



# Synthesis and Evaluation (S&E) Workshop

Enhancing the Utilization of Free Trade Agreements (FTAs)  
by Small and Medium - sized Enterprises (SMEs)

March 28 - 29, 2018

Mekong Institute (MI)  
Khon Kaen, Thailand



# Synthesis and Evaluation (S&E) Workshop

Enhancing the Utilization of Free Trade Agreements (FTAs) by Small and  
Medium - sized Enterprises (SMEs)

March 28 - 29, 2018

Mekong Institute (MI)  
Khon Kaen, Thailand

## Acknowledgements

Mekong Institute (MI) would like to express appreciation to the workshop participants, representing the Ministry of Industry and Commerce and National Chamber of Commerce and Industry from Lao PDR, Myanmar and Vietnam, and business enterprises from Lao PDR and Thailand, for their active participation and contribution to the success of the Workshop.

The Synthesis and Evaluation (S&E) Workshop could not be accomplished without the support and collaboration of the Royal Thai Government through Thailand International Cooperation Agency (TICA).

Lastly, our appreciation also goes to the team of MI Trade and Investment Facilitation (TIF) Department, 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 (TIF) Department  
Mekong Institute  
April 2018**

## Executive Summary

Mekong Institute (MI), with the support of the Thailand International Cooperation Agency (TICA), organized a two day Synthesis and Evaluation (S&E) Workshop on 'Enhancing the Utilization of Free Trade Agreements (FTAs) by Small and Medium - sized Enterprises (SMEs)' on March 28 - 29, 2018 at the MI Residential Training Center. The workshop served as a platform for the trained participants to reflect the gained technical knowledge and skills from the modular training program on Enhancing the Utilization of FTAs by SMEs held December 4 - 8, 2017 at MI.

A total of 19 participants attended the S&E Workshop including officials from government agencies, officers of business associations (BAs) as well as SME owners from Lao PDR, Myanmar, Vietnam and Thailand (LMVT). They shared the experiences of the action plans (APs) implementation in their countries, and evaluated the modular training cycle based on relevance, efficiency, effectiveness, sustainability and institutional development and other impacts (REESI).

The APs were implemented from December 2017 to March 2018 with the participation of over 200 beneficiaries and stakeholders through the national workshops organized by the participants in Lao PDR, Myanmar and Thailand. Likewise in Vietnam, issues on FTA were disseminated to over 6,000 members of Vietnam Chamber of Commerce and Industry (VCCI) – Ho Chi Minh City (HCMC) Branch and to the general public via the agency's website (<http://vcci-hcm.org.vn>).

Participants' assessment of the S&E workshop showed that the activity fulfilled the expectations and enhanced the knowledge of participants and beneficiaries in LMVT on FTA. It was also noted that some areas in need of consideration for further improvement include better identification of target groups for the national workshops; increasing cooperation from public and private sectors for building a pool of experts on FTA; updating and sharing FTA information in CLMVT and extending to provincial level, particularly via public websites; and increasing access to financial support. These were identified as necessary to enhance institutional development and ensure sustainability in terms of supporting SMEs' utilization of FTAs.

## Abbreviations / Acronyms

AEC	ASEAN Economic Community
AMS	ASEAN Mekong Subregion
AP	Action Plan
BA	Business Association
BDS	Business Development Service
CCI	Chamber of Commerce and Industry
CLMVT	Cambodia, Lao PDR, Myanmar, Vietnam and Thailand
FTA	Free Trade Agreement
ITC	Information and Technological Connectivity
LNCCI	Lao National Chamber of Commerce and Industry
MFN	Most Favored Nation
MI	Mekong Institute
MSME	Micro, Small and Medium – sized Enterprise
OIC	Officer in Charge
REESI	Relevance, Efficiency, Effectiveness, Sustainability, Institutional development and other impacts
RTA	Regional Trade Agreement
SSC	SMEs Service Center
TICA	Thailand International Cooperation Agency
TIF	Trade and Investment Facilitation
ToT	Training of Trainer
TPO	Trade Promotion Organization
UMFCCI	Union of Myanmar Federation of Chambers of Commerce and Industry
VCCI	Vietnam Chamber of Commerce and Industry

## Table of Contents

<b>Acknowledgements</b>	<b>ii</b>
<b>Executive Summary</b>	<b>iii</b>
<b>Abbreviations / Acronyms</b>	<b>iv</b>
<b>Table of Contents</b>	<b>v</b>
<b>List of Figures</b>	<b>vi</b>
<b>1. Workshop Summary / Overview</b>	<b>1</b>
1.1. Background	1
1.2. Objectives	1
1.3. Expected Outputs	2
<b>2. Workshop Method</b>	<b>2</b>
<b>3. Participants Information</b>	<b>2</b>
<b>4. Workshop Outputs</b>	<b>3</b>
<b>5. Workshop Contents</b>	<b>4</b>
5.1. Welcome Remarks	4
5.2. Overview of the S&E Workshop	4
5.3. Presentation of AP Implementation Results	5
5.3.1. Lao PDR - Vientiane	5
5.3.2. Lao PDR - Savannakhet	7
5.3.3. Myanmar	9
5.3.4. Vietnam	11
5.3.5. Thailand	12
5.4. Modular Training Evaluation	14
5.4.1. Group Work by Country	14
5.4.2. Group Presentation by Country	14
5.5. Closing Remarks	20
<b>6. Modular Training Evaluation</b>	<b>21</b>
6.1. Workshop Objective	21
6.2. Relevance of Knowledge and Skills	22
6.3. Application of Knowledge and Skills	22
6.4. Program Structure	23
6.5. Overall Assessment	23
<b>7. Suggestions / Recommendations</b>	<b>24</b>
<b>8. Workshop Facilities</b>	<b>24</b>
<b>9. Photos</b>	<b>27</b>
<b>10. Reference / Attachment</b>	<b>28</b>
10.1. Presentation of AP Implementation Results	28
10.1.1. Lao PDR - Vientiane	28
10.1.2. Lao PDR – Savannakhet	29
10.1.3. Myanmar	30
10.1.4. Vietnam	31
10.1.5. Thailand	32
10.2. Modular Training Evaluation	33
10.2.1. Program Objectives	33
10.2.2. Knowledge and skills gained from the training	33

10.2.3. Program Structure	34
10.2.4. Overall Assessment	34
10.3. Concept Note	34
10.3.1. Background	34
10.3.2. Objectives	35
10.3.3. Program Activity	35
10.3.4. Target Participants	35
10.3.5. Output	36
10.3.6. Contact	36
10.4. Program Schedule	36
10.5. Participants' Directory	39
10.6. MI Organizing Team	42

## List of Figures

Figure 1. Participants Ratio	3
Figure 2. Learning Program Objectives	21
Figure 3. Relevance of Knowledge and Skills	21
Figure 4. Application of Knowledge and Skills	22
Figure 5. Program Structure	22
Figure 6. Overall Assessment	23

# Synthesis and Evaluation (S&E) Workshop

## Enhancing the Utilization of Free Trade Agreements (FTAs) by Small and Medium - sized Enterprises (SMEs)

### 1. Workshop Summary / Overview

#### 1.1. Background

Mekong Institute (MI), with the support from the Thailand International Cooperation Agency (TICA), successfully conducted one - week modular training program on “Enhancing the Utilization of Free Trade Agreements (FTAs) by Small and Medium – sized Enterprises (SMEs)” from December 4 - 8, 2017 at its residential training center, Khon Kaen, Thailand. The training aimed to (i) develop the capacity of SMEs and the representatives from the public and private sectors including Chambers of Commerce and Industry (CCIs), business associations (BAs) and exporters and importers in the GMS countries; and (ii) provide the significance of FTAs to improve their knowledge with the necessary skills for greater utilization of FTAs in their businesses and trade in the regional and global markets.

As part of the training program, the participants developed the country - wise Action Plans (APs) for transferring the knowledge and experience they gained to related beneficiaries and stakeholders in Lao PDR, Myanmar, Vietnam and Thailand (LMVT). The APs covered dissemination activities of lessons learned on the utilization of FTAs to related government agencies and SMEs in LMVT.

To review the learning and the APs implementation results and to obtain feedbacks on the modular training cycle, two days Synthesis and Evaluation (S&E) Workshop was held on March 28 - 29, 2018 at Mekong Institute (MI), Khon Kaen, Thailand. The Workshop provided a platform for the participants to (i) present APs implemented; (ii) share best practices and outcomes from the APs implementation; and (iii) reflect feedbacks as contribution to improving the training contents.

#### 1.2. Objectives

The specific objectives of the S&E Workshop were to:

- recall the knowledge gained from the modular training program on Enhancing the Utilization of FTAs by SMEs;
- share experience from APs implementation and obtain feedbacks from co - participants;
- provide an opportunity to learn and share best practices and utilize the learning results;
- evaluate the training approach and provide recommendations for future improvement in terms of contents, structure and schedule.



### **1.3. Expected Outputs**

The S&E Workshop expected to enhance participants' insights on the impact of the capacity development program from training program to the accomplished APs. This was also a chance for the MI to receive participants' specific recommendations for further development of its programs.

## **2. Workshop Method**

The S&E Workshop was made up of two parts. The first part was the reflection from the participants on their APs implementation. The participants presented the results of their APs implementation in the form of information market, photos, videos, posters display, power point presentations, etc in line with the topics and methods applied. The Workshop also served as a platform to exchange experience and lessons learned among the participants from their APs implementation.

The second part was the group work by country on the evaluation of modular training program by using the principles of Relevance, Efficiency, Effectiveness, Sustainability, and Institutional Development and Other Impacts (REESI) to assess its impact. Each group also presented the results of their group work.

