



Regional Training on Trade Events Promotion

June 12 to 16, 2017



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Mekong Institute (MI)
Khon Kaen, Thailand

Acknowledgements

We acknowledge the spontaneous engagement of the participants from 19 provinces along the Southern Economic Corridor (SEC) in Cambodia, Myanmar, Thailand and Vietnam (CMTV) in the Regional Training on Trade Events Promotion. The participants successfully completed all the program activities during the training program, actively participated in the discussion, group work and mock trade events and came up with the Action Plans (APs) which they will implement in the border provinces in the SEC during July – October 2017. Active engagement by the participants resulted in the success of this training program.

This training program could not have been accomplished without the kind and generous support from the Government of Japan through the Japan-ASEAN Integration Fund (JAIF).

Lastly, our sincere appreciation also goes to the Project Team of Trade and Investment Facilitation (TIF) Department and all the Mekong Institute (MI) staff members for their support and assistance to ensure the successful completion of this regional training program.

Trade and Investment Facilitation (TIF) Department
Mekong Institute

Khon Kaen, Thailand
June 2017

Executive Summary

Mekong Institute (MI) conducted a one-week regional training on “Trade Events Promotion” from June 12-16, 2017 at its residential training center, Khon Kaen, Thailand. The training program is part of the project on “Enhancing Competiveness of Small and Medium-sized Enterprises (SMEs) in the Southern Economic Corridor (SEC) of ASEAN Mekong Subregion (AMS),” funded by Japan – ASEAN Integration Fund (JAIF).

The training program aimed to build capacity of the public and private Trade Promotion Organizations (TPOs) in the SEC through (i) enhancing the understanding of their important role in the trade and investment facilitation and promotion; (ii) developing skills and tools for organizing various trade events; (iii) strengthening skills in planning and conducting effective trade events and monitoring the success of the event; and (iv) expanding collaborative networks among the TPOs and SMEs in order to promote cross-border trade and investment in the SEC.

A total of 35 participants attended the training program, representing public and private TPOs and SMEs from 19 provinces along the SEC in CMTV. They included Department of SME Development; Provincial Business Association; Provincial Community Development Office; Provincial Cooperative Promotion Office; Provincial Department of Commerce; Provincial Department of Industry and Handicrafts; Provincial Department of Industry and Trade; Provincial Trade Promotion Center; Dawei SME Association; Federation of Associations for SMEs of Cambodia (FASMEC); Provincial Chamber of Commerce; and Pracharat Raksamakki Prachinburi (SME from Thailand). The training program contents covered interrelated modules on (i) Cross-Border Trade and Investment in the SEC; (ii) Promotion of Cross-Border Trade and Investment in the SEC; and (iii) Planning and Management of Effective Event for Trade and Business Development.

Practical knowledge and experience in trade promotion and trade events implementation, including planning and management, were comprehensively delivered to all the participants. The training also helped the participants familiarize themselves with how to organize and evaluate the success of trade events. A mock trade fair and business matching event was also organized.

For the purpose of “Do to Learn” and “Learn to Share” in practice, the participants jointly developed Action Plans (APs) on organizing the trade events at border provinces along the SEC which are (i) Dawei – Thailand Trade Mission; (ii) Thailand - Cambodia Trade Fair; (iii) Cambodia – Vietnam Business Matching 2017; and (iv) Cambodia – Vietnam Business Matching along the border Provinces. APs are implemented during July - October 2017 with the support and assistance by the team of Trade and Investment Facilitation (TIF) Department, and report on the AP implementation results at the Synthesis and Evaluation (S&E) Workshop at MI which is scheduled in November 2017, respectively.

To understand the effectiveness of the training program, different evaluation methods were employed. First, the result of pre and post assessment on competency of the training program showed that participants increased their knowledge and understanding on the

trade events promotion through the training program.

