



**Asia-Pacific  
Economic Cooperation**

# **APEC SME Crisis Management Training Workshop**

## **Administrative Circular**

**For Instructors**

**24—28 May 2010**

**Taipei**

**Chinese Taipei**

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ANNEX A-C

## 1. PURPOSE

This circular provides information on the administrative arrangements for APEC SME Crisis Management Training Workshop to be held from 24 to 28 May 2010 in Taipei. Any change of this circular will be announced on <http://www.apecscmc.org>.

## 2. TIME & VENUE

Dates: 24-28 May 2010

DAY	TIME	PROGRAM AT A GLANCE
24 May (Monday)	0900-1630	APEC SME Crisis Management Training Workshop (I)
	1830-2100	Welcome Reception
25 May (Tuesday)	0900-1630	APEC SME Crisis Management Training Workshop (II)
26 May (Wednesday)	0900-1630	APEC SME Crisis Management Training Workshop (III)
27 May (Thursday)	0900-1630	APEC SME Crisis Management Training Workshop (IV)
	1830-2100	Farewell Dinner
28 May (Friday)	0900-1200	APEC SME Crisis Management Training Workshop (V)
	1200-1330	Luncheon
	1330-1800	Study Tour

- The venue for APEC SME Crisis Management Training Workshop will be at:  
Grand Formosa Regent Taipei  
41 Chung Shan North Road, Section 2, Taipei 10450  
Tel: (886-2) 2521-5000  
Website: <http://www.grandformosa.com.tw>
- Accommodation for all participants will be at:  
Grand Formosa Regent Taipei  
41 Chung Shan North Road, Section 2, Taipei 10450  
Tel: (886-2) 2521-5000  
Website: <http://www.grandformosa.com.tw>

### **3. PROGRAM ARRANGEMENTS**

#### **3.1 APEC SME Crisis Management Training Workshop (24-28 May 2010)**

Workshop Objectives: With increased globalization of the world economy, SMEs need a mechanism to deal with a variety of economic crises which frequency is expected to be much higher than before. In the 2009 Annual Ministerial Joint Statement and SME Ministerial Statement, the Ministers have encouraged the establishment of the APEC Crisis Management Center (SCMC) proposed by Chinese Taipei. “To improve SMEs’ crisis management capabilities” has also been identified by the 2009 Leader Declaration as an important task for APEC during the coming years. The objectives of the SCMC is to monitor the possible impacts of emerging or existing economic crises on SMEs, conduct study on the strategies of the SME crisis management, and provide training and consultation to SMEs. The Center will be established on 24 May 2010 in Taipei, and the training workshop is a 5-day meeting from 24 to 28 May 2010. The purpose of the workshop is to train the trainees from 11 APEC developing economies to familiarize with the international economic crisis and the strategies to manage the crises. It will provide knowledge such as new globalization trend, the interconnections of global economy, the routes and methods a crisis spreads to the globe, nature and supply-demand conditions of global oil and other raw material markets, and the operation of global financial markets. The trainees are expected to train the SMEs of their home economies when finishing the training.

#### **GENERAL INFORMATION FOR THIS WORKSHOP**

##### **■ AGENDA**

Please refer to Annex C-1 · C-2.

##### **■ MEETING ROOM**

Grand Ballroom, 3<sup>rd</sup> Floor

VIP Room 1, 4<sup>th</sup> Floor

##### **■ PROFILE OF TRAINEES**

The trainees of the workshop will be from 11 APEC developing economies with each economy dispatching two delegates. The 11 economies are Chile, China, Indonesia, Malaysia, Mexico, Papua New Guinea, Peru, the Philippines, the Russian Federation, Thailand and Viet Nam. The delegates are expected to train the SMEs of their home

economies when finishing the training.

The trainees will be recommended by above-mentioned economies. It is suggested that the trainees could be selected from the private sector, such as SMEs leaders and association members. The criteria to select candidates include: 1. being experienced in the affairs of SMEs; 2. possessing basic ability to understand and absorb the learning materials; and, 3. being in a position that makes them able to train SMEs in their home economies.

