

# Internet-driven exports: The SME Opportunity

Andrew Ure  
SME Summit  
Lima 17 November 2016

Google



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



# 3 reasons...

## Information

Information on opportunities, suppliers and prices

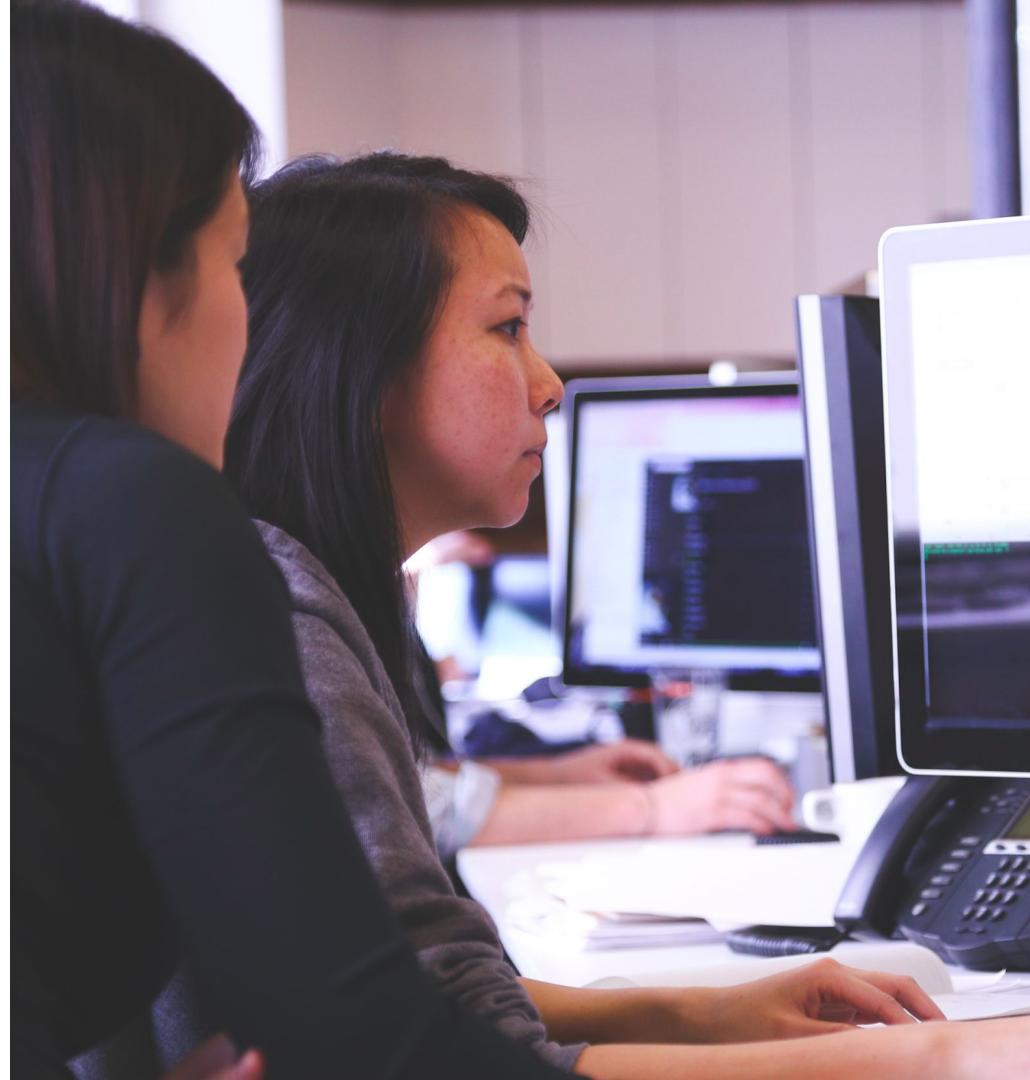
## Low cost

Computational power (esp cloud computing)

