



Upskilling and reskilling MSMEs workers and entrepreneurs

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APEC Webinar on
Managing the long-term economic effects of the flexible work arrangements
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ERIA Renews MoU with ASEAN Inter-Parliamentary Assembly

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ASEAN+3



ASEAN+6



Towards digital economies *a spectacular acceleration across ASEAN...*

- The ASEAN region is one of the **fastest growing digital economies** in the world
- The number of **digital consumers** nearly tripled between 2015 and 2018 **from 90 million in 2015 to 250 million in 2018 to 310 million by the end of 2020**. The **pandemic is dramatically accelerating this trend** and according to some recent estimates (Facebook and Bain & Company 2020, McKinsey 2020)
- Country examples: **Indonesia's e-commerce market is booming** at the rate of over 30% per year. **Singapore, Thailand, and Malaysia are also projected to experience double-digit growth** (ERIA 2017)



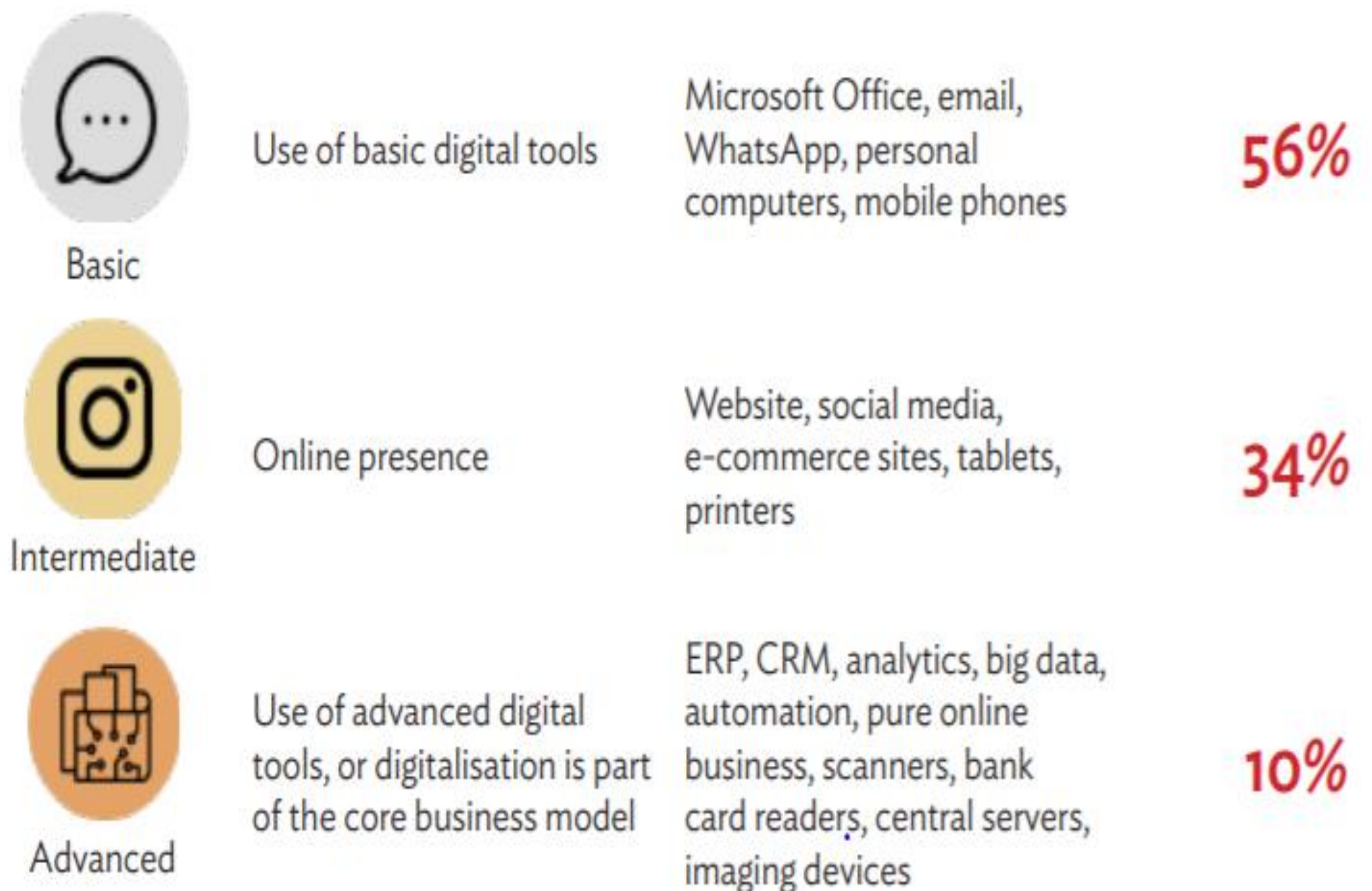
- ASEAN economies are **global leader in terms of e-wallets and digital payment adoption**. At least 10% of the adult populations of Malaysia, Vietnam, Thailand, Indonesia, and Singapore already use e-wallets, well ahead of those of advanced economies (BCG 2020)