## **3. Participants Information**

A total of thirteen (19) participants attended the workshop, representing government agencies, officers of business associations (BAs) as well as SME owners from Lao PDR, Myanmar, Vietnam and Thailand (LMVT). They represented Ministry of Industry and Commerce, National Chamber of Commerce and Industry in Lao PDR, Myanmar and Vietnam, Ministry of Planning and Investment, and business enterprises from Lao PDR and Thailand.

There were six (6) participants from Lao PDR, two (2) from Myanmar, (2) from Vietnam and nine (9) from Thailand. Among them, twelve (12) were female and seven (7) were male. In terms of sector, five (5) participants or 26% were from the public sector and fourteen (14) participants or 74% were from the private sector.

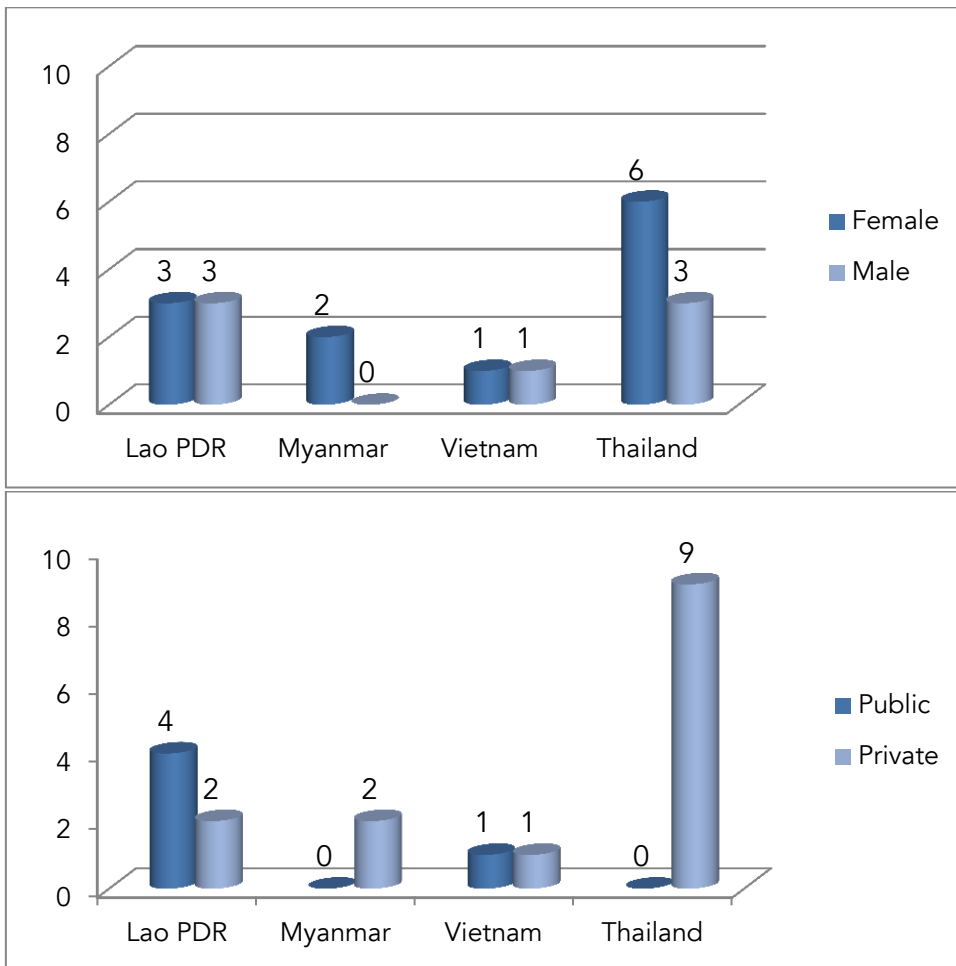


Figure 1. Participants Ratio

#### 4. Workshop Outputs

During the S&E Workshop on Enhancing the Utilization of Free Trade Agreements (FTAs) by SMEs, participants reflected and shared the outcomes, experiences, best practices, lessons learned and the suggestions, and learned from co-participants on their APs

implementation. Participants also conducted the evaluation of the modular training program by using the principles of REESI to assess the impact of the training program and to provide recommendations for future improvement in terms of contents, structure and schedule. By doing these, participants enhanced their insights on the impact of the capacity development program from training program to APs implementation.

## 5. Workshop Contents

### 5.1. Welcome Remarks

*Mr. Sudam Pawar, Director, Innovation and Technological Connectivity (ITC) Department, Mekong Institute (MI) (Officer in Charge: OIC)*



On behalf of the MI Executive Director, Mr. Pawar welcomed all the participants back to MI for the S&E Workshop. Mr. Pawar briefed about the principle of the FTA, which was started in the US in 1994. Its fundamental aim is to promote economic growth in the region, introduce innovations and establish better capacity through reducing trade barriers (e.g., import and export duties, customs tariff).

Mr. Pawar also discussed the S&E Workshop and said that its major aim is for the participants to share the experience from APs implementation to co - participants. It is also for the participants to learn about the good practices from other countries, so that they can implement such practices in their own countries in the future. The Workshop also helps the MI to understand the effectiveness of the modular training program, participants' understanding level and how it really benefit the direct and indirect stakeholders.

### 5.2. Overview of the S&E Workshop

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



Mr. Sattanun first presented the modular training approach MI adopted for the training program. This includes (i) **Learn to Do:** Regional Modular Training on Enhancing the Utilization of Free Trade Agreements (FTAs) by SMEs (December 4 - 8, 2017); (ii) **Do to Learn:** APs implementation (December 2017 - March 2018); and (iii) **Share to Learn:** S&E Workshop (March 28 - 29, 2018). Mr. Sa-nga also explained the objectives, expected

outputs, structure and contents of the Workshop.

## 5.3. Presentation of AP Implementation Results

### 5.3.1. Lao PDR - Vientiane

#### Introduction



On February 16, 2018, Ministry of Industry and Commerce of Lao PDR and Laos National Chamber of Commerce (LNCCI) jointly organized “FTA Utilization Dissemination Workshop” at LNCCI Conference room in Vientiane. The Workshop was held as part of the AP of the Regional Modular Training on Enhancing the Utilization of FTAs by SMEs (December 4 - 8, 2017).

#### Objectives

The Workshop aimed to

- provide the information related to FTAs to increase understanding and create benefits for Micro, Small and Medium - sized Enterprises (MSMEs) and other stakeholders in Vientiane, Lao PDR;
- disseminate the lessons learned from the Workshop to Lao SMEs Community; and
- upgrade the readiness of Lao MSMEs for global market.

#### Participants

Thirty (30) participants, comprising ten (10) from MSMEs, three (3) from business groups / associations, eight (8) from LNCCI and its SMEs Service Center (SSC); two (2) from public agencies; and seven (7) from the National University of Laos, attended the Workshop.



The national workshop was comprised of following sessions:

- **Session 1: “FTA Utilization for SMEs: Introduction of Opportunity and Challenge”**  
*Mr. Phoukhong Sonevongxay, SSC, LNCCI*
- **Session 2: “Non-tariff Barriers in ASEAN”**  
*Ms. Soukdavanh Alylack, Department of Trade Promotion, Ministry of Industry and Commerce*

- **Session 3: "Trade Facilitation"**  
*Mr. Vongphouthone Phongmexay, Department of Industry and Commerce, Ministry of Industry and Commerce*
- **Session 4: "Barrier to Promote SMEs"**  
*Ms. Sitthiphone Vilaysom, Department of SME Promotion, Ministry of Industry and Commerce*
- **Session 5: "How to use [www.trademap.org](http://www.trademap.org)"**  
*Mr. Phoummasack Fawatthana, Deputy Director, Fawatthana Co., Ltd*

## Key Outcomes

- Participants increased understanding on how to utilize the FTAs;
- Participants gained the good lessons learned in order to prepare for the new challenge for competition in the region.

## Best Practice



Organization of the workshop was an opportunity to gather stakeholders to share and exchange the experiences on FTAs utilization. During the workshop, related issues were discussed and shared by the exporters involved in export of products such as silk, salt, furniture, etc.

## Conclusion

- The assessment result of the Workshop confirmed that the AP was well implemented;
- The experience of FTAs utilization from stakeholders was shared and exchanged;
- Participants were highly satisfied with the Workshop.

## Recommendations

- More training programs and workshops on FTAs for MSMEs are suggested in Laos;
- Training of Trainers (ToT) on FTAs is highly needed to support Lao MSMEs;
- Financial support for AP implementation should be higher;
- MI should continue to provide training program on many other topics to support Lao MSMEs;
- MI representative should have participated in the workshop as observer.

### 5.3.2. Lao PDR - Savannakhet

#### Introduction



On February 23, 2018, Department of Industry and Commerce of Khammouane, in cooperation and collaboration with the private sector in Savannakhet province, organized the Workshop on “Enhancing the Utilization of FTAs by SMEs” at Savannakhet Chamber of Commerce and Industry. The Workshop was held as part of AP from the Regional Modular Training on Enhancing the Utilization of FTAs by SMEs (December 4 - 8,

2017).

#### Objectives

The Workshop aimed to

- enable government officials and farmers from the agricultural sector (livestock and chicken farmers) to understand the FTAs and benefits brought by them;
- provide the opportunity for entrepreneurs to learn about the methods and procedures for exporting goods;
- provide entrepreneurs with the new ideas for developing their businesses by using the utmost benefits brought by the FTAs.

#### Participants

Forty (40) participants attended the Workshop. Among them, there were nine (9) women. They represented public and private sectors, which most of them were from the agricultural sector.

#### Outcomes



- Participants understood the benefits under the FTA convention and the special privileges FTAs offer for exporting goods, especially those related to agriculture, such as livestock and farming;
- The Workshop provided the entrepreneurs with the opportunity to improve the quality of farming and livestock to regional and international standard, which

can be exported internationally in the future. This also encourages the creation of more jobs for people;

- The government sector and entrepreneurs shared lessons and found solutions in order for both parties to get benefit.

