



Summary



Private sector engagement in sectors: Taking advantage of GMS economic growth and expanding consumer markets



Private sector cooperation with governments and local stakeholders: pooling resources and expertise; enhancing technological progress, and helping companies stay at the forefront of industry trends for competitive advantages



Co-creating Projects in Supply Chains Decarbonizing: enhancing environmental sustainability aligning with global climate goals, reducing operational risks, and enhancing corporate image



Workforce Development in Industry 4.0: ensuring a skilled industrial workforce to enable productivity aligned with development goals on human resource development and inclusive investment

Multi Year Project on LANCANG-MEKONG BUSINESS FORUMS (2018-2024)

Mekong Institute (MI) has completed a project on Lancang-Mekong Business Forum (LMBF) with the theme of “**Promoting Agribusiness and Investment in Processed Food Sector**” from 2018-2024. The project was funded by the Lancang-Mekong Cooperation Special Fund (LMCSF) of China, and in collaboration with the Ministry of Commerce, Thailand.

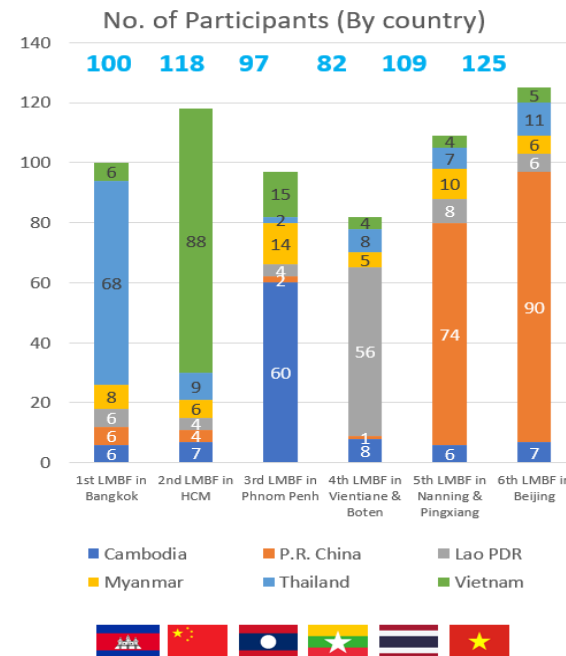
To strengthen regional value chain, business investment forums are useful mechanism to promote SMEs’ linkages with large enterprises, providing valuable opportunities for business matching and networking among regional and international buyers.



LANCANG - MEKONG
BUSINESS FORUM

Key Objectives

- ✓ **Establish business linkages** among the Lancang-Mekong businesses.
- ✓ **Assist SMEs’ integration** in the regional and global value chains.
- ✓ **Exchange information** on innovative and sustainable practices, advanced food processing technologies, marketing, standard that will push forward industrial growth.
- ✓ **Promote investment** through business collaboration with local SMEs in the Lancang-Mekong countries.



631 participants



By Sector

22%

Public

78%

Private



By Gender

42%

Female

58%

Male



FORUM FORMAT



FOOD TECHNOLOGY



RESEARCH



EVALUATION



FOOD PROCESSING



SCIENTIST



MICROBIOLOGY



BIOCHEMISTRY



FOOD SAFETY



BUSINESS SEMINAR

Discussed and shared market trends, innovative products and practices, trade and investment opportunities, promotion of low-carbon and green technologies in the agri-food processing sector.



BUSINESS MATCHING

Provided an opportunity to explore business connections and forge partnership between SMEs with large companies and investors in agri-food processing sector.



PRODUCTS EXHIBITION

Showcased innovative food products and emerging technologies for food processing, packaging, and labeling.



STRUCTURED LEARNING VISIT

Shared food processing capacity, innovative business model and technologies, trade and investment opportunities by visiting agri-food processing technology park and companies.

The 6th LMBF

Beijing, China | Jan 10-11, 2024



The 5th LMBF

Nanning, China | July 3-6, 2023



The 4th LMBF

Vientiane, Lao PDR | Nov 9-11, 2022



The 1st LMBF

Ministry of Commerce

Bangkok, Thailand | Nov 15-16, 2018



The 2nd LMBF

Ho Chi Minh City, Vietnam

Nov 7-8, 2019



The 3rd LMBF

Phnom Penh, Cambodia | Mar 30-31, 2022

CAMBODIA CHAMBER OF COMMERCE





KEY RESULTS

- ✓ **Developed Web Portal to share project information, and facilitate event participation, business matching and evaluation**
 - Shared project information and documents
 - Facilitated the forum online registration and information sharing
 - Collected and promote company and their products through the website
 - Facilitated online business matching among sellers/exhibitors, buyers, delegates, speakers, trade visitors during pre, during and post-forum
 - Conducted post-event evaluations

Type of Data

- ✓ **Project Introduction and Documentation**
- ✓ **Forum Online Registration and Information**
- ✓ **Company Profile** (registered and participated companies)
- ✓ **Business Matching System** (Pre, During and Post-Event)

