

How **SMEs** can conquer opportunities and challenges of **ASEAN integration**



SME TRENDS



SMEs make up **96%** of businesses in ASEAN member states¹.



SME sector represents **98%** of all registered businesses in the Philippines².



80% of SMEs in the Asia Pacific (APAC) region report an increase in revenue by utilizing social media platforms.



60% of APAC SMEs' total revenue is generated by exports to other countries.



62% of APAC SMEs agree that new innovations in technology will make it easier to export their goods in future³.

BUSINESS CHALLENGES



SMEs consider the increase in competition **internationally (38%) and locally (37%)** as the most common challenges in business.



Navigating logistics is a major hurdle for business expansion across borders. **48%** of APAC SMEs consider logistics providers as vital in their export growth.



Transport time and distribution costs need to be reduced. SMEs demand for **faster (41%) and cheaper (34%)** delivery of goods.

¹ Strategic Action Plan for SME Development (SAPSMED) 2016-2025

<http://www.asean.org/wp-content/uploads/images/2015/November/ASEAN-SAP-SMED-2016-2025/SAP%20SMED%20-%20Final.pdf>

² PH ready for full ASEAN integration in 2016 - DTI Chief <http://investphilippines.gov.ph/ph-ready-for-full-asean-integration-in-2016-dti-chief/>

³ Harris SME Research