



APEC-IBIZ News

Thank you for your interest in the APEC Training and Certification Program for Small Business Counsellors

National Update

SUMMER 2004

- ◆ June 2004—Members of the professional development team will be in Moscow to assist The Institute for Entrepreneurship and Investments (IEI) to establish the infrastructure necessary to implement the International Small Business Certification Program.
- ◆ Over 225 Canadian Small Business Counsellors have enrolled in the APEC-IBIZ program.
- ◆ Over twenty Small Business Counsellors were assessed for certification in Ontario and Western Canada.
- ◆ 36 Canadian Small Business Counsellors have completed the certification, and now hold the designation APEC CBC. Recently certified were: 9 Small Business Counsellors in Ontario, 3 in Saskatchewan, 1 in Alberta, and 3 in British Columbia.
- ◆ A contingent of Small Business Counsellors from Korea will visit Canada in August 2004 to take several modules of training. Twelve Korean Small Business Counsellors have received the APEC CBC designation.
- ◆ The program has now been delivered in British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, and Nova Scotia.
- ◆ The APEC-IBIZ program is delivered in Canada through the Acadia Centre for Small Business and Entrepreneurship, an affiliate of Acadia University based in Atlantic Canada with satellite offices in Western Canada and Quebec.

About the Program

The APEC-IBIZ program offers Business Counsellors at all levels of experience, opportunity to develop their professional counselling skills to an internationally recognised level. The program was developed to professionalize small business counselling in the Asia Pacific region and, ultimately, sustain the growth and competitiveness of SME's.

The program consists of 10 modules. Each module is composed of self study / preparation, a workshop with networking / peer learning opportunities and application practise. A breakdown of the Modules can be found on the reverse. The program provides counsellors with counselling tools, techniques, and a powerful network of resources.

BENEFIT TO THE COUNSELLOR

- ◆ Enables counsellors to acquire 105 internationally recognized competencies for small business counselling
- ◆ Provides the professional designation – APEC CBC recognized in 15 APEC economies.
- ◆ Gives access to the APEC-IBIZ International Network of Institutes of Small Business Counsellors.
- ◆ Promotes lifelong learning and professional development.
- ◆ Insures consistency among practitioners & standardization of the counselling profession.

BENEFIT TO THE SMALL BUSINESS CLIENT

- ◆ Enriches Client Counselling Sessions
- ◆ Increases confidence due to counsellors adherence to professional standards and code of ethics.
- ◆ Provides alignment of personal and business vision and values
- ◆ Facilitates client development and independence

BENEFIT TO THE COUNSELLOR'S ORGANIZATION

- ◆ Maximizes the success rate of small businesses counselled
- ◆ Increases client satisfaction and results

The Designation APEC CBC

The Certification Process

Throughout the program and upon completion of 10 Workshops, candidates develop a personal portfolio that demonstrates the 105 Internationally recognized competencies for APEC Certified Business Counsellors. The portfolio includes a minimum of 10 written counselling reports, a resume, letters of support and past work samples.

To receive certification with the APEC-IBIZ International Network of Institutes of Small Business Counsellors, the participant must complete an assessment process and provide evidence of 400 hours of counselling experience. A certified assessor reviews the portfolio of evidence, conducts a personal interview with the candidate and simulates a counselling

session/role play. This serves to evaluate the counsellor's ability to demonstrate the 105 required competencies in various counselling settings.



What does it mean to be certified?

The designation APEC Certified Business Counsellor (APEC CBC) represents a dedication and commitment to the highest standard of professionalism in Business Counselling. CBCs agree to adhere to the APEC-IBIZ Code of Ethics and become a member of a growing international network of Small Business Counsellors. Member services include quarterly newsletter and resource updates, regional and national networking opportunities, a member directory, and international links with other economy representatives.



Participating Economies

**Australia
Brunei Darussalam
Canada
Chinese Taipei**

**Hong Kong, China
Indonesia
Korea
Malaysia**

**Mexico
Papua New Guinea
Philippines
Russia**

**Singapore
Thailand
United States**

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APEC-IBIZ Module Breakdown

- Module 1—Code of Ethics and Professional Conduct
- Module 2—Counselling and Interpersonal Skills
- Module 3—Counselling through Problem Solving and Decision Making
- Module 4—Counselling through Client Assessment
- Module 5—Counselling through the Business Planning Process
- Module 6—Counselling through the Marketing Process
- Module 7—Counselling through the Financial Planning Process
- Module 8—Counselling through Human Resources Management
- Module 9—Counselling through Government Regulations and Legal Requirements
- Module 10—Counselling Through Information Technology

Program Component	# of days	Cost
Registration		\$ 150
1 & 2	3 days	\$ 975
3,4,5,6	4 days	\$1,300
7,8,9,10	3 days	\$ 975
Final Assessment		\$ 500
Total Program Costs		\$3,900



Canada Hosts International Forum

International delegates gather in Vancouver, BC

A first in Canada! Early March 2004 APEC-IBIZ Institutes from around the world gathered in Vancouver, British Columbia, to share best practices and to advance industry standards.

The event, hosted by the Acadia Centre for Small Business and Entrepreneurship (ACSBE) was attended by delegates from fourteen APEC economies including: Korea, Australia, Brunei, Canada, Hong Kong, Indonesia, Mexico, Philippines, Russia, Singapore, Chinese Taipei, Thailand, and the United States.



Dr. Kyeong-Seok Han, Korean Delegate

Institutes responsible for delivery of the Program presented updates for each of their respective countries. Marketing plans and strategies were shared and best practices for operations discussed. International website modifications and enhancements were identified. Web-based tools will be created to enhance ease of communication between the economies and foster the continual development and exchange of resources.

After several days of intense meetings, participants deemed the forum to be a great success: with the exchange of many resources and closer collaboration already under way. Members left enthused and committed to enhancing the International perspective of the program as it continues to unfold throughout the Asia-Pacific region.

The APEC-IBIZ program is truly international in perspective.

Quotes from our participants, your colleagues:

"The program is comprehensive and very well developed. The delivery is done through a combination of self-directed study and facilitated workshops followed up with an evaluation of skills and competencies. The delivery by the Acadia Centre for Small Business Entrepreneurship is exceptional. The supportive and interactive environment enables every participant to get acquainted with like minded professionals with varied backgrounds and expertise."

Brian Patton, Business Analyst
Northern Opportunities for Business Ltd. (CBDC)
Nova Scotia

"An absolute must for CFDC people, will help take our organization to the next level!"

Business Counsellor
Community Future Development Corporation
British Columbia

"An important program for those individuals wishing to be properly equipped to assist entrepreneurs to make good decisions"

Karen Martin, Business Counsellor
Niagara College, Ontario

"In these days of an overabundance of workshops... this workshop was not only a breath of fresh air... it's value far outweighs its cost, both immediately and I am sure, increasingly over time."

Brian Aird, VP Programs & Professional Development
Open For Business, Nova Scotia

For more information please contact:

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