

Canada–Malaysia–APEC University Partnership

Restoring Accountability in Women’s Entrepreneurship Programs

The Problem:

Over \$31 billion spent on women’s aid programs, yet women-led MSMEs remain stuck. Programs measure participation, not profitability, sustainability, or resilience.

The Solution:

A Canada–Malaysia–APEC University Partnership to pilot and scale a 7-Dimensional Performance Framework that delivers real business outcomes.

Objectives:

Apply evidence-based diagnostics across Southeast Asia.

Strengthen accountability in program design and delivery.

Build trade-linked opportunities, moving from Aid to Trade.

Position Canada as a leader in results-based gender programming.

Partnership Model:

Lead Institutions: Lincoln University College Malaysia + Canadian university partner.

Supporting Partners: APEC Secretariat, SME Corp Malaysia, Global Affairs Canada.

Governance: Advisory Council linking government, universities, and private sector.

Phased Work Plan:

1. Diagnostic (6 months): Scorecards + baseline studies in 4 SEA countries.

2. Pilot (12 months): Apply the Framework to select MSME programs.

3. Scale (18–24 months): Expand across APEC economies.

Expected Results:

Transparent measurement of profitability, sustainability, resilience.

Diagnostic scorecards and policy briefs for governments.

A scalable framework adopted across APEC.

Canadian leadership in results-based international cooperation.

“The next 40 years must be about profitability, sustainability, and resilience — not rhetoric.”

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