### Best Practices

- Participants became more interested in the themes related to FTAs, such as (i) FTAs utilization, its opportunity and challenge; (ii) tariff negotiation process in the FTAs; and (iii) role of Regional Trade Agreements (RTAs) / FTAs as facilitators;
- The government sector and entrepreneur discussed and exchanged knowledge;
- Participants gained more knowledge on protocol related to import and export.

### Lessons Learned

- The MI should have prepared and supported the lecturers to present each of the topics and led activity implementation in the Workshop;
- The MI program should have followed - up on technical aspects and evaluated the activities in the Workshop.

### Recommendations

- Propose to disseminate the information related to the utilization of FTAs at provincial, district and university levels, as it is very important topic for SMEs, especially for their regional and international integration;
- Propose MI to help SMEs in Lao PDR to access to finance and international markets;
- Propose MI to approve and disburse the fund for AP implementation in advance (at least 2 weeks prior to the event. The AP implementing team needs to use the fund to pay for necessary items and expenses related to activities.



### 5.3.3. Myanmar

#### Introduction



On March 22, 2018, the Union of Myanmar Federation of Chambers of Commerce and Industry (UMFCCI) organized the National Training on “Enhancing the Utilization of FTAs by SMEs” at UMFCCI Tower, Yangon, Myanmar. The Workshop was held as AP from the Regional Modular Training on Enhancing the Utilization of FTAs by SMEs (December 4 - 8, 2017).

#### Objectives

- Create awareness on the concepts of FTA;
- Share information about how SMEs can benefit from the FTAs;
- Share information about how SMEs can effectively utilize FTAs;
- Share information about the importance of international trade;
- Share information about FTAs and their utilization procedures for regional and international trade.

#### Participants

Thirty (30) participants attended the event. They comprised fifteen (15) from the trading sector, ten (10) from the services sector, two (2) from the Import sector, and two (2) from other sectors. Among, fourteen (14) were female and sixteen (16) were male.



#### Topics Covered

- FTAs and Myanmar;
- ASEAN Trade in Goods Agreement;
- Facilitations of ASEAN Trade in Goods and Rules of Origin;
- Tariff Negotiation Process



## Best Practices and Lessons Learned

- Participants learned about the FTAs and the ways to utilize them;
- Participants learned about tariff negotiation process;
- Participants learned about the rules of origin;
- Participants learned about trade facilitation process.



## Outcomes

- According to the training evaluation and feedbacks from the participants, the training was successful;
- Most participants improved the knowledge on FTAs and the way to utilize them.

## Recommendations from the Training Participants

- Want to know more about the FTAs;
- Want to learn this kind of topics via media, YouTube and website;
- Need more time to cover all the highlighted topics.

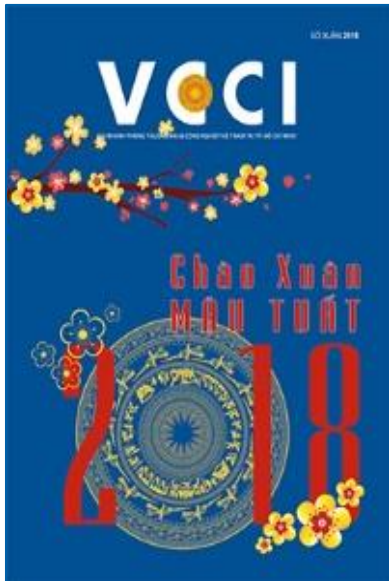
## Recommendations by Organizing Team



- Need more funds for training program;
- MI representative should have participated in the training program as an observer;
- Need workshop / training program with longer duration by the MI;
- Exclusive and In-depth training programs are required for UMFCCI affiliated associations.

### 5.3.4. Vietnam

#### Introduction



Vietnam has participated in ASEAN Economic Community (AEC) and 16 FTAs. However, only 35% of exporters in Vietnam take advantage of FTAs and 15 - 17% of enterprises in Vietnam know about the AEC and FTAs. Against this background, Vietnam Chamber of Commerce and Industry (VCCI) Ho Chi Minh City (HCMC) branch, shared information about FTAs to Vietnamese enterprises through its Media channels. This was an AP from the Regional Modular Training on Enhancing the Utilization of FTAs by SMEs (December 4 - 8, 2017).

#### Objectives

- Share information about FTAs to Vietnamese enterprises through Media channels of VCCI HCMC

#### Activities



- **Step 1: Raise the awareness** - Catch enterprises' attention on FTAs and benefits they offer;
- **Step 2: Provide articles that detail FTA** - Help enterprises understand how to utilize FTAs to enhance their business performance;
- **Step 3: Interact with enterprises** - Discuss and answer enterprises' questions about FTAs.

**Article Title:** NOTES WHEN CHECKING TAX OFFER FROM FREE TRADE AGREEMENT

#### Main content:

1. What is Most Favored Nation (MFN) and how to apply MFN in FTAs;
2. Classify the import / export products;
3. Identify the schedule of implementing the commitment related to cutting tax;
4. Meeting the Rules of Origin.

The article was shared on four media channels of VCCI HCMC Branch (Newsletter, Online Newsletter, E - Newsletter and Website).

## Results



- Newsletter was sent to leaders of 2,000 Vietnamese enterprises located in the southern Vietnam;
- The article page of the online Newsletter ([https://issuu.com/vcci\\_hcm/docs/ban\\_tin\\_vcci-hcm\\_02022018](https://issuu.com/vcci_hcm/docs/ban_tin_vcci-hcm_02022018)) was read by 2,237 people (56.64%) (counted from February 02 to March 26, 2018);
- E - Newsletter was sent to email of 4,000 Vietnamese enterprises located in the southern Vietnam. Among, 1,825 enterprises (45.62%) clicked to read the article;
- Website (<http://vcci-hcm.org.vn/kinh-te-trong-nuoc/cac-luu-y-khi-kiem-tra-uu-dai-thue-trong-cac-hiep-dinh-thuong-mai-tu-do-fta-tt7220.html>) was viewed by 6,168 people (counted from February 02 to March 22, 2018).

## Challenges

- Selection of the article topic;
- Referring to the information from the course material to build the article;
- The information delivered is still general, not detailed.

## Next Steps

**Step 1: Raise the awareness** - Catch enterprises' attention on FTAs and the benefits they offer (January – March 2018);

**Step 2: Provide articles that detail FTA** - Help enterprises understand how to utilize FTAs to enhance their business performance (April – August 2018);

**Step 3: Interact with enterprises** - Discuss and answer enterprises' questions about FTAs (September – December 2018).

### 5.3.5. Thailand

#### Introduction



On January 19, 2018, the Khon Kaen Biz Club organized the Workshop on “Moving Forward Biz Club Khon Kaen, Networking and FTA Utilization” at the Green Hotel & Resort, Khon Kaen, Thailand. The Workshop was held as AP from the Regional Modular Training on

Enhancing the Utilization of FTAs by SMEs (December 4-8, 2017).

## Objectives

- Enhance local SMEs' understanding on the importance of FTAs;
- Let local SMEs realize the opportunity to expand their business across the GMS countries by utilizing the FTAs;
- Share the successful SMEs' experience to local SMEs;
- Build stronger connection among Khon Kaen Biz Club's members in order to expand their business in the future.

## Participants and Resource Persons



Eighty - three (83) participants participated in the Workshop. Among them, forty - one (41) was female whereas forty - two (42) were male. At the workshop, five professional resource persons delivered lectures, presentations and class activities.

- Mr. Sumate Mangkang (Chairman, Khon Kaen Biz Club);
- Mr. Jiamsak Thongrung (Chairman, Software and Business Innovation Association);
- Mr. Tanongsak Khunkra (Owner, EQ Foodland Laos Operation);
- Mr. Thara Wattanawikrai (Business Consultant);
- Dr. Anon Khamwon (Vice Dean, Khon Kaen University Business School)

## Workshop Contents

### 1. Direction and adaptation of BIZ CLUB to be Smart SMEs



#### Key issues for Learning

- SMEs realize the opportunity to expand their business across the GMS countries;
- Strategic succession plan in business;
- SMEs business expansion with sustainable growth;  
IT knowledge is a must for SMEs business.

## 2. FTA utilization, decrease of trading cost, how to take benefits



### Key issues for the learning

- Enhancing local SMEs to understand the importance of FTAs;
- Find the opportunity for local SMEs to expand their market to GMS countries.

### Outcomes

- Participants understood and realized the importance of FTAs;
- Participants found the opportunity to expand their market to the GMS countries;
- Closer relationship among Khon Kaen Biz Club members was established.

## 5.4. Modular Training Evaluation

### 5.4.1. Group Work by Country



In this session, participants evaluated the modular training approach by using the principles of Relevance, Efficiency, Effectiveness, Sustainability, Institutional Development and Other Impact (RESSI). The participants also provided the recommendations for future improvement in terms of contents, structure and schedule.

### 5.4.2. Group Presentation by Country

In this session, participants presented the results of the group work as summarized below.

## <Lao PDR>

### Relevance



- Lao MSMEs, especially Micro Enterprises, are not yet ready to export;
- The government of Lao PDR tries its best to promote SME development by making policy to support the sector as priority;
- Beside providing to strengthen fundamentals of organizational management, production and marketing, improving the awareness on FTAs is very necessary in the

same time. It can be done through providing the opportunity for easy access to information source.

### Efficiency

- The representatives from the each sector were invited to join as per expectation;
- According to the assessment result, the participants were satisfied with the lessons learned delivered in the Workshop;
- Lao MSMEs expect to join more workshops, seminars and training courses to gain new knowledge on FTAs.

