Regional Modular Training on

Rural E-Commerce Development in Lancang-Mekong Countries

October 22-26, 2018

COMPLETION REPORT

Regional Modular Training on

Rural E-Commrce Development in Lanang – Mekong Countries

October 22 - 26, 2018

Mekong Institute (MI)
Khon Kaen, Thailand

Acknowledgements

Trade and Investment Facilitation (TIF) Department
Mekong Institute (MI)

Khon Kaen, Thailand
November 2018

Executive Summary

Mekong Institute (MI) successfully concluded the one-week regional modular training on 'Rural E-Commerce Development in Lancang-Mekong Countries' on October 22-26, 2018 at its Residential Training Center in Khon Kaen, Thailand.

Twenty-four participants from Lancang-Mekong countries including Cambodia, P.R. China, Lao PDR, Myanmar, Thailand and Vietnam (CCLMTV) attended the training program, with many of them coming from ministries / departments of commerce, national chambers of commerce, cooperatives and social enterprises, and e-commerce service providers. At the training program, certified and well-known trainers from P.R. China shared their knowledge on concepts such as trends in rural e-commerce, legislation and best practices, key development factors and business models, operating logic, tools and techniques in rural e-commerce, and delivery and transaction management of rural e-commerce and cross-border e-commerce.

As a major output of the one-week training, participants drafted a total of 23 individual action plans (APs) for implementation in their respective business models for rural e-commerce. They also formulated group APs, which included organizing two-day national workshop in each country by the end of the year. The six national workshops will serve as platforms for the broader transfer of knowledge to local people and foster collaborations between public and private sectors on rural e-commerce development in respective countries.

In the next three months following the training, the team from the MI Trade and Investment Facilitation (TIF) Department and the resource persons will also provide on-site and on-line technical support and guidance to the participants in the implementation of their APs. An on-line synthesis and evaluation (S&E) workshop, scheduled in February 2019, will also be held to collect insights and lessons on the AP implementation of the participants.

The training program is part of a two-year project on "Action Research on Rural E-Commerce Development in Lancang–Mekong Countries" funded by the Lancang-Mekong Cooperation Special Fund (LMCSF), in cooperation with the Ministry of Commerce (MoC) of Royal Government of Thailand.

To understand the effectiveness of the training program, different evaluation methods were employed. First, the result of pre and post assessment on competency of the training program showed that participants increased their knowledge and understanding on the Rural E-Commerce through training program.

The organizing team also conducted after event evaluation which evaluated the training program. Regarding learning program objectives, with overall average rating of 3.53, participants rated that the training program mostly met its objectives. As for program contents, participants reported that the modules of the training program were neutrally useful, neutrally met their expectation, moderately increased their knowledge and skills, and moderately relevant to their work. Participants also indicated that the level of

instruction was very appropriate and they acquired additional knowledge on the subject. Finally, participants improved / developed additional knowledge and skills from the training program, especially on 'team / group work skills' and 'communication skills.' For training methods, participants indicated that it was neutrally appropriate. They especially liked the 'Group Work.' As for monitoring and evaluation (M&E) methods, participants indicated that they were neutrally effective. Especially, participants reported that 'session synthesis / summary' was effective. Overall, participants were neutrally satisfied with the training program, with the average rating of 3.77.

Participants also provided various suggestions and recommendations. For example, participants suggested that the rural e-commerce development should have been introduced in more practical manner by articulating it with specific B2B or B2C platform available as example as well as demonstrating it. Participants also suggested that the structured learning visit (SLV) to actual site should have been organized so that they could learn about rural e-commerce development and successful business model from the ground, among other suggestions.

Acronyms

AP	Action Plan
AEC	ASEAN Economic Community
BOD	Board of Director
B2B	Business-to-Business
B2C	Business-to-Customer
B2M	Business to Marketing
CC	Chamber of Commerce
CCLMTV	Cambodia, P.R. China, Lao PDR, Myanmar, Thailand and Vietnam
CEO	Chief Executive Officer
CIT	Corporate Income Tax
C2C	Customer to Consumer
FCT	Foreign Contractor
GMS	Greater Mekong Subregion
KK	Khon Kaen
LM	Lancang – Mekong
LMCSF	Lancang – Mekong Cooperation Special Fund
MI	Mekong Institute
MoC	Ministry of Commerce
M2C	Manufacturer to Consumer
M&E	Monitoring and Evaluation
NGO	Non-Governmental Organization
ODOP	One District One Product
OTOP	One Tambon One Product
OVOP	One Village One Product
O2O	Online to Offline
RP	Resource Person
SEM	Search Engine Marketing
SEO	Search Engine Optimization
SLV	Structured Learning Visit
S&E	Synthesis and Evaluation
TIF	Trade and Investment Facilitation
VAT	Value-Added Tax

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Rural E-Commerce Development in Lancang-Mekong Countries

1. Introduction

Electronic commerce has been a phenomenal force to the global economy development over the last decade. Although the most of e-commerce transactions are found in developed markets, developing countries have started to catch up recently. For example, P.R. China is now the largest e-commerce (B2C) market in the world surpassing the US. Besides P.R. China, Indonesia, India, Thailand and Vietnam are also expected to grow at a fast rate in this market segment, even Cambodia, Lao PDR and Myanmar have showed small but real progress of on-line business development. As a result, e-commerce has affected the economic development in many different ways. As the upstream of the supply chain, one cannot ignore the potential of rural e-commerce development. Over 67% of populations in Greater Mekong Subregion (GMS) are living in rural areas, where most of the poor reside. E-commerce is viewed as a potential tool to reduce rural poverty by linking the trade opportunities with the rural areas.

Despite many opportunities presented by the digital economy, Lancang-Mekong countries, due to many challenges, is yet to fully realize its potential to harness e-commerce for market development. In addition to the absence of legislation to support cross-border e-commerce, Lancang-Mekong countries face barriers related to poor ICT infrastructure, trade facilitation and logistics, e-payments, and inadequate development of the necessary labor skills. National strategies to understand the underpinnings of e-commerce are also lacking in many countries.

Against this background, Mekong Institute (MI), with the support from the Lancang-Mekong Cooperation Special Fund (LMCSF) in coordination with the Ministry of Commerce (MoC) of Royal Government of Thailand, is implementing a two-year project: "Action Research on Rural E-Commerce Development in Lancang-Mekong Countries" from May 2018 – April 2020.

As part of the project, MI organized the first regional modular training program from October 2018 to March 2019. The training includes participants representing key stakeholders involved in e-commerce and/ or rural e-commerce development in the six Lancang-Mekong countries including P.R. China, Cambodia, Lao PDR, Myanmar, Thailand and Vietnam (CCLMTV). It is conducted in three phases in the following manner:

- **Learning Phase -** A one-week training program at MI, Khon Kaen, Thailand on October 22-26, 2018;
- **Knowledge application phase** – participants will design respective action plans (APs) at the end of the training under the guidance of a resource persons (RPs) and MI facilitators through which they would apply the knowledge gained in the training. Each individual participant is expected to implement APs in his / her country for four

(4) months between Oct 2018 and Feb 2019. Technical assistance is provided to participants for implementation of APs;

- **Networking phase** - online synthesis and evaluation (S&E) workshop will be conducted with the participants, which would enable each participant to share his / her outcome of the knowledge application phase and obtain feedback from fellow participants.

2. Program Objectives and Outcomes

2.1. Program Objectives

- Improve / update knowledge base of participants on the concept of e-commerce and rural e-commerce and their various aspects;
- Form a knowledge base to complement existing knowledge on rural e-commerce in the Lancang-Mekong countries;
- Share best practices on e-commerce and rural e-commerce from Lancang-Mekong region and around the world;
- Enhance the understanding of potential of rural e-commerce development in the Lancang-Mekong countries;
- Identify the key intervention areas in rural e-commerce for each country in Lancang-Mekong region;
- Build capacities for exploring online business prospects through different e-commerce opportunities;
- Develop the cooperation mechanism among the stakeholders of the Lancang-Mekong countries for promoting rural e-commerce.

2.2. Program Outcomes

At the end of the training, the participants should be able to:

- understand the concept of rural e-commerce;
- understand the potential and challenges of various rural e-commerce development modules from the perspective of key players;
- understand key components for drafting rural e-commerce development strategies; and
- draft practical APs to initiate / improve rural e-commerce development in respective countries.

3. Participants and Resource Persons

3.1. Participants

A total of twenty-four (24) participants attended the training program comprising four (4) from Cambodia, four (4) from P.R. China, three (3) from Lao PDR, four (4) from Myanmar, four (4) from Thailand and five (5) from Vietnam. Among them, eleven (11) or 46% were

female and thirteen (13) or 54% were male. In terms of sectors, three (3) participants or 12% were from the public sector, representing national ministry and provincial department of Commerce and E-Commerce Development Center. Ten (21) or 88% were from the private sector representing chamber of commerce (CC), non - governmental organization (NGO), cooperative, social enterprise, business enterprise, e-commerce service provider and logistics service provider. All the participants successfully completed the training program.
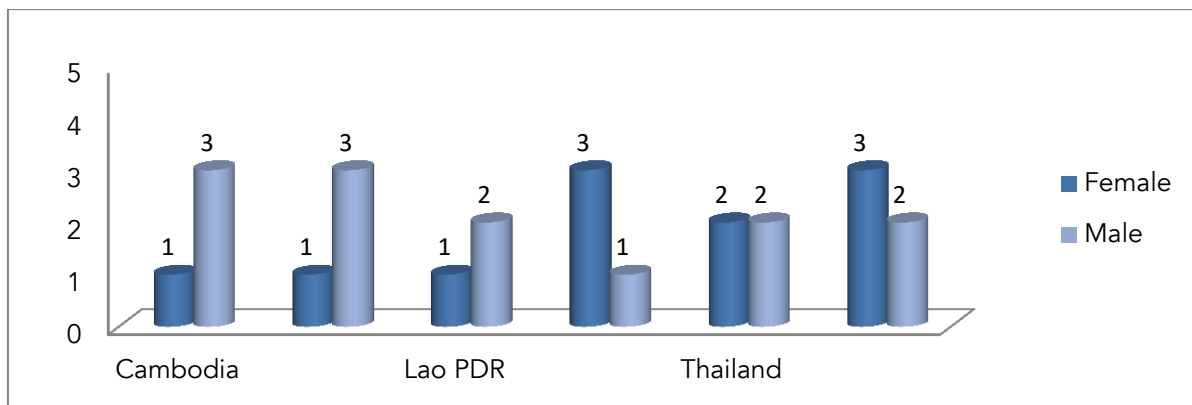
Figure 1 Number of Participants (by country and gender)
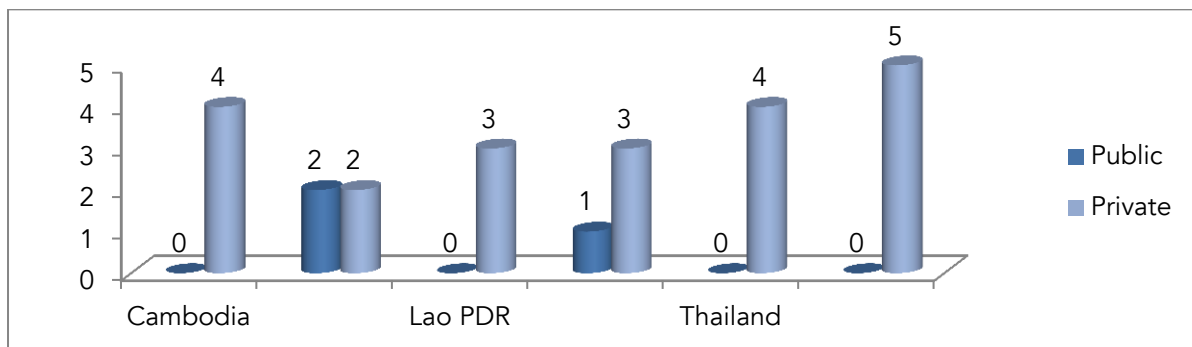
Figure 2 Number of Participants (by country and sector)

3.2. Resource Persons and Facilitators

A team of experts from P.R. China, together with the staff of MI TIF Department facilitated the sessions with presentations, plenary discussions, and group work / discussion. They also coached the participants on the APs development during the training program.

Table 1 Resource Persons (RPs) and MI Facilitators

Photo	Name & Position	Organization & Address	Expertise
	Ms. Yongjie Zhang Head	Research Institute DHgate Beijing, P.R. China	Cross-Border E-Commerce
	Mr. Rongzhou Yang Chief Executive Officer (CEO)	Hunan Match Information Technology Co., Ltd Changsha, Hunan Province, P.R. China	Rural E-Commerce Business Incubation; Training Development and Consultancy
	Ms. Wenjing Li Translator/ Interpreter and assistant to the RP team	Changsha, Hunan Province, P.R. China	Interpretation on E-Commerce (English-Chinese)
	Ms. Wen Hao Program Coordinator	Mekong Institute (MI) Khon Kaen, Thailand	
	Mr. Toru Hisada Program Officer	Mekong Institute (MI) Khon Kaen, Thailand	

4. Training Contents

4.1. Welcome and Opening Remarks

Dr. Watcharas Leelawath, Executive Director, Mekong Institute (MI).

Dr. Leelawath welcomed RPs and participants to the MI. Dr. Leelawath noted that the mandate of MI Trade and Investment Facilitation (TIF) department is to facilitate intra-regional trade in the Lancang-Mekong region to make it smoother, easier and less costly, and e-commerce can play an important role in this. E-commerce has become one of the important channels to distribute products in the region. Dr. Leelawath stressed that mismatch of demand and supply has long existed in the Lancang-Mekong region and certain places in the region have faced a shortage of agricultural products. E-commerce enables the establishment of the optimized distribution system of agriculture products based on the actual demand and supply in the region. E-commerce enables the products produced in one place to be easily sold in another place in the region and the consumers can easily know where to get the right products in the region. Dr. Leelawath noted that e-commerce development has been adopted as one of the key national development strategies in Lancang-Mekong countries.

Further, Dr. Leelawath said that although learning process is important, what is more important is the application of knowledge and skills gained from the training program on the ground. Dr. Leelawath emphasized that the MI would like the participants to be the real change agents in the region and generate real impact and outcome from the training program. Finally, Dr. Leelawath expressed MI's appreciation for LMCSF, Ministry of Commerce (MoC) of the Royal Government of Thailand, RPs, the simultaneous translator and the MI team for their support and contribution for making this training program happen. He also wished all the participants for successful one – week training program with fruitful learning, discussion and networking with co-participants.

4.2. Getting to Know Each Other

Ms. Wen Hao, Program Coordinator, Trade and Investment Facilitation (TIF) Department, Mekong Institute (MI).

In this session, participants were divided into buyer and seller. Sellers introduced their institutions, businesses and products to buyers and buyers collected sellers' business cards, brochures and other marketing materials. Through this process, all participants and resource persons became familiar with each other's names, institutions, businesses and products.
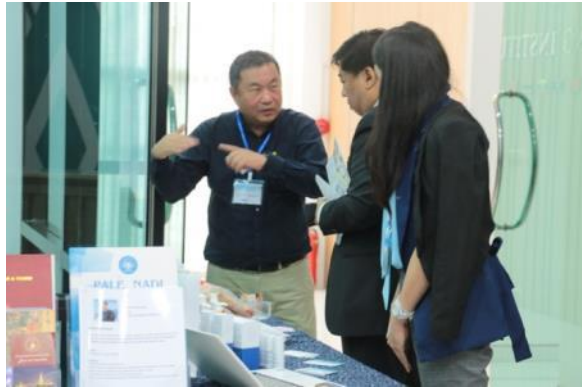
4.3.   Setting Norms and Expectations

Mr. Toru Hisada, Program Officer, Trade and Investment Facilitation (TIF) Department, Mekong Institute (MI).

In this session, the participants were divided into four groups which were mixed among six nationalities from CCLMTV. Each group responded to all questions put forward by Mr. Hisada. The participants discussed their expectations on the training program, co-participants, and the manner in which they could contribute to the training program. Participants also discussed the norms and consensus to be set for the training program to ensure the good quality sessions and participations.

All the inputs were given due consideration throughout the training program. The questions and participants' inputs are summarized below.
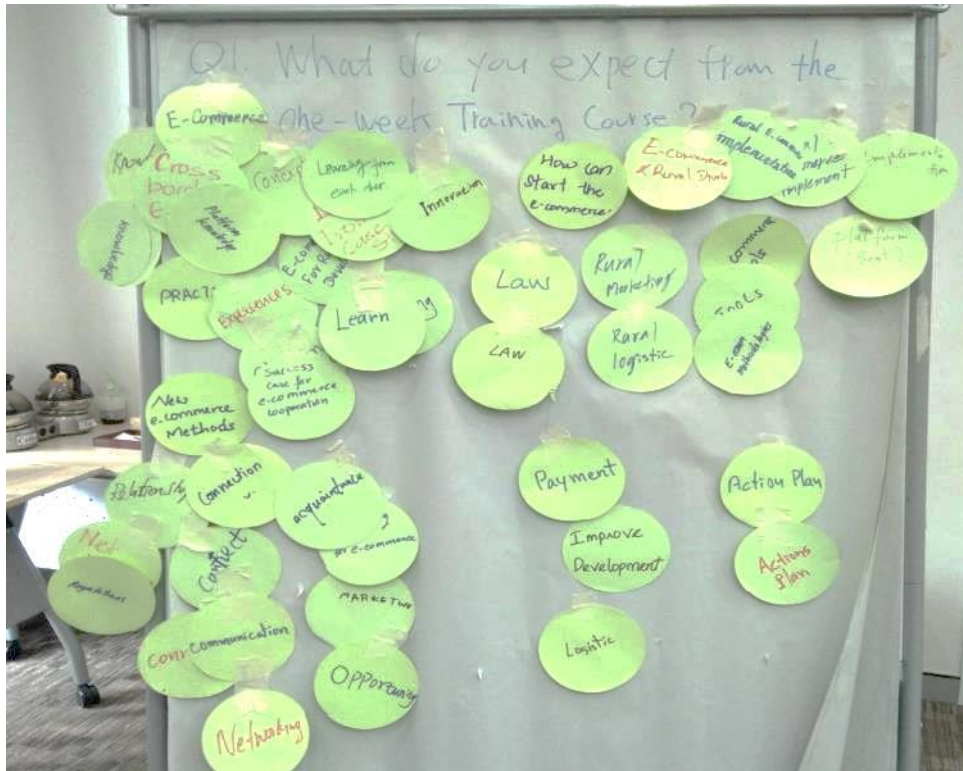
Q1: What do you expect from the one-week training course?

Q2: What do you expect from your co-participants?

Q3: How would you like to contribute to the training program?

Q4: What "Norm" / "Consensus" should be followed
during the one-week training course and after?

4.4.   Project Overview

Ms. Wen Hao, Program Coordinator, Trade and Investment Facilitation (TIF) Department, Mekong Institute (MI).

Ms. Hao familiarized the participants with the overview of the LMCSF projects. She talked about (i) Lancang - Mekong Cooperation and its five priority areas; (ii) geographical coverage of Lancang – Mekong region; and (iii) four projects funded by the LMCSF and implemented by the MI. Ms. Hao also touched upon the objectives, activities, participating agencies, thrust areas and expected outcomes of the project "Action Research on Rural E-Commerce Development in Lancang-Mekong Countries," which is one of the four projects funded by the LMCSF.

4.5.   Training Program Overview

Ms. Wen Hao, Program Coordinator, Trade and Investment Facilitation (TIF) Department, Mekong Institute (MI).

Ms. Hao presented the overview of the "Regional Modular Training on Rural E-Commerce Development in Lancang-Mekong Countries". She talked about the participants, RPs, the MI organizing team, training objectives and expected outputs, training contents, AP development and monitoring and evaluation including board of directors (BODs), pre / post self-assessment and final training evaluation. Ms. Hao also discussed modular training approach MI adopts, which is 'Lean to Do,' 'Do to Learn' and 'Share to Learn.' Finally, Ms. Hao explained the training methods as well as learning methods and tools including (i) interactive presentations; (ii) case studies / media; (iii) class discussion / brain storming; (iv) group exercise; (v) group presentation; (vi) internet searching; and (vii) group assignments.

## 4.6.   Board of Directors (BODs) Explanation

Mr. Toru Hisada, Program Officer, Trade and Investment Facilitation (TIF) Department, Mekong Institute (MI).
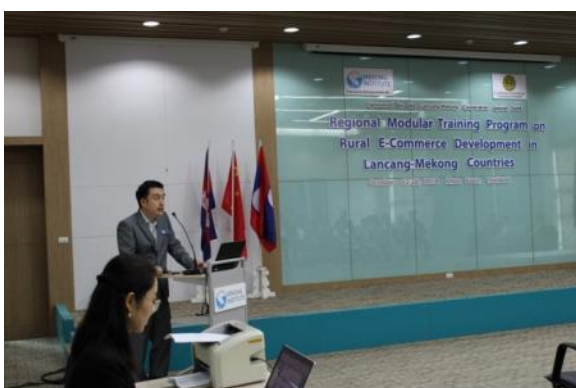
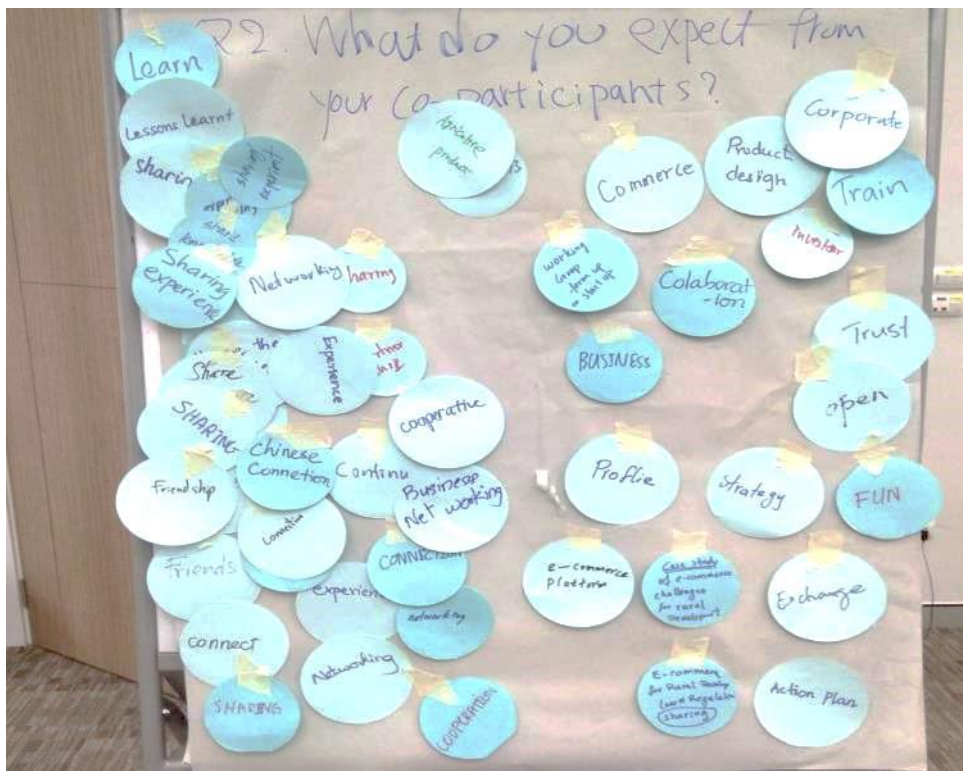In this session, the participants were introduced to the concept of BODs, a frequently used evaluation tool that aimed at getting afull engagement of all the participants and facilitating the program implementation. To this end, the participants would select new BODs daily to work as the internal and external coordinator and facilitator to collect feedback on the training sessions, logistics and arrangements from co-

participants, lead warm-up games and activities in the beginning of each day of training, and recapture the knowledge learned. The BODs played important role in contributing to the success of the training program.

4.7.   Country Presentations – Stories of My Hometown

Ms. Wen Hao, Program Coordinator, Trade and Investment Facilitation (TIF) Department, Mekong Institute (MI).

In this session, participants from CCLMTV as a group made presentations about their country. In particular, they introduced leading industries, outstanding agricultural products and tourism resources, as well as e-commerce development status in their countries. Participants also discussed the expectations and vision of developing rural e-commerce in their countries (Please see 'Appendix 10.1. Country Presentations for the presentation made by each country group).

4.8.   Training Modules

Training program was delivered on seven inter-related modules:

- **Module 1:** Definition and Development Trend of E-Commerce and Rural E-Commerce
- **Module 2:** Legislation and Best Practices of E-Commerce and Rural E-Commerce
- **Module 3:** Key Development Factors and Business Models of Rural E-Commerce
- **Module 4:** Operating Logic, Preparation and Procedure of Rural E-Commerce Business
- **Module 5:** Marketing Methods, Tools and Techniques of Rural E-Commerce
- **Module 6:** Supply Chain, Delivery and Transaction Management of Rural E-Commerce
- **Module 7:** Cross-Border E-Commerce
- **Module 8:** AP Development

4.8.1. Module 1: Definition and Development Trend of E-Commerce and Rural E-Commerce

Mr. Rongzhou Yang, CEO, Hunan Match Information Technology Co., Ltd

In this module, the RP discussed (i) definition of e-commerce and rural e-commerce; (ii) value of rural e-commerce (value analysis of typical cases in P.R. China); and (iii) development trends and prospects of rural e-commerce (cross-border and new retail).

