

Synthesis and Evaluation (S&E) Workshop

Regional Training on Trade Events Promotion

November 28 - 29, 2017



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Mekong Institute (MI)
Khon Kaen, Thailand

Acknowledgements

Mekong Institute (MI) would like to express appreciation to Workshop participants, who are from the Department of Industry and Handicrafts, Department of Commerce and Federation of Associations for SMEs of Cambodia (FASMEC) of Cambodia, Dawei District Chamber of Commerce and Industry (DCCI) of Myanmar, Provincial Cooperative Promotion Office, Provincial Community Development Office and Provincial Chamber of Commerce (CC) of Thailand and Provincial Business Association (BA) and provincial Chamber of Commerce and Industry (CCI) of Vietnam, for their active participation and contribution which resulted in the success of the Workshop.

The Synthesis and Evaluation (S&E) Workshop and the Project as a whole cannot be accomplished without the support and collaboration of the Government of Japan through the Japan - ASEAN Integration Fund (JAIF).

Lastly, our sincere appreciation also goes to the project team of MI Trade and Investment Facilitation (TIF) Department, including the Country Coordinator (Cambodia), for their valuable inputs, support, facilitation and contribution to the S&E Workshop and to all MI staff members for their support and assistance.

**Trade and Invest Facilitation Department
Mekong Institute
November 2017**

Executive Summary

The Regional Training on Trade Events Promotion capped off with a Synthesis and Evaluation (S&E) Workshop held at the MI Residential Training Center, Khon Kaen, Thailand on November 28 - 29, 2017.

The Workshop was the last leg of the said training program delivered in June this year to 35 participants from trade promotion organizations (TPOs), including government agencies, Chamber of Commerce and Industries (CCIs) and business associations (BAs) from the 19 provinces along the Southern Economic Corridor (SEC) in Cambodia, Myanmar, Thailand and Vietnam (CMTV).

Following the training program in June, the participants were organized into four teams consisted of two countries that organized cross - border trade events in the border provinces as part of their action plans (APs) implementation. The S&E Workshop brought together these national teams again to report on the outcomes, experiences, best practices and lessons learned from their APs implementation and to discuss the way forward.

A total of 13 participants, comprising leaders and sub-leaders of the national teams, joined the S&E Workshop. The participants shared their experiences in organizing the following trade events: Cambodia - Vietnam Business Matching 2017 (October 5, 2017); Thailand - Cambodia Buyer - Seller Meet 2017 (October 7, 2017); Cambodia - Vietnam Business Matching (October 25, 2017); and Myanmar - Thailand Trade Mission 2017 (November 6 - 8, 2017).

The national teams likewise presented their APs in the next three years as part of their commitment to further advance trade promotion for small and medium-sized enterprises (SMEs) in their provinces.

Abbreviations / Acronyms

AMS	ASEAN Mekong Subregion
AP	Action Plan
ASEAN	Association of Southeast Asian Nations
BA	Business Association
BDS	Business Development Service
CC	Chamber of Commerce
CCI	Chamber of Commerce and Industry
CMTV	Cambodia, Myanmar, Thailand and Vietnam
DCCI	Dawei District Chamber of Commerce and Industry
EWEC	East - West Economic Corridor
FASMEC	Federation of Associations for SMEs of Cambodia
GMS	Greater Mekong Subregion
JAIF	Japan - ASEAN Integration Fund
MI	Mekong Institute
OIC	Officer in Charge
OTOP	One Tambon One Product
SEC	Southern Economic Corridor
SEZ	Special Economic Zone
SME	Small and Medium - sized Enterprise
SNS	Social Networking Service
S&E	Synthesis and Evaluation
TBA	Tay Ninh Business Association
TIF	Trade and Investment Facilitation
TPC	Tay Ninh Trade Promotion Center
TPO	Trade Promotion Organization
VCCI	Vietnam Chamber of Commerce and Industry

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1. Introduction

Mekong Institute (MI) conducted the Regional Training on Trade Events Promotion on June 12 – 16, 2017 at its Residential Training Center, Khon Kaen, Thailand. The training program was the integrated part of the two - year project on “Enhancing Competitiveness of Small and Medium-sized Enterprises (SMEs) in the Southern Economic Corridor (SEC) of ASEAN - Mekong Subregion (AMS) from 2016 to 2018, funded by Japan - ASEAN Integration Fund (JAIF).

As part of the training program, the participants jointly developed and implemented the Action Plans (APs) on organizing trade events at border provinces in the SEC as below. APs were implemented with the support and assistance by the MI Trade and Investment Facilitation (TIF) Department.

(i) Cambodia – Vietnam Business Matching 2017 (October 5, 2017)
(Cambodia’s Preah Sihanouk Province)

(ii) Thailand - Cambodia Buyer – Seller Meet (October 7, 2017)
(Cambodia’s Battambang Province)

(iii) Cambodia – Vietnam Business Matching (October 25, 2017)
(Cambodia’s Svay Rieng Province)

(iv) Dawei – Thailand Trade Mission 2017 (November 6 - 8, 2017)
(Myanmar’s Dawei district and Thailand’s Kanchanaburi and Ratchaburi provinces)

To review the result of the APs Implementation and discuss the way forward, the Synthesis and Evaluation (S&E) Workshop was conducted on November 28 - 29, 2017 at Mekong Institute, Khon Kaen, Thailand. The S&E Workshop aimed to (i) provide a platform for participants to reflect and learn from each other on their APs implementation; (ii) share outcomes, experiences, lesson learned and best practises from the APs implementation; and (iii) discuss the way forward.

2. Objectives and Expected Outputs

The objectives and expected outputs of the S&E Workshop were to:

- revisit the knowledge gained from the Regional Training on Trade Events Promotion and the real application of these knowledge and skills;
- share the outcomes and experiences from the APs implementation and obtain feedbacks from co-participants;
- provide an opportunity to learn and share best practices and to utilize results of learning process;
- discuss the way forward to continue with APs to organize trade events as regular events among the provinces in the SEC.

3. Expected Outcomes

- Participants shared the outcomes and experiences from the APs implementation and received feedbacks from co-participants;
- Participants shared and learned best practice from the APs implementation;
- Participants developed APs to continue organizing similar trade events at border provinces in the SEC in 2018 and beyond.

4. Workshop Structure

The Workshop was made up of 2 parts. The first part was the reflection on implementation of the joint APs on trade events organization at border provinces in the SEC. It was done through an interactive platform for the participants to present and share outcomes, experiences, lessons learned and best practises from the APs implementation.

The second part was the group work among the participants on the way forward and the development of APs on organizing trade events at border provinces in the SEC in 2018 and beyond. MI organizing team also provided suggestions and recommendations during the group work. The participants presented the outcomes of the group work and the APs in the morning of November 29, 2017.

5. Participants

A total of thirteen (13) participants, representing public and private trade promotion organizations (TPOs), including government agencies, Chamber of Commerce and Industries (CCIs) and Business Associations (BAs) from 11 provinces in Cambodia, Myanmar, Thailand and Vietnam (CMTV), attended the Workshop. They comprised six (6) from Cambodia, one (1) from Myanmar, four (4) from Thailand and two (2) from Vietnam. Among, five (5) were female and eight (8) were male. In terms of sectors, nine (9) participants or 70% were from the public sector and four (4) participants or 30% were from the private sector.



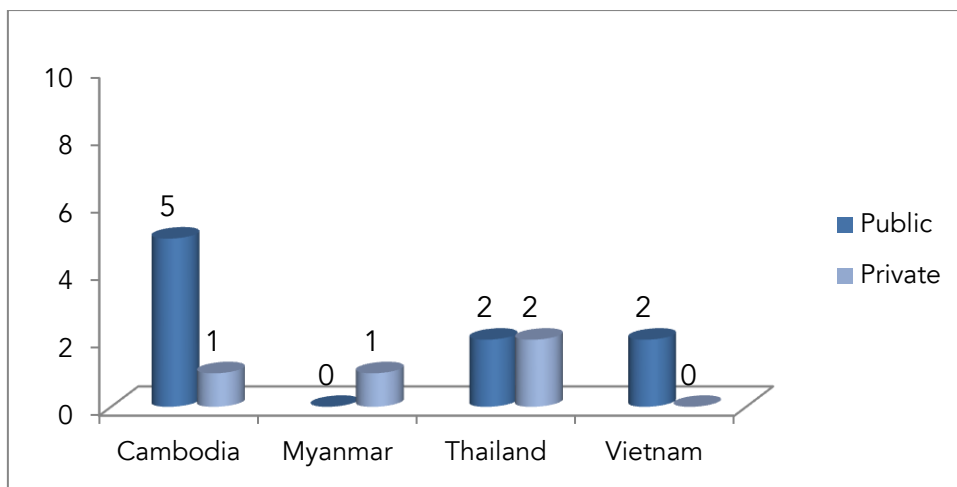
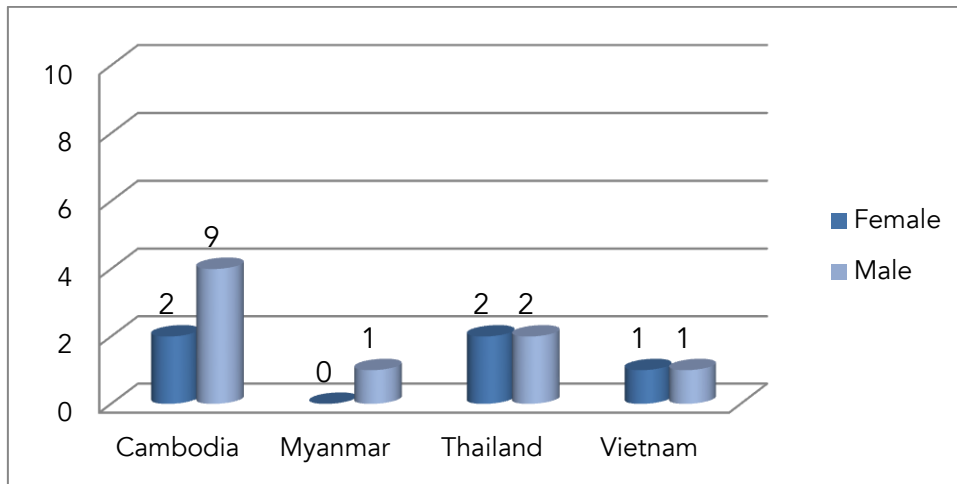


Figure 1. Participants Ratio

6. Program Contents

6.1. Inauguration Session

6.1.1. Welcome and Opening Remarks

Mr. Nguyen Hung Cuong, Director, East – West Economic Corridor (EWEC) Project, Mekong Institute (MI) (Officer in Charge: OIC)



Mr. Cuong welcomed all the participants back to the MI. He expressed MI's appreciation for participants' hard work in implementing APs on trade events organization in the border provinces along the SEC, that have created various positive results including the creation of business cooperation, collaboration and partnership among the public and private sectors in the SEC provinces. He expressed that these are very encouraging factors for the MI to continue to fulfill one of its mandates, which is to build the capacity of the

stakeholders in the Greater Mekong Subregion (GMS), including SMEs in improving their business performance and sharing wealth and goods with others.

Mr. Cuong emphasized that the S&E Workshop is the platform where the participants can reflect what they have done, outcomes, experiences, lessons learned and best practices from the APs implementation and can also learn from co-participants. All these will contribute to the better organization of the next events in 2018 and beyond. Mr. Cuong wished all the participants for the successful one and half day Workshop.

6.1.2. Overview of the S&E Workshop

Mr. Toru Hisada, Senior Project Coordinator, Trade and Investment Facilitation (TIF) Department, Mekong Institute (MI)



Mr. Hisada discussed the modular training approach MI adopts, which is 'Learn to Do,' 'Do to Learn' and 'Share to Learn.' He also explained the objectives and expected outputs, expected outcomes, workshop structure and the daily wise program schedule of the Workshop.

6.2. Session I: Group Presentation on the AP Implementation on Trade Events Organization

6.2.1. Cambodia – Vietnam Business Matching 2017

- **Background**

On October 5, 2017, Federation of Associations for SMEs of Cambodia (FASMEC) Sihanouk branch, Departments of Commerce of Kampot and Preah Sihanok provinces, Vietnam Charmer of Commerce and Industry (VCCI) Can Tho branch and Ca Mau Business Association jointly organized the Cambodia – Vietnam Business Matching 2017 at Cambodia's Preah Sihanouk Province. These organizations represented 4 Project provinces along the SEC in Cambodia and Vietnam, namely Kampot, Preah Sihanouk, Ca Mau and Can Tho Provinces.

- **Objectives and Expected Outputs**

Key objectives of the Cambodia – Vietnam Business Matching 2017 were to strengthen the capacity of TPOs in the project provinces through (i) setting up business network among participants from Cambodia and Vietnam; (ii) enhancing cross - border trade and investment in Cambodia and Vietnam; (iii) conducting market research in Kampot and Preah Sihanouk Provinces; and (iv) participants finding business partners.

- **Expected Outcomes**

By the end of the event, the participants met other business enterprises and BDSs, better understood each other and their businesses, increased knowledge and understanding from the learning visit, and found potential business partners for further cooperation and collaboration. In particular, participants (i) gained knowledge and understanding on the mechanism of the Sihanoukville Autonomous Port; and (ii) established cooperation and collaboration among each other for business development.

- **Event Structure**

Cambodia – Vietnam Business Matching 2017 was held on October 5, 2017. The event was divided into morning session for business matching (8:30 – 12:00) and afternoon session for learning visit to Sihanoukville Autonomous Port (14:00 – 17:00).



- **Budget and Expenditure**

Total budget of Cambodia – Vietnam Business Matching 2017 was **2,400 USD**. This included the grant from MI (2,000 USD) and contribution from Co - Sponsor (400 USD). The expenditure from the event is described below:

Table 1. Expenditure (Cambodia – Vietnam Business Matching 2017)

Item	Description	Unit Cost (USD)	No of Unit	Total (USD)
1	Meeting Package (Venue, Lunch and Coffee)	23	56 Pax	1,288
2	Fee for Translator and MC of the Event	300	1 Time	300
3	Backdrop	92	1 Set	92
4	Document	1	60 Set	60
5	Car Rental for Port Visit	50	1 Van	50
6	Hotel Room for Event Organizing Team	25	2 Nights / 4 Pax	200

7	Media and New Release	25	2 TV / 3 News Papers	100
8	Transportation (Organizing Team from VN)	50	2 Pax	100
9	Transportation (Organizing Team from Kampot)	25	1 Pax	25
10	Other Costs (Phone Card, Gasoline, etc)	150		150
11	Photography	35	1 Time	35
Total			2,400 USD	

- **Participants**

Public and private organizations as well as business enterprises from Cambodia’s Kampot, Phnom Penh and Preah Sinhanouk Provinces and Vietnam’s Ca Mau and Can Tho Provinces participated in the Cambodia – Vietnam Business Matching 2017. There were total of fifty-six (56) participants comprising twenty-five (25) from Preah Sihanouk province, eighteen (18) from Kampot province, five (5) from Phnom Penh, five (5) from Ca Mau province and three (3) from Can Tho province. At the event, 30 business enterprises from Cambodia and Vietnam exhibited their unique products which are categorized in the sectors below:

- Agriculture (Bamboo, Mango, Pepper);
- Aquaculture (Dried Shrimp);
- Tourism (Tourism Company);
- Education (High School, University);
- Beauty and Cosmetic (Salt, Salt Flower);
- Food and Beverage (Fish Sauce, Five Men Beer, Water);
- Industry (Anti - Rat Poison).