### Effectiveness

- Participants understood and obtained new knowledge from the Workshop and bring it back to improve themselves;
- Participants who are doing export business can apply knowledge and experiences on FTAs they gained during the Workshop;
- The Workshop could not deliver all topics related to FTAs due to limited knowledge, understanding and experiences of our team and time.

### Sustainability

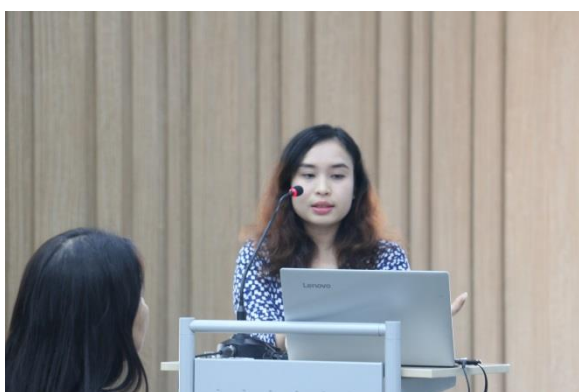
- Based on the results of the Workshop, the organizing team expects to continue to disseminate the lessons learned on FTAs at provincial level;
- Speakers should be upgraded to ensure that the knowledge related to FTAs is well transferred to Lao MSME community;
- Cooperation with international institutions, organizations and public and private stakeholders is important for obtain technical and financial support for running activities concerning with FTAs.

## Institutional Development & Other Impact

- Beside cooperating with institutions, it is very necessary to improve management system, policy making system and legislations on strengthening MSMEs in the same direction;
- FTAs should be developed to be the curriculums of colleges and university;
- Create the channel for the MSMEs in Lao PDR to easily access to FTAs related information.

## <Myanmar>

### Relevance



- All the selected participants were from local SMEs and most of them were from the trading sector;
- According to the feedbacks from the participants, 57% of them mostly improved knowledge and skills on FTAs utilization and 42% of them can apply knowledge and skills gained to their work.

### Efficiency

- There were very limited time frame and financial support, so only 30 participants out of 65 inquiring e - mails had to be selected;
- 57% of the selected participants gained the basic knowledge of FTAs and their utilization.

### Effectiveness

- The training program aimed to acquaint participants with the concepts, policies, strategies and good practices in promoting local products in the era of AEC;
- The training duration was short but the target SME members became more aware of the FTAs and their rules & regulations, rules of origin and tariff negotiation process.

### Sustainability

- Upload the post event news on UMFCCI Website and Facebook page;
- Conduct cost - effective training for UMFCCI affiliated association and policy maker;
- Conduct experience sharing and business networking program for local SMEs.

## Institutional Development & Other Impact

- Support from the government and other related sectors to develop more activities, training and workshop to develop the capacity of local SMEs further;
- Support from the policy maker, to create more efficient flow of goods, trade, services, capital and investments, as well as of skilled labors and human resources across the region;
- A deeper understanding on challenges and issues faced by cross - border trade and management needs to be developed between related government officials and business owners to support policy and structural reforms.

### <Vietnam>

#### Relevance



Target groups encountered the lack of information and technical assistance related to FTAs utilization. As such, the VCCI-HCMC Branch shared related information through its media channels. The information covered (i) FTAs that are signed between Vietnam and its partners; (ii) update on the FTAs negotiation status, especially on new - generation FTAs; and (iii) technical benefits in the FTAs (e.g., tariffs).

#### Efficiency

VCCI (i) strongly influences enterprise community in Vietnam with official reference to search news and statistics related to SMEs in the country; (ii) connects with many institutions; and (iii) cooperates to organize workshops / seminars to help SMEs increase their competitiveness. VCCI also enables easy, quick and economical access to SMEs and there is no cost for organizing workshops.

#### Effectiveness

- Sharing information daily and monthly, with reliable source of information (e.g., General Statistic Office, Career Associations);
- Large number of access to newsletter, e-news, e-newsletter and website (4,000 Vietnamese enterprises in the southern Vietnam receive VCCI - HCMC branch's news. Also, VCCI's website recorded 6,168 viewers over the first 2 months of 2018);
- Information related to SMEs is saved in VCCI's database and news is delivered to them automatically;
- VCCI's books are published and printed out, which serves as important reference for SMEs to look up information;
- Sharing information on media is the fastest way for SMEs to access to information related to FTAs;



- There is need for some changes in enterprises' operation including (i) always update emails and website; and (ii) create budget for purchasing VCCI's documentaries.

### Sustainability

- VCCI and enterprises continue to offer mutual benefit. Many VCCI's activities (including sharing information on media channels) are supported by the enterprises and this means that enterprises receive valuable information from the VCCI;
- VCCI can connect enterprises together. VCCI can easily and speedily access to SMEs in order to set up networks for sharing information or providing technical assistance;
- Cooperation between VCCI and other similar Chamber of Commerce and Industries (CCIs) from ASEAN Mekong Subregion (AMS) also creates a great big data on sharing information (e.g. establishing SMEs website in CLMV countries in the future and updating and sharing information and providing consultation and technical assistance for enterprises);
- Digital environment can be accessible everywhere and everywhen and can share information so conveniently.

### Institutional Development & Other Impact

- Identify the assumptions on external factors that are considered necessary to achieve impact which include (i) governmental bodies changing the regulations which are barrier for SMEs; and (ii) international agencies supporting to improve source of information.

### <Thailand: Group 1>

#### Relevance



- The Workshop was significantly relevant because not all the participants have their own business or are exporter;
- The Workshop was open to anyone who are interested in the topics;
- In order for the Workshop to be more relevant, the selection of participants should have been conducted.

## Efficiency

- The right target group was not achieved;
- The Workshop was open and focused on general issues related to business and not focused specifically on FTA related topics;
- In order for the Workshop to be more efficient, selection of the participants should have been conducted.

## Effectiveness

- The topics discussed in the Workshop were interesting and beneficial. Participants were eager to gain knowledge;
- In order for the Workshop to be more effective, selection of participants should have been conducted;
- More interactive activities, group discussions and presentations should have been conducted.

## Sustainability

- The time and human resource was not enough. The APs work basically for obtaining awareness only;
- In order to achieve sustainability, more trainings and seminars need to be held to reinforce stakeholders' knowledge;
- Training of Trainers (ToT) should be conducted to cascade the knowledge on a continuous basis.

## Institutional Development & Other Impact

- Cooperation from other economic or business sector and / or organization to conduct the same kind of the event and engage in database gathering for building up the knowledge (e.g. Khon Kaen Chamber of Commerce, small enterprises, Federation of Thai Industries (FTI) and Biz Club).

## <Thailand: Group 2>



### Relevance

- The Workshop was relevant and met the needs of participants as they are SMEs, mainly from Khon Kaen province;

### Efficiency

- The Workshop achieved the expected number of beneficiaries. The participants

understood more about the benefits of FTAs and quite interested in the topics they learned from the Workshop;

### Effectiveness

- The Workshop was quite effective, as it not only provided the knowledge regarding the utilization of FTAs to participants but it also shared experience of successful entrepreneurs to participants.

### Sustainability

- The benefits of FTAs for each country are different. It is because of the political system and policy, surrounding environment, way of doing things and so on. As such, the most important thing is the aims of each business enterprises. Beside the budget, we think all of the business can stay sustainably.

### Institutional Development & Other Impact

- The policy: If enterprises have the regulations and focus on it to earn the advantage of FTAs;
- The training course on FTAs: The government should provide the training course on FTAs to those SMEs who are interested in utilizing it.

## 5.5. Closing Remarks

*Mr. Sudam Pawar, Director, Innovation and Technological Connectivity (ITC) Department, Mekong Institute (MI) (Officer in Charge: OIC)*



On behalf of the MI Executive Director, Mr. Pawar expressed MI's appreciation for the active participation and contribution to the success of the workshop. Mr. Pawar presented that through modular training approach, all the participants understood the basics behind the FTAs, how to utilize FTAs in their respective country, and how FTAs will help develop more businesses within the country or among the countries and the

region.

Mr. Pawar emphasized that the participants who took part in the modular training program are the catalyst who act as the change agent in their countries. They are expected to support stakeholders in their countries, including SMEs and Public and Private trade promotion organizations (TPOs), by proactively providing the knowledge and experience they gained. At the Workshop, the participants also shared experiences among different

country, which will lead to the real impacts. Finally, Mr. Pawar concluded that the MI looks forward to seeing more tangible benefits and impacts in the LMVT.

## 6. Modular Training Evaluation

The end-of-cycle evaluation was conducted to assess the management and implementation of the modular training program during the period of December 2017 – March 2018, which followed modular training approach with three interrelated stages below:

- **Learn to Do:** Regional Modular Training on Enhancing the Utilization of Free Trade Agreement (FTAs) by SMEs (December 4 - 8, 2017);
- **Do to Learn:** APs implementation (December 2017 - March 2018);
- **Share to Learn:** S&E Workshop (March 28 - 29, 2018).

The evaluation allowed all participants to freely comment, without the scrutiny of instructors / facilitators and program staff. Different components were rated on a scale of 1 to 5 (1 - Not Satisfied; 2 – Less Satisfied; 3 – Somewhat Satisfied; 4 - Satisfied; 5 – Very Satisfied).

### 6.1. Workshop Objective

Overall average rating was 4.15 (Satisfied). Participants reported that ‘to share experience of implementing the APs and obtain feedback from co - participants’ to be especially relevant with average rating of 4.32.