... which MSMEs managers and workers need to benefit from...

- MSMEs are undoubtedly the backbone of ASEAN's diverse and dynamic economy, accounting for **95%–99% of all business establishments** and more than half of the total employment in all ASEAN Member States (AMS)
- Many **ASEAN MSMEs still struggle to adopt and use digital technologies and tools** (ERIA, 2019) compared with larger companies with more resources to invest in training, reskilling, and upskilling

ASEAN MSMEs and digital tech



Source: ERIA (2019)



... by acquiring new and relevant skills sets...

- Education systems need to prepare the future labour workforce with a growing set of **inter-related and complementary skills** including cognitive skills, socio-emotional skills, and technical skills. Non-cognitive include skills such as team-working, social empathy, leadership, and management skills.



- Collaborative partnerships amongst different actors are emerging, e.g. **higher education institutions - the business sector – governments**. Examples: ‘Go Digital ASEAN’ initiative – a partnership between The Asia Foundation, Google.org and ASEAN – ASEAN Digital champions taking an active role Bukalapak – Tokopedia and others training MSMEs to go online -



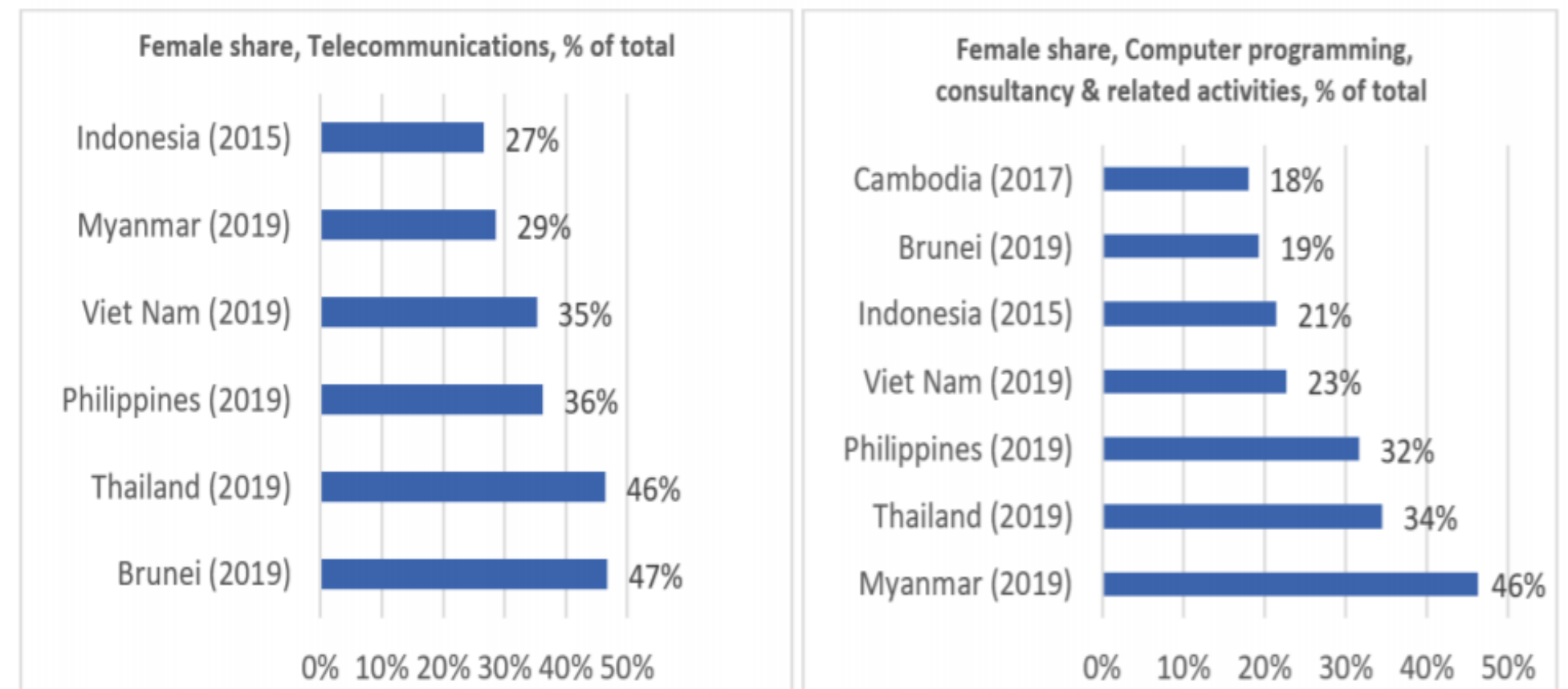
... to make the digital transformation inclusive!



