

Joint Synthesis and Evaluation (S&E) Workshop

SME Cluster Development and Export Consortia Formation
Business Database Development in the SEC

June 8-9, 2017



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Mekong Institute (MI)
Khon Kaen, Thailand

Acknowledgements

Mekong Institute (MI) would like to acknowledge the active participation of project beneficiaries and stakeholders from the 19 provinces along the Southern Economic Corridor (SEC) in Cambodia, Myanmar, Thailand and Vietnam (CMTV) to the Joint Synthesis and Evaluation (S&E) Workshop on SME Cluster Development and Export Consortia Formation and Business Database Development in the SEC. The participants successfully presented and shared outcomes, experiences, lessons learned and best practices from the Action Plans (APs) Implementation from the two regional training programs conducted in 2016. The participants also effectively evaluated their APs implementation.

The Joint S&E Workshop could not have been accomplished without the kind and generous support from the Government of Japan through the Japan-ASEAN Integration Fund (JAIF).

Lastly, our sincere appreciation also goes to the Project Team of Trade and Investment Facilitation (TIF) Department, the team of Monitoring, Evaluation and Learning (MEL) Department and all the Mekong Institute (MI) staff members for their support and assistance to ensure the successful completion of the Joint S&E Workshop.

Trade and Investment Facilitation (TIF) Department
Mekong Institute

Khon Kaen, Thailand
June 2017

Executive Summary

Mekong Institute (MI) organized a two-day Joint Synthesis and Evaluation (S&E) Workshop on “SME Cluster Development and Export Consortia Formation” and “Business Database Development in the SEC” on June 8-9, 2017 at its Residential Training Center. The Workshop is part of the project on “Enhancing Competitiveness of Small and Medium-sized Enterprises (SMEs) in the Southern Economic Corridor (SEC) of ASEAN Mekong Subregion (AMS)” funded by Japan – ASEAN Integration Fund (JAIF).

Twenty-nine (29) representatives of SME product clusters, provincial trade and industry-related departments, chambers of commerce and industries (CCIs) and business associations (BAs) from 19 project provinces in CMTV attended the Workshop. Participants have implemented the APs since the completion of the two regional training programs conducted in 2016. The S&E Workshop is a consolidated event where MI provided a highly interactive platform for the participants to review, reflect and learn from each other on their APs implementation.

Participants also shared and obtained feedback from the co-participants regarding the progress, outputs and lessons learned from the individual AP implementation. They first reported the achievements obtained - such as product certifications, development of new product package design, purchase of production equipment, the creation of product brochure and the collection of business profiles. However, the participants also raised existing challenges and additional capacity building needs essential for cluster development and business database development (e.g. product quality, farming and production technologies, value addition, production cost, finance and human resources, sales and marketing, product export procedure, identification of regional and global markets and profiling of business data.)

At the same time, the monitoring and evaluation (M&E) of the AP implementation progress through group discussion was conducted. The participants shared the most challenging parts of APs implementation, the implementation strategies, the technical assistance, and external resources needed.

MI will take suggestions, recommendations and capacity building needs into account, and will continue to assist the project’s beneficiaries and stakeholders in improving capacity and competitiveness, especially for SMEs in the SEC under the project framework.

Acronyms

AMS	ASEAN Mekong Subregion
AP	Action Plan
BA	Business Association
BDS	Business Development Service
CCI	Chamber of Commerce and Industry
CDP	Cluster Development Plan
CMTV	Cambodia, Myanmar, Thailand and Vietnam
JAIF	Japan-ASEAN Integration Fund
M&E	Monitoring and Evaluation
MEL	Monitoring, Evaluation and Learning
MI	Mekong Institute
S&E	Synthesis and Evaluation
SEC	Southern Economic Corridor
SLV	Structured Learning Visit
SME	Small and Medium-sized Enterprise
TIF	Trade and Investment Facilitation
TPO	Trade Promotion Organization

Content

Acknowledgements	iii
Executive Summary.....	iv
Acronyms.....	v
List of Figures.....	vii
List of Tables.....	vii
1. Introduction	1
2. Objectives.....	1
3. Expected Outputs.....	2
4. Workshop Structure.....	2
5. Participants	2
6. Program Contents.....	4
6.1. Welcome and Opening Remarks.....	4
6.2. Overview of the Joint S&E Workshop.....	4
6.3. Session I: Individual Presentation on the Implementation of CDP.....	4
6.3.1. Presentation of Market Information Tool (Poster / Flipchart).....	4
6.3.2. CDP Implementation Outcome Presentation and Evaluation	5
6.4. Session II: Individual Presentation on Business Profiles Collection	14
6.5. Session III: Review of Modular Training Approach	21
6.5.1. Presentation on the Progress of Action Plans.....	21
6.5.2. Group Discussions and Presentations.....	14
6.6. Participants' Speech.....	20
6.7. The Way Forward and Closing Remarks.....	20
7. Conclusion	20
8. Appendix.....	21
8.1. The Poster Presentation of the Clusters	21
8.2. The Powerpoint Presentation from Database Collection.....	25
8.3. Concept Note	42
8.4. Program Schedule	44
8.5. Participants' Directory.....	47
8.6. MI Organizing Team	51

List of Figures

Figure 1. Modular Training Approach	1
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List of Tables

Table 1. Cluster Development Plan (CDP)	5
Table 2. Key Results, Lessons Learned and Best Practices.....	6
Table 3. Recommendations / Suggestions	9
Table 4: Future Plans by the Cluster Group.....	11
Table 5: Progress / Outputs on Business Profiles Collection	14
Table 6: Lessons Learnt and Recommendations / Suggestions for Future Improvement.....	16
Table 7: Progress of CDP Implementation.....	11
Table 8: Progress of Business Profiles Collection	13
Table 9: Challenges and Proposed Strategies on CDP Implementation	15
Table 10: Challenges and Proposed Strategies on Business Profiles Collection.....	17

Joint Synthesis and Evaluation (S&E) Workshop

SME Cluster Development and Export Consortia Formation Business Database Development in the SEC

1. Introduction

The Mekong Institute (MI) conducted Regional Trainings on “SME Cluster Development and Export Consortia Formation” on September 12-17, 2016 and “Business Research and Database Development in the SEC” on November 14-18, 2016 respectively at its Residential Training Center, Khon Kaen, Thailand. These regional training programs are 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).

Abovementioned two regional training programs followed a modular cycle approach which includes three phases which are (i) **Learn to Do** (regional training programs at MI); (ii) **Do to Learn** (APs Implementation by the participants in the project provinces); and (iii) **Share to Learn** (Synthesis and Evaluation (S&E) Workshop at MI for the participants to report and share outcomes, experiences, lessons learned and best practices from the APs Implementation).

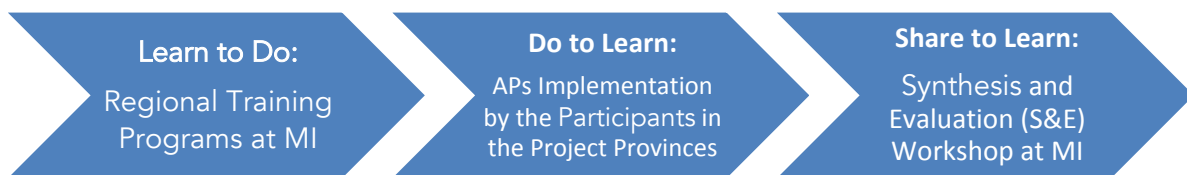


Figure 1. Modular Training Approach

As part of the “Do to Learn” approach, the participants implemented Action Plans (APs) on SME cluster development and business profiles collection covering (i) provincial profiles; (ii) company / SME profiles including technological support requests; and (iii) Trade Promotion Organization (TPO) profiles for uploading in the SEC business database at www.sec4business.com. The APs were conducted in 19 project provinces in the SEC from October 2016 to May 2017 with the support and assistance by the team of Trade and Investment Facilitation (TIF) Department of MI.

To report and share the progress and outcomes of the APs Implementation and monitor and evaluate APs Implementation, MI organized a two-day Synthesis and Evaluation (S&E) Workshop at its Residential Training Center on June 8-9, 2017.

2. Objectives

- Revisit the knowledge gained from the Regional Training Programs on (i) SME Cluster Development and Export Consortia Formation; and (ii) Business Research

and Database Development in the SEC; 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;
- Evaluate the modular training approach and provide recommendations for its improvement in terms of contents, structure and duration.

3. Expected Outputs

- Participants shared the outcomes and experiences from the APs implementation and received feedbacks from co-participants;
- Participants shared and learned best practices from the APs implementation;
- Participants provided suggestions and recommendations for the further improvement of the modular training approach in terms of contents, structure and duration.

4. Workshop Structure

The workshop was organized in the form of back-to-back events. The first part was set for the reflection on the implementation of the individual AP on SME Cluster Development and Business Profiles Collection through an interactive platform for the participants to present and share outcomes, experiences, lessons learned and best practices from the APs implementation. The second part was set for the discussion between the participants and the MI Monitoring, Evaluation and Learning (MEL) Department to monitor and evaluate the APs implementation.

5. Participants

A total of twenty-nine (29) participants, representing SME product clusters, provincial trade and industry-related departments, CCIs and BAs from 19 project provinces in CMTV attended the Workshop.

They comprised fourteen (14) from Cambodia, two (2) from Myanmar, seven (7) from Thailand and six (6) from Vietnam. Among them, eleven (11) were female and eighteen (18) were male. In terms of sectors, twelve (12) participants or 41% are from the public sector, and seventeen (17) participants or 59% are from the private sector.

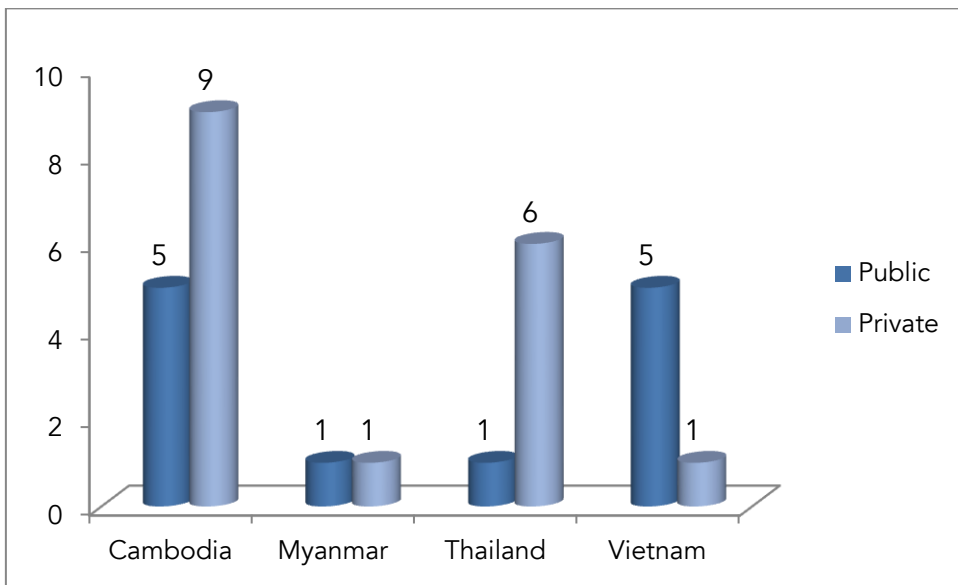
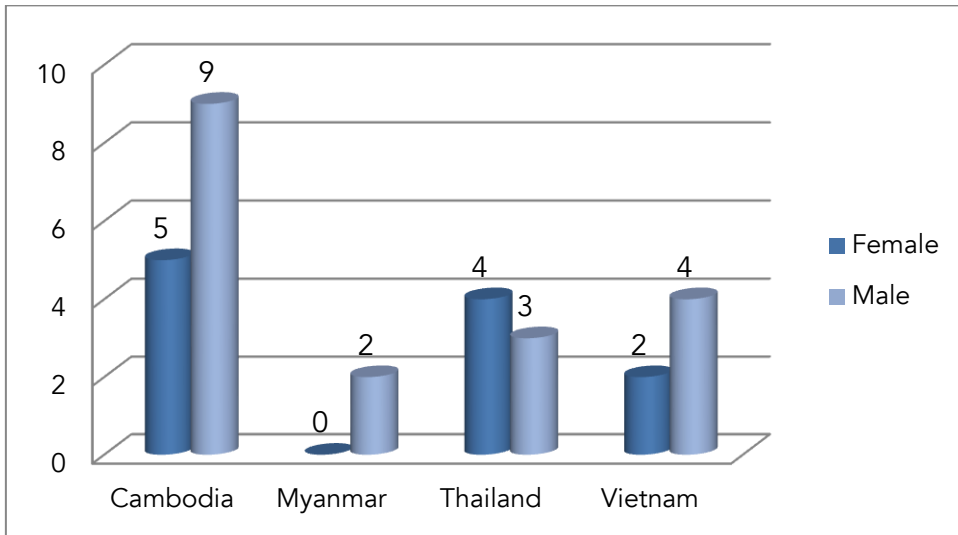


Figure 2. Participants Ratio

6. Program Contents

6.1. Welcome and Opening Remarks

*By Mr. Madhurjya Kumar Dutta (OIC: Officer-in-Charge)
Director, Trade and Investment Facilitation (TIF)
Department, Mekong Institute (MI)*



On behalf of the MI Executive Director, Mr. Dutta welcomed all the participants to the MI and expressed MI's appreciation for participants' hard work in implementing two APs. Mr. Dutta emphasized that the Workshop is a co-learning event where MI and participants learn from each other. There is presence of representatives from CMTV and the Workshop is also an opportunity to share experiences between countries. Mr. Dutta wished all the participants for the successful two-day Workshop.

6.2. Overview of the Joint S&E Workshop

*By 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 '**Lean to Do,**' '**Do to Learn**' and '**Share to Learn.**' He also explained the objectives, expected outputs and daily wise program schedule of the Workshop.

6.3. Session I: Individual Presentation on the Implementation of CDP

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

6.3.1. Presentation of Market Information Tool (Poster / Flipchart)

This session was designated for the participants, through posters and flipcharts, to present their clusters and products information to co-participants who acted as regional investors and buyers. Through this exercise, participants gained more confidence in presenting their clusters and products to regional byers and investors that help them in expanding their market to regional level.



6.3.2. CDP Implementation Outcome Presentation and Evaluation

This session was designed for the participants to reflect his / her Cluster Development Plan (CDP) implementation such as key results, lessons learned, best practices, recommendations / suggestions for future improvements and future plans. Country wise presentation was organized and each participant was given 10 minutes to present their CDP implementation in PPT format. Another 5 minutes were followed for the Q&A session. The Tables 1-4 below shows the key results, lessons learned and best practices from the CDP implementation and recommendations / suggestions for future improvements and future plans by each cluster group.

