



# CLOSING THE REPORTING GAP

Cyber Incident Transparency for MSMEs in Asia and the Pacific

## Overview:

MSMEs are adopting digital payments, e-commerce, cloud services, and social media to grow. But incident reporting remains difficult, leaving businesses without clear pathways to recovery and protection.

## Key Message

MSMEs are adopting digital payments, e-commerce, cloud services, and social media to grow. But incident reporting remains difficult, leaving businesses without clear pathways to recovery and protection.

## Why Reporting Matters



**99.8%**  
of APAC enterprises  
are MSMEs.



**50%+**  
of the workforce is  
employed by MSMEs.



**Growing digital dependence**  
Digital disruption can  
interrupt business operations  
and affect wider networks.



**Limited visibility**  
Incomplete incident data  
makes it harder to identify  
threats and target support.

## Why Businesses Do Not Report



**Fear of  
consequences**



**Fragmented  
channels**



**Technical and  
language barriers**



**Limited benefits  
with no practical  
support**



**Disconnected  
platforms**

## What Under-Reporting Costs



**BUSINESSES**  
Missed recovery and  
continuity support.



**OTHER BUSINESSES**  
Delayed warnings  
about recurring threats.



**GOVERNMENTS**  
Incomplete intelligence for  
coordinated responses.



**REGIONAL ECONOMY**  
Reduced cyber risk  
visibility and digital trust.

# Design Principles

## Simple

Short forms and clear examples.

## Accessible

Mobile-friendly, multilingual support.

## Confidential

Safeguards for business information and data use.

## Useful

Recovery guidance, technical support, and updates.

## Connected

Anonymized intelligence reaches national and regional networks.

## Learning - oriented

Reports strengthen prevention, not blame.

# Recommendations



## FOR MEDIUM, SMALL AND MICRO ENTERPRISES (MSME)

- Adopt and annually test a one-page incident-response plan.
- Use lightweight reporting channels, such as WhatsApp or national reporting hotlines.
- Designate a first contact and keep key support numbers offline.
- Participate in peer networks to share cybersecurity knowledge.



## FOR E-COMMERCE AND DIGITAL PLATFORMS

- Deploy AI-enabled fraud detection systems
- Strengthen seller verification and account protection
- Provide real-time alerts and seller training modules
- Enable safer payments and dispute resolution systems



## FOR GOVERNMENTS & POLICYMAKERS

- Establish a single, confidential reporting portal or hotline with local-language support and a guaranteed human response.
- Introduce good-faith reporting protections and practical incentives, including subsidized incident-response support.
- Use public procurement and platform licensing to require larger entities to report incidents and pass warnings down their supply chains.
- Fund public, MSME-friendly threat reports and adopt a non-punitive approach to breached businesses.
- Extend anonymized MSME incident data sharing through the ASEAN Regional CERT and regional equivalents.

# Regional Opportunities

## ASEAN

Integrate MSME reporting into digital economy and cybersecurity work programs.

## National and regional CERTs

Share anonymized incident patterns and accessible warnings.

## South Asian and wider APAC cooperation

Connect response agencies, platforms, and business associations.

# Call to Action

Success means faster recovery and better protection, not simply more reports. When businesses know where to turn, trust how their information is handled, and receive practical help, reporting can strengthen cyber resilience across Asia-Pacific.



APAC Cybersecurity Fund

The Asia Foundation



APAC Cybersecurity Fund

The Asia Foundation

# CLOSING THE REPORTING GAP

Cyber Incident Transparency for MSMEs in Asia and the Pacific



In partnership with  **Protect.ngo**  **GLOBAL CYBER ALLIANCE**

with support from  **Google.org**

Learn more about how rapid e-commerce adoption is transforming MSMEs across Asia and the Pacific, creating new opportunities for growth and market access while exposing businesses to rising scams, fraud, and cybersecurity risks.

## DOWNLOAD NOW

[www.apaccyberfund.com](http://www.apaccyberfund.com)

in partnership with



**Protect.ngo**



**GLOBAL CYBER ALLIANCE**

with support from

 **Google.org**