- **Organizers**

- FASMEC Sihanouk branch;
- Kampot Department of Commerce;
- Preach Sihanouk Department of Commerce;
- Vietnam Chamber of Commerce and Industry (VCCI) Can Tho branch; and
- Ca Mau Business Association



- **Key Results**

According to the Business Matching Form, there were 18 companies who have reached initial stage of business cooperation and collaboration during the event.

Table 2. Result of Business Matching (Cambodia – Vietnam Business Matching 2017)

The Level of Engagement	Total No	Percentage (%)
Exchange Business Information	16	89%
Business Negotiation	2	11%
Signature Contract	0	0%
Total	18	100%

Below are the details of business talk / negotiation.

- Participants from Preah Sihanouk province showed their interest in importing the Anti-Rat Poison from the Labiofam Vietnam Co., Ltd;
- Ambassador of Cuba in Cambodia expressed the interest in importing natural flower of salt from Cambodia's Kampot province to Cuba.

- **Post Event Follow Up**

The organizing team has followed up with the event participants for the progress of business cooperation and collaboration for business development through telephone, E-mail and social networking services (SNS).

- **Media Coverage**

There are several news articles and broadcastings that have been published after the event. Details are as follow:



Source: <http://www.sntvbreakingnews.net/social/120.html>



Source: <http://www.sntvbreakingnews.net/social/119.html>




Vann Sokhengさん 😊 誇らしい気分 一場所: SHV: New Beach Hotel
 2017年10月9日 · Sihanoukville (カンボジア · Kampot Province) · 🌐

ការប្រជុំផ្សារយក្រុមហ៊ុនដែលបានរៀបចំឡើងដោយក្រុមការងារសហប្រតិបត្តិការរវាងរដ្ឋាភិបាលខេត្តសៀមរាប ក្នុងគោលបំណងជំរុញការងារសេដ្ឋកិច្ច និងការងារប្រកួតប្រជែងនៅសហគមន៍អាស៊ាន ប្រកបដោយភាពស្មើភាព និងការងារសេដ្ឋកិច្ចសម្រាប់ប្រទេសសហគមន៍អាស៊ាន ក្រោមការឧបត្ថម្ភពីមូលនិធិជប៉ុន-សមហេពកម្ពុជា និងសហគមន៍កម្ពុជាសម្រាប់អាជីវកម្ម FASMEC ខេត្តសៀមរាប។

Source: <https://www.facebook.com/vann.sokheng.7/videos/1969132103301526/>

- **Good Practices**

- A first experience for organizing team to organize business matching event (for trade promotion / business networking) and learning visit (for investment promotion);
- Organizing team practiced the theories, knowledge and skills gained form the Regional Training on Trade Events Promotion;
- Participants gained the knowledge and understanding on the Sihanoukville Autonomous Port and its operation;
- The event was attended by high level delegates from public and private sectors (deputy governor of the Preah Sihanouk province, Directors of the provincial government Departments and Ambassador of Cuba in Cambodia) that enriched the event.

- **Lessons Learned**

- Should ensure sufficient time for effective preparation;
- Should specify the business sectors and invite more suitable business enterprises that have the same needs;
- Should invite more buyers;
- Should have sufficient supporting staff to facilitate the business matching;
- The list of companies / exhibitors should be shared with the buyers, exporters, etc prior to the event so that they have an idea of who is going exhibit what product;
- Time management during the event should be improved (participants spent too much time on introducing their companies and products and there was less time for actual business matching);
- Should differentiate the event with other similar events and should make it unique.

- **The Way Forward**

The organizing team will continue to organize similar trade event (e.g., trade fair, trade mission, business forum, business matching, etc) and will make it as the annual event.

- **Suggestions to MI**

- Continue to provide financial support to organize the trade event;
- Continue to provide technical support to facilitate the organization of the trade event.

6.2.2. Cambodia - Thailand Buyer - Seller Meet 2017

- **Background**

On October 7, 2017, a joint trade event namely 'Cambodia – Thailand Buyer – Seller Meet 2017' was held at Cambodia's Battambang province. The event was jointly organized by the Department of Commerce and the Department of Industry and Handicraft of Banteay Meanchey, Battambang, Koh Kong and Pursat provinces, Koh Kong and Pursat Chambers of Commerce, Chanthaburi provincial Cooperative Promotion Office, Sa - Kaeo Community Development Provincial Office, and Sa-Kaeo and Trat Chambers of Commerce. The event supported the effort to promote cross - border trade between Cambodia and Thailand that contribute to enhancing the economic development of both countries.

- **Objectives and Expected Outputs**

The Cambodia – Thailand Buyer – Seller Meet 2017 intended to widen the array of goods and services from the local SMEs that can be showcased with a view to create a platform for companies to interact, exchange contacts and discuss business opportunities, as well as broaden the business and trade activities. In particular, the event aimed at

- exploring additional trade and business networking opportunity; and
- promoting cross - border trade and business activities.

- **Expected Outcomes**

The event expected to benefit participants from the local SMEs from 7 provinces in Cambodia and Thailand (Banteay Meanchey, Battambang, Koh Kong, Pursat, Chanthaburi, Sa - Kaeo and Trat provinces) through providing them with the opportunity to explore the market opportunities and observe the market trends, exchange experience, and gather information e.g., keep abreast of product and industry innovations and learn the latest sales, promotion materials and techniques. Especially, the event aimed to

- built at least 10% of business network and engagement through buyers and sellers' face to face meeting;
- boost the potential products and its brand visibility to gain wider recognition;

- explore and identify new business opportunities; and
- explore and identify new business partners.

- **Event Structure**

Cambodia – Thailand Buyer – Seller Meet 2017 was held on October 7, 2017. The event included (i) welcome remarks from the Battambang provincial governor; (ii) remarkable notes from the Sa - Kaeo Chamber of Commerce; (iii) meeting among buyers and sellers from Cambodia and Thailand; and (iv) meeting among Koh Kong and Trat Chambers of Commerce and Battambang provincial governor. In addition, field visits to Phu Poy and Battambang central market and grape field (grape juice and wine producing company) were organized in the afternoon of October 6, 2017.



- **Budget and Expenditure**

Total budget of the event was 2,603 USD which derived from the MI grant together with the contribution from public and private institutions from Cambodia and Thailand. The total expenditure from the event was 2,005.81 USD, covering the event venue, transportation and accommodation allowance for organizers and participants, human resource, and promotion and communication cost. In the end, the event achieved the gross profit of 597.19 USD.

Table 3. Budget and Expenditure (Cambodia - Thailand Buyer - Seller Meet 2017)

No	Description	No of Unit	Price / Unit (USD)	Total (USD)
Budget				
1	Grant from the MI	1	2,000	2,000
2	Contribution from the Pusat Chamber of Commerce (CC)	1	200	200
3	Contribution from the Koh Kong Department of Commerce	1	100	100
4	Contribution from the Na Chanok Enterprise Group	1	≅ 303 (10,000 THB)	≅ 303 (10,000 THB)
Sub total				2,603
Expenditure				
1	Event Venue			275
2	Lunch for Organizers			57.80
3	Business Lunch			536
4	Coffee and Snack			120
5	Accommodation for Organizers			60

6	Banner			41.76
7	Stationaries			3.25
8	Transportation for Thai Exhibitors			850
9	Company Profile Document			≅ 62 (2,047 THB)
Sub total				2,005.81
Gross Profit				597.19

- **Participants**

Total of sixty - one (61) participants, comprising thirty - eight (38) from Cambodia and twenty - three (23) from Thailand, participated in the Cambodia – Thailand Buyer – Seller Meet 2017. Among, twenty - one (21) were female and forty (40) were male. In terms of sector, twenty (20) participants or 33% were from the public sector, representing provincial trade promotion agencies; and forty - one (41) or 67% were from the private sector, representing CCs / BAs and SMEs. At the event, 28 business enterprises exhibited 57 kinds of products which the detail is as below:

- Cosmetic: 3 companies;
- Food: 8 companies;
- Herb: 4 companies;
- Handicraft: 2 companies;
- OTOP: 11 companies.



- **Organizers**

- Department of Commerce of Banteay Meanchey, Battambang, Koh Kong and Pursat provinces;
- Department of Industry and Handicraft of Banteay Meanchey, Battambang, Koh Kong and Pursat provinces;
- Chambers of Commerce of Koh Kong and Pursat provinces;
- Chanthaburi Provincial Cooperative Promotion Office;
- Sa - Kaeo Community Development Provincial Office;
- Chambers of Commerce of Sa-Kaeo and Trat Provinces.



- **Key Results**

There are various SMEs that started the joint business after the event. Details are as follow:

- SUNNY KTMLM Co., Ltd., the Cambodian company that engages in organic beverage business, joined hand with Khmer Balm Company;
- SOI DAO BIO - AGRICULTURE GROUP, the Thai company that deals with Plant Hormone Herbal Plant Disease Control Lime - Bergamot enzyme Pyro ligneous Acid and Organic Fertilizer, partnered with Cambodian business person whom the company met at the event;
- Thai companies that produce herb product expressed their interests in purchasing raw material from Pursat Handicraft.

Following the event, there have also been meetings on MOU signature for agriculture and tourism development between CCs from Cambodia and Thailand. The detail is as follow:

- Trat and Pursat Chambers of Commerce (To be confirmed);
- Trat and Koh Kong Chambers of Commerce (To be confirmed);
- Trat and Battambang Chambers of Commerce (To be confirmed).

- **Post Event Follow Up**

The organizing team has followed up on the progress of cooperation and collaboration for business development among the participants via SNS. The organizing team created the facebook page of the event to share all information of participated companies as well as other business information to the public through this popular platform.

- **Media Coverage**

The Cambodia – Thailand Buyer – Seller Meet 2017 has been broadcasted in Trat’s media called **ตราดโพสต์นิวส์**. It can be reached through following link

(<https://www.facebook.com/215007468706971/videos/712851768922536/>).



- **Good Practices**

- The event provided the important business platform that supports the development of local SMEs;
- The Battambang provincial governor and directors from the provincial government departments participated in the event that enriched the event;
- SMEs that participated in the event provided good feedbacks;
- Various businesses cooperation and collaboration have occurred after the event, not only among private sectors but also between public and private sectors;
- Strong support from the directors and officers of provincial government departments;
- Strong responsibilities and commitments, good teamwork and clear task allocation among organizing team members.

- **Lessons Learned**

- Limited unity in the organizing team. Some team members were less involved in the preparation, while a few of them did not understand what to do;
- Organizing team should invite more buyers;

- The needs of some participants / exhibitors did not match, being resulted in the limited number of business cooperation and collaboration;
- The organizing team advanced the budget from the other sources because the grant from the MI (1st installment) and co-sponsors were not enough. The organizing team should learn and strive to get admission fee from the participants to secure sufficient budget for the event;
- Transportation for Thai participants was a bit difficult and took long time to cross the border. This could potentially make them feel they do not wish to join the next event;
- Organizing team should distribute the exhibitors' list to visitors / potential buyers prior to the event in order to facilitate on - site buyer – seller meet effectively.

- **The Way Forward**

The organizing team will continue to organize the similar trade event alone or together with other in - place events in late 2018. The team will prepare concrete activities and financial plans, together with the report of this year's collaborated companies to seek for more sponsorship from the public and private sectors. The organizing team will contact companies that are interested in expanding market to Cambodia and Thailand, as well as work with focal persons from local authority for further support.

- **Suggestion to MI**

MI should consider other potential products, particularly those of SMEs from Cambodia. MI should support them to produce quality and standardized products.

6.2.3. Cambodia – Vietnam Business Matching

- **Background**

On October 25, 2017, Department of Commerce and Department of Industry and Handicraft of Kampong Chhnang and Svay Rieng provinces and Tay Ninh Trade Promotion Center (TPC) jointly organized 'Cambodia – Vietnam Business Matching' at Cambodia's Svay Rieng province. The event provided the opportunities for business cooperation and collaboration, networking and expansion for local SMEs and the prospective investors from 3 provinces in Cambodia and Vietnam including Kampong Chhnang, Svay Rieng and Tay Ninh provinces.

- **Objectives and Expected Outputs**

Cambdia – Vietnam Business Matching intended to promote business networkng and activities of local SMEs in 3 provinces in Cambodia and Vietnam (Kampong Chhnang, Svay Rieng and Tay Ninh provines) through endured cooperation, collaboration and engagement among various stakeholders related to the cross - border trade and investment to expand their business across the borders. In particular, the event aimed to

- establish at least 15 % of business network and engagement through business matching (face to face communication);
- promote companies' and clusters' potential products and increase their brand visibility to gain wider recognition;
- enable companies and the clusters to identify new business opportunities; and
- enable companies and clusters to identify more business partners.

- **Expected Outcomes**

- Business information exchanged between SMEs from Cambodia and Vietnam;
- Business engagement facilitated and achieved during and after the event;
- Business networks established among participants for the development of cross - border trade and investment.

- **Event Structure**

Cambodia - Vietnam Business Matching was held on October 25, 2017 at Cambodia's Svay Rieng province. Key features of the event included (i) remarkable notes from the deputy governor of the Svay Rieng province in relation to cross - border trade promotion; (ii) presentation of the product information to investors by business enterprises from Cambodia and Vietnam; (iii) business matching activities to access to more business partners as the entry point for new trading opportunities; and (iv) learning visit to Bavet (the border between Cambodia and Vietnam) and Manhattan Special Economic Zone (SEZ).



- **Budget and Expenditure**

Total budget of the Cambodia – Vietnam Business Matching was 5,250 USD, which derived from the admission fee, sponsors and grant from the MI and other TPOs. The total expenditure of the event was 3,800 USD, covering event venue, transportation and accommodation allowance for organizers and participants, human resource and promotion and communication cost. In the end, the event achieved the gross profit of 1,450 USD.

Table 4. Budget and Expenditure (Cambodia - Vietnam Business Matching)

Item	Description	Unit Cost (USD)	No. of Unit	Duration	Total (USD)
I	Budget				
1	Mekong Institute (MI)	2,000	1 Time		2,000
2	Sponsors (Local Enterprises and Others)	500	1 Time		500
3	Vietnam Enterprises Enrollment Fee	150	15 Persons		2,250
4	Kampong Chhnang Enterprises Enrollment Fee	50	10 Persons		500
Total Budget					5,250
II	Expenditure				
1	Transportation (Tay Ninh, Svay Rieng and Kampong Chhnang Provinces)	200	2 Vans	Round Trip	800
2	Hotel in Svay Rieng for Vietnamese Delegation	15	10 Rooms	2 Nights	300
3	Hotel in Svay Rieng for Kampong Chhnang Delegation	15	5 Rooms	2 Nights	150
4	Meeting Venue	400	1 Room	Half Day	400
5	Lunch During the Event	10	35 Persons	1 Time	350
6	Meal Cost for Vietnam Delegation	10	20 Persons	2 Times	400
7	Meal Cost for Kampong Chhnang and Svay Rieng Delegation	10	15 Persons	2 Times	300
8	Brochure and Documents	200	1 Set		200
9	Interpreter	100	1 Person		100
10	Communication	100	3 Persons	2 Months	300
11	Newspaper Issue	200	1 Set		200
12	Others	300	1 Set		300
Total Expenditure					3,800
III	Gross Profit				
Total Gross Profit					1,450
<ul style="list-style-type: none"> • Participants 					

Total of fifty – one (51) participants from Cambodia and Vietnam participated in the Cambodia – Vietnam Business Matching. They represented the local SMEs from the 3 provinces in Cambodia and Vietnam (Kampong Chhnang, Svay Rieng and Tay Ninh provinces), who are the producers, distributors, wholesalers and retailers of relevant products and service sectors such as agribusiness, handicraft, souvenirs, tourism, health and education.