Table 1. Cluster Development Plan (CDP)

No.	Province	Cluster Development Plan (CDP)
Cambodia		
1	Banteay Meanchey	Improving Silk Productivity and Access to Export Markets
2	Battambang	Improving Productivity and Production Quality to Increase Sales Volume and to Promote Export
3	Kampong Chhnang	Improving Productivity and Aesthetics to Foster Pottery and Ceramic Products' Export
4	Kampot	Improving Natural Sault Flower Productivity and Quality to Meet Market Demands and to Export
5	Koh Kong	Improving Quality and Productivity of Fish Sauce
6	Preah Sihanouk	Improving Quality and Productivity of Dried Shrimp
7	Pursat	Improving Productivity and Promoting Export to the Region
8	Svay Rieng	Improving Quality and Packaging Standard of Smach Rice to Increase Sales Volume
Myanmar		
9	Tanintharyi Region / Dawei	Formation and Development of Mackerel Fish Cluster
Thailand		
10	Chanthaburi	Improving Quality of Durian Product
11	Kanchanaburi	Improving Productivity of Banana Product
12	Prachinburi	Developing Organic Rice Product

13	Ratchaburi	Improving Quality and Productivity of Aromatic Coconut
14	Sa-Kaeo	Improving Productivity of Aromatic Cosmetic Product
15	Trat	Developing Ko Kut CBT Cluster
Vietnam		
16	Ca Mau	Increasing Product Sales for Fish Farmers' Sustainability
17	Can Tho	Increasing Profit of Pangasius Cluster
18	Tay Ninh	Increasing Product Sales for Custard Apple Farmers' Sustainability

Table 2. Key Results, Lessons Learned and Best Practices

No.	Province	Key Results, Lessons Learned and Best Practices
Cambodia		
1	Banteay Meanchey	<ul style="list-style-type: none"> • Increased weaving looms; • Trainers obtained new weaving technique; • Established new products with good quality and color; • Found the way to motivate the weavers with higher payment; • Enhanced the knowledge of modern weaving technologies.
2	Battambang	<ul style="list-style-type: none"> • Upgraded the bottle steaming machine; • Purchased pumping motor to pump the fish sauce from fish sauce pot to storage; • Purchased plastic cover machine (sealer machine) to cover the fish sauce bottles for the better look of the products.
3	Kampong Chhnang	<ul style="list-style-type: none"> • Repaired and upgraded the production site for better production cycle; • Repaired and maintained the plant; • Purchased the production material; • Conducted technical and marketing study visit to Siem Reap Province; • Repaired and upgraded the Kilns.
4	Kampot	<ul style="list-style-type: none"> • Established salt drying shelters; • Developed Instruments / tools; • Initiated product design development.
5	Koh Kong	<ul style="list-style-type: none"> • Extended storage room and equipped with virus killing lamps; • Purchased new bottle washing machine from Shang Tong Province in China; • Registered to be a member of business promotion with Sihanouk cluster and

		<p>participated in various events to expand the markets;</p> <ul style="list-style-type: none"> • Attended various trainings / workshops with the Ministry / Department of Commerce on commercial registration, tax system, etc.; • Enhanced the knowledge and skill of co-workers in the production line.
6	Preah Sihanouk	<ul style="list-style-type: none"> • Completed cluster group's logo and label; • Developed new product packaging (with the purchase of new sealer machine); • Purchased production materials; • In the process of commercial registration and barcode development (Scheduled to be completed by September 2017).
7	Pursat	<ul style="list-style-type: none"> • Built cluster's new office for training and meeting; • Created cluster's logo; • Purchased soil parameter (PH) to check the soil; • Conducted a training on growing technique to the member; • In the process of working with Department of Commerce and Agriculture for the trade mark registration and GI process.
8	Svay Rieng	<ul style="list-style-type: none"> • Purchased new vacuum sealer machine; • Constructed the shelter to stock product; • Developed cluster's new logo and trademark (approved by the Department of Agriculture); • Developed new product label and package for the modernization of the product appearance.
Myanmar		
9	Tanintharyi Region / Dawei	<ul style="list-style-type: none"> • Formed three Mackerel Fish Clusters (One registered); • Established Thabouk Seik / Pyin Gyi Traditional Net Boat Association and Kanpa Ni Traditional Net Boat Association.
Thailand		
10	Chanthaburi	<ul style="list-style-type: none"> • Formed the Durian Quality Product Cluster; • Conducted the study visit to Suan Udom Sapthat.
11	Kanchanaburi	<ul style="list-style-type: none"> • Understood the cause of the problem and found the solutions to improve and develop the cluster; • Understood the way to improve the raw material quality and to develop all aspects of the business including products, production processes and distribution.

12	Prachinburi	<ul style="list-style-type: none"> • Doubled the production capacity after purchasing the rice dehumidifier; • Obtained opportunity to sell more products; • Cluster members got motivated and educated in terms of obtaining organic certification and engaging in more efficient production.
13	Ratchaburi	<ul style="list-style-type: none"> • Increased sales due to recipient of Global GAP Certification.
14	Sa-Kaeo	<ul style="list-style-type: none"> • Cluster members gained the knowledge on cluster development; • Expanded market to overseas; • Improved production process due to purchase of new production equipment.
15	Trat	<ul style="list-style-type: none"> • Increased the income distribution to the people in the area; • Distributed tourists from the main tourist attractions to the secondary tourist attractions; • Created new tourist routes; • Created the “love of the homeland” of the people in the area; • Established the development plans that come from the needs of the community and from the cluster.
Vietnam		
16	Ca Mau	<ul style="list-style-type: none"> • Purchased dried fish processing equipment; • Developed general standards for production; • In the process of applying VietGAP Certification; • Conducted the survey to collect information on the value chain.
17	Can Tho	<ul style="list-style-type: none"> • In the process of becoming a gold member of international media in aquaculture (www.undercurrentnews.com); • Updated Vietnam Pangasius price, other rival nation’s aquatic prices in whitefish such as Tilapia (China), cod, Pollock, international news in Pangasius Industry and new export situation in EU and the US; • Conducted two trainings to guide farmers to apply Business Management Practice Certification on 1) preventing and curing fish’s infectious diseases according to clean raising standards; and 2) criteria to control bacteria in seafood products in order to export to Japanese market; • Completed registration and designed an online

		forum for members to post basic contents of disease control to adapt to clean farming.
18	Tay Ninh	<ul style="list-style-type: none"> • Designed and completed the logo and brochure; • Designed and completed the package (carton) to consume the product; • Developed the website (htxnmangcauthanhtan.vn); • Cooperated with Tay Ninh Department of Plant Protection to produce clean products and establish food safety standards; • Contracted with Saigon Agricultural Biotechnology Center (ABC) on transferring science and technological knowledge to grow custard apple; • Practiced standardized product process to obtain Quality, Safety and Food Hygiene Certification; • Organized Workshop on practicing standardized product processing to obtain Quality, Safety and Food Hygiene Certification.

Table 3. Recommendations / Suggestions

No.	Province	Recommendations / Suggestions
Cambodia		
1	Banteay Meanchey	<ul style="list-style-type: none"> • Financial support; • Surface grinder; • More projects; • Study visit to neighboring countries.
2	Battambang	<ul style="list-style-type: none"> • More trainings related to cluster's term; • Trainings on fish sauce production with increased quality and safety; • Budgetary support; • Updated information sharing to the cluster; • Joint trainings or workshops with clusters from other countries.
3	Kampong Chhnang	<ul style="list-style-type: none"> • Training opportunities for the cluster members on the technical skills related to production; • Trainings on packaging.
4	Kampot	<ul style="list-style-type: none"> • Trainings on export procedure and set the product price of the cluster; • Humimeter with acceptable price; • Concrete / polyethylene tank for cleaning salt.

5	Koh Kong	<ul style="list-style-type: none"> Strengthened and enhanced product quality.
6	Preah Sihanouk	<ul style="list-style-type: none"> Ongoing and new projects; Tools & equipment; Skills and technical experts; Sustainable market.
7	Pursat	<ul style="list-style-type: none"> Trainings at overseas on the technical aspect of the orange crop; Trainings on product packaging.
8	Svay Rieng	<ul style="list-style-type: none"> Materials and technologies for quality improvement.
Myanmar		
9	Tanintharyi Region / Dawei	<ul style="list-style-type: none"> Government's commitment including the reform of laws and regulations; Information, knowledge and support for the cluster group; Internal and external exchange studies for the cluster group; Infrastructure development; Sustainable fishery sector.
Thailand		
10	Chanthaburi	<ul style="list-style-type: none"> Capital collection for the operation of the cluster group; Knowledge exchange on durian quality standard; Durian processing; Distribution channel.
11	Kanchanaburi	<ul style="list-style-type: none"> Solutions to prevent problem recurrence related to raw material, production cost, product quality and technical knowledge.
12	Prachinburi	<ul style="list-style-type: none"> More meetings to share result and best practices among cluster group; Ideas / recommendations for the further development of the cluster; New market for business expansion.
13	Ratchaburi	<ul style="list-style-type: none"> Advises on relevant technologies including farming technology, production technology and organic coconut dipping solutions.
14	Sa-Kaeo	<ul style="list-style-type: none"> Enhanced communication among relevant agencies involved to establish better understanding of the MI and its project.
15	Trat	<ul style="list-style-type: none"> Funds and support to organize activities; Sufficient human resource; Encouragement of cluster members for the cluster development.
Vietnam		

16	Ca Mau	<ul style="list-style-type: none"> Technologies for producing value-added products from dried fish such as fish meals, seasoning powders and spices; Find investors; Trade promotion to bring products to global market.
17	Can Tho	<ul style="list-style-type: none"> Japanese SMEs that have researchers on ingredients and amino acid added in the fish feed.
18	Tay Ninh	<ul style="list-style-type: none"> Improved hygienic pre-bagging; Improved handling of workers; Model machinery and equipment for farming (weeding machine, spraying machine, etc.); Technology on fruit harvesting and picking; Containers for the transportation of semi-processed, packaged and stored products; Preservation technology and equipment to delay fruit ripening; Export market information.

Table 4: Future Plans by the Cluster Group

No.	Province	Future Plans
Cambodia		
1	Banteay Meanchey	<ul style="list-style-type: none"> Build the silk worm field; Form clusters of luxurious weaving products with good quality.
2	Battambang	<ul style="list-style-type: none"> Construct one more building for workers; Change business brand; Register new trademark; Create new bottle shape; Purchase stainless steel pot to steam fish sauce; Repair and prepare more convenient product packaging room.
3	Kampong Chhnang	<ul style="list-style-type: none"> Develop and consecrate pottery and ceramic products; Promote decent work for the community; Recognize and qualify the national and internal product.
4	Kampot	<ul style="list-style-type: none"> Attend the training on lab analysis; Share experiences and technical knowledge on natural salt flower to other salt production groups.
5	Koh Kong	<ul style="list-style-type: none"> Strengthen and enhance the product quality to compete with competitors in domestic

		<ul style="list-style-type: none"> and neighboring countries; • Learn more about new technologies and innovations to produce and package the product better; • Purchase packaging machine with new technologies; • Upgrade 380 voltages of electricity (3 phases); • Learn more about the ways to enter export market.
6	Preah Sihanouk	<ul style="list-style-type: none"> • Request for formal commercial registration; • Request for barcode; • Update logo; • Purchase water activity testing machine; • Improve quality and find export market.
7	Pursat	<ul style="list-style-type: none"> • Expand the cultivated land; • Obtain packaging technique; • Establish the standard for growing orange.
8	Svay Rieng	<ul style="list-style-type: none"> • Improve the rice quality to be competitive in the local and international market; • Obtain the technique for storing the rice and product packaging; • Obtain own rice mill; • Obtain more pumping machines; • Learn about marketing.
Myanmar		
9	Tanintharyi Region / Dawei	<ul style="list-style-type: none"> • Conduct research and collect baseline data.
Thailand		
10	Chanthaburi	<ul style="list-style-type: none"> • Engage in durian processing.
11	Kanchanaburi	<ul style="list-style-type: none"> • Develop new products to expand the market and increase sales.
12	Prachinburi	<ul style="list-style-type: none"> • Make the cluster members complete the integrated farming system and expand to organic vegetable farming; • Motivate and educate cluster members to engage in organic agriculture, encourage them to produce more and guarantee them with the distribution channel and incomes; • Develop new product from available and existing resources.
13	Ratchaburi	<ul style="list-style-type: none"> • Establish coconut watering facility; • Increase coconut supply; • Increase health concern product; • Apply for Fair for Life Certification.
14	Sa-Kaeo	<ul style="list-style-type: none"> • Create a new product showroom; • Make a learning materials about 108 herbs in

		<p>Sa Kaeo;</p> <ul style="list-style-type: none"> • Develop labels and packages for all the products; • Expand the market to cover all markets including gift / souvenir market and those which are suitable for all ages; • Educate cluster members to know more about the use of herbs and to use herbs in everyday life.
15	Trat	<ul style="list-style-type: none"> • Implement annual running project; • Include all running routes and make a travel foot-path map; • Encourage each village to find their own strength (selling points).
Vietnam		
16	Ca Mau	<ul style="list-style-type: none"> • Apply high-end technology in dried fish processing; • Obtain sublimation technology; • Search for investors; • Construct dried fish processing plant; • Develop product brand (logo design, brand design, product slogan and product package design, register for trademark ownership, and design website); • Organize HACCP training for workers; • Apply for food hygiene and safety certification; • Apply for Occupational Safety and Health Professional Certification.
17	Can Tho	<ul style="list-style-type: none"> • Joint research board to improve the process of breeding Pangasius fingerlings to reduce diseases, increase survival rate and reduce environmental pollution during period of rearing of fry up to fingerlings; • Use product LP 20 (20% HK – L137) mixed in the fish feed to increase survival rate during period of rearing of fry up to fingerlings; • Contact House Wellness Foods Corporation (Japan) to update its result and help them to apply LP20 on farm' members; • Introduce Pangasius products to SEC market with highly nutritious value to markets to meet customers' requirements and contribute to increase export value and profit margin.
18	Tay Ninh	<ul style="list-style-type: none"> • Continue to improve the production

		<p>processing with the best effect, and improve the difficulty aspects as mentioned above;</p> <ul style="list-style-type: none"> • Find markets for products; • Build a foundation for the registration of the certificate of traceability; • Research on preservation and processing of post-harvest products such as (i) technical and preservation equipment to delay fruit ripening; (ii) wine; and (iii) canned custard apple.
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6.4. Session II: Individual Presentation on Business Profiles Collection

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

This session was designated for the participants to reflect APs Implementation on Business Profiles Collection such as progress / outputs, lessons learned and recommendations / suggestions for future improvements. Country wise presentation was organized and each participant was given 5 minutes to present their APs implementation in PPT format. Another 5 minutes were followed for the Q&A session. The Tables 5-6 shows the progress / outputs, lessons learned and recommendations / suggestions for future improvements from the APs implementation on business profiles collection.





