is unpredictable. It is time intensive – need to invest time and be patience.
- Your content or posts should always relate to your company's identity.
- You need a dedicated person or team who keeps up to date with what is going on in social media. Invest the time in the right platform depending on where your audience is.
- Business Facebook page – respond to consumers' comments
- Add picture and videos – do not just post status, add some media, the design
- Link to website – you have to link back to the website if you rely on the website to generate sales.
- Maintaining online presence is the hardest part.
- Creating a Facebook page is creating another source of income, removing barrier between consumers and company so the communication will be easier, increasing brand awareness
- Running an event – need to increase awareness on the event, increase attendance
- How you structure your website is important to know how people learn about your company.
- Keywords and paid ads – depending on how popular your keyword is, the ad will be more expensive.
- Remarketing – advertisement which follows you wherever you go even when you leave the website.
- Pick one or two platforms, do not need to go to all platforms.
- Use digital marketing tools
- Digital marketing plan – what are you trying to accomplish with digital marketing? How do you measure performance by engagement or by sales? You need to understand what kind of strategy, define your tactics.
- Social media has their own way of photo taking. Use touch up and contrast
- Schedule the posting accordingly
- Content management – sit back and reply comments. All comments should be replied appropriately – maintain the identity of the company.
- Report to see how things perform – does the content create engagement, does the message reach the right audience

- Situation analysis – the status right now, budget – how much money you allocate for digital marketing, which market you are targeting, invest the right amount of money, what are the objectives, use proper channels – you need a website to have SEO, use social media, action plan – when to execute, measurement – measure results

Discussion

- Christine: The different ways you want to approach a small SME vs a more sophisticated player who are already active with digital marketing
- Henerson: For SMEs, we encourage them to use one of the platforms either Facebook or Instagram which is currently used in Malaysia. For big companies, we advise and evaluate, they need to use at least 2 platforms. Advertising strategy will be different depending on what kind of industry they are in.
- Yerka: For customers, it is important that the company offers content, products, and maintains communication.
- Christine: Is there any difference on how you advise a company that tries to reach the domestic vs international market?
- Henerson: There will be different strategy. Each country has their own platform. It is important to maximize the value in the platform you invest in.
- Christine: You mentioned the importance of education. Internet marketing would be an important area of capacity building going forward. What are your thoughts on how we might approach capacity building?
- Henerson: training requires a lot from setting up a facebook page to defining the kind of posting style. It may take a long time. For SMEs, it is important to have an execution plan.
- Yerka: For e-commerce, education is in the work – knowing how to employ big data, analyse different trends, IoT, etc. The academy does not prepare these skills and it is a problem.
- Christine: When you are developing content, you mentioned that it is important to be funny, how do you teach people to create interesting funny content
- Henerson: Use the element of current trend to think about own content. Look at the company profile and see what suits the company best
- Deborah: What separate our two kinds of online marketing - one if you are in the business of selling products online that requires a different mindset than if you are marketing your business online. Most SMEs are so busy that they work in the business, not on the business – they do not have the staff to help them with digital marketing, how do you keep up with constantly changing the content of what you are doing online? Content is King, and it needs to constantly be updated.
- Christine: This may be where capacity building can come in
- Henerson: For SMEs, if you don't have the time, that's where our role comes in. You do not need a dedicated team, just a person to be a content writer, a photographer – that's our role, we ease the process and provides solution for SMEs as well.
- Karen: Young people use this as a way to communicate every single day, they are the experts. I am aware of a number of small businesses that have gone to young people - it is not complicated, looks overwhelming from the outside, but very simple inside.