<https://www.lancangmekongforum.com>



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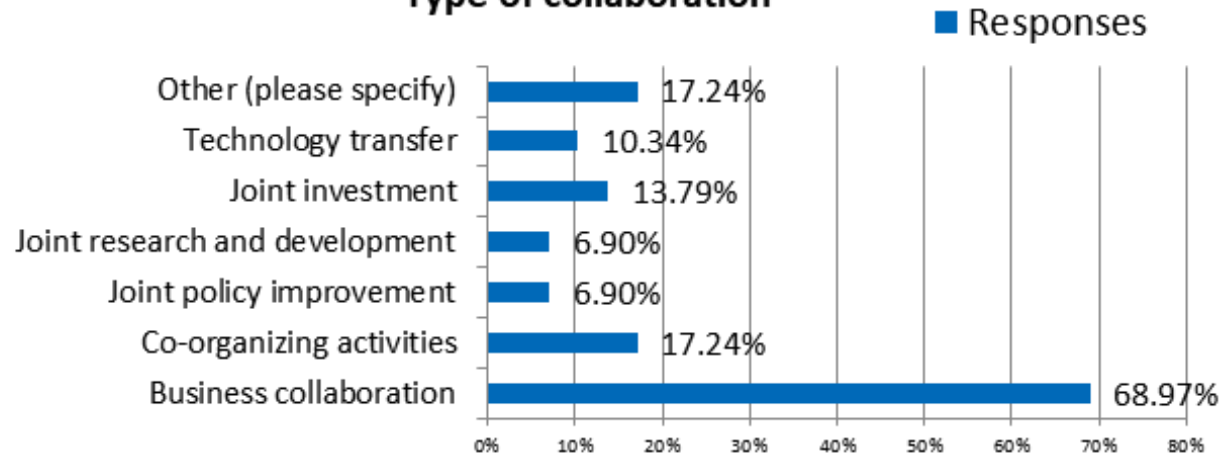
KEY RESULTS



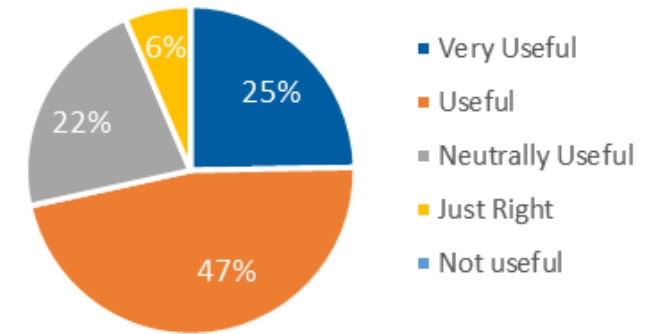
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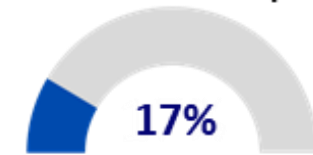
Type of collaboration



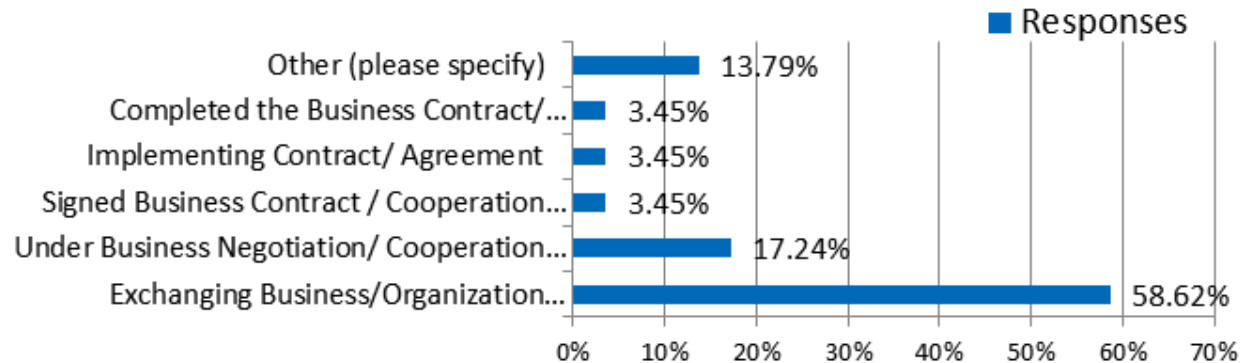
Usefulness of the Forum Content



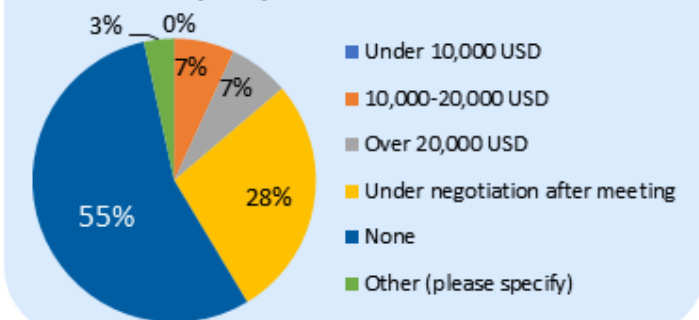
Initiated investment projects



Collaboration status



The amount (USD) of the initial investment



MOVING FORWARD

Trade and Investment Promotion Through Market Linkages in Lancang Mekong Countries —based on the experiences of the recently concluded 5-year project

SMEs in LM countries are yet to fully realize their potential to harness e-commerce for market development. The project can boost economic growth in Lancang Mekong countries by improving the competitiveness of SMEs through market linkages, integrating them into regional and global value chains.



Intervention areas

- **Establishing business linkages** among the Lancang Mekong countries SMEs.
- **eMarket Place** development and introduced for SMEs
- **Assisting SMEs integrate** in the Regional and Global Value Chain (R-GVC).
- **Exchange information** on state of art technology and innovative products to push forward industrial growth.



Expected Outcomes

- **Business networking and investment** promoted through eMarket Place with AI functions
- Enhanced SMEs ability to utilize **digital platforms**
- Strengthened inter regional value chains for **cross border trade**
- **SME integration** in regional and global Value chains.



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**BUSINESS
MATCHING**



THANK YOU!