Definition of E-Commerce

E-commerce is defined as business activities centering on commodity exchange by means of information network technology. There are four elements of e-commerce which includes (i) online mall; (ii) consumer; (iii) product; and (iv) logistics.

Table 2 Type of E-Commerce

Type	Definition
B2B (Business-to-Business)	The business model of exchanging and transmitting data and information and conducting transactions between enterprises through specialized network or Internet (e.g., Alibaba, cnhnb.com, DH.com, giaohangnhanh.vn, BaganMart).
B2C (Business-to-Customer)	Enterprises use e-commerce platforms to sell products and provide services directly to consumers (e.g., JD.com, TMALL.com, MyDelivery, LAZADA, ZawGyiMart, Glad Market).
C2C (Customer to Consumer)	The electronic commerce behavior between individual consumers (e.g., Taobao.com, Yula.la, Weshop.com, OneKyat, Ads.com.mm, Mall855).
B2M (Business to Marketing)	Refers to an e-commerce company that is marketing-oriented (e-commerce company or e-commerce is its important marketing channel). B2M e-commerce company establishes a marketing-oriented site based on customer needs, and conducts extensive promotion and standardized shopping guide management through various channels online and offline, thus making the site an important marketing channel for enterprises.
M2C (Manufacturers to Consumer)	A business model in which a manufacturer provides products or services directly to consumers. Fewer circulation links and lower sales costs guarantee product quality and after-sales service quality.
O2O (Online to Offline)	O2O connect traditional business via online marketing, and generates leads online and then prompts the customer to go to a physical location to complete their purchase. One aspect of newer O2O initiatives is the ability to pay online and then pick up a product in a physical location. (e.g., Meituan.com, DiDi, Uber, Airbnb, Foody.vn).

Definition of rural e-commerce

Rural e-commerce closely coordinates with service networks in the rural areas. It uses digital and information-based methods, promoting intensive management, applying market-oriented operation, systematic cross-regional cooperation and cross-industrial linkages, building compact and orderly business association, reduces rural commercial cost, expanding business in rural areas, and enables farmers benefitting from internet platforms and rural businesses for new profit growth.
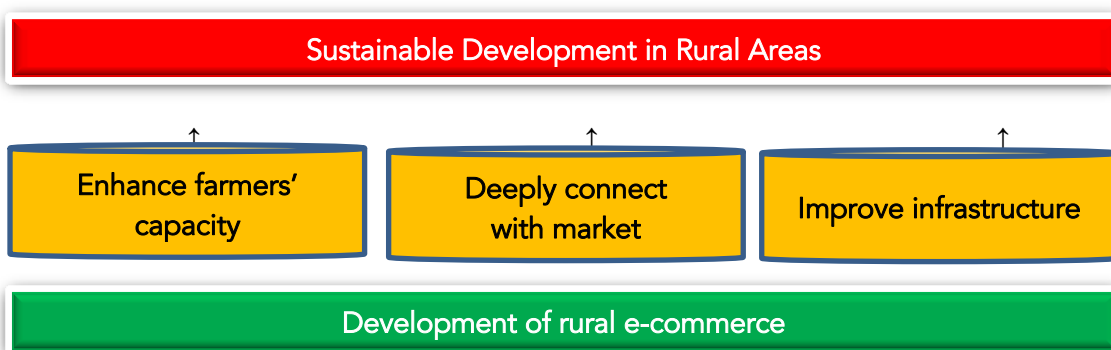
Benefits of rural e-commerce
- Restructures rural market circulation system;
- Helps low-income population;
- Promotes effective integration of the primary, secondary and tertiary industries;
- Narrows the urban-rural gap;
- Increases rural employment rate and income;
- Provides new directions and tools for solving "rural, agricultural and peasant" problems;
- Provides an important way to promote modern agriculture;
- Helps farmers to connect with large markets at low cost;
- Helps to promote agricultural industrialization process.

Development trends and prospects of rural e-commerce
- **Trend-1:** Characterized products (products which have long history and reflect local culture);
- **Trend-2:** Enterprise-like operation (registered company and trademark, value team, brand and customer service);
- **Trend-3:** Systematized service (The systematization of e-commerce service is an important sign of upgrading and development of rural e-commerce);
- **Trend-4:** Diversified models (From the initial stage of online retail, to the networked wholesale, cross-border e-commerce, rural tourism and other diverse modes).

The future of rural e-commerce
1. Activate consumer demand;
2. Trigger economic transformation;
3. Build competitive advantage.

Prospects of Rural E-Commerce Development
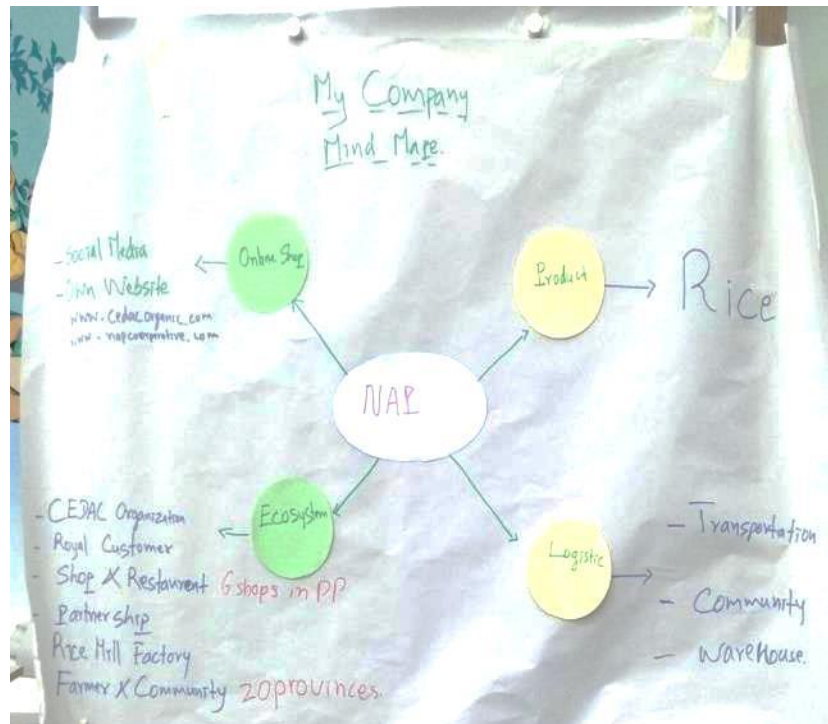
Group Work (Resource Mapping)

In this session, participants by country wise engaged in resource mapping. In this exercise, participants identified the supporting resources and development environment of rural e-commerce. Below are outputs from the group work presented by each country group.
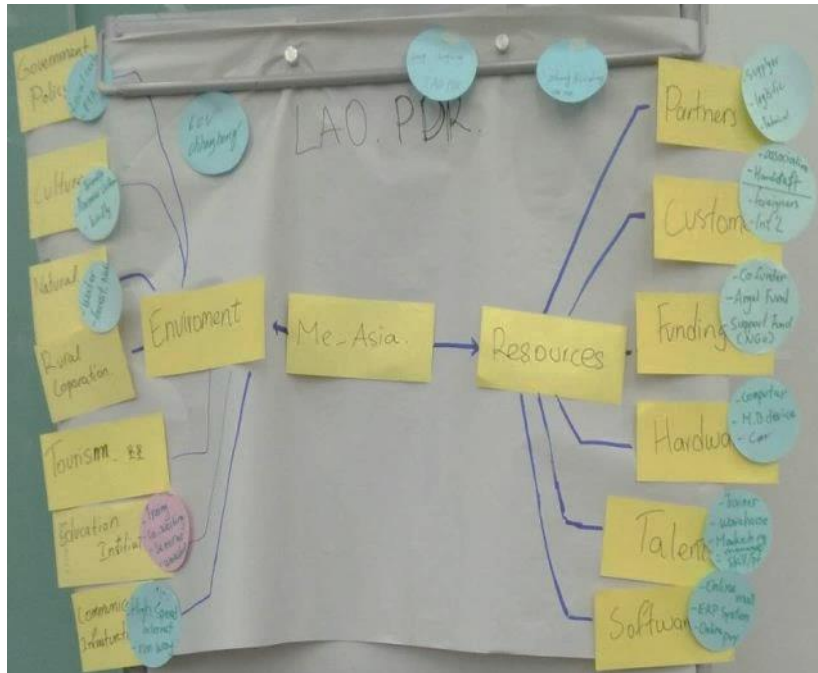
Cambodia

P.R. China

Lao PDR

Myanmar

Thailand

Vietnam

4.8.2. Module 2: Legislation and Best Practices of E-Commerce and Rural E-Commerce

Mr. Rongzhou Yang, MI Consultant

In this module, the RP discussed (i) policies and promotion plan of rural e-commerce in P.R. China; and (ii) interpret the key elements of P.R. China's and Vietnam's e-commerce law and the impact of key stakeholders.

Policies and promotion plan of rural e-commerce in P.R.China

Table 3 P.R.China's Politics to Promote Rural E-Commerce

Time	Department	Policies and Measures
February 1, 2015	P.R. China's State Council	Some guidelines on strengthening efforts to advance reform and innovation to accelerate agricultural modernization
May 4, 2015	P.R. China's State Council	Guidelines on vigorously developing e-commerce to accelerate the development of new growth drivers
July 4, 2015	P.R. China's State Council	Guiding opinions on actively promoting the "Internet plus" initiative
August 7, 2015	P.R. China's State Council	Guidelines on accelerating the transformation of the mode of agricultural development
September 6, 2015	P.R. China's State Council	Ministry of commerce and other 19 departments guidelines on accelerating the development of rural e-commerce
September 29, 2015	P.R. China's State Council	Opinions on promoting online-offline interaction to accelerate the transformation and upgrading of innovative development of commercial circulation
November 9, 2015	P.R. China's State Council	Guiding opinions on accelerating the development of rural e-commerce
November 29, 2015	P.R. China's State Council	Decisions on fighting to win the battle against poverty
January 3, 2016	P.R. China's Ministry of Agriculture	Notification of *the Pilot Program for Agricultural E-commerce*
March 29, 2016	P.R. China's Ministry of Commerce	*National special campaign for e-commerce logistics development (2016 - 2020)*
April 21, 2016	P.R. China's State Council	Views on further implementation of the "Internet + circulation" action plan
May 12, 2016	8 Departments combined	"Internet+" Modern Agriculture Three-Year Action Implementation Plan
October 29, 2016	3 ministries	Internet poverty alleviation action plan
November 11,	P.R. China's Ministry	Opinions on the implementation of the

| 2016	of Agriculture	project to promote the entry of information into all villages
November 16, 2016	P.R. China's Ministry of Agriculture	National integrated development plan for agricultural processing and rural primary, secondary and tertiary industries (2016-2020)
November 23, 2016	16 ministries	Guidelines from the 16 ministries on promoting targeted poverty alleviation through e-commerce
February 5, 2017	P.R. China's State Council	Opinions on deepening supply-side structural reform in agriculture and accelerating the cultivation of new driving forces powering agricultural and rural development
May 3, 2017	3 ministries	Notice on launching the comprehensive demonstration work of e-commerce into rural areas in 2017
January 2, 2018	P.R. China's State Council	Opinions of the State Council of Communist Part of P.R. China (CPC) on the implementation of rural revitalization strategy
September 26, 2018	P.R. China's State Council	Strategic plan for rural revitalization (2018-2022)

Table 4 Rural E-Commerce Promotion Methods of Governmental Agencies of P.R. China

Department	Promotion Methods
Ministry of Education	• College students' "Internet +" entrepreneurship competition; • Student start-up incubator; • Undergraduate innovation and entrepreneurship courses.
People Club Department	• P.R. China chuangyi entrepreneurship and innovation contest; • "SIYB" Entrepreneurship training project SIYB; • Online entrepreneurship training; • Homecoming entrepreneurship leaders entrepreneurship training.
Ministry of Agriculture	• National rural entrepreneurship and innovation drive creative competition; • Training of new professional farmers; • Rural enrichment leader training.
Ministry of Commerce	• E-commerce into rural comprehensive demonstration; • Special training for rural e-commerce lecturers; • Rural e-commerce enrichment leaders.

Group Work (Government attention and support)

In this session, participants grouped by countries discussed and presented the key points on gaining government attention and support for their rural e-commerce projects. Below are the outputs from the group work presented by each country group.
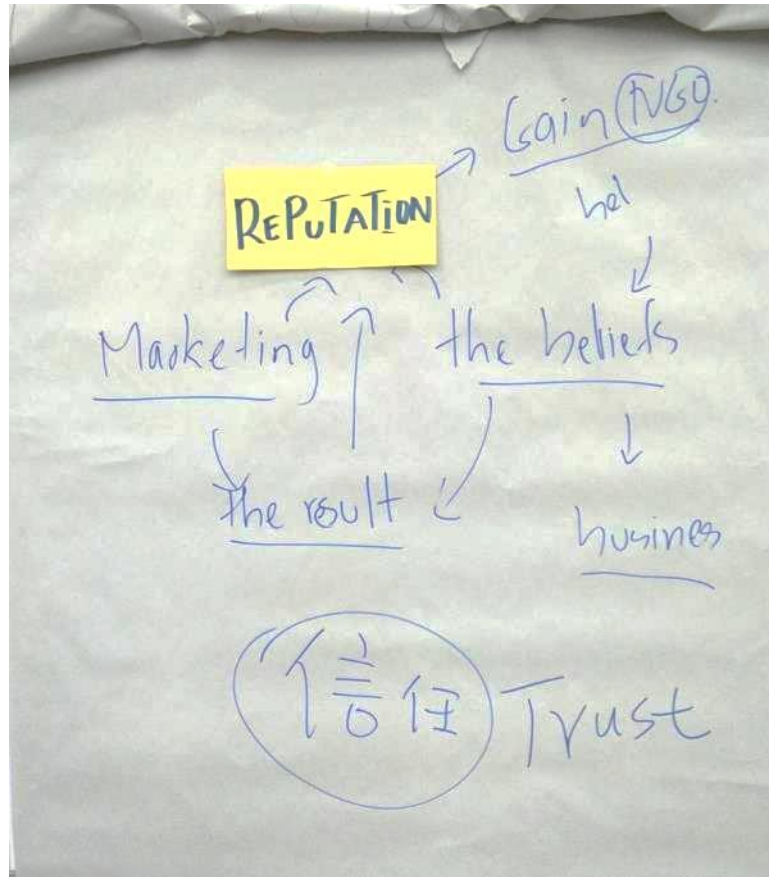
Cambodia
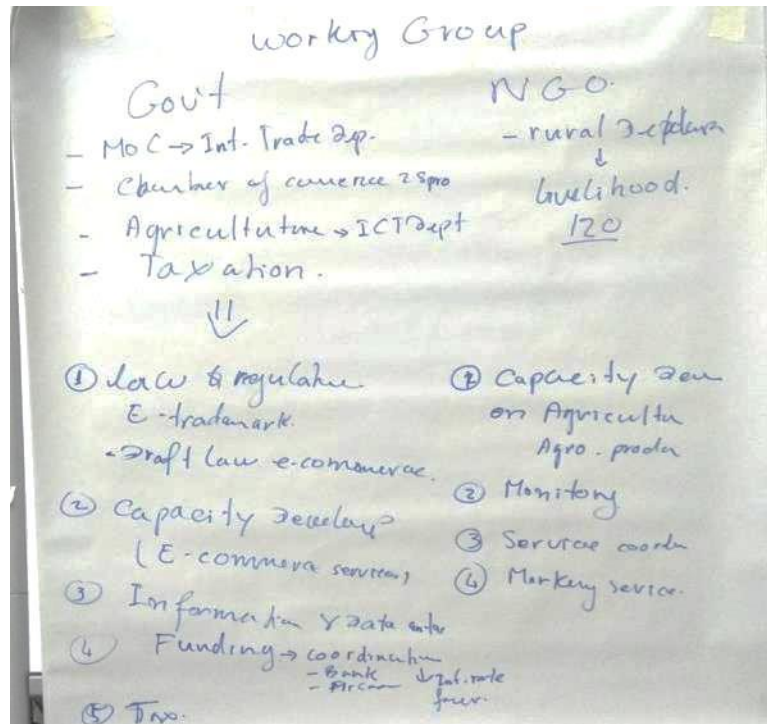
P.R. China

Lao PDR

Myanmar

Interpret the key elements of P.R. China's and Vietnam's e-commerce law and the impact of key stakeholders

Table 5 Law of P.R. China on E-Commerce

Category	Law
Business	• Taobao shop, wechat business and other natural person operators, are required to register and pay taxes in accordance with the law; • Virtual markets for online transactions will depend more on the security of information registration and programs; • The risk of transportation, such as damage and loss of logistics and express delivery, shall be borne by the seller (except that consumers choose the logistics themselves); • Stronger contract spirit, the order submission is equivalent to the establishment of the contract.
Consumer	• Hold the right to ask for any online shopping invoice; • On-site express inspection shall be protected by law; • It is more convenient and user-friendly to change the order information.
E-Commerce Service Provider	• The e-commerce platform shall not impose unreasonable restrictions such as transaction price (protect seller's autonomy); • Changes on such as the platform's trading rules require public consultation and released to the public at least seven days; • The platform has the obligation to protect the personal and property safety of consumers, otherwise it bears the corresponding responsibility.
Industry Development	• E-commerce has become the new economic form, and included into the national economic and social development and planning; • Equal status of offline and online platforms, integrated development is the fundamental principle; • Governments above the county level shall determine the division of their own departments' responsibilities.
Others	• According to article 68 of the E-commerce Law, P.R. China promotes the application of Internet technologies in agricultural production, processing and circulation, encourages strong cooperation among various social resources, advances the development of rural e-commerce, and gives play to the role of e-commerce in targeted poverty alleviation; • According to article 73 of the E-commerce Law, P.R. China promotes the exchanges and cooperation in cross-border e-

		commerce with other countries and regions, takes part in the formulation of international rules on e-commerce, and promotes international mutual recognition of electronic signatures and identities. Our e-commerce national development has been promoted at the legal level, with better link with the world.

Vietnam's electronic transaction law
- 47/2014 / tt-bct: stipulate the registration mode of e-commerce on the website, and the prohibited trade items: ammunition, wine, animal protection, etc;
- 72/2013 / ND-CP: classification of websites and restriction of content allowed on websites;
- 09/2014 / tt-btttt: regulate the information management and use on websites and social networks, and list the websites that need to apply for permission and no application;
- 39/2014 / tt-nhnn: regulate e-business (indirect) payment services.

Vietnam's tax law
- Mainly following the tax law: enterprise income tax (CIT), value-added tax (VAT) and foreign contractor (FCT);
- E-commerce transactions are still subject to above criteria. However, the Vietnamese tax law stipulates that the market will encounter ambiguous situations, so it is often used by the tax bureau to interpret one-sided situations;
- The biggest obstacle for e-commerce is price. Brick-and-mortar stores can find ways to avoid the 10% value-added tax, while e-commerce platforms must bear the burden, so the price of online goods cannot be competitive.

4.8.3. Module 3: Key Development Factors and Business Models of Rural E-Commerce

Mr. Rongzhou Yang, MI Consultant

In this module, the RP discussed (i) development of rural e-commerce in P.R. China; (ii) development elements of rural e-commerce; and (iii) Chinese rural e-commerce business model analysis.

Development of rural e-commerce in P.R. China

In 1998, P.R. China's rural electric business got a start. P.R. China's rural electric business has gone through seven stages of development until now. The CPC Central Committee, the State Council and ministries and commissions have issued various policies, especially since 18th CPC National Congress.

Table 6 Development Progress of Rural E-Commerce in P.R. China

Period	Development
1998 - 2004 (the first stage)	From 1998 to 2004, cotton and grain were traded on the Internet successively, which was called "Grain and cotton flowing online" at that time. In 1998, Zhengzhou Commodity Exchange Jicheng spot net (now known as Chinese grain network) started online grain trading. The national cotton trading market was established in the same year, and National storage cotton auction was launched for sale and purchasing. Procurement and sale of national policy cotton were done by the way of auction.
2005 - 2012 (the second stage)	From 2005 to 2012, Fresh agricultural products began trading online. In 2005, Yiguo network was set up, and traded fresh agri-products with Lekang and Tuotuo in 2008. From 2009 to 2012, with the emergence of a stream of fresh e-commerce merchants, fresh agri-products able to be traded online which was called "revolution," redefining the connotation of customers of e-commerce transactions. However, as the fierce homogenization competition, many enterprises were closed down.
2012 – 2013 (the third stage)	From 2012 to 2013, two important events of chu orange's coming to and the war of litchi appeared in Beijing, which made the operation of fresh agricultural products' e-commodities brand become a hot spot. So brand agricultural products business appeared. At the beginning of the year, Beijing "youcai" network sought to transfer the possession, Shanghai "tianxian" was "offline." At the end of the year, as chu orange's coming to Beijing and the war of litchi in Beijing, many fresh agricultural products e-commerce companies began to explore brand operation, and Sfbest, NO.1 Store, Benlai.com, tuotuo labor club, Delicious qiqi, futian and Vegetables housekeeper all received funds.
2013 - 2014 (the fourth stage)	From 2013 to 2014, various e-commerce models of agricultural products such as B2C, C2C, C2B and O2O were introduced. A large number of advanced IT, such as broadband telecom network, digital TV network, new-generation Internet, Internet of things, big data, cloud computing and block chain were adopted in agricultural products e-commerce. In 2013, tools such as weibo and WeChat appeared. Went online for less than 100 days, Yonghui's "half of sky net" sought for offline wechat business mode, and 90% of fresh e-commerce businesses went through a loss or were closed down.
2014 (the fifth stage)	From 2014 to now, Benlai.com, delicious qiqi, Jingdong, Womai.com, homedelivery, Ali, Young vegetable gentleman, Sh have successively acquired investment for agricultural products e-commerce, entering a peak for financing.
2015 (the sixth stage)	Financing and mergers and acquisitions of Rural e-commerce entered into a fervent period in 2015, for instance, in May 2015 Shihang Fresh, based on the C2B2F model (customer to business to

	farm / factory), announced lead investment gained from Tiantu Capital and B round financing from follow investment of Xieli Co., Ltd, the A round investor, and Yifuze Co., Ltd, 180 million yuan in total. The same year, Tiantian Orchard received tens of millions of dollars in strategic investment from Jingdong Group and fresh e-commerce merchants Aixianfeng completed B-round financing.
2016 (the seventh stage)	From 2016 to now, from the view of rural business life cycle specification, P.R. China's rural e-commerce has completed the transition from "growth period" to "development period" and entered into the "development period" in 2016.