- Deborah: I am on a digital journey, I run an organisation that I cannot afford external support on this. I suggest taking a mentor that is younger than yourself. For SMEs, paid digital marketing service is out of their range.
- Henerson: I hope the information I shared is useful also for SMEs – that they are not posting for the sake of posting, but to improve the engagement online.
- Krasna: How to get the message or attention why APEC is important. We are trying to develop strategy on how to make APEC interesting as international fora.
- Henerson: We handle social platform for government agency as well. You can allocate someone for advertising purposes – the visual should be informative, it relates to APEC. What kind of information about APEC is interesting for the audience?
- Yerka: Social media is relevant for all kind of work including government.
- Devi: Henerson mentioned that some content can be uncontrollable, so how can government control content? Is there a content policy between the provider and the government? Is there a certification or standard for e-commerce players?
- Henerson: Malaysia is an open country, we do not have restrictions on content, but we avoid sensitive areas that may create problems.
- MSPC: I just returned from China, that Whatsapp was not available in China. WeChat is a more powerful platform than Whatsapp. What are your recommendations – because having a WeChat account would not allow you to communicate with the rest of users around the world who use Whatsapp.
- Henerson: WeChat account is important in China, Taiwan, Hong Kong. If you do businesses outside China, then you have to employ another channel e.g. Line or Whatsapp. WeChat is necessary, but unless you are dealing only in Chinese market, then you need other channels.
- Christine: Concern about some services blocked in China. The policies that block some sites or platform.
- Patrick: I have many different digital channels e.g. whatsapp, line, wechat, etc. It is difficult to do business internationally. If I want to do business in different country, I use different channels. The only thing that works in China is WeChat, blocked in other channels – which may be okay for people in China, but may be problematic for foreigners. I echoed or shared the view of people that do business in China, they are forced to use WeChat.
- Jane: I hear a lot that technically the WeChat platform for the consumers point of view appears superior because of its integrated nature. There is a difference between what is technologically possible and what is in the public policy interest. There is a regulator that is involved, more than one regulator, involved in preventing horizontal and vertical integrations of different services provisions because of there are public policy concerns such as universal access, public good, anti-monopoly, anti-oligopoly. It seems to me one reason why outside China the platform remains not integrated is because that is the way the regulator requires it. The best example, if you use WeChat for your e-commerce purpose and buy something, you do not have the ability to pay for it using all the different payment methods, but having to go through AliPay. The regulator is not keeping up with technological progress and we need to encourage them to work towards best practices. It is not about what is technologically possible but also what is in the public interest that will affect what kind of platform is going to prevail.

- Yerka: I agree with Jane, it is necessary to have best practices
- Henerson: You cannot browse through other social media network in China. We have limitation For SMEs- As long as you provide content on what the audience interest is – it should be fine.

Session 2: Cross Border Digital Trade

Yap Keong Foon, Managing Director, (Malaysia) Globalgool Internet Technology Sdn Bhd

- One method: Products have been recognized by custom, can be sold online through our platform or online. When products arrive in our bonded warehouses, we help you to clear the customs, it takes only 1 hour. From Guangzhou, you can start selling. Customers in China expects the parcel to be delivered within 1 or max 3 days
- Another method: Before selling online, ship the products to the warehouse first. When the product is sold, it can be delivered within one day – faster way to do cross-border e-commerce.
- Overseas warehouse model: inform customers that it takes 7-15 days for the parcel to arrive, a big challenge - it is for expensive products.
- Bonded warehouse model: allowed to clear the custom – many companies stock their products in the bonded warehouse. Custom clearance takes only 1 day. We have the custom inside the warehouse – the parcel is cleared in our warehouse. If you do a traditional trade, it means you will need to apply for custom permit which takes 1 month, test the product, ship 1 container of the product to the port, it will be put in custom for 21 days and then pay customs to clear the container out costing around 40%. If you ship around 100,000 ringgit and to take the product out you need to take 40,000 to clear container from custom, only then you can start selling. However in bonded warehouse model, you ship products to our warehouse, the product is in China but it is considered not yet entering China, you can start selling online, only paying the custom on whatever is sold. If it stays in the warehouse for 3 or 6 months, products are not sellable so it can be shipped back.
- Advantages of cross-border sales: reduced import taxes, simple quality inspection procedure. You do not need to go through lab test under cross-border e-commerce. It is a huge assistance for SMEs. Lab test to prove there is no preservation – at least 2000 tests if you want to put a logo there is no preservation. For cross-border e-commerce, this is not needed. Under cross-border, we cannot do medicine e.g. tongkat Ali is not allowed to be sold in China unless it is considered a non-medicine.
- Cross border is meant for B2C. Using cross-border you can test the market to see if your product is sellable.
- Differences between ordinary trade and cross-border trade. Food and beverage custom tariff around 35%, average paying 40% - this has to be paid upfront before taking the product out of the custom. Under cross-border trade it is only 10%. If your product is less than 500 it is tax free. If you are smart enough, you spread it into a few items to get tax free. Cross-border tax is only paid after the product is sold.
- You do not need to have any office in China to sell, you can start selling from your own country. No physical presence needed.
- There are only 2 mobile service providers. China mobile has 900 million users. I have been offered to enter my product into my platform. My product needs to have a trademark license in China. Using cross-border, you do not need trademark.