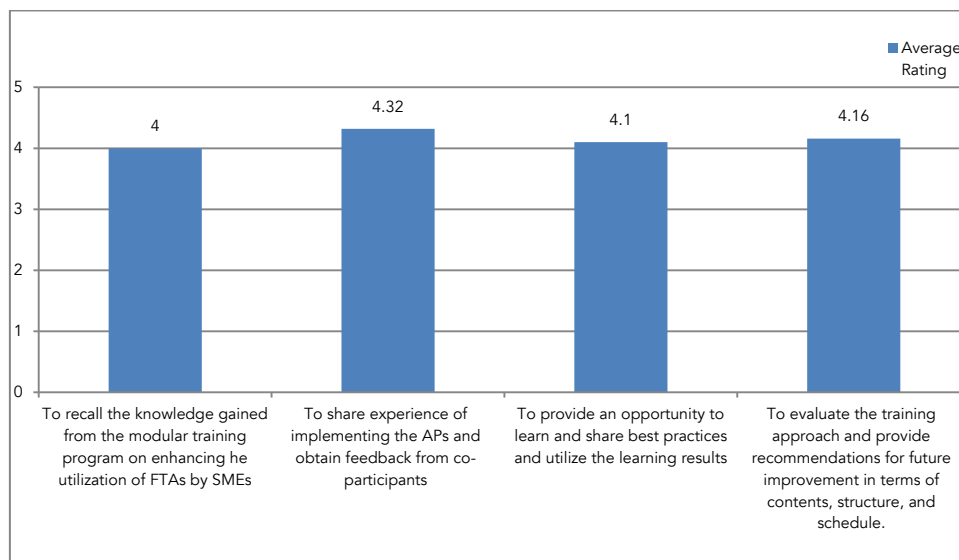


Figure 2. Learning Program Objectives

## 6.2. Relevance of Knowledge and Skills

Overall average rating was 4.11 (Satisfied). Participants reported that knowledge and skills gained from the training program was relevant to their work / business.

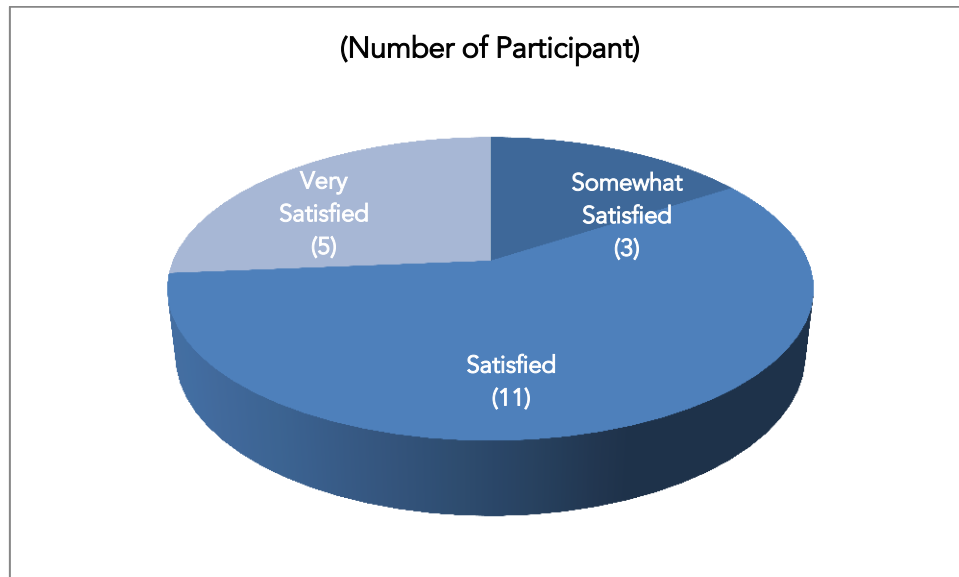


Figure 3. Relevance of Knowledge and Skills

## 6.3. Application of Knowledge and Skills

Overall average rating was 4.11 (Satisfied). Participants reported that they applied knowledge and skills gained from the training program to their workplace / business.

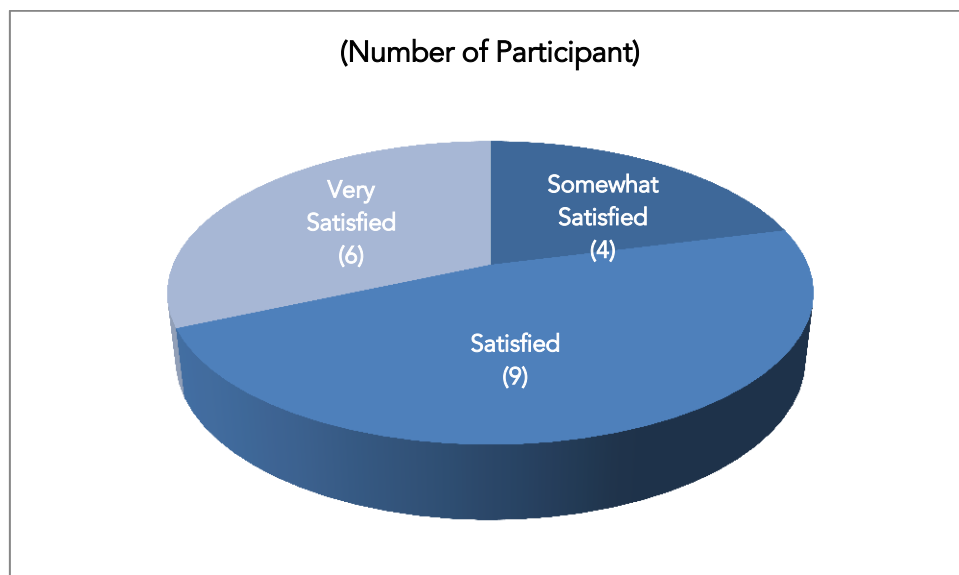


Figure 4. Application of Knowledge and Skills

## 6.4. Program Structure

Overall average rating was 4.17 (Satisfied). Participants reported that they are especially satisfied with the MI's facilitation during the Workshop with the average rating of 4.42.

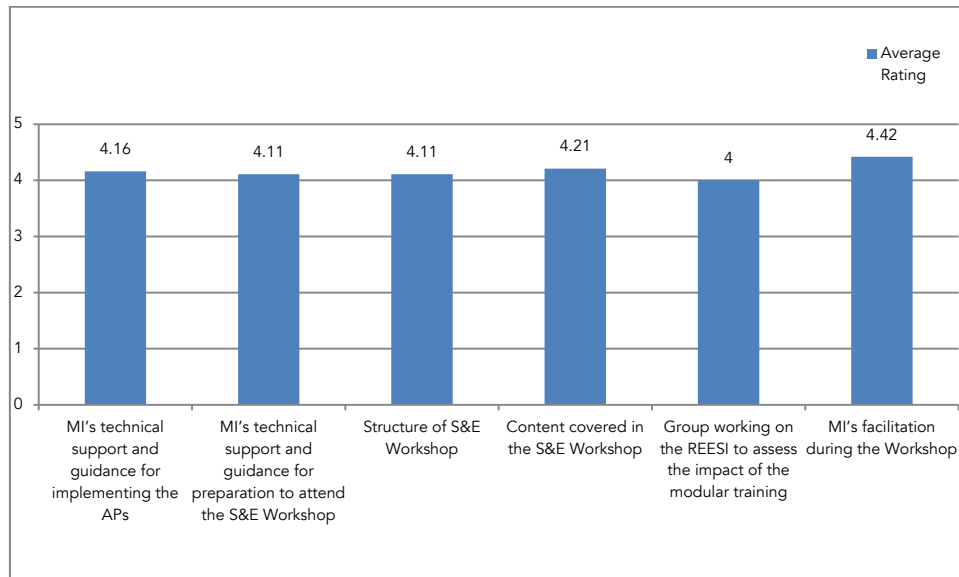


Figure 5. Program Structure

## 6.5. Overall Assessment

Participants reported that they were satisfied with the S&E Workshop with the average rating of 4.32 (Satisfied).

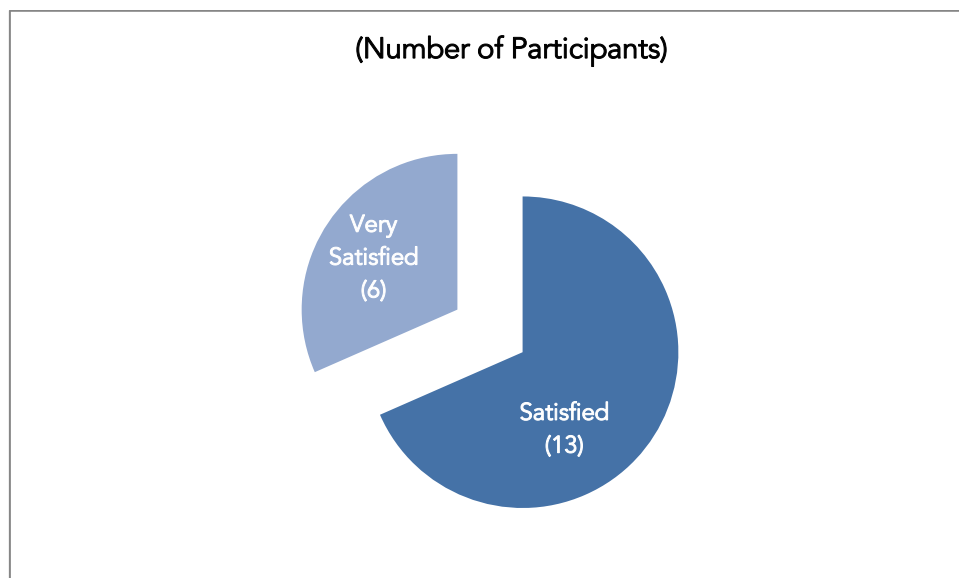


Figure 6. Overall Assessment

## 7. Suggestions / Recommendations

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

- The modular training program is suitable for entrepreneurs in Laos who are interested in import and export. The program taught us on how we can collectively benefit from the Free Trade Agreement (FTA). However, more technical supports from the MI are needed.