Table 5. Participants (Cambodia – Vietnam Business Matching)

Country	Public	Private	Sub - Total	Total
Cambodia: Organizing Team	4	-	4	28
Cambodia: Business Invitees	13	11	24	
Vietnam: Organizing Team	1	1	2	23
Vietnam: Business Invitees	1	20	21	
Sub Total	19	32		
Total				51



Table 6. Buyers and Sellers (Cambodia – Vietnam Business Matching)

Sellers	Buyers
<ul style="list-style-type: none"> Local SMEs from Cambodia’s Kampong Chhnang and Svay Rieng provinces and Vietnam’s Tay Ninh province, who are the producers, distributors, wholesalers and retailers; Private companies / enterprises who are the subsidizers, distributors and wholesalers. 	<ul style="list-style-type: none"> Private companies / enterprises Local businessmen Government officials

Table 7. Business and Product Sectors

Business Sectors	Product Sector (Cambodia)	Product Sector (Vietnam)
1. Agriculture	Rachana handicraft, Smach Red Rice, Mattress Invention	Custard apple, Entertainment and Trading Center, Bean Curd Producing,
2. Tourism	Handicraft, Svay Rieng University, Agro-products Cooperative, Development Center Ceramic (Pottery), Women’s Development Center (bamboo handicraft) and Srey Mom handicraft (bean processing).	Investing Office, Technology Joint Stock Company, Hoa Lan Foods Company Ltd, Entrepreneur Join Stock Company, Eastern Group Company Ltd, Young Entrepreneur Association, Grinding Machine Product, Tay Ninh Farm Join Stock Company, Le Trang Phat One Member Company Ltd, Cao Van Chi Private General Hospital.



- **Organizers**

- Department of Commerce of Kampong Chhnang and Svay Rieng provinces;
- Department of Industry and Handicraft of Kampong Chhnang and Svay Rieng provinces;
- Tay Ninh Department of Industry and Trade;
- Tay Ninh Trade Promotion Center (TPC);
- Tay Ninh Business Association (TBA).



- **Key Results**

According to the Business Matching Form, there were 20 companies who have reached the initial stage of business cooperation and collaboration at the event.

Table 8. Result of Business Matching (Cambodia – Vietnam Business Matching)

Level of Business Engagement	Total No	Percentage (%)
Exchange Business Information	19	95%
Business Negotiation	1	5%
Signature Contract	0	0%
Total	20	100%

All the participants from Cambodia and Vietnam indicated their satisfaction to the event and expressed confidence that they can build cooperation and collaboration with each other in the future. Svay Rieng’s Smach Paddy Association negotiated with Tay Ninh Chamber of Commerce about importing Samch Red Rice into Vietnam.

- **Post Event Follow Up**

The organizing team has followed up with the event participants for the progress of cooperation and collaboration for business development through telephone, E-mail and SNS such as Facebook, Line etc.

- **Media Coverage**

Cambodia - Vietnam Business Matching was broadcasted at Svay Rieng Radio Station and Facebook page (<https://www.facebook.com/saosaly.sovann>).



- **Good Practices**

- Good cooperation, collaboration and team work within organizing team;
- Well prepared meeting packages and logistics arrangement for participants;
- Flexibility during the event;
- Closer business network between Cambodia and Vietnam.

- **Challenges and Lesson Learned**

- Closer cooperation and collaboration and stronger commitment in team work;
- Cambodian team should learn more on how to organize business matching effectively;
- Early participants' registration;
- Well - prepared booths for exhibitors;
- Language barrier (it was hard to communicate with each other);
- Difficulty for long distance communication between Cambodia and Vietnam (very slow and time consuming);
- Insufficient time to discuss the matters related to event organization within organizing team (Kampong Chhnang, Svay Rieng and Tay Ninh provinces);
- Event was held partially with self-financing.

- **The Way Forward**

The organizing team will continue to organize similar trade event (e.g., trade fair, trade mission, business forum, business matching, etc) and will make it as the annual event.

- **Suggestions / Recommendations**

- MI should release the grant on time;
- MI should provide on-site support and guide to the organizing team;
- MI should continue to provide technical support in organizing the cross – border trade event;
- Participants / exhibitors should provide the detailed company profiles to organizing prior to the event.

6.2.4. Myanmar – Thailand Trade Mission 2017

- **Background**

On November 6 – 8, 2017, Dawei District Chamber of Commerce and Industry (DCCI) and Prachinburi Chamber of Commerce jointly organized 'Myanmar - Thailand Trade Mission 2017.' The event was also supported by Kanchanaburi Chamber of Commerce and Community Development Ratchaburi Provincial Office. The mission visited business attraction places and One Tambon One Product (OTOP) Center in Myanmar's Dawei district and Thailand's Kanchanaburi and Ratchaburi Provinces.

- **Objectives and Expected Outputs**

- Promote cross - border trade and investment activities;
- Explore networking opportunity for SMEs from Dawei district and Kanchanaburi, Prachinburi and Ratchaburi provinces to expand their business across the border;
- Build at least 10% of business network and engagement through Trade Mission;
- Boost the potential products and its brand visibility to gain wider recognition;
- Explore and identify new business opportunities;
- Explore and identify new business partners.

- **Expected Outcomes**

- Business cooperation and collaboration established;
- Business contracts signed;
- Business network established and new business opportunities identified;
- More business partners identified;
- Business network enhanced;
- SMEs' export potential enhanced;
- Good relationship among stakeholders from respective provinces in Myanmar and Thailand established.

- **Event Structure**

The Myanmar – Thailand Trade Mission 2017 was comprised of two parts: (i) remarks by the head of Myanmar TPO, DCCI Chairman and by the representative of Prachinburi CC; and (ii) business matching followed by the display of the products.



- **Budget and Expenditure**

The total budget of the Myanmar – Thailand Trade Mission 2017 was 4,940 USD, which derived from the admission fee from the participants, sponsors and the grant from the MI. The total expenditure of the event was 2,557.4 USD, covering event venue, transportation and accommodation allowance for organizers and participants, human resource and promotion and communication cost.

- **Participants**

Total of twenty-six (26) business delegates, including twenty (20) delegates from Myanmar's Dawei district and six (6) delegates from Thailand's Prachinburi province participated in the Myanmar – Thailand Trade Mission 2017. Among, seven (7) were female and nineteen (19) were male. In terms of sector, three (3) participants or 12% were from the public sector and twenty-three (23) participants or 88% were from the private sector. These delegates represented trading enterprises, import - export traders, manufacturers, logistics operators, tourism companies, agricultural products / services manufacturers / providers and trade related government agencies.

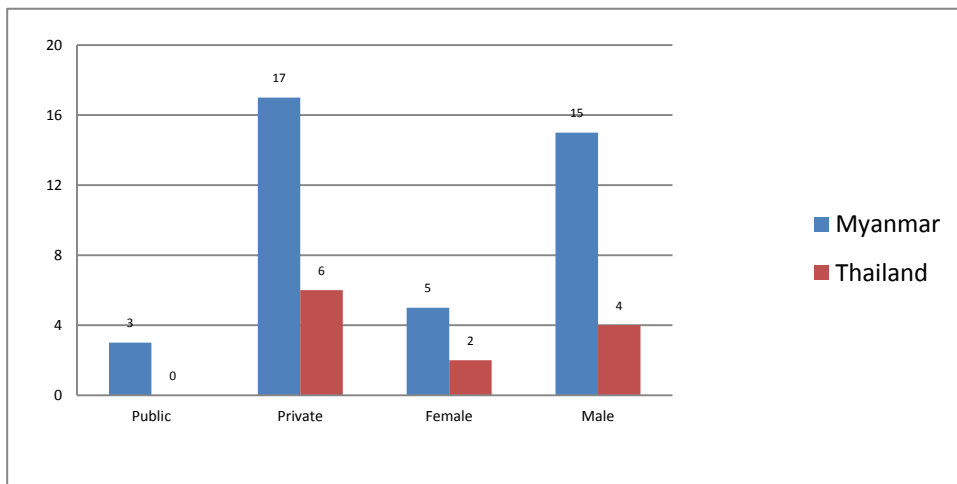


Figure 2. Participants' Ratio (Myanmar – Thailand Trade Mission 2017)



- **Organizers**

The Myanmar – Thailand Trade Mission was jointly organized by the Dawei District Chamber of Commerce and Industry (DCCI) and Prachinburi Chamber of Commerce. The event was also supported by Kanchanaburi Chamber of Commerce and Community Development Ratchaburi Provincial Office.

- **Key Results**

Initial business cooperation, collaboration and network established among stakeholders from Dawei district and Kanchanaburi, Prachinburi and Ratchaburi provinces. The participated delegates also identified new business opportunities and business partners.

- **Good Practices**

- The Trade Mission was well scheduled and conducted as planned;
- Organizing team arranged the vans to pick up and drop delegates at the border when they crossed the border to avoid any unwanted hindrance;
- Organizing team exchanged necessary information in time (pre, during and post event period);
- Organizing team surveyed delegates' interest for the mission as pre - assessment prior to the event, in order to conduct the trade mission effectively and efficiently.

- **Lessons Learned**

- The time allocated for some visit and meeting was not enough as the hosting sites had tight schedule and participants could not reach there on time;
- Cross - country road between Thailand and Myanmar (Htee Kee to Dawei) was not in good condition, particularly in raining season. As such, the mission delegates can travel only in winter and summer seasons;
- Cross – border trade mission requires multi-lingual interpreter (English – Myanmar - Thai);
- The mission could not arrange some visits in accordance with the requests from some delegates;
- Organizing team should better promote the event, especially through using existing channels, in order to enable the participation of increasing number of relevant delegates;

- **The Way Forward and Recommendation**

- The trade events to be organized in the future would require increased degree of financial support and marketing activities;
- Organizing team requires training program regarding the promotion of trade event in strategic and sustainable way.

6.2.5. Results and Outcomes of the Trade Events in Cambodia

Mr. Bunthat Khun, Country Coordinator (Cambodia), Trade and Investment Facilitation(TIF) Department, Mekong Institute (MI)

- **Results and Outcomes**

Cambodia – Vietnam Business Matching 2017 (Refers to the 6.2.1.)

Cambodia – Thailand Buyer - Seller Meet 2017 (Refers to the 6.2.2.)

Cambodia – Vietnam Business Matching (Refers to 6.2.3.)

- **The Way Forward**



- Organize trade events between two countries in the yearly basis with clear action plan;

- Follow up with SMEs and investors by email, telephone or by SNS after the trade event to achieve the successful cooperation and collaboration for business development among the participants;

- Continue to support SMEs and / or other business enterprises, training or

workshop to improve and extend SMEs' business to meet the market demand and export;

- Keep the records of the progress and results after the events.

- **Suggestions and Recommendations**

- The organizing teams should find more sponsors to support the event;

- The organizing team should assign clear roles and responsibilities to members;

- The organizing team should cooperate and collaborate well in promoting the event;

- The organizing team should keep on organizing trade events alone or together with other counterparts to promote their local SMEs;

- The organizing team should find the suitable period to organize the trade events (Not in rainy season or weekday);

- SMEs and / or other business enterprises should be improved and extended to meet the market needs and export.

6.3. Session II: Group Work on the Way Forward

6.3.1. The Way Forward and APs for the Next 3 Years



In this session, participants discussed the way forward to continue with the APs to organize trade events as regular events among the provinces in the SEC. Especially, each group identified the event objectives, key partners, their roles and responsibilities. They also listed the key activities of the event, budget and expenditure streams (cost & benefit analysis), marketing and branding strategies and work plan. MI organizing team also provided suggestions and recommendations to each group.




6.3.2. Presentation of the APs for the Next 3 Years

In this session, the participants presented the outcomes of the group work and the APs on trade event organization in the SEC provinces in 2018 and beyond.


- Cambodia – Thailand Team

 <p>Thailand-Cambodia On November 2018</p> <p>Presentation</p> <ul style="list-style-type: none">• Presenter: Nonthaphat and Chakriya• Country: Thailand & Cambodia	 <p>A: Introduction</p> <ol style="list-style-type: none">1. Type of event: Business Matching and Seminar2. Objective: <i>To promote the local products/services inside or outside the country between these two join-border nations.</i>3. Expected outcomes:<ul style="list-style-type: none">- Build at least 10% of business network and engagement through the event.- Identify new business opportunity and partners4. Theme : N/A5. Date: November 20186. Location: Cambodia
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A: Introduction

7. Organizers: CCI, CC, Government departments, public and private company
8. Sponsors: CCI, Government of Thailand, Public & Private Sector
9. Product Sector: OTOP, Agriculture, Handicraft, Tourism, Service Provider
10. Target group: Cambodian and Thai SMEs
11. Budget: Revenue _11436.6_USD, estimated cost_10269_USD
12. Number of participants_ 120_




5. Monitor and Evaluation Strategy and Tools

Monitor the event and Evaluate the effectiveness

1. Collect information from the exhibitors and visitors
2. Capture overall Event information

M&E form

1. The survey questionnaires for the exhibitors and visitors.(Monitoring and Data collection)
2. The observation check-list to capture overall trade fair information.(Check-list)



6. Information Dissemination and Event Marketing Strategy

- Prepare well action plan, concept note and make it easy to share
- Share information about event on social media like Instagram, Facebook.
- Mobilize support from managers/directors
- Send Letter to ask for collaboration from Government department and Chamber commerce



7. Challenges & Solutions

Challenges	Solution
Exhibitors doesn't want to join	Explain them the advantages of the Event
Import and Export procedure	Let them bring some of product to show not to sale
Exhibitor not willing to pay admission fee	Design our event more attractive or Let exhibitor pay some cost

Budget and Expenditure

Budget

Description	Unit Cost	No. of unit	Duration	Unit	Sub-total	Total
						USD
	THB					
<i>Admission fee (Set Price) Thai</i>	2500	30		Package / Company	2238.806	
<i>+1 Follower (Set Price) Thai</i>	1500	10		Package / Company	447.76	
	USD					
<i>Admission fee (Set Price) Cambodia</i>	75	30		Package / Company	2250	
<i>+1 Follower (Set Price) Cambodia</i>	15	0		Package / Company	0.00	
Sponsors (include Revenue from Ads)	6500	1		Package	6500	
Government contribution from trade promotion programs	0	1		Package	0	
Total budget at BEP						11436.57
Total Profit						1167.567

Expenditure	Unit Cost	No. of unit	Duration	Unit	Sub-total	Total
						USD
Fair ground						
Organizer TH+CAM						
Accommodation for Organizer	25	7	2	Room / Day	350	
Meeting hall, coffe break and lunch (package) Organizer	35	25	1	1 set / Day	875	
Transportation for organizers from Cambodia	40	9	Round Trip	lump sum /Round trip	360	
Transportation for organizers from Thailand	40	4	Round Trip	lump sum /Round trip	160	
Launch on ... For Organizer	10	13	1	1 set / Day	130	
Trip Transport in ... Thai Organizer	0	4	Round Trip	lump sum /Round trip	0	
						1875
Cambodia						
Accommodation for participants Cambodia	25	20	1	Room / Day	500	
Meeting hall, coffe break and lunch (package) Cam	35	40	1	1 set / Day	1400	
Transportation for participants from Cambodia	30	0	Round Trip	lump sum /Round trip	0	
Launch on ... for	7	40	1	1 set / Day	280	
						2180
Thai						
Accommodation for participants Thai	25	30	1	Room / Day	750	
Meeting hall, coffe break and lunch (package) Thai	35	40	1	1 set / Day	1400	
Transportation for participants from Thailand	40	40	Round Trip	lump sum /Round trip	1600	
Launch on ... for	7	40	1	1 set / Day	280	
Trip Transport in... Thai	0	40	Round Trip	lump sum /Round trip	0	
						4030
Human Resources						
Translator	60	2	1	Person/day	120	
Customers' Business Center	17	1	1	Person/day	17	
Trade information officers	17	1	1	Person/day	17	
DSA Organizer (Dinner)	17	13	2	Person/day	442	
Expertise	250	2	1	Person/day	500	
						1096
Promotion and Communication						
Graphic design and visual identity	200	1		package	200	
Company Profile	3	84		set	252	
Application forms	2	84		set	168	
Confirmation of registration and invitation	2	84		set	168	

Communication	300	1	package	300	
					1088
Total Expenditure					10269

Program Schedule

THAILAND - CAMBODIA Business Matching and Seminar 2018

3 Days (2 Nights) on November 2018 in Cambodia

Date: 1 st Day Nov 2018	
Venue:	
time	Activity
Morning	
07:30 - 08:00	Meeting point at Thailand Border province
08:00 - 08:30	Thailand immigration
08:30 - 09:30	Cambodia immigration and take a bus
09:30 - 12:30	Travel to Venue
12:30 - 13:30	Lunch
13:30 - 14:00	Check in hotel
14:00 - 15:00	Visit Tour
15:00 - 16:00	Visit Tour
16:00 - 17:30	Visit Tour
18:20 -	Back to Hotel

Date: 2 nd Day Nov 2018	
Venue:	
Time	Activity
Morning	
08:00 - 08:30	Registration
08:30 - 08:45	Introduction of the event <ul style="list-style-type: none"> • An overview of the event. • Objective and expected result. Introduction and opening speech
08:45 - 09:45	Seminar
09:45 - 10:15	Tea break
10:15 - 12:00	Seminar (Continue)
Afternoon	
12:00 - 13:00	Lunch
13:00 - 16:00	Organizing the events <ul style="list-style-type: none"> • The presentation from respective businessmen to promote products. • Visit the sample of products from respective businesses. • Business matching activities.