#### ■ CONTACT

Communications on **substantive issues** and **logistics matters** should be directed to:

The Secretariat of the APEC SME Crisis Management Center

Division II

Taiwan Institute of Economic Research

Fax: (886-2) 2594-6311

Ms. Teresa Huang

Tel: (886-2) 2586-5000 ext. 631

E-mail: [teresa@tier.org.tw](mailto:teresa@tier.org.tw)

Ms. Cynthia Wu

Tel: (886-2) 2586-5000 ext. 609

E-mail: [d26033@tier.org.tw](mailto:d26033@tier.org.tw)

## 4. REGISTRATION / ACCREDITATION

All participants include instructors must fill in the Registration Form and send the completed form to the Secretariat of the APEC SME Crisis Management Center.

All participants are required to send a photo (passport photo-size) to the Secretariat of the APEC SME Crisis Management Center for ID badge preparation.

### 4.1 Online Registration

All participants are recommended to register on-line at the website: [www.apecscmc.org/2010](http://www.apecscmc.org/2010). The online registration will be commenced on **19 April 2010** and no later than **7 May 2010**.

### 4.2 Fax or E-mail Registration

If the website is not accessible, participants may also register by sending the completed Registration Form by fax to (886-2) 2594-6311 or by e-mail to [teresa@tier.org.tw](mailto:teresa@tier.org.tw) and

[d26033@tier.org.tw](mailto:d26033@tier.org.tw) before the registration deadline of **7 May 2010**. Please refer Annex A for the Registration Form.

### **4.3 Accreditation on Arrival**

A welcome desk will be set up at the lobby of **Grand Formosa Regent Taipei** on 23 May from 10:00 to 22:00. Participants will receive their badges and related materials upon registration from the welcome desk.

Note:

- All participants are requested to wear their Identification Badge at all times during the meetings and other related events.
- For any additional requests or questions about badges, conference supplemental documents and other related materials, all participants could reach the Conference Secretariat at VIP Room 8 (3<sup>rd</sup> Floor).

## **5. TRAVLE EXPENSE**

The travel cost of the instructors' trip to Taipei will be fully covered. APEC will sponsor instructors' round-trip economic class airfares and US\$303 per diem each day for 2.75 days when you attend the training workshop (that is, 2 days plus additional payment of 75% of the per diem rate). An honorarium of US\$600 will be provided to you by APEC. Hotel accommodation (2 nights) and dinner are included in per diem allowance, and should be paid directly by the instructors.

Concerning flight fare, the sponsored participants' flight fares are reimbursed by APEC secretariat. For APEC reimbursement, the participants should:

- Obtain two fare quotations for your intended itinerary, traveling in economy class and with the most direct and economical return routing. The itinerary and quotation should be sent to Ms. Evelyn J. Low (email: [ejl@apcc.org](mailto:ejl@apcc.org)) and copy to Mr. Luis Tsuboyama (email: [LT@apcc.org](mailto:LT@apcc.org)) at the APEC Secretariat and Ms. Teresa Huang (email: [teresa@tier.org.tw](mailto:teresa@tier.org.tw)) and Ms. Cynthia Wu ([d26033@tier.org.tw](mailto:d26033@tier.org.tw)) at the Secretariat of the APEC SME Crisis Management Center.
- Once the APEC Secretariat has approved your fare and itinerary, they will send you a travel undertaking for your signature. The undertaking is a contract between you and the APEC Secretariat, in which the Secretariat commits to reimburse you for your

flight fare. The travel undertaking must be completed at least 8 days before travel commences.

- Within one month of completing the travel, a claim detailing your flight fare, along with relevant receipts, airline tickets, and boarding stubs, should be sent to the APEC Secretariat according to your initial apply. Once the APEC Secretariat has reviewed your claim, it will reimburse your costs.
- The APEC Secretariat permits, on request, the payment of advances for travel to travelers from travel-eligible economies. Such payments will only be made after receipt of a signed advance travel undertaking form.