The organizing team also conducted after event evaluation which evaluated the training program. Regarding learning program objectives, with overall average rating of 3.77, participants rated that the training program mostly met its objectives. As for program contents, participants reported that the modules of the training program was neutrally useful, neutrally met their expectation, mostly increased their knowledge and skills and moderately relevant to their work. Participants also indicated that the level of instruction was very appropriate and they acquired additional knowledge on the subject. Finally, participants neutrally improved / developed additional knowledge and skills from the training program, especially on team / group work skills. For training methods, participants indicated that it was appropriate. They especially liked the 'Role Play & Mock Events Organization.' As for monitoring and evaluation (M&E) methods, participants indicated that they were neutrally effective.

Overall, participants were neutrally satisfied with the training program, with the average rating of 3.83. On the other hand, participants suggested that the study visit to actual trade events in the field should have been organized in order for them to gain first-hand experience. Participants also suggested that the training should have had the session on the management of human resource for trade events organization.

Acronyms

AP	Action Plan
ASEAN	Association of Southeast Asian Nations
BA	Business Association
BMO	Business Member Organization
BOD	Board of Director
B2B	Business to Business
CAGR	Compound Annual Growth Rate
CBTA	Cross-Border Transport Agreement
CCI	Chamber of Commerce and Industry
CLMM	Cambodia, Laos, Malaysia and Myanmar
CMTV	Cambodia, Myanmar, Thailand and Vietnam
DICA	Directorate of Investment and Company Administration
EWEC	East West Economic Corridor
FASMEC	Federation of Associations for SMEs of Cambodia
FDI	Foreign Direct Investment
FTI	Federation of Thai Industries
GI	Geographical Identification
GMS	Greater Mekong Subregion
GDP	Gross Domestic Product
HS	Harmonized System
JAIF	Japan-ASEAN Integration Fund
MI	Mekong Institute
MoIT	Ministry of Industry and Trade
NSEC	North – South Economic Corridor
RCA	Revealed Comparative Advantage
SEC	Southern Economic Corridor
SEZ	Special Economic Zone
SJC	Sasin Japan Center
SME	Small and Medium sized Enterprise
SSI	Single-Stop Customs Inspection
SWI	Single Window Inspection
S&E	Synthesis and Evaluation
TIF	Trade and Investment Facilitation
TII	Trade Intensity Index
TPO	Trade Promotion Organization
TTF	Transport and Trade Facilitation

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Regional Training on Trade Events Promotion

1. Introduction

Cross-border trade and investment are vital to the economic development and integration of the countries in the Greater Mekong Sub-region (GMS). In Thailand, according to the Federation of Thai Industries (FTI), the cross-border trade accounts for over 70% of country's total trade value with neighboring countries, including Cambodia, Laos, Myanmar and Malaysia (CLMM).¹ In 2015, the total value of Thailand's cross-border trade with the CLMM increased by 1.38% from the previous year.² In Vietnam, according to the Ministry of Industry and Trade (MoIT), the total value of cross-border trade with Cambodia, China and Laos reached 27.56 billion USD in 2015, which increased by 27% from the previous year.³ Particularly, cross-border trade through Vietnam-China border gates accounted for 85% of the total value.⁴

With regards to the Southern Economic Corridor (SEC), the connectivity of four countries, namely Cambodia, Myanmar, Thailand and Vietnam (CMTV) provides competitive advantage in the cross-border trade and investment. The Southern Coastal Sub Corridor and Central Sub Corridor of SEC runs through less developed provinces in Myanmar and Cambodia as compared to Thailand and Vietnam and the SME situation presents a scenario of less efficient ones in Cambodia and Myanmar and efficient and dynamic ones in Thailand and Vietnam. Such situation is seen as an opportunity to learn and collaborate for business networking to explore market opportunities. The Dawei Development Project in Myanmar has also generated large potential and opportunity for the cross-border trade and investment in the SEC. In fact, the cross-border trade between Poipet (Cambodia) and Arranyaprathet (Thailand) reached 752.64 million USD in 2014, which accounted for 13.78% of total trade value in the same year between Cambodia and Thailand.⁵ Also, the cross-border trade between Bavet (Cambodia) and Mocbai (Vietnam) reached 566.1 million USD in 2014, which accounted for 17.19% of total amount of total trade value in the same year between Cambodia and Vietnam.⁶

