

Internet-driven exports: The SME Opportunity

Andrew Ure
SME Summit
Lima 17 November 2016



This is the most
exciting time in
history to be a
small business



3 reasons...

Information

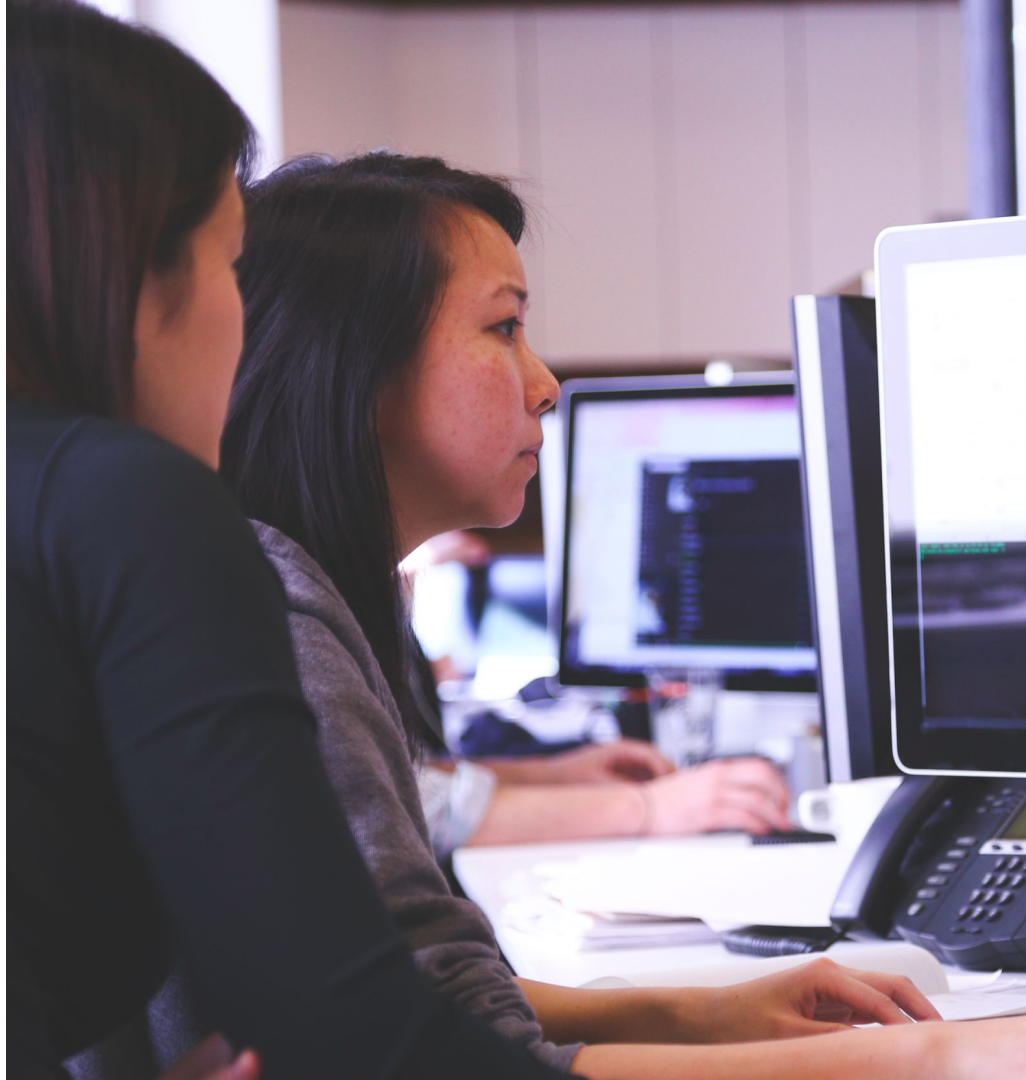
Information on opportunities, suppliers and prices

Low cost

Computational power (esp cloud computing)