Table 5: Progress / Outputs on Business Profiles Collection

No.	Province	Organization	Progress / Outputs
Cambodia			
1	Banteay Meanchey	Absent	Absent
2	Battambang	<ul style="list-style-type: none"> • Department of Industry and Handicraft • Department of Commerce 	<ul style="list-style-type: none"> • Provincial Profile (Completed); • Company Profile (4 Completed); • TPO Profile (4 Completed).
3	Kampong Chhnang	<ul style="list-style-type: none"> • Department of Industry and Handicraft • Department of Commerce 	<ul style="list-style-type: none"> • Provincial Profile (Completed); • SMEs or Company Profile (22 Completed); • TPO Profile (0 Completed).
4	Kampot	Absent	Absent



5	Koh Kong	<ul style="list-style-type: none"> • Department of Industry and Handicraft • Department of Commerce 	<ul style="list-style-type: none"> • Provincial Profile (Completed); • Company or SME Profile (24 Completed); • TPO Profile (3 Completed).
6	Preah Sihanouk	<ul style="list-style-type: none"> • Department of Industry and Handicraft • Department of Commerce • FASMEC 	<ul style="list-style-type: none"> • Provincial Profile (In Progress); • Company Profile (5 Completed); • TPO Profile (0 Completed)
7	Pursat	<ul style="list-style-type: none"> • Department of Industry and Handicraft • Department of Commerce • Chamber of Commerce 	<ul style="list-style-type: none"> • Provincial Profile (In Progress); • Company Profile (16 Completed); • TPO Profile (1 Completed);
8	Svay Rieng	<ul style="list-style-type: none"> • Department of Industry and Handicraft • Department of Commerce 	<ul style="list-style-type: none"> • Provincial Profile (In Progress); • Company Profile (0 Completed); • TPO Profile (0 Completed)
Myanmar			
9	Tanintharyi Region / Dawei	Department of SME Development	<ul style="list-style-type: none"> • Provincial Profile (In Progress); • Company Profile (3 Completed); • TPO Profile (1 Completed).
Thailand			
10	Chanthaburi	Provincial Cooperative Promotion Office	<ul style="list-style-type: none"> • Provincial Profile (Completed).
11	Kanchanaburi	Siam Banana	<ul style="list-style-type: none"> • Company Profile (1 Completed); • TOP Profile (0 Completed).
12	Prachinburi	Chamber of Commerce	<ul style="list-style-type: none"> • Provincial Profile (In Progress); • Company Profiles (3 Completed); • TPO Profile (1 Completed).
13	Ratchaburi	Provincial Agricultural Extension Office	<ul style="list-style-type: none"> • Provincial Profile (Completed).
14	Sa-Kaeo	Provincial Community Development Office	<ul style="list-style-type: none"> • Provincial Profile (In Progress)
15	Trat	Absent	Absent
Vietnam			
16	Ca Mau	Ca Mau Business	<ul style="list-style-type: none"> • Provincial Profiles (Completed)



		Association	<ul style="list-style-type: none"> • Company Profile (19 Completed); • TPO Profile (0 Completed).
17	Can Tho	Vietnam Chamber of Commerce and Industry (VCCI) branch in Ca Tho	<ul style="list-style-type: none"> • Provincial Profile (Completed); • Company Profile (18 Completed); • TPO Profile (7 Completed).
18	Tay Ninh	<ul style="list-style-type: none"> • Tay Ninh Enterprise Association • Tay Ninh Trade Promotion Center 	<ul style="list-style-type: none"> • Provincial Profile (Completed); • Company Profile (10 Completed) • TPO Profile (3 Completed)
19	Kien Giang	VCCI branch in Ca Tho	<ul style="list-style-type: none"> • Provincial Profile (Completed); • Company Profile (8 Completed); • TPO Profile (3 Completed)

Table 6: Lessons Learnt and Recommendations / Suggestions for Future Improvement

No.	Province	Organization	Lessons Learned / Recommendations and Suggestions
Cambodia			
1	Banteay Meanchey	Absent	Absent
2	Battambang	<ul style="list-style-type: none"> • Department of Industry and Handicrafts • Department of Commerce 	<p> Lessons Learned</p> <ul style="list-style-type: none"> • Difficult to get cooperation from other sectors and SME owners; • Difficult to get what is needed; • Some SME owners provide little or no information; • Some section in the business profile form is not clear. <p> Recommendations and Suggestions</p> <ul style="list-style-type: none"> • Meeting by MI and Department of Industry and Handicrafts, inviting all SMEs in Battambang province; • Longer duration for AP Implementation;

3	Kampong Chhnang	<ul style="list-style-type: none"> • Department of Industry and Handicraft • Department of Commerce 	<p>✚ Lessons Learned</p> <ul style="list-style-type: none"> • Insufficient time to implement AP; • Long distance between the Departments and the company (30km to 40km); • Lack of transportation and financial support to implement AP; <p>✚ Recommendations and Suggestions</p> <ul style="list-style-type: none"> • Continuous support and collaboration to the Department and the cluster group by the MI (trainings, financial support, etc); • Longer duration for the 2nd phase of the project.
4	Kampot	Absent	Absent
5	Koh Kong	<ul style="list-style-type: none"> • Department of Industry and Handicrafts • Department of Commerce 	<p>✚ Lessons Learned</p> <ul style="list-style-type: none"> • Good relationship with provincial hall officers and SME owners (Good communication and collaboration); • Obtained more information about other Departments in Koh Kong Province; • Had clear understanding of data collection process; • Understood the advantage of promoting enterprises' data on global social media; • Learned human behaviors and attitudes during survey; <p>✚ Recommendations and Suggestions</p> <ul style="list-style-type: none"> • Longer duration for AP implementation; • Encouragement and support for more data collection; • Regular communication between MI and the Departments in Koh Kong; • Easier questions in the business

			<p>profiles form;</p> <ul style="list-style-type: none"> • More trainings or workshops to share knowledge and experience.
6	Preah Sihanouk	<ul style="list-style-type: none"> • Department of Industry and Handicraft • Department of Commerce • FASMEC 	<p> Lessons Learned</p> <p><input type="checkbox"/> Positive</p> <ul style="list-style-type: none"> • Learned more about effective communication; • Some businesses and SMEs welcomed to process the data collection; • Established cooperation with the business and SMEs in Preah Sihanouk. <p><input type="checkbox"/> Negative</p> <ul style="list-style-type: none"> • Took long time to explain stakeholders about the project; • Some businesses paid no attention and were not interested in providing their business profiles; • Some businesses do not understand the benefit of providing their business profiles. <p> Recommendations and Suggestions</p> <ul style="list-style-type: none"> • Longer duration for AP implementation.
7	Pursat	<ul style="list-style-type: none"> • Department of Industry and Handicraft • Department of Commerce • Chamber of Commerce 	<ul style="list-style-type: none"> • Lessons Learned • Established cooperation between Departments, CC, businesses, SMEs and Community; • Obtained new experiences in business profiles collection; • Some businesses and SMEs paid no attention and were not interested in providing their business profiles; • Insufficient time for AP implementation; • Business and SMEs are often in the rural areas;

			<ul style="list-style-type: none"> • Lack of transportation; • Recommendations and Suggestion • Less information to be filled in the company profile form; • Longer duration for AP implementation; • Budget for AP implementation.
8	Svay Rieng	<ul style="list-style-type: none"> • Department of Industry and Handicraft • Department of Commerce 	<ul style="list-style-type: none"> •  Lessons Learned • Established collaboration with businesses, SMEs and community; • Some businesses paid no attention for company profile collection (do not see the benefit of providing profile); • Some institutions require time to discuss with their directors for providing profile; • Some institutions warmly welcomed to process data collection; • Significantly learned about the effective communication with the stakeholders; •  Recommendations and Suggestions • Longer duration for business profile collection; • Orientation and guidance on the business profiles forms provided by the MI (Some sections in the forms are difficult to understand).
Myanmar			
9	Tanintharyi Region / Dawei	Department of SME Development	<ul style="list-style-type: none"> • Business profiles collection requires significant time, cooperation and collaboration of relevant stakeholders; • Facilitation of communication among stakeholders in Tanintharyi Region / Dawei is needed.
Thailand			

10	Chanthaburi	Provincial Cooperative Promotion Office	<ul style="list-style-type: none"> Business profiles form should not contain too much and too detailed information.
11	Kanchanaburi	Siam Banana	<ul style="list-style-type: none"> The questions in the form should not be too complicated.
12	Prachinburi	Chamber of Commerce	<ul style="list-style-type: none"> Before proceeding business profiles form, meetings with each stakeholder should be organized to explain the process and find out any issues in order to effectively proceed with business profiles collection.
13	Ratchaburi	Provincial Agricultural Extension Office	<ul style="list-style-type: none"> There should be a clarification meeting for each provincial government office to receive their support and relevant information; Some provincial government offices do not have language experts and could not proceed.
14	Sa-Kaeo	Provincial Community Development Office	<ul style="list-style-type: none"> Provincial governmental office sometimes do not have data requested / or the person in charge does not know where to find the requested information; The lack of integration among provincial governmental offices have created barrier for the data collection.
15	Trat	Absent	Absent
Vietnam			
16	Ca Mau	Ca Mau Business Association	<ul style="list-style-type: none"> If there is a website interface, with multi-language support for online data input, it is much easier to collect a business profile.
17	Can Tho	VCCI branch in Ca Tho	<ul style="list-style-type: none"> Requires significant time for the translation of business profiles; The majority of businesses in the Mekong Delta are unfamiliar with B2B platform. They do not understand well about the benefits of the project and are not interested

			in providing their business profiles.
18	Tay Ninh	<ul style="list-style-type: none"> • Tay Ninh Enterprise Association • Tay Ninh Trade Promotion Center 	<p>Positive</p> <ul style="list-style-type: none"> • Established special relationship with enterprises and associations in the province; • Provincial government and the department collaborated for AP implementation; <p>Negative</p> <ul style="list-style-type: none"> • Requires significant time for the translation of business profiles; • The majority of businesses in the Mekong Delta are unfamiliar with B2B platform. They do not understand well about the benefits of the project and are not interested in providing their business profiles.
19	Kien Giang	VCCI branch in Ca Tho	<ul style="list-style-type: none"> • Requires significant time for the translation of business profiles; • The majority of businesses in the Mekong Delta are unfamiliar with B2B platform. They do not understand well about the benefits of the project and are not interested in providing their business profiles.

6.5. Session III: Review of Modular Training Approach

Facilitator: Monitoring, Evaluation & Learning (MEL) Department, Mekong Institute (MI)

This session was designated to share the progress of two APs being undertaken by the participants and highlight pending tasks. It also provided an opportunity for the interaction among participants from different provinces and countries for sharing experiences, challenges and lessons learned from the APs implementation.

6.5.1. Presentation on the Progress of Action plans

Presenter: Mr. Nazil Ul Haq, Program Officer, Monitoring, Evaluation & Learning (MEL) Department, Mekong Institute (MI)

Mr. Haq presented the progress of two APs by the project beneficiaries and stakeholders. For the AP on cluster development, according to the project monitoring tools, out of a target of 141 sub-activities for all the action plans, 60 sub-activities have been completed so far (39.47%). 53 sub-activities are in progress whereas there is no information about the remaining 28 sub-activities. Table 7 shows the progress of the CDP implementation in 19 project provinces in CMTV.

Table 7: Progress of CDP Implementation

Country	Provinces	# of Sub Activities	# of Sub Activities Completed	# of Sub Activities in Progress	# of Activities with no Information	Sub-Activities Completion Rate	Sub-Activities under-Progress	Sub-Activities with no information
Cambodia	Svay Rieng	7	2	5		28.6%	71.4%	0.0%
	Kampot Province	10	3	7		30.0%	70.0%	0.0%
	Preah Sihanouk	8	5	3		62.5%	37.5%	0.0%
	Koh Kong	17	6	11		35.3%	64.7%	0.0%
	Kampong Chhnang	3	3	0		100.0%	0.0%	0.0%
	Pursat	16			16	0.0%	0.0%	100.0%
	Battambang	6	6	0		100.0%	0.0%	0.0%
	Banteay Meanchey	12	7	5		58.3%	41.7%	0.0%
Total		79	32	31	16	40.5%	39.2%	20.3%
Myanmar	Dawei	7	3	4	0	42.9%	57.1%	0.0%
Total		7	3	4	0	42.9%	57.1%	0.0%
Thailand	Chanthaburi	6	3	3	0	50.0%	50.0%	0.0%
	Kanchanaburi	4	3	1	0	75.0%	25.0%	0.0%
	Prachinaburi	9	8	1	0	88.9%	11.1%	0.0%
	Ratchburi	3	3	0	0	100.0%	0.0%	0.0%
	Sakaeo	4	3	1	0	75.0%	25.0%	0.0%
	Trat	9	5	4	0	56.0%	44.0%	0.0%
Total		35	25	10	0	74.15%	25.85%	0.0%
Vietnam	Kien Giang	0	0	0	0	0.0%	0.0%	0.0%
	Ca Mau	11	0	0	11	0.0%	0.0%	100.0%
	Can Tho	4	0	3	1	0.0%	75.0%	25.0%
	Tay Ninh	5	0	5	0	0.0%	100.0%	0.0%
Total		20	0	8	12	0	40.0%	60.0%
Overall		141	60	53	28	39.47%	40.53%	20.00%

Mr. Haq also showed the progress of the business profiles collection to all the participants. With three different types of business profiles including "Provincial Profiles", "TPOs Profiles" and "Company Profiles," the progress of these profiles collection was assessed as compared to the targets. According to the data analysis, 5 out of 19 provincial profiles, 18 out of 158 TPOs profiles and 135 out of 932 company profiles have been completed so far. Table 8 shows the progress of each type of profiles for the project provinces and countries.