- It is good for company that start marketing strategy to learn what is needed to sell in China – sometimes it is not your product, but your packaging. Consumers may prefer smaller sachet - it is not time and cost efficient to clear through custom in traditional trade and start selling only to find out that consumers prefer different kind of packaging. Using cross border, you can ship to my warehouse and test the market.
- How we help you to do cross-border: Step 1. Application form (product photo, ingredients), you do not need to go through lab test but all ingredients have to be in Chinese, we are happy to translate, if they find some ingredients not allowed, custom permit will not be given. Step 2. Custom application – my system is connected with custom in China. Step 3. Put in our warehouse Step 4. we have 2 warehouses one in Hong Kong, one in Guangzhou. Shipping to Hong Kong is very cheap but handling cost is high. Shipping to Guangzhou is lower but handling cost is lower. We charge when product is sold. Step 5. Product information page – write up of product is needed on top of the photo to increase the chance of selling. Step 6. Each product will be put in warehouse management system. Step 7. Connecting with all platforms. Step 8. Deliver products to consumers – first we receive order, clear custom then deliver

Clarence Leong, CEO, easyParcel Sdn Bhd

- We build solution and system to help SMEs sell online, domestic or international
- We do not own any transport, we are a marketplace for courier service
- 50 or 60% of our team are selling online.
- Challenge for sellers of online: courier service is only for registered users – if you want to own an courier company account you need to own a company. Only businesses can register an account. Even after you register an account, Before you get your price quotation it is 3 weeks. Delivery rates – courier service will issue rate - you require a commitment. Another thing is handwritten shipment label – this is difficult for handling many parcels. Another thing is communicating with courier service to arrange pick up date. Then, shipping tracking.
- These are the main features we offer for consumers online, anyone can register for easyparcels account immediately, you just need a mobile phone to register an account and enjoy affordable rates, no commitment required. You will have all your shipment detail updated on our platform. Put in the pickup date, choose destination domestic or international, list of service providers is shown and pick the courier and choose preferred date of pickup, price is available online. Shipping label can be printed online with normal A4 printer, no need to have special labels or printers. All tracking status is automated. Dashboard real time will show you how much you spend. The platform also allows you to track all your invoices. E-commerce involves many parcels, can easily be 200 parcels so this tool helps your order online. Consumers will receive message when the parcel is shipped out – in email and SMS, automated message for consumer to know when parcel will arrive – simplifying communication with consumers. Instant communication with courier partners is online e.g. if item is lost, within 14 days you will get money back. If your item is worth more than 300, you can purchase insurance add-on online. How to arrange return delivery if item is not correct? This can be rearranged from your end, buyer

can print the return label and have the courier pick up the next day. 3 hours guarantee delivery is also possible – working with all couriers in different countries.

- Customers are mostly in the office during the time of the delivery so it takes second or third attempt, too many courier going to the office – a problem for the frontdesk. A lot of companies do not allow employee to send personal items to office. We have a model called pigeon – bring parcel to local convenient store for pickup. The business model has been evolved from online player to offline retail players. Point to point delivery service to offer better and effective pricing.
- We want enterprises to focus on selling and leave logistic problem to us