## Access

Global customer base

Google

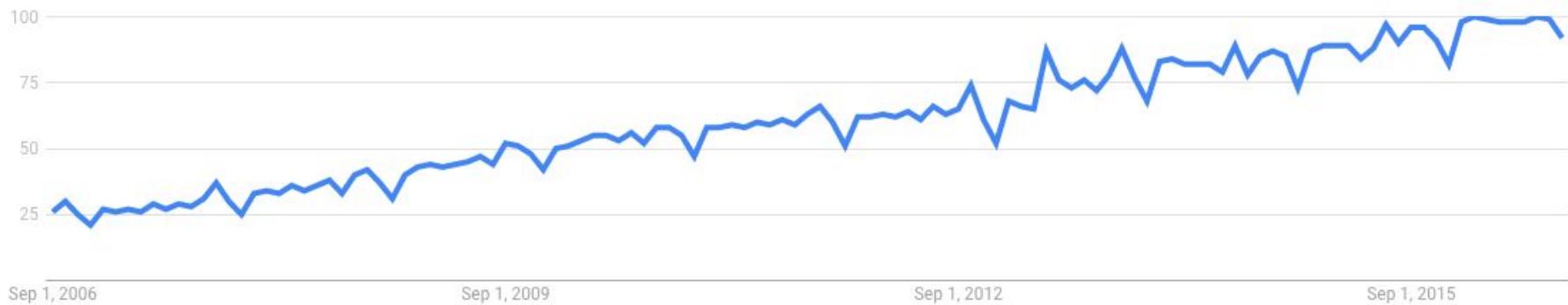




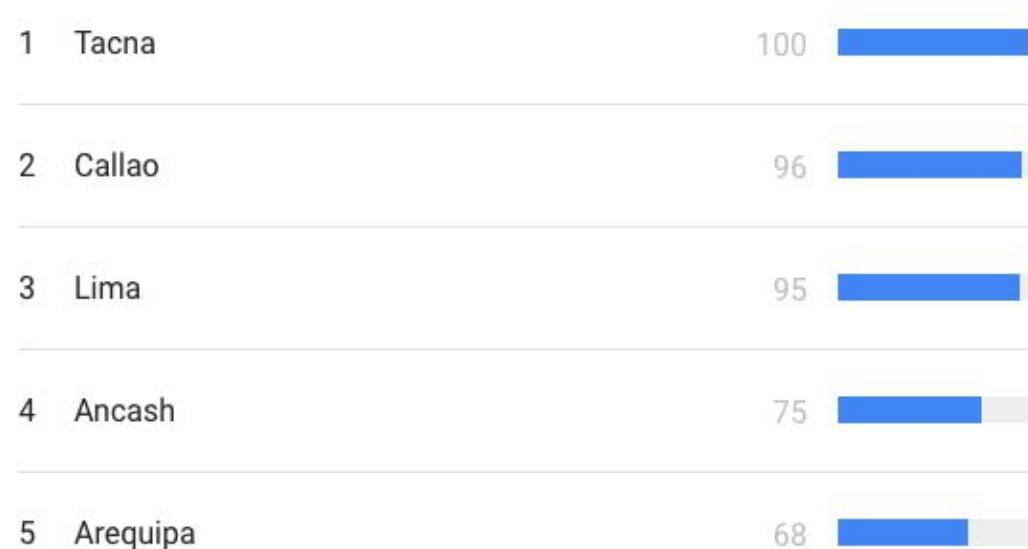
# Example: Global searches for 'Dentist'

Interest over time ?

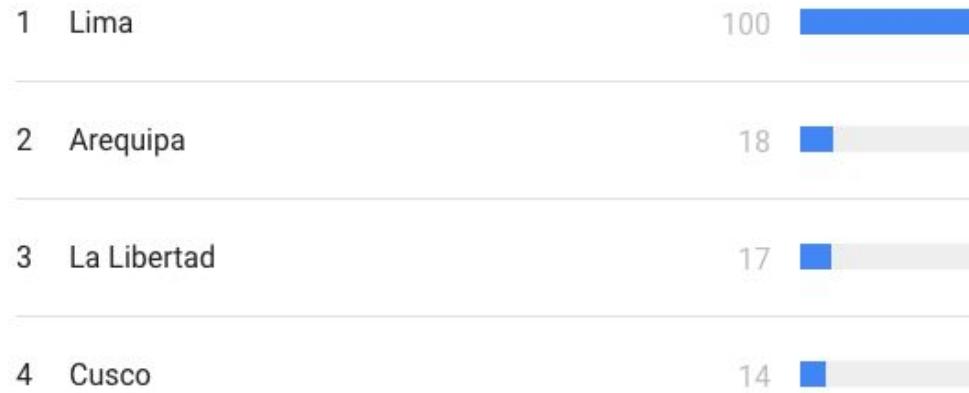
⋮



# 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%  |          |   |

Escribe una opinión



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# Armonica cafe

[Sitio web](#)