Note:

- Please note that if you wish to combine your APEC-funded trip with a non-APEC-funded trip, you will have to submit two sets of quotations to the APEC Secretariat: one for the actual trip and one with the APEC-only travel. A cost-sharing proposal for the non-APEC travel is also required.

## **6. ARRIVALS AND ENTRY FORMALITIES**

### **6.1 Passport and Visas**

All participants from APEC member economies require a visa to enter Chinese Taipei, except those from Australia, Canada, Japan, Republic of Korea, Malaysia, Singapore, and U.S.A, who may enter Chinese Taipei under the visa-exemption program. Participants under the visa-exemption program are eligible to stay up to 30 days, which is not extendable. For further information, please go to: <http://www.boca.gov.tw>.

### **6.2 Airport Facilities**

A welcome desk will be staffed by representatives of the Secretariat of the APEC SME Crisis Management Center at the Taoyuan International Airport from 09:00 to 21:00 on 23 May. Staff will greet participants, facilitate ground transportation and provide general information to participants. Participants are required to provide their airline, flight number, date and time of arrival and the number of participants on the Registration Form (Annex A). Please advise the Secretariat of the APEC SME Crisis Management Center of any flight changes in order to effectively facilitate arrival arrangements.

**7. TRANSPORTATION**

**7.1 Get in**

By plane (inbound direct connecting flight)  
Taoyuan International Airport (also CKS International Airport) is located in Taoyuan County approximately 40 kilometers, or about 50 minutes by car from downtown Taipei. For further information, please go to: <http://www.taoyuanairport.gov.tw>

**7.2** Free shuttle service will be provided **from the Taoyuan International Airport to Grand Formosa Regent Taipei** between 09:00 and 21:00 on 23 May. Please kindly notify the Secretariat of the APEC SME Crisis Management Center of relevant arrival information through filling out the following registration form. In addition, participants should inform the Secretariat of the APEC SME Crisis Management Center if they do not require courtesy shuttle service on arrival from the airport to the hotel.

**7.3** Staffers will greet arriving participants and provide assistance in locating pre-arranged transportation at the Taoyuan International Airport.

**8. HOTEL ACCOMODATION**

The Secretariat of the APEC SME Crisis Management Center will reserve and cover accommodation fee for all participants at **Grand Formosa Regent Taipei**. Participants are requested to book their accomodation as early as possible, but not later than **7 May 2010** by registering on-line or completing submitting the attached Hotel Registration Form (ANNEX B).

Room reservation should be done **online** (recommended) or be directed to Ms. Rebecca Chen at Grand Formosa Regent Taipei (Tel: 886-2-2522-8121 or [rebeccachen@grandformosa.com.tw](mailto:rebeccachen@grandformosa.com.tw)) and Ms. Gabby Tseng (Tel: 886-2-2522-8129 or [gabbytseng@grandformosa.com.tw](mailto:gabbytseng@grandformosa.com.tw)).

Please refer to the following information for the room type we offer:

Room Type	Room Rate
Deluxe King	NTD 4,500 Net

*\*Rate above is inclusive of one daily breakfast and In-Room Unlimited High Speed Internet Access.*

Hotel accommodation and dinner are included in APEC’s per diem allowance, and should

be paid directly by the experts. After the travel, APEC will pay you per-diem allowance after receiving required materials.

Please notify the hotel 48 hours prior to the day of arrival for any cancellation. Cancellations must be made at least 72 hours in advance, otherwise one-night room charge as “no-shows.” Charge will be claimed from your guaranteed credit card. Please refer to Annex B for the Hotel Reservation Form and specify date of check-in and check-out.

Grand Formosa Regent Taipei  
41 Chung Shan North Road, Section 2, Taipei 10450  
Tel: (886-2) 2521-5000  
Website: <http://www.grandformosa.com.tw>

## 9. THE SECRETARIAT ROOM

<b>The Secretariat Room</b>	VIP Room 8, 4 <sup>th</sup> Floor Opening hours 24 to 27 May: 0800-2200 28 May: 0800-1200
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The Secretariat Room is not available on 23 May. Please approach to the welcome desk in the hotel lobby if any help is needed on that day. Starting from 24 May, the Secretariat Room will be furnished with computers (with one high-speed internet connection) and printers. There will be five computers free to use by the participants in the Secretariat Room. Software available is Microsoft Office XP Std. in English. Participants should use these equipments for official purposes only.