16:00 - 16:15	Tea break
16:15 - 17:15	Business matching activities (Continue)
17:15 - 17:45	Closed the event. • Sum-up the result
17:45 -	Organizing the events • The presentation from respective businessmen to promote products. • Visit the sample of products from respective businesses. • Business matching activities.

Date: 3 rd Day Nov 2018	
Venue:	
time	Activity
Morning	
07:30 - 08:00	Check out Hotel
08:00 - 08:30	Travel back to Thailand by bus
08:30 - 09:30	Cambodia immigration
09:30 - 12:30	Thailand immigration
12:30 -	Arrive Thailand

*** Note: the schedule may be changed as appropriate.

- Cambodia – Vietnam Team

<i>Collaborating Country:</i>	<i>Country 1 Cambodia</i>	<i>Country 2 Vietnam</i>
<i>Team Leader:</i>	<u>[Name]</u> <u>Chea Sopheara</u> <u>Email:</u> <u>sophearasso@gmail.com</u> <u>Tel: (+855)96 739 30 63</u>	<u>[Name]</u> <u>Huynh Thein Trang</u> <u>[Contact Details]</u> <u>Email: thienqtrang76@yahoo.com</u> <u>Tel: (+84) 908 203 833</u>

1. Introduction

Item	Detail
Type of Event:	<i>Investor Forum</i>
Event Title:	<i>Please identify an attractive title for marketing the event</i> - Cambodia - Vietnam Investor Forum 2018
Date:	September 2018
Location:	<i>Cambodia – Vietnam Border, Preah Sihanouk Province</i>
Objectives and Expected Outputs:	<i>Define two or three event's objectives</i> <i>- to promote cross - border business network</i> <i>- to build business network partners Cambodia and Vietnam</i> <i>- to Call investment from Vietnam to Cambodia and enhancing the trade between two countries.</i>

Expected Outcomes:	<ul style="list-style-type: none"> - Cambodia and Vietnam business person get negotiated to do the business. - Gain more investors from Vietnam. - Explore new business networks or partners to invest.
Organizers (Implementing Partners)	<p><i>Please list down the organizers (implementing partners) to co-organize the event</i></p> <ul style="list-style-type: none"> - Department of Commerce, Preah Sihanouk, Kampot, Svay Rieng and Kampong Chnang province. - Department of Industry and handicraft, Preah Sihanouk,, Svay Rieng and Kampong Chnang province. - Federation Association for Small and Medium Enterprises,Preah Sihanouk and Kampot province (FASMEC) - Chamber of Commerce, Preah Sihanouk, Kampot and Svay Rieng province - Vietnam Chamber of Commerce and Industry Branch in Can Tho (VCCI) - Tay Ninh, Trade Promotion Center - Ca Mau Business Association(HDC)
Sponsorship:	<ul style="list-style-type: none"> - Participants fee - Big Companies - Local government
Product Sector:	<ul style="list-style-type: none"> -Logistics -Tourism -Agriculture -Handicraft -Aquaculture -Hospital/ Medicine -Education
Target Group:	<ul style="list-style-type: none"> - Investors from Cambodia and Vietnam -Business person from Cambodia and Vietnam -General CONSOL in Preah Sihanouk province. -Governors -SMEs
Budget: **	<i>Based on the number of participants, please prepare the estimated revenue and cost.</i>
No. of Participants	<i>Based on your budget, how many participants (exhibitors / visitors / buyers / sellers, institution / association) are you planning to invite?</i> -150 participants

2. Work Plan and Timeline

No	Activities	J	F	M	A	M	J	J	A	S	O	N	D
1	Business Plan Stage (Pre)												
1.1	Pre-fair research and plan (Refer to A. introduction 1-11)	√											
2	Preparation (Pre)												

No	Activities	J	F	M	A	M	J	J	A	S	O	N	D
2.1	Secure funding and Budgeting			√									
2.2	Event Announcement <i>(via org website, newspapers, TV, social media, etc)</i>						√						
2.3	Promotion Campaign <i>(Prepare promotion materials and market via website, newspapers, TV, social media, email, etc)</i>						√						
2.4	Sending out the invitations to participants								√				
2.5	Follow up with participants									√			
2.6	Confirmation of the participants									√			
2.7													
3	Implementation (During)												
3.1	Start from Vietnam , Svay Rieng, Kampot, Kampong Chnang to Preach Sihanouk Province									√			
3.2	-Attend the investor Forum									√			
3.3	-Go back to hometown									√			
4	Post-event activities (Post)												
4.1	News Release on the event									√			
4.2	Follow up with participants on the development of business cooperation and collaboration											√	

3. Task Allocation

<i>Collaborating Country:</i>	<i>Country 1</i> Cambodia	<i>Country 2</i> Vietnam
<i>Team Leader:</i>	<u>[Name]</u> <u>Chea Sopheara</u> <u>Email:</u> <u>sophearasso@gmail.com</u> <u>Tel: (+855)96 739 30 63</u>	<u>[Name]</u> <u>Huynh Thein Trang</u> <u>[Contact Details]</u> <u>Email: thiengtrang76@yahoo.com</u> <u>Tel: (+84) 908 203 833</u>

Stage	No.	Activities	Task Allocation (Details)	PIC	Deadline
Business Plan Stage (Pre)	1				
	1.1	<i>Design Action plan</i>			
Preparation (Pre)	2				
	2.1	<i>Secure funding and budgeting</i>	Search for the sponsors	Team work	

	2.2	<i>Public Announcement</i>	Post on website of each organization	Team work	
	2.3	Promoting campaign	Post on website of each organization Send emails to potentials enterprises	Team Work	
	2.4	Sending out the invitations	Send the invitations in Vietnam and Cambodia	Team Work	
	2.5	Follow up with participants	Follow up with participants in Vietnam and Cambodia	Team Work	
	2.6	Confirmation of the participation list	Confirm the participants from Vietnam and Cambodia	Team Work	
During	3				
	3.1	Start from Vietnam , Svay Rieng, Kampot, Kampong Chnang to Preach Sihanouk Province	Prepare the logistics for the delegations from Vietnam and Cambodia	Mr .sopheara -Ms.Trang -Mr.Thai -Mr.Trinh -Mr. Piseth -Ms. Sinath	
	3.2	-Attend the investor Forum	All of the preparations for the event	Team Work	
	3.3	-Go back to hometown	Prepare the logistics for the delegations from Vietnam and Cambodia	Mr .sopheara -Ms.Trang -Mr.Thai -Mr.Trinh -Mr. Piseth -Ms. Sinath	
Post	4	Post-event activities			
	1.1	News Release on the event	Post on website of each organization	Team Work	
	1.2	Prepare Report	Discuss and summarize the content of the Event.	Team Work	
	1.3	Report Submission to MI	Make final report and submit to MI	Team Work	

4. Budget

4.1. Actual Budget

	Activities	Revenue (USD)	Expenditure (USD)	Gross Profit (R-E)
I	Main activities (E.g., Business Matching / Buyer – Seller Meet, etc)	7,300	7,230	70
II	Sub activity (E.g., Seminar / Workshop / Conference, etc)	500	160	340
Total		7,800	7,390	410

Budget Detail							
Item	Description	Unit Cost	No. of unit	Duration	Unit	Sub-Total	Total USD
III	<u>Expenditure on Main Activity</u>						
A1	E.g., Meeting package						
	- Venue	2,000	1	1	day	2,000	2,000
	- Lunch	30	80	1	lunch	2,400	2,400
	- Coffee Break	3	80	2	refresh	480	480
	- Shuttles	300	5	1	van	1500	1,500
	- Promotion and Communication	50	7	1	pax	350	350
	- Hospitality	500	1	1	pax	500	500
Total Expenditure							7,230
IV	<u>Expenditure on Sub Activity</u>						
A2	Business Matching						
	- Venue	100	1	1	hall	100	100
	- Coffee Break	3	20	1	Room	60	60
Sub Total Expenditure							160
Total							7,390
V	<u>Revenue from Main Activity</u>						
A3	Admission fee From VN	300	16	1	company	4,800	4,800
	Admission fee From Cambodia	50	50	1	company	2,500	2,500
Total Revenue							7,300

VI	<u>Revenue from Sub Activity</u>						
A4	Local government	50	10	1	public	500	500
Total Revenue							7,800
Profit							410

4.2. Sponsorship Strategy

- Who are the potential / most likely sponsors?
 - Big companies and local government
- What is your strategy to get sponsorship for the event?
 - Mobilizing companies and local government
- Any other ways to gain revenue?
 - Registration fee from Event participants.

4.3. Financial Planning for the Next Three Years (2018 - 2020)

Item	2018	2019	2020
Main Activity (Revenue)	Cambodia –Vietnam Investor Forum 2018	Cambodia –Vietnam Investor Forum	Cambodia – Vietnam Investor Forum
Sub Activity (Revenue)	Business Matching	Business Matching	Business Matching

5. Monitor and Evaluation Strategy and Tools

- What is your strategy to monitor the event implementation procedures and evaluate the effectiveness of the event?
 - Use technical support (e-mail, website, phone call line);
 - Divide responsibilities of each administrator in business matching;
 - Require administrators keep contact, exchange information frequently;
 - Collect feedback forms and reports.
- How is do you plan to follow up the development of business cooperation and collaboration by participants?
 - 6 month

6. Information Dissemination and Event Marketing / Branding Strategy

- How and where to disseminate the event information to attract more participants? What are your strategies?

- Website;
- Investor Forum.

- What are your strategies for the branding of the event?

- Effective investment in Cambodia

7. Challenges & Solutions

- List down the potential challenges you expect to meet during implementation? (Including the experience from the trade event organized in 2017). Please provide potential solutions to these challenges?

Challenges	Solution
- Budget	- From Enterprises

8. Plans for the Next 3 Years and Beyond

- What are your plans and strategies to make the trade event as annual event?

- Market Researching

- What are the plans and strategies for long-term cooperation and collaboration among implementing partners (e.g., cooperation agreement, MoU, etc)

- Signing cooperation agreement among implementing partners.

- What are your plans and strategies for trade event organization in 2019 - 2020 and beyond?

- Organizing the same activities and other activities depend on market researching.

- **Myanmar – Thailand Team**

Action Plan Form		
<i>Collaborated Country:</i>	THAILAND	MYANMAR
<i>Team Leader:</i>	KRIANGYOS TONGCHOUNG HP: +66 868415627 E: kkriang15@gmail.com	SAI HEIN HTET OO HP: +959792081565 E: htethein9999@gmail.com

1. Introduction

Items	Details
Type of events:	Trade Mission (with business matching and factory visit)
Event Title:	Myanmar – Thailand Trade Mission 2018
Date:	4 Days event November 6,7,8,9,- 2018
Location:	- Dawei Province: Golden Guest Hotel in Dawei, Myanmar. - Hotel in Thailand’s Kanchanaburi province or hotel in Ratchaburi.
Objective:	- Promote cross border trade and business activities; - Access for networking opportunity for local SMEs to expand their business across borders; - To develop business networking; - To increase income in each city that participate; - To develop relationship and co-operative between Thai and Myanmar.
Expected outcomes:	- Build at least 10% of business network and engagement through face to face meeting; - Boost the potential products and its brand visibility, to obtain wider recognition; - Identify new business opportunities; - Identify more business partners; - Increase networking; - Exports potential increase in SMEs sectors; - Good relationship between 2 countries.
Organizer (Implementing Partners)	Thailand: - Chamber of Commerce of 3 provinces (Kanchanaburi, Ratchaburi and Prachinburi provinces). Myanmar: - Dawei District Chamber of Commerce and Industry (DCCI)
Sponsorship:	- Private sectors
Product Sector:	- OTOP; - Furniture; - Textile; - Fishery; - Energy.
Target Group:	Delegations: - Local SMEs in 3 Thailand provinces (Kanchanaburi, Ratchaburi and Prachinburi provinces) and 1 Myanmar province (Dawei province) who are the producers, distributors, wholesalers and retailers of the products mentioned in the above product sector; - Private companies / enterprises / associations / CCI member who are the subsidizers, distributors, wholesalers and businessmen of the products mentioned in the above product sector.
Budget: **	Estimate Expenditure cost 5,731.4 USD Estimate Revenue _7,000 and more USD
No. of Stalls:	- Thai Businessmen: 15

2. Budget

2.1 Please use the budget exercise to prepare your actual budget.

Activities		Revenue (USD)		Expenditure (USD)		Gross Profit (R - E) (USD)	
I	Main Activities on - Trade Mission	7,000		5,731.4		1,268.6	
	Total					1,268.6	
Budget Detail							
Item	Description	Unit Cost (USD)	No of Unit	Duration	Unit	Sub-total	Total (USD)
II	Expenditure Main activity on Trade Fair						
A1	Trade Mission:						
A1.1	Fair ground						
1	Accommodation for Myanmar Team	40	8	2 Days	Room / Day	640	640
2	Accommodation for Thailand Team	42	8	2 Days	Room / Day	672	672
3	Meeting hall, coffer break (package)	102	2	2 Hours	1 Set / Day	204	204
4	Transportation for participants and organizers in Thailand and Myanmar	1,109	2	Full Trip	Full Trip	2,218	2,218
5	Meal charges for Both teams	185.3	8	Full Trip	Full Trip	1,482.4	1,482.4
A1.2	Human Resources						
1	Translator	15 USD	5 P	4 Days	Person / Day	300	300
A1.4	Promotion and Communication						
1	Graphic design and visual identity	15 USD	1		Package	15	15
2	Application forms	2 USD	50		Set	100	100
3	Confirmation of registration and invitation	2 USD	50		Set	100	100
	Total Expenditure						5,731.4
III	Revenue Main activity on Trade Fair						
A 2	Admission fee						
1	Admission fee	200	30		Package / Company	6,000	
2	Sponsor from private sector	1,000	1		Package	1,000	
	Total Revenue						7,000
	Gross Profit						1,268.6

