

Asia-Pacific Trade Facilitation Forum 2022



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- **Macro trend** New trade routes / pairs
- **The human lens** Life/Business is REALLY tough for MSME's
- **Under-banked/served** long tail not (obviously) profitable
customer acquisition cost vs. lifetime value
- **Digitization** done locally to the needs on the ground is key
- **Inter-change/operability** across regions / platforms is key
- **Global ecosystem for MSME's** empowered, build credibility, and enable cross-border trade
solving for credibility, trust building -> Financing
SFE: SME Financial Empowerment (smefe.org)
DVC (Distributed Verified Credentials) enabling cross-border trade