



LANCANG - MEKONG
BUSINESS FORUM



LANCANG-MEKONG
COOPERATION
SPECIAL FUND
P. R. CHINA

Promoting Agribusiness and Investment in Processed Food Sector in Lancang-Mekong Countries (2018-2024)



Small and medium-sized enterprises (SME) have the strong potential of linking with the regional economy through their integration in the regional product value chain. Business investment forums are one way to promote SMEs' linkages with large enterprises, providing valuable opportunities for business matching and networking between the SMEs and regional and international buyers. Such forums can also facilitate the development of market intelligence systems by collecting market information to determine the most penetrable and profitable domestic and export markets, which can be useful in SME development.

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 coordination with Ministry of Commerce, Thailand.

The Lancang-Mekong Business Forum was organized by MI with local partners in each of Lancang-Mekong (LM) countries, namely Cambodia, China, Lao PDR, Myanmar, Vietnam and Thailand since 2018.

The Business Forums provided an important platform for the agri-food processing industry value chain actors build up business collaboration. The project has contributed to



Establish business linkages among the Lancang-Mekong businesses.



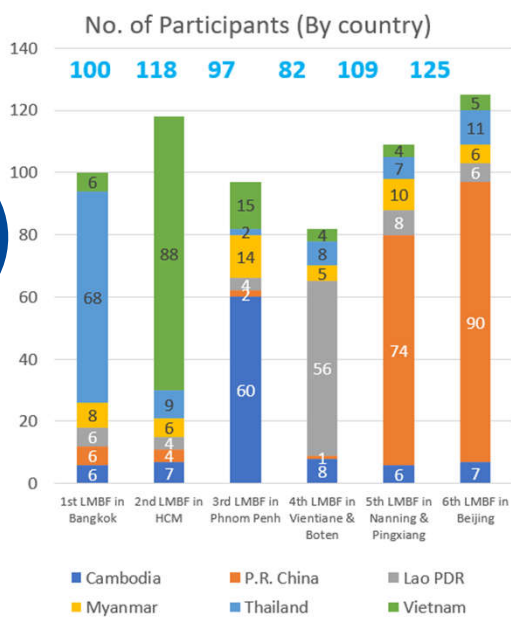
Assist SMEs' integration in the regional and global value chains.



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

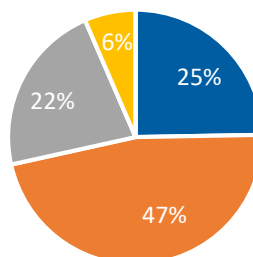


By Gender

42%
Female

58%
Male

Usefulness of the Forum Content



- Very Useful
- Useful
- Neutrally Useful
- Just Right
- Not useful





第六届澜沧江—湄公河商务论坛 The 6th Lancang-Mekong Business Forum

促进澜湄国家农产品和食品加工行业投资与贸易
Promoting Agri-business and Investment in Processed Food Sector

2024年1月10-11日
2024 Jan 10-11



FORMAT OF THE FORUMS



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.



กระทรวงพาณิชย์ The 1st LMBF

Bangkok, Thailand | Nov 15-16, 2018



The 6th LMBF

Beijing, China | Jan 10-11, 2024



中国—东盟经贸中心
CHINA-ASEAN
BUSINESS CENTER



The 3rd LMBF

Phnom Penh, Cambodia | Mar 30-31, 2022



The 5th LMBF

Nanning, China | July 3-6, 2023



Foreign Affairs Office &
Department of Commerce
of Guangxi, P. R. China



中国—东盟经贸中心
CHINA-ASEAN
BUSINESS CENTER



The 4th LMBF

Vientiane, Lao PDR | Nov 9-11, 2022



The 2nd LMBF

Ho Chi Minh City, Vietnam
Nov 7-8, 2019

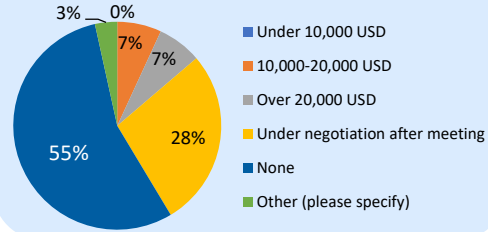




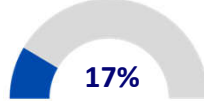
LANCANG - MEKONG
BUSINESS FORUM

FORUM KEY RESULTS

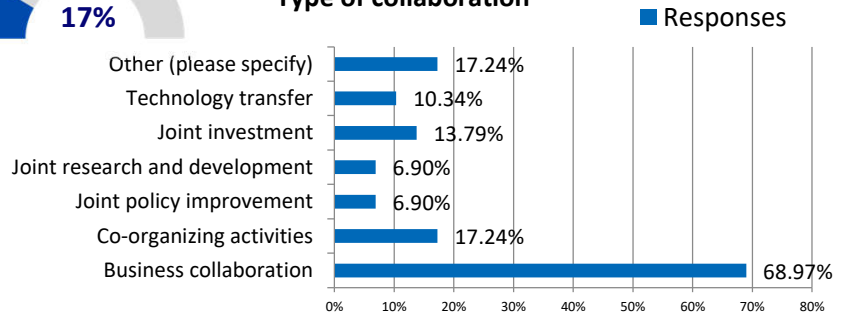
The amount (USD) of the initial investment



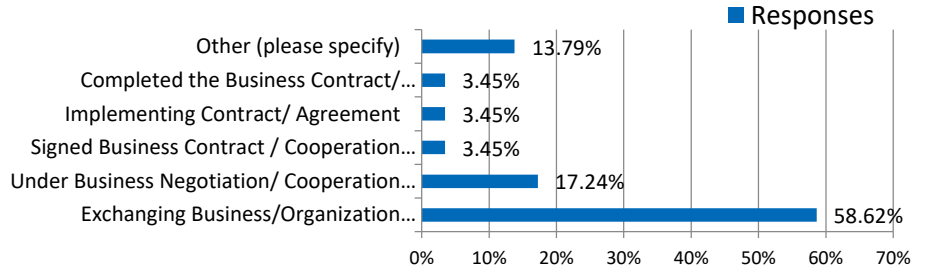
Initiated investment projects



Type of collaboration



Collaboration status



Web Portal to share project information, and facilitate event participation, business matching and evaluation
 Shared project information and documents
 Facilitated forum online registration and information sharing
 Promote company and their products
 Facilitate online business matching among sellers/exhibitors, buyers, delegates, speakers, trade visitors during pre, during and post-forum
 Conduct post-event evaluation

Business Data
 Company Profiles (participating companies)
 Business Matching data

Emerging trend in the agri-food processing sector

- Increased demand for healthy and organic processed foods **53.57%** % of Respondent
- Adoption of innovative food processing technologies **25.00%**
- Expansion of plant-based and alternative protein products **17.86%**

How can agri-businesses capitalize on emerging trends in the agri-food processing sector for sustainable growth?

- Investing in research and development for innovative product formulations **28.57%** % of Respondent
- Enhancing food safety and quality assurance measures **17.86%**
- Collaborating with local farmers for a consistent and sustainable supply chain **35.71%**
- Implementing efficient waste management and recycling practices **10.71%**