2.2 Please answer below questions on “Financing and Sponsorship Strategy”

- Who are the potential / most likely sponsors?
 - Private sectors
- How to get sponsorship to the event (strategy)?
 - Face to face meeting with potential businessmen.
- Any other ways to gain revenue?
 - Admission fee.
 - Sponsors support

3. Work Plan and Timeline

No	Activities	J	F	M	A	M	J	J	A	S	O	N	D
2.	News release & Knowledge Sharing <i>(via Newsletter, org website or other public news, meetings)</i> Share knowledge and news of event												
3.	Organize a Trade Event												
	Preparation (Pre)												
3.1	Pre-fair research and plan <i>(Refer to A. introduction 1-11)</i>												
3.2	Public Announcement												
3.3	Promoting Campaign (Prepare Promotion Materials, Marketing via News Paper, Website, TV, email to related organizations)												
3.4	Sending out the invitations												
3.5	Follow up with participants												
3.6	Confirmation of the participation list												
3.7	Logistics arrangements												
3.8	Details of trade mission activities implemented												
3.9	Implementation (During)												
3.10	Trade Mission Week												
4.	Post-event activities (Post)												
4.1	News Release and Reporting												
4.2	News Release on the event												
4.3	Follow to check on progress and successful matches												
4.4	Prepare Report												
4.5	Report Submission to MI												

4. Task allocation

Stage	No	Activities	Task Allocation (Details)	Responsible Person	Deadline
Pre-Event	1	Share knowledge and news of event	Share knowledge and news from MI	Everyone	Sep-W1
	2	Conference to share news of event	Prepare to organize the event	Both team	Oct-W4
			Identify place	Everyone	Oct-W4
			Identify participants	Everyone	Oct-W4
			Budget allocation	Everyone	Oct-W4
			Prepare related document/information	Both team	Oct-W4
	3	Finding participants	Identify the local potential businesses.	Everyone	Oct-W4
			Face to face meeting, introduction to the event with identified business	Everyone	Oct-W4
	4	Public announcement	Prepare announcement materials	Everyone	Oct-W4
			Produce announcement materials	Everyone	Oct-W4
			Post on website/social medias	Everyone	Oct-W4 Oct-W4
	5	Promoting campaign	Post on website/social medias	Everyone	Oct-W4
			Send emails to potential enterprises and identified business	Everyone	Oct-W4
	6	Invite the participants	Sending out the invitations	Everyone	Oct-W4
			Follow up with participants	Everyone	Oct-W4
			Confirm the participations	Everyone	Oct-W4
	7	Ask for the authorization and collaboration from the related sectors	Prepare formal information letter to ask for permission from local government departments and authority	Everyone	Oct-W4
			Prepare invitation letter to the related local government departments and authority	Everyone	Oct-W4

During the Event	8	Trade event implementation	Opening Ceremony	Everyone	Nov-W1
			Speech and remark from governors	Everyone	Nov-W1
			Media interview	Everyone	Nov-W1
			Business Matching	Everyone	Nov-W1
Post-Event	10	News Release and Reporting	News Release on the event	Everyone	Nov-W2
			Follow to check on progress and successful matches	Everyone	Nov-W2
			Prepare Report	Everyone	Nov-W2
			Report Submission to MI	Everyone	Nov-W3

5. Monitor and Evaluation Strategy and Tools

- What is your strategy to **Monitor the event implementation** procedures and **evaluate the effectiveness**?

- Collect information using M&E form;
- Capture overall event using check-list.

- Please list down the M&E form?

- **Monitoring and Data collection form:** The survey questionnaires for the participants;
- **Check - list:** The observation paper for capturing the overall event to support the reporting after analysis the data from the above monitoring and evaluation.

6. Information Dissemination and Event Marketing Strategy

6.1 News release and knowledge sharing on the training (within 1 week after the training).

After the training, how would you like to share the knowledge gained at MI to your colleagues and more related agencies?

- Review the lessons; capture main important information / point to share;
- Share at monthly meeting of respective department / sector;
- Share at separate meeting with government officer and among CCI member;
- Share at face to face meeting with trader/businessmen.

6.2 Strategy of Marketing the Trade Event (Promoting Campaign). *How and where to disseminate the trade event to attract more participants? What are your strategies?*

- Contact directly to companies which are Interest to expand market to Thailand and Cambodia;
- Promote Event via Line Application for Business and Community group.

7. Challenges & Solutions

Please list down the potential challenges you estimated to meet during implementation? And please provide your solutions?

Challenges	Solution
Businessmen doesn't want to come	<ul style="list-style-type: none"> - Explain them the advantage of the event - Suggest / ask for help from line departments
Myanmar side road situation is very bad.	<ul style="list-style-type: none"> - All participants must be alert and careful along the trip.
Less meet among businessmen	<ul style="list-style-type: none"> - Well prepared information about seller product, buyer business and market to support decision making before joining business matching.

6.4. Closing Ceremony

6.4.1. Participants' Speech

In this session, representatives from the each AP team delivered a short speech. All speakers expressed the importance and the satisfaction on the learning process of the modular training program. They also expressed sincere appreciation to the MI and the JAIF for their support in providing opportunity to take part in the modular training program.

6.4.2. The Way Forward

Mr. Sa-nga Sattanun, Program Manager, Trade and Investment Facilitation (TIF) Department, Mekong Institute (MI)



Mr. Sattanun congratulated the participants for developing the APs on trade event organization in the SEC provinces in 2018 and beyond, which will be important platform for SMEs and other enterprises in the SEC provinces to expand their businesses. Mr. Sattanun wished that the knowledge, skills and experiences participants gained from the modular training program contribute to the sustainable business development in the SEC

provinces and those SMEs and other enterprises there to be competitive in the regional and global market.

6.4.3. Closing Remarks

Mr. Nguyen Hung Cuong, Director, East – West Economic Corridor (EWEC) Project, Mekong Institute (MI) (Officer in Charge: OIC)



Mr. Cuong expressed MI's appreciation for the active participation and contribution of the participants, which resulted in the successful completion of the one and half day S&E Workshop. Mr. Cuong emphasized that all the participants who attended the modular training program in June 2017 are key knowledge persons, who can now better support their own TPOs and SMEs in their provinces and beyond. Mr. Cuong wished all

the participants for the successful implementation of proposed APs on trade event organization in 2018 and beyond by well reflecting this year's experiences.

7. Results of the APs Implementation on Trade Events Organization

7.1. Cambodia – Vietnam Business Matching 2017

Public and private organizations as well as business enterprises from Cambodia's Kampot, Phnom Penh and Preah Sinhanouk Provinces and Vietnam's Ca Mau and Can Tho Provinces participated in the Cambodia – Vietnam Business Matching 2017. There were total of fifty-six (56) participants comprising twenty-five (25) from Preah Sihanouk province, eighteen (18) from Kampot province, five (5) from Phnom Penh, five (5) from Ca Mau province and three (3) from Can Tho province. At the event, 30 business enterprises from Cambodia and Vietnam exhibited their unique products which are categorized in the sectors below:

- Agriculture (Bamboo, Mango, Pepper);
- Aquaculture (Dried Shrimp);
- Tourism (Tourism Company);
- Education (High School, University);
- Beauty and Cosmetic (Salt, Salt Flower);
- Food and Beverage (Fish Sauce, Five Men Beer, Water);
- Industry (Anti - Rat Poison).





According to the Business Matching Form, there were 18 companies who have reached initial stage of business cooperation and collaboration during the event.

Table 9. Result of Business Matching (Cambodia – Vietnam Business Matching 2017)

The Level of Engagement	Total No	Percentage (%)
Exchange Business Information	16	89%
Business Negotiation	2	11%
Signature Contract	0	0%
Total	18	100%

Below are the details of business talk / negotiation.

- Participants from Preah Sihanouk province showed their interest in importing the Anti-Rat Poison from the Labiofam Vietnam Co., Ltd;
- Ambassador of Cuba in Cambodia expressed the interest in importing natural flower of salt from Cambodia’s Kampot province to Cuba.

There are several news articles and broadcastings that have been published after the event. Details are as follow:



Source: <http://www.sntvbreakingnews.net/social/120.html>



Source: <http://www.sntvbreakingnews.net/social/119.html>



Vann Sokhengさん 誇らしい気分 一場所: SHV: New Beach Hotel
 2017年10月9日 · Sihanoukville (カンボジア · Kampot Province) · ๓
 ការប្រជុំក្នុងឈ្មោះសមាគមនាគ្រោះសីហនុរៀបចំសិប្បកម្ម ពិសិដ្ឋ ល្បែងពិភពលោកកម្ពុជា វៀតណាម ឆ្នាំ២០១៧ដែល
 ប្រារព្ធឡើងនៅសណ្ឋាគារវេជ្ជបណ្ឌិតសីហនុ ប្រកបដោយភាពជឿជាក់គ្នាពីស្ថានភាពវិស័យកម្ពុជា និងវៀតណាម
 ប្រទេសសហគមន៍អាស៊ាន ក្រោមការឧបត្ថម្ភពីមូលនិធិជប៉ុន-សហប្រជាជាតិ និងសហគ្រាសកម្ពុជាសម្រាប់
 អាជីវកម្ម FASMEC ខេត្តត្រាវេងសែន។

Source: <https://www.facebook.com/vann.sokheng.7/videos/1969132103301526/>

7.2. Cambodia – Thailand Buyer – Seller Meet 2017

Total of sixty - one (61) participants, comprising thirty - eight (38) from Cambodia and twenty - three (23) from Thailand, participated in the Cambodia – Thailand Buyer – Seller Meet 2017. Among, twenty - one (21) were female and forty (40) were male. In terms of sector, twenty (20) participants or 33% were from the public sector, representing provincial trade promotion agencies; and forty - one (41) or 67% were from the private sector, representing CCs / BAs and SMEs. At the event, 28 business enterprises exhibited 57 kinds of products which the detail is as below:

- Cosmetic: 3 companies;
- Food: 8 companies;
- Herb: 4 companies;
- Handicraft: 2 companies;
- OTOP: 11 companies.



There are various SMEs that started the joint business after the event. Details are as follow:

- SUNNY KTMLM Co., Ltd., the Cambodian company that engages in organic beverage business, joined hand with Khmer Balm Company;
- SOI DAO BIO - AGRICULTURE GROUP, the Thai company that deals with Plant Hormone Herbal Plant Disease Control Lime - Bergamot enzyme Pyro ligneous Acid and Organic Fertilizer, partnered with Cambodian business person whom the company met at the event;
- Thai companies that produce herb product expressed their interests in purchasing raw material from Pursat Handicraft.

Following the event, there have also been meetings on MOU signature for agriculture and tourism development between CCs from Cambodia and Thailand. The detail is as follow:

- Trat and Pursat Chambers of Commerce (To be confirmed);
- Trat and Koh Kong Chambers of Commerce (To be confirmed);
- Trat and Battambang Chambers of Commerce (To be confirmed).

- **Media Coverage**

The Cambodia – Thailand Buyer – Seller Meet 2017 has been broadcasted in Trat’s media called ทรายโพสต์นิวส์. It can be reached through following link (<https://www.facebook.com/215007468706971/videos/712851768922536/>).



7.3. Cambodia – Vietnam Business Matching

Total of fifty – one (51) participants from Cambodia and Vietnam participated in the Cambodia – Vietnam Business Matching. They represented the local SMEs from the 3 provinces in Cambodia and Vietnam (Kampong Chhnang, Svay Rieng and Tay Ninh provinces), who are the producers, distributors, wholesalers and retailers of relevant products and service sectors such as agribusiness, handicraft, souvenirs, tourism, health and education.

Table 10. Participants (Cambodia – Vietnam Business Matching)

Country	Public	Private	Sub - Total	Total
Cambodia: Organizing Team	4	-	4	28
Cambodia: Business Invitees	13	11	24	
Vietnam: Organizing Team	1	1	2	23
Vietnam: Business Invitees	1	20	21	
Sub Total	19	32		
Total				51



Table 11. Buyers and Sellers (Cambodia – Vietnam Business Matching)

Sellers	Buyers
<ul style="list-style-type: none"> Local SMEs from Cambodia’s Kampong Chhnang and Svay Rieng provinces and Vietnam’s Tay Ninh province, who are the producers, distributors, wholesalers and retailers; Private companies / enterprises who are the subsidizers, distributors and wholesalers. 	<ul style="list-style-type: none"> Private companies / enterprises Local businessmen Government officials

Table 12. Business and Product Sectors

Business Sectors	Product Sector (Cambodia)	Product Sector (Vietnam)
1. Agriculture	Rachana handicraft, Smach Red Rice, Mattress Invention	Custard apple, Entertainment and Trading Center, Bean Curd Producing, Investing Office, Cooperation
2. Tourism	Handicraft, Svay Rieng University, Agro-products Cooperative, Development Center Ceramic (Pottery), Women’s Development Center (bamboo handicraft) and Srey Mom handicraft (bean processing).	Technology Joint Stock Company, Hoa Lan Foods Company Ltd, Entrepreneur Join Stock Company, Eastern Group Company Ltd, Young Entrepreneur Association, Grinding Machine Product, Tay Ninh Farm Join Stock Company, Le Trang Phat One Member Company Ltd, Cao Van Chi Private General Hospital.
3. Medical Sector		





According to the Business Matching Form, there were 20 companies who have reached the initial stage of business cooperation and collaboration at the event.

Table 13. Result of Business Matching (Cambodia – Vietnam Business Matching)

Level of Business Engagement	Total No	Percentage (%)
Exchange Business Information	19	95%
Business Negotiation	1	5%
Signature Contract	0	0%
Total	20	100%

All the participants from Cambodia and Vietnam indicated their satisfaction to the event and expressed confidence that they can build cooperation and collaboration with each other in the future. Svay Rieng’s Smach Paddy Association negotiated with Tay Ninh Chamber of Commerce about importing Samch Red Rice into Vietnam.

Cambodia - Vietnam Business Matching was broadcasted at Svay Rieng Radio Station and Facebook page (<https://www.facebook.com/saosaly.sovann>).



7.4. Myanmar – Thailand Trade Mission 2017

Total of twenty-six (26) business delegates, including twenty (20) delegates from Myanmar's Dawei district and six (6) delegates from Thailand's Prachinburi province participated in the Myanmar – Thailand Trade Mission 2017. Among, seven (7) were female and nineteen (19) were male. In terms of sector, three (3) participants or 12% were from the public sector and twenty-three (23) participants or 88% were from the private sector. These delegates represented trading enterprises, import - export traders, manufacturers, logistics operators, tourism companies, agricultural products / services manufacturers / providers and trade related government agencies.

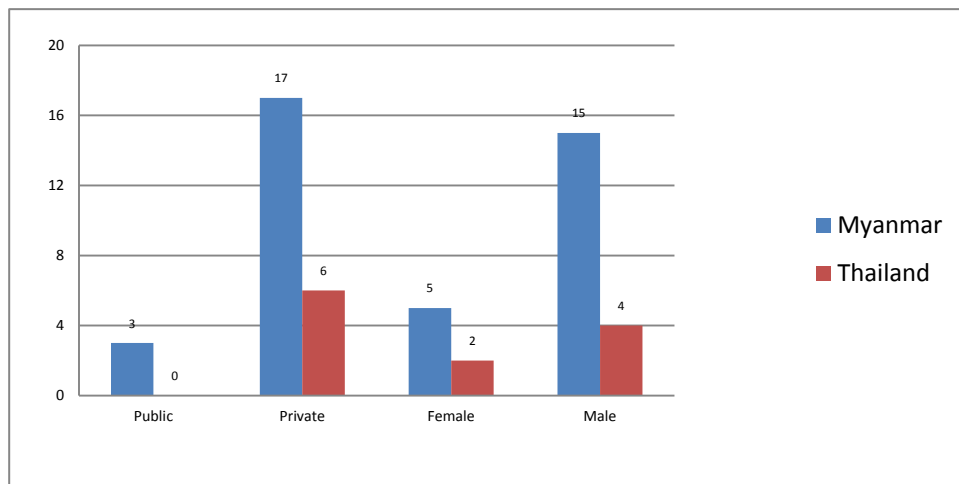


Figure 3. Participants' Ratio (Myanmar – Thailand Trade Mission 2017)



Initial business cooperation, collaboration and network established among stakeholders from Dawei district and Kanchanaburi, Prachinburi and Ratchaburi provinces. The participated delegates also identified new business opportunities and business partners.