Access

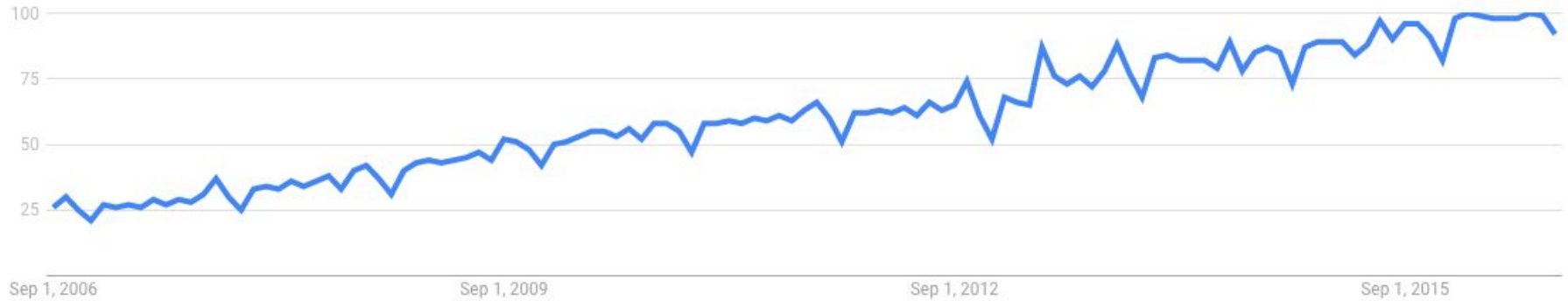
Global customer base



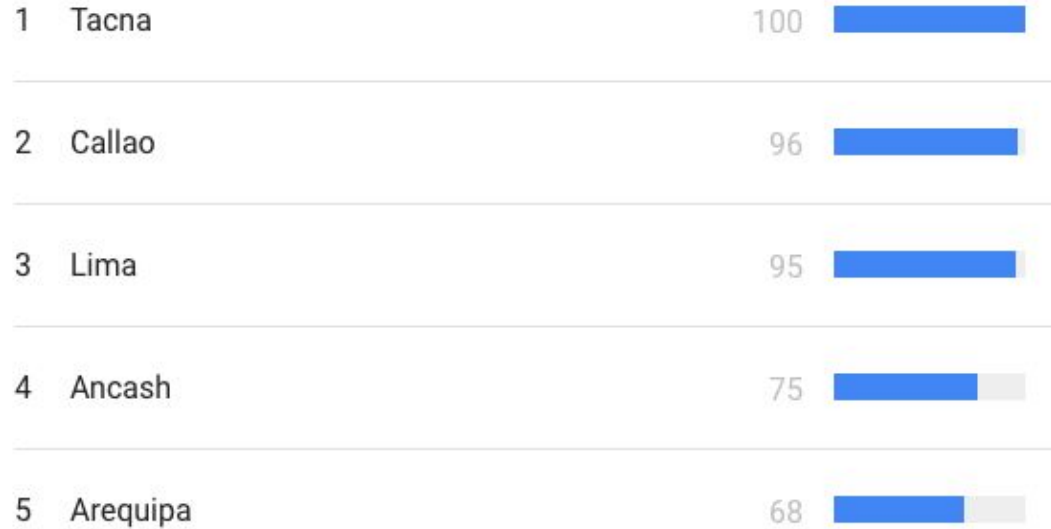


Example: Global searches for 'Dentist'

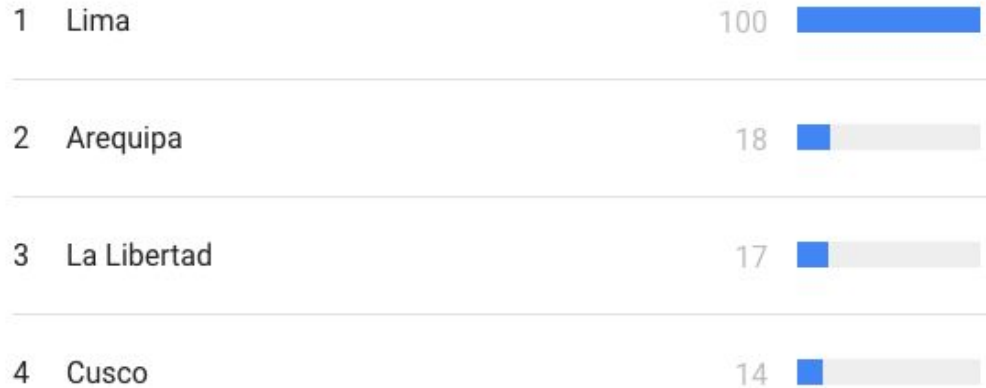
Interest over time ?



Peru local searches for 'Dentista' (relative)



Peru local searches for 'Peluquero'



Related searches for 'Cafe'

Related queries ?	Rising ▼ ⋮
1 armonica cafe	Breakout
2 cafe a bistro	+850%
3 cafe bistro	+500%
4 lucio cafe	+150%
5 cafe gianfranco	+120%



Armonica cafe

4.8 ★★★★★ 9 comentarios de Google

Restaurante

Sitio web

Indicaciones

Dirección: Av Mariscal La Mar 1167, Miraflores 15074

Teléfono: (01) 4215498

Horario:	lunes	Cerrado
	martes	08–21
	miércoles	08–21
	jueves	08–21
	viernes	08–21
	sábado	08–21
	domingo	08–21

Armonica cafe

Av Mariscal La Mar 1167, Miraflores

Escribe una opinión

4.8 ★★★★★ 9 opiniones

Ordenar por: Más útiles ▾



Christopher Garcia

un mes atrás

★★★★★ Comida sana y muy rica!!



