Digital Marketplace Participation and MSME Formalization in the APEC Region

APEC SMEWG 207 · 2025A

Request for support to share the MSME survey of the APEC project on digital marketplaces and MSME formalization

(Embassy of the Republic of Chile in Japan)

We are writing on behalf of the research team leading the above-mentioned APEC project, which is carried out with the Undersecretariat of International Economic Relations (SUBREI) of Chile as counterpart. We are grateful to the Osaka Chamber of Commerce and Industry (OCCI) for its kind assistance in sharing this request.

The project examines how the participation of micro, small and medium-sized enterprises (MSMEs) in online marketplaces can support their transition towards formal operation, such as business registration, taxation and permits, with particular attention to women-led businesses. The study covers the 21 APEC economies. It originates in the priorities of APEC 2024 and builds on the Lima Roadmap to Promote the Transition to Formal and Global Economies (2025–2040).

The main objective of the project is to generate evidence that can inform public policy recommendations to improve conditions for MSMEs across the APEC region, including Japan. The survey is the principal source of that evidence: the experiences, barriers and needs of Japanese MSMEs will be reflected in the recommendations only if the businesses themselves respond. For this reason, the participation of your members is especially valuable for the quality and relevance of the study.

We respectfully request your support to:

1. Share the enclosed survey links with MSMEs and other member businesses of your organization, indicating that Survey A is for businesses that do not sell on online marketplaces and Survey B for those that do. Both surveys are available in English and Japanese (courtesy translation).
2. Encourage them to respond, explaining that the results will support policy recommendations in favor of MSMEs.
3. If you consider it useful, hold a brief virtual meeting with our team to present the project.

Participation is voluntary and all responses are confidential. Results will be reported in aggregate form only, and no business or respondent will be identified. We would be grateful to receive responses ideally by the end of November 2026.

We remain at your disposal to provide any additional information or materials. Thank you very much for your kind consideration and support.

Sincerely,

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Enclosures — MSME surveys (English and Japanese):

Survey A (businesses not selling on online marketplaces): https://docs.google.com/forms/d/e/1FAIpQLSe_vo802DGeeNoylcGt-P9LxsnhewW_ounFybD4LudGl88zCg/viewform

Survey B (businesses selling on online marketplaces): https://docs.google.com/forms/d/e/1FAIpQLScjqVDi0Tx6ycDqB-0VqF0XXXIz7WuX0ugXhqMkuXEE8LF09g/viewform