- In the region people with best connectivity and digital skills tend to be men in metropolitan areas. **Women and rural communities are disadvantaged** (Sey 2021, The Asia Foundation 2020)

- Women are more likely to **lack advanced digital skills** and are generally **underrepresented in STEM jobs**. Which is an obstacle for them to **thrive** and become **digital leaders**

Women Are a Minority in Tech Occupations in ASEAN



Source: Ajmone Marsan and Sey (2021)



For further reading (and watching)

Ajmone Marsan and Sey (2021), Women's Participation in the Digital Economy: Improving Access to Skills, Entrepreneurship, and Leadership across ASEAN, <https://www.eria.org/publications/womens-participation-in-the-digital-economy-improving-access-to-skills-entrepreneurship-and-leadership-across-asean/>

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ERIA (2019), Study on MSMEs Participation in the Digital Economy in ASEAN, Nurturing ASEAN MSMEs to Embrace Digital Adoption, ERIA 2019: <https://www.eria.org/uploads/media/Books/2019-October-ERIA-ASEAN-Study-On-MSMEs-Participation.pdf>

Facebook and Bain & Company (2020), Digital Consumers of Tomorrow, Here Today, A SYNC SOUTHEAST ASIA REPORT, [https://www.bain.com/globalassets/noindex/2020/facebook and bain and company report digital consumers of tomorrow here today.pdf](https://www.bain.com/globalassets/noindex/2020/facebook%20and%20bain%20and%20company%20report%20digital%20consumers%20of%20tomorrow%20here%20today.pdf)



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ERIA Webinar Series - Episode #1

Entrepreneurship, Start-Ups, and Innovation (E-S-I)
in ASEAN and East Asia for The Post-Pandemic Recovery

Futurecasting: E-S-I in ASEAN and East Asia 2021 and Beyond

Thursday, 4 March 2021

2:00 PM to 3:30 PM

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Jonathan Wong | Chief of Technology and Innovation, UNESCAP

Adna Rahman (TBC) | Head Entrepreneurship Innovation Centre,
Ministry of Education, Brunei Darussalam

NGO Ravindra | Co-Founder and CEO, Invest in Cambodia;

Founder, The ASEAN Network

Veronica Low | President, ASEAN Business Youth Association, Singapore

Nur Kaser | Managing Director, KnowledgeHiveInternational, Malaysia



Thank you!
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