## 10. SECURITY AND MEDICAL

Security and medical services will be available at the meeting site and at official hospitality functions throughout the duration of the meetings. Participants are responsible for paying medical, surgical, dental, and hospital fees, or for presenting an insurance policy covering such fees.

## 11. GENERAL INFORMATION

### 11.1 Taipei in Brief

Taipei City is the current capital city and it is the center of politics, economy, education and recreation of the economy and offers a wide selection of sights. It is located in the northern basin of the island, taking the Dan Shui River, Hsin Dian River, Keelung River and Taipei County as boundaries. The population of Taipei City alone is around 3 million. Moreover, the 2010 Taipei International Flora Exposition is set to open on 6 November 2010 in Taipei. Featuring a theme of “Rivers, Flowers, New Horizons”, the Expo will include 14 exhibition halls. For more information about Taipei, please visit <http://english.taipei.gov.tw>.

## 11.2 Weather in Taipei

Taipei’s weather is affected by latitude, altitude, terrain and monsoon factors; it is general warm in winters and hot in summers. It rains throughout the four seasons and is commonly warm and humid. January is the month with the lowest average temperature of 15.8°C whereas August is the month with the highest average temperature of 29.3°C. February is the month with the highest average relative humidity of 80% whereas the yearly average relative humidity of 78%. For detailed weather forecast, please go to: <http://www.cwb.gov.tw/eng/>.

## 11.3 Telecommunication

Long distance calls can be made from hotel rooms or public phones. Pre-paid phone cards are available at the hotel or convenience stores, and they can be used either for domestic or international calls. Please be noted that all charges for personal phone calls made in the hotel rooms are borne by participants.

## 11.4 Currency and Banking

The currency used in Taiwan is the New Taiwan Dollar (NTD), and the basic unit is Yuan. According to Chinese Taipei’s customs, no more than NTD 40,000 in notes may be brought in by each passenger unless a permit is obtained in advance. **There are no restrictions on the amount of foreign currency**, traveler’s checks or credit cards brought into Chinese Taipei. However, **travelers carrying more than USD 5,000 must declare them to Customs**.

Major foreign currencies can be exchanged at moneychangers or banks. Rates in these establishments are usually better than those in hotels. Approximately **USD1.00** is

**equivalent to NTD32.5.**

Bank notes come in denominations of NTD100, NTD200, NTD500, NTD1000, and NTD2000. Coins are in the following denominations: NTD1, NTD5, NTD10, and NTD50.

Automatic Teller Machines (ATMs) are normally available in banks and other commercial establishments such as major railway stations, airports, convenience stores, petrol stations, department stores, and shopping complexes. If you make an interbank withdrawal (that is, withdrawal from an ATM that does not belong to your bank) you will be charged a small fee for each transaction. Most ATMs offer interface in both.

## **11.5 Electricity**

110 volts

## **11.6 Reminders for Traveler**

- A great majority of indoor public areas in Taiwan are non-smoking areas, such as cultural or social education institution, government offices, physical education or training sites, hotels shopping malls, restaurants, conference halls. Outdoor public areas include sites for public transportation, stations sites, medical treatment service institutions, and so on.
- Smoking, drinking and gum chewing are prohibited in Taipei Rapid Transit (MRT) area, also known as Taipei Metro area.

## **11.7 Emergency Phone Numbers**

<b>Emergency Call Service</b>	<b><i>Phone Number</i></b>
Police	110
Ambulance	119
Fire Brigade	119
International Exchange Operator	100
Local directory Assistance	104

## **11.8 Postal Service**

Post offices are open from 08:30 to 16:30 on Monday to Friday and from 08:30 to

12:00 on Saturday. Most large hotels also provide postal services at front desks.

