

Research on the Internet Financing of APEC and The Financing Problems of MSMEs

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Abstract:

As the booster of economic growth in the Asia-Pacific region, micro, small and medium-sized enterprises (MSMEs) in the APEC region employ more than half of the labor force in the market, and play a positive role in promoting economic growth. However, for most of MSMEs in the Asia-Pacific region, the difficulties encountered in financing from credit institutions cannot be ignored. "Difficult financing and expensive financing" has become one of the most concerned issues of global MSMEs and government departments. The emergence of Internet finance has effectively impacted the Pareto's principle, gradually meeting the financing needs of MSMEs, achieving a long tail effect and promoting effective resource allocation. From the perspective of Internet financial services for MSMEs, this article explains the financing obstacles for MSMEs in the APEC area and the feasible ways to use Internet finance to solve financing problems.