

Concept Note

Final Project Steering Committee (PSC) Meeting Project on “Enhancing Competitiveness of Small and Medium-sized Enterprises (SMEs) in the Southern Economic Corridor (SEC) of ASEAN Mekong Subregion”

Mekong Institute (MI)
Khon Kaen, Thailand

June 18, 2018

1. Introduction

Funded by the Government of Japan through ASEAN - Japan Integration Fund (JAIF), the Mekong Institute (MI) is implementing a two - year project on “Enhancing Competitiveness of Small and Medium - sized Enterprises (SMEs) in the Southern Economic Corridor (SEC) of ASEAN Mekong Subregion (AMS)” for the period 2016 - 2018. The Project is implemented with the collaborations between MI and its stakeholders in the four countries along the SEC, namely Cambodia, Myanmar, Thailand and Vietnam (CMTV) at both national and sub-national levels.

Development goal of the Project is to contribute to the rapid economic development and inclusive growth in project provinces in the SEC through the promotion of trade and investment in the SEC with specific focus to enhance competitiveness of small and medium-sized enterprises (SMEs) to conduct cross - border trade and investment and integrate into cross - border industrial clusters, regional and global value chain.

The project covers 19 provinces, comprising 8 on the Central Sub - Corridor (Banteay Meanchey, Battambang, Pursat, Kampong Chhnang, Svay Rieng, Prachinburi, Sa-Kaeo and Tay Ninh) and 11 on the Coastal Sub - Corridor (Koh Kong, Preah Sihanouk, Kampot, Tanithayi Region / Dawei, Kanchanaburi, Ratchaburi, Chanthaburi, Trat, Kien Giang, Can Tho and Ca Mau) of SEC connecting CMTV, excluding the capital and mega cities. These provinces have been chosen in line with the criteria: (i) less developed status; (ii) strategic locations promoting inter and intra trade along the sub - corridors; and (iii) industrial development potentials.

Farmers - led business enterprises, local producers, processors, traders on rural and border towns of SEC are direct beneficiaries of the project. To achieve the development result, the project enhances capacity of four target groups: a) Local production groups / associations;

b) SMEs clusters / Business networks; c) Provincial and Border Government Officials; and d) CCI and business associations (BAs). These target groups serve as MI local partners (the project intermediaries) to work with and lead the project direct beneficiaries, i.e. SMEs.

The project completed its two - year duration by January 2018 and the final project evaluation was conducted for activities implemented during February 2016 – January 2018. As an integral part of the Project, the MI organizes a final Project Steering Committee (PSC) meeting in order to review and examine the overall performance of the project and to provide recommendations for CMTV governments. The meeting also aims to receive inputs from the PSC members for designing the proposal for the next phase of the project funded by the JAIF. The final PSC meeting is scheduled on June 18, 2018 at Mekong Institute (MI), Khon Kaen, Thailand.

2. Objectives

The objectives of the final PSC meeting are to:

- present the results and findings of the final project evaluation;
- review and examine the overall performance of the project against the stated objectives, outputs, outcomes, success indicators and success measures;
- discuss issues, challenges, experiences, lessons learned, best practices and success stories and provide supportive recommendations to CMTV governments for their continuous support for the sustainability of the results created under the project;
- present the proposal for the next phase of the project funded by the JAIF and receive inputs from the PSC.

3. Expected Outputs

- Results and findings of the final project evaluation are discussed and agreed by the PSC;
- Overall performance of the project against the stated objectives, outputs, outcomes, success indicators and success measures are reviewed and examined by the PSC;
- Issues, challenges, experiences, lessons learned, best practices, success stories and recommendations to CMTV governments are discussed and agreed by the PSC;
- PSC provides inputs for designing the proposal for the next phase of the project.

4. Project Steering Committee (PSC) Members

Name	Position	Organization
Regional		
Mr. Hideaki Iwasaki	Country Director	Asian Development Bank (ADB) Thailand Resident Mission
Japan		
Mr. Daisuke Hiratsuka	President	Bangkok Research Center (BRC) JETRO – IDE
Mr. Katsuya Miyoshi	Representative	Japan International Cooperation Agency (JICA) Thailand
Cambodia		
Mr. Virak Chin	Chief, Self-Employment Generation Fund Office	Ministry of Labor and Vocational Training
Mr. Vichea Suon	Director, Trade Training and Research Institute (TTRI)	Ministry of Commerce
Mr. Bunna Yea	Deputy Director General, General Department of SMEs and Handicraft	Ministry of Industry and Handicrafts
Myanmar		
Mr. Soe Moe kyaw	Deputy Director General, Directorate of Industrial Supervision and Inspection (DISI)	Ministry of Industry
Mr. Nay San	Director, Myanmar Trade Promotion Organization (MYANTRADE)	Ministry of Commerce
Mr. Aung Kyi Soe	Secretary General	Union of Myanmar Federation of Chambers of Commerce & Industry (UMFCCI)
Thailand		
Mr. Athiwat Pattanachaipuvanon	Member, Border Trade Committee	Federation of Thai Industries (FTI)
Mr. Apisit Cholsakorn	Director	Board of Trade Thailand
Vietnam		
Ms. Le Hoang Oanh	Director General, Asia - Pacific Market Department	Ministry of Industry and Trade
Dr. Pham Thi Thu Hằng	Secretary General	Chamber of Commerce and Industry (VCCI)

5. Venue

Mekong Institute (MI), Khon Kaen, Thailand

6. Organizing Team

Mr. Madhurjya Kumar Dutta

Director, Trade and Investment Facilitation (TIF) Department, Mekong Institute (MI)

Mr. Kyaw Min Tun

Program Officer, Trade and Investment Facilitation (TIF) Department, Mekong Institute (MI)

Mr. Toru Hisada

Program Officer, Trade and Investment Facilitation (TIF) Department, Mekong Institute (MI)

Ms. Sasiporn Phuphaploy

Program Assistant, Trade and Investment Facilitation (TIF) Department, Mekong Institute (MI)

7. Contact

For details, please contact MI TIF Team below.

Mr. Kyaw Min Tun

Program Officer

Trade and Investment Facilitation (TIF)
Department, Mekong Institute (MI)

Tel: (+66) 43 202268 (Ext: 2108)

Fax: (+66) 43 203 656

Email: kyaw@mekonginstitute.org

Website: www.mekonginstitute.org

Mr. Toru Hisada

Program Officer

Trade and Investment Facilitation (TIF)
Department, Mekong Institute (MI)

Tel: (+66) 43 202268 (Ext: 2104)

Fax: (+66) 43 203 656

Email: toru@mekonginstitute.org

Website: www.mekonginstitute.org