## 11.9 International Telephone Codes

<b>ECONOMY</b>	<b>CODE</b>
Australia	61
Brunei Darussalam	673
Canada	1
Chile	56
People's Republic of China	86
Hong Kong, China	852
Indonesia	62
Japan	81
Republic of Korea	82
Mexico	52
Malaysia	60
New Zealand	64
Papua New Guinea	675
Peru	51
Republic of Philippines	63
Russian Federation	7
Singapore	65
Chinese Taipei	886
Thailand	66
United States	1
Vietnam	84

# APEC SME Crisis Management Training Workshop



24 – 28 May 2010

Chinese Taipei

## Registration Form

<b>Participants Information *required</b>		
Please fill in <i>CAPITAL LETTERS</i> .		
*Member Economy:		Nationality:
*Gender <input type="checkbox"/> Female <input type="checkbox"/> Male		
<input type="checkbox"/> Prof. <input type="checkbox"/> Dr. <input type="checkbox"/> Mr. <input type="checkbox"/> Ms. <input type="checkbox"/> Mrs.		
*Family Name:		*First Name:
*Title/Position:		Organization/Company:
*Passport No:		*Date of Birth (mm/dd/yy):
*Tel:    Country code - City code - Phone No	Fax:    Country code - City code - Fax No	*Email:
*Address:		
*Dietary Preference: <input type="checkbox"/> No Preference <input type="checkbox"/> Vegetarian <input type="checkbox"/> Pork-Free <input type="checkbox"/> Seafood Free <input type="checkbox"/> Other Preference _____		
*Flight information:		
(1) Arrival at Taoyuan International Airport)		
Date:	Time:	Flight No/Airline:
(2) Departure at Taoyuan International Airport )		
Date:	Time:	Flight No/Airline:
*Request for Transportation from airport to hotel		
<input type="checkbox"/> Free Shuttle Bus on arrival at Taoyuan International Airport.		
<input type="checkbox"/> I will make my own transportation arrangements. I will arrive at the hotel at _____ via other transportation (please indicate _____)		
*I will be attending the following meeting/activity (please refer to the Administrative Circular for agenda details:		
<input type="checkbox"/> APEC SME Crisis Management Training Workshop (24 May to Morning of 28 May)		
<input type="checkbox"/> Study Tour (Afternoon of 28 May)		
Participants are required to send an electronic photo (passport photo-size) to the Secretariat of the APEC SME Crisis Management Center for ID badge preparation.		
Please email back the completed form to the following contact persons before <b>7 May 2010</b> .		
Ms.Teresa Huang/ Ms. Cynthia Wu		
Tel: 886-2-2586-5000 ext. 631 / ext. 609    Fax: 886-2-2594-6311		
E-mail: teresa@tier.org.tw / d26033@tier.org.tw		