Table 8: Progress of Business Profiles Collection

Country	Provinces	Provincial Profile					TPO /Association Profile					Company Profiles				
		Target	Completed	Progress	No Data	Completion Rate	Targets	Completed	Progress	No Data	Completion Rate	Targets	Completed	Progress	No Data	Completion Rate
Cambodia	Svay Rieng	1	0	1	0	0.0%	11	6	4	1	54.5%	45	6	10	29	13.3%
	Kampot Province	1	0	1	0	0.0%	13	0	1	12	0.0%	45	1	4	40	2.2%
	Preah Sihanouk	1	0	0	1	0.0%	13	0	1	12	0.0%	55	6	10	39	10.9%
	Koh Kong	1	1	0	0	100.0%	12	2	0	10	16.7%	60	29	24	7	48.3%
	Kampong Chhnang	1	1	0	0	100.0%	6	0	3	3	0.0%	45	32	0	13	71.1%
	Pursat	1	0	1	0	0.0%	13	0	1	12	0.0%	55	15	10	30	27.3%
	Battambang	1	0	1	0	0.0%	13	2	0	11	15.4%	65	6	5	54	9.2%
	Banteay Meanchey	1	0	1	0	0.0%	10	0	2	8	0.0%	40	0	6	34	0.0%
Myanmar	Dawei	1	0	1	0	0.0%	5	2	3	0	40.0%	40	3	37	0	7.5%
Thailand	Chanthaburi	1	1	0	0	100.0%	3	1	2	0	33.3%	21	1	20	0	4.8%
	Kanchanaburi	1	1	0	0	100.0%	3	0	3	0	0.0%	85	1	84	0	1.1%
	Prachinaburi	1	0	1	0	0.0%	5	1	4	0	20.0%	50	3	47	0	6.0%
	Ratchburi	1	1	0	0	100.0%	3	3	0	0	100.0%	31	2	29	0	6.5%
	Sa-Kaeo	1	0	1	0	0.0%	5	0	5	0	0.0%	100	0	100	0	0.0%
	Trat	1	0	1	0	0.0%	3	1	2	0	33.33%	30	0	30	0	0.0%
Vietnam	Kien Giang	1	0	0	1	0.0%	10	0	0	10	0.0%	35	0	0	35	0.0%
	Ca Mau	1	0	1	0	0.0%	10	0	0	10	0.0%	45	30	15	0	66.7%
	Can Tho	1	0	1	0	0.0%	10	0	0	10	0.0%	50	0	0	50	0.0%
	Tay Ninh	1	0	0	1	0.0%	10	0	0	10	0.0%	35	0	0	35	0.0%
Overall		19	5	11	3	26.31%	158	18	31	109	11.4%	932	135	431	366	14.5%

6.5.2. Group Discussions and Presentations

Facilitator: Mr. Qinfei Zhu, Program Specialist, Monitoring, Evaluation & Learning (MEL) Department, Mekong Institute (MI)

The participants from each country were divided into groups based on the types of APs implemented. Three groups were formed for the AP on Business Profiles Collection, representing each country (except Myanmar). Also, five groups were formed for the AP on the Cluster Development.

- **Group Discussions**

Groups of the APs on the cluster development were tasked to review the list of activities implemented under the CDP and discuss the progress with other members of the group. Also, groups of the APs on Business Profiles Collection were tasked to review the types of information required in each business profiles form including (i) provincial profile form; (ii) company profile form; and (iii) TPO profile form. Each group discussed the challenges and difficult aspects of the APs implementation, the possible solutions and the kind of technical assistances or resources required.

- **Presentation of group discussions**

Following the group discussions, one representative from each group presented the outcomes of their discussions. Tables 9-10 show the summary of the discussions.

Table 9: Challenges and Proposed Strategies on CDP Implementation

Challenges	Proposed Strategies / Solutions	Required Assistance / Resources
Cambodia (Group 1)		
Low technical skills among the cluster members to produce standard products.	Training course for cluster members for compliance to technical standards of the products.	MI and the government can work together. MI can develop training course.
Lack of financial support to buy equipment and useful machines.	Cooperation among the cluster members and cooperation with other stakeholders.	Assistance of government and other relevant agencies.
Some of the clusters' members are not well aware of marketing and promotion of their products.	Cluster members can help out each other regarding the use of marketing techniques such as social media.	Support from cluster members and MI.
Cluster members, other than those who attended the MI's events, are not open to new knowledge, information or resources.	Some kind of consultancy for such members.	MI can provide support.
Cluster members do not follow proper packaging standards.	Different tools including internet can be used to learn about good and attractive packaging techniques.	MI can also give some assistance in this regard.
Cambodia (Group 2)		
Limitation of cluster's capital and financial support. If cluster gets loan from the bank, the interest is high. Request for financial support from MI is another option, but it is unlikely to be possible.	Find capital from government or other financial institutions to support cluster with low interest rates.	Support from the banks, NGOs, government and MI.
The rules and regulations in Cambodia do not support the registration of SME cluster. It takes 2-6 months to register.	Try to ask government to adjust the policy to save time for registration.	Need assistance from the government in registration. Maybe there should be new department to take care of this specifically.
Communication among clusters and between clusters and government is not good.	Facilitate better communication among clusters and between clusters and government. Maybe install one stop service for the communication between all stakeholders.	Find new and different ways to communicate between parties.
Lack of materials and machines. Cluster needs to import but the cost of import is high.	Try our best to afford machine and raw materials in order to help cluster to develop	Try to afford machines and raw materials by ourselves first. But if we cannot afford, we may borrow money

	further.	from bank, other partners or other clusters.
Myanmar		
Some laws and rules are not suitable in our country.	Government should commit in adjusting laws and rules.	
The cluster needs lots of support, providing information.	Cooperation between government, private and public sectors, NGOs, IGOs and corporations, can help gather information.	Conduct lots of trainings to provide people with information.
Export market promotion.	Create network between countries, private and public sectors and relevant parties.	To promote export, links between countries should be strengthened and infrastructure like roads and power stations should be developed.
Thailand		
The clusters who want to export to global markets lack experts in export and deal with different regulations.	Trade or export fairs will link the export oriented clusters to other export service providers or trading companies.	MI can provide export related training program to the clusters.
Export quotas for rice. Only limited entities benefit from the current regulations.	Lobby the government to create fair practice and regulations for everybody.	MI may also work as intermediary between the SMEs and the clusters and advocate for favorable policies.
Financial and other resources for promoting the tourism – Trat.	Government assistance to promote tourism in Trat by sharing tourism information.	MI may provide assistance.
Access to farming technology in the face of rising labor wages.	Accessibility of drone like technologies for spraying fertilizers or agrochemicals.	MI can provide information about different farming technologies being used in other developed countries such as Japan etc.
There is a strong need of translation facilities in marketing different products and tourist places – Trat.	Availability of translators.	MI can provide such facilities if feasible.
Vietnam		
Lack of information about machinery and equipment.	Research for information on website, technology exhibition, and technology seminar to find information about machines and equipment that are needed.	MI can help us to connect to enterprises in Japan that have relevant technologies.
Lack of market and export information.	Find new and high markets for products.	MI can help support in providing information on the market for Pangasius and snake skin.
Lack of globally accepted certifications of	Apply business management practice (BMP)	MI can help us to connect to SMEs in Japan (to learn

product development quality.	Certification & Global GAP Certification for product development.	about standard of export to Japanese market).
Product design development is not up to standards.	Find expert in brand design.	Find consultant on brand design in Vietnam

Table 10: Challenges and Proposed Strategies on Business Profiles Collection

Challenges	Proposed Strategies / Solutions	Required Assistance / Resources
Cambodia		
Provincial Profile In the provincial profile, it's hard to record information / data on the total amount of rain, economic indicators, insurance companies and research and development centers.	In order to meet these challenges, the responsible persons contact and involve relevant departments to provide the required information such as department of water resource and meteorology, tax and customs, economics and finance, and department of planning.	The responsible persons require additional human resource, transportation facility and may be extra financial resources.
Company Profiles Information about the trade capacity, award and technology request would be hard to collect. For trade capacity, the companies might treat the information as classified or they do not keep record of such data.	The responsible persons try to lobby the companies and convince them to provide the required information. For technology request, they try to make the companies realize the importance and advantages of the information for them.	
Another Cambodian group highlighted that the companies to be profiled are scattered and at large distance from the provincial centers. Given these distances, it's not feasible to complete the tasks within the given time.	MI can facilitate the group to overcome these challenges.	
TPO Profiles Information about trade promotion and investment promotion component in the profile is difficult to collect. Communication with the directors or CEOs of TPOs will also be challenging.	Try to motivate and convince the TPO directors and CEOs to provide the required information on trade and investment promotion. And explain the benefits of data collection for the development and growth of TPOs.	

Thailand		
General With a large number of companies and TPOs to be profiled, the responsible people for profiling cannot find time to meet all the stakeholders and may not be able to complete the tasks on time.	Editable pdf file saves considerable time in this regard where data can be easily verified and coordinated. And it is easier to upload pictures and certificates as well.	MI can provide profile formats in editable pdf version.
Some of the stakeholders do not understand the benefits of all the profiles and do not cooperate in compiling them.	It is proposed that MI may offer some benefits to the companies / stakeholders after receiving the data.	MI to send official letters to different stakeholders for getting their cooperation and offer some benefits.
Instead of Doc. File, editable pdf file will be more helpful for collecting uniform data.	Editable pdf file for data collection.	
Some of the companies do not feel comfortable providing confidential or classified information as required in the profiles.	MI can leave room for some confidential company data. If the companies get some tangible benefit at present time, they will be willing to provide confidential information as well.	
Vietnam		
Company Profiles: For the information about trade capacity, not all the companies keep record of their trade volume.	This information could be replaced by company revenues which are easy to collect.	MI can make these changes if feasible.
Information about delivery and packaging cannot be easily collected.	This could be replaced by brand of product and agencies.	MI can make these changes in the format.
For the number of employees, exact information about the full time or part time staff should not be required.	The information could be removed.	
The component for technological requirements does not seem to be relevant for all the companies as they do not know much.	This portion could be removed from the company form.	
TPO Profiles For the information about membership fee, it		

should be replaced by the information about membership types.		
<p>General</p> <p>Language is a big barrier. Most of the companies or TPOs cannot understand or provide the information in English.</p>	<p>The forms could be developed in all the languages for the purpose of easy and accurate data collection.</p> <p>The companies can be enabled to provide their information in Vietnamese (national language) and the website should have features for automatic translation.</p>	MI can provide technical support in this regard.
Some of the companies or TPOs do not really understand the benefits of being part of the project and providing all the information for the profiles.	A workshop or seminar could be organized to sensitize and motivate the member SMEs to play effective role in the project.	MI can provide financial and technical support.
The templates for all the profiles are too long for completing all the required data.	For start, focus should be collecting on the main information.	MI can revise the forms.

6.6. Participants' Speech

In the closing ceremony of the Workshop, representative from each country delivered a short speech. All speakers expressed the importance and the satisfaction on the learning process of the modular training programs. They also expressed sincere thanks to Japan – ASEAN Integration Fund (JAIF) and MI for their support in providing opportunity to take part in the modular training program.

6.7. The Way Forward and Closing Remarks

By Mr. Madhurjya Kumar Dutta, Director, Trade and Investment Facilitation (TIF) Department, Mekong Institute (MI).



Mr. Dutta expressed appreciation for the active participation and contribution of the participants, which resulted in the success of two-day Joint S&E Workshop. He discussed the upcoming activities set forth under the Project framework which aims to improve the project beneficiaries and the stakeholders. These activities include cross-border trade events in the SEC (which are held as APs on the Regional Training on Trade Events Promotion), Structured Learning Visit (SLV) and Investors Forum. He said that it is the responsibility of project stakeholders including SMEs and BDS providers to develop themselves further but the MI has been and will continue to support the process and for the cooperation and collaboration among the stakeholders in the SEC and beyond. Mr. Dutta emphasized that cooperation and collaboration are very important and we can survive, stand and grow only if we work together.

7. Conclusion

In the two-day Joint S&E Workshop on SME Cluster Development and Export Consortia Formation and Business Database Development in the SEC, participants reflected and shared outcomes, experiences, lessons learned and best practices and learned from co-participants on their APs implementation. The progress of the APs Implementation was also presented in the Workshop by comparing the achievements against the targets. The presentation clearly put out the progress of two APs and highlighted the remaining works to be completed by the project stakeholders.

MI will take suggestions, recommendations and capacity building needs into account, and will continue to assist the project's beneficiaries and stakeholders in improving capacity and competitiveness, especially for SMEs in the SEC under the project framework.

8. Appendix

8.1. The Poster Presentation of the Clusters

Cambodia	
<p align="center">Banteay Meanchey</p>	<p align="center">Battambang</p>
<p align="center">Kampong Chhnang</p>	<p align="center">Kampot</p>

MEKONG INSTITUTE **JAIF**

Introduction
Two Rabbit logo of Fish Sauce Enterprise is a part of CHEU LYHEANG Import & Export co., Ltd and it was established in 2012 which is recognized by Ministry of Industry and Handicraft, and it is also recognized the product quality by Institute of Standard of Cambodia that registered and recognized the trademark at Department of Commerce, Koh Kong Province.
Fish Sauce Product was produced with the right clearly technical standard which following up to the Ministries' rule and regulation in Cambodia. Nowadays Two Rabbit fish sauce was acknowledged, supported, used, provided, supplied and re-sell to a lot of market in domestic. The Enterprise Location: Village3, Smach Meanchey Commune, Khmersak Phnum, Koh Kong Province, Cambodia.

Objective
Strengthen and enhancing the product quality to get more market share and export to the countries nearby in ASIA.

Methodology
The activities were conducted in Two Rabbit Fish Sauce Enterprise and also practicing with the stage below:
1- New producing with Singapore's ingredients.
2- Testing new Virus Killing lamps to have a better bottle.
3- Testing how to clean the bottle with new machine that we just installed.
4- Steamline the fish sauce before drain to the bottle.

OUTCOME
- Understand all of the value chain of fish sauce product and all the processing from right start since the day we built it up.
- Understood all the processing of the machines how to produce the quality fish sauce by using modern technologies equipments, hygiene productivity with safety produce.

RECOMMENDATIONS
demonstrate on ISO Standard should be extension and promote directly to the co-workers as much as possible because almost the co-workers are the one who are supplied the fish sauce productivity to the market as well as to create value added for fish sauce in Cambodia.

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Tel: + (855) 884500773
Facebook: Jais-Hygiene
E-mail: jais@jais.com
Line: JIA & JIA-Hygiene

MEKONG INSTITUTE **JAIF**

Dried Shrimp Cluster (Association)
(Preah Sihanouk Ville, Cambodia)

Introduction
Dried Shrimp Cluster (Association) is combination of suppliers, processors, wholesalers and others. Sale Rate: 70% in Domestic and 30% Export.

Objectives
Build new Brand and Logo, Hygiene, Quality Products better than before.

Name and Logo of the Dried Shrimp Cluster
Address: Tonle Sap Phum 03, Sangkat01, Preah Sihanouk Ville/Province.
Phone: (855)12 866 37697 99 888 10
E-mail: Chirsamrong88@gmail.com

Dried Shrimp is the natural dried shrimp without the chemical substance. It makes good health with good taste. We can keep it for a long period of time.