8. Conclusion

In one and half day S&E Workshop on the Regional Training on Trade Events Promotion, participants reflected and shared the outcomes, experiences, good practices, lessons learned and the suggestions and learned from co-participants on their APs implementation. The participants also discussed the way forward and came up with the APs to organize trade events in the SEC provinces in 2018 and beyond.

MI will take suggestions and recommendations from the participants into account and will continue to assist the project beneficiaries and stakeholders in improving capacity and competitiveness, especially for SMEs and business development service (BDS) providers in the SEC under the project framework.

9. Appendices

9.1. Group Presentation on the AP Implementation on Trade Events Organization

9.1.1. Cambodia – Vietnam Business Matching 2017



Synthesis and Evaluation (S&E) Workshop

Regional Training on Trade Events Promotion

Name of the Trade Events:
Cambodia-Vietnam Business Matching 2017
Province: *Preah Sihanouk Province*
Cambodia

Team Members: Ms. Mardy Sokha / Mr. Sovann Doung / Ms. Sinath Lean / Ms. Huyrh Thein Trang / Ms. Nguyen Nhut Thuy Trang / Mr. Nguyen Le Thai

Presented by: Mr Nguyen Le Thai
Date 28/ Nov / 2017




Mekong Institute



Background



Mekong Institute (MI) conducted a one-week regional training on "Trade Events Promotion" from June 12-16, 2017 at Khon Kaen, Thailand. The training program is part of the project on "Enhancing Competitiveness of Small and Medium-sized Enterprises (SMEs) in the Southern Economic Corridor (SEC) of ASEAN Mekong Sub region (AMS)," funded by Japan – ASEAN Integration Fund (JAIF).

As part of the training program, the participants from Preah Sihanouk and Kampot Provinces of Cambodia and Ca Mau and Can Tho Provinces of Vietnam jointly developed Action Plan (AP) on organizing Cambodia – Vietnam Business Matching 2017 at Cambodia's Preah Sihanouk Province on October 5, 2017.



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 - Post - Event
3. Event Evaluation
 - Good Practices
 - Lessons Learned
4. The way forward and Recommendation

Business Matching



File Visit to Sihanoukville port





Objectives / Expected Outputs




Objectives / Expected Outputs:



- Setting up business network among participants from Cambodia and Vietnam
- Enhancing cross-border trade and investment in Cambodia and Vietnam
- Conducting market research in Preah Sihanouk

Expected Outcomes of the Event

- By the end of the event, the participants met business persons, increased their knowledge on each other's business, found BDS providers and potential business partners.
- Gained knowledge and mechanism on Sihanoukville port in Cambodia's Preah Sihanouk Province.
- Establish business cooperation and collaboration among participants.



Budget / Participants / Organizers

Title: *Cambodia- Vietnam Business Matching 2017*
Location: *Preah Sihanouk Province*
Date: *05/ Oct/2017* Number of Participation *56*


I. Revenue

1. *Mekong Institute* \$ 2000
2. *Sponsored From FASMEC Member* \$ 400

Total 2400\$



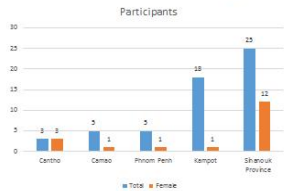
Budget / Participants / Organizers



Expenditure

Item	Description	Unit cost	No. of unit	Total
1	Meeting room include coffee break, lunch	23 \$	56	1288
2	Translator and MC of Event	300 \$		300
3	Backdrop	92 \$	1	92
4	Document	1 \$	60	60
5	Car Rental for Visitor Port	50 \$	1	50
6	Hotel Room (Organizer team)	25 \$	2night / 4 pp.	200
7	Media and new release	25 \$	2TV / 3newspp	100
8	Transportation (Organizer VN team)	50 \$	2	100
9	Transportation (Organizer <u>Kampot</u>)	25 \$	1	25
10	Other(phonecard, gasoline...	150 \$		150
11	Photography	35 \$	1	35
Total				2400 \$

Participants
Total 56 pax and 30 Companies



Organizers of the event

- Federation of Association for Small and Medium Enterprises of Cambodia (FASMEC) Preah, Sihanouk Branch.
- Preah Sihanouk Department of Commerce
- Kampong Department of Commerce.
- Vietnam Chamber of Commerce and Industry Branch in Can Tho (VCCI Can Tho).
- Ca Mau Business Association (HDC).

Organizers



Participants' invitation

Sending invitation letter to the member of organization

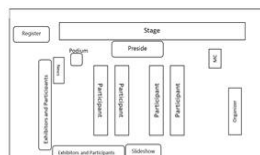
Event marketing

❖ Posting the Event on website and Facebook page



Event Organizing Team

(iii) Venue arrangement



(iii) Logistic arrangement
Learning visit to Sihanoukville port.



(iv) Event materials

- Backdrop
- Evaluation Form
- Business Matching Form
- Computer
- Printer
- Microphone
- PPT Slide
- Registration form



(i) Program schedule

The program schedule has two activities :

1. Business Matching (8am to 12pm)
1. Learning visit to Sihanoukville port (14pm to 16:30pm)



(ii) business sectors invited

Aquaculture, Tourism, Education, and Agriculture Sector.

(iv) event evaluation tools employed

With the support and guidance of MI, the organizing team prepared the two evaluation tools which are (i) Event Assessment Form; and (ii) Business Matching Form (Khmer And English Version)

types of products being displayed

□ We have invited 5 types of participants. There are:

1. Agriculture (Bamboo, Mango, Pepper)
2. Aquaculture (Dried shrimp)
3. Tourism (Tourism company)
4. Education (High school, University)
5. Handicraft (Salt, salt flower, fish sauce, five men beer, water)
6. Industry (Anti-rat poison)



Post-event activities

- Writing 1 article of introducing the event and posting it on the Facebook Page
- Contacting the businessmen to consider the results of business matching
- Writing 1 report to VCCI in Ha Noi related to the lesson learned and suggestions

<http://www.sntvbreakingnews.net/social/120.html>

<http://www.sntvbreakingnews.net/social/119.html>

<https://www.facebook.com/vann.sokheng.7/videos/1969132103301526>

Good practices

- Practiced the knowledge gained from the trade event promotion training
- Organizing business matching (for trade promotion / business networking) and field trip (for investment promotion)
- Attracting of many government and provincial leaders, businessmen in Cambodia; especially the attendance of Cuba Ambassador in Cambodia

Lessons learned

- ❖ Having more time for careful preparation
- ❖ Inviting more suitable businessmen to have the same needs
- ❖ Not enough Organizer to facilitate the business matching

Key Results of the Event

- Provide the opportunities to both countries' business person to meet each other and networking
- Help to promote Cambodia products (Kampot and Preah Sihanouk Products) and Vietnam products (Ca Mau and Can Tho Products)
- Learning Visit Was Arranged in the afternoon upon completion of the business matching session.
- Provides the opportunities to the participants understanding of the mechanism on Sihanoukville port in Cambodia's Preah Sihanouk Province.

Key Results of the Event (Cont.)

- Refer to the business matching there are 18 participants have reach the initial business cooperation.

2. What is the level of Engagement	Total Chosen	Percentage
Exchange Business Information	16	89%
Business Negotiation	2	11%
Signature Contract	0	0%
	18	100%

Please provide recommendations / suggestions to the MI project

- ❖ Provide financial support in continuously organizing the event
- ❖ Provide technical support in facilitating the continuous organization of the event



9.1.2. Cambodia – Thailand Buyer – Seller Meet 2017

Synthesis and Evaluation (S&E) Workshop
Regional Training on Trade Events Promotion
CAMBODIA-THAILAND BUYER - SELLER MEET 2017
BATTAMBANG PROVINCE
CAMBODIA

Team Members: Mr. Nonthaphat Noavasaisri / Ms. Nipaorn Sinseng / Ms. Chanida Wongkaew / Mr. Kawin Klinyu / Ms. Chakriya Yangny / Mr. Hor Sinoun / Mr. Sereivath Seang / Ms. Vita Heng / Mr. Chanrada Soth / Ms. Van Tha / Ms. Channary Kim / Ms. Chenda Heng / Mr. Norn Um

Presented by: Nonthaphat Noavasaisri / Ms. Chanida Wongkaew / Ms. Chakriya Yangny / Mr. Chanrada Soth
Date 11/28/2017

Mekong Institute

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4. The way forward and Recommendation

Background of BUYER SELLER MEET 2017 (BSM 2017)

- Join Trade Event between Cambodia and Thailand.
- Contribute to enhance the economic development.
- Under funding supported of Japan-ASEAN Integration Fund (JAIF) through the Mekong Institute (MI), together with other co-sponsors from both countries.
- Part of an action plan between both countries with MI, to apply knowledge learnt from Regional Training program on "Trade Event Promotion" during June 2017.

Objectives / Expected Outputs Expected Outcomes

The main objective set by MI is to offer participants from CMVT nation the opportunities to apply knowledge gained from the regional training into field level practice, to reinforce collaboration, and promoting business networking between those countries.

Objectives of BSM

- Exploring additional trade and business networking opportunity, and
- Promoting cross border trade and business activities.

Expected Outputs and Expected Outcomes

- Built at least 10% of business network and engagement through Buyer and Seller' face to face meeting.
- Boosted the potential products and its brand visibility, to gain wider recognition.
- Explore and identify new business opportunities, and
- Explore and identify more business partners.

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Budget

No	Description	# of Unit	Unit	Price/Unit	Total
Revenue					
1	Grant from MI		Full fund	Cash	2000 USD
2	Contribute from Pusat CC	1	Cash	200 USD	200 USD
3	Contribute from Koh Kong PDOC	1	Cash	100 USD	100 USD
4	Contribute from Na Chanok Enterprise Group	1	Cash	303 USD (10000 THB)	303 USD (10000 THB)
Sub total Revenue					
Expenditure					
1	Fair ground				275 USD
2	Lunch for organizers				57,80 USD
3	Business lunch				104 USD
4	Coffee break and snack				120 USD
5	Accommodation for organizers				60 USD
6	Banner				41,76 USD
7	Stationaries				3,25 USD
8	Transportation for Thai exhibitor				850 USD
9	Company Profile Document				62 USD (2047 THB)
Sub total Expenditure					
Gross Profit					
					2038,84 USD
					597,42 USD

Budget

Item	Description	Unit Cost	No. of unit	Duration	Unit	Sub total	Total USD
AC.1							
1	Research, train activity on Trade Fair	80	40		Participatory		3200
2	Education fee	800	1		Package		800
3	Document contribution from trade promotion program	2000	1		Package		2000
Total Revenue							6000
AC.2							
1	Accommodation for organizers	15	6	2 days	Room / Day	90	180
2	Accommodation for participants	15	25	2 days	Room / Day	750	750
3	Meeting hall, coffee break and lunch (average)	18	60	1 day	3 mt / Day	1080	844
4	Transportation for participants and organizers in Cambodia	30	27	Round trip	Uma sum / Round trip	810	800
5	Transportation for organizers from Thailand	40	24	Round trip	Uma sum / Round trip	960	950
AC.3							
1	Travel	20	6	1 day	Possible	120	120
2	Customer Business Center	17	3	1 day	Possible	51	54
3	Public information office	17	3	1 day	Possible	51	54
AC.4							
1	Graphic design and visual identity	100	1		Package	100	100
2	Print and other paper	1	40		HS	40	138
3	Application forms	2	50		HS	100	100
4	Confirmation of registration and invitation	2	40		HS	80	80
5	Communication	800	1		Package	800	800
Total Expenditure							5818
Gross Profit							444

Participants

Total were sixty-one (61) participants, twenty-one (21) were female and forty (40) were male participants.

- Thirty-eight (38) from Cambodia, and twenty-three (23) from Thailand.
- Twenty (20) participants or 33% are from the public sector, representing provincial trade promotion agencies.
- Forty-one (41) or 67% are from the private sector representing CCI's / BAs and SMEs.

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Organizer

- **Cambodia:** 9 organizers (5 females) from Provincial Department of Commerce and Provincial Department of Industry and Handicraft of 4 provinces (Koh Kong, Battambang, Banteay Meanchey and Pursat provinces)
- **Thailand:** 4 organizers (2 females) from Provincial Chamber of Commerce and Industry of 3 provinces of Thailand (Chanthaburi, Sa-Kaew and Trat provinces)

Business Plan and preparation

- Finalize relevance paper of the event
- Agree and set dates
- Participants' invitation
- Event marketing
- Logistics and venue arrangement

Mobilize support from management team of respective organizers

Announcement during meetings of respective organizers

Mobilize another relevance private sector

Mobilize local SMEs to join the event

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Participants' invitation

Steps

- 1 Started from identified and listed the potential businesses
- 2 Face to face communication
- 3 Ongoing follow up
- 4 Sent the invitation letter

26 companies/enterprises

5 sectors:

- Cosmetic
- Herb Product
- Handicraft
- OTOP
- Food

Key encouragements:

- Explore the market and observe the market trends.
- Gather information e.g.: keep abreast of product and industry innovations, knowing what competitors do, learn latest sales and promotion materials and techniques.
- Comparing quality, price, and marketing performance.
- Having opportunity for accessing new clients, and Exchange experience.

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Event Marketing

Using social media; reach most people, cost less and save time.

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Venue and logistics arrangement

Criteria to the selection of venue

- Not too far away, as exceedingly high cost of travel for organizers and business from Thailand.
- Potential geographical in investment and exporting of local product
- Price, security, space and facilities

Process

- Quote the price
- Discuss among the team
- Double check

Event materials

- Banner
- Companies profiles.
- Attendance list
- Evaluation and monitoring form
- Business matching sheet
- Event information to display and share via social networks

During Event

Field visit

Introduction of the event

Meeting

Buyer Seller Meet Activities

MEKONG INSTITUTE **During Event** **JAIF**

types of products being displayed



event evaluation tools employed

EVENT ASSESSMENT FORM COLLECTION

1. 4%	10. 39%
5. 19%	20. 77%
10. 38%	

• Not Complete survey • Site survey • Thailand • Cambodia

EVENT OBJECTIVES

4. 18	4. 18
-------	-------

From the event attendees and business visitors
Expected participating companies for business matching
For business matching business

EVENT CONTENTS

3. 5	4. 05	4. 05	4. 30
------	-------	-------	-------

High Tea, Pastry, Snacks, Soups, Nuts, Sweets, Terrace, Thai
Product Showcase

BUSINESS MEET AND POTENTIAL BUSINESS PARTNER

4. 2	4. 45
------	-------

Number of Business B2B Providers met at event

OVERALL ASSESSMENT OF BUSINESS MATCHING AND EVENT

4. 22	4. 32
-------	-------

Overall Business Matching Score
Overall Event Score

MEKONG INSTITUTE **Post - Event** **JAIF**

publication of news articles



follow up with participants



<https://www.facebook.com/215007468706971/videos/712851768922536/>

MEKONG INSTITUTE **Good Practice** **JAIF**

- The very first time to organize trade event, end up with remarkable result.
- High motivation and support from management teams.
- Top governor/directors/managers join the event.
- Most invited SMEs join the event and provide good note to the event.
- Convenient meeting venue.
- Good teamwork, with friendly and respectful manner.
- Clear tasks allocation.
- The event's procedure was under well control.
- Cross border transportation.
- Pricing.
- Well-being (health) of pax and organizers.
- Visit tour.