Ernesto Deza

un mes atrás

★★★★★ Opciones no solo saludables, sino también deliciosas y a precios cómodos.



Gabriel Saldaña

un mes atrás

★★★★★ Comida orgánica muy bien preparada



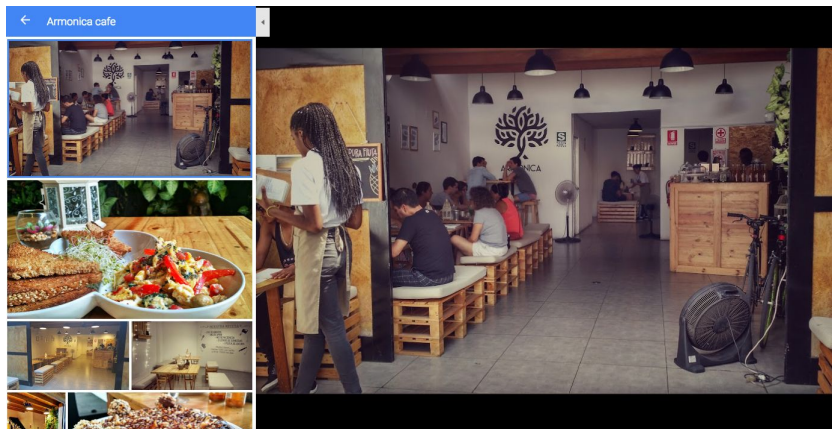
Luis Alberto Castro

7 meses atrás

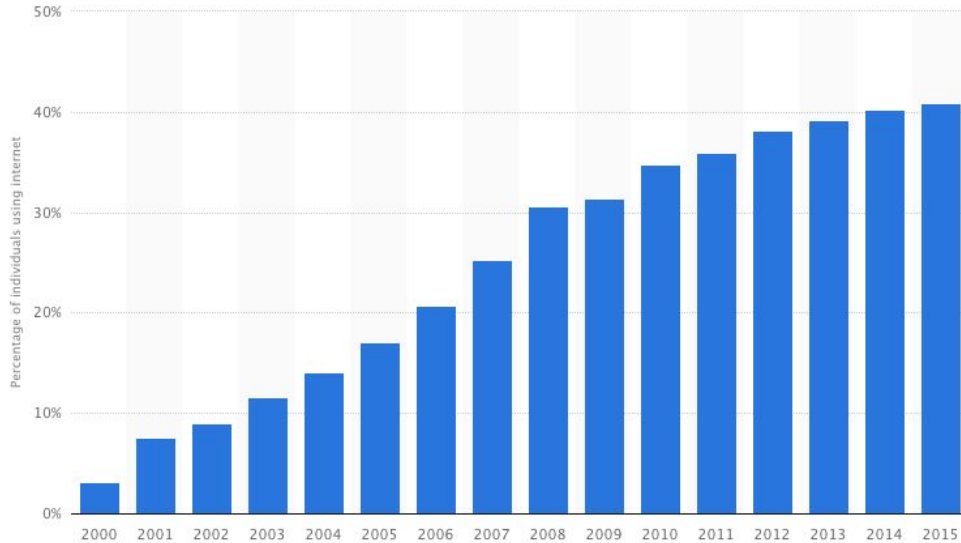
★★★★★



Kei Takavama



More and more Peruvians are getting online, and buying online



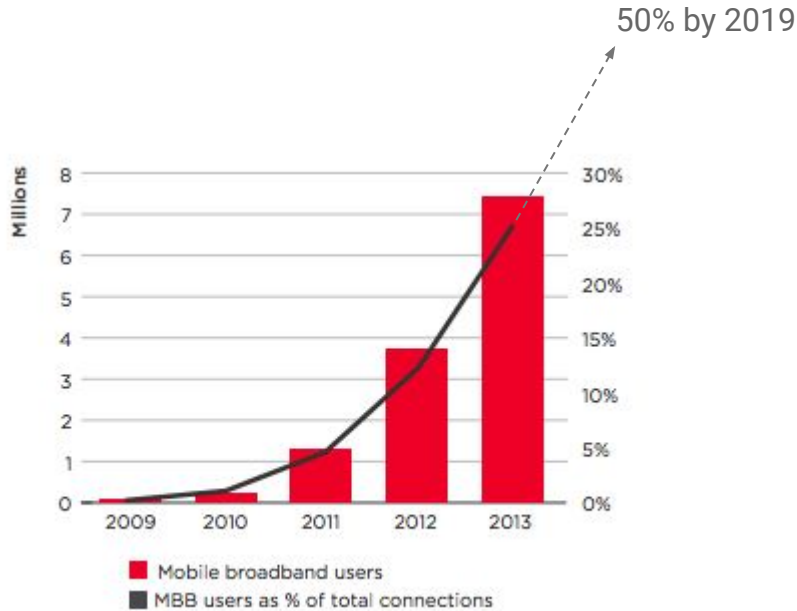
57%

Of Peruvians will have access to the internet by end 2016

43%

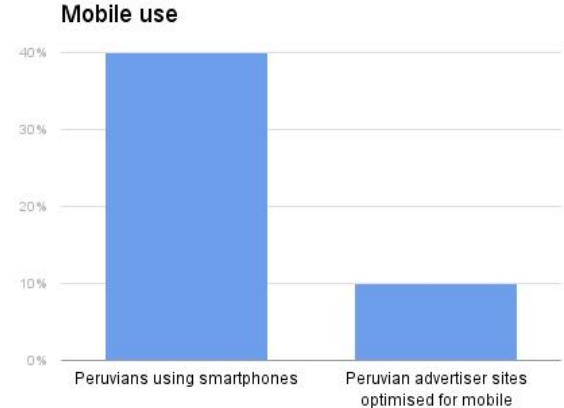
Growth in internet purchases in Peru in 2015

Mobile is a massive opportunity



1200%

Growth in mobile searches in Peru in the last two years



Micro- multinationals



APEC example: Benjamin Barker

- Singaporean company looking to expand overseas
- Target was Australian market but did not have money for physical presence



How to Dress For: A Cocktail Party - ft. Sam Wines

Benjamin Barker



APEC example: Tambo Teddies

- Australian rural women looking to recover from drought