[Indicaciones](#)

4.8 ★★★★★ 9 comentarios de Google

Restaurante

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

4.8 ★★★★★ 9 opiniones



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

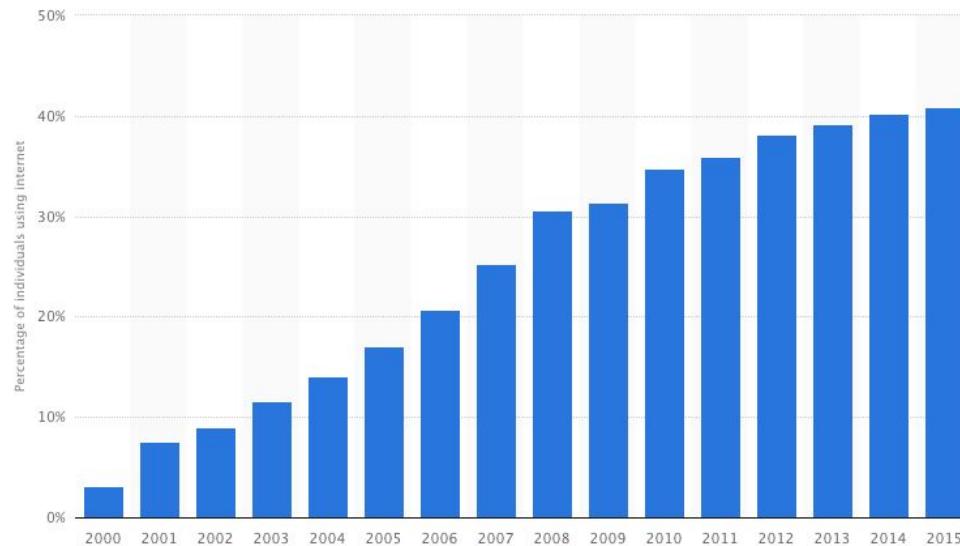
7 meses atrás

★★★★★

Kei Takavama



# More and more Peruvians are getting online, and buying online



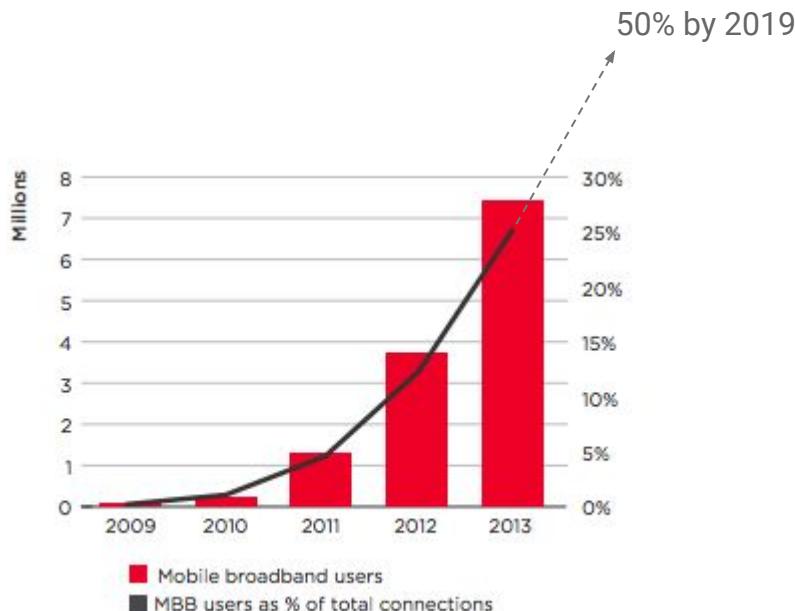
**57%**

Of Peruvians will have access to the internet by end 2016

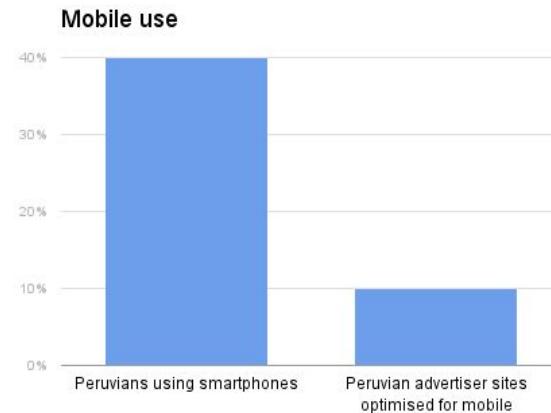
**43%**

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

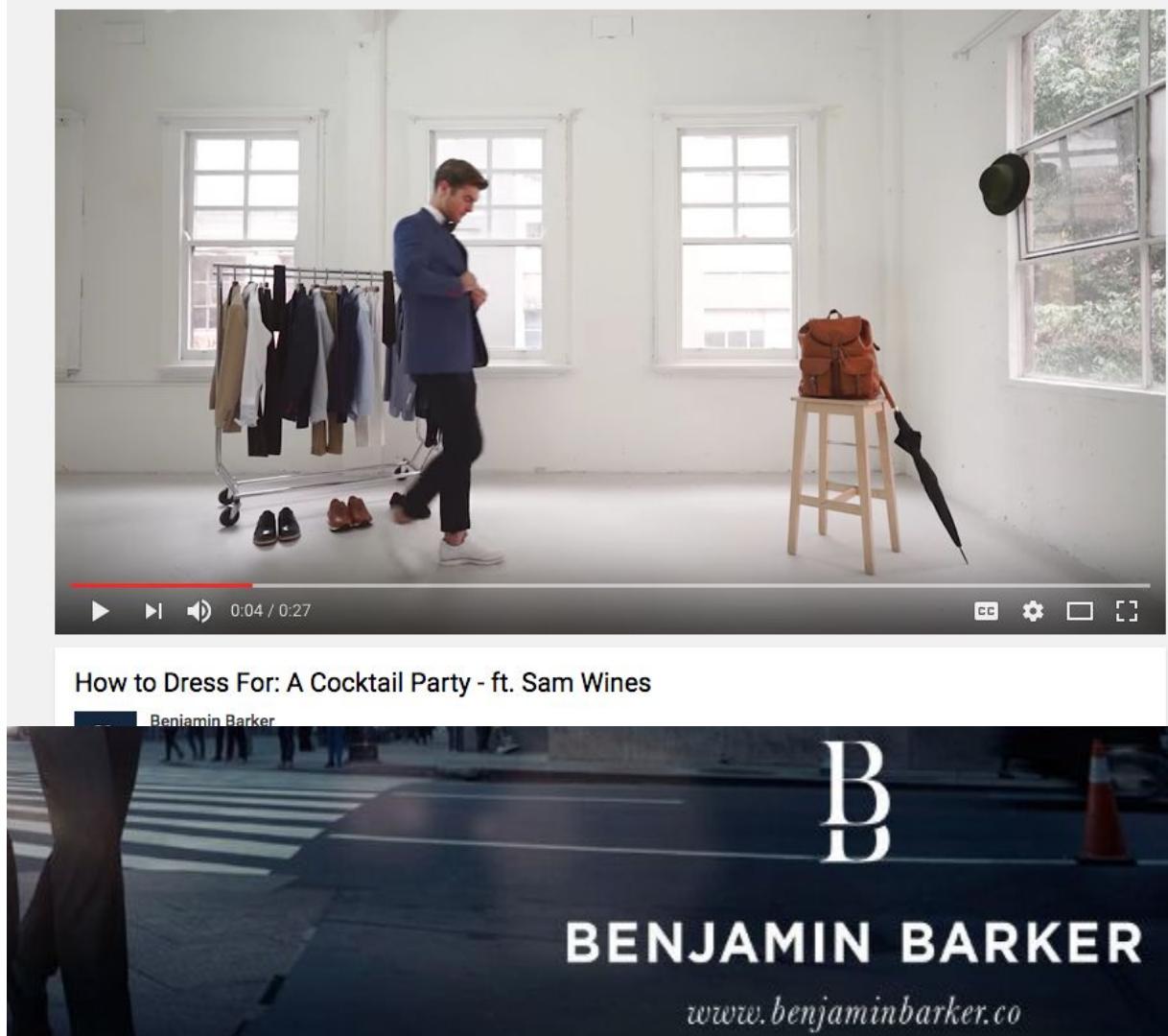


# Micro- multinationals



# APEC example: Benjamin Barker

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



# 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

The image shows a Google My Business listing for Tambo Teddies Plus PTY Ltd. It features a large teddy bear with a red ribbon, a map showing the store's location on Arthur St in Tambo, and photos of the interior and exterior of the shop.

