



**MEKONG
INSTITUTE**



Lancang-Mekong Cooperation Projects
Sponsored by Lancang-Mekong Cooperation Special Fund
In coordination with Ministry of Commerce of Thailand
Implemented by Mekong Institute



Curriculum Design Statement

Regional Modular Training Program on
**Rural E-Commerce Development in
Lancang - Mekong Countries**

March 25-29 2019

I. Introduction

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

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

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

As part of the project, MI will organize second modular training program from March to August 2019. The training will include participants representing key stakeholders involved in rural e-commerce development in the six Lancang-Mekong countries. It will be conducted in two phases in the following manner:

- **Learning phase** - A one-week training at MI, Khon Kaen, Thailand on March 25-29, 2019. At the end of this phase, action plans, which will involve individual e-market business plans and registration on e-commerce platforms such as alibaba.com and prepared by the participants of the training program.
- **Knowledge application phase** – In this phase, social enterprises will be encouraged to link with markets through e-commerce platforms and the MI Team would record their experiences of doing so. This phase will last six months comprising of one month for each enterprise to finalize their e-commerce business plans, two months to register and launch on an e-commerce portal and three months to monitor their business growth. The underlying aim in this phase is to observe how the rural based social enterprises are able to access markets and challenges if any. Technical and financial assistance will be provided to participants for implementation of action plans

II. Training Objectives

- To link the enterprises with the market and observe their business growth
- To improve/update knowledge base of participants of the concept of e-commerce and rural e-commerce and their various aspects
- To form a knowledge base to complement existing knowledge on rural e-commerce in the Lancang-Mekong countries
- To share best practices on e-commerce and rural e-commerce from the Lancang-Mekong region and around the world
- To enhance the understanding of potential of rural e-commerce development in the Lancang-Mekong countries
- To build capacities for exploring online business prospects through different e-commerce opportunities
- To develop the cooperation mechanism among the stakeholders of the Lancang-Mekong countries for promoting rural e-commerce

III. Training Outcomes

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

- Understand the concept of rural e-commerce;
- Understand the potential and challenges of various rural e-commerce development models;
- Understand key components for drafting their own rural e-commerce development strategies; and
- Draft practical action plans to initiate/ improve the status of rural e-commerce in respective countries.

IV. Target Group

The training will be focused on rural- and urban- based social enterprises for developing their individual retail businesses on e-commerce platforms. A total of 24 participants from the six Lancang-Mekong countries (ie four from each country) are expected to participate in the modular training program. The target participants represent the mid to senior level personnel of following types of agencies.

- Development and Marketing Agencies for One Tambon One Product (OTOP)/ One District One Product (ODOP)/ One Village One Product (OVOP);
- Rural E-Commerce and E-Commerce Service Providers;
- Agriculture Cooperatives Alliances/ Supply and Marketing Cooperatives;
- SME Clusters, Social Enterprises and Start-ups involved in E-commerce or Rural E-Commerce;

In general, participants should

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

MI strongly encourages the participation of women and minorities.

24 selected participants will be offered full scholarships covering tuition fees, the cost of travel between home cities to Khon Kaen (KK), Thailand, KK airport transfer, overseas travel insurance, accommodation and lunch during the training period. MI team holds the right to select the participants deemed to be eligible for full scholarships.

V. Duration and Location

- **March 25-29, 2019: learning phase** - one-week training course at the Mekong Institute's Residential Training Center, Khon Kaen, Thailand;
- **April-September 2019: knowledge application phase** – participants implement action plans in his/her country for three months;

VI. Training Content

In this one week course on March 25-29 2019, participants will explore six interrelated modules:

Module 1	Definitions and Trends in E-Commerce and Rural E-Commerce
Module 2	Legislation, Best Practices and Practical Examples
Module 3	Business Models and Supply Chain Development
Module 4	Marketing and Business Plans

Module 5	Logistics, Distribution and Payment Systems
Module 6	Cross Border E-Commerce
Module 7	Action Plans Development

Module 1: Definitions and Trends in E-Commerce and Rural E-Commerce

- Definitions of e-commerce and rural e-commerce
- Benefits and value-added of rural electronic commerce
- Trends in development and prospects of rural electronic commerce

Module 2: Legislation, Best Practices and Practical Examples

- Brief explanation of policy initiatives and promotion plans on rural e-commerce in the Lancang-Mekong countries
- Case study: best practices and practical examples of e-commerce projects from different countries: e.g. Taobao villages in China, OTOP/OVOP/ODOP in Thailand, Cambodia, Laos, Myanmar and Vietnam, OVOP in Japan, E-choupal in India, INVIL in South Korea

Module 3: Business Models and Supply Chain Development

- Understanding, building and management of supply chains for rural e-commerce
- Understanding consumer demand and needs
- Case study: typical business models of rural e-commerce in Lancang-Mekong countries; comparisons between the business models

Module 4: Marketing and Business Plans

- Marketing, branding, packaging and networking tools for rural e-commerce
- Drafting e-commerce business plans
- Understand digital marketing, e-commerce platforms
- Importance of aspects such as food safety, packaging and quality control, standards and technical regulations
- Drafting financial statements
- Case study: successful rural e-commerce marketing methods

Module 5: Logistics, Distribution and Payment Systems

- Importance of management of logistics and distribution in rural e-commerce
- Systems of payment; how to manage online payment; security of payment and associated risks
- Best practices in logistics, distribution and payment systems

Module 6: Cross Border E-Commerce

- Cross-border supply chains/regional and global value chains
- Importance of policies and procedures such as customs clearance, single-window for cross-border facilitation
- Successful business models and market opportunities for cross border e-commerce

Module 7: Action Plans Development

Guiding participants to prepare and implement individual action plans, which they would implement in their respective countries.

VII. Knowledge Application Phase

After the delivery of the training, the second phase will kick in. As part of the training program, the participants will be required to prepare their action plans, which will include individual e-commerce business plans and registration on e-commerce platforms.

The aim in this phase is to observe how rural based social enterprises are able to access market and challenges in doing so, if any. During this phase, technical and financial assistance will be provided to participants for implementation of action plans in respective countries.

VIII. Contacts

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



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The Greater Mekong Subregion

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

About Mekong Institute

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



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