It is tested by the food safety department to avoid chemical substance in it.

Recommendation
To make the sustainable and long lasted cluster, the producers have to focus on the following: (The 5s or Kaizen: Seiri, Seiton, Seiso, Seiketsu, Shitsuke)
1 Sorting
2 Setting in order
3 Shine
4 Standard
5 Sustainable

The dried shrimp is the dried sea food which can be made in to different kinds of food.

Koh Kong

Introduction:
Pursat Orange were imported to be grown in Pursat in 1905 when Cambodia French colony. Angkroong Pursat Orange Association created in September 17th 2014 with 115 members in 486ha. Angkroong Pursat Orange. Special feature: Pursat oranges have a very special and sweet taste with a light sour influence which differs from imported oranges. The main markets are Battambang and other provinces.

Objective
Angkroong Pursat Oranges expand market both local and abroad.

Methodology
1. Prepared place for cluster members
2. Improved Capacity of human resources : trained the cluster members.
3. Searching for more fund to promote maintaining, expand production and partner to promote expand: cooperate with Department of Agriculture.

Output
- Got association's logo
- Created Facebook page Office
- Bought a computer and soil parameter (PH)
- Cluster members knows how to growing techniques and caring to orange crop.

Preah Sihanouk

LOGO
សម្រាប់ កសិករ

History
សម្រាប់ កសិករ ដែល ចង់ បង្កើត ក្រុម កសិករ ឱ្យ មាន ឥទ្ធិពល ខ្ពស់ ក្នុង ការ លក់ ទំនិញ កសិកម្ម របស់ ខ្លួន ដោយ មាន គុណភាព ខ្ពស់ និង មាន តម្លៃ ទាប ដើម្បី បង្កើត ឱកាស លក់ ទំនិញ កសិកម្ម របស់ ខ្លួន ទៅ ទី ផ្សេង ទៀត បាន លឿន និង មាន គុណភាព ខ្ពស់ បំផុត

VISION
យើង ចង់ ឱ្យ កសិករ មាន ជីវភាព ធូលី លឿន និង មាន គុណភាព ខ្ពស់ បំផុត ដើម្បី បង្កើត ឱកាស លក់ ទំនិញ កសិកម្ម របស់ ខ្លួន ទៅ ទី ផ្សេង ទៀត បាន លឿន និង មាន គុណភាព ខ្ពស់ បំផុត

Goal
- បង្កើត ក្រុម កសិករ ដែល មាន គុណភាព ខ្ពស់ និង មាន តម្លៃ ទាប ដើម្បី បង្កើត ឱកាស លក់ ទំនិញ កសិកម្ម របស់ ខ្លួន ទៅ ទី ផ្សេង ទៀត បាន លឿន និង មាន គុណភាព ខ្ពស់ បំផុត


Mission
- បង្កើត ក្រុម កសិករ ដែល មាន គុណភាព ខ្ពស់ និង មាន តម្លៃ ទាប ដើម្បី បង្កើត ឱកាស លក់ ទំនិញ កសិកម្ម របស់ ខ្លួន ទៅ ទី ផ្សេង ទៀត បាន លឿន និង មាន គុណភាព ខ្ពស់ បំផុត

Output
1. ក្រុម កសិករ
2. មាន គុណភាព ខ្ពស់
3. មាន តម្លៃ ទាប
4. មាន គុណភាព ខ្ពស់
5. មាន គុណភាព ខ្ពស់
6. មាន គុណភាព ខ្ពស់
7. មាន គុណភាព ខ្ពស់


Pursat

Svay Rieng


Thailand




Duman Quality Product Cluster
 Contact person: Ms. Parlaya Thakha
 Address: 222-2, Jib 1, Tambon Siakha, Amphur Siakha, Chanthaburi 22100
 Tel: 089-489343, 089-489350
 E-mail: kulniran@siakha.com




วิสัยทัศน์ ผลิตและจำหน่ายผลิตภัณฑ์จากข้าวหอมมะลิคุณภาพดี มีมูลค่าเพิ่ม
พันธกิจ ผลิตและจำหน่ายผลิตภัณฑ์จากข้าวหอมมะลิคุณภาพดี มีมูลค่าเพิ่ม
ค่านิยม ผลิตและจำหน่ายผลิตภัณฑ์จากข้าวหอมมะลิคุณภาพดี มีมูลค่าเพิ่ม





Banana Product Cluster
 Contact person: Ms. Rungkam Changkuan
 Address: 222-2, Jib 1, Tambon Siakha, Amphur Siakha, Chanthaburi 22100
 Tel: 089-489343, 089-489350
 E-mail: kulniran@siakha.com






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Chanthaburi

Banana Product Cluster

Siam Banana is the company that produces processed fruits as snacks. "Banana (Ducasse: Klual Nam Waj)", main raw materials for making processed banana products. The company does deep-fried banana to make crispy crisps fruit snacks in different flavors.

Our cluster is a group of farmers who do banana plant in Kanchanaburi that have many banana plants in the province. So most of the members of our cluster located in Kanchanaburi and this advantages to our cluster for communication, transportation and taking care of the members.

Name of the Cluster:
Banana Product Cluster

Province & Country:
Kanchanaburi Province, Thailand



No. of cluster members: 15

Overall Goal of the Cluster:
Increase production and improve standard of the Banana product

Current Product Market:
National 70 (%), Regional / International 30 (%)

Name of Team leader:
Ms. Rungkam Changkuan

Position: Secretary – Siam Banana
E-mail: siambanana@kbwmail.com

Kanchanaburi




Nakhon Organic Rice Community Enterprise, Prachinburi

Contact: Mr. Sivapach Kavichitwanan
 138 Moo 4 Tambon, Suwanmasorn Rd., Nonoi, Kabinburi, Prachinburi 25110
 Tel: 089-484088 Email: nakhonorganicrice@gmail.com






About the cluster
 Nakhon Organic Rice Community Enterprise has been established in 2011, the member who interested in producing the organic rice are invited to join the group. Currently, we have 15 members joining. There are various types of rice producing such as Jasmine rice, Riceberry rice, Sinlek rice, Sangrod Rice, Nin Rice, and etc.

The Milling Process
 The group uses brown rice processing to produce the rice. Brown rice is the product of a single color of rice. Just let the husk on the grain fall out. By passing the paddy into the rice mill. The crust will be crushed and broken. When you split it you will get the perfect grain in the light brown color which contains a high nutrition from rice bran and germ.

From Paddy to Milled



Prachinburi






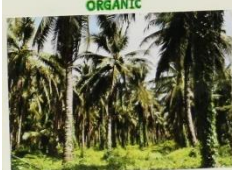
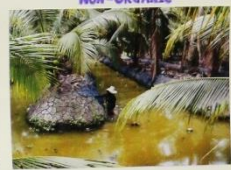
AROMATIC COCONUT CLUSTER

AR 103 TONGKALANG DAMPHUNSAKUN RATCHABURI THAILAND

CONTACT PERSON: Ms. SIDA PALISSORN
 EMAIL: sidaj@coconut@gmail.com
 TEL: 090-5555555

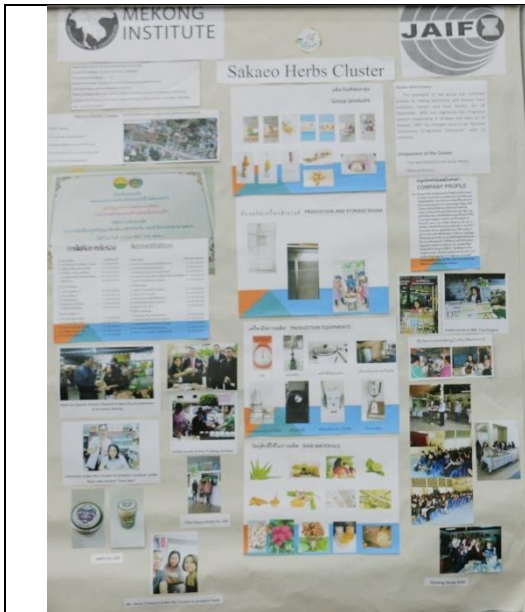
OBJECTIVE
 PROVIDE HIGH QUALITY COCONUT FOR GLOBAL MARKET

WHICH WOULD YOU PREFER ?

Ratchaburi



Sa-Kaeo



Trat

Vietnam



Ca Mau

Tay Ninh

Improving Pangasius Quality and Productivity for export in Can Tho Province

Can Tho

8.2. The Powerpoint Presentation from Database Collection

Cambodia	
1	Banteay Meanchey
Absence	
2	Battambang

Mekong Institute

3

4

the Progress / outputs from the AP Implementation

- Provincial Profile: we completed over 75%
- SMEs Profile: we have 35 SMEs, 2 is finished

Please tell us about the lessons you learned from the AP implementation. It could be positive or negative.

- 1) Provide better cooperation with other sectors and SME owners
- 2) Struggling for what we needed
- 3) Some owners give us less information, and some give nothing
- 4) Gain more general knowledge

Recommendations / suggestions for the action plan implementation?

- Establish a seminar which prepared by MI and DIH , invite all SMEs around Battambang province
- Period of time should more longer
- Some information still not clear

Thank You

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3 | Kampong Chhnang

MEKONG INSTITUTE JAIF

Synthesis and Evaluation (S&E) Workshop
 Business Database Development in the SEC

Province: Kampong Chhnang
 Country: Cambodia
 Presented by: Sar Piseth
 Date: June 9, 2017

Mekong Institute

1. Introduction of the Action Plan
2. Activities and Duration
3. Outputs
4. Lessons Learned
5. Recommendations / Suggestions for Future Improvements
6. Photo on the Collection of data



I- ក្រោយពីបានបណ្តុះបណ្តាលនៅ MI ចំនួន ពីរលើក កាលពីឆ្នាំ២០១៦ កន្លងទៅនេះ យើងបានសហការក្នុងការប្រមូលព័ត៌មានចំនួនពីគ្រឹះ

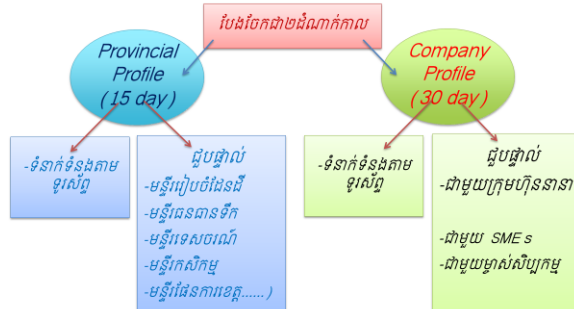
1. Provincial profile , 2. Company profile , 3. TPOs profile

ត្រូវទប់មកវិញ យើងបានប្រជុំពិភាក្សា និងចែករំលែកព័ត៌មានអំពីខ្លឹមសារនៃការបណ្តុះបណ្តាលនៅ MI ជាមួយថ្នាក់ដឹកនាំ និងមន្ត្រីរាជការមន្ទីរឧស្សាហកម្ម និងសិប្បកម្ម រហូតទទួលបានការសម្រេចចុះ MOU ជាមួយ MI នៅថ្ងៃទី ០៧ ខែ មីនា ឆ្នាំ២០១៧ បន្ទាប់មកទៀត យើងបានប្រជុំពិភាក្សាជាមួយមន្ត្រីរាជការជ្រកមុខខេត្ត ដើម្បីបែងចែកផែនការសកម្មភាពដែលត្រូវស្វែងរកព័ត៌មាន សម្រាប់ផ្តល់ជូនមក MI គឺ:

-មន្ត្រីឧស្សាហកម្ម និងសិប្បកម្ម ស្ទឹងរែក (Provincial profile & Company profile) និង មន្ត្រីរាជការជ្រកមុខស្ទឹងរែក (TPOs profile) ។

II. សកម្មភាព និង រយៈពេលដែលបានអនុវត្ត

ប្រជុំពិភាក្សាជាមួយថ្នាក់ដឹកនាំមន្ទីរដើម្បីរៀបចំផែនការដែលត្រូវអនុវត្ត



III. លទ្ធផលសំខាន់ៗដែលបានអនុវត្តក្នុងមក្រុម

+ចំពោះទីផ្សារខេត្ត

- ផែនទីដូចខាងលើ (បានពីមន្ទីររៀបចំផែនការខេត្ត)
- ឧត្តមនិយម និង ជំនួយសេវា (បានពីមន្ទីរពេទ្យសាធារណៈ)
- សណ្ឋាគារ ផ្ទះសំណាក់ និង មេឃុំសង្កាត់ (បានពីមន្ទីរសេដ្ឋកិច្ច)
- ផ្ទៃដីដែលគ្រប់គ្រង ស្រែចំការ និង ដំណាំស្រូវ (បានពីមន្ទីរកសិកម្ម)
- ភូមិសាស្ត្រផ្ទៃដី (បានពីមន្ទីរផែនការខេត្ត)
- ធនាគារ ម៉ៅក្រុមហ៊ុន (បានពីការស្រាវជ្រាវ)

សរុប ចំនួន ៩០% រៀបចំនៅសល់ ១០% ទៀតត្រូវបំពេញបន្ថែម

+ ទីផ្សារចម្រុះ និង SME

- មិត្តភក្តិ ជួបតាមរយៈ ទូរស័ព្ទ, អ៊ីមែល
- ណែនាំជួបជុំដោយផ្ទាល់
- តាមរយៈរបាយការណ៍ប្រចាំខែ

សរុប ចំនួន ៧០% រៀបចំនៅសល់ ៣០% ទៀតត្រូវបំពេញបន្ថែម

IV. ការរៀនចំនេះ និង ការប្រើប្រាស់លទ្ធផល

+ ការរៀនចំនេះ

ដោយសារការអនុវត្តផែនការសេដ្ឋកិច្ចខេត្តខាងលើ ធ្វើឱ្យយើងកាន់តែមានទំនាក់ទំនងល្អប្រសើរជាងមុនជាងមន្ទីរ និងក្រុមហ៊ុន ក៏ដូចជា SME នានា។