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MEKONG INSTITUTE **Lessons Learned** **JAIF**

- To get admission fee from business people.
- Organize the event on working day.
- If we want to organize Trade event in Cambodia must have invitation letter from Cambodian department
- Better transportation arrangement for the next event (should start at Ban Leam or Dong/ Battambang) it's a shortest path
- Business matching success rate is low.
- visitors not their target.
- Much exhibitor and fewer visitors. Should involve more buyers.

MEKONG INSTITUTE **Results** **JAIF**

To date, there are 4 SMEs start the join business; those are in the following details:

- Trat Chamber of Commerce with Battambang Province, focus on Agricultural and Tourism business.
- Trat Chamber of Commerce with Koh Kong Province, focus on Agricultural and Tourism business.
- SUNNY KTMLM Co., Ltd., where business focus on organic beverage join business with Khmer Balm Company.
- Thai company, SOI DAO BIO-AGRICULTURE GROUP (TH); partner with Cambodian business person where they have met during the event.

MEKONG INSTITUTE **Recommendations** **JAIF**

- Seek more sponsor (**both public and private sector**)
- Visit sites; should have representative to presentation detail about their sites
- Keep organize trade events alone or together with other events.
- Should not organize in rainy season
- MI to consider on other potential products, particularly, SMEs within Cambodia. Help them to produce quality and standard products.



Thank You

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9.1.3. Cambodia – Vietnam Business Matching







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Synthesis and Evaluation (S&E) Workshop
Regional Training on Trade Events Promotion

Name of the Trade Events: Cambodia-Vietnam Business Matching, 2017
Province: Svay Rieng Province
Country: Cambodia + Vietnam
Team Members: Mr. Chea Sopheara, Mr. Im Mosa, Mr. Sar Piseth, Mr. Le Khanh Trinh, Mr. Ngoy Sastra
Presented by: *Mr. Chea Sopheara*
Date: November / 28 / 2017

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Background




Objectives / Expected Outputs

Expected Outcomes





Background





Objectives / Expected Outputs

Expected Outcomes



- ❑ Cross-border trade promotion and investment for countries within Greater-Mekong Sub-region (GMS), including Cambodia, China, Laos, Myanmar, Thailand, and Vietnam (CLMVT), are vital to the economic development. GMS countries have been using economic corridors to promote economic growth and development. With regards to the Southern Economic Corridor (SEC), the connectivity of four countries, namely Cambodia, Myanmar, Thailand and Vietnam (CMTV) provides competitive advantage in the cross-border trade and investment. Such situation is seen as an opportunity to learn and collaborate for business networking to explore market opportunities.
- ❑ In realization of the significance of trade promotion through the development of trade events, Mekong Institute (MI) organized one-week Regional Training program on "Trade Events Promotion" on June 12-16, 2017 at MI Residential Training Center, Khon Kaen, Thailand. One of the main objectives of the training was to strengthen skills in planning and conducting effective trade events and monitoring the success of the event in order to promote cross-border trade and investment in the SEC. Training participants from the CMTV were provided practical inputs to implement joint cross-border trade event to reinforce collaboration between the cross-national Trade Promotion Organizations (TPOs) in promoting business networking for SMEs in order to 1) eventually increase the cross-border trade and 2) apply knowledge gained from the training program in the field level.
- ❑ A group of participants from Cambodia that consists of 2 provinces (Svay Rieng and Kampong Chhnang province) worked in partnership with a group of participants from Vietnam that consists of 1 (Tay Ninh province) to implement joint action plan on cross-border trade event, namely CAMBODIA-VIETNAM BUSINESS MATCHING 2017.

- ❖ **Objectives:**
 - The business matching event intends to promote business network and activities of local SMEs through endured collaboration and engagement among several stakeholders related with the cross border trade and also helps participants to apply acquired knowledge from MI training for practical needs in respective provinces.
- ❖ **Expected Outputs:**
 - At least 15 % of business network and engagement through business matching (face to face communicating)
 - Each company and cluster can promote the potential products and its brand visibility to gain wider recognition.
 - Each company and cluster can identify new business opportunities;
 - Each company and cluster can identify more business partners.
- ❖ **Expected Outcomes of the Event:**
 - Business information exchanged between SMEs from Cambodia and Vietnam
 - Business engagement facilitated and achieved during and after the event
 - Business networks established among participants for future cross border trade.



Budget / Participants / Organizers





Pre-Event



- ❖ **Please describe the budget :**
 - Expenditure is 2,800 USD, covering event venue, transportation and accommodation allowance for organizers and participants, human resource, promotion and communication cost;
 - Revenue is 1,000 USD contributed from MI.
- ❖ **participants**
 - There are 51 participants among 23 participants from Vietnam among 23 private firms and 11 public agencies.
- ❖ **organizers of the event**
 - ❑ **Cambodia**
 - Svay Rieng Department of commerce and Department of Industry and Handicraft
 - Kampong Chhnang Department of Commerce and Department of Industry and Handicraft
 - ❑ **Vietnam**
 - Department Industry and Trade Tay Ninh Province
 - Tay Ninh Trade Promotion Center (TPC)
 - Tay Ninh Business Association (TBA)



- (i) **Participants' invitation:**
 - Cambodia invites: There are 7 state agencies and 8 SMEs
 - Vietnam invites: There are 4 state agencies and 15 private companies
- (ii) **Event marketing:**
 - Team Members have separated booths from Cambodia and Vietnam to decorate products on each spaces on the booths which team had prepared.
- (iii) **logistics and venue arrangement**
 - Team leader from VN rent 2 cars for VN delegates
 - Team leader in Svay Rieng rent 2 cars Cambodia delegates.
 - Rent 1 cars for participants to visit the border Cambodia-Vietnam and MANHATTAN SEZ at the end of business matching.
- (iv) **event materials**
 - Invitation letters, backdrop, meeting kits, Svay Rieng governor speech, VN delegate speech, Department of Commerce welcome speech.



Cambodia-Vietnam Pre-Business Matching 25 October-2017



During Event





During Event



(i) **program schedule:**

Cambodia and Vietnam Businessmatching 2017			
Time	Event item	Person in Charge (PIC)	
Morning	Arrival and registration:	All Participants	
	- Vietnam delegation		
08:00 – 08:20	- Cambodia delegation		
	Introduction of the event:	MC	
	-An overview of Business Matching		
08:20 – 08:35	-Objective and expected result.		
	Introduction and opening speech:	-Mr. Vanneng Director of Department of Commerce, SVR	
	-Welcome speech from Vietnam Representative	-Vietnam Speech	
08:35 – 09:00	-Svay Rieng Governor Speech	-Svay Rieng Governor	
	Organizing the events		
	-The presentation from respective businessmen to promote products	all SMEs/Businessmen	
09:30 – 09:45	Coffee break:	All participants	
09:45 – 11:50	Organizing the events		
	-Visit the sample of products from respective business partners	All SMEs/Businessmen	
	-Business matching activities.		
11:50 – 12:00	Closed the event.	MC	
	-Sum-up the result		
12:15 – 13:45	-Closing remark from local governors		
	Lunch	All	
13:45-16:00	-Visit the border Cambodia-Vietnam and MANHATTAN SEZ	Participants	

- (ii) **business sectors invited:**
 1. Agriculture
 2. Tourism
 3. Medical
 4. Education field
- (iii) **types of products being displayed:**
 - ❑ **Cambodia:** There are 8 states and Private sectors:
 1. Smach paddy Association (Smach Red Rice)
 2. Rachana handicraft (Souvenirs)
 3. Srey Mom handicraft (Snack food)
 4. Agro-products Cooperative (Organic vegetable)
 5. Development Center Ceramic (pottery)
 6. Women's Development Center (bamboo-invented tools)
 7. Mattress Invention Handicraft (pillow, long pillow, bed mat)
 8. Svay Rieng University (Educational field)
 - ❑ **Vietnam:** There are 19 states and Private sectors:
 1. Medicine
 2. Agriculture
 3. Tourism
- (iv) **event evaluation tools employed.**
 - Business Matching Form
 - Event Assessment Form



MEKONG INSTITUTE **Post - Event** **JAIF**

- ❑ Cambodia –Vietnam Business matching was broadcasted on Svay Rieng Radio station and Facebook page: <https://www.facebook.com/saosaly.sovann>
- ❑ Smach Paddy Association has being negotiated with Tay Ninh Chamber of Commerce on Smach rice. Vietnam party has already visited Smach Paddy Association on October, 26 ,2017 before set up an agreement both sides.



MEKONG INSTITUTE **Good Practice** **JAIF**

- ❑ Collaborated well in team work between Cambodia and Vietnam (line, e-mail, telephone call)
- ❑ Good- prepared kits, logistics for all delegates
- ❑ Flexible in event program
- ❑ Build business network with Cambodia and Vietnam closer and closer.



MEKONG INSTITUTE **Lessons Learned** **JAIF**

- ❑ Close co-operation and high commitment in team work.
- ❑ Cambodian Team can learn more how to organize business matching effectively.
- ❑ Early registration of delegates
- ❑ Well-prepared booths for both sides Cambodia and Vietnam



MEKONG INSTITUTE **Challenges** **JAIF**

- ❑ Languages (hard to communicate with one another)
- ❑ Late for long-distance communication between Cambodia and Vietnam.
- ❑ Did not have adequate time to discuss with team work (SVR, Tay Ninh and Campong Chnang province)
- ❑ Workshop processing by some Self-financed payment.



C-V Business Matching Activities at Waikor Hotel, Svay Rieng Province, Cambodia



MEKONG INSTITUTE **Results** **JAIF**

7. There are 51 participants among 23 companies/institutions from Vietnam (state 4 and private 15) and 15 clusters/institutions (state 7 and private 8).
2. Cambodia and Vietnam businessmen had promoted their products, services in order to find out business network to seek their marketing products.
3. Cambodia and Vietnam businessmen are pleased and satisfied with this event
4. Smach Paddy Association got most interesting by Vietnam companies
5. Cambodia –Vietnam Business matching ended with fruitful result.
6. Seek and identify new business opportunities and business partners.



MEKONG INSTITUTE **Recommendations** **JAIF**

- ❑ MI should provide us on time with Budget Release
- ❑ We would like MI help to facilitate/cooperate during the event.
- ❑ Cambodia and Vietnam should give detail mutual information of companies before do the event.
- ❑ Annually cooperation in cross-border business matching.



សូមអរគុណ!!!

Thank You!!!

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9.1.4. Myanmar – Thailand Trade Mission 2017

Synthesis and Evaluation (S&E) Workshop
Regional Training on Trade Events Promotion

Name of the Trade Events: Myanmar- Thailand Trade Mission 2017 (with business matching and factory visit)
Provinces: Dawei, Kanchanaburi, Ratchaburi and Prachinburi
Country: Myanmar and Thailand
Team Members: DDCCI, PCCI and TPOs.
Presented by: Thailand- Myanmar coalition
Date 11 / 28 / 2017

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2. Organizing the Trade Event

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- Post - Event

3. Event Evaluation

- Good Practices
- Lessons Learned

Background

- After attended the Regional Training program on "Trade Events Promotion" on June 12-16, 2017 at MI Residential Training Center, Khon Kaen, Thailand. Training participants from the CMTV were provided practical inputs to implement joint cross-border trade event to reinforce collaboration between the cross-national Trade Promotion Organizations (TPOs) in promoting business networking for SMEs in order to 1) eventually increase the cross-border trade and 2) apply knowledge gained from the training program in the field level.
- A group of participants from Myanmar that consists of 1 province (Dawei province), work in partnership with a group of participants from Thailand that consists of 3 provinces (Kanchanaburi, Ratchaburi and Prachinburi provinces), to implement joint action plan on cross-border trade event, namely "Myanmar – Thailand Trade mission 2017" on 6-8 November, 2017. (at Kanchanaburi, Ratchaburi, and Dawei)

Background

- The team did the Action plan and implemented the Action plan, that made the team realize the importance of doing business in another aspect beside making money, but to create the group of good relationship that have different demand and supply in various products of goods and services.
- The production of good in each area, each minorities group of people, have various needed, demand and supply for products and services.
- Before the trip has requested the information from both sides to review the needs of participants and once understanding the needs, the real trade and business exchange would be happen in the near future.
- The implementing of our Trade Mission is creating the mutual benefits between the parties and stakeholders; the producers understand what kind of good that the buyers need, who is the customers, what is the range of price of goods and services that acceptable, to suit with the target markets and customers. As the proverb says:

"If you know others and know yourself, you will not be defeated in a hundred battles".

Objectives / Expected Outputs
Expected Outcomes

- Understanding the consequence and environment of doing trade and business in the area of implementing the Trade Mission.
- Expected more income from trade and business exchange.
- Know and understand the needs of customers.
- Can plan to produce or supply products that suit with the require and needs.
- Understand what kind of products / what price range can satisfy the customers.
- Created motivation and enthusiasm to do trade between the two countries.

Budget / Participants / Organizers

- Budget:**

Activities	Revenue (USD)	Expenditure (USD)	GRAND TOTAL (USD)
Main activities cost			
- Trade Mission	\$4,940	\$2,557.4	\$2,382.6
TOTAL			\$2,382.6

- Estimated Budget**
 - Estimated expenditure is 2,557.4 USD, covering event venue, transportation and accommodation allowance for organizers and participants, human resource, promotion and communication cost;
 - Estimate revenue is 4940 USD from admission fee and contribution from MI.
- It was calculate by estimate, when doing real mission, occurred some problems, that is the lesson learnt for better plan for next event.

Budget / Participants / Organizers

- Participants:**
- Not only couldn't motivate or provide the information to all of the target participants in order to join the events but also could mostly invite interesting business people.

Category	Myanmar	Thailand
Public	3	7
Private	17	5
Female	4	1
Male	13	4



Budget / Participants / Organizers

- Total of 26 business delegates from Dawei, Myanmar and province of Prachinburi- Thailand attended the Trade Mission event representing trading enterprises, import-export traders, manufacturers, logistics operators, tourism companies, agricultural products/services manufacturers/providers and related trade government agencies.

Country	Public	Private	Male	Female	Sub-total	Total
Myanmar : (team)	3	17	15	5	20	26
Thailand : (team)	-	6	4	2	6	
Sub Total	3	23	19	7	26	

Budget / Participants / Organizers



Organizers: Dawei District Chambers of Commerce and Industry & Prachinburi Chamber of Commerce



MYANMAR- THAILAND TRADE MISSION 2017						
T	VIP-1	VIP-2	VIP-3	VIP-4	VIP-5	A
V.1						V11
V.2						V12
V.3						V13
V.4						V14
V.5						V15
V.6						V16
V.7						V17
V.8						V18
V.9						V19
V.10						V20
V.11						V21
V.12						V22
V.13						V23
V.14						V24
V.15						V25
V.16						V26
V.17						V27
V.18						V28
V.19						V29
V.20						V30
V.21						V31
V.22						V32
V.23						V33
V.24						V34
V.25						V35
V.26						V36
V.27						V37
V.28						V38
V.29						V39
V.30						V40
V.31						V41
V.32						V42
V.33						V43
V.34						V44
V.35						V45
V.36						V46
V.37						V47
V.38						V48
V.39						V49
V.40						V50
V.41						V51
V.42						V52
V.43						V53
V.44						V54
V.45						V55
V.46						V56
V.47						V57
V.48						V58
V.49						V59
V.50						V60
V.51						V61
V.52						V62
V.53						V63
V.54						V64
V.55						V65
V.56						V66
V.57						V67
V.58						V68
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V.61						V71
V.62						V72
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V.78						V88
V.79						V89
V.80						V90
V.81						V91
V.82						V92
V.83						V93
V.84						V94
V.85						V95
V.86						V96
V.87						V97
V.88						V98
V.89						V99
V.90						V100

VIP: Very important person
V: Visitor
T: Treasurer
A: Announcer

Pre-Event

Post-Event

During Event



No	Date	Activity	Person in Charge (PIC)
1	11/11/17	Event Registration	Mr. S. S. S.
2	11/11/17	Event Kick-off	Mr. S. S. S.
3	11/11/17	Event Lunch	Mr. S. S. S.
4	11/11/17	Event Presentation	Mr. S. S. S.
5	11/11/17	Event Networking	Mr. S. S. S.
6	11/11/17	Event Closing	Mr. S. S. S.