- Use discarded wool to make personalised teddy bears
- Put internet at heart of business

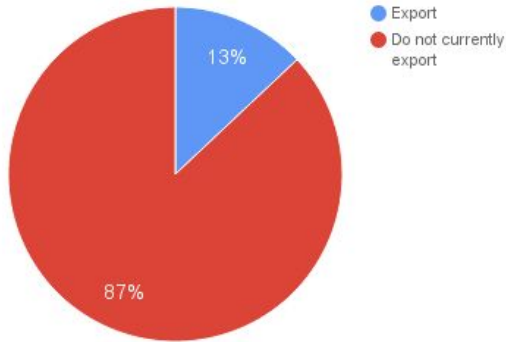


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Peru: Export potential of micro-multinationals

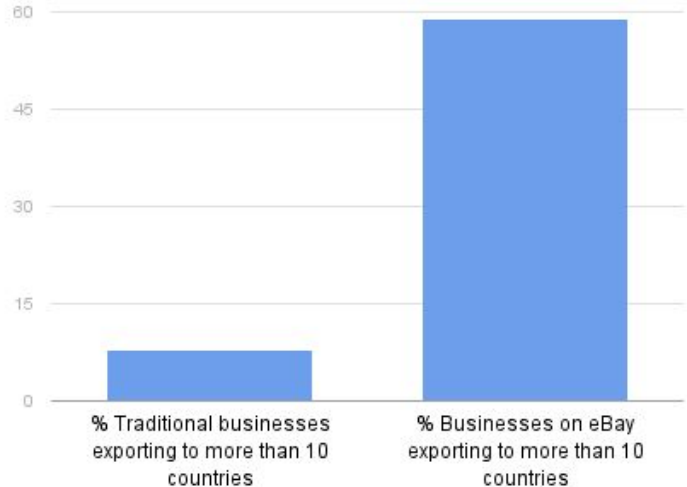
LATAM SMEs that Export



93%

Number of SMEs on eBay that fulfilled at least one export order

% US SMEs exporting to more than 10 countries



Micro-multinationals in Peru



Micro-multinationals: Growth

19%

Growth in proportion of export-oriented clicks
on Google AdWords for APEC economies
2012-2015



The role of platforms



saga falabella.com

Market

Instant access to millions



Technology

World class technology at marginal cost



Google
AdWords



Trust

Reviews provide benefits of a brand



Square



Regulatory environment is critical

- **Protect consumers**
Recognising importance of new technological innovations
- **Protect innovation**
Data localisation, intermediary liability, copyright
- **Protect growth**
Access to markets, light-touch requirements