**Tambo Teddies Plus PTY Ltd. ★**

Toy store in Tambo, Queensland

**Address:** 17 Arthur St, Tambo QLD 4478, Australia  
**Hours:** Open today · 8:30AM–5PM  
**Phone:** +61 7 4654 6223

[Website](#) [Directions](#)



Tambo Teddies

[Home](#) [About](#) [Shop](#) [Stockists](#) [News](#) [Blog](#) [Contact](#)

The image shows the Tambo Teddies website homepage. It features a large photograph of a young girl in a red dress holding a large white teddy bear, with a herd of cattle in a field in the background. The text "Tambo Teddies" and "Unique & Individual Teddy Bears" is overlaid on the image. A "SHOP TEDDIES" button is visible in the bottom left corner of the photo.

**Tambo Teddies**  
Unique & Individual Teddy Bears

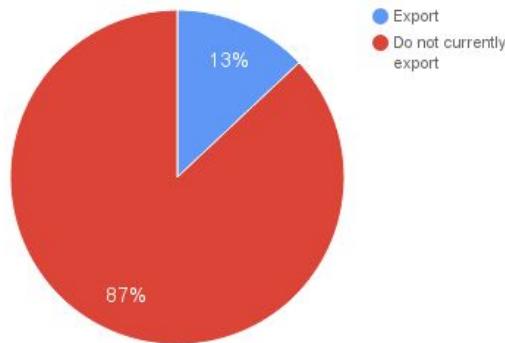