Good Practice

- Create more connections and relationship to increase the number of participants for the next events.
- Provide members for learning the production process, and find the markets for the members.
- Promotion on production process, to create the group of members: for example in Dawei have many bananas, should promote the knowledge of preserve foods to create more profits and be able to distribute / export to others city / country.





Lessons Learned

- Results
 - Members were impressed to have started the relationship and trade exchange.
 - Learning problems, obstacles, and implemented plan until finish the event, even the budget is a lot lesser than it expected.
 - We can identify some important issue from this event
- Need Improvement / Help to members
 - Need more knowledge and understanding to each others.
 - Need more observe and more real action.
 - For example, in Thailand have many processed foods and the knowledge of preserved foods. Meanwhile, in Dawei, have plenty of raw materials but they have less knowledge on doing processed foods, if you have training for them, and make them be able to produce the processed foods or knowing how to do preserved foods, would create more income and add the value of raw materials in local area as well as bringing the raw material to be in use in the best way.

Results

- Learning to produce products from local raw materials is a good way to increase product and income for the members
- And in the future, these learning will be taught from generation to generation in a different ways and can create more products continuously.

The event meet expectation					
Fully Met	Met	Mostly Met	Somewhat Met	Not Met	Average rating
5 (22.7%)	5 (22.7%)	5 (22.7%)	6 (27.4%)	1 (4.5%)	3.3
Overall assessment for the trade mission event					
Very Satisfied	Satisfied	Mostly Satisfied	Somewhat Satisfied	Not Satisfied	Average rating
6 (27.3%)	8 (36.4%)	5 (22.7%)	2 (9.1%)	1 (4.5%)	3.7

Recommendations

- Provide training seminars, increase in all disciplines.
- Provide training on local processing products.
- Increase trade between the countries.
- Provide Public Relations (PR), be able to accept membership in all provinces (others provinces) in the project as well as offering products with the goal of expanding the market and quickly.



9.1.5. Results of the Trade Events in Cambodia



The detail of Business Talk / Negotiation

- A. Preah Sihanouk Participants are interested in importing the Anti-Rat poison from Labio Fam (Vietnamese company).
- B. Ambassador of Cuba to Cambodia is interested in importing Salt Flower from Natural Flower of Salt from Cambodia's Kampot province to Cuba.



Types of products being displayed



Key Results and Outcomes of the Event

By the end of the event, participants explored the market and observed the market trends, exchanged experience, and gathered information e.g., keep abreast of product and industry innovations, knowing what competitors do, learn the latest sales, promotion materials and techniques.

The number of Participants

In the event, there were total of sixty-one (61) participants comprising thirty-eight (38) from Cambodia, and twenty-three (23) from Thailand. Among them, twenty-one (21) were female and forty (40) were male. In terms of sectors, twenty (20) participants or 33% are from the public sector, representing provincial trade promotion agencies; forty-one (41) or 67% are from the private sector representing CCIs / BAs and SMEs.

Description	Cambodia	Thailand	Private Sector	Public Sector
Participants	38(62%)	23(38%)	41(67%)	20(33%)

The detail of the business cooperation and collaboration

There are 4 SMEs that start the joint business. They are in the following details:

1. Trat Chamber of Commerce (CC) with Battambang Province:
Trat CC emphasizes main purpose of looking for exporting fruit from Battambang Province to Thailand, where they will produce food processing and export to Europe. Another important point was to work with local authorities and people to develop tourism site where they mentioned most of Thai people are interested in. They also invite the provincial governors and colleagues to visit the factories in which located not far from the border.

2. Trat Chamber of Commerce (CC) with Koh Kong Province

Trat CC sent the letter of appointment to Koh Kong Provincial governor through Koh Kong Department of Commerce and Chamber of Commerce after they learnt how both departments take an important role in promoting local trade and business activities through assisting the local SMEs and seek for cooperation with business peoples from neighboring countries. The objectives of the meeting is to discuss agriculture for fruit tree contract farming and tourism. The meeting is expected to happen in the early December, 2017.

3. SUNNY KTMLM Co., Ltd., where business focus on organic beverage joins business with Khmer Balm Company.

4. Thai company, SOI DAO BIO-AGRICULTURE GROUP (TH); partner with Cambodian business person where they have met during the event.



MEKONG INSTITUTE Cambodia – Vietnam Business Matching JAIF

Key Results and Outcomes of the Event

1. Cambodian and Vietnamese businesspeople promoted their products, and services and found business network to seek their marketing products;
2. Smach Paddy Cluster (the cluster supported by the MI – JAIF project) received the highest interests from Vietnamese businesses and they had negotiation for business talk / cooperation and collaboration
3. Participants from both countries sought and identified new business opportunities and business partners.

MEKONG INSTITUTE Cambodia – Vietnam Business Matching JAIF

Cambodia-Vietnam Business Matching Activities

MEKONG INSTITUTE Cambodia – Vietnam Business Matching JAIF

The number of participants that have reached initial business cooperation and collaboration

There were fifty-one (51) participants comprising twenty-eight (28) from Cambodia, and twenty-three (23) from Vietnam. In terms of sectors, there are thirty-four (34) institutions, eleven (11) or 32% are from the public sector, representing provincial trade promotion agencies; twenty-three (23) or 68% are from the private sector representing CCl's / BAs and SMEs.

Description	Cambodia	Thailand	Private Businesses	Public Businesses
Participants	28(54%)	23(45%)	23(68%)	11(32%)

MEKONG INSTITUTE 4. The Way Forward JAIF

The detail of the business cooperation and collaboration

The Vietnamese Chamber of Commerce (Tay Ninh) was interested in cooperating and collaborating with Svay Rieng's Smach Paddy Rice Cluster on the Export of Smach paddy rice to Vietnam.

- Keep on yearly trade events between the two countries with clear action plan,
- Follow up with SMEs and investors by email, phone or social media after the trade event to meet the successful collaboration and cooperation,
- Continue support the SMEs and/or companies, training or workshop to improve and extend their business to meet the market demand and export,
- Show all the participants and keep the records about the progress and results after the events

MEKONG INSTITUTE Suggestions / Recommendations JAIF

- The organizers should find more sponsors to support the event.
- Each organizing member should have role and responsibility and follow it.
- The two countries should cooperate and collaborate well in promoting the event.
- Each province should keep on organizing trade events alone or together with other counterparts to promote their SMEs.
- They should find the suitable moment to organize it. (Not in rainy season, or weekday etc.)
- SMEs and/or companies should be improved and extended to meet the market needs and export.

MEKONG INSTITUTE JAIF

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9.2. Concept Note

1. Background

Mekong Institute (MI) conducted the Regional Training on Trade Events Promotion on June 12 – 16, 2017 at its Residential Training Center, Khon Kaen, Thailand. The training program was the integrated part of the two-year project on “Enhancing Competitiveness of Small and Medium-sized Enterprises (SMEs) in the Southern Economic Corridor (SEC) of ASEAN - Mekong Subregion (AMS) from 2016 to 2018, funded by Japan-ASEAN Integration Fund (JAIF).

As part of the training program, the participants jointly developed and implemented the Action Plans (APs) on organizing trade events at border provinces in the SEC as below. APs were implemented with the support and assistance by the MI TIF Department.

(i) Cambodia – Vietnam Business Matching 2017 (October 5, 2017)
(Cambodia’s Preah Sihanouk Province)

(ii) Thailand - Cambodia Buyer – Seller Meet (October 7, 2017)
(Cambodia’s Battambang Province)

(iii) Cambodia – Vietnam Business Matching (October 25, 2017)
(Cambodia’s Svay Rieng Province)

(iv) Dawei – Thailand Trade Mission (November 6 - 8, 2017)
(Myanmar’s Dawei district and Thailand’s Kanchanaburi and ratchaburi provinces)

To review the result of the APs Implementation and discuss the way forward, the Synthesis and Evaluation (S&E) Workshop is conducted on November 28 - 29, 2017 at Mekong Institute, Khon Kaen, Thailand. The S&E Workshop aims to (i) provide a platform for participants to reflect and learn from each other on their APs implementation; (ii) share outcomes, experiences, lesson learned and the best practises from the APs implementation; and (iii) discuss the way forward.

2. Objectives and Expected Outputs

- a) Revisit the knowledge gained from the Regional Training on Trade Events Promotion and the real application of these knowledge and skills;
- b) Share the outcomes and experiences from the APs implementation and obtain feedbacks from co-participants;
- c) Provide an opportunity to learn and share best practices and to utilize results of learning process;
- d) Discuss the way forward to continue with action plans (APs) to organize trade events as regular events among the provinces in the SEC.

3. Expected Outcomes

- a) Participants shared the outcomes and experiences from the APs implementation and received feedbacks from co-participants;
- b) Participants shared and learned the best practice from the APs implementation;
- c) Participants developed action plans (APs) to continue organizing similar trade events at border provinces in the SEC.

4. Workshop Structure

The Workshop is made up of 2 parts. The first part is scheduled for the reflection on implementation of the joint APs on trade events organization at border provinces in the SEC. It is done through an interactive platform for the participants to present and share outcomes, experiences, lessons learned and the best practises from the APs implementation.

The second part is scheduled for the group work among the participants on the way forward and the development of APs on organizing trade events at border provinces in the SEC. MI organizing team will also provide suggestions and recommendations during the group work. The participants are required to present the outcomes of the group work and the APs in the morning of November 29, 2017.

5. Target Participants

Leader and sub leader of each AP implementation team are invited to participate and share outcomes, experiences, lessons learned and the best practises with co-participants and develop APs for the next 3 years at the S&E Workshop.

6. Organizing Team and Contact

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9.3. Program Schedule

Tuesday, November 28, 2017	
Venue: Mekong River Conference Room, Mekong Institute (MI), Khon Kaen, Thailand	
08:00 – 08:30	Participant Registration
Inauguration Session	
08:30 – 08:45	Welcome and Opening Remarks - Mr. Nguyen Hung Cuong, Director, East-West Economic Corridor (EWEC) Project, Mekong Institute (MI) (Officer in Charge: OIC)
08:45 – 09:00	Overview of the S&E Workshop - Mr. Toru Hisada, Senior Project Coordinator, Trade and Investment Facilitation (TIF) Department, Mekong Institute (MI)
09:00 – 09:10	Group Photo - All Guests and Participants
Session I: Group Presentation on the AP Implementation on Trade Events Organization	
09:10 - 09:40	Results of the Cambodia – Vietnam Business Matching 2017 (Kampot, Preah Sihanouk, Ca Mau and Can Tho Provinces) - 20 Minutes for Presentation and 10 Minutes for Discussion Moderator: Mr. Toru Hisada, Senior Project Coordinator, TIF Department, MI
09:40 – 10:10	Results of the Cambodia – Thailand Buyer – Seller Meet 2017 (Banteay Meanchey, Battambang, Koh Kong, Pursat, Chanthaburi, Sa-Kaeo and Trat Provinces) - 20 Minutes for Presentation, 10 Minutes for Discussion Moderator: Mr. Toru Hisada, Senior Project Coordinator, TIF Department, MI
10:10 – 10:30	Coffee Break
10:30 – 11:00	Results of the Cambodia – Vietnam Business Matching (Svay Rieng, Kampong Chhnang and Tay Ninh Provinces) - 20 Minutes for Presentation and 10 Minutes for Discussion Moderator: Mr. Kyaw Min Tun, Program Officer, Trade and Investment Facilitation (TIF) Department, Mekong Institute (MI)
11:00 – 11:30	Results of the Myanmar – Thailand Trade Mission 2017 (Dawei District, Kanchanaburi, Ratchaburi and Prachinburi Provinces) - 20 Minutes for Presentation and 10 Minutes for Discussion

	Moderator: Mr. Kyaw Min Tun, Program Officer, TIF Department, MI
11:30 – 12:00	Results of the Trade Events in Cambodia (20 Minutes for Presentation and 10 Minutes for Discussion) <ul style="list-style-type: none"> - Mr. Bunthat Khun, Country Coordinator (Cambodia), Trade and Investment Facilitation (TIF) Department, Mekong Institute (MI)
12:00 – 13:00	Lunch
Session II: Group Work on the Way Forward	
13:00 – 15:00	The Way Forward and Action Plans (APs) for the Next 3 Years <ul style="list-style-type: none"> - Cambodia – Vietnam Business Matching 2017 - Cambodia – Vietnam Business Matching - Cambodia – Thailand Buyer – Seller Meet 2017 - Myanmar – Thailand Trade Mission 2017 <p>* Identify objectives of the event, key partners and their roles and responsibilities as well as create joint agreement between implementing partners. * List key activities of the event, income and expenditure streams (cost & benefit analysis), marketing strategy, branding strategy (name of the event), work plan etc).</p> <p>Moderator: Mr. Toru Hisada, Senior Project Coordinator, TIF Department, MI Mr. Kyaw Min Tun, Program Officer, TIF Department, MI</p>
15:00 – 15:20	Coffee Break
15:20 – 17:00	The Way Forward and Action Plans (APs) for the Next 3 Years (Cont.)

Wednesday, November 29, 2017	
Venue: Mekong River Conference Room, Mekong Institute (MI), Khon Kaen, Thailand	
9:00 – 10:00	Presentation of the Action Plans (APs) for the Next 3 Years (20 Minutes for Presentation and 10 Minutes for Discussion) <ul style="list-style-type: none"> - Cambodia – Vietnam Business Matching 2017 - Cambodia – Thailand Buyer – Seller Meet 2017 - Cambodia – Vietnam Business Matching - Myanmar – Thailand Trade Mission 2017 <p>Moderator: Mr. Toru Hisada, Senior Project Coordinator, TIF Department, MI Mr. Kyaw Min Tun, Program Officer, TIF Department, MI</p>
10:00 – 10:20	Coffee Break
10:20 – 11:20	Presentation of the Action Plans (APs) for the Next 3 Years (Cont.)
Closing Ceremony	
11:20 – 11:40	Participants' Speech <ul style="list-style-type: none"> - Cambodia – Vietnam Business Matching 2017 - Cambodia – Thailand Buyer – Seller Meet 2017 - Cambodia – Vietnam Business Matching - Myanmar – Thailand Trade Mission 2017
11:40 – 11:50	The Way Forward <ul style="list-style-type: none"> - Mr. Sa-nga Sattanun, Program Manager, Trade and Investment Facilitation (TIF) Department, Mekong Institute (MI)

11:50 – 12:00	Closing Remarks - Mr. Nguyen Hung Cuong, Director, EWEC Project, MI
12:00 – 13:00	Lunch
13:00 –	Participants go back to their respective countries / provinces

9.4. Participants' Directory

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9.5. MI Organizing Team



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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.



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