Rural e-commerce development cycle of P.R. China

- Initial phase (1998 – 2012) ⇒ B2B/B2C/C2C
- Adjustment phase (2012 - 2014) ⇒ Brand&T&M
- Growth stage (2014 – 2016) ⇒ Capital + M&A
- Development stage (2016 - 2018) ⇒ DT+Cloud

Key resources of rural e-commerce development

- Talent resources;
- Market resources;
- Industry resources;
- Supporting facilities.
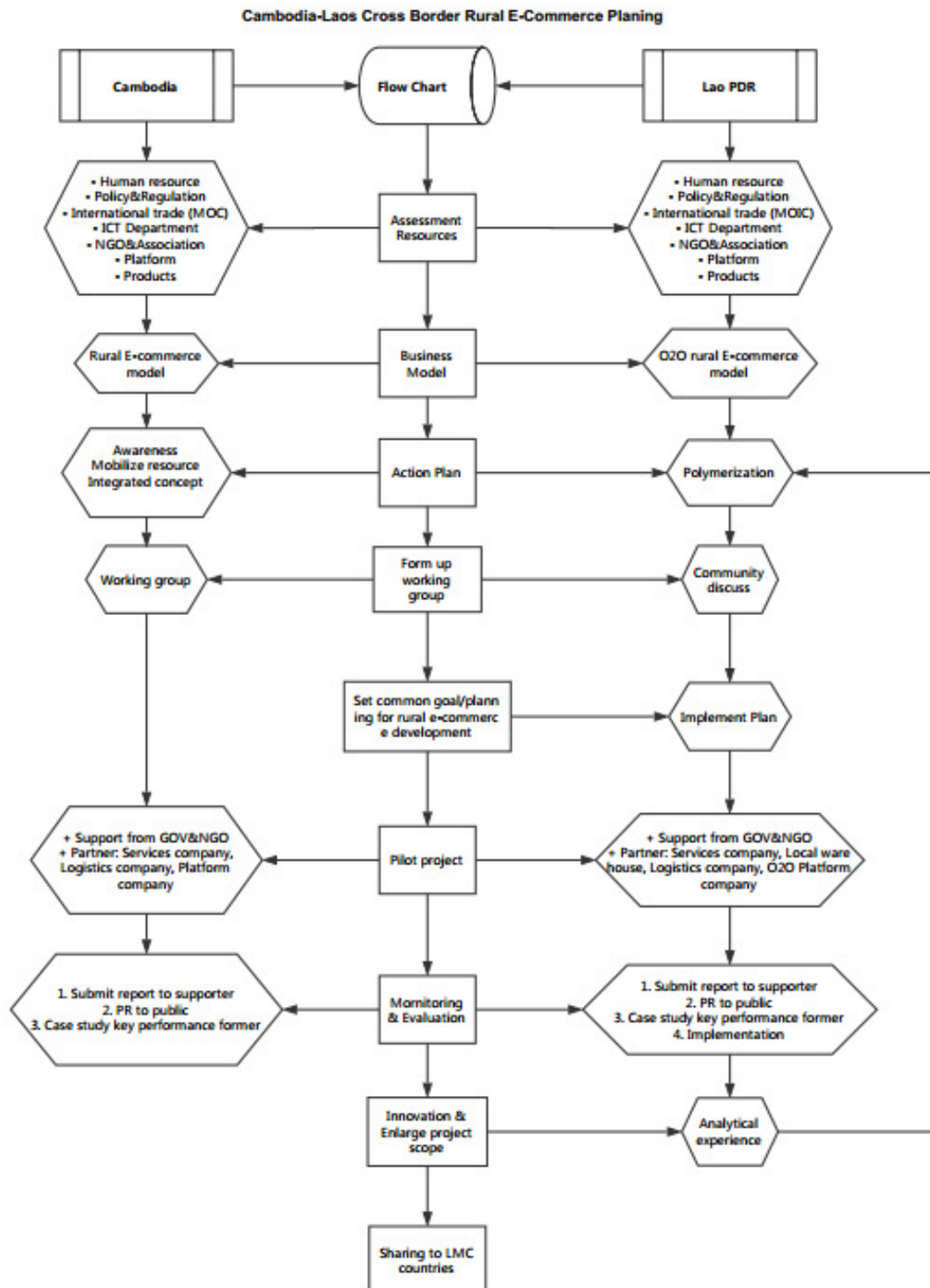
Table 7 Organize Essential Resources According to Needs

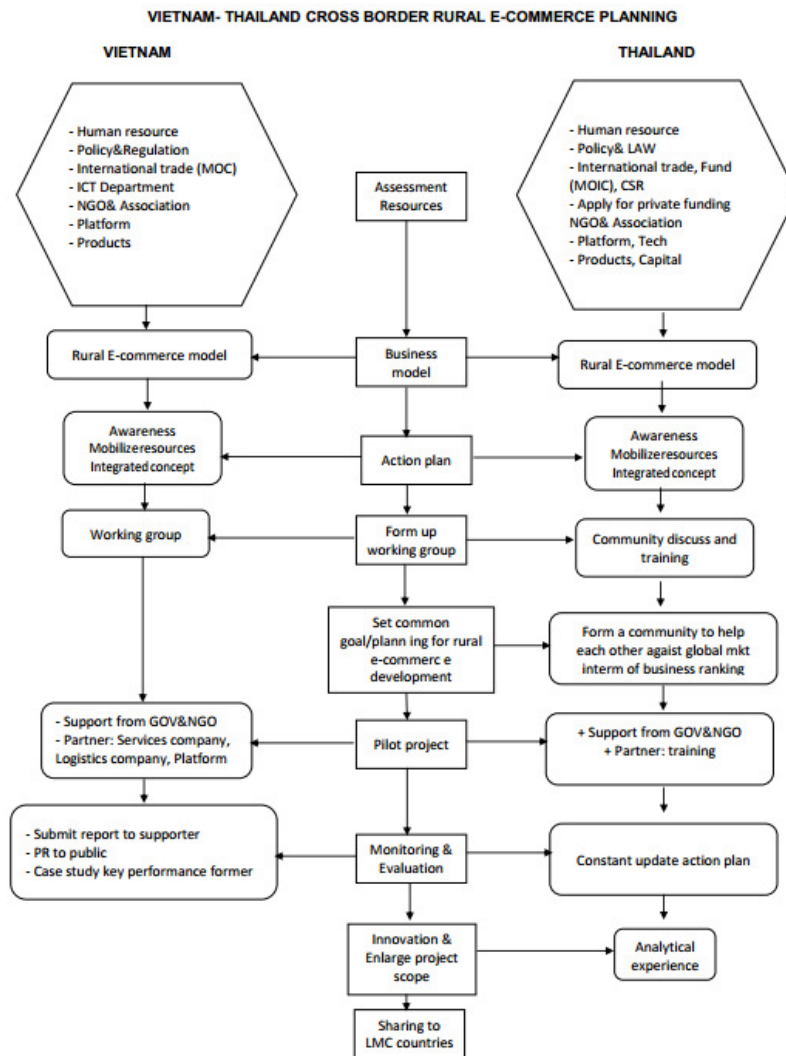| Elements / phase	Initial Phase	Adjustment Phase	Growth Stage
Talent Resources	- Industry consultant; - Training supervisor; - Young creator; - Government officials.	- Industry consultant; - Training supervisor; - Marketing people; - Operating personnel.	- Industry consultant - Training supervisor - Data analyst - Product designer
Market Resources	- Wholesale - Supermarkets - Network - Cross-border	- Wholesale - Supermarkets - Network - Cross-border	- Wholesale - Supermarkets - Network - Cross-border
Industry Resources	- Farm produce - Farm brigade - National art	- Farm produce - Farm brigade - National art	- Farm produce - Farm brigade - National art
Supporting Facilities	- Training base - Operation center - Logistics storage - Network platform	- Training base - Operation center - Logistics storage - Network platform	- Training base - Operation center - Logistics storage - Network platform

Group Work (Essential Resource)

In this session, participants were divided into (i) Cambodia – Lao PDR; (ii) P.R. China – Myanmar; and (iii) Thailand – Vietnam groups. Each group discussed and presented the essential resources required for the development of cross-border e-commerce between respective countries. Below are the outputs from the group work presented by each group.
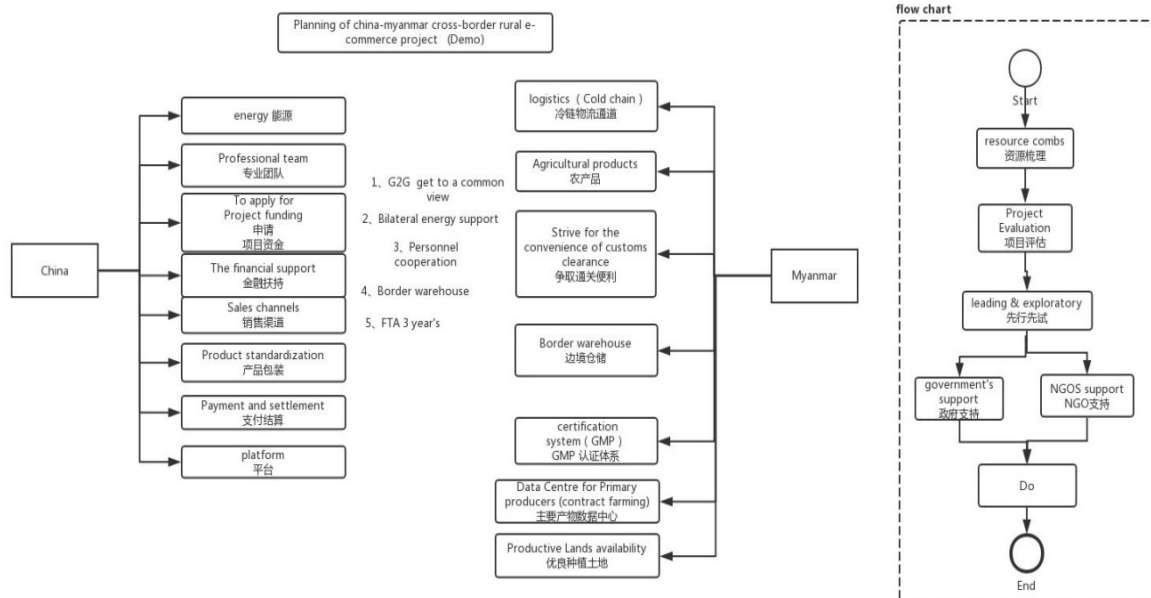
Cambodia – Lao PDR

Cambodia-Laos Cross Border Rural E-Commerce Planing

Thailand – Vietnam

VIETNAM- THAILAND CROSS BORDER RURAL E-COMMERCE PLANNING

P.R. China – Myanmar

Analysis of Chinese rural e-commerce business model

Table 8 Chinese Rural E-Commerce Business Models

Business Model	Detail
Zhejiang · Linan	• Offline: Lin'an e-commerce Industrial Park、Longgang nut roasted park (city), multiple agricultural product bases (villages) - two parks and multi-point sites, promoting the coordination between urban and rural companies, 7 of which are agricultural product e-commerce demonstration villages, 38 of which are over 5 million assets, and the total sales volume of e-commerce reached 565 million yuan; • Online: the Belt and Road Initiative + micro Lin'an: Lin'an roasted seeds and nuts industry is the first platform for online wholesale of Chinese nuts, +taobao·featured P.R. China-Lin'an hall, WeChat platform integrating tourism, media, entertainment, life and service.
Hebei · Qinghe	• Qinghe county: Supervised by association, *Xinbaifeng* cashmere trading center + e-commerce park, improved through training, upgrading and transformation, attracting nearly 200 domestic enterprises to trade cashmere on-line; • B2C model of *qinghe* cashmere net and 020 model of *baironghui* network, more than 100 merchants opened stores on it, 12 of which have won Chinese clothing growth brands, 8 have won famous trademarks in Hebei province, and 24 have won *Top 100 Chinese Cashmere Industry.*
Jiangsu · Shaji	• Scraping furniture in the past, Shaji Town now is the king of furniture; from a collection of a villiage to prosperity of the whole town. There are 3,040 taobao shops, of which 126 are Tmall shopping malls. In 2013, the monthly volume of Dongfeng village logistics express delivery reached more than 1,000 tons with nearly 10,000 pieces of goods; • Inspiration: the transformation and improvement of Shaji, from the establishment of self-owned brands to the development of supporting industries driven by furniture development, from villages to towns to parks, the industrial model is constantly upgrading.
Zhejiang · Lishui	• The wutong project in lishui is to make every effort to build a regional e-commerce service center, help e-commerce enterprises to do a good job in supporting services, and enable e-commerce enterprises to successfully hatch and grow, which is the biggest feature of lishui rural e-commerce. The e-commerce service center has four functions: cultivating, incubating and supporting the subjects (government departments, enterprises and individuals), platform construction, and marketing promotion. It undertakes the

	transformation of resources and demands of all parties involved in "government, online business, supplier and platform", and promotes the healthy development of regional e-commerce ecology.
Zhejiang · Tonglu	• Located 80 kilometers away from the downtown of hangzhou, tonglu is the most economically powerful county in western zhejiang, a famous logistics town and a township of pen making in P.R. China. Tonglu has a good industrial foundation and the development trend of e-commerce, especially in the aspect of logistics. There is also a good social environment and policy support from government departments to provide a good environmental foundation for the development of rural e-commerce.
Shandong · Bo-xing	• Boxing is the export base of national grass and willow handicrafts with sufficient supply, good quality and reputation, and low threshold and cost of e-commerce. Taobao village has successfully promoted the online transformation of traditional enterprises in the county. There are over 3,000 e-commerce enterprises in the county with over 20,000 employees, and 80% of the industrial enterprises have conducted online trade; • Enlightenment: first, the timely transformation of traditional foreign trade; Second, to give play to the key role of talent; Third, the combination of industrial park and online; Fourth, policy guidance and promotion.
Zhejiang · Haining	• Haining has more than 1,500 e-commerce related enterprises, over 20,000 online merchants and 780 registered Tmall stores. Achieve the online retail sales of 1.598 billion yuan," the first e-commerce demonstration city in zhejiang province" "and" "e-commerce innovation sample in zhejiang province." • Promoting transformation and upgrading through e-commerce, one is to introduce talents; Second, docking platforms to stabilize the country and strengthen cross-border cooperation; Third, strengthen supervision and protect the brand; The fourth is the load bearing service in the park (six parks have been constructed successively); Fifth, management promotion, upgrading enterprises (modern enterprises as the main body).
Jilin · Tongyu	• Tongyu county, based on its own situation, "introduced foreign aid" and cooperated with enterprises systematically to build the brand of "sanqianhe". Supporting the establishment of e-commerce companies, green food parks, offline exhibition and sales stores; • Inspiration: integrate local agricultural products resources and entrust powerful large enterprises to conduct packaging, marketing and online operation. Local governments, farmers, e-commerce enterprises, consumers and platforms jointly

	create and share value, driving the development of county economy.
Shanxi · Wugong	• Wugong county achieved e-commerce sales of 1.558 billion yuan in the first half of 2018, up 73 percent year-on-year, and is expected to surpass 3 billion yuan in the whole year. There are 231 registered e-commerce enterprises, more than 40 express delivery companies, and over 1,200 individual online stores, with daily delivery of 120,000 orders and a peak of 300,000 orders; • Inspiration: design e-commerce with innovation of idea. Build the e-commerce ecology with sound mechanism. We will create highlights with key breakthroughs. Cultivate the talent of electronic businessman with long-term vision.

Table 9 Chinese Rural E-Commerce Models and Key Development Elements

Element / Model	Marketing Driven	Resource Driven	Value Driven	Financial Driven
Talent Resources	Linan model	Wugong model	Lishui model Tonglu model	
Market Resources	Qinghe model	Lishui model Tonglu model		Wugong model
Industry Resources	Shaji model Haining model	Linan model Qinghe model Boxing model	Tongyu model	Bo-xing model
Supporting Facilities		Shaji model Haining model		Tongyu model

Definition of business model

Business model is a variety of transaction relationships and connections between enterprises, government departments, customers and channels.

Business Model Canvas
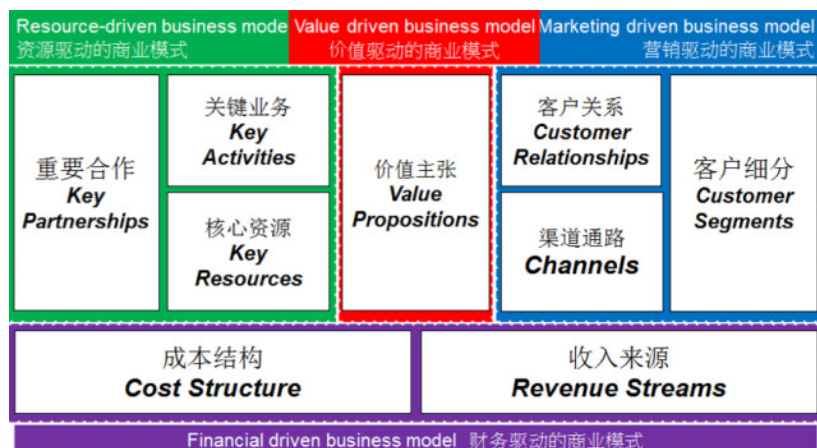
According to target customers' needs to design products, identify market and design business model, and allocate available resources to realized business model and operation.

Group Work (Business Model Design)

In this session, each participant (i) organized the resources of local rural e-commerce; (ii) designed a business model suitable for local rural e-commerce development; and (iii) evaluated and determined the business model of local rural e-commerce development.

4.8.4. Module 4: Operating Logic, Preparation and Procedure of Rural E-Commerce Business

Mr. Rongzhou Yang, MI Consultant

In this module, the RP discussed (i) operational logic of rural e-commerce; (ii) facilities and conditions of rural e-commerce operation; and (iii) implementation process of rural e-commerce operation.

Definition of e-commerce operations

- Originally defined as e-commerce platform (enterprise website, BBS, blog, microblog, store, network outlet, etc.) construction, optimization and promotion of various search products, maintenance and reconstruction of e-commerce platform, expansion, and research and development and profit of network products. From the background optimization service to the market, to the creation of the execution service market and the creation of the market;

- There are similarities in enterprise operation, including research, product positioning, management classification, development planning, operation planning, product control, data analysis, analysis implementation and follow-up. But its execution object is different from the entity product.

Table 10 Connotation of Rural E-Commerce Operation

	Who	Where	What to Do	How to Do
On-Line Operation	Operation	Network Platform	Product	Model
	Operating Visual Sales	Lazada Facebook shop.mm	Farm produce Farm brigade National art	Direct selling Wholesale Crowdfunding
Offline Operation	Logistics	Print the order	Match the goods	Packaging
	Warehousing	Promotion	Quality Control	Research

Table 11 The Essence of E-Commerce Operation Logic

Know	Think of	Find	See	Buy	Wow
Brand Spread	Unique Memory	Search Contrast	Imagine Impulse	Platform Settlement	Service Feedback

The point of contact with customers is the core of the operational logic of e-commerce

Understand the facilities and conditions of rural e-commerce operation

Table 12 Facilities and Conditions of E-Commerce Enterprises

	Pre-Sale		Sale		After-Sale
Condition	Research Project management Planning Product designer Procurement				
Network	On - Line Research		Media	Sales Platform	Case to Promote
Facilities	Warehousing Offices Training room Exhibit Photography Computer and phone		Transit warehouse Printer Logistics Freight car		Individual or business

Table 13 Regional E-Commerce Facilities and Conditions

Industry Cultivation	Talent Cultivation	Service System	Hardware Facilities
Agricultural materials of pre-service Research center Supporting policies Incentive mechanism Industry association Regional E-Commerce	Teacher training Curriculum system Venture contest Training base Practice base	Agent service Recruitment service Tax Services Financing services County rural level 3 logistics Regional platform	Logistics park Storage center E-commerce industrial park Public meeting room Reception center Exhibition center Public office area

Designing the implementation process of rural e-commerce operation

Talent

Research	Advantage	Talent	System	Service
- Farm Produce - Farm Brigade - National Art	- Talent - Traffic -Industrial advantage	- Management - Operating - Design - Marketing - Supply chain - Lecturer	- E-commerce service - Incubation base - Personnel training system - Supply chain system	- Agent service - Tax Services - Financing services - County rural level 3 logistics

Talent

Research	Product	Market		
- Local market - Overseas market - Network market - Competitors	- Farm produce - Farm brigade - National art	- Wholesale - Supermarkets - Network - Cross - border		

4.8.5. Module 5: Marketing Methods, Tools and Techniques of Rural E-Commerce

Mr. Rongzhou Yang, MI Consultant

In this module, the RP discussed (i) the latest rural e-commerce marketing methods; (ii) digital marketing; and (iii) marketing tools and techniques of rural e-commerce.

Figure 6: Marketing Process

The latest rural e-commerce marketing methods

- Marketing based on Social Network Services: SNS (New retail of online order and offline delivery);
- Marketing based on mobile live broadcast tools (Attract attention, build trust, and achieve sales);
- Online farmer celebrities, live sales via mobile phone;
- Agricultural product pre-sale marketing model;
- Crowdfunding (Promotion story - presale product - delivery product);
- Customized sales (National craft - innovative design - story dissemination - order receiving - processing - product delivery).

Understand the nature of Internet marketing

Master marketing tools and techniques of rural e-commerce

Package

Logistics   Demand

Channel   **CHOOSE**   Selling point

Price   Competition

Consumption is becoming more and more rational, and customers only buy the goods they need

Key for Marketing Plan
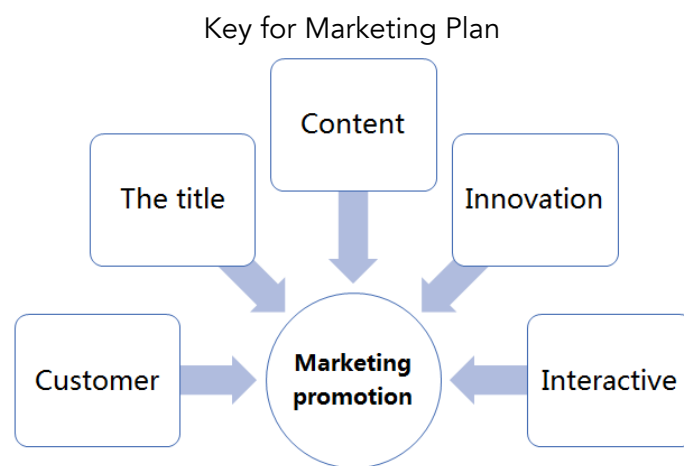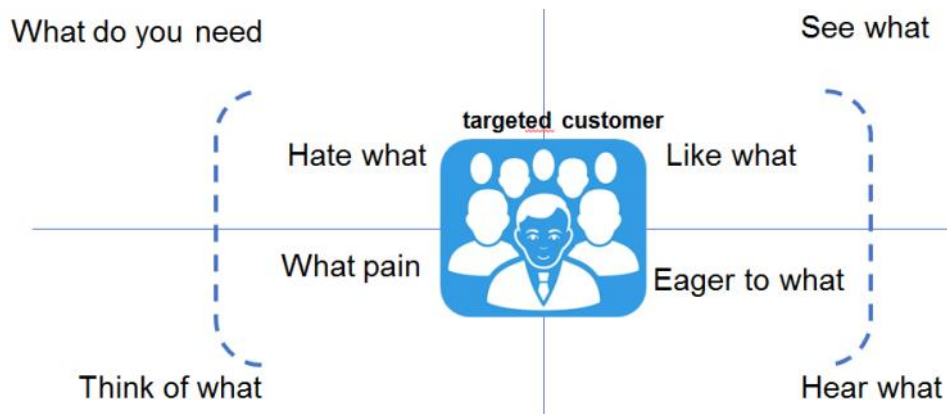
In the age of information overload, marketing communication has high demand

Trust is the foundation / Connection is the king

Group Work (Marketing Tools and Techniques)

In this session, participants were divided into four groups. Each group selected one product that is most suitable for e-commerce in Lancang – Mekong countries and discussed the reasons for the selection. Each group also analyzed the potential of the selected product based on the marketing tools and techniques (Package / Demand / Selling point / Competition / Price / Channel / Logistics). Below are the outputs from the group work by each group.