+ ការប្រើប្រាស់

1. ការទំនាក់ទំនងបណ្តាក្រុមហ៊ុននានា ភាគច្រើនជួបតែប្រធានផ្នែកដូចជា ដូច្នេះត្រូវប្រើពេលវេលាដើម្បីសុំការសម្រេចពីប្រធានក្រុមហ៊ុន ។
2. ទិន្នន័យរបស់ក្រុមហ៊ុនមិនត្រូវបានអនុញ្ញាតឱ្យមានការផ្សព្វផ្សាយ
3. ក្រុមហ៊ុនមិនសូវមានចំណាប់អារម្មណ៍ក្នុងការសហការជាមួយយើង ពីព្រោះគេមានទីផ្សារក្រៅប្រទេស។
4. ចំពោះ SME ជាប្រភេទសិប្បកម្មតូច ផលិតកម្មតែក្នុងស្រុក ផលិតផលគាត់ភាគច្រើនពុំទាន់បានអនុញ្ញាតប្រើសញ្ញាស្តង់ដារនៅឡើយ។
5. SME ស្ថិតនៅភាពឯកា មិនបានចងក្រងជាចម្រុះនៅឡើយ ។

V. ការផ្តល់អនុសាសន៍ សម្រាប់ការអនុវត្តនាពេលអនាគត

+ ចំពោះខេត្ត

- មិនមានពេលវេលាគ្រប់គ្រាន់សម្រាប់ មន្ទីរ និង ក្រុមហ៊ុន (មិនស្ថិតនៅក្នុង)
- រវាងមន្ទីរ និងក្រុមហ៊ុន មានចម្ងាយឆ្ងាយ (ប្រហែល ៣០ ទៅ ៤០ គី.ម)
- កង្វះមធ្យោបាយធ្វើដំណើរ និងកញ្ចប់ថវិកា សម្រាប់អនុវត្តគម្រោង

1. សំនុំឧបករណ៍ MI

- + សូមបន្តការជួយគាំទ្រ និង សហការបន្តទៀតទាំងការ បណ្តុះបណ្តាល, ទាំងសម្ភារៈ និង ថវិកា ដល់មន្ទីរ ក៏ដូចជា cluster ។
- + ចែករំលែកបទពិសោធន៍ ជាគន្លឹះសម្រាប់ដំណោះស្រាយនាពេលអនាគត។
- + ចំពោះការគ្រូ ធានារបស់ MI ស្ថិតនៅការអនុវត្តផែនការសេដ្ឋកិច្ច បន្ត គួរតែផ្តល់រយៈពេលវែងបន្តិចសម្រាប់មន្ទីរយកទៅអនុវត្ត ។

2. គិតលើការអនុវត្តនាពេលអនាគត

- + អនុវត្តផែនការសេដ្ឋកិច្ចខេត្ត ចំពោះ SME ៣០% ដែលនៅសល់
- + អនុវត្តកិច្ចសហប្រតិបត្តិការបន្តជាមួយ MI រហូតគម្រោងត្រូវបានបញ្ចប់ ។



4 | Kampot
Absent
5 | Koh Kong

MEKONG INSTITUTE JAIF

Synthesis and Evaluation (S&E) Workshop Business Database Development in the SEC

Province: **KOH KONG**
Country: **CAMBODIA**
Presented by: **Mr. HOR SINOURN**
Date: **June 9, 2017**

Mekong Institute

1. Introduction of the Action Plan
2. Activities and Duration
3. Outputs
4. Lessons Learned
5. Recommendations / Suggestions for Future Improvements

Action Plan of

database collection was established after MI have conducted two Regional Training programs on SME Cluster Development...” and Business Research and Database Development in the SEC on September and November 2016 at Mekong Institute. There are 3 sample forms for Data Collection such as: Provincial Profile, Company and TPOs Profile.

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NOTE:
Start from MOU was agreed by DIH KK and MI

1 Profile need at least 1 week to do

No	Kind of Data	Resp. Dept.	Total	Activity		Time to do
				Complete	Pro.	
1	Provincial Profile	DIH KK	1	100%	0	N/A
2	SMEs Profile	DIH KK	15	40%	60%	1 month
3	TPOs Profile	DIH KK + CoC KK	12	20%	80%	2 months
4	Company Profile	DoC KK	23	50%	50%	1 month

5

1. Good relationship with provincial hall officer, SMEs owners (Build Good communication and collaboration)
2. Getting more info of many Department in Koh Kong Province
3. To know clearly of Data collection processing
4. Getting new experience and Knowing main data collection for using
5. Advantage of enterprises' data for promote on global social media
6. To learn of Human's behavior and attitude during survey the info

1. Need more time
2. Encourage and support from MI for more data collection
3. Keeping the regularly communicate between MI and DIH, KK
4. Some points on template and questions form are not understanding clearly.
5. Give more training course or workshop to share knowledge and experience.

7

- ❖ Department of Industry and Handicraft (DIH KKG)
- ❖ Department of Commerce (DoC KKG)
- ❖ Google.com
- ❖ Koh Kong Provincial Hall Book (Updating 3 years book)

8

6 Preah Sihanouk

Synthesis and Evaluation (S&E) Workshop
Business Database Development in the SEC

Province: Preah Sihanouk
Country: Cambodia
Presented by: Ms. Sokha Mardy
Date: June 9, 2017

Mekong Institute

Table of Contents

1. Introduction of the Action Plan
2. Activities and Duration
3. Outputs
4. Lessons Learned
5. Recommendations / Suggestions for Future Improvements

Action Plan of database collection (Provincial Profile , Company Profile and TPOs Profile).
This Action Plan was established during the Regional Training on (Business Research and database Development in the Southern Economic Corridor (SEC)) on November 14-18, 2016 At Mekong Institute, Khon Kaen Province, Thailand. And this Training are part of the two-year project on " Enhancing Compleitive of small and medium-sized Enterprise (SMEs) in the southern Economic Corridor (SEC) of ASEAN-Mekong Sub region (AMS) founded by Japan-ASEAN Integration fond (JAIF). and also MI and FASMEC Sihanoukville have signed Cooperation Agreement on 30th Jan 2017 to collect data from Preah Sihanouk Province.

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3

The activities and duration

- Sample forms: Provincial Profile, company profile and TPOs provided by MI.
- Select the Company to collection data from member of Fasmec.
- Meeting board member of Fasmec Sihanoukville.
- Give sample form to them and took time around 1 week for them.
- Making appointment with the owner or manager of company and SMEs. (not member)
- Meeting directly at their office (sometime outside the office like coffee shop)

4

- ❖ Provincial profile data collection has done 20%
- ❖ Company profile 30% (9 Company/ 30 Company)
- ❖ TPOs profile 30%

- ❑ Positive
 - We know more how to build communication
 - Some company and SMEs kindly welcome us to processing the data collection
 - Built cooperation with the company and SMEs in Sihanoukville.
- ❑ Negative
 - Spend long time to describe and detail a bout this project.
 - Some company pay on attention with us.
 - They doesn't interested a bout this action plan
 - What the benefit?

1. Ask more time to collect data



MEKONG INSTITUTE JAIF

Synthesis and Evaluation (S&E) Workshop
Business Database Development in the SEC

Province: Pursat
Country: Cambodia
Presented by: Kim Channary
Date: June 9, 2017

Mekong Institute

1. Introduction of the Action Plan
2. Activities and Duration
3. Outputs
4. Lessons Learned
5. Recommendations / Suggestions for Future Improvements

Action Plan (AP) Company Profiles

- Report to President about Training in Mekong Institute on 14-18 November 2016
 1. Report about Regional Training on Business Research and Database Development in the Southern Economic Corridor (SEC)
 2. Company profile and Associations/Trade Promotion Organizations (TPOs) profiles
 3. Show off the template of Company Profile and explain the benefit

activities and duration

- Signing MOU with Mekong Institute
- Internal Meeting (15days after signing MOU)
 - Discus on how to inform and collect data from the companies and SMEs
- Inform to the owner of Companies, enterprises, handicrafts & services.. about the benefit of making company profile and Associations/Trade Promotion Organizations (TPO) Profile to collecting data
- Making appointment (by telephone) with the owner of companies, SMEs...
- To meet the owner or representative of Companies and SMEs...
- Collecting Data

The outputs from the AP Implementation

- Orange Pursat Cluster
- Ice enterprises
- Palm Handicrafts
- Wild grape wine
- Special Economic Zone (Thmar Da, Veal Veng District)
- Tourism Communities
-

Lessons learned from the AP implementation

- 1) Build cooperate between Department, CCI with Companies, Community and SMEs
- 2) Get new experiences of collecting data
- 3) Have keys to process Action Plans
- 4) Some Companies and SMEs no pay attention with us about Companies Profiles
- 5) Lack of Time

- Companies and SMEs are family feature
- Companies and SMEs are in rural areas
- Lack of transportation
- Less document to fill in templates(from company or SMEs)
- Need more time to collect data
- Budget for process APs



8 | Svay Rieng

MEKONG INSTITUTE JAIF

Synthesis and Evaluation (S&E) Workshop
Business Database Development in the SEC

Province: Svay Rieng
Country: Cambodia
Presented by: Mr.Chea Sopheara
Date: June 9, 2017

Mekong Institute

1. Introduction of the Action Plan
2. Activities and Duration
3. Outputs
4. Lessons Learned
5. Recommendations / Suggestions for Future Improvements
6. Photos of Database collection

Action Plan of database collection was established during the last Regional Training on “Business Research and Database Development in the Southern Economic Corridor (SEC)” on November 14 - 18, 2016 at Mekong Institute, Khon Kaen, Thailand. This action plan started from January,2017 by using three sample forms such as: Provincial Profile, Company Profile and TPOs Profile which provided by MI. Also MI and Svay Rieng, Department of commerce have signed MOU on 14th March,2017 to collaborate with this procession in order to enhance SMEs and Companies in Svay Rieng Province.

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□ *Please describe the activities and their duration*

Department of Commerce had issued **the proposal letter and mission letter** to show to SMEs and Companies’ owners while we’re going to collect data. For one SME or company; we took time around 4 or 5 days to process our data after agreement from company and SME owners. Some SME and Companies need time to complete our data about 2 or 3 days but some need 5 days because those SMEs get busy with their core work and they have contacted us in this data via telephone or e-mail.

MEKONG INSTITUTE 3. Outputs JAIF

- ❑ Provincial profile data collection has done around 30%.
 - 1) Smach Paddy Community
 - 2) Agro-product Cooperative
 - 3) Rachana Hanicraft
 - 4) Waiko Hotel
 - 5) Svy Rieng Women Association Guest House.
 - 6) Mean Chey Motel
 - 7) 81 Guest House
 - 8) KorKi Resort
- ❑ Have collected 13 companies profiles 50 % done.
 - 1) Smach Paddy Community
 - 2) KADRA Organization
 - 3) Santi Sena Organization.
 - 4) Regional Poly technic institute Techo Sen, Svy Rieng
 - 5) Svy Rieng University
 - 6) Sun Bright School
 - 7) Trade Development office
 - 8) Business Management office.
- ❑ Have collected 13 TPOs profiles 40 % done.
 - 1) Smach Paddy Community.
 - 2) KADRA Organization
 - 3) Santi Sena Organization.
 - 4) Regional Poly technic institute Techo Sen, Svy Rieng
 - 5) Svy Rieng University
 - 6) Sun Bright School
 - 7) Trade Development office
 - 8) Business Management office.

MEKONG INSTITUTE 4. Lessons Learned JAIF

❖ Please tell us about the lessons you learned from the AP implementation. It could be positive or negative.

- 1) Have built collaboration with Companies, Community and SMEs.
- 2) For some companies they show their feeling pay no attention with us.
- 3) What is the benefit of our companies with that data providing? (companies' queries)
- 4) Some institutions need time to discuss with their directors with data giving.
- 5) Some institutions warmly welcome us to process the data collection.
- 6) We learned a lot how to build communication with other people.
- 7) We know our errors in preparing questions to ask company or TPOs representatives.

MEKONG INSTITUTE 5. Recommendations / Suggestions for Future Improvements JAIF

❖ Any recommendations / suggestions for the action plan implementation?

- ❑ Need more time to collect data.
- ❑ Need orientation first with database-collection templates which provided by MI because some points in template we don't understand clearly.

MEKONG INSTITUTE 6. Photos of Database collection JAIF

❖ Data collection activities with other institutions

Myanmar

9 | Tanintharyi Region / Dawei

MEKONG INSTITUTE JAIF

Synthesis and Evaluation (S&E) Workshop
Business Database Development in the SEC

Province: Tanintharyi Region / Dawei
Country: Myanmar
Presented by: Mr. Zaw Myo Aung
Date: June 9, 2017

MEKONG INSTITUTE JAIF

Table of Contents

1. Introduction of the Action Plan
2. Activities and Duration
3. Progress / Outputs
4. Lessons Learned
5. Recommendations / Suggestions for Future Improvements

Mekong Institute

MEKONG INSTITUTE 1. Introduction of the Action Plan JAIF

Please briefly describe your Action Plan (AP)

Collect Business Profiles from Tanintharyi Region / Dawei including (i) Provincial Profile (1); TPO Profile (1); and Company Profiles (20)

MEKONG INSTITUTE JAIF

2. Activities and Duration

Please describe the activities and their duration

Collect Profile of Tanintharyi Region / Dawei (1);
Collect Profile of Department of SME Development (1);
Collect Profile of Companies in Tanintharyi Region / Dawei (20)

Please describe the Progress / Outputs from the AP Implementation

Profile of Taninthari Region / Dawei (1)

Department of SME Development is working to collect the Profile through Directorate of Investment and Company Administration (DICA) and Department of General Administration (DOA). Expected to Complete by the middle of July.

Please describe the Progress / Outputs from the AP Implementation

Profile of Department of SME Development (1)

Completed and Submitted to MI on June 8, 2017.

Profile of Companies in Tanintharyi Region / Dawei (20)

2 company profiles submitted to MI. Rest will be submitted to MI by the end of July 2017.

Please tell us about the lessons you learned from the AP implementation. It could be positive or negative.

1) Collecting Business Profiles, including provincial profile, TPO profile and companies requires significant time, cooperation and collaboration of relevant stakeholders.

Any recommendations / suggestions for the action plan implementation?

Collecting Business Profiles, including provincial profile, TPO profile and companies requires significant time, cooperation and collaboration of relevant stakeholders.


MI should facilitate the communication among stakeholders in Tanintharyi Region / Dawei by providing relevant training programs.