Discussion

- Shaifubrahim: What happens when TFTZ (Tianjin Free Trade Zone) is formed?
- Yap: We said if TFTZ is another bonded warehouse, I do not need to ship my products to Hong Kong, I can start selling and ship to China. If my product cannot sell, I can take it from TFTZ.
- Shaifubrahim: Low cost terminal – can provide good competitive edge and opportunities for Malaysia
- Taufikurrahman: E-commerce, digital technology enables SMEs. A lot of young generation is leading startups. In Malaysia, how do you foster the growth of startups? How the government managed to foster the condition such that all players thrive very well? Is it good to help government intervene or leave free competition among e-commerce in terms of pricing? Thousands of startups can compete against big players. Do you think government need to intervene to determine the pricing mechanism to prevent predatory pricing among big players that can kill SMEs?
- Clarence: We get a lot of support from local government and a few accelerator programs. Easy parcel is my third startup, the first two failed terribly. Managing pricing won't solve so many issues – players offer free commission and discount. I think the strategy is more important on how to get around the giants. The lesser interference from government is the best, leaving space for startup to grow. Government should guide rather than manage.
- Yap: The key point is our logistic issue, we have warehouses in the US. We can sell indomie to the US. When we do cross-border is not only about China, there are many demands from other countries. We ask 3 questions: is your product unique? Does it create enough margin? If you run things offline, you spend on rental, but online also requires some manpower for marketing, so it needs enough margin. Is your product good enough to trigger word of mouth?
- Karen: Underlying fear AI machine learning – implication on jobs. Economy is changing before our eyes. There are many people working on this new environment – these case studies show that jobs are changing, but not evaporating. We should not be fearful on the loss of jobs, we have to be open to new modern jobs.
- Shaifubrahim: Topics we cover here are mostly products. The services part of it is relatively new, we need to push autonomous. liberalization, country has their own regulatory framework. Especially with digital trade, there are new areas to address. I was involved in TPP – many areas to work on to get countries to agree on certain issues. That goes into much more detailed discussion. Services cover many topics to discuss and agree.

- Joanne: What are the top 3 challenges you face in conducting cross-border trade in Asia Pacific region? What can APEC economies do to address challenges with regulations?
- Yap: We are selling products from this region to China and vice versa. China Mobile is looking for products from Malaysia. Exporters need to invest a lot and get custom permits, have a marketing and branding strategy to sell a product. If I want to sell to Indonesia, custom is a challenge, product may be stuck for months. With easyParcel, we can penetrate Indonesian market. It is difficult because Indonesia has many small islands. Language is also a challenge – it will be much better to sell in Bahasa than English. We need local support – we need Indonesians to enter Indonesian market.
- Clarence: it is more about transparency in APEC region. Online sellers are getting younger and younger, tax issue is still traditional. We need transparency so sellers can get the latest information. We always have questions coming from sellers, the requirements to sell to a country, the rules keep changing from time to time, we do not even have the answer sometimes. Can we get a place to get such information updated and disseminate to our sellers online? We can facilitate the spread of such information. Some sellers stop selling because of some unknown regulations.
- Shaifubrahim: The task of MSPC to understand the services and trade part, what the government or private sector roles are, the issues that need to be resolved.
- Yap: we have applied to recruit people from this region. This is a market we want to enter as well.
- Clarence: apart from running easyparcel, we do a lot of sharing and mentor session for startups to inspire young generation.
- Justine: since the issues on the custom procedure mentioned several times in this session, I just want to mention that I think the trade facilitation agreement at the WTO will be a breakthrough – ratification of such agreement can be helpful especially for Members who have not ratified and that plays a big role on e-commerce. I think that competition issue is a good issue to look at – issue raised by Taufik on predatory pricing. With digital, it is easier for enterprises to access wider market but also the risk of anti-competitive behaviour, maybe we can look into integrating the digital element in anti-trust law, maybe government can play a role in that regard. After all, we know data is valuable – company gives free discounts and stuff as mentioned earlier by the speaker, but in exchange of valuable data.
- Devi: Question for Clarence - If you want to ship, is the custom clearance built in or not? Is there an e-service you can use to type the product and know the document needed?
- Clarence: we are building that right now, will be launched soon. Any request coming from customers and potential things we see, we can get it done fast, which is the beauty of startup.
- MSPC: We talk a lot about digital trade, but it is also important to talk about digital products. Digital product is unending – can be sold million of times, video can be downloaded million of times unlike real products.

