



A Smart Way Responding to Global Economic Crises: Subscribe to the APEC SME Economic Crisis Monitor to receive crisis alert Now!



The rapid changes of the global business environment during past few years have made SMEs difficult to grasp the fluctuation of the global economic environment. SMEs are unable to identify crises and risks in the first place; it is usually too late when they perceive and recognize a crisis. It signals an urgent need for SMEs to strengthen their crisis management capabilities. To enhance APEC SME crisis management abilities, "**APEC SME Crisis Management Center**," which was established on 24 May 2010, is to assist SMEs in identifying crisis in an earliest manner, overcoming the impacts of global economic challenges, and offering suggestions for response measures.

The Center organized an expert team to monitor crisis and risk that may generate impacts on SME development. Starting from July 2010, the result of the monitoring will be published monthly on the "**APEC SME Economic Crisis Monitor**" in a form of e-newsletter for APEC SMEs. SMEs can obtain timely information and crisis alerts from the "**APEC SME Economic Crisis Monitor**" so that they are able to recognize a crisis when it emerges and take necessary steps to prepare and cope with it. A smart way to manage global economic challenges is to go to the official website of the Center at www.apecscmc.org, and subscribe to "**APEC SME Economic Crisis Monitor**" to receive crisis alerts and other invaluable information.