Thailand

10 Chanthaburi

MEKONG INSTITUTE JAIF

Joint Synthesis and Evaluation (S&E) Workshop
Business Database Development in the SEC



Province: Chanthaburi
Country: Thailand
Presented by : Ms. Chanida
Date 09 / 06 / 2017

Mekong Institute

MEKONG INSTITUTE JAIF

Table of Contents

- Introduction of the Action Plan
- Activities and Duration
- Outputs
- Lessons Learned
- Recommendations / Suggestions for Future Improvements

Action Plan (AP) Chanthaburi

1. When receiving information from a letter from MI
2. Bring information Coordinate with relevant agencies.
3. Wait for the response document from the shipping agency.
4. The collected data collected is the data of Chanthaburi.
5. If there are incomplete information Request new information again.
6. send information MI

List of the Activity		When to start	When to be completed
Activity	How to do		
Data preparation	1. When receiving information from a letter from MI	Feb 17	Feb 20
	2. Bring information Coordinate with relevant agencies.	Mar 1	Mar 20
	3. Wait for the response document from the shipping agency.	Apr 20	Apr 30
	4. The collected data collected is the data of Chanthaburi.	Mar 1	-
	5. If there are incomplete information Request new information again.	Mar 17	-
	6. send information MI	Mar 31	-

outputs from the AP Implementation

The questionnaire was sent to the relevant agencies, but slowly answered. And some agencies do not reply. Must return to inquire again It can not be carried out in accordance with the procedures that have been defined to delay the work. And the authorities do not see the importance of data. The provincial cooperative office is self-seeking.

Please tell us about the lessons you learned from the AP implementation. It could be positive or negative.

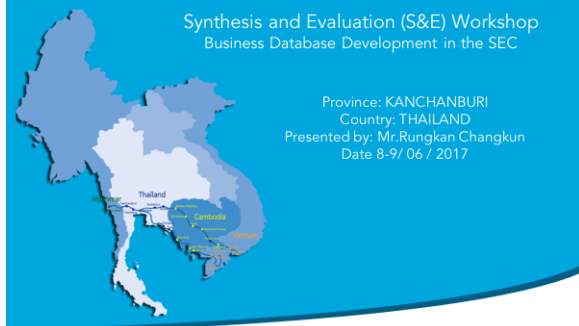
- 1) The importance of the organization is not equal. There is an important cloak.
- 2) There is no time for clarification meetings for the agency to provide information.
- 3) Some agencies do not have language specialists. It can not be processed.

- *Any recommendations / suggestions for the action plan implementation?*
1. should have a way to format the original to understand. For every agency
 2. Should not be too much information. And presentation format The content is not too.
 3. The agency can not conduct formal meetings. Therefore, some agencies do not give priority and do not provide information related to the data collector.

Thank You

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11 | Kanchanaburi



Mekong Institute

1. Introduction of the Action Plan
2. Activities and Duration
3. Outputs
4. Lessons Learned
5. Recommendations / Suggestions for Future Improvements

Action Plan on business data collection

1. Build understanding and establish the relationship of the cluster.
2. Send the questionnaire by sending directly to the members because the members must meet with the cluster every week due to sending banana to the Cluster.
3. Collect data from members filling form and submit to MI

**Note: The members meet difficulties in filing the form due to language barrier.*

Please describe the activities and their duration

1. Arrange the meeting, open for questions and answers (Q&A), and build an understanding of the cluster.
2. Monitor the performance/result of the cluster by calling to ask for progress and ask for feedback of the giving questionnaires.

Duration:

Cluster is planning to get the information back from members as soon as possible.

Please describe the outputs from the AP Implementation

1. Members are on process of filing information – none of the members has submitted the completed forms
2. Members raised the problem that they don't know how to fill the forms and not understand the meaning of the questions

1. The documents in English is difficult to get feedback from members.
2. The complications of the questions are too difficult for members to fill the information
3. Maybe need MI staffs helping members to fill the forms and help member to complete the forms.

1. The questions form should be written in Thai language
2. The questions should not be too complicated

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12 | Prachinburi

MEKONG INSTITUTE

Synthesis and Evaluation(S&E)Workshop
 Business Database Development in The SEC

Province : Prachinburi
 Country : Thailand
 Present by : Mr. Kriangyos Tongchoung
 09 / 06 / 2017

Table of Contents

- 1 . Introduction of Action Plan
- 2 . Activities and Duration
- 3 . Outputs
- 4 . Lessons Learned
- 5 . Recommendations/ Suggestions for Future Improvements

1 . Introduction of the Action Plan

• Please briefly describe your Action Plan (AP)

1. After received letter from MI. we submit member to description information
2. Compile a questionnaire to relevant agencies.
3. The agency sends the query back.
4. Consider the completeness of the data.
5. Coordinate the agency for more information compose and send to MI..

2. Activities and Duration

Please describe the activities and their duration

List of the Activity			
Activity	How to do	When to Start	When to be complete
Data Preparation	1. Get a latter from MI and send to member for meeting appointment	Feb 17	Mar 17
	2. Receive a questionnaire to relevant agencies. Adjust information prepare from MI before send back	Apr 17	May 17
	3. Compile query and briefly for possible query so it necessary first in and true data send back MI.	June 17	July 17
	5. Coordinate the agency for more information compose sent to MI.	July 17	July 17

3. Outputs

Please describe the outputs from the AP Implementation

When receive a questionnaire and prepare information choose problem relevant and briefly any problem from agencies so when send to MI can implementation in a lot of time and any agencies when receive implementation from MI can correct for all his problem .

Not Need to think back to inquire again and not slowly implementation in all agencies problem .

4. Lessons Learned

Please tell us about the lessons you learned from the AP implementation. It could be positive or negative.


1. The organization of each department have problem and need implementation not equal if we choose some problem from agencies do not reply and send to MI think back to inquiry again. Loss time and problem both .
2. When agencies received implementation from MI organization of each department can check again and Some agencies can do in problem or not or some agencies can do complete.

5. Recommendations / suggestions for Future Improvements

Any recommendations/ suggestions for the action plan implementation ?


The organization of each department can meet agencies to explain for implementation and learn problem before so this problem with implementation is possible and complete and agencies check data in any problem before send MI. This is importance that if organization or agencies do not provide relevant information.

13 | Ratchaburi



Synthesis and Evaluation (S&E) Workshop
Business Database Development in the SEC

Province: Ratchaburi
Country: Thailand
Presented by: Mr. Sira Paleewong
(On behalf of Mr. Wichai Promyou, Ratchaburi
Provincial Agricultural Extension Office)
09 / 06 / 2017



Mekong Institute



Table of Contents

1. Introduction of the Action Plan
2. Activities and Duration
3. Outputs
4. Lessons Learned
5. Recommendations / Suggestions for Future Improvements



1. Introduction of the Action Plan

Please briefly describe your Action Plan (AP)

1. Get a letter from MI
2. Submit a questionnaire to relevant agencies.
To prepare information
3. The agency sends the query back.
4. Consider the completeness of the data.
5. Coordinate the agency for more information.
6. Compose, send, send, MI

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3



2. Activities and Duration

Please describe the activities and their duration

List of the Activity		When to start	When to be completed
Activity	How to do		
Data preparation	1. Get a letter from MI	Feb 17	Feb 17
	2. Submit a questionnaire to relevant agencies. To prepare information	Mar 17	Mar 17
	3. The agency sends the query back.	Apr 17	Apr 17
	4. Consider the completeness of the data.	Apr 17	Apr 17
	5. Coordinate the agency for more information.	Mar 17	Mar 17
	6. Compose, send, send, MI	Mar 17	Mar 17

4

Please describe the outputs from the AP Implementation

The questionnaire was sent to relevant agencies. Get answers slowly. And some agencies do not reply. Need to think back to inquire again.

Please tell us about the lessons you learned from the AP implementation. It could be positive or negative.

- 1) The importance of the organization of each department is not equal.
- 2) There should be a clarification meeting for each agency to provide information.
- 3) Some agencies do not have language experts. It can not be processed.

Any recommendations / suggestions for the action plan implementation?

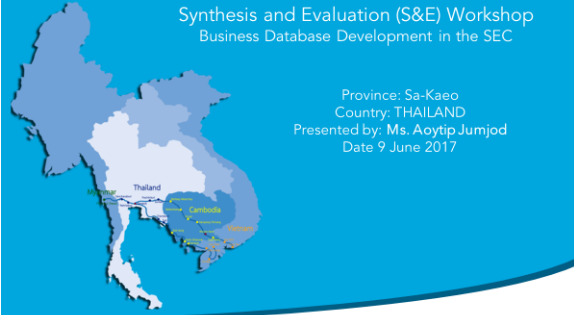
How to format the original layout well. But when it was implemented, there was no formal meeting process. Therefore, some agencies do not give importance and do not provide relevant information.

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14 Sa-Kaeo

MEKONG INSTITUTE Synthesis and Evaluation (S&E) Workshop Business Database Development in the SEC JAIF



Province: Sa-Kaeo
 Country: THAILAND
 Presented by: Ms. Aoytip Jumjod
 Date 9 June 2017

Mekong Institute

1. Introduction of the Action Plan
2. Activities and Duration
3. Outputs
4. Lessons Learned
5. Recommendations / Suggestions for Future Improvements

Action Plan on business data collection

1. Build understanding and establish the relationship of local agencies in Sa-Kaeo.
2. Go to do data collection by interview in person.
3. Collect data from main 3 departments are:
 1. Provincial Administration (Sa-Kaeo)
 2. Provincial Commercial Office
 3. Provincial Industrial Office

*Note: The agencies meets difficulties in filing the form and data collection due to language barrier.

Please describe the activities and their duration

1. Arrange the official visiting
2. Collect data by interview

Duration:

January to June, 2017

Please describe the outputs from the AP Implementation

1. The data collection has been collected around 80%

1. The documents in English is difficult to get feedback from parties.
2. The complications of the questions are too difficult for person in charge to fill the information.
3. The data that MI needs from the agencies, sometimes the agencies did not have that information and/or the person in charge also doesn't know where to find the answers.
4. The lack of government agencies integration created barrier to do data collection.

1. The questions form should be written in Thai language
2. The questions should not be too complicated

Thank You

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15	Trat
Absent	
Vietnam	
16	Ca Mau

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PROJECT
**BUSINESS DATABASE DEVELOPMENT
 IN THE SOUTHERN ECONOMIC CORRIDOR**
 CA MAU PROVINCE - VIET NAM
 KHON KAEN, THAILAND 18, JUNE, 2017

Presentation: Mr Nguyen Le Thai
 Secretary Ganaral
 Ca Mau Provincial of Buseness Association.

MEKONG INSTITUTE
 JAIF

Preamble

- ☐ Ladies and gentlemen of the MI
- ☐ Dear friends from 19 provinces in the southern economic corridor.
- ☐ Here, I would like to report on the project of Business Database Development in the Southern Economic Corridor

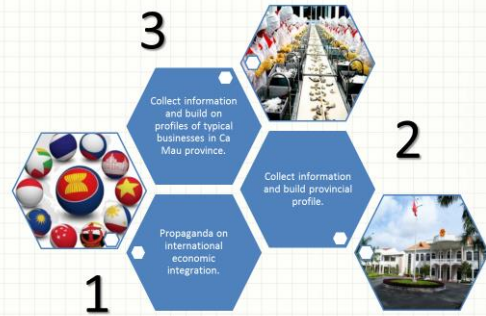
Presentation: Mr Nguyen Le Thai
 Secretary Ganaral
 Ca Mau Provincial of Buseness Association.

Overview



Administrative map of Ca Mau province.

Objective of the project



Steps for project implementation



Report and ask the local government for approval of the project to collect business data from the Southern Economic Corridor.

Steps for project implementation



Design brochure about the project.

Steps for project implementation



Hold a conference to discuss with the business community about the importance of the project.

Steps for project implementation



Collect provincial profile from state agencies.

Steps for project implementation



Collect provincial profile from state agencies.

Steps for project implementation



Collect company profile from enterprise


Lessons Learned



- Understand how to set up a company profile.
- Understand more about enterprises in Ca Mau province.
- Know the strengths to promote and weaknesses of the province should call for investment.

Recommendations / Suggestions for Future Improvements

If there is a website interface, with Multi language support for online data input, it is much easier to collect a business database.



17 | Can Tho – Kien Giang

Synthesis and Evaluation (S&E) Workshop Business Database Development in the SEC

Province: Cantho – Kien Giang
Country: Vietnam
Presented by: Ms. Lam Thy (VCCI Cantho)
Date: June 9, 2017




Table of Contents

1. Introduction
2. Activities and Duration
3. Outputs
4. Lessons Learned
5. Recommendations / Suggestions for Future Improvements

1. Introduction

- Vietnam Chamber of Commerce and Industry (VCCI), which is a national organization, represents the business community, the entrepreneurs, and the business associations in Vietnam.
- VCCI Cantho motivates and protects legal rights of business community and entrepreneurs in the Mekong Delta in term of domestic and international relationship. Moreover, the organization promotes and supports trade, investment, cooperation in science – technology and other business activities.
- www.SEC4BUSINESS.com has not only introduced numerous high-quality products/ services which belong to the Mekong Delta but also connected B2B between the Mekong Delta's and international enterprises.

1. Introduction

- In charge of Cantho and Kien Giang province, we have informed to enterprises in this area by email, fax, post office and follow up them.
- Besides, we have invited business association, promotion centers to assistance in internal business information.
- We upload this article on the Internet through by www.vccimekong.com.vn and www.mekongsp.com ; www.mi.mekongitp.com

2. Activities and Duration

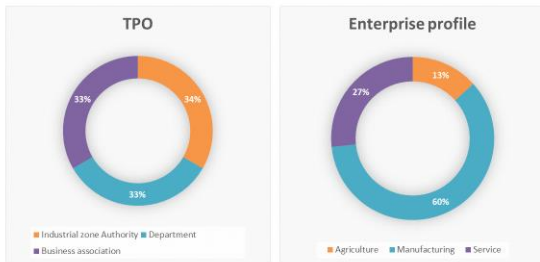
Content/ Duration (Begin April 10 th up to now)	W 1	W 2	W 3	W 4	W 5	W 6	W 7	W 8	W 9
1. Inform to enterprises and association in Cantho and Kien Giang by email, fax, EMS									
2. Translate to Vietnamese for convenience									
3. Collect form from TPO and enterprise profile and upload to the website: www.SEC4business (1 st perior)									
4. Collect form from TPO and enterprise profile and uploading to the website: www.SEC4business (2 nd perior)									
5. Collect form from TPO and enterprise profile and uploading to the website: www.SEC4business (3 rd perior)									
6. Proof-read database									
7. Update new products and contactors									

3. Outputs

Collecting TPO and enterprise profiles for Database:

Content	1 st period (15 – 31 May)	2 nd period (01 – 15 June)	3 rd period (16 – 30 June)	Total
Provincial profile:				
- Cantho	In process	1 50%	Done	2
- Kien Giang	In process	1 50%	Done	
TPO:				
- Cantho	3 50%	2 33.3%	1 16.7%	6
- Kien Giang	3 50%	2 33.3%	1 16.7%	6
Enterprise profiles:				
- Cantho	17 42.5%	5 12.5%	18 45%	40
- Kien Giang	8 40%	5 25%	7 35%	20

Collecting TPO and enterprise profiles for Database:



7

POSITIVE

- 1) Accurate information system and modern theme that suitable for customers in ASEAN, particularly Japan
- 2) Networking (B2B) all over the 4 nations: Cambodia, Thailand, Myanmar and Vietnam
- 3) Saving the Marketing cost for SMEs in the Mekong Delta

NEGATIVE

- 1) It takes times to translate
- 2) The majority of businesses in the Mekong Delta is unfamiliar with B2B platform
- 3) They do not understand deeply the benefits of the project → not interest to participant

8

- Accurate information system
- Distinguish & suitable products with consumer's preference in ASEAN & Japan
- Become the supplier of Vietnamese enterprises (especially in the Mekong Delta) & other countries in the Mekong River
- About the website, it lacks Japanese version & inaccurate Vietnamese
- Create an online form (in many language version) so that businesses are easy to update information and reduce time to

Thank You

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18 | Tay Ninh

Synthesis and Evaluation (S&E) Workshop
Business Database Development in the SEC

Province: Tay Ninh
 Country: Vietnam
 Presented by: Mr. Le Khanh Trinh (TPC Tay Ninh)
 Date: June 9, 2017

Mekong Institute

1. Introduction
2. Activities and Duration
3. Outputs
4. Lessons Learned
5. Recommendations / Suggestions for Future Improvements

- TayNinh Trade Promotion center (TPC), which is a public service organization, under the Department of Industry and Trade of Tay Ninh province, Vietnam.