Session 3: Digital Smart Technology

KeshMahinder Singh, President & CEO, Kollect Systems Sdn BVbd

- If you want payment, you typically have to remind and chase customers for money that is due. The cost of mailing such reminder will add up if sending reminders several time and depending on where you are sending. The process of AR (accounts receivable) can be high.
- A lot of entities, even accounting company, do not have their data clean. When you start dealing with multiple companies, you need a unique identifier. Such issue adds the burden for AR. GST application can also create a problem for AR.
- You need to find a way to remind early, need to automate as much as possible. Our solution automates cashflow, revenue collection and debt recovery process. It also lowers the days receivable outstanding.
- Mobile phone is helpful for the model – allow customers to see invoices digitally, get reminders, take the impulse to pay on time
- If you issue many invoices a month and the quantity is justifiable, then automation only makes sense
- The platform provides information on customer in their payment, their promise to pay, and resolve collection issues. If something is disputed, it leads to non-payment. We improve traceability and digitalise recording process
- You can adopt a hybrid approach – electronic collection and traditional collection.
- Customer having multiple invoices can be brought onto a single platform. It allows businesses to manage a system of follow ups. Our platform captures collective intelligence. Standardization using template.
- Promise to pay is the second best thing in getting payment. It sets a few things up – can follow up with customers who do not pay. The platform can help track promises and broken promises.
- Customers prefer self-service, they do not want to wait until the finance person collects the payment.

Mr. Louis Tay & Mr. Chan Tai Wei, Building Materials Distributors Association of Malaysia

- Integrating 3D model with the construction process, to manage and control workflow in the whole process. Converting 2D drawings to 5D which help the construction or visualization process during the design.
- Construction industry is ripe for disruption with new digital smart technology. We can consolidate all technologies into 5 categories: high definition of geolocation, 5D building information modelling, digital collaboration and mobility, IoT and advanced analytics, future proof design and construction.
- Discrepancy between the real ground condition and earlier estimation often leads to costly last minute changes for project scope and design.
- Electronic distance measurement, GPS, LIDA (3D imaging technique that use optical laser, ground emitting radar, to produce above and below ground imaging). These devices are getting more powerful and cheaper. System that can collect all geographical information and be uploaded to the Cloud. Architect can retrieve this information to create an offsite realistic modelling and can provide feedback to the surveyor right away.
- Video: using electronic distance measurement using smart survey. Technology brings precision of 3D model which saves time and money. Reality and model can be completely aligned, making it easy for designers.

- 5D printing – BIP is a representation of a physical project, adding 4D dimension of scheduling and fifth dimension of costing. 2D design can lead to a lot of confusion. Using 3D we can do a realistic modelling. By adding the fourth dimension, we can simulate the project schedule and determine what needs to be done. Fifth dimension determines the cost for each project e.g. changing color or material.
- BIP does not only provide modelling, but also production, material supplier can generate production sheet according to specification.
- With technology of augmented reality, VR of creating a 3D environment in computer space, we create a mixed reality. Video: How BIP can be complemented with mix reality. Design solution for architect – allowing you to collaborate with teammates regardless of distance, with all the data needed available through this solution
- Digitalisation moves away from paper to real time information sharing online, reducing risk of miscommunication.
- Types of digital solution: for design management, we can visualize the 3D model, we can update the blue prints. For contract management, we can do online contracting and bidding. For document management, all is online so everyone is using the same reference. For scheduling and tracking performance, we can prioritize task in real time. For procurement and quality control, we can check materials where it is ordered and do remote check.
- IoT allows us to interconnect all construction objects to create a seamless environment to collect and exchange data. A lot of information available in construction which include Equipment, people, tool, materials. We can use IoT to put all this data for all solutions mentioned previously. They allow us keep track our equipment, alert us when it needs maintenance, track our inventory and re-order, pass the quality on-site, detect any defect early, ensure safety. If there is any sort of emergency or evacuation or missing workers, we can know their whereabouts, their wellbeing to know if they are suitable for working. It is sustainable and affordable.
- In the future: no officer needed to record electric consumption - Real time electric consumption online
- Future proof design consumption – designer can design using the CAD, contractors can use the CAD drawing to build accordingly
- The surveying geolocation – digital mapping, realistic modelling platform, online project management. We need IoT to help this platform to collect all the data.