# APEC SME Crisis Management Training Workshop



24 – 28 May 2010

Chinese Taipei

## Hotel Registration Form

<b>Personal Information *required</b>		
Please fill in <i>CAPITAL LETTERS</i> .		
*Member Economy: _____		
*Gender <input type="checkbox"/> Female <input type="checkbox"/> Male		
<input type="checkbox"/> Prof. <input type="checkbox"/> Dr. <input type="checkbox"/> Mr. <input type="checkbox"/> Ms. <input type="checkbox"/> Mrs.		
*Family Name: _____		*First Name: _____
*Tel: Country code-City code-Phone No _____	Fax: Country code-City code-Phone No _____	*Email: _____
<b>Accommodation (Conference Special Rates)</b>		
Hotel Name		Deluxe King
<b>Grand Formosa Regent Taipei</b>		<b>NTD 4,500 Net</b>
★ Check-in Date: _____ Check-out Date: _____		
★ Rate above is inclusive of one daily breakfast and In-Room Unlimited High Speed Internet Access.		
★ All Chinese Taipei hotels are smoke-free and only non-smoking rooms are available.		
★ The regular check-in time is <b>3:00 pm</b> and check-out time is <b>12:00 pm</b> . <i>Early Check-in</i> and late check-out can be requested but not guaranteed based on availability with advance notice.		
<b>Flight Information</b>		
(1) Arrival ( <input type="checkbox"/> Taoyuan International Airport <input type="checkbox"/> others _____ )		
Date _____ Time _____ Flight No/Airline (if applicable) _____		
(2) Departure ( <input type="checkbox"/> Taoyuan International Airport <input type="checkbox"/> others _____ )		
Date _____ Time _____ Flight No/Airline (if applicable) _____		
<b>Credit Card Guarantee</b>		
The hotel room will not be reserved without a Credit Card Guarantee!		
Card Type: <input type="checkbox"/> MasterCard <input type="checkbox"/> VISA <input type="checkbox"/> AMEX <input type="checkbox"/> JCB <input type="checkbox"/> Diners		Expiration Date: _____ (M) _____ (Y)
Card No. _____ - _____ - _____		
Name of Card Holder _____		
1. Please email or fax the completed form to the following contact person before <b>May 7, 2010</b> . Grand Formosa Regent Taipei Sales Department - Attn: Ms. Rebecca Chen (Tel: 886-2-2522-8121 or rebeccachen@grandformosa.com.tw) Ms. Gabby Tseng (Tel: 886-2-2522-8129 or gabbytseng@grandformosa.com.tw) FAX : 886-2-2543-1643		
2. The reservation will become valid upon receipt of confirmation from the hotel.		
3. Notification of cancellation should be received in writing by fax or email to the hotel.		
4. Cancellations must be made at least 72 hours in advance, otherwise one-night room charge as “no-show” charge will be claimed from your guaranteed credit card.		
5. In case of No-shows for any arriving flight transportation arrangements before 06:00 or after 22:00, No-show charge of NT\$2,400 net will be incurred to your room account or credit card.		

**APEC SME Crisis Management Training Workshop**  
**Tentative Curriculum**  
24 – 28 May 2010

**24 May (Monday)**

- 0830-0900 Registration  
0900-0920 Opening Session: Opening Remarks  
0920-1000 Opening Session: Opening Ceremony of the APEC SME Crisis Management Center  
1000-1020 Coffee Break  
1020-1200 Session I: The New Trends of International Financial Crises  
1200-1220 Questions and Answers  
1220-1330 Luncheon  
1330-1450 Session II :Understanding International Financial Crises  
1450-1510 Coffee Break  
1510-1630 Session II :Understanding International Financial Crises  
1830-2100 Welcome Dinner

**25 May (Tuesday)**

- 0900-1020 Session III: Crisis Management: Securing the Supply of Raw Materials  
1020-1040 Coffee Break  
1040-1200 Session II: Crisis Management: Securing the Supply of Raw Materials  
1200-1330 Luncheon  
1330-1450 Session IV: Crisis Management: Finance  
1450-1510 Coffee Break  
1510-1630 Session IV: Crisis Management: Finance

**26 May (Wednesday)**

- 0900-1020 Session V: Preparedness Strategies for International Financial Crises  
1020-1040 Coffee Break  
1040-1200 Session V: Preparedness Strategies for International Financial Crises  
1200-1330 Luncheon  
1330-1450 Session VI: Crisis Management: Marketing Strategies  
1450-1510 Coffee Break  
1510-1630 Session VI: Crisis Management: Marketing Strategies

**APEC SME Crisis Management Training Workshop**  
**Tentative Curriculum**  
24–28 May 2010

**27 May (Thursday)**

0900-1020 Session VII: Crisis Management: Business Partnership and Cooperation  
1020-1040 Coffee Break  
1040-1200 Session VII: Crisis Management: Business Partnership and Cooperation  
1200-1330 Luncheon  
1330-1450 Session VIII: Crisis Management: Human Resource  
1450-1510 Coffee Break  
1510-1630 Session IX : Crisis Management: Innovation  
1830-2100 Farewell Dinner

**28 May (Friday)**

0900-1020 Session X: Best Practice of Crisis Management  
1020-1040 Coffee Break  
1040-1200 Session X: Best Practice of Crisis Management  
1200-1330 Luncheon  
1330-1800 Study Tour