- TPC Tay Ninh with the function of implementing and supporting enterprises of all economic sectors to develop their business through specific trade promotion activities such as market research, trade information consultancy, trade fairs, commercial advertising, to cooperate with domestic and foreign trade promotion organizations to promote trade development in the province.

- www.SEC4BUSINESS.com has not only introduced

Association/Trade Promotion Organizations (TPOs) Profiles / Business Associations (BAs)

Objective:

- To showcase the information of the provincial and national level of Trade Promotion Organizations (TPOs) located in Southern Economic Corridor (SEC);
- To enhance province's visibility and promote trade and investment;
- To link domestic exporters with outside buyers and investors with the improved the communication channels in English;
- To establish networks among TPOs along SEC and beyond.

Company Profile Form

Objective:

- To present the company's products / services via online platform so as to enhance visibility;
- To enable market entry;
- To establish business-to-business (B2B) and investor-to-business (I2B) contact in the global market so as to enhance company's business expansion and growth;
- To create networking for businesses from SEC.

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4



- In charge of Tay Ninh province, we have informed to enterprises in this area by email, fax, post office and follow up them (2 week). Beside, we sent them at some seminar at meeting.

- Besides, we have come to business association, promotion centers to assistance in internal business information (3 day).

- We have sent all of profile to MI (30th May 2017) and now we learn to upload us this article on the Internet through by <http://tayninhtrade.com/> and www.mekongsp.com ; www.mi.mekongitp.com

5



1. Inform to enterprises and association in Tay Ninh by email, fax, EMS (from 01 to 16 March): 150 unit
2. Collect form from enterprises and association profile and translate to Vietnamese for convenience. Now we have collect
 - Association: 03 profile
 - Enterprise: 10 profile
3. We just have sent all of profile to MI and learn to upload us.

6



Collecting TPO and enterprise profiles for Database:

Content	1 st period (15 – 31 May)	2 nd period (01 – 15 June)	3 rd period (16 – 30 June)	Total			
Provincial profile:	In process	1	50%	Done	1		
TPO:	4	50%	3	33.3%	1	16.7%	6
Enterprise profiles:	5	12.5%	5	12.5%	30	75%	40

7



POSITIVE

- 1) We're special relationship with enterprises and association in Tay Ninh
- 2) We are closely concerned by the Provincial Government and my Department leaders
- 3) Networking (B2B) all over the 4 nations: Cambodia, Thailand, Myanmar and Vietnam
- 4) Saving the Marketing cost for SMEs in the Tay Ninh

NEGATIVE

- 1) They do not understand deeply the benefits of the project
- 2) The majority of businesses in the Mekong Delta is unfamiliar with B2B platform
- 3) It takes times to translate

8



- Organize numerous e-commerce training classes for business
- Create an online form (in many language version) so that businesses are easy to update information and reduce time to collect data.
- About the website, it lacks Japanese, Chinese version & inaccurate Vietnamese.
- MI provides funding to our staff to encourage

Thank You



8.3. Concept Note

Joint Synthesis and Evaluation (S&E) Workshop SME Cluster Development and Export Consortia Formation and Business Database Development in the SEC

Mekong Institute (MI), Khon Kaen, Thailand

June 8-9, 2017

1. Background

Mekong Institute (MI) conducted Regional Trainings on “SME Cluster Development and Export Consortia Formation” on September 12-17, 2016 and “Business Research and Database Development in the SEC” on November 14-18, 2016 respectively at its Residential Training Center, Khon Kaen, Thailand. These regional training programs are 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 programs, the participants implemented Action Plans (APs) on SME cluster development and business profiles collection covering (i) provincial profiles; (ii) company / SME profiles including technological support requests; and (iii) Trade Promotion Organization (TPO) profiles for uploading on the SEC business database at www.sec4business.com. The APs were conducted in 19 project provinces in the SEC from October 2016 to May 2017 with the support and assistance by the team of Trade and Investment Facilitation (TIF) Department of MI.

To review the result of the APs Implementation and obtain feedback on the modular training programs, a two-day Synthesis and Evaluation (S&E) Workshop is conducted on June 8-9, 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; and (ii) to share outcomes, experiences, lesson learned and best practices from the APs implementation.

2. Objectives

- a) Revisit the knowledge gained from the Regional Training programs on (i) SME Cluster Development and Export Consortia Formation; and (ii) Business Research and Database Development in the SEC; 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) Evaluate the modular training approach and provide recommendations for its improvement in terms of contents, structure and duration.

3. Expected Outputs

- a) Participants shared the outcomes and experiences from the APs implementation and received feedbacks from co-participants;
- b) Participants shared and learned best practice from the APs implementation;
- c) Participants provided suggestions and recommendations for the further improvement of the modular training approach in terms of contents, structure and duration.

4. Workshop Structure

The workshop is organized in the form of back-to-back events. The first part is scheduled for the reflection on implementation of the individual APs on SME Cluster Development and Business Profiles Collection through an interactive platform for the participants to present and share outcomes, experiences, lessons learned and best practices from the APs implementation. The second part is scheduled for discussion between the participants and the MI TIF team to evaluate and improve the modular training approach. The both parties provide feedbacks, suggestions and recommendations for improvement in terms of contents, structure and duration.

5. Target Participants

Participants who implemented the APs are invited to participate and share outcomes, experiences, lessons learned and best practices with co-participants and provide feedbacks on the modular training approach at the joint S&E Workshop.

6. Organizing Team and Contact

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8.4. Program Schedule

Thursday, June 8, 2017	
Venue: Mekong River Conference Room, Mekong Institute (MI), Khon Kaen, Thailand	
08:00 – 08:30	Participant Registration - Ms. Sasiporn Phuphaploy, Program Assistant, Trade and Investment Facilitation (TIF) Department, Mekong Institute (MI)
Inauguration Session	
08:30 – 08:40	Welcome Remarks - Dr. Watcharas Leelawath, Executive Director, Mekong Institute (MI)
08:40 – 08:50	Opening Remarks - Mr. Madhurjya Kumar Dutta, Director, Trade and Investment Facilitation (TIF) Department, Mekong Institute (MI)
08:50 – 09:05	Overview of the S&E Workshop - Mr. Toru Hisada, Senior Project Coordinator, Trade and Investment Facilitation (TIF) Department, Mekong Institute (MI)
09:05 – 09:10	Group Photo - All Guests and Participants
Session I: Individual Presentation on the Implementation of Cluster Development Plan (CDP)	
09:10 - 10:10	Presentation of Market Information Tool (Flipchart) - Moderator: Mr. Sa-nga Sattanun, Program Manager, Trade and Investment Facilitation (TIF) Department, Mekong Institute (MI) Cambodia / Myanmar / Thailand / Vietnam
10:10 - 10:30	Coffee Break
10:30 - 12:00	CDP Implementation Outcome Presentation and Evaluation (Cambodia - Myanmar) - Presentation (10 Minutes for Presentation, 5 Minutes for Q & A) - Moderator: Mr. Sa-nga Sattanun, Program Manager, Trade and Investment Facilitation (TIF) Department, Mekong Institute (MI)

	<p>Investment Facilitation (TIF) Department, Mekong Institute (MI)</p> <ul style="list-style-type: none"> - Moderator: Mr. Sopheak Seang, Program Coordinator, Trade and Investment Facilitation (TIF) Department, Mekong Institute (MI) i. Banteay Meanchey ii. Battambang iii. Kampong Chhnang iv. Kampot v. Koh Kong vi. Preah Sihanouk
12:00 – 13:00	Lunch
13:00 – 14:00	<p>CDP Implementation Outcome Presentation and Evaluation (Cambodia - Myanmar) (Cont.)</p> <ul style="list-style-type: none"> vii. Pursat viii. Svay Rieng ix. Tanintharyi Region / Dawei
14:00 – 15:30	<p>CDP Implementation Outcome Presentation and Evaluation (Thailand)</p> <ul style="list-style-type: none"> - Presentation (10 Minutes for Presentation, 5 Minutes for Q & A) - Moderator: Mr. Sa-nga Sattanun, Program Manager, Trade and Investment Facilitation (TIF) Department, Mekong Institute (MI) - Moderator: Mr. Toru Hisada, Senior Project Coordinator, Trade and Investment Facilitation (TIF) Department, Mekong Institute (MI) i. Chanthaburi ii. Kanchanaburi iii. Prachinburi iv. Ratchaburi v. Sa-Kaeo vi. Trat
15:30 – 15:50	Coffee Break
15:50 – 17:00	<p>CDP Implementation Outcome Presentation and Evaluation (Vietnam)</p> <ul style="list-style-type: none"> - Presentation (10 Minutes for Presentation, 5 Minutes for Q & A): - Moderator: Mr. Sa-nga Sattanun, Program Manager, Trade and Investment Facilitation (TIF) Department, Mekong Institute (MI) - Moderator: Mr. Sopheak Seang, Program Coordinator, Trade and Investment Facilitation (TIF) Department, Mekong Institute (MI) i. Ca Mau ii. Can Tho iii. Tay Ninh

Friday, June 9, 2017

Venue: Mekong River Conference Room, Mekong Institute (MI), Khon Kaen, Thailand

Session II: Individual Presentation on Business Profiles Collection

8:30 – 10:00	<p>Implementation Progress / Outcome Presentation and Evaluation (Cambodia - Myanmar)</p> <ul style="list-style-type: none"> - Presentation (5 Minutes for Presentation, 5 Minutes for Q & A) - Moderator: Mr. Sa-nga Sattanun, Program Manager, Trade and Investment Facilitation (TIF) Department, Mekong Institute (MI) - Moderator: Mr. Sopheak Seang, Program Coordinator, Trade and Investment Facilitation (TIF) Department, Mekong Institute (MI) i. Banteay Meanchey
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	<ul style="list-style-type: none"> ii. Battambang iii. Kampong Chhnang iv. Kampot v. Koh Kong vi. Preah Sihanouk vii. Pursat viii. Svay Rieng ix. Tanintharyi Region / Dawei
10:00 – 10:20	Coffee Break
10:20 – 11:20	Implementation Progress / Outcome Presentation and Evaluation (Thailand) <ul style="list-style-type: none"> - Presentation (5 Minutes for Presentation, 5 Minutes for Q & A) - Moderator: Mr. Sa-nga Sattanun, Program Manager, Trade and Investment Facilitation (TIF) Department, Mekong Institute (MI) - Moderator: Mr. Toru Hisada, Senior Project Coordinator, Trade and Investment Facilitation (TIF) Department, Mekong Institute (MI) i. Chanthaburi ii. Kanchanaburi iii. Prachinburi iv. Ratchaburi v. Sa-Kaeo vi. Trat
11:20 – 12:00	Implementation Progress / Outcome Presentation and Evaluation (Vietnam) <ul style="list-style-type: none"> - Presentation (5 Minutes for presentation, 5 Minutes for Q & A): - Moderator: Mr. Sa-nga Sattanun, Program Manager, Trade and Investment Facilitation (TIF) Department, Mekong Institute (MI) - Moderator: Mr. Sopheak Seang, Program Coordinator, Trade and Investment Facilitation (TIF) Department, Mekong Institute (MI) i. Ca Mau ii. Can Tho iii. Tay Ninh
12:00 – 13:00	Lunch
Session III: Review of Modular Training Approach	
13:00 – 13:20	Presentation on the Progress of Action Plans (APs) Implementation <ul style="list-style-type: none"> - Presenter: Mr. Nazil Ul Haq, Program Officer, Monitoring, Evaluation & Learning (MEL) Department
13:20 – 14:10	Group Discussion <ul style="list-style-type: none"> - Moderator: Mr. Qinfei Zhu, Program Specialist, Monitoring, Evaluation & Learning (MEL) Department
14:10 – 15:00	Group Presentation by Participants <ul style="list-style-type: none"> - Moderator: Mr. Qinfei Zhu, Program Specialist, Monitoring, Evaluation & Learning (MEL) Department
15:00 – 15:30	Coffee Break
15:30 – 16:15	Group Presentation by Participants (Cont.) <ul style="list-style-type: none"> - Moderator: Mr. Qinfei Zhu, Program Specialist, Monitoring, Evaluation & Learning (MEL) Department
16:15 – 16:30	Monitoring and Evaluation (M&E) Form Completion and Submission <ul style="list-style-type: none"> - Moderator: Mr. Sa-nga Sattanun, Program Manager, Trade and Investment Facilitation (TIF) Department, Mekong Institute (MI)
Closing Ceremony	

16:30 – 16:45	Participants' Short Speech - Representative from Cambodia, Myanmar, Thailand and Vietnam (CMTV)
16:45 – 16:55	Way Forward - Mr. Madhurjya Kumar Dutta, Director, Trade and Investment Facilitation (TIF) Department, Mekong Institute (MI).
16:55 – 17:00	Closing Remarks - Dr. Watcharas Leelawath, Executive Director, Mekong Institute (MI).

8.5. Participants' Directory

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The Greater Mekong Sub-Region (GMS)

The Greater Mekong Sub-Region (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, Guangxi Autonomous Region of the People's Republic of China

About Mekong Institute

The Mekong Institute (MI) is a **GMS** Inter - Governmental Organization (IGO) working closely with the governments of six countries to promote regional development, cooperation and integration by offering standard and on-demand capability development programmes across three cutting themes of agricultural development and commercialization, trade and investment facilitation, and innovation and technological connectivity.



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