Group 1
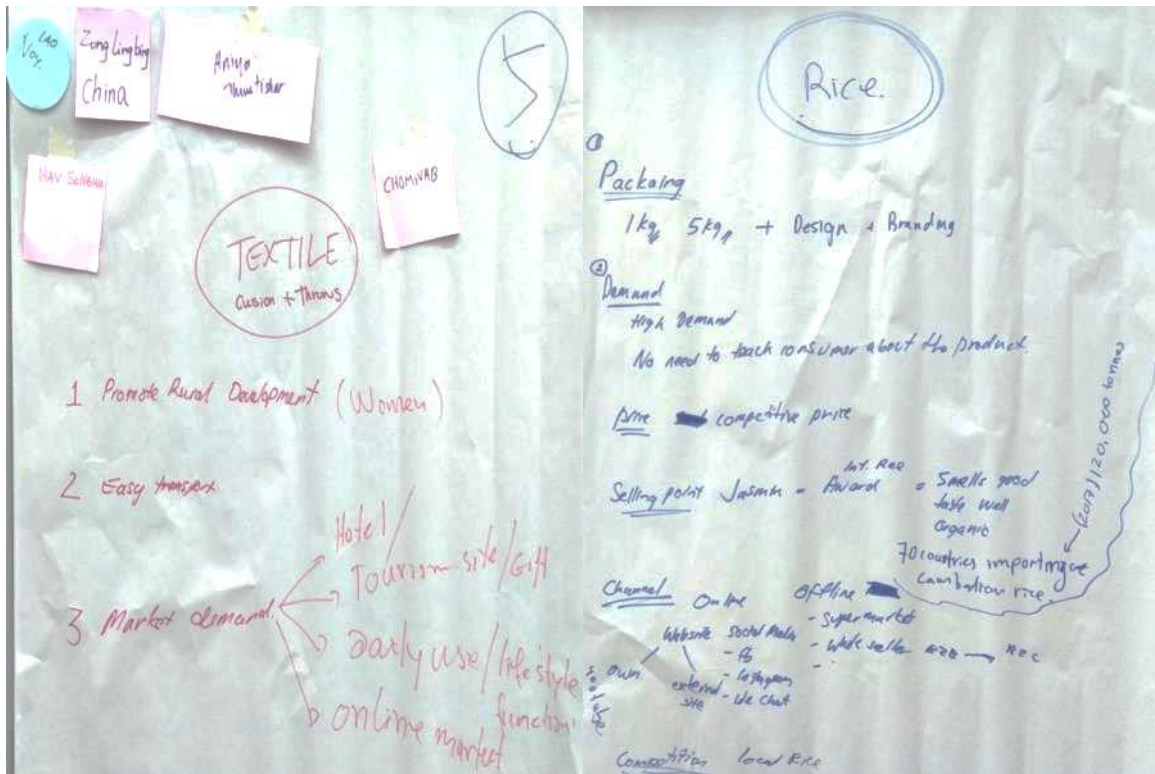
Group 2

Group 3

Group 4
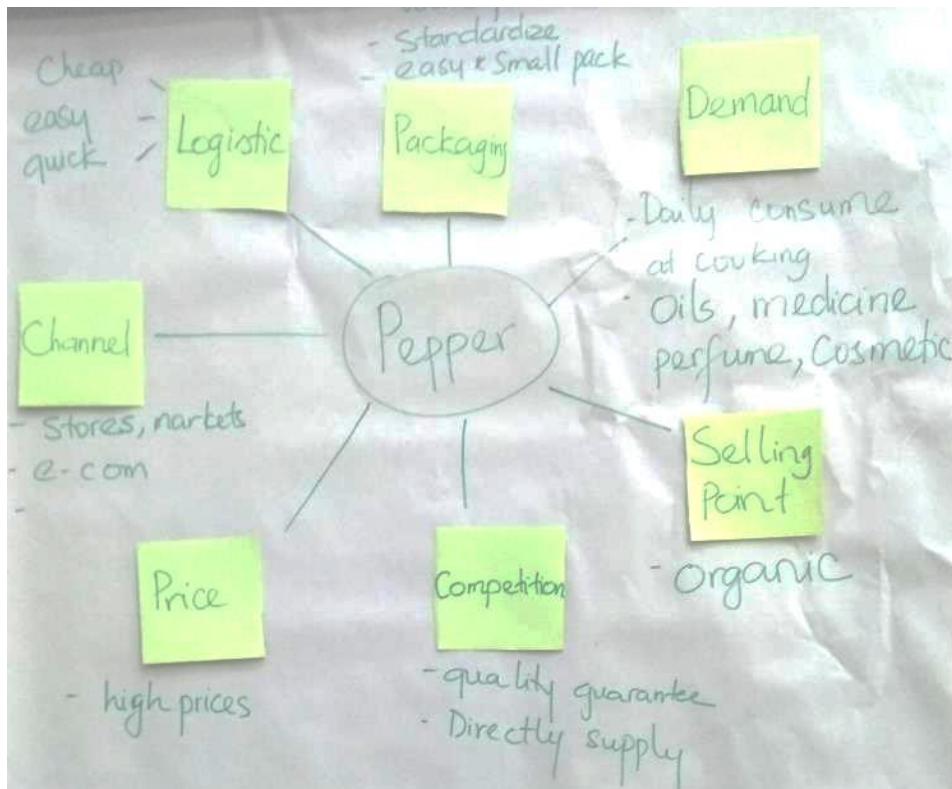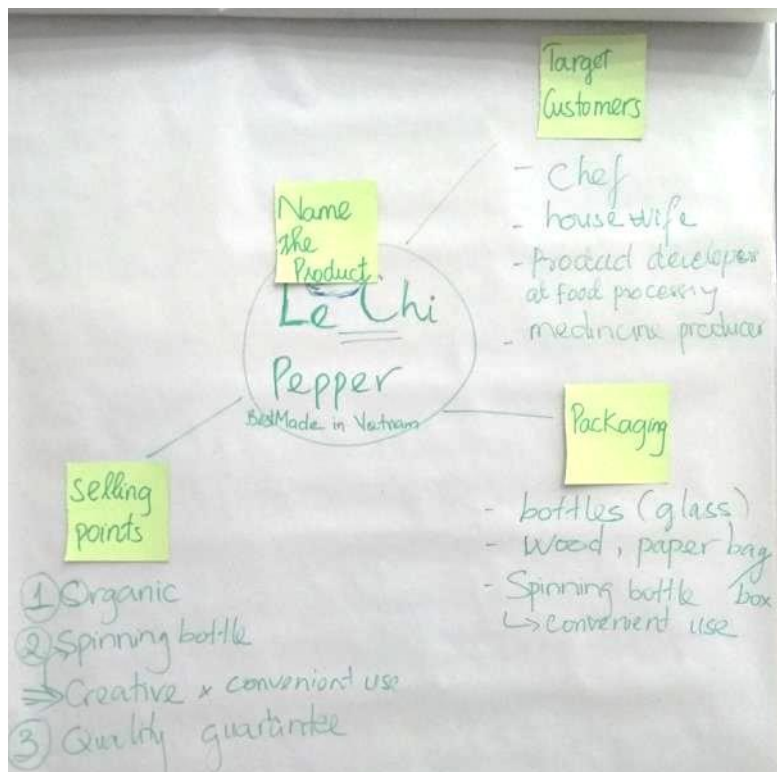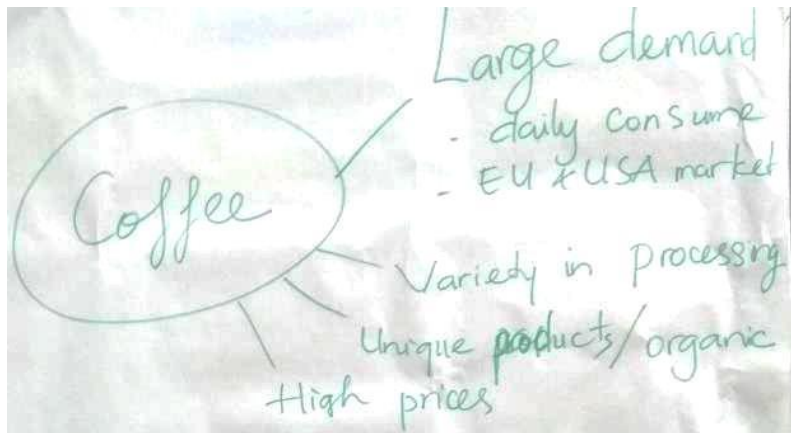
4.8.6. Module 6: Supply Chain, Delivery and Transaction Management of Rural – E-Commerce

Mr. Rongzhou Yang, MI Consultant

In this module, the RP discussed (i) definition and value of delivery supply chain of rural E-commerce; (ii) supply chain model and logistics management of rural e-commerce; and (iii) rural e-commerce platforms, tools, procedure and management.

Definition and value of delivery supply chain of Rural E-commerce

The difficulties in Rural E-Commerce
 • Sales / transportation/ quality assurance;

- Key reasons are attributed to inconvenient transportation, weak supply chain and lack of talent.

The significance of rural e-commerce supply chain
- The person did work on the product, the positioning, the marketing, the promotion, the channels, but if the supply chain is poor, it's still going to be hard to grow;
- The supply chain determines delivery.

Definition of supply chain
- Centering on the core enterprise, supply chain is defined as the process of starting from supporting parts to making intermediate products and finished products, and finally delivering the products to consumers by the sales network is an overall functional network chain structure formed by suppliers, manufacturers, distributors and end users;
- The concept of supply chain management is to optimize the whole supply chain from the perspective of consumers through cooperation between enterprises.

Supplier is soil; production enterprises constitute tree roots; the agent is the main pole; distributors are branches and treetops; the leafy green safflower is the end user; at the nodes of root and main bar, branch and bar, there is a circulation time after time, and the thread of communication is the information management system.
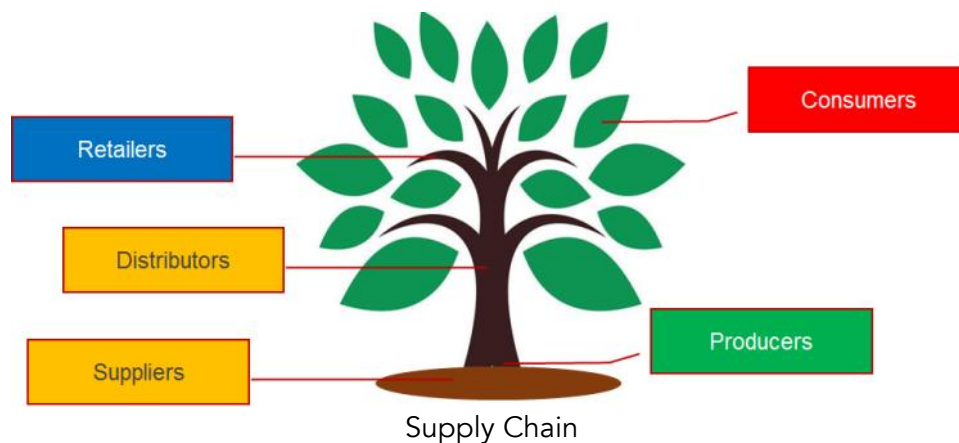
Supply Chain

Benefits of Supply Chains
- Promote efficiency;
- Reduce cost;
- Enable business collaboration;
- Optimize management;
Enable product's displacement in time

Six Requirements for Supply Chain
- Right product;
- Right time;
- Right quality;
- Right quantity;
- Right status;
- Right place.

Supply chain model and logistics management

The particularity of rural e-commerce supply chain

With the current situation in rural areas, rural e-commerce needs the support of collaborative supply chain (Coordination Resource ⇒ Ability Training ⇒ Industry upgrading)

Definition of logistics management
- Logistics is a part of supply chain activity, a process of planning, implementing and controlling the efficient, low-cost flow and storage of goods, services and related information from the place of origin to the place of consumption in order to meet the needs of customers.

Content of logistics management

Logistics Activity Elements	Logistics System Elements	Logistics Management Function
Transportation and storage	Personnel, property, articles, equipment, methods and information	Logistics planning, quality, technology, economy.

At present, all e-commerce platforms in P.R. China have been connected with the data of most logistics enterprises, and e-commerce enterprises can use the information-based data of e-commerce platform to conduct information-based management of logistics for free.

Rural E-Commerce Logistics Management
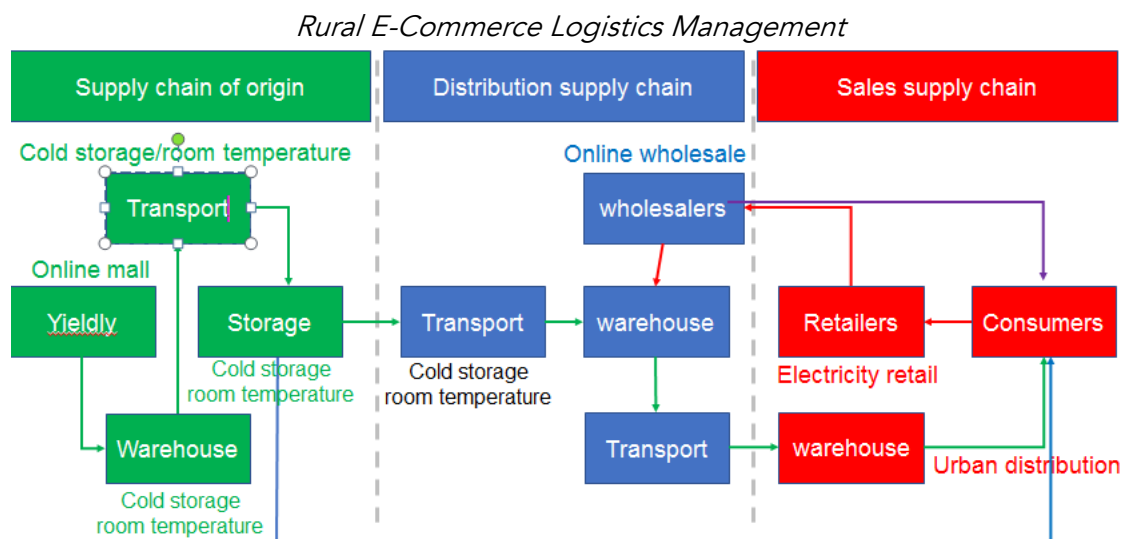
Existing E-Commerce Platforms in Lacang-Mekong Countries

Platform / Country	C2C	B2C	B2B	Self-built	Other
China	Taobao.com guazi.com	Tmall.com JD.com Suning.com	Alibaba **cnhnb.com** DHgate.com	A lot of	A lot of
Cambodia	Mall855	Glad Market Roserb Taobao AliExpress		MAIO Mall NIKA ECamShopping	BookMeBus
Myanmar	OneKyat Ads.com.mm Barlolo	ZawGyiMart Shop.com.mm Aweldaw Yangon Bay	BaganMart		
Thailand		Lazada Shopee 11street Tarad Advice		Central Munkong Gadget Se-ed HomePro	
Vietnam	Weshop.com	Foody.vn	TiKi.vn Sendo.vn LAZADA	Amazon Vatgia.com	giaohangnhanh.vn	Thegioididong.com Adavroi	Chotot.com
Laos	Yula.la Taobao.com	My Delivery AliExpress			Laos Post

4.8.7. Module 7: Cross – Border E-Commerce
Ms. Yongjie Zhang, MI Consultant, and Head of Research Institute DHgate

In this module, the RP discussed cross-border e-commerce industry chain & market opportunities.

Cross-Border E-Commerce Eco-System
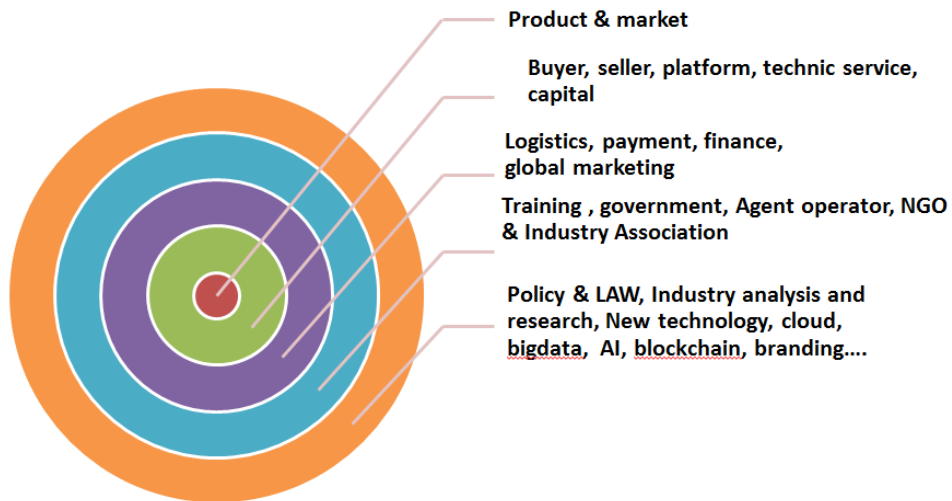
Route Map

Business Model of Platform

- Import or export;
- Yellow page or transaction;
- Vertical or comprehensive or own platform;
- B2B or B2C;
- Platform or Self-Support;
- PC or mobile.
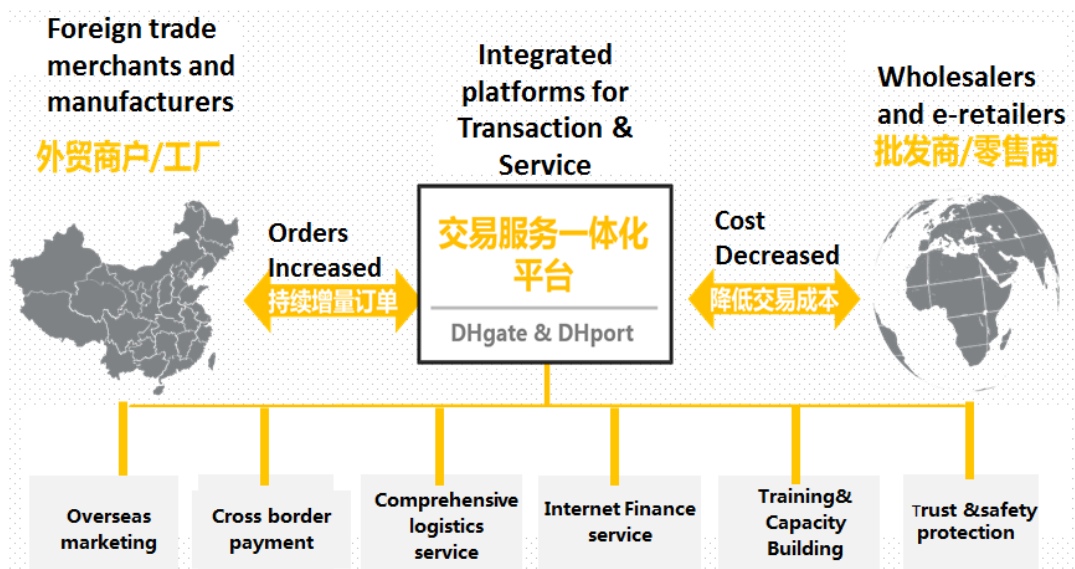
Comprehensive On-Line Transaction Model
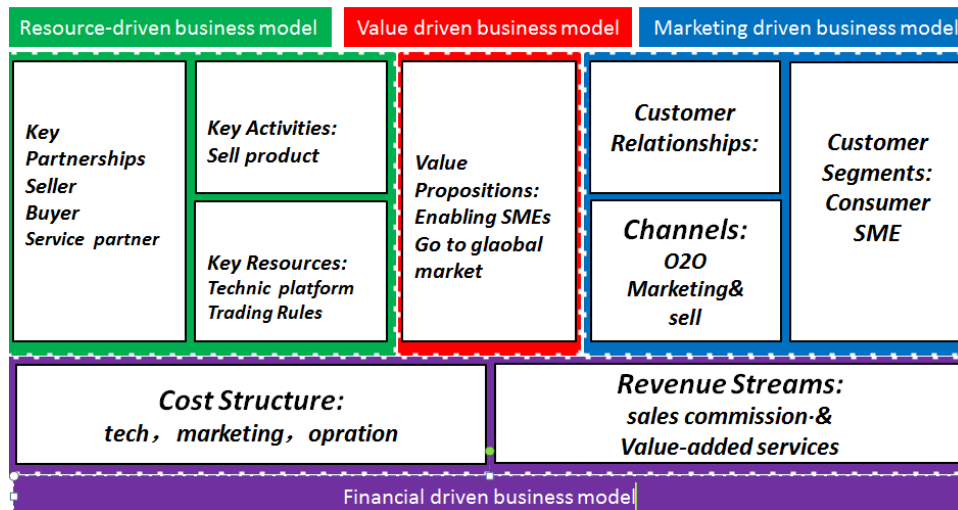
Business Model Canvas
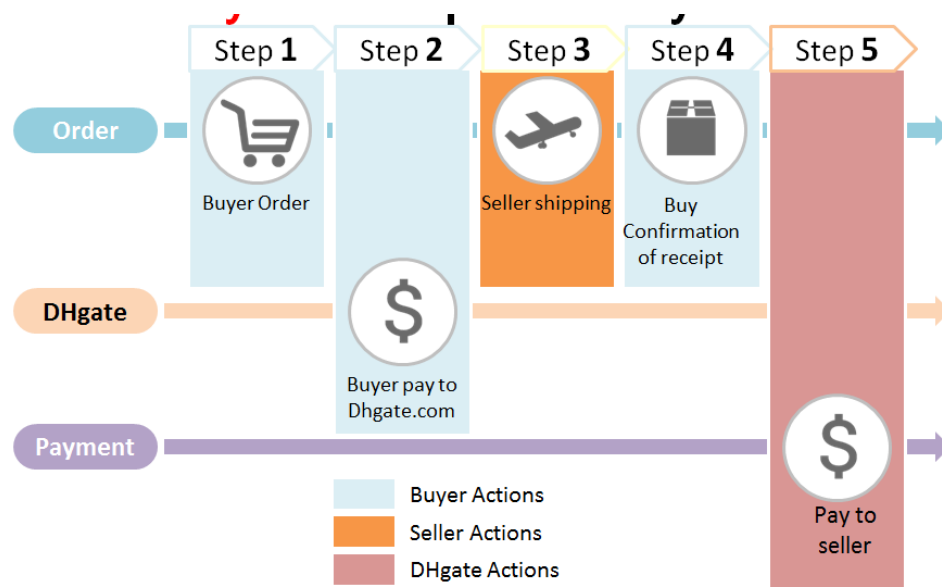
Escrow Systematic Protect Buyer and Seller

Major Platforms of Export

B2B Yellow Pages (Alibaba / Global Trade / Made in P.R. China);
B2C& B2b trading (eBay / Ali-express / Amazon / DHgate / Wish);
The regional platform (Kilimall / Lazada / Jollychic);

	Independent vertical platforms				Comprehensive sub - and e-channels		
	163 Kaola.com	Red Xiaohongshu.com	Meitu Meipu.com		T-mall Int' l	Global VIP.com	JD.com
Model	Self-supporting P + platforms	SSP	SSP	SSP	P	SS	SSP
Traffic advantage	163 media	Social Network	Photo APP		Multi-platform	Post-sale	Logistics
Core advantage	Qualify Products Screening	Contents Sharing	AI + User Experience	Vertical Community	Enriched Products	Post-sale	Logistics
Self-supporting bounded warehouse	15	5	1			5	7
Self-supporting overseas warehouse	18	4	1			8	

Major Import Platforms

Global on-line marketing

Three important procedure of e-commerce marketing

1. Traffic (attract visitors) ⇒ Via search engine marketing / operation (SEM / SEO), VIP / group purchase / social network sales, influencer, EDM, and video marketing;
2. Transfer visitors to be real buyers;
3. Repeat purchase.
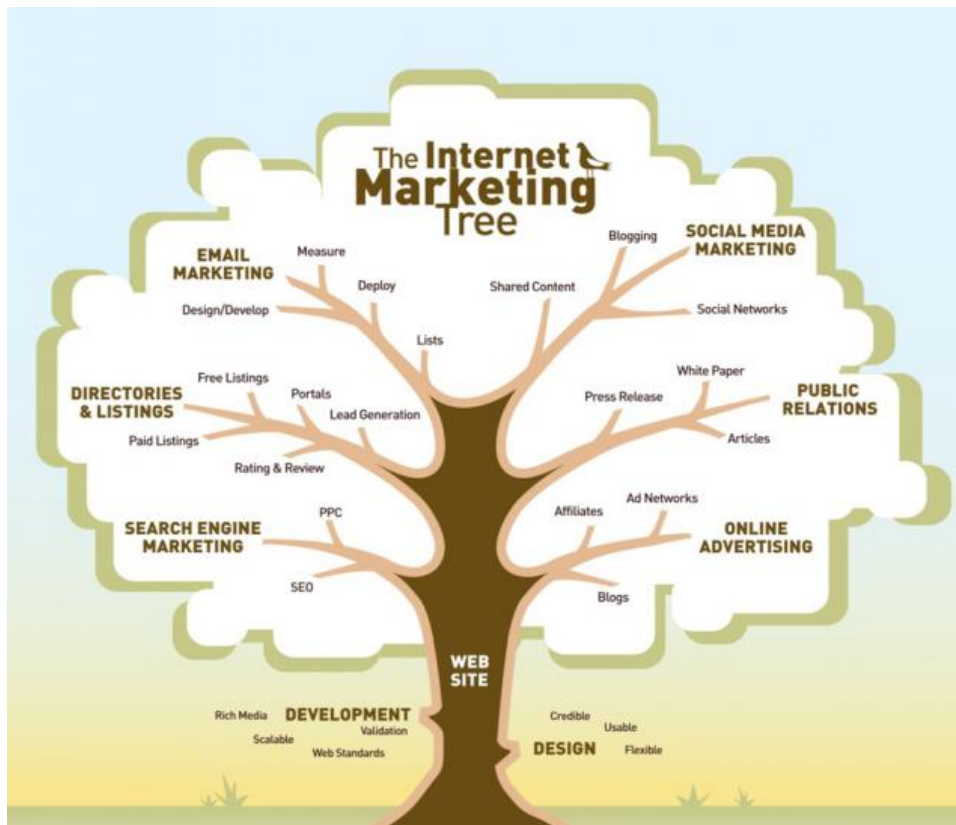
The Internet Marketing Tree

Trend in O2O integrated marketing

1. Exhibition and Showroom;
2. Trading and sales;
3. Overseas warehouse;
4. Local after sales service;
5. Local training service.

Big data predict changes in overseas markets

- Data analysis;
- Find overseas hot products;
- Find sources of goods;
- Enrich new products;
- Sale;
- Sales data.

Cross – border on-line payment
There are various platforms for cross – border on-line payment

Cross – Border On-Line Payment

Intelligent logistics & storage
- Value;
- Weight;
- Bulk factor;
- City;
- Timing;
- Others

Comprehensive foreign trade service
- Logistics;
- Customs;
- Credit insurance;
- Financing loans;
- Foreign exchange;
- Tax refund.

Supplier and e-commerce sales product
- Sale products via e-commerce;
- Photos and transactions;
- Description and repackaging;
- Pricing and shipping cost calculation.

Branding: New chance for seller
- From traditional foreign trade to brand e-commerce;
- From foreign trade factory to brand e-commerce;
- From domestic brand to global brand;
- On the way for sellers brandings

Chinese government policy to promote cross-border e-commerce
- 1st Phase (1999 – 2004): (i) yellow pages information; (ii) traditional foreign trade; (iii) offline deal; and (iv) membership service;
- 2nd phase (2004 – 2014): (i) on-line trading; (ii) marketing, payment, logistics and finance; (iii) integration; (iv) small B seller to small B buyer; and (v) low price;
- 3rd phase (2014 – 2018): (i) foreign trade factories online; (ii) all on-line and off-line channels; (iii) integration; (iv) virtual& physical warehouse; (v) multiple languages; (vi) on-line finance; and (vii) supply chain around the platform.

The government management
- Customs clearance;
- Tax refund and foreign exchange settlement path construction.

Chinese government innovation
- Customs supervision;
- Single – window;
- Bonded warehouse model;
- Direct mail model;
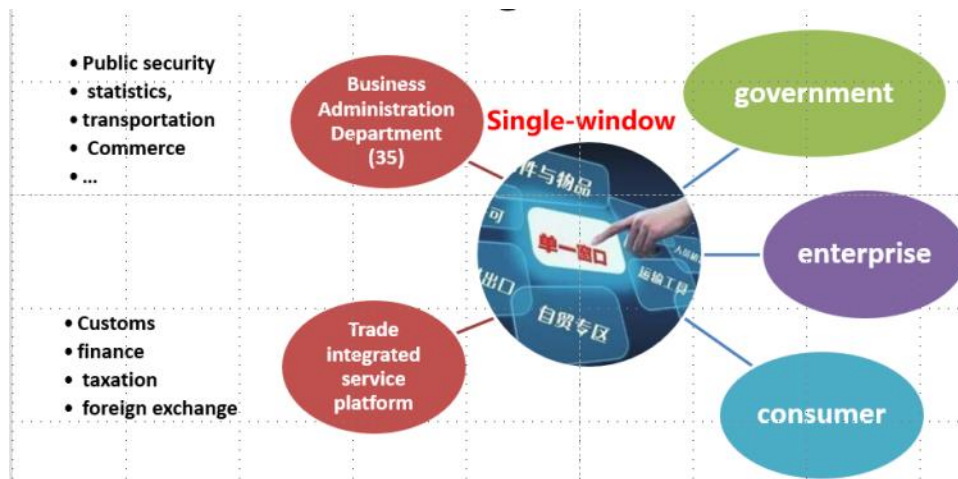
Single - Window

Pilot cities

Chinese government designed several cities and provinces as pilot cities / provinces for the development of cross – border e-commerce.