[SHOP TEDDIES](#)

# Peru: Export potential of micro-multinationals

**93%**

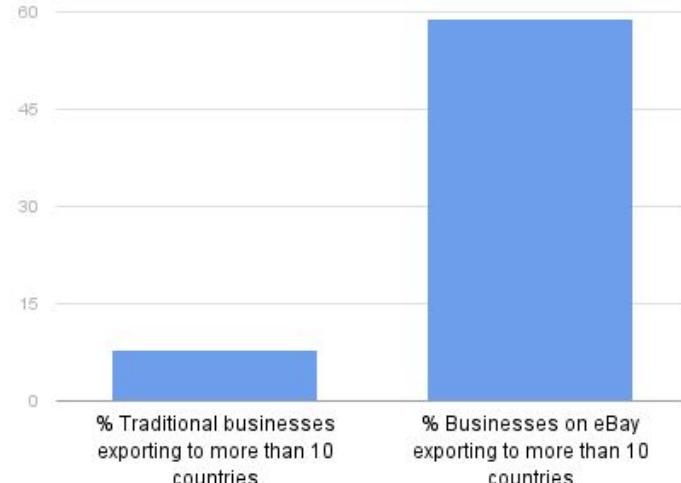
Number of SMEs on eBay that fulfilled  
at least one export order

LATAM SMEs that Export



Source: ComScore

% US SMEs exporting to more than 10 countries



# Micro-multinationals in Peru



Esperanza y Ana Celia Rosas

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¡Tejiendo Perú, nuestra historia en 2 minutos!

0:09 / 2:13

Google

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# Micro-multinationals: Growth

**19%**

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



# The role of platforms

## Market

Instant access to millions

## Technology

World class technology at marginal cost

## Trust

Reviews provide benefits of a brand

Google



saga falabella.com



# 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