## 8. Workshop Facilities

Mekong Institute, Khon Kaen, Thailand



The MI Residential Training Center is located at Khon Kaen University. The Center is equipped with the following facilities:

- Three Conference rooms fully equipped with 24-hour wireless internet service, audio-visual equipment and training materials;
  - Mekong River Conference Room (maximum capacity: approximately 120 people);
  - James Bolger Conference Room (maximum capacity: approximately 80 people);
  - Savannakhet Room (maximum capacity: approximately 40 people);

- GMS Resource Center and Common Rooms

The Mekong River Conference Room hosted the S&E Workshop.

### Mekong River Conference Room, MI's Annex Building



### Map





## Cafeteria



## 9. Photos



## 10. Reference / Attachment

### 10.1. Presentation of AP Implementation Results

#### 10.1.1. Lao PDR - Vientiane


**“FTA Utilization Dissemination Workshop”**  
 February 16<sup>th</sup>, 2018 at LNCCI Conference Room  
 Vientiane Capital  
 Lao PDR.

**Introduction:** The Workshop has aimed to provide the information of Free Trade Agreements for increasing understanding and creating beneficiaries for SMEs, Business/Group Associations, Staff of LNCCI, SSC, Public Agencies, University and other stakeholders in Vientiane Capital, Lao PDR.

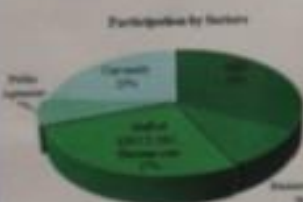
**Objectives:**

- Disseminate the lesson learnt to Lao SMEs community.
- Upgrade the readiness of Lao MSME for global market.

**Participants:**

- Total participants 30.
- MSME 10
- Business/Group Associations 3
- Staff of LNCCI, SSC, Phasme.com 8
- Public Agencies 2
- University of Laos 7.  
(Female: 19)  
(Male: 11)

**Participation by Sector**



**By Gender**



**Sessions**

1. “FTA Utilization for SMEs Introduction Opportunity and Challenge”
2. “How to use [www.tradehelp.org](http://www.tradehelp.org)”
3. “Trade facilitation”
4. “Barrier to promote SMEs”
5. “Non-tariff barriers in ASEAN”

**Outcomes**

- Participants increase understanding how to utilize Free Trade Agreements.
- Participants gain the good lesson learnt for preparation meeting with the new challenging competition in the region.

**Best Practice and Lesson learned**

Organizing this workshop is very good opportunity to gather the various of stakeholders who need to share and exchange the experiences on FTA utilization. During workshop, the participants have raised the questions and gotten the answer from the Team together with support from participants who really experienced in export such as Lao silk, salt, furniture.

**Important Discussion Points**

- Trade Barriers
- Non-tariff Barriers
- Regional trade agreements
- MFN (Most Favored Nation)
- Access to Trade step

**Conclusion**

- The workshop was successful
- The assessment results confirmed that the Action Plan was implemented.
- The experience of FTA from stakeholders have been sharing and exchanging.
- The participants were highly satisfied with the workshop.

**Recommendations**

- MF Representative should join the workshop as observer
- Financial support for workshop implementation should be higher.

**Lao Vientiane Capital Team**

1. Mr. Phoukhong Sonevongsay
2. Mr. Phoummasack Fawantana
3. Mr. Sangbouthone Phongsavay
4. Ms. Sithiphone Vithayom
5. Ms. Soukdatvith Ahlack

## 10.1.2. Lao PDR – Savannakhet

### Enhancing the Utilization of FTAs by SMEs

#### Introduction



Our team from Lao PDR includes Department of Industry and Commerce of Khanmouane and from Savannakhet Province. We are honored to report the results of the workshop of "Enhancing the Utilization of FTAs by SMEs", on February 23, 2018 at the Chamber of Commerce and Industry, Savannakhet province, in order to implement the program of Enhancing the Utilization of FTAs by SMEs that participated in the training course at Khonkaen, Thailand, on December 4-9, 2017 under the cooperation between MI and TICA to build capacity for the public and private sectors. From this objective, the government has highlighted the importance of this training. Therefore, it has sent officials from the state and the private sector to participate in organizing these activities.



#### Key objective

- To enable government officials and entrepreneur from the agricultural sector (chicken farms and cow farms) to understand and apply the benefits of the FTA by SMEs
- To make the entrepreneur can learn about the methods and procedures of exporting goods
- To give entrepreneurs new ideas in developing their business using the utmost benefits form



#### Contents

- Overview of SMEs countries
- Conceptual framework of RTA/FTA
- Barriers to promoting SMEs in regional and global supply chains
- Role of RTA/FTA as facilitators
- Tariff negotiation process in an FTA
- Trade facilitation in ASEAN FTA
- Tariff free under selective lists/negative lists/excluded lists as per regional and international requirements in the AEC framework.

#### Outcomes



- To enable participants to understand the utmost benefits under the FTA convention and understand the special privileges to receive during the export of goods, especially those engaged in agriculture, such as livestock groups, farming groups.
- In addition, entrepreneurs can improve the quality of farming, livestock to have high quality as well as the regional and international levels, and can be exported internationally in the future to make other farms bigger and expand in each levels. It is also an encouragement to create jobs for the people
- Both the government sector and the entrepreneurs can share lessons and find solutions in order to both parties are get benefits.

#### Participants

Participants at this workshop included 40 participants, 9 women, including representatives from the other sectors as following: from government and private sector farmer's groups, Agriculture/Farm groups, Norbouy farm group.

#### Best practices and lesson learned



#### learned

- Best practices**
  - FTA Utilization introduction opportunity and challenge
  - Overview of SMEs countries
  - Tariff negotiation process in an FTA
  - Role of RTA/FTA as facilitators
- Lesson learned**
  - The workshop was organizing in the first time. So, our learn can get the lessons learned that: The MI program should prepare and support the lecturer to present in each of the topics and lead implementing activities in the program.
  - The MI program should have a follow-up technique and evaluate the activities of the program activities.

#### Recommendation


Actions suggested to be taken for assisting the SME cluster

- Propose to have the disseminate this topic at provincial, district and university levels as it is very important topic in SME business, especially regional and international integration, but under technical assistance to present and elaborate on remaining project implementation.
- Propose to the MI program help access to finance and international markets.
- Propose to the MI to approve the budget of implementing activities in advance or before two weeks of activity implementation because the team will use it to pay for the necessary use and other expand that related to activities.

#### Team of implementers



### 10.1.3. Myanmar



## National Training Utilization of FTA by SME

22nd March 2018, UMFCCI Tower, Yangon, Myanmar


**Introduction**

MI in cooperation with TICA conducted a modular Training on the Utilization of FTA by SME from the 4th December to 8th December, 2018.

After the training Myanmar participant from UMFCCI developed the action plan with the help of MI, TICA and UMFCCI, conducted a National Training on the Utilization of FTA by SME.

**Participants**

- 30 Participants




Gender

- Male 16
- Female 14

**Participants by Sector**

- 18 persons from Services
- 12 persons from Trading
- 3 persons from Import
- 3 persons from Others



Participant by Sector

**Steps of Developing Action Plan**

- Prepare Action Plan and Send it to MI
- Request Budget for conducting the Training
- Arrange Training Schedule
- Select Participant to invite Training
- Prepare Invitation, Training Venue, Stationery, Backdrops and other Arrangements

**Objectives**

- Create awareness of concepts of Understanding FTA
- To share how to Utilize FTA by SME.
- To share how SMEs can benefit from FTA

**Contents**

- Introduction, Myanmar and FTAs
- ASEAN Trade in Goods
- Facilitation in ASEAN Trade in Goods & Rules of Origin







**Best Practices & Lesson Learned**

- FTA and how to utilize it
- Tariff Negotiation Process
- Rules of Origin
- Trade Facilitation

**Outcome**

Most of the Participant improved the knowledge about FTA and how to Utilize it.

**Photos From Training**

## 10.1.4. Vietnam

# VIETNAM

**Context:**

- Vietnam has joined AEC and 16 FTAs
- Only 35% of Vietnam's exports take advantage of those FTAs
- Only 15-17% of Vietnamese enterprises know about FTAs

### ACTION PLAN IMPLEMENTATION

## SHARING INFORMATION ABOUT FTAS TO VIETNAMESE ENTERPRISES ON MEDIA CHANNELS OF VCCI HCMC

**Result:**

1. Newsletter:	Reach out 2,000 enterprises
2. Online Newsletter:	Have 3,949 read times
3. E-Newletter:	Reach out 4,000 enterprises
4. Website:	Have 6,168 page views



**1. Newsletter**



**3. E-Newletter**



**4. Website**

 <p><b>2. Online Newsletter</b></p>		
--	--	--

Supported by:

10.1.5. Thailand

fta

Date: 19 Jan, 2018  
a full day AIP.

At: The Green Hotel & Resort, KK.

Workshop on "Moving forward Biz Club Khon Kaen, Networking and FTA Utilization"

Workshop Evaluation

Direction and adaptation of Biz Club to be smart SMEs

Activities

	Not at all	Slightly	Moderately	Quite	Very	Average
1.1 How well are you able to identify the training to increase your knowledge and skills	2%	0%	20%	20%	20%	38%
	1	0	4	4	4	14
1.2 How relevant the content of knowledge and skill gained from the training is to you and	2%	0%	20%	20%	20%	38%
	1	0	4	4	4	14

FTA utilization, decrease of trading cost, how to take the benefit.

