



**MEKONG  
INSTITUTE**

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Mekong Institute (MI)



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**Synthesis and Evaluation (S&E) Workshop**  
Regional Training on Trade Events Promotion

Mekong Institute (MI), Khon Kaen, Thailand

November 28 - 29, 2017

**Program Schedule**

<b>Tuesday, November 28, 2017</b>	
<b>Venue: Mekong River Conference Room, Mekong Institute (MI), Khon Kaen, Thailand</b>	
08:00 – 08:30	<b>Participant Registration</b>
<b>Inauguration Session</b>	
08:30 – 08:45	<b>Welcome and Opening Remarks</b> - Mr. Nguyen Hung Cuong, Director, East-West Economic Corridor (EWEC) Project, Mekong Institute (MI) (Officer in Charge: OIC)
08:45 – 09:00	<b>Overview of the S&amp;E Workshop</b> - Mr. Toru Hisada, Senior Project Coordinator, Trade and Investment Facilitation (TIF) Department, Mekong Institute (MI)
09:00 – 09:10	<b>Group Photo</b> - All Guests and Participants
<b>Session I: Group Presentation on the AP Implementation on Trade Events Organization</b>	
09:10 - 09:40	<b>Results of the Cambodia – Vietnam Business Matching 2017 (Kampot, Preah Sihanouk, Ca Mau and Can Tho Provinces)</b> - 20 Minutes for Presentation and 10 Minutes for Discussion  Moderator: Mr. Toru Hisada, Senior Project Coordinator, TIF Department, MI
09:40 – 10:10	<b>Results of the Cambodia – Thailand Buyer – Seller Meet 2017 (Banteay Meanchey, Battambang, Koh Kong, Pursat, Chanthaburi, Sa-Kaeo and Trat Provinces)</b> - 20 Minutes for Presentation, 10 Minutes for Discussion  Moderator: Mr. Toru Hisada, Senior Project Coordinator, TIF Department, MI
10:10 – 10:30	<b>Coffee Break</b>
10:30 – 11:00	<b>Results of the Cambodia – Vietnam Business Matching (Svay Rieng, Kampong Chhnang and Tay Ninh Provinces)</b> - 20 Minutes for Presentation and 10 Minutes for Discussion  Moderator: Mr. Kyaw Min Tun, Program Officer, Trade and Investment Facilitation (TIF) Department, Mekong Institute (MI)
11:00 – 11:30	<b>Results of the Myanmar – Thailand Trade Mission 2017 (Dawei District, Kanchanaburi, Ratchaburi and Prachinburi Provinces)</b> - 20 Minutes for Presentation and 10 Minutes for Discussion  Moderator: Mr. Kyaw Min Tun, Program Officer, TIF Department, MI

11:30 – 12:00	<b>Results of the Trade Events in Cambodia</b> (20 Minutes for Presentation and 10 Minutes for Discussion) <ul style="list-style-type: none"> <li>- Mr. Bunthat Khun, Country Coordinator (Cambodia), Trade and Investment Facilitation (TIF) Department, Mekong Institute (MI)</li> </ul>
12:00 – 13:00	<b>Lunch</b>
<b>Session II: Group Work on the Way Forward</b>	
13:00 – 15:00	<b>The Way Forward and Action Plans (APs) for the Next 3 Years</b> <ul style="list-style-type: none"> <li>- Cambodia – Vietnam Business Matching 2017</li> <li>- Cambodia – Vietnam Business Matching</li> <li>- Cambodia – Thailand Buyer – Seller Meet 2017</li> <li>- Myanmar – Thailand Trade Mission 2017</li> </ul> <p>* Identify objectives of the event, key partners and their roles and responsibilities as well as create joint agreement between implementing partners.  * List key activities of the event, income and expenditure streams (cost &amp; benefit analysis), marketing strategy, branding strategy (name of the event), work plan etc).</p> <p>Moderator: Mr. Toru Hisada, Senior Project Coordinator, TIF Department, MI  Mr. Kyaw Min Tun, Program Officer, TIF Department, MI</p>
15:00 – 15:20	<b>Coffee Break</b>
15:20 – 17:00	<b>The Way Forward and Action Plans (APs) for the Next 3 Years (Cont.)</b>

<b>Wednesday, November 29, 2017</b>	
<b>Venue: Mekong River Conference Room, Mekong Institute (MI), Khon Kaen, Thailand</b>	
9:00 – 10:00	<b>Presentation of the Action Plans (APs) for the Next 3 Years</b> (20 Minutes for Presentation and 10 Minutes for Discussion) <ul style="list-style-type: none"> <li>- Cambodia – Vietnam Business Matching 2017</li> <li>- Cambodia – Thailand Buyer – Seller Meet 2017</li> <li>- Cambodia – Vietnam Business Matching</li> <li>- Myanmar – Thailand Trade Mission 2017</li> </ul> <p>Moderator: Mr. Toru Hisada, Senior Project Coordinator, TIF Department, MI  Mr. Kyaw Min Tun, Program Officer, TIF Department, MI</p>
10:00 – 10:20	<b>Coffee Break</b>
10:20 – 11:20	<b>Presentation of the Action Plans (APs) for the Next 3 Years (Cont.)</b>
<b>Closing Ceremony</b>	
11:20 – 11:40	<b>Participants' Speech</b> <ul style="list-style-type: none"> <li>- Cambodia – Vietnam Business Matching 2017</li> <li>- Cambodia – Thailand Buyer – Seller Meet 2017</li> <li>- Cambodia – Vietnam Business Matching</li> <li>- Myanmar – Thailand Trade Mission 2017</li> </ul>
11:40 – 11:50	<b>The Way Forward</b> <ul style="list-style-type: none"> <li>- Mr. Sa-nga Sattanun, Program Manager, Trade and Investment Facilitation (TIF) Department, Mekong Institute (MI)</li> </ul>
11:50 – 12:00	<b>Closing Remarks</b> <ul style="list-style-type: none"> <li>- Mr. Nguyen Hung Cuong, Director, EWEC Project, MI</li> </ul>
12:00 – 13:00	<b>Lunch</b>
13:00 –	<b>Participants go back to their respective countries / provinces</b>