However, there is an absence of systematic approach in the SEC in CMTV to promote joint cross-border trade and investment promotion events. Such events help promote economic development in the SEC in a collective manner by creating the linkages between the public and private sectors and promoting cross-border trade and investment in the SEC.

¹. Thawatchai Hengprasert (2016), *Cross Border Trade Facilitation toward AEC*. The power point slides presented at the Regional Training on Enhancing Cross-Border Trade Facilitation toward AEC 2015 held at MI on March 14 – 25, 2016.

². Ibid

³. VN border trade to reach \$30b in 2016 (January 6, 2016), *Viet Nam News*. Retrieved from <http://vietnamnews.vn/economy/280749/vn-border-trade-to-reach-30b-in-2016.html#S8O0IBLEdYEEmgdm.97>

⁴. Ibid

⁵. Kanya S. Sasradipoera (2016), *Cross Border Trade and Trade Facilitation*. The power point slides presented at the Regional Seminar on AEC: Sharing Perspective, Knowledge and Experience held at MI on September 19, 2016.

⁶. Ibid

Cross-border trade and investment promotion events in a form of buyer-seller meets, trade fairs, business matching services, investor forums and trade missions also extend a platform to the SMEs to encourage smooth flow of cross-border trade and investment. It also helps SMEs to find potential markets. In the SEC, trade event enhances SME's export competitiveness by taking advantage of the complementary strengths across the corridor in CMTV. This directly contributes to efforts of integrating the SMEs in the SEC into the regional and global value chains by providing them an opportunity to form production and industrial networks across the GMS.

Trade promotion is one of the important activities of public and private Trade Promotion Organizations (TPOs) that play an invaluable part for SMEs to expand their operations across borders and integrate into regional and global value chains. Nowadays, TPOs are the main instrument to implement national export strategies for the GMS countries while acting as advocates for the interests of the export sector and providing advice on appropriate policies to foster trade. By doing so, national and provincial TPOs can take vital coordinating and leadership roles. Also, TPOs can serve as a good entry point for foreign businesses and investors interested in developing relationships with local suppliers and exporters in a particular country.

To contribute the development of the SEC through trade and investment facilitation, it is vital to enhance the institutional capacities of these TPOs in the project locations with a focus on trade promotion effectiveness and efficiency. Capacity building for the TPOs in the SEC in CMTV would enable them to take advantage of and encourage foreign investment in the respective provinces. This also helps promote local industries and entrepreneurs to conduct cross-border trade and investment.

In realization of the significance of trade promotion through the development of trade events, Mekong Institute (MI) organized one-week Regional Training on "Trade Events Promotion" on June 12-16, 2017 at MI Residential Training Center, Khon Kaen, Thailand. The training aimed to enhance the capacity of public and private TPOs with a focus on cross-border trade promotion through developing trade events, and strengthening and fostering collaboration networks among trade-supporting agencies and organizations in the SEC in CMTV. The training program is part of the two-year project on "Enhancing the Competitiveness of Small and Medium-sized Enterprises (SMEs) in the Southern Economic Corridor (SEC) of ASEAN Mekong Subregion (AMS)," funded by Japan-ASEAN Integration Fund (JAIF).

2. Program Objectives and Outcomes

2.1. Program Objectives

The Regional Training on Trade Events Promotion aimed to strengthen the capacity of trade promotion organizations (TPOs), including Chamber of Commerce and Industries (CCIs), Business Associations (BAs) and other agencies and organizations in the project