Pilot Cities / Provinces in P.R. China for Cross-Border E-Commerce Development

Cross-border e-commerce park

P.R. China also established Innovation Park at local / provincial level in order to further promote cross – border e-commerce in the country.

Function of Cross-Border E-Commerce Park in P.R. China

4.8.8. Module 8: Action Plan (AP) Development

Ms. Wen Hao, Program Coordinator, Trade and Investment Facilitation (TIF) Department, Mekong Institute (MI)

As part of the training program, participants jointly developed Group APs on conducting localized trainings / workshops in Lancang-Mekong countries in order to promote rural e-commerce there. Participants also developed individual APs on improving enabling environment and develop innovative business models for rural e-commerce.

4.9.   Closing Ceremony

4.9.1. Course Report Presentation

Ms. Wen Hao, Program Coordinator, Trade and Investment Facilitation (TIF) Department, Mekong Institute (MI)

Ms. Hao presented the outcomes of the one-week training program. She talked about participants' information, RPs, MI organizing team, training objectives and expected outcomes, training modules, modular training approach and training methods. Ms. Hao also presented the average result of pre and post self-assessment and the after-event assessment including relevance and improvement of knowledge and skills and overall assessment of the training.

4.9.2. Awarding of Certifications

Dr. Watcharas Leelawath, Executive Director (ED), Mekong Institute (MI)

Each participant was awarded the certification for the completion of one-week training program from Dr. Leelawath.

4.9.3. Speech by RP
Mr. Rongzhou Yang, CEO, Hunan Match Information Technology Co., Ltd

Mr. Yang expressed appreciation to LMCSF, MoC Thailand, MI team as well as his team members. Mr. Yang noted that the rural e-commerce is really complicated concept and training program is merely an entry point for learning and understanding rural e-commerce. He wished all the participants would use business model tools discussed during the training program to identify their right position as well as strengthen their advantage. Mr. Yang also hoped all the participants would work together with people in the rural area through rural e-commerce development for the prosperity of their countries.

4.9.4. Participants Speech

In this session, representatives from the CCLMTV delivered short speeches. All the speakers underlined the importance of the knowledge and skills gained from the training program. They also expressed sincere thanks to LMCSF, MoC Thailand and MI for providing the opportunity to them to take part in the training program.

4.9.5. The Way Forward and Closing Remarks
Dr. Watcharas Leelawath, Executive Director (ED), Mekong Institute (MI)

Dr. Leelawath congratulated all the participants for the successful completion of the training program. Dr. Leelawath reiterated the importance of AP implementation and said that MI looks forward to the tangible outcomes from the training program and generates impact in the region. Dr. Leelawath also hoped the participants would establish effective networking, personal and professional bonding and relationships with co-participants in the past 5 days. Finally, Dr. Leelawath expressed MI's appreciation to the LMCSF, MoC Thailand, RPs, simultaneous translator and MI team for making the training program a success.

4.9.6. Training Atmosphere

4.9.7. Action Plan (AP)
Ms. Wen Hao, Program Coordinator, Trade and Investment Facilitation (TIF) Department, Mekong Institute (MI)

Ms. Hao oriented the participants on the development of APs. First, participants would jointly develop Group APs on conducting localized trainings / workshops in Lancang-Mekong countries in order to promote rural e-commerce there. Group APs aims to (i) transfer knowledge to local population for promoting Rural E-Commerce in Lancang – Mekong countries; (ii) facilitate enabling environment for rural e-commerce development; and (iii) foster collaboration between the public and private sectors for promoting Rural E-Commerce in Lancang-Mekong countries (Please see Appendix 10.2. Group Action Plans (APs) for the draft plans submitted by each country group).

Participants also developed individual APs on improving enabling environment and developing innovative business models for rural e-commerce. APs will be implemented during October 2018 – February 2019 with the support and assistance from the RPs together with the team of MI Trade and Investment Facilitation (TIF) Department.

Regarding monitoring and evaluation (M&E) during APs implementation, MI TIF team will provide regular on-line coaching to support the participants for their successful implementation of APs. Group e-mail of the training program (rural-ecommerce2018@mekonginstitute.org) as well as group skype account (https://join.skype.com/Sk6V1MfbB7mB) were created in order for participants to share updates on the APs implementation, other information and concerns.

All the participants are invited to take part in on-line S&E workshop to report the results of group and individual APs implementation and obtain feedback from RPs and MI. An On-line S&E workshop is scheduled to be held in February 2019.

5. Program Evaluation

5.1 Evaluation Method

During the training program, TIF facilitator conducted applicable evaluation methods to monitor and evaluate the performance and understanding levels of the participants.
Objectives

- To assess the achievements of the training program against participants' expectations;
- To get feedback and inputs for improving the training program in the future.

5.2 Evaluation Results

5.2.1 Pre / Post Assessments on Competency on Training Program

In order to evaluate the knowledge acquisition of participants during the training program, pre and post assessments were conducted to all participants to assess against the knowledge and skills before and right after the training program.

The same self-assessment form was used for both pre and post assessments. In the questionnaire, different components were rated on a scale of 1 to 5, where "5" was the highest and "1" was the lowest. The total average rating for pre-assessment of participants' knowledge and skills on the training contents or modules were "2.75" which meant the understanding of participants towards all subjects of the Regional Modular Training on Rural E-Commerce Development in Lancang – Mekong countries was between "I have heard about this topic but do not know enough about how to do / use it (rating at 2)" and "I have some knowledge on this topic, but could not do it now without further study (rating at 3)."

On the last day of one-week training program, post-assessment was conducted on the participants to evaluate their understanding about acquired knowledge after being trained by the MI. The total average rating for post assessment of acquired competencies was "3.61" which meant between "I have some knowledge on this topic, but could not do it now without further study (rating at 3)" and "I have a good working knowledge & can do routine aspects now (rating at 4)." Table below shows the pre and post self-assessment results of participants' competencies and understandings on each module of the program.
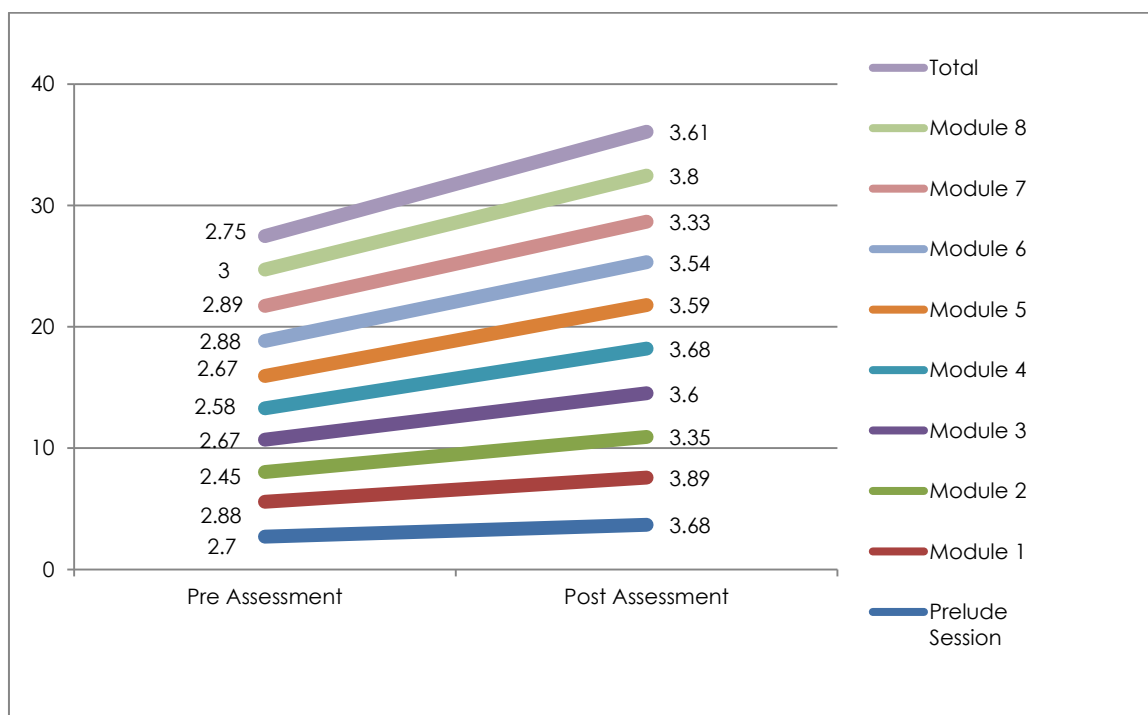
Figure 3 Pre / Post Assessments on Competency on Training Program

5.2.2 Board of Director (BOD)

As explained in Section 5.6, the BOD members were selected from among the participants on a daily basis to facilitate the training and summarize the previous day's sessions.

5.2.3 After-Event Evaluation

The after-event evaluation was conducted by using a participatory method. This method allowed all participants to freely comment, without the scrutiny of RPs and MI facilitators. Different components were rated on a scale of 1 to 5, where "5" is the highest and "1" is the lowest.

5.2.4 Learning Program Objectives

Training objectives was evaluated with the rating scale of 1 to 5 (1-Not Met; 2-Somewhat Met; 3–Mostly Met; 4-Met; 5–Fully Met). Overall average rating was 3.53 (Mostly Met).

Participants reported that 'build capacities for exploring on-line business prospects through different e-commerce opportunities' was especially relevant with average rating of 3.70.
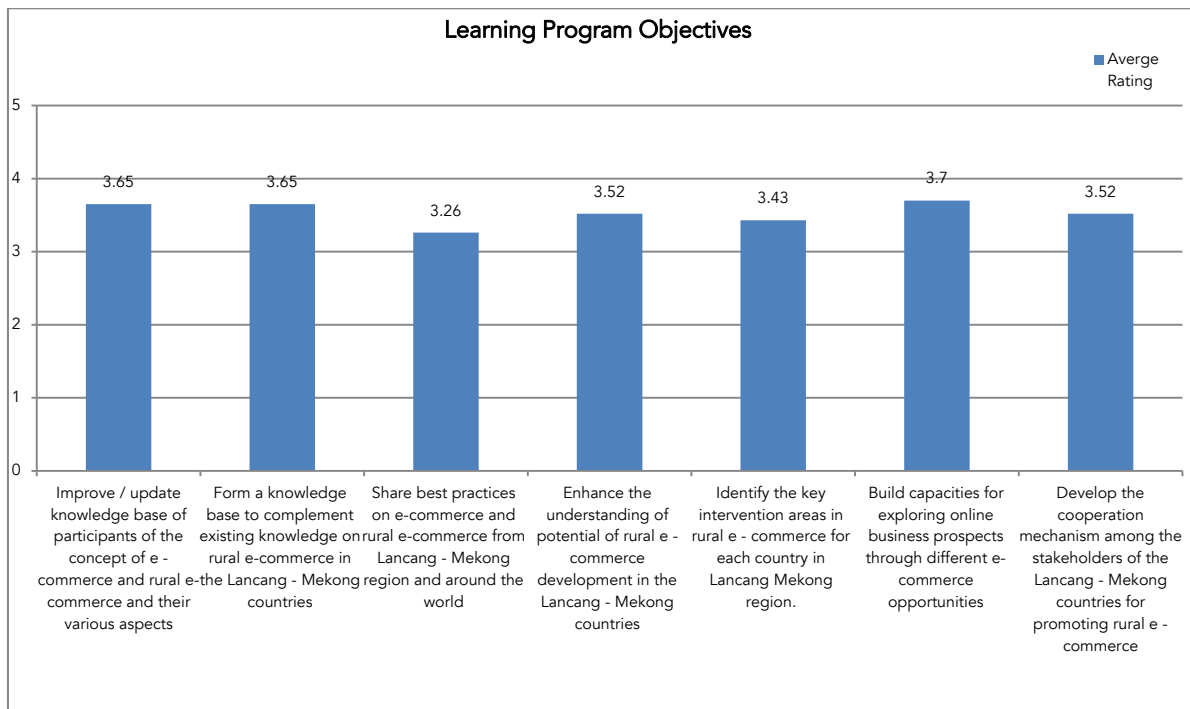
Figure 4 Level of Meeting Program Objectives

5.2.5 Program Content

The participants rated levels of usefulness of modules and contents of the program with 5 rating scales (1–Not Useful; 2–Just Right; 3–Neutrally Useful; 4–Useful; 5–Very Useful). Most participants reported that prelude session and all eight modules were useful with total average rating at 3.70 (Neutrally Useful). The average of each module rating is 3.89 (prelude session), 3.82 (module 1), 3.48 (module 2), 3.64 (module 3), 3.84 (module 4), 3.56 (module 5), 3.64 (module 6), 3.32 (module 7) and 4.09 (module 8) respectively.
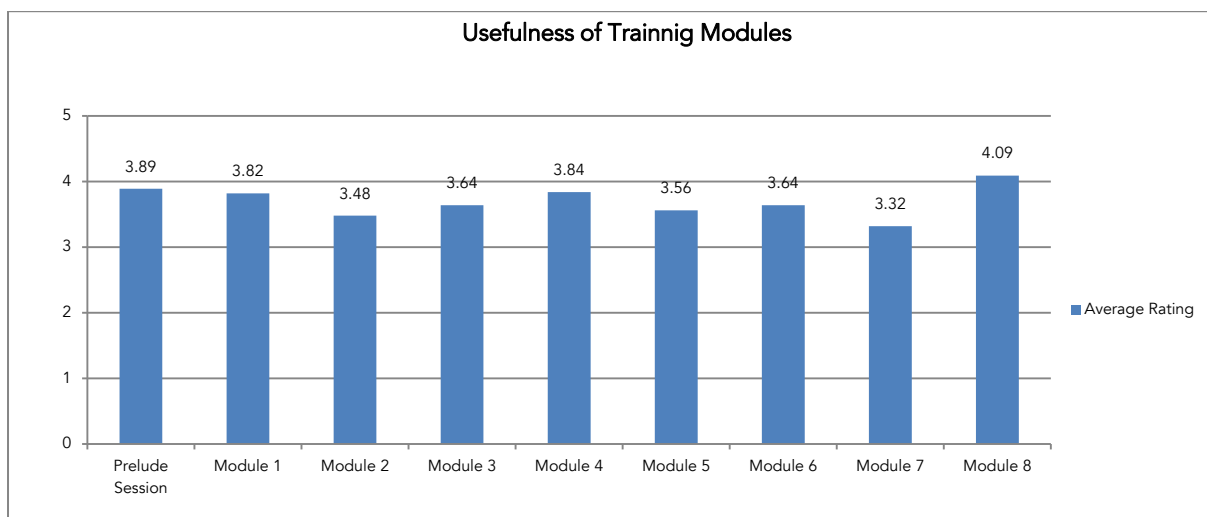
Figure 5 Usefulness of Training Modules

In terms of the participants' expectation to the training program, it was evaluated with 5 rating scales (1–Not Met; 2–Just Right; 3–Neutrally Met; 4–Met; 5– Fully Met). Participants reported that their expectation to the training program was met with the total average rating at 3.74 (Neutrally Met).

Participants' Expectation to Training Program
(Number of Participant)
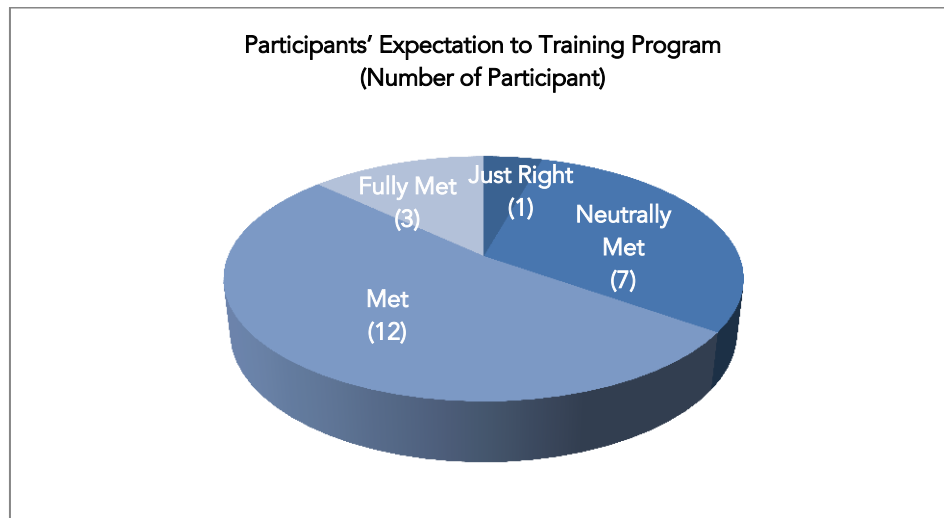
Figure 6 Participants' Expectation to Training Program

Regarding the level of instruction, it was evaluated with 5 rating scales (1–Too Basic; 2–Just Right; 3–Very Appropriate; 4–Advanced; 5–Too Advanced). Participants reported that the level of instruction was very appropriate with the total average rating at 3.35 (Very Appropriate).

Level of Instruction
(Number of Participant)
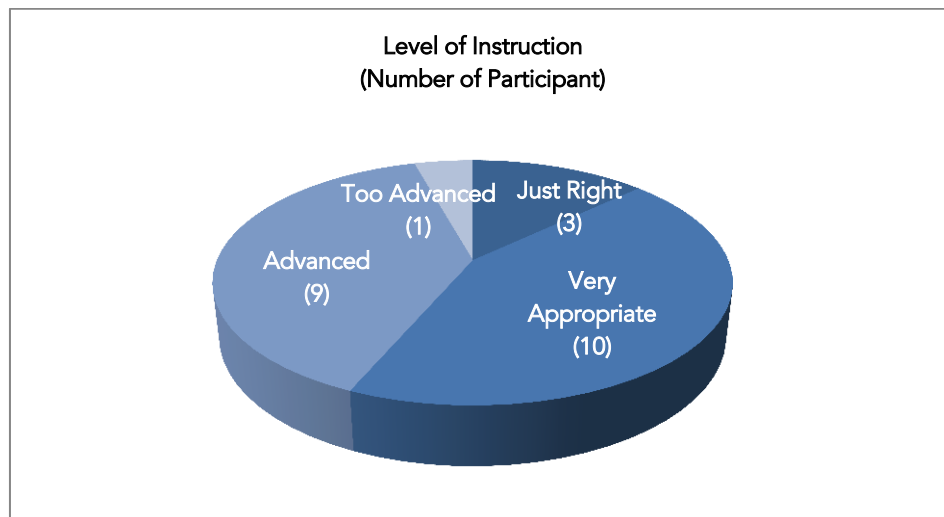
Figure 7 Level of Instruction

As for knowledge and skills, it was evaluated with 5 rating scales (1–Not Increased; 2–Somewhat Increased; 3–Moderately Increased; 4–Mostly Increased; 5–Highly Increased). Participants reported that they have increased the knowledge and skills with the total average rating at 3.48 (Moderately Increased).
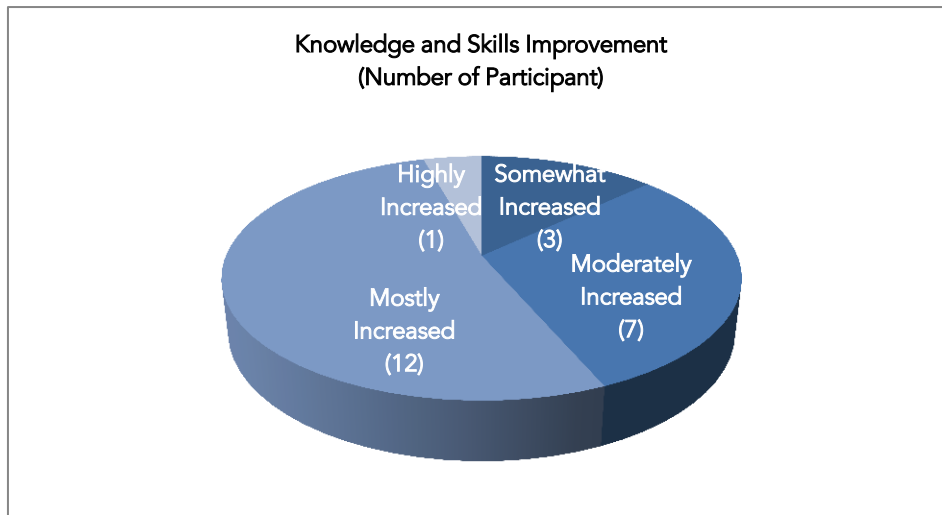
Figure 8 Knowledge and Skills Improvement

For the relevance of the knowledge and skills gained from the training program to the work, it was evaluated with 5 rating scales (1–Not Relevant; 2–Somewhat Relevant; 3–Moderately Relevant; 4–Mostly Relevant; 5–Highly Relevant). Participants reported that the knowledge and skills gained from the training program were relevant to their work with the average rating at 3.74 (Moderately Relevant).
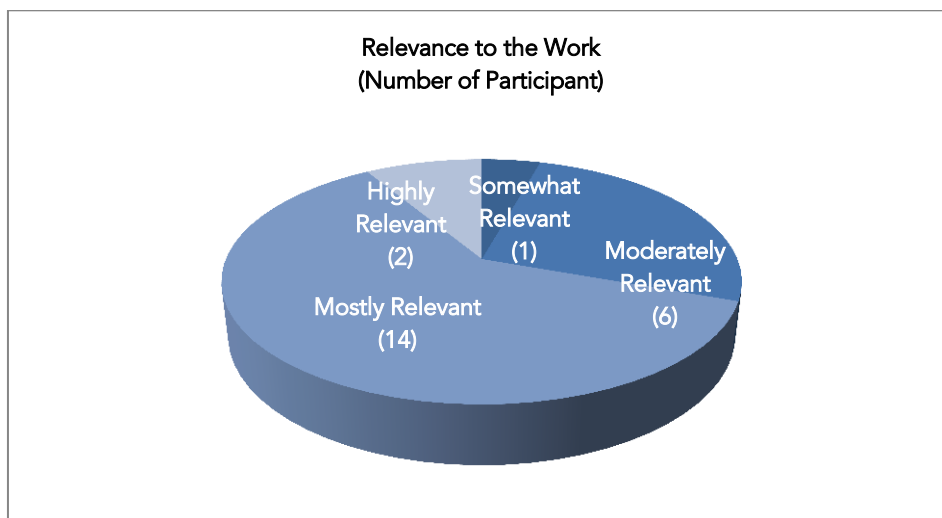
Figure 9 Relevance to the Work

As for the additional knowledge gained from the training program on the subject, it was evaluated with 5 rating scales (1–Not Acquired; 2–Somewhat Acquired; 3–Neutrally Acquired; 4–Acquired; 5–Highly Acquired). Participants reported that they gained additional knowledge from the training program on the subject with the total average rating at 3.74 (Neutrally Acquired).
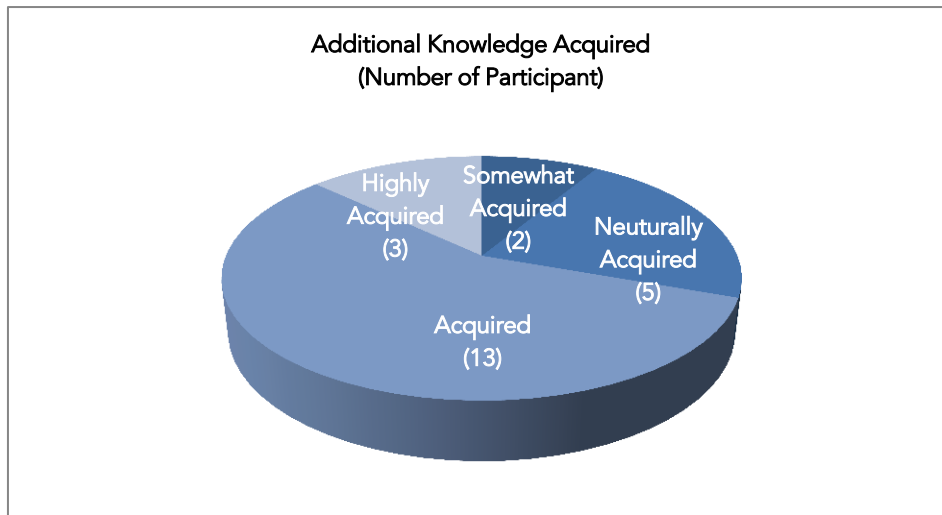
Figure 10 Additional Knowledge Acquired