Discussion

- Patrick: How relevant this digital smart technology to policies? Which areas it should be more or less strict? Policies have not caught up with digitalization, which areas?
- KeshMahinder: I do not see a role of government supervising businesses, I support free businesses. There are quite different statutes in different countries e.g. data protection act. Previously the laws are not enforced so strongly, now it is more.
- Louis: The adaptation will come naturally. In construction, it is totally fragmented. Need some intervention in construction – requiring process to be digital. In Singapore, you have to submit 3D models, this minimum requirement is necessary.
- Chain: In constructions we have a lot of dense materials, we need IoT to track consumption, this is cost-effective
- Sulyna: Real time data can help ensure safety and predict potential accident

Session 4: Learning from Successful Start-Ups

Geno Yaw Kinon, Manager, Trinity 3D Solutions Sdn Bhd

- 3D printer used to be so expensive, but cheaper materials are being developed
- If cost of the printer goes down, then the application will be more widespread
- There are a lot of applications including construction. It reduces your product development and production cost.
- It is applicable for many sectors ranging from architecture to medical.
- Medical application: each person has a different heart. Before surgery, 3D printer is able to produce a model of your exact heart so the surgeon can explain how the surgery is going to be performed on your heart.

Lim Ching Hong, CEO, SAFE-TS Sdn Bhd

- Real time monitoring of buildings: why is it important? If theres a construction going on around your property, it may affect the surrounding building, so it is important to have a system that tells you the status of your building real time.
- Traditionally, when you inspect a house, the surveyor investigates with his or her own eyes, but sometimes we need more detailed inspection. The cost and time of measuring or analysing the condition of the building one time is high, it is inefficient to do it repetitively. Instead of using a human being to scan around the area, we use robotic system and sensors e.g. to know the movement of a bridge, looking at vibrations and frequency.
- Case studies on MRT track in Singapore: want to build a new line next to the old line – a lot of heavy construction activity. We install our sensors on the pillars.

Discussion

- Chey: 3D printing – how to get into the market and what are the challenges? What we can take away from successful startups? We have transitioned from IPv4 to IPv6 – we have more IP addresses for sensors, IoT.
- Arturo: 90% of the startups do not survive the first year. We have an average of 200,000 startups per year in Peru. Invest a little time and money to see if your startup has a solid foundation. My business has survived for 27 years – some questions to ask: do you have a business model? Have you analysed the market? Have you tested your idea? Customers can give feedback. Entrepreneurship is at the heart of everyone – perseverance is important and good quality products.
- Geno: Failure is part of learning. Understand the basic and foundation of a startup. Make a lot of mistakes, understand the market – how many customers can afford your product. There is no point selling a high-end product if the customer isn't there. The industry you are in is important e.g. 2D industry is shrinking – anyone in that market will get frustrated from competition. That is the reason I chose 3D printing.
- Lim Ching Hong: Having a business model is important. I merge industry and technology – there is still a lot of opportunity, industry is still dominated by manual workers, still labour intensive. Key ingredients is to know about the industry, talk to people around you.

- David: Regulations - What is the key thing government has to do to nurture more of this? There is enormous potential for technology – where are we going to be in 5 years?
- Geno: Different country has different rules. It is good to get support from government, grant for startups. 3D printing is not popular yet – trend business, it goes up and down, we need to find sustainability. Many players die off because they do not understand the clients, what are their needs, how to create solutions.
- Lim Ching Hong: Education is key, more research – there is a lot of opportunity. I still look for collaborations and hopefully in 5 year-time there will be more sensors installed in buildings.
- Chey: Do you have an exit strategy for your business? Can you enter and exit the market if you need to? Traceability in the value chain is important. Everything that goes into a country need to meet all kinds of requirements.
- Unknown: Instead of using the word disruption, we should use the word innovation

Closing remarks by MSPC, Ts Choo Kok Beng

- This was a learning exercise, following what APSC does. Lively discussion, very interactive with participants asking questions.
- We have achieved what we had set out for – good coverage by media.
- We will try to drive the change of mindset to the digital technology.
- We are ready to create a bigger platform for ASEAN service provider confederation, rather than going from one country at a time, better to meet together as a regional group – it will be more efficient.
- We have got an invitation to Penang – Silicon valley of Southeast Asia. What are the messages we want to give to government in order to harmonize the relationship between government and private sector?