Q/A

TIC & MI

## 10.2. Modular Training Evaluation

### 10.2.1. Program Objectives

	Not Satisfied 1	Less Satisfied 2	Somewhat Satisfied 3	Satisfied 4	Very Satisfied 5	Average Rating
<ul style="list-style-type: none"> <li>To recall the knowledge gained from the modular training program on Enhancing the Utilization of FTAs by SMEs;</li> </ul>			4	11	4	4
<ul style="list-style-type: none"> <li>To share experience of implementing APs and obtain feedbacks from co-participants;</li> </ul>			2	9	8	4.32
<ul style="list-style-type: none"> <li>To provide an opportunity to learn and share best practices and utilize the learning results;</li> </ul>			4	9	6	4.10
<ul style="list-style-type: none"> <li>To evaluate the training approach and provide recommendations for future improvement in terms of contents, structure, and schedule.</li> </ul>			1	14	4	4.16

### 10.2.2. Knowledge and skills gained from the training

How do you rate about	Not Satisfied 1	Less Satisfied 2	Somewhat Satisfied 3	Satisfied 4	Very Satisfied 5	Average Rating
<ul style="list-style-type: none"> <li>Relevance of knowledge and skills from the training to your workplace / business</li> </ul>			3	11	5	4.11
<ul style="list-style-type: none"> <li>Application of knowledge and skills gained from the training to your workplace / business</li> </ul>			4	9	6	4.11



### 10.2.3. Program Structure

How do you rate about	Not Satisfied 1	Less Satisfied 2	Somewhat Satisfied 3	Satisfied 4	Very Satisfied 5	Average Rating
• MI's technical support and guidance for implementing the action plans		1	2	9	7	4.16
• MI's technical support and guidance for your preparation to attend at the S&E Workshop		1	2	10	6	4.11
• Structure of S&E Workshop			3	11	5	4.11
• Content covered in the S&E Workshop			2	11	6	4.21
• Group working on the REESI to assess the impact of the modular training			4	11	4	4.00
• MI's facilitation during the workshop			2	7	10	4.42

### 10.2.4. Overall Assessment

How do you rate about	Not Satisfied 1	Less Satisfied 2	Somewhat Satisfied 3	Satisfied 4	Very Satisfied 5	Average Rating
Overall satisfaction with the S&E Workshop				13	6	4.32

## 10.3. Concept Note

### 10.3.1. Background

Mekong Institute (MI), with the support from the Thailand International Cooperation Agency (TICA), successfully conducted one - week Modular Training Program on “Enhancing the Utilization of Free Trade Agreements (FTAs) by SMEs” from December 4 - 8, 2017 at its residential training center, Khon Kaen, Thailand. The training aimed to (i) develop the capacity of SMEs and representatives from government agencies, private sector bodies, namely; Chambers of Commerce and Industry (CCI), business associations, exporters and importers in the GMS countries; and (ii) provide the significance of FTAs for improving their knowledge with the necessary skills for greater utilization of FTAs in their businesses and trade in the regional and global markets.

As part of the training program, the participants developed the country - wise Action Plans (APs) for transferring their gained knowledge and experience to related beneficiaries and stakeholders in Lao PDR, Myanmar, Vietnam, and Thailand (CLMVT). The APs covered dissemination activities of lessons learned on the utilization of FTAs to related government agencies and SMEs in Lao PDR, Myanmar, Vietnam and Thailand (LMVT).

To review the learning and the APs implementation results and obtain feedbacks of the modular training cycle, two days Synthesis and Evaluation (S&E) Workshop is scheduled on March 28 - 29, 2018 at Mekong Institute, Khon Kaen, Thailand. The S&E workshop aims at (i) providing a platform for the participants to present their APs implementation; (ii) sharing best practices and outcomes from their implementation experiences; and (iii) reflecting their feedbacks as contribution to improving the training contents.

### **10.3.2. Objectives**

The specific objectives of the S&E Workshop are to:

- a) recall the knowledge gained from the modular training program on Enhancing the Utilization of FTAs by SMEs;
- b) share experience of implementing the APs and obtain feedbacks from co-participants;
- c) provide an opportunity to learn and share best practices and utilize the learning results;
- d) evaluate training approach and provide recommendations for future improvement in terms of contents, structure, and schedule.

### **10.3.3. Program Activity**

The S&E Workshop is structured to provide an opportunity for the participants to present their experience of implementing APs. The APs presentation will be in the form of information market, photos, videos, posters display and power point presentations, etc. in line with the topics and methods applied by the APs. The Workshop will also serve as a platform to exchange experience and lessons learned among the participants from their APs implementation.

### **10.3.4. Target Participants**

The program is for participants who joined one week training program. Those participants are from relevant government agencies, Chambers of Commerce and Industry (CCI), business associations (BAs), SME exporters and business development service (BDS) providers from LMVT.

### 10.3.5. Output

The Workshop is expected to enhance insights of the participants on the impact of the capacity development program from training program to APs implementation. This is also a chance for the MI to receive participants' specific recommendations for further development of its programs.

### 10.3.6. Contact

**Mr. Madhuriya Kumar Dutta**

Director, Trade and Investment Facilitation (TIF) Department, Mekong Institute (MI)  
 Tel: (+66) 43 202411-2 ext. 2101  
 Fax: (+66) 43 203656  
 Email: dutta@mekonginstitute.org  
 Website: www.mekonginstitute.org

**Mr. Sa-nga Sattanun**

Program Manager, Trade and Investment Facilitation (TIF) Department, Mekong Institute (MI)  
 Tel: (+66) 43 202411-2 ext. 2102  
 Fax: (+66) 43 203656  
 Email: sa-nga@mekonginstitute.org  
 Website: www.mekonginstitute.org

### 10.4. Program Schedule

Wednesday, March 28, 2018	
Venue: Mekong River Conference Room, 2 <sup>nd</sup> Floor, Mekong Institute, Khon Kaen, Thailand	
07:00 - 08:30	Breakfast
08:30 - 08:45	<b>Participant Registration</b> <ul style="list-style-type: none"> <li>- Ms. Sasiporn Phuphaploy, Program Assistant, Trade and Investment Facilitation (TIF) Department, Mekong Institute (MI)</li> </ul>
08:45 - 08:55	<b>Welcome Remarks</b> <ul style="list-style-type: none"> <li>- Mr. Sudam Pawar, Director, Innovation and Technological Connectivity ITC Department, Mekong Institute (MI) (Officer In Charge)</li> </ul>
08:55 – 09:00	<b>Group Photo</b>
09:00 – 09:10	<b>Overview of S&amp;E Workshop</b> <ul style="list-style-type: none"> <li>- Mr. Sa-nga Sattanun, Program Manager, Trade and Investment Facilitation Department (TIF), Mekong Institute (MI)</li> </ul>
09:10 – 09:50	<b>Display of Information Market on Action Plans (AP) Implementation in LMVT (Using Poster, Activities Photos)</b> <ul style="list-style-type: none"> <li>- By Participants</li> </ul>
09.50-10.10	<b>Coffee Break</b>
10:10 – 11:05	<b>Discussion on Information Market – AP Lao PDR – Vientiane (Q&amp;A: using Poster, Activities Photos, VDO and PPTs, Q&amp;A)</b>  <b>Presentation #1 – AP Lao PDR – Vientiane: FTA Utilization</b>  (Present in Power Point focusing on best practices, lesson learnt, challenges and recommendation) <ul style="list-style-type: none"> <li>- Moderator: Mr. Sa-nga Sattanun, Program Manager, Trade and Investment Facilitation Department (TIF), Mekong Institute (MI)</li> </ul>

11:05 – 12:00	<p><b>Discussion on Information Market - AP Lao PDR – Savannakhet</b> (Q&amp;A: using Poster, Activities Photos, VDO and PPTs, Q&amp;A)</p> <p><b>Presentation #2 – AP Laos: Enhancing the Utilization of FTAs by SMEs</b> (Present in Power Point focusing on best practices, lesson learnt, challenges and recommendation)</p> <ul style="list-style-type: none"> <li>- Moderator: Mr. Sa-nga Sattanun, Program Manager, Trade and Investment Facilitation Department (TIF), Mekong Institute (MI)</li> </ul>
12:00 - 13:10	<b>Lunch</b>
13.10-14.00	<p><b>Discussion on Information Market - AP Myanmar</b> (Q&amp;A: using Poster, Activities Photos, VDO and PPTs, Q&amp;A)</p> <p><b>Presentation #3 – AP Myanmar:</b> <i>Knowledge Sharing on Effective FTA Utilizations of SMEs</i> (Present in Power Point focusing on best practices, lesson learnt, challenges and recommendation)</p> <ul style="list-style-type: none"> <li>- Moderator: Mr. Sa-nga Sattanun, Program Manager, Trade and Investment Facilitation Department (TIF), Mekong Institute (MI)</li> </ul>
14.00-14.50	<p><b>Discussion on Information Market - AP Vietnam</b> (Q&amp;A: using Poster, Activities Photos, VDO and PPTs, Q&amp;A)</p> <p><b>Presentation #4 – AP Vietnam: Knowledge Sharing via Publications on Effective FTA Utilizations of SMEs</b> (Present in Power Point focusing on best practices, lesson learnt, challenges and recommendation)</p> <ul style="list-style-type: none"> <li>- Moderator: Mr. Sa-nga Sattanun, Program Manager, Trade and Investment Facilitation Department (TIF), Mekong Institute (MI)</li> </ul>
14:50 – 15:30	<b>Coffee Break</b>
15:30 – 16:20	<p><b>Discussion on Information Market - AP Thailand</b> (Q&amp;A: using Poster, Activities Photos, VDO and PPTs, Q&amp;A)</p> <p><b>Presentation # 4 - AP Thailand – Workshop on “Utilization on FTA for SMEs group and Biz Club</b> (Present in Power Point focusing on best practices, lesson learnt, challenges and recommendation)</p> <ul style="list-style-type: none"> <li>- Moderator: Mr. Sa-nga Sattanun, Program Manager, Trade and Investment Facilitation Department (TIF), Mekong Institute (MI)</li> </ul>
16:20 – 17:00	Self - Study
17:00 Onwards	<b>Dinner – self payment</b>