Finally, for the specific skills improved / developed during the training program, it was evaluated with 5 rating scales (1–Not Improved; 2–Somewhat Improved; 3–Neutrally Improved; 4–Improved; 5–Highly Improved). Participants reported that they improved / developed specific knowledge during the training program with the total average rating at 3.47 (Neutrally Improved). Especially, participants improved / developed knowledge on 'Team / Group Work Skills' 'Communication Skills,' 'Networking' 'Presentation Skills' and 'Internet Searching' with the total average rating at 3.7, 3.57, 3.5, 3.3 and 3.26 respectively.
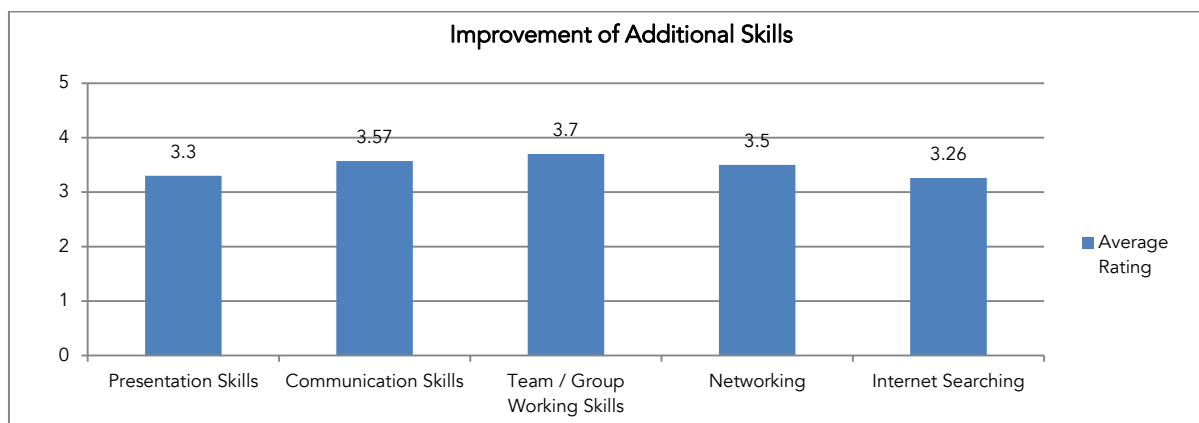
Figure 11 Improvement of Additional Skills

5.2.6 Training Methods

Training methods was evaluated with rating scale of 1 to 5 (1 – Inappropriate; 2- Somewhat Inappropriate; 3 – Neutrally Appropriate; 4 – Appropriate; 5 – Very Appropriate). Overall average rating was 3.77 (Neutrally Appropriate).
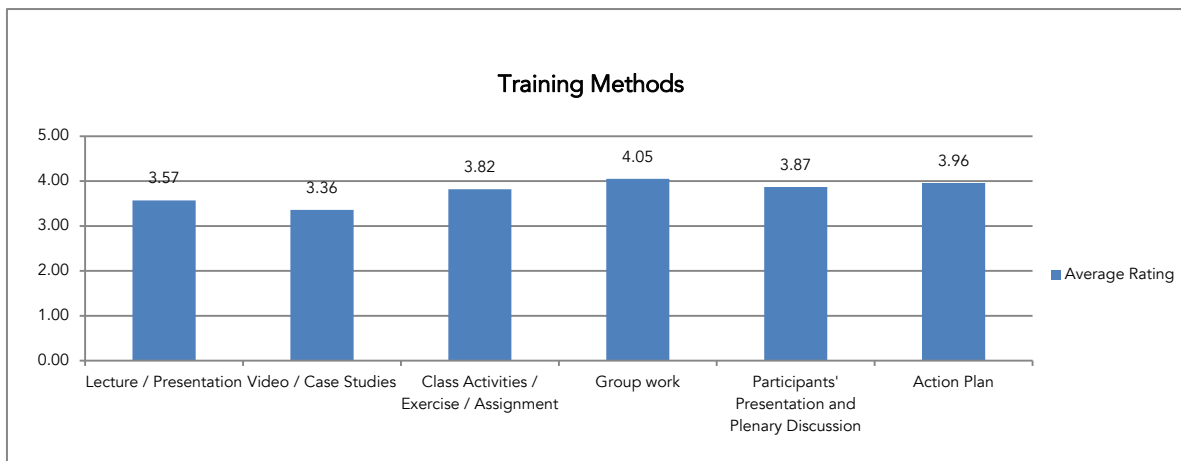
Figure 12 Satisfaction on Training Method

In terms of M&E methods, it was evaluated with rating scale of 1 to 5 (1–Not Effective; 2–Somewhat Effective; 3–Neutrally Effective; 4–Effective; 5–Very Effective). Overall average rating was 3.72 (Neutrally Effective).
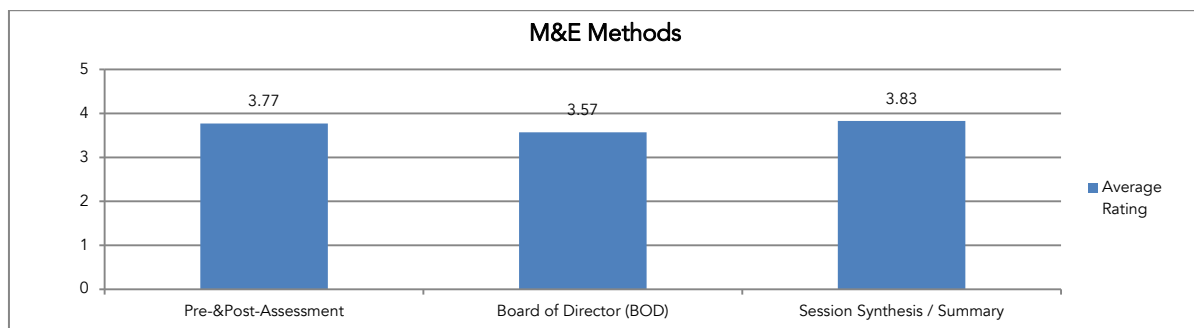
Figure 13 Satisfaction on M&E Method

5.2.7 Overall Assessment

In response to the question on "What is your overall assessment of the training program," participants rated with rating scale of 1 to 5 (1 - Not satisfied; 2 - Somewhat Satisfied; 3 – Neutrally Satisfied; 4 – Satisfied; 5 – Very Satisfied). Participants indicated the average rating of 3.77 (Neutrally Satisfied). This shows that the participants were quite satisfied with the training program.
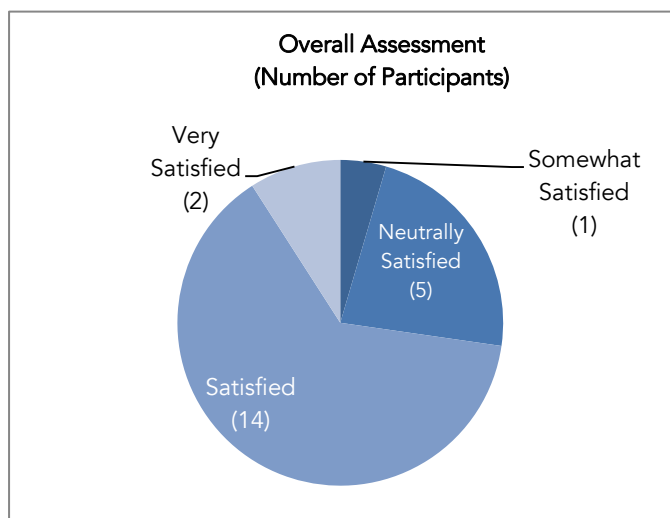
Figure 14 Overall Assessment

5.2.8   Suggestion and Recommendation

The participants also provided some suggestions and recommendations to this training program for future improvement as below:

- The focus of the training should have been narrower. The RPs covered a wide range of topics with less substance in each of them;
- Introducing rural e-commerce development in a more practical manner by demonstrating specific B2B or B2C platform available as example, may have helped the participants to better understand the subject;
- More practical / real examples should have been introduced regarding the successful rural e-commerce business model;
- RPs should have conducted the training in English so that participants better understand the plenary sessions and more activity participate in group works and interact with RPs during the training program;
- A field visit should have been organized so that participants could gain practical experiences on rural e-commerce development and successful business models on the ground;

Participants also suggested various additional topics to be covered in the training program. Below are some of the examples.

- Networking for rural e-commerce development;
- Digital marketing;
- Branding strategy;
- Risk reduction;
- SLV to successful e-commerce development site in P.R. China;
- Customs clearance for e-commerce / rural e-commerce;
- Single widow for cross – border trade facilitation;
- Food safety;
- Packaging;
- Supply chain management;
- Quality control for rural e-commerce management (procedure and technique).

6. Lesson Learned

Key lessons learned from the training program are summarized below:

- Country presentations by Lancang – Mekong countries including CCLMTV helped participants to understand the status of rural e-commerce development in each country;
- Participants benefited from the business networking and partnerships with the co-participants from CCLMTV;
- Participants valued and felt the importance of several topics during the training. Below are some of the examples:
  - Rural e-commerce;
  - Cross border e-commerce;
  - Business model design tools;

- Mapping local resources;
- NGO support business model;
- Supply chain management;
- Operating logic;
- Business model canvas;
- Marketing including e-marketing;
- Operating profit;
- Chinese perspective toward on-line product;
- Mind map;
- Action plan (AP);
- Talent management;
- Value proposition design.
- Language gap is an issue raised by many participants and should be kept in mind while selecting future resource persons

7. Recommendations

- A structured learning visit to a successful e-commerce project would help participants to better understand aspects of successful rural e-commerce development and business models from the ground (not only by theory);
- In order to implement group and individual APs effectively, close monitoring and follow ups are important. RPs as well as MI facilitators are expected to provide effective guidance and coaching throughout the implementation of APs by participants;
- The content of the training curriculum and the language issue should be paid attention to the next round of modular training on rural e-commerce.

8. Conclusion

This report contains proceedings as well as the assessment results of one-week regional modular training program on Rural E-Commerce Development in Lancang-Mekong Countries. The assessment results of training program affirmed that the learning program objectives were met. Participants reported that the training modules were useful, the training program met their expectation, level of instruction was appropriate, they increased knowledge and skills which are relevant to their work, acquired additional knowledge on the subject, and increased skills. The assessment results also indicated that the training methods were appropriate, M&E methods were effective, and the participants were satisfied with overall training program.

9. Appendices

9.1. Country Presentations

9.1.1. Cambodia

The Opportunities of E-Commerce
to Support E-Commerce Development

2. For Consumers

- Educate consumers on the trustworthiness and advantages of cashless transactions
- Train consumers specifically how to use cashless payment systems
- Increase access to cashless payment tools such as credit, debit, and stored-value cards

---

The Opportunities of E-Commerce
to Support E-Commerce Development

3. The Royal Government of Cambodia plays an important roles in supporting E-Commerce Development

- Pass the E-Commerce law, and build awareness of its contents
- Pass the Consumer Protection law, and build awareness of the law and its protections
- Improve speed of approval, and ease requirements, for TPPs to do business in e-Cambodia
- Encourage banks to engage with TPPs to expand access to cashless payment systems
- Work to lower electricity costs to encourage investment in IT infrastructure
- Implement planned changes in Customs clearance, in order to make it easier and more cost-effective, especially for MSMEs

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The Opportunities of E-Commerce
to Support E-Commerce Development

3. The Royal Government of Cambodia plays an important roles in supporting E-Commerce Development

- Provide tax reduction incentives to encourage growth and investment for MSMEs
- Prevent "unwanted stops and fees" for delivery vehicles
- Encourage banks to invest in infrastructure and improve their IT systems so that they can conduct transactions in real time

---

Target Areas of Field Operational CEDAC Farmer in 2018

❑ Assist farmers to form:
- Organic rice producer groups
- Organic vegetable producer groups
- Chicken, Pig producer groups
- Rice mill cooperatives and other products

❑ Capacity building and management support to the leaders and managers of the groups and cooperatives

❑ Quality control system and certification for organic products

❑ Liking the producers' products to markets

Market development for organic and other chemical free products

- Set up a Social Enterprise to promote market organic products especially Rice, Rice Wine, Pepper, Coffee : supply domestic markets and export to international markets (USA, Germany, France, Vietnam, Hong Kong)
- We have 5 Shops in Phnom Penh to make customer easy to get-walk.
- Consumer accessed via social media, information materials, exhibition, website, consumer meetings and field visit.

Natural Agri- Products Cooperative Maps
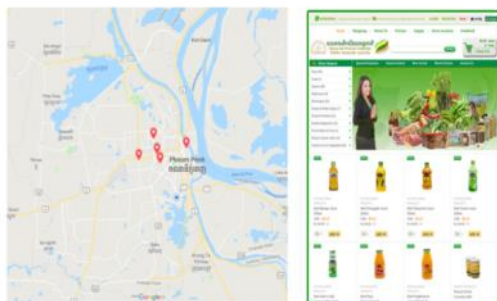
Conclusions

- Cambodians are adopting E-Commerce, both as consumers and merchants, and there exists the potential for E-Commerce to become a significant sector in the economy, and to improve lives and livelihoods.
- Nonetheless, there remain barriers to E-Commerce, and gaps in infrastructure, that are a drag on the growth of E-Commerce.
- The challenges have mentioned above present opportunities to engage in activities to support the development and acceleration of E-Commerce and E-Business in Cambodia.

Thanks for your kind attention!

66

9.1.2. P.R. China

上半年全国电商发展状况

With the continuous growth of national e-commerce, Yunnan is not backward because of its specialty.

224079.93 Billion, Year-on-year growth 27.94%

- the first quarter
- the second quarter

178610.32

45469.61 Billion, Year-on-year growth 33.31%

45469.61

29767.63

15701.98

Network transaction amount   Online retail sales

background
- the domestic supply-side structural reform continued to advance in depth.
- the industrial structure continued to adjust and improve.
- China's economy maintained steady development in a whole.

status of development
- Nework transation: The year-on-year growth rate has stabilized slightly, achieving an online transaction volume of 22.41 trillion yuan, a year-on-year increase of 27.94%.
- Online retail sales: achieved 4.55 trillion yuan. The year-on-year growth was 33.31%, which was 5.36 percentage points higher than the online transaction volume. The growth rate difference was 0.61 percentage points higher than that in the first quarter.

The overall transaction of e-commerce in the country from January to June 2018 -- online transaction volume and online retail sales

YUNNAN , CHINA
上半年云南电商发展状况

1222.59 Billion, Year-on-year growth 29.99%

- the first quarter
- the second quarter

862.04

360.55 Billion, Year-on-year growth 59.92%

360.55

862.04

360.55

Network transaction amount   Online retail sales

background
- Yunnan Province focused on deepening the structural reform of the supply side.
- "big industry + new main body + new platform".
- Promoted the "Cloud on the Cloud" action plan, and strengthen the coverage of e-commerce to the city.

status of development
- Nework transation:2.05 percentage points higher than the national (27.94%), accounting for 0.55% of the national total, an increase of 0.01 percentage points over the same period of last year.
- Online retail sales:higher than the national 26.61.It is 29.93 percentage points higher than the online transaction volume, accounting for 29.49% of the online transaction volume, up 5.52 percentage points over the same period of last year.

The overall transaction of e-commerce in Yunnan from January to June 2018 -- online transaction volume and online retail sales

04 章节 PART **PROSOECTS**
- Close cooperation   • Talent exchange
- Trade facilitation

YUNNAN , CHINA
中国·云南-深化合作

Yunnan is trying to optimize business environment to make non-public economy fly

Strengthen cooperation with the countries of the Mekong to promote the coordinated development of cross-border e-commerce and rural e-commerce;

YUNNAN , CHINA
中国·云南-论坛对话

Greater Mekong subregion's seventh economic corridor BBS

GMS cross-border e-commerce cooperation platform dialogue

Trade facilitation and single window interconnection

YUNNAN , CHINA
中国·云南-人才交流

Strengthen e-commerce training and talent exchange

thank you

感谢聆听!

9.1.3. Lao PDR

Stories of my hometown

Lao People's Democratic Republic (Lao PDR)

I. Lao PDR

II. Lao SMEs

Category	Average annual No. of employes	Total assets in Kip	Annual turnover in kip
Small	<= 19	<= 250 million	<=400 million
Medium	<= 99	<= 1.2 billion	<= 1 billion

Lao people's Democratic Republic (Lao PDR) is the located in the heart of the Indochinese peninsula of mainland Southeast Asia. Lao PDR is one of the fastest growing economy in the region with GDP growth averaged 7, 8 percent over the last decades; exporting is one factors for socio – economic development for Lao PDR. Small and Medium Sized Enterprises (SMEs) Play a pivotal social – economic development role, particularly its employment growth and revenue generation.

III. Lao SMEs Product

Socio-economic development of supporting private sectors and help to expand the growth of SMEs; Lao product.

IV. ecommerce in Lao
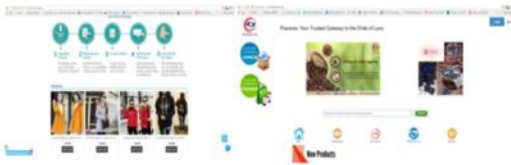
Lao SMEs face a number of challenges, including market access, customer acquisition and access to finance as well as logistics to export their products strategies and facilities to overcome the challenges. The facility that will be introduced next is able to overcome some of those challenges.

V. Logoistic

Logostic copmay : Foxpress, DS express, PST express, ANS express, INSEE express , JIBJIB express...

VI. Payment

Online pay and offline pay

❑ E pay
❑ Bcel one
❑ Yes pay
❑ Transfer pay

❑ Bank
❑ Cash in hand

Thank you

Presented by:

9.1.4. Myanmar

9.1.5. Thailand

THAILAND

Location

1. Comprising an area of 514,000 km2 in Southeast Asia, Thailand (formerly known as Siam) extends almost two-thirds down the Malay Peninsula.
2. It is bordered on the North East and East by Laos, on the South East by Cambodia and the Gulf of Thailand (formerly the Gulf of Siam), on the South by Malaysia, on the South West by the Andaman Sea, and on the West and North West by Myanmar, with a total boundary length of 8,082 km.
3. Thailand has a tropical climate. For much of the country there are three distinct seasons: the hot season, from March through May; the rainy or wet monsoon, June to October; and the cool season, November through February.
4. The country also ranks high among the world's automotive export industries and electronic goods manufacturers. Thailand is also among the world's largest exporter of several agricultural products, such as rice, shrimps, tapioca, rubber and sugar.

THAI NATIONAL DRESS

NATIONAL FOOD / DESERT / FRUITS OF THAILAND

THAILAND HAS 20 MINISTRIES

1. Office of the Prime Minister (OPM)
2. Ministry of Defence (MOD)
3. Ministry of Finance (MOF)
4. Ministry of Foreign Affairs (MFA)
5. Ministry of Tourism and Sports of the Kingdom of Thailand (MOTS)
6. Ministry of Social Development and Human Security (M-SOCIETY)
7. Ministry of Agriculture and Cooperatives of the Kingdom of Thailand (MOAC)
8. Ministry of Transport (MOT)
9. Ministry of Natural Resources and Environment of the Kingdom of Thailand (MNRE)
10. Ministry of Digital Economy and Society (MDES)

THAILAND HAS 20 MINISTRIES

11. Ministry of Energy (MOE)
12. Ministry of Commerce (MOC)
13. Ministry of Interior (MOI)
14. Ministry of Justice (MOJ)
15. Ministry of Labour (MOL)
16. Ministry of Culture (M-Culture)
17. Ministry of Science and Technology (MOST)
18. Ministry of Education (MOE)
19. Ministry of Public Health (MOPH)
20. Ministry of Industry (M-Industry)

Thailand E-Commerce Situation

- There are approximately 57 million internet users in the country
- At present, e-commerce market is valued at US$3.5 billion and is expected to generate revenue growth rate of 13.2 percent annually, reaching US$5.8 billion in 2022.
- Market reports, over 50 percent of Thai online shoppers purchase products through social networks.
- Currently, Facebook and Instagram have upwards of 10,000 operating online stores in Thailand.

Payment Preferences

- Approximately 70 percent of the online shoppers prefer cash on delivery (COD) in the country.

Logistics

- Several courier companies have launched their cost-effective and high-quality logistics services and brought domestic end-to-end delivery to the market
- This means greater convenience and a quicker process to deliver to their consumers, at much lesser cost.

OPPORTUNITIES FOR BUSINESS

* The Digital Thailand 4.0 program, started in 2016, has brought about a wave of opportunities for e-commerce businesses in the country. The initiative has increased internet adoption, and encouraged businesses – especially small and medium enterprises in remote areas, to use e-payments and e-marketplaces to sell local products and services.
* The variety of products sold on e-commerce platform is expected to grow significantly.

9.1.6. Vietnam

Please clink following web link below and see the video clip for the country presentation made by Vietnam team.   https://www.mediafire.com/folder/d5m6xzx2jyl8c/

9.2. Group Action Plans (APs)

9.2.1. Cambodia

7. Monitoring & Evaluation Methods

Pre & Post Self-Assessment

- Knowledge and understanding
- Response to regarding to rural e-commerce

Event Final Evaluation

- Organizing and facilitating
- Practical and useful for participants
- Feedback and comment

8. Budget

No	Item	Particular	Quantity	Unit Price	Total
1	Venue	Day	62	23	1426
2	Photocopy	Copy	35	1.5	52.5
3	PR and Communication				200
4	Banner/Backdrop		1	25	25
5	Travel and Accommodation	6			750
6	Honorarium		2	25	50
	Total				2503.5

9. Task Allocation among Team Members

No	Tasks	Responsible Person
1.	PR + Communication + invitation	Mr. Lov Chhayheng
2.	Logistic and workshop facilities	Mr. Ho Chomnab
3.	Accounting + Minutes Taker + Reporting	Ms. Chea Sok Im
4.	Presentation	4 Participants + MI
5.	Evaluation and Monitoring	Mr. Hav Songhak

10. Challenges & Solutions

What support would you like to get from MI?
=> **Resource Person**
What Challenges are you foreseeing?
⇒ **Lack of experiences for rural e-commerce**
⇒ **Convincing participants for this new business context**
What are the solutions ?
=> **Resource Person**

9.2.2. P.R. China

ACTION PLAN 1
(Group AP)
1st China-Asean FTA Cross-border Ecommerce workshop

TEAM

- Team leader & coordinator: Taowei Chen

- Team Member: Ruidong Zhang, Lingbing Zong, Jian Ding

1. INTRODUCTION

1) Title: 1st China-Asean FTA Cross-boder Ecommerce Workshop
2) Date & Duration: 9-12, November, 2018
3) Type of event: Workshop
4) Location: Kunming Yunnan province, China
5) Implementing agencies: BPOC
6) Collaborating agencies: YECDC
7) Sponsors: Yunnan Aid fund for foreign country
8) Products & Industry Focus: Agriculture products & rural ecommerce
9) Budget: USD_31400_____
10) Target group (participants composition): Asean member states
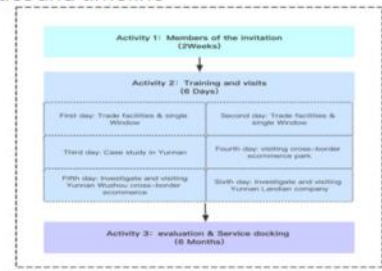
2. OBJECTIVE

➢ Understanding Development Situation of Cross-border e-commerce in Asean Countries
➢ Trade facilities & Single window
➢ (import & export) Policy and laws in Asean AMS
➢ Cross-border e-commerce for Agriculture products in GMS
➢ Discussion on rural e-commerce cooperation with Laos, Myanmar, Vietnam and Thailand
➢ Proposal of "eCO data exchange based on the Blockchain"

3. EXPECTED OUTCOMES

1) Promote Rural e-commerce training cooperation project
2) Learning Status and development of ASW
3) Learning Status and development of NSW
4) Find the problem in development of single window & Trade facilities between China and AMS
5) Feedback on using Blockchain to solve the eCO data exchange

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4. Activities and timeline

Activity 1: Members of the invitation (2Weeks)

Activity 2: Training and visits (6 Days)

First day: Trade facilities & single Window	Second day: Trade facilities & single Window
Third day: Case study in Yunnan	Fourth day: visiting cross-border ecommerce park
Fifth day: Investigate and visiting Yunnan Wuzhou cross-border ecommerce	Sixth day: Investigate and visiting Yunnan Lanshan company

Activity 3: evaluation & Service docking (6 Months)

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5. Workshop CONTENT

Note:
Select suitable and most needed SUBJECTS to transfer the knowledge to more locals

Module 1: Trade facilities & Single Window in AMS

Module 2: Cross-border Ecommerce in Yunnan

Module 3: Case study about rural ecommerce & cross border ecommerce in Yunnan

Module 4: visiting cross-border ecommerce park

Module 5: Investigate and visiting Yunnan Bonded FTA

Module 6: Investigate and visiting Yunnan e-commerce company

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6. TARGETED INVITEES AND PARTICIPANTS

- Asean secretariat officers
- Officers from AMS
- SME in Yunnan
- Experts
- SME from GMS

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7. Monitoring & Evaluation Methods

1. Clear statements of measurable objectives for the project and its components.
2. A structured set of indicators, covering products and services.
3. Provisions for collecting data and managing project records so that the data required for indicators are compatible with existing statistics, and are available at reasonable cost.
4. Institutional arrangements for gathering, analyzing, and reporting project data.
5. Ensure that you receive reliable assistance and timely problem resolution.

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8. Budget

I. Sources of fund:
1.1 MI: USD 2,000 per country
1.2 Yunan aid fund for foreign countries
1.3 NSFC
1.4 Other

II. Expenditure under MI fund:
- Venue
- Photocopy
- Banner/ backdrop
- Coffee brake, lunch
- Honorarium

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9. Task Allocation among Team Members

- Sharing Cross-border ecommerce operation experience
- Sharing the IT Technology support
- Sharing the business model
- Sharing the resource and analysis common view
- Selecting the agriculture products (import & export between GMS)
- IT technology about (Platform, logistic)

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10. Challenges & Solutions

What support would you like to get from MI?
- Technology support, talent and resource support, Training program

What Challenges are you foreseeing?
- The SW experience for China-ASEAN SMEs
- Data exchange, information asymmetry

What are the solutions ?
- Training program, cross-border service platform set-up,

9.2.3. Lao PDR

Task Allocation among Team Members

Overview of rural ecommerce Presentation	team members - Ms Thepphaphone –LNCCI_SSC - Mr Viengdala – ME ASIA.com - Mr Khamlar- Agroasie group
Speaker to discuss about benefits the topic about initiative	MOIC / CEO ecommerce company / special guest
moderator	Specialist who can drive our topic (LNCCI, MOIC)

Challenges & Solutions

ecommerce is new thing in Lao
We still have not discussed how to regulate it

Get the information and understanding
The benefits to diver our ecommerce seen like a
FASHION

9.2.4. Myanmar

ACTION PLAN 1
(Group AP)

Myanmar

TEAM

- Team leader & coordinator: Mr.Than Win Aung
- Team Member: Ms.Maw Maw Soe, Ms.Yee Mon Hsu, Ms.Yi Yi Lwin

1. INTRODUCTION

1) Title: Rural E-commerce development Initiatives
2) Date & Duration: December 6,7 2018, 2 Days -9 am to 5 pm
3) Type of event: Workshop
4) Location: Conference Hall, Department of Trade, Yangon, Myanmar
5) Implementing agencies: Ministry of Commerce, Department of Trade
6) Collaborating agencies: Pact Myanmar, National Enlightenment Institute, Pale Nadi Group of Company
7) Sponsors: Mekong Institute
8) Products & Industry Focus: Government and associated departments, Private Sectors (Agriculture, IT, Logistics, Payment, Banks), INGOs, NGOs
9) Budget: USD____2000 __
10) Target group (participants composition): _minimum 100 to maximum 150

2. OBJECTIVE

To increase awareness on rural e-Commerce

To identify the roll of key actors

3. EXPECTED OUTCOMES

1) Increased awareness in e-commerce system
2) Identified the role of key actors to implement e-commerce model
3) Utilized the key resources for e-commerce approach

4. Activities and timeline

Activities	November 2018				December 2018	
	1st	2nd	3rd	4th	1st	2nd
Preparation (To confirm the agenda and invitee list, arrange accommodation and necessary facilities arrangement)						
Confirm to MI						
Organize the workshop						
Report preparation and reporting (performance, evaluation and financial account documents)						
Report Submission						

Slide 5

5. TRAINING CONTENT

Note:
Select suitable and most needed SUBJECTS to transfer the knowledge to more locals

- Module 1: Introduction to-commerce and Rural ecommerce
- Module 2: Process of E-commerce
- Module 3: Operational logic E-commerce business model
- Module 4: Identification of Roles and supports from each element industrials

Slide 6

6. TARGETED INVITEES A...

Composition and number – Assistant Directors, Executive, Practioners,

Specific Criteria -MOC (DOT, Consumer, TPO), Ministry of Agricultural (DRD), Planning and Finance, Statistics, MTC, Custom, SME Department, Private Sector and INGO, UMFCCI, Association(Agricultural), MCF, MCPA, IT/Online Companies, Agricultural Input Supplier, MFI(Micro Finance Institution),INGOs (Marketing System Development, Livelihoods Development), Logistics and transportation, Bank and Payment Sector

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Slide 7

7. Monitoring & Evaluation Methods

- Pre and Post Self-Assessment
- Event Final Evaluation

Slide 8

8. Budget

I. Sources of fund:
1.1 MI: USD 2,000 per country

II. Expenditure under MI fund:
- Venue
- Photocopy
- Banner/ backdrop
- Coffee break, lunch
- Honorarium

Slide 9

9. Task Allocation among Team Members

Mr. Than Win Aung	Ms.Yi Yi Lwin	Ms. Maw Maw Soe	Ms. Yee Mon Hsu
Workshop Logistics Arrangement	Invitation and organize the participants	Invitation and organize the participants	Invitation and organize the participants
Invitation and organize the participants	Cash controller	Reporting	Preparation for hand out and session plan
Facilitation	Facilitation	Facilitation	Facilitation

Budget for two days Training Workshop with 100 participants in Yangon

No.	Description	Unit (Person/event)	Unit Rate (MMK)	Total cost (MMK)	Total cost (USD)
1	Meal and refreshment cost – 2 day	100	16000	1,600,000.00	1066.6
2	Transportation Cost for Outside	1	200000	200,000.00	133.33
3	Event organizer consultancy	1	600000	600,000.00	400.00
4	Training material	100	3000	300000.00	200.00
5	Honoria	3	100000	300,800.00	200.00
	Total			3,000,000.00	1999.9
	Exchange Rate 1 USD =	1500 MMK			

Slide 10

10. Challenges & Solutions

What support would you like to get from MI?
What Challenges are you foreseeing?
What are the solutions ?

Challenges	Solutions
Some intended invitee will be absence	Reservation for attendance.
Can't capture within one day	Pre provided training documents/ agendas and content of the program
Confirmation date may be changeable	80 % of RSVP

Slide 11

Thank You

9.2.5. Thailand

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ACTION PLAN

THAILAND

FREEZE CHICKEN (LOW URIC)

MEKONG INSTITUTE

AP1: Group Action Plans
Conduct 6 Localized Trainings/ Workshops
to Promote Rural E-Commerce in CCLMVT

Highlights

- **When:** 1 days, before **December 15 2018**
- **What:** Event Type: Training and Workshop
- **Where:** in each of KhonKaen Province Thailand.
- **Whom:** at least **30 participants** per event
- **Subjects:** Rural E-Commerce (online and offline)

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AP1: Group Action Plans
Conduct 6 Localized Trainings/ Workshops
to Promote Rural E-Commerce in CCLMVT

Objective

- To transfer knowledge to more local peoples for promoting Rural E-Commerce.
- To facilitate enabling environment for rural e-commerce development
- To create network for Government Officer, Social Enterprise, Customer, Rural, etc.

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AP1: Group Action Plans
Conduct 6 Localized Trainings/ Workshops
to Promote Rural E-Commerce in CCLMVT

Participants:

At least **25 peoples** per country
1. Rural
2. SME

Government:
- 1. Ministry of Commerce (Khonkaen)
  2. Agiculture Officer (Rachburi)
- 3. SME development,
- 4. Chamber of Commerce
- 5. CAT

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AP1: Group Action Plans
Conduct 6 Localized Trainings/ Workshops
to Promote Rural E-Commerce in CCLMVT

Expected Results

- One localized event (1 days) organized to promote Rural E-Commerce Development
- Knowledge transferred and benefited at least 50 stakeholders in your country
- Network created to link key players and service providers along e-commerce supply chain
- Enhanced awareness on the importance and opportunities of Rural E-Commerce Develment

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AP1: Group Action Plans
Conduct 6 Localized Trainings/ Workshops
to Promote Rural E-Commerce in CCLMVT

SPONSOR AND REPONSIBILITY

1) Sponsor by MI
2) Confirm location at MI Khonkaen Province.

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AP1: Group Action Plans
Conduct 6 Localized Trainings/ Workshops
to Promote Rural E-Commerce in CCLMVT

Completion Report (Cont.)

5. Appendix:

5.1 Financial Report
5.2 Event Schedule not over 15 December, 2018
5.3 Session PPT and documents
5.4 Evaluation Forms
5.5 Directory of Participants, speakers and organizing partner etc.

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TEAM

- Team leader & coordinator: Ms. Ploynapus R.

- Team Member: Mr. Sumate, Mr. Sira and
  Ms. Thuntishar

9.2.6. Vietnam

3. EXPECTED OUTCOMES

1) Connecting 50 stakeholders
2) Raising awareness among stakeholders about benefit and trend of rural e-commerce => step by step planning for implementing
3) Gaining attention and investment on rural e-commerce for the area => funding for building 1st webpage/ fanpage of the area products & community
4) The 1st 5-years business plan of the area relevant to e-commerce

4. Activities and timeline

1) 23.11: Module 1 - Introduction to Rural E-commerce and its best practices to farmers, local Gov., NGO, related stakeholders.
2) 24.11: Module 2 & 3 working with local Gov. and related stakeholders on training & planning for its area future development in cooperation with Ideal Farm Corp.
3) 25.11: Module 5 - Go online for modern farming – Plan to create commune's webpage/fanpage

5. TRAINING CONTENT

- Module 1: Definition Development Trend of E-commerce & Rural E-commerce
- Module 2: Legislation & best practices of E-commerce
- Module 3: Key development Factors: experiences, key factors, case studies
- Module 5: Understanding & case studies of rural e-com marketing

Participants:

At least 25 peoples per day
- **Government:** Commerce, Industry, Telecommunication, Agriculture, SME development, OTOP,
- Training institute, Research Institute,
- NGO, regional development agencies
- Business Associations, Chamber of Commerce
- Service providers: agriculture enterprises, E-Commerce Enterprises, Logistics, Online Marketing etc.

6. TARGETED INVITEES AND PARTICIPANTS

- 15 farmers those have from 3 ha farming
- 10 start-up
- 10 local governors
- 10 local retailers, wholesales and brokers
- 3 NGO, researcher & chamber of commerce/business association

7. Monitoring & Evaluation Methods

- Pre and Post Self-Assessment
- Event Final Evaluation

8. Budget

I. Sources of fund:
1.1 MI: USD 2,500 per country
1.2 Ideal Farm Corp, Banaco, local Gov

II. Expenditure under MI fund:
- Venue: $300
- Photocopy: $100
- Banner/ backdrop: $50
- Coffee break, lunch: $750
- Honorarium: $500
- Others (if any): $500

9. Task Allocation among Team Members

- Ms. Phuong Nguyen: event coordinator & planning
- Mr. Ngoc Anh: designing & marketing for event
- Ms. Van & Ms. Lan: logistics organization, budget planning
- Mr. Ly: connecting with NGO, chamber of commerce

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9.3. Training Participants' Self Pre and Post Assessment

Regional Modular Training on Rural E-Commerce Development in Lancang-Mekong Countries	Average Rating	
	Pre	Post
Prelude Session: Country Presentation - Leading Industries, Agriculture, Handicraft and Tourism Resources and E-Commerce Development Status in Six LMC countries		
• Leading Industries, Agriculture, Handicraft and Tourism Resources and E-Commerce Development Status of my hometown (province and country)	2.83	3.81
• Leading Industries, Agriculture, Handicraft and Tourism Resources and E-Commerce Development Status of other five Lancang-Mekong Countries	2.61	3.55
• Learning methodologies and tools: Mind Map (by Tony Bunze), Action Learning (results-oriented learning methodology, by Reg Revens, UK)	2.65	3.67
Total (Prelude Session)	**2.70**	**3.68**
Module 1: Definition and Development Trend of E - Commerce and Rural E - Commerce		
• Definition of e-commerce and rural e-commerce	3.00	3.90
• Importance and value of rural electronic ecommerce	2.96	3.90
• Development trend and prospects of rural electronic commerce	2.87	3.81
• Summarize existing enabling environment and supporting resources for rural e-commerce development	2.70	3.95
Total (Module 1)	**2.88**	**3.89**
Module 2: Legislation and Best Practices of E-Commerce and Rural E-Commerce Development (Law, Policy, Regulations, National Strategies and Initiatives)		
• Overview of efforts and initiatives on e-commerce legal framework in ASEAN (e.g., the ASEAN Economic Community (AEC) Blue Print (2007), the ASEAN ICT Master Plan 2015); as well as other regional cooperation framework	2.39	3.19
• Case study: policy initiatives and promotion plan on rural e-	2.52	3.43

commerce and development from P.R. China		
• Why e-commerce law? – Interpret e-commerce law of P.R. China, identify key elements and key stakeholders covered by e-commerce law	2.43	3.43
Total (Module 2)	**2.45**	**3.35**
Module 3: Key Development Factors and Business Models of Rural E-Commerce		
• Rural e-commerce development experiences	2.48	3.38
• Key factors of Rural Ecommerce Development	2.74	3.76
• Case study: Typical business model of Rural E-Commerce in P.R. China	2.78	3.67
Total (Module 3)	**2.67**	**3.60**
Module 4: Operating Logic, Preparation and Procedure of Rural E-Commerce Business		
• Operating Logic	2.57	3.62
• Preparation for operation	2.70	3.67
• Operating procedure	2.48	3.76
Total (Module 4)	**2.58**	**3.68**
Module 5: Marketing Methods, Tools and Techniques of Rural E-Commerce		
• Case studies: the latest rural e-commerce marketing methods	2.48	3.67
• Understand the digital marketing	2.87	3.57
• The marketing tools and techniques of rural e-commerce	2.65	3.52
Total (Module 5)	**2.67**	**3.59**
Module 6: Supply Chain, Delivery and Transaction Management of Rural E-Commerce		
• Importance of delivery and transaction management in Rural E-Commerce	2.91	3.52
• Supply chain model and logistics management	2.91	3.57
• Rural E-Commerce marketplaces / platforms, tools, procedure and management	2.83	3.52
Total (Module 6)	**2.88**	**3.54**
Module 7: Cross - Border E-Commerce		
• Exporting Production Chain	2.86	3.38
• Procedure of Conducting Cross – Border E-Commerce	2.86	3.29
• Successful Business models and market opportunities for Cross – Border E-Commerce	2.95	3.33
Total (Module 7)	**2.89**	**3.33**
Module 8: Action Plan Development		
• Developing Action Plan (e.g. Business Model)	3.00	3.80
Total (Module 8)	**3.00**	**3.80**
Total (Prelude Session / Module 1 / 2 / 3 / 4 / 5 / 6 / 7 / 8)	**2.75**	**3.61**

9.4. Training Evaluation

1) Learning Program Objectives

To what extent do you think the training program has met its objectives?	Not Meet 1	Somewhat Met 2	Mostly Met 3	Met 4	Fully Met 5	Total	Average Rating
Improve / update knowledge base of participants of the concept of e - commerce and rural e-commerce and their various aspects	0% 0	4.35% 1	34.78% 8	52.17% 12	8.70% 2	23	3.65
Form a knowledge base to complement existing knowledge on rural e-commerce in the Lancang - Mekong countries	0% 0	4.35% 1	47.83% 11	26.09% 6	21.74% 5	23	3.65
Share best practices on e-commerce and rural e-commerce from Lancang - Mekong region and around the world	0% 0	26.09% 6	30.43% 7	34.78% 8	8.70% 2	23	3.26
Enhance the understanding of potential of rural e - commerce development in the Lancang - Mekong countries	0% 0	13.04% 3	26.09% 6	56.52% 13	4.35% 1	23	3.52
Identify the key intervention areas in rural e - commerce for each country in Lancang-Mekong region	0% 0	8.70% 2	39.13% 9	52.17% 12	0% 0	23	3.43
Build capacities for exploring online business prospects through different e-commerce opportunities	0% 0	4.35% 1	34.78% 8	47.83% 11	13.04% 3	23	3.70
Develop the cooperation mechanism among the stakeholders of the Lancang - Mekong countries for promoting rural e - commerce	0% 0	8.70% 2	34.78% 8	52.17% 12	4.35% 1	23	3.52
Total	0% 0	10% 16	35% 57	46% 74	9% 14	161	3.53

2) Program Content

2.1. How useful were the modules of the training program?	Not Useful 1	Just Right 2	Neutrally Useful 3	Useful 4	Very Useful 5	Total	Average Rating
Prelude Session: Country Presentation - Leading Industries, Agriculture, Handicraft and Tourism Resources and E-Commerce Development Status in Six LMC countries							

2.1. How useful were the modules of the training program?	Not Useful 1	Just Right 2	Neutrally Useful 3	Useful 4	Very Useful 5	Total	Average Rating
Leading Industries, Agriculture, Handicraft and Tourism Resources	0% 0	4.55% 1	22.73% 5	45.45% 10	27.27% 6	22	3.95
E-Commerce Development Status of six LM countries	0% 0	0% 0	43.48% 10	43.48% 10	13.04% 3	23	3.70
Learning methodologies and tools 1: Mind Map (by Tony Bunze)	0% 0	4.35% 1	21.74% 5	34.78% 8	39.13% 9	23	4.09
Learning methodologies and tools 2: Action Learning (results-oriented learning methodology, by Reg Revens, UK)	0% 0	4.35% 1	26.09% 6	52.17% 12	17.39% 4	23	3.83
Total (Prelude Session)	**0% 0**	**3% 3**	**29% 26**	**44% 40**	**24% 22**	**91**	**3.89**
Module 1: Definition and Development Trend of E - Commerce and Rural E - Commerce							
Definition of e-commerce and rural e-commerce (lectures and group discussion)	0% 0	4.35% 1	34.78% 8	47.83% 11	13.04% 3	23	3.70
Importance and value of rural electronic ecommerce (case analysis and video)	0% 0	0% 0	26.09% 6	52.17% 12	21.74% 5	23	3.96
Development trend and prospects of rural electronic commerce	0% 0	4.35% 1	30.43% 7	47.83% 11	17.39% 4	23	3.78
Resources mapping: summarize existing enabling environment and supporting resources for rural e-commerce development	0% 0	0% 0	30.43% 7	56.52% 13	13.04% 3	23	3.83
Total (Module 1)	**0% 0**	**2% 2**	**31% 28**	**51% 47**	**16% 15**	**92**	**3.82**
Module 2: Legislation and Best Practices of E-Commerce and Rural E-Commerce Development (Law, Policy, Regulations, National Strategies and Initiatives)							
Case study: policy initiatives and promotion plan on rural e-commerce and development from Chinese and Indian government	0% 0	13.04% 3	30.43% 7	52.17% 12	4.35% 1	23	3.48
Why e-commerce law? – Interpret e-commerce law of P.R.	0%	17.39%	26.09%	47.83%	8.70%		

2.1. How useful were the modules of the training program?	Not Useful 1	Just Right 2	Neutrally Useful 3	Useful 4	Very Useful 5	Total	Average Rating
China and Vietnam, identify key elements and key stakeholders covered by e-commerce law	0	4	6	11	2	23	3.48
Total (Module 2)	**0%** **0**	**15%** **7**	**28%** **13**	**50%** **23**	**7%** **3**	**46**	**3.48**
Module 3: Key Development Factors and Business Models of Rural E-Commerce							
Rural e-commerce development experiences	0% 0	8.70% 2	26.09% 6	47.83% 11	17.39% 4	23	3.74
Key factors of Rural Ecommerce Development	0% 0	4.35% 1	39.13% 9	39.13% 9	17.39% 4	23	3.70
Case study: Typical business model of Rural E-Commerce in P.R. China and India	0% 0	8.70% 2	43.48% 10	39.13% 9	8.70% 2	23	3.48
Total (Module 3)	**0%** **0**	**7%** **5**	**36%** **25**	**42%** **29**	**15%** **10**	**69**	**3.64**
Module 4: Operating Logic, Preparation and Procedure of Rural E-Commerce Business							
Operating Logic	0% 0	0% 0	30.43% 7	56.52% 13	13.04% 3	23	3.83
Preparation for operation	0% 0	0% 0	31.82% 7	54.55% 12	13.64% 3	22	3.82
Operating procedure	0% 0	0% 0	26.09% 6	60.87% 14	13.04% 3	23	3.87
Total (Module 4)	**0%** **0**	**0%** **0**	**30%** **20**	**57%** **39**	**13%** **9**	**68**	**3.84**
Module 5: Marketing Methods, Tools and Techniques of Rural E-Commerce							
Case studies: the latest rural e-commerce marketing methods	0% 0	8.7% 2	34.78% 8	43.48% 10	13.04% 3	23	3.61
Understand the digital marketing	0% 0	8.70% 2	43.48% 10	43.48% 10	4.35% 1	23	3.43
The marketing tools and techniques of rural e-commerce	0% 0	0% 0	47.83% 11	39.13% 9	13.04% 3	23	3.65
Total (Module 5)	**0%** **0**	**6%** **4**	**42%** **29**	**42%** **29**	**10%** **7**	**69**	**3.56**
Module 6: Supply Chain, Delivery and Transaction Management of Rural E-Commerce							
Importance of delivery and transaction management in Rural E-Commerce	0% 0	8.70% 2	26.09% 6	52.17% 12	13.04% 3	23	3.70
Supply chain model and logistics management	0% 0	8.70% 2	34.78% 8	43.48% 10	13.04% 3	23	3.61
Rural E-Commerce marketplaces /	0%	4.35%	34.78%	56.52%	4.35%		

2.1. How useful were the modules of the training program?	Not Useful 1	Just Right 2	Neutrally Useful 3	Useful 4	Very Useful 5	Total	Average Rating
platforms, tools, procedure and management	0	1	8	13	1	23	3.61
Total (Module 6)	0% 0	7% 5	32% 22	51% 35	10% 7	69	3.64
Module 7: Cross – Border E-Commerce							
Exporting Production Chain	8.70% 2	8.70% 2	34.78% 8	43.48% 10	4.35% 1	23	3.26
Procedure of Conducting Cross – Border E-Commerce	4.35% 1	8.70% 2	43.48% 10	34.78% 8	8.70% 2	23	3.35
Successful Business models and market opportunities for Cross – Border E-Commerce	4.35% 1	17.39% 4	34.78% 8	26.09% 6	17.39% 4	23	3.35
Total (Module 7)	6% 4	12% 8	38% 26	34% 24	10% 7	69	3.32
Module 8: Action Plans Development							
Guiding participants to prepare individual action plans during one-week training and action plan implementation period	0% 0	4.55% 1	4.55% 1	68.18% 15	22.73% 5	22	4.09
Total (Module 8)	0% 0	4.55% 1	4.55% 1	68.18% 15	22.73% 5	22	4.09
Total (Prelude / Module 1 - 8)							3.70

2.2. In your own opinion, to what extent do you think the program has met your expectations?	Not Met 1	Just Right 2	Neutrally Met 3	Met 4	Fully Met 5	Total	Average Rating
	0% 0	4.35% 1	30.43% 7	52.17% 12	13.04% 3	23	3.74

2.3. How was the level of instruction?	Too Basic 1	Just Right 2	Very Appropriate 3	Advanced 4	Too Advanced 5	Total	Average Rating
	0% 0	13.04% 3	43.48% 10	39.13% 9	4.35% 1	23	3.35

2.4. To what extent, the training program has improved / increased your knowledge and skills?	Not Increased 1	Somewhat Increased 2	Moderately Increased 3	Mostly Increased 4	Highly Increased 5	Total	Average Rating
	0% 0	13.64% 3	30.43% 7	52.17% 12	4.35% 1	23	3.48

2.5. To what extent, the knowledge and skills gained from the training program relevant to your work	Not Relevant 1	Somewhat Relevant 2	Moderately Relevant 3	Mostly Relevant 4	Highly Relevant 5	Total	Average Rating
	0% 0	4.35% 1	26.09% 6	60.87% 14	8.70% 2	23	3.74

2.6. Did training program help you acquire additional knowledge on the subject?	Not Acquired 1	Somewhat Acquired 2	Neutrally Acquired 3	Acquired 4	Highly Acquired 5	Total	Average Rating
	0% 0	8.70% 2	21.74% 5	56.52% 13	13.04% 3	23	3.74

2.7. During this program, I have improved / developed my additional knowledge in…	Not Improved 1	Somewhat Improved 2	Naturally Improved 3	Improved 4	Highly Improved 5	Total	Average Rating
Presentation Skills	0% 0	29.09% 6	30.43% 7	30.43% 7	13.04% 3	23	3.30
Communication Skills	0% 0	13.04% 3	30.43% 7	43.48% 10	13.04% 3	23	3.57
Team / Group Working Skills	0% 0	13.04% 3	26.09% 6	39.13% 9	21.74% 5	23	3.70
Networking	0% 0	13.64% 3	27.27% 6	54.55% 12	4.55% 1	22	3.50
Internet Searching	0% 0	21.74% 5	34.78% 8	39.13% 9	4.35% 1	23	3.26
Total	0% 0	18% 20	30% 34	41% 47	11% 13	114	3.47

3) Training Methods

3.1. How do you think about the training methods?	Inappropriate 1	Somewhat Inappropriate 2	Neutrally Appropriate 3	Appropriate 4	Very Appropriate 5	Total	Average Rating
Lecture / Presentation	0% 0	17.39% 4	21.74% 5	47.83% 11	13.04% 3	23	3.57
Video / Case Studies	0% 0	18.18% 4	36.36% 8	36.36% 8	9.09% 2	22	3.36
Class activities / Exercise / Assignment	0% 0	13.64% 3	18.18% 4	40.91% 9	27.27% 6	22	3.82
Group work	0% 0	9.09%	9.09%	50%	31.82%	22	4.05

		0	2	2	11	7		
Participants' presentation and plenary discussion	0% 0	4.35% 1	17.39% 4	65.22% 15	13.04% 3	23	3.87
Action Plan	0% 0	4.35% 1	17.39% 4	56.52% 13	21.74% 5	23	3.96
Total	0% 0	11% 15	20% 27	50% 67	19% 26	135	3.77

3.2. How do you think about following Monitoring and Evaluation (M&E) methods?	Not Effective 1	Somewhat Effective 2	Neutrally Effective 3	Effective 4	Very Effective 5	Total	Average Rating
Pre-& Post-Assessment	0% 0	9.09% 2	18.18% 4	59.09% 13	13.64% 3	22	3.77
Board of Director (BOD)	0% 0	4.35% 1	43.48% 10	43.48% 10	8.70% 2	23	3.57
Session Synthesis / Summary	0% 0	8.70% 2	8.70% 2	73.91% 17	8.70% 2	23	3.83
Total	0% 0	7% 5	24% 16	59% 40	10% 7	68	3.72

4) Overall Assessment

4.1. What is your overall assessment for the training program	Not Satisfied 1	Somewhat Satisfied 2	Neutrally Satisfied 3	Satisfied 4	Very Satisfied 5	Total	Average rating
Overall training program	0% 0	4.55% 1	22.73% 5	63.64% 14	9.09% 2	22	3.77

9.5. Curriculum Design Statement

Electronic commerce has been a phenomenal force to the global economy development over the last decade. Although the most of e-commerce transactions are found in developed markets, developing countries have started to catch up recently. For example, P.R. China is now the largest e-commerce (B2C) market in the world surpassing the US. Besides PRC, Indonesia, India, Thailand and Vietnam are also expected to grow at a fast rate in this market segment, even Cambodia, Lao PDR and Myanmar have showed small but real progress of on-line business development. As a result e-commerce has affected the economy development in many different ways. As the upstream of the supply chain, one cannot ignore the potentials of rural e-commerce development. Over 67% of populations in Greater Mekong Subregion (GMS) are living in rural areas, where most of the poor reside. E-commerce is viewed as a potential tool to reduce rural poverty by linking the trade opportunities with the rural areas.

Despite the vast opportunities presented by the digital economy, Lancang-Mekong countries, due to many challenges, is yet to fully realize its potential to harness e-commerce for market development. In addition to the absence of legislation to support cross-border e-commerce, Lancang Mekong countries face barriers related to poor ICT infrastructure, trade facilitation and logistics, e-payments, and inadequate development of the necessary labor skills. National strategies to understand the underpinnings of e-commerce are also lacking in many countries.

Against this background, Mekong Institute (MI), with support from the Lancang-Mekong Cooperation Special Fund in coordination with the Ministry of Commerce, Thailand, is implementing a two-year project: "Rural E-Commerce Development in Lancang-Mekong Countries" from May 2018 – April 2020.

As part of the project, MI will organize a modular training program from October 2018 to March 2019. The training will include participants representing key stakeholders involved in e-commerce and/or rural e-commerce development in the six Lancang-Mekong countries (P.R. China, Cambodia, Lao PDR, Myanmar, Thailand and Vietnam). It will be conducted in three phases in the following manner:
- **Learning Phase -** A one-week training program at MI, Khon Kaen, Thailand on October 22-26, 2018
- **Knowledge application phase** – participants will design respective action plans at the end of the training under the guidance of a resource person through which they would apply the knowledge gained in the training. Each individual participant is expected to implement action plans in his/her country over 4 months between Oct 2018 and Jan 2019. Technical assistance will be provided to participants for implementation of action plans
- **Networking phase** - online synthesis and evaluation will be conducted among participants, which would enable each participant to share his/her outcome of the knowledge application phase and obtain feedback from fellow participants.

- To improve/update knowledge base of participants of the concept of e-commerce and rural e-commerce and their various aspects
- To form a knowledge base to complement existing knowledge on rural e-commerce in the Lancang-Mekong countries
- To share findings from the baseline study on rural e-commerce, which is a project activity carried out prior to the modular training
- To share best practices on e-commerce and rural e-commerce from Lancang-Mekong region and around the world
- To enhance the understanding of potential of rural e-commerce development in the Lancang-Mekong countries
- Identify the key intervention areas in rural e-commerce for each country in Lancang Mekong region.
- To build capacities for exploring online business prospects through different e-commerce opportunities
- To develop the cooperation mechanism among the stakeholders of the Lancang-Mekong countries for promoting rural e-commerce

III. Training Outcomes

At the end of the training, the participants should be able to:

- Understand the concept of rural e-commerce;
- Understand the potential and challenges of various rural e-commerce development modules from the perspective of key players;
- Understand key components for drafting rural e-commerce development strategies; and
- Draft practical action plans to initiate/ improve rural e-commerce development in respective countries.

IV. Target Group

A total of 24 participants (four from each country) are expected to participate in the modular training program. The target participants represent the mid to senior level personnel of following types of agencies in private and public sectors.

- Ministry/ Department of Industry/ Commerce/ Information, Communication and Technology;
- Development and Marketing Agencies for One Tambon One Product (OTOP)/ One District One Product (ODOP)/ One Village One Product (OVOP);
- Rural E-Commerce and E-Commerce Service Providers;
- Agriculture Cooperatives Alliances/ Supply and Marketing Cooperatives;
- SME Clusters, Social Enterprises and Start-ups involved in E-commerce or Rural E-Commerce;
- Research institutes.

In general, participants should

- Have at least three years of experience of working on e-commerce/rural e-commerce/ rural development issues;

- Have a university degree on rural development and commercialization, e-commerce, MBA, international trade and related fields;
- Be able to communicate (speak, understand, read and write) at professional level in English;
- Have sufficient professional capacity to actively participate cross-culturally at international level;
- Be able to attend the entire course cycle, including one week training and phases for action plan implementation and results reporting.

In addition, MI encourages the participation of women and minorities.

24 selected participants will be offered full scholarships covering the cost of round-trip air tickets between home cities to Khon Kaen (KK), Thailand, KK airport transfer, overseas travel insurance, accommodation and lunch during the training period. In addition to the 24 seats, few more seats are available for participants who are willing to bear their cost of the training on self-payment basis. A total of USD 700 per seat will be charged from self-paid participants to cover the cost of training package, KK airport transfer and MI-Hotel transfer, accommodation and lunch during the training period. For self-paid participants, air ticket is NOT included in the fee. MI team holds the right to select the participants deemed to be eligible for full scholarships.

V. Duration and Location
- **October 22-26, 2018: learning phase -** one-week training course at the Mekong Institute's Residential Training Center, Khon Kaen, Thailand;
- **October 2018 and January 2019: knowledge application phase** – participants implement action plans in his/her country over 4 months, when technical assistance will be provided by MI team;
- **February –March 2019: networking phase -** online synthesis and evaluation will be conducted among participants, which would enable each participant to share his/her outcome of the knowledge application phase and obtain feedback from fellow participants.

VI. Training Content
In this one-week course on October 22-26, 2018, participants will explore six interrelated modules:

Module 1	Definition and Development Trend of E-Commerce and Rural E-Commerce
Module 2	Legislation and Best Practices of E-Commerce and Rural E-commerce
Module 3	Key Development Factors and Business Models of Rural E-Commerce
Module 4	Operating Logic, Preparation and Procedure of Rural E-Commerce Business
Module 5	Marketing Methods, Tools and Techniques of Rural E-Commerce
Module 6	Supply Chain, Delivery and Transaction Management of Rural E-Commerce
Module 7	Cross Border E-Commerce
Module 8	Action Plans Development

Module 1: Definition and Development Trend of E-Commerce and Rural E-Commerce
- Definition of e-commerce and rural e-commerce (lectures and group discussion)
- Importance and value of rural electronic commerce (case analysis and video)
- Development trend and prospects of rural electronic commerce
- Resources mapping: summarize existing enabling environment and supporting resources for rural e-commerce development

Module 2: Legislation and Best Practices of E-Commerce and Rural E-commerce Development (Law, Policy, Regulations, National Strategies and Initiatives)
- Overview of efforts and initiatives on e-commerce legal framework in the ASEAN (e.g. the ASEAN Economic Community (AEC) Blueprint (2007), the ASEAN ICT Master Plan 2015); as well as other regional cooperation framework
- Case study: policy initiatives and promotion plan on rural e-commerce development from Chinese and Indian government
- Why e-commerce Law? – Interpret e-commerce law of P.R. China and Vietnam, identify key elements and key stakeholders covered by e-commerce law

Module 3: Key Development Factors and Business Models of Rural E-Commerce
- Rural e-commerce development experiences
- Key factors of Rural E-commerce Development
- Case study: typical business model of Rural E-commerce in P.R. China and India

Module 4: Operating Logic, Preparation and Procedure of Rural E-Commerce Business
- Operating Logic
- Preparation for operation
- Operating procedure

Module 5: Marketing Methods, Tools and Techniques of Rural E-Commerce
- Case studies: the latest rural e-commerce marketing methods
- Understand the digital marketing
- The marketing tools and techniques of rural e-commerce

Module 6: Supply Chain, Delivery and Transaction Management of Rural E-Commerce
- Importance of delivery and transaction management in Rural E-Commerce
- Supply chain model and logistics management
- Rural E-Commerce marketplaces/ platforms, tools, procedure and management

Module 7: Cross Border E-Commerce
- Exporting Production Chain
- Procedure of Conducting Cross Border E-Commerce
- Successful business models and market opportunities for Cross Border E-Commerce

Module 8: Action Plans Development
- Guiding participants to prepare individual action plans during one-week training and action plan implementation period

VII. Knowledge Application Phase

After the delivery of the training, the second phase will kick in. As part of the training program, the participants will be required to prepare their action plans to disseminate the knowledge and skills they learned/gained during the training. The orientation for action plans, individual and/or joint action plan preparations and group presentations will be delivered on the last day of the training.

The participants are able to develop their feasible action plans to address the group's objectives. An action plan consists of a number of action steps in accordance with the national/local scenario, added with the endowment of clear-cut group work divisions and responsibilities. During this phase technical assistance will be provided to participants for implementation of action plans in respective countries.

VIII. Networking Phase

The final activity of the modular training will be synthesis and evaluation. It will be conducted online according to the monitoring and evaluation system designed by MI. Participants will report their best practices, challenges and lesson learned from their action plans with other participants, receive feedback on the outcome of the knowledge application phase as well as discuss the way forward for rural e-commerce development in GMS.

IX. Contacts

Please send i) the signed application form along with ii) your CV and iii) a copy of your passport via email to MI team (see contacts as below). Please specify your email subject as "Country, Name, Application to LMC-4: Rural E-Commerce Development Training Program".

Mr. Madhurjya Kumar Dutta
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Ms. Wen Hao
Program Coordinator, Trade and Investment Facilitation (TIF) Department, Mekong Institute (MI)
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Mobile: (+66) 8 7423 2983
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Email: haowen@mekonginstitute.org;

9.6. Program Schedule

Day I, Monday, October 22, 2018		
Venue: Mekong River Room, 2nd floor, Annex Building, Mekong Institute, Khon Kaen, Thailand		
When	**What:: Contents / Sessions**	**Where & by Whom**
08:00 – 08:30	Participants' Registration	**Ms. Sasiporn Phuphaploy,** Program Assistant, Trade and Investment Facilitation (TIF), Mekong Institute
08.30 – 08:40	Welcome Remarks	**Dr. Watcharas Leelawath,** Executive Director, MI
08:40 - 09:00	Video Presentation of Mekong Institute	MI Project Team
09:00 – 09:10	Group Photo	MI Project Team
09:10 – 10:00	**Getting to Know Each Other – Information Market**	All participants
10:00 - 10.30	*Coffee Break and Business Networking*	
10:30 – 11:30	▪ Setting Norms & Expectations ▪ Overview of four Lancang-Mekong Cooperation Special Fund Projects ▪ Project Overview of "Rural E-Commerce Development in Lancang-Mekong"– Background, Objectives, Planned Activities, Evaluation Methods	**Ms. Hao Wen,** Program Coordinator, TIF
11:30-12:00	▪ Training Schedule, Training M&E and Assignments ▪ MI Facilities Presentation and E-Learning	**Mr. Toru Hisada** Program Officer, TIF, MI
12.00 - 13.30	*Lunch*	*@ MI Canteen*
13.30 - 15.00	**Prelude: Country Presentations –Stories of My Hometown** (12 min/ group) 前奏：家乡故事（12分钟/组） ▪ *Mind Mapping - Introduction of leading industries, outstanding agricultural products and tourism resources, and e-commerce development status in respective countries* 思维导图-介绍各国的主导产业、优秀农产品和文化旅游资源以及电子商务发展状况 ▪ *Expectations and Vision of Developing Rural E-Commerce* 学习期望与农村电商的发展愿景陈述	All participants Prepared in advance by each national team 各国小组提前准备 Present by representative of group of Cambodia, P.R. China, Lao PDR, Myanmar, Vietnam and Thailand 各国小组代表发言
15.00 - 15.20	*Coffee Break and Business Networking*	

15.20 – 16:40	**Module 1: Definition and Development Trend of E-Commerce and Rural E-Commerce** ▪ Definition of e-commerce and rural e-commerce (lectures and group discussion) ▪ Importance and value of rural electronic commerce (case analysis and video) ▪ Development trend and prospects of rural electronic commerce ▪ Resources mapping: summarize existing enabling environment and supporting resources for rural e-commerce development **模块一：电子商务与农村电子商务的定义和发展趋势** ▪ 电子商务和农村电子商务的定义（讲座+讨论） ▪ 农村电子商务的价值（中国典型案例价值分析） ▪ 农村电子商务的发展趋势和前景（跨境与新零售） ▪ 资源绘图：梳理农村电商的支持资源与发展环境	MI Consultant
16.40 - 17.00	Meeting with "Board of Directors (BOD)"	MI team and selected participants
17.00 Onwards	Campus Tour & Dinner (self-payment)	Ms. Sasiporn Phuphaploy, Program Assistant, TIF

Day II, Tuesday, October 23, 2018 Venue: Mekong River Room, 2nd floor, Annex Building, Mekong Institute, Khon Kaen, Thailand		
When	**What:: Contents / Sessions**	**Where & by Whom**
07:00 – 08:30	Breakfast	@ MI Canteen, 1st Floor, MI Annex
08.30 - 09.00	Recapitulation	BOD Team
09.00 - 10.40	**Module 2: Legislation and Best Practices of E-Commerce and Rural E-commerce Development (Law, Policy, Regulations, National Strategies and Initiatives)** ▪ Overview of efforts and initiatives on e-commerce legal framework in the ASEAN (e.g. the ASEAN Economic Community (AEC) Blueprint (2007), the ASEAN ICT Master Plan 2015); as well as other regional cooperation framework ▪ Case study: policy initiatives and promotion plan on rural e-commerce development from Chinese and Indian government ▪ Why e-commerce Law? – Interpret e-commerce law of P.R. China and Vietnam, identify key elements and key stakeholders covered by e-commerce law **模块二：农村电子商务发展的政策举措及法律保障** ▪ 东盟及其他跨区域合作框架下的电子商务发展规划	MI Consultant and participants

	▪ 案例研究：中国和印度政府关于农村电子商务发展的政策举措和推广计划 ▪ 为什么制定电子商务发？中国和越南《电子商务法》解读：涵盖的关键要素和对主要利益相关者的影响	
10.40 – 11.00	*Coffee Break and Business Networking*	
11.00 - 12.00	Group discussion: ▪ Current e-commerce legislation status of each LM countries ▪ Formulate supporting policies for the development of local rural e-commerce ▪ Design governmental rural e-commerce promotion plan 小组讨论： ▪ 讨论澜湄六国目前的电子商务立法状况 ▪ 设计当地农村电子商务发展所需的扶持政策 ▪ 设计政府的农村电子商务推广计划	MI Consultant and participants
12.00 - 13.30	Lunch 午餐	@ MI
13.30 - 15.10	Module 3: Key Development Factors and Business Models of Rural E-commerce ▪ Rural e-commerce development experiences ▪ Key factors of Rural E-commerce Development ▪ Case study: typical business model of Rural E-commerce in P.R. China and India 模块三：农村电子商务发展要素及典型商业模式 ▪ 了解中国的农村电子商务发展经验 ▪ 理解中国农村电子商务的发展要素 ▪ 案例分析：中国和印度农村电子商务的典型商业模式	MI Consultant and participants
15.10 - 15.30	*Coffee Break and Business Networking*	@ MI
15.30 - 16.45	Group discussion ▪ Mapping local resources for rural e-commerce ▪ Identify appropriate business model based on local resources ▪ Assess the business model 小组讨论 ▪ 梳理当地农村电子商务的资源要素 ▪ 设计适合当地农村电子商务发展的商业模式 ▪ 评估并确定当地的农村电商发展的商业模式	MI Consultant and participants
16.45 - 17.00	Meeting with "Board of Directors (BOD)"	MI team and selected participants
17.00 onwards	Free time and self-study	

Day III, Wednesday, October 24, 2018 ue: Mekong River Room, 2nd floor, Annex Building, Mekong Institute, Khon Kaen, Thailand		
When	**What:: Contents / Sessions**	**Where & by Whom**
08.30 - 09.00	Recapitulation	BOD
09.00 - 10.40	**Module 4: Operating Logic, Preparation and Procedure of Rural E-Commerce Business** ▪ Operating Logic ▪ Preparation for operation ▪ Operating procedure **模块四：农村电子商务运营逻辑、条件与实施流程** ▪ 理解农村电子商务的运营逻辑 ▪ 了解农村电子商务运营所需的设施条件 ▪ 设计农村电子商务运营的实施流程	MI Consultant and participants
10.40 – 11.00	*Coffee Break and Business Networking*	
11.00 - 12.00	Group Discussion ▪ Draw the operating logic of your own business ▪ Based on local resources, design your own rural e-commerce business plan? ▪ Design local rural e-commerce operating procedure **小组讨论** ▪ 根据自身商业模式梳理运营逻辑 ▪ 根据当地资源与商业模式规划实施内容 ▪ 设计当地农村电子商务运营的实施流程	MI Consultant and participants
12.00 - 13.30	Lunch	@ Outside
13.30 - 15.10	**Module 5: Marketing Methods, Tools and Techniques of Rural E-Commerce** ▪ Case studies: the latest rural e-commerce marketing methods ▪ Understand the digital marketing ▪ The marketing tools and techniques of rural e-commerce **模块五：农村电子商务的营销方法、工具与营销技巧** ▪ 了解最新的农村电子商务营销方式（案例） ▪ 理解互联网营销的本质 ▪ 掌握农村电子商务营销工具与技巧（应用）	MI Consultant and participants
15.10 - 15.30	*Coffee Break and Business Networking*	
15.30 - 16.40	Group discussion and Exercise: ▪ Identify target market by reviewing your available resources and business values ▪ Select digital marketing methods according to your business model ▪ Identify one product and conduct product promotion by using digital marketing tools and techniques **小组讨论和实战演练** ▪ 根据自身资源价值属性选择目标市场	MI Consultant and participants

	▪ 根据自身商业模式选择营销方式 ▪ 应用营销工具、技巧进行一次产品推广	
16.40 - 17.00	Meeting with "Board of Directors (BOD)"	MI team and selected participants
17.00 onwards	Free time and self-study	

When	What: Contents / Sessions	Where & by Whom
08.40 - 09.00	Recapitulation	BOD
09.00 - 10.10	**Module 6: Supply Chain, Delivery and Transaction Management of Rural E-Commerce** ▪ Importance of delivery and transaction management in Rural E-Commerce ▪ Supply chain model and logistics management ▪ Rural E-Commerce marketplaces/ platforms, tools, procedure and management **模块六：农村电子商务交付供应链设计与交易管理** ▪ 农村电子商务交付供应链的定义与价值 ▪ 农村电子商务供应链模型与物流管理 ▪ 农村电子商务交易平台、工具流程与管理方法	MI Consultant and participants
10.10 - 10.30	*Coffee Break and Business Networking*	*@ MI*
10.30 – 12:00	**Group Discussion:** ▪ Assess existing local rural e-commerce supply chain, delivery and transaction system ▪ Select suitable marketing e-marketplace and tools according to identified products ▪ Design transaction procedure and risk management system **小组讨论：** ▪ 评估当地已有的农村电子商供应交付系统 ▪ 根据自身产品市场选择交易平台与工具 ▪ 根据自身产品设计交易流程与风控系统	MI Consultant and participants
12.00 - 13.30	*Lunch*	*@ MI*
13.30 – 15:10	**Module 7: Cross Border E-Commerce** ▪ Exporting Production Chain ▪ Procedure of Conducting Cross Border E-Commerce ▪ Successful business models and market opportunities for Cross Border E-Commerce **模块七：跨境电子商务** ▪ 出口生产链和跨境电子商务的关键成功因素 ▪ 跨境电子商务程序 ▪ 成功的跨境电子商务商业模式与市场机会	MI Consultant and participants
15:10 – 15:30	*Coffee Break and Business Networking*	*@ MI*

15:30 – 16:30	Group Discussion ▪ Analysis current enabling environment and business model for cross border e-commerce in each LM country ▪ Identify opportunities of cross border e-commerce 小组讨论： ▪ 检查每个国家现有的跨境电子商务环境和商业模式 ▪ 根据自身资源选择跨境电子商务机会	MI Consultant and participants
16.30- 17.15	Module 8: Action Plans Development 模块八：制定行动计划 ▪ Summarize group discussion results 整理每个模块的研讨资料和结果 ▪ Prepare Action Plans according to the given template 筹备行动计划（按模板输入资料）	MI Project Team
17.15-17.30	▪ Meeting with "Board of Directors (BOD)"	MI team and selected participants
17.30 onwards	▪ Free time and self - study * The action plan should be ready by Friday morning at 9:30 am	

Day V, Friday, October 26, 2018 Venue: Mekong River Room, 2nd floor, Annex Building, Mekong Institute, Khon Kaen, Thailand		
When	**What: Contents / Sessions**	**Where & by Whom**
08.30-08.45	Recapitulation	BOD
08.45-09:30	**Module 8: Action Plans Development (Cont.)** • Preparing Action Plans	Participants
09:30-09:45	*Coffee Break*	
09:45-10:45	• Presentation of <u>Group Action Plans (AP1)</u> *10 min / group*	**Participants** Cambodia, P.R. China, Laos, Myanmar, Vietnam and Thailand
10:45-11:20	Comments and Guidance	MI Consultant and Team
11:20-12:00	• Presentation of <u>Individual Action Plans (AP2)</u> (1-2 examples from each country) *15 min / person*	**Participants** Cambodia, P.R. China
12.00 - 13.00	*Lunch*	*@MI Canteen*
13:00- 14:00	• Presentation of <u>Individual Action Plans (AP2)</u> (1-2 examples from each country) *15 min / person*	**Participants** Lao PDR, Myanmar, Vietnam and Thailand
14:00 -15:00	Comments and Guidance	MI Consultant and Team
15:00-15:30	*Coffee Break*	
15:30- 17:00	Closing Ceremony • Couse Report • Awarding Certificates	- Ms. Wen Hao, Program Coordinator, TIF,

	Speech from Country Representatives The Way Forward Closing Remarks	MI - Mr. Madhurjya Kumar Dutta, Director of TIF, MI - Dr. Watcharas Leelawath, Executive Director, MI
18:00-20:00	Farewell dinner	@ Smile Restaurant

Day VI, Saturday, October 27, 2018		
When	**What: Contents / Sessions**	**Where & by Whom**
07.00 - 08.30	Breakfast	@ MI
	Depart for home countries	All participants

9.7. Directory

9.7.1. Participants

Photo	Name & Position	Organization & Address	Contacts	Business / Product
Cambodia				
	Ms. Chea Sok Im Manager, Business Information Center,	Department of Business Information Center, Cambodia Chamber of Commerce Building No.7D, Russian Blvd,(St 110), Sangkat Tek Laok, Khan Toul Kork, Phnom Penh, Cambodia	Tel:+855 23 881 086 Mob: +855 95 8820 22 E - Mail: sokim@ccc.org.kh; Cheasokim34@gmail.com	Chamber of Commerce
	Mr. Songhak Hav Operation Manager	Natural - Agri Product Cooperative, Cambodian Center for Study and Development in Agriculture (CEDAC) #151 St, 592, Boeng Kak 2, Toul Kok, Phnom Penh, Cambodia	Tel: +855 1055 9578 Mobile:+855 1055 9578 E - Mail: havsonghak@ymail.com	Cooperative / Crops, Vegetables
	Mr. Chomnab Ho Founder	FAIRWEAVE #52A, St 464, Phnom Penh, Cambodia	Tel: +855 88 807 4624 Mobile:+855 12 507 717 E - Mail: fairweave@gmail.com chomnab168@gmail.com	Social Enterprise / Textile Products
	Mr. Chhayheng Lov Director	Ecamshopping #51B, St 222, Phnom Penh, Cambodia	Mob: +855 1777 7882 Email: heng@ecamshopping.com	E-Commerce Service Provider
P. R. China				
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The Greater Mekong Subregion

The Greater Mekong Subregion (GMS) comprises five Southeast Asian countries and two provinces of China sharing the Mekong River, namely Cambodia, Lao PDR, Myanmar, Thailand, Vietnam, and Yunnan Province and Guangxi Autonomous Region of the People's Republic of China.

About Mekong Institute

Mekong Institute (MI) is a GMS intergovernmental organization (IGO) working closely with the governments of six countries to promote regional development and cooperation through capacity building programs and projects in three thematic areas of agricultural development and commercialization, trade and investment facilitation, and innovation and technological connectivity.