Thursday, March 29, 2018	
Venue: Mekong River Conference Room, 2 <sup>nd</sup> Floor, Mekong Institute, Khon Kaen, Thailand	
07:00 - 08:45	Breakfast
08:45 - 10:00	<p><b>Group Work by Country</b> on Evaluation of the training by using the principles of REESI to assess the impact of the training.</p> <ul style="list-style-type: none"> <li>• <b>Relevance</b> refers to "how relevant is the activity to the target groups' needs"</li> <li>• <b>Efficiency</b> refers to "has the activity reached the expected number of beneficiaries (institutions, targeted trainees etc.) within the expected time frame?"</li> <li>• <b>Effectiveness</b> refers to "how is the activity quality? How do the stakeholders perceive them? Were the targeted beneficiary groups actually reached? Has the activity generated any results that could lead to changes of the assisted institutions' operation?"</li> <li>• <b>Sustainability</b> refers to "to what extent are the benefits from the activity likely to continue after the project completion in terms of financial, institutional, technical and environmental sustainability and local ownership?"</li> <li>• <b>Institutional Development &amp; other Impact</b> refers to "Identification of the assumptions on external factors that are considered necessary to achieve impact"</li> </ul> <p>- Moderator: Mr. Sa-nga Sattanun, Program Manager, Trade and Investment Facilitation Department (TIF), Mekong Institute (MI)</p>
10:00 – 10:30	Coffee Break
10:30 - 11:40	<p><b>Presentation by Country on the Result of the Group Work</b></p> <p>- Moderator: Mr. Sa - nga Sattanun, Program Manager, Trade and Investment Facilitation Department (TIF), Mekong Institute (MI)</p>
11:40 - 11:50	Evaluation
11:50 – 12:00	<p><b>Closing Remarks</b></p> <p>- Mr. Sudam Pawar, Director, Innovation and Technological Connectivity ITC) Department, Mekong Institute (MI) (Officer In Charge)</p>
12:00 - 13:30	Lunch
13:00 Onwards	Departure to Respective Country

## 10.5. Participants' Directory

No.	Photo	Name / Position	Organization	Contact
<b>Lao PDR (6)</b>				
1		Mr. Vongphouthone PHONGMEXAY Staff Officer	Department of Industry and Commerce, Vientiane, Lao PDR	Tel: +856 21 264 769 Mobile: +856 20 2999 3302 Email: <a href="mailto:vongphouthone1988@gmail.com">vongphouthone1988@gmail.com</a>
2		Ms. Oneouma BOTSABANG Deputy Section of Trade Promotion	Department of Industry and Commerce of Khammouane Province, Lao PDR	Tel: +856 51 212 075 Mobile: +856 20 5433 5546 Email: <a href="mailto:oneouma_bsb@yahoo.com">oneouma_bsb@yahoo.com</a>
3		Mr. Phoukhong SONEVONGXAY Deputy Director	SMEs Service Centre (SSC) Lao National Chamber of Commerce and Industry (LNCCI)	Tel: +856 21 416 267 Mobile: +856 20 5954 8789 Email: <a href="mailto:psonevongxay@gmail.com">psonevongxay@gmail.com</a>
4		Ms. Soukdavanh ALYLACK Trade Official	Department of Trade Promotion Ministry of Industry and Commerce	Tel: +856 21 454 091 Mobile: +856 20 5507 0303 Email: <a href="mailto:soukdavanh131190@gmail.com">soukdavanh131190@gmail.com</a>
5		Mr. Phoummasack Fawatthana Deputy Director	Fawatthana Co., Ltd Vientiane, Lao PDR	Tel: +856 21 212 266 Mobile: +856 20 5551 1115 Email: <a href="mailto:fawatthana@yahoo.com">fawatthana@yahoo.com</a>
6		Ms. Sitthiphone Vilaysom Technical Officer	Department of SME Promotion, Ministry of Industry and Commerce, Vientiane, Lao PDR	Mobile: +856 20 7780 3259 Email: <a href="mailto:lsitthiphone5@gmail.com">lsitthiphone5@gmail.com</a>
<b>Myanmar (2)</b>				

No.	Photo	Name / Position	Organization	Contact
7		Ms. Myat Hsu Kay Khine  Marketing Manager	The Republic of the Union of Myanmar Federation of Chambers of Commerce and Industry, Yangon	Tel: +95 1 9010 505 Mobile: +95 9 4210 34998 Email: <a href="mailto:myatsu26@gmail.com">myatsu26@gmail.com</a>
8		Ms. Hnin Yee Nandar  Staff Officer	The Republic of the Union of Myanmar Federation of Chambers of Commerce and Industry, Yangon	Tel: +951 2314 344 Mobile: +959 9508 63711 Email: <a href="mailto:hninyeenandar7@gmail.com">hninyeenandar7@gmail.com</a>
<b>Vietnam (2)</b>				
9		Mr. Bui Hong Vinh  Official	Service Sector Department, Ministry of Planning and Investment, Hanoi, Vietnam	Tel: +84 8 043 821 Mobile: +84 9021 66085 Email: <a href="mailto:hvinh85@gmail.com">hvinh85@gmail.com</a>
10		Ms. Nguyen Thi Van Anh  Specialist	Vietnam Chamber of Commerce and Industry, Ho Chi Minh City Branch	Tel: +84 28 3932 5171 Mobile: +84 909 110192 Email: <a href="mailto:vannah@vcci-hcm.org.vn">vannah@vcci-hcm.org.vn</a>
<b>Thailand (9)</b>				
11		Mr. Burapong Voraraktara  Managing Director	Account Plus Consult Biz Ltd. and Burapanich Transport Ltd. Khon Kaen	Mobile: +66 81 836 4500 Email: <a href="mailto:bura836@gmail.com">bura836@gmail.com</a>
12		Ms. Chuda Kasetpheutphon  Consultant	OK Mass Co., Ltd. Khon Kaen, Thailand.	Tel: +66 2 618 77814 Mobile: +66 81 261 9779 Email: <a href="mailto:khunchuda@gmail.com">khunchuda@gmail.com</a>
13		Ms. Laddaporn Sommuang  Local Politician	Local District Administration 108 Moo 1, Tambon Nong Paok, Doi Luang, Chiang Rai, Thailand.	Mobile: +66 82 331 6110 Email: <a href="mailto:modladdaporn@gmail.com">modladdaporn@gmail.com</a>

No.	Photo	Name / Position	Organization	Contact
14		Mr. Subin Pongpanmeesuk  Marketing and Sale Manager	B.P. Supakij Co., Ltd. Bangkok	Mobile: +66 89 777 7353 Email: <a href="mailto:bp.supakij@gmail.com">bp.supakij@gmail.com</a>
15		Ms. Pimwipa Mueangmao  Business Owner	Herbal Pimwipa Home Chiangrai Province, Thailand.	Mobile: +66 95 129 5104 Email: <a href="mailto:pimwipadeuan@gmail.com">pimwipadeuan@gmail.com</a>
16		Ms. Ploynapas Ruangsaengsilp  Managing Director	Pracharat Raksamakki Prachinburi (Social Enterprise) Co. Ltd, Prachinburi Province	Mobile: +66 81 850 9206 Email: <a href="mailto:ploynapus@gmail.com">ploynapus@gmail.com</a>
17		Mrs. Sasinapha Popranom  Sale Executive	Wanaplan, Nongrua District, Khon Kaen	Mobile: +66 61 636 8335 Email: <a href="mailto:sasinapha9840@gmail.com">sasinapha9840@gmail.com</a>
18		Mrs. Sangoblux Jaroenpon  Lecturer	Sakaeo Community College, Sakaeo Province	Tel: +66 37 425487 Mobile: +66 87 078 8477 Email: <a href="mailto:joom_naja1234@hotmail.com">joom_naja1234@hotmail.com</a>
19		Mr. Sumate Mangkang  Managing Director	Oryza World Co., Ltd., Khon Kaen	Tel: +66 43 470 297 Mobile: +66 62 598 5924 Email: <a href="mailto:sumate@oryza-world.com">sumate@oryza-world.com</a>



## 10.6. MI Organizing Team

Organizing Team				
1		Mr. Madhurjya Kumar Dutta  Director	Mekong Institute Trade & Investment Facilitation (TIF) Department	Tel: +66 43 202 411 - 2 Ext. 2101 Mobile: +66 87 492 7118 Email: <a href="mailto:dutta@mekonginstitute.org">dutta@mekonginstitute.org</a>
2		Mr. Sa-nga Sattanun  Program Manager	Mekong Institute Trade & Investment Facilitation (TIF) Department	Tel: +66 43 202 411 - 2 Ext. 2102 Mobile: +66 87 858 2628 Email: <a href="mailto:sa-nga@mekonginstitute.org">sa-nga@mekonginstitute.org</a>
3		Mr. Toru Hisada  Program Officer	Mekong Institute Trade & Investment Facilitation Department	Tel: +66 43 202 411 - 2 ext. 2104 Mobile: +66 89 011 8672 Email: <a href="mailto:toru@mekonginstitute.org">toru@mekonginstitute.org</a>
4		Ms. Sasiporn Phuphaploy  Program Assistant	Mekong Institute Trade & Investment Facilitation Department	Tel: +66 43 202 411 - 2 Ext. 2109 Mobile: +66 88 304 4427 Email: <a href="mailto:sasiom@mekonginstitute.org">sasiom@mekonginstitute.org</a>

## 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.



**MEKONG  
INSTITUTE**

123 Mittraphap Rd., Muang District  
Khon Kaen 40002, Thailand  
Tel: + 66 (0) 43 202 411 to 2  
Fax: + 66 (0) 43 203 656  
[information@mekonginstitute.org](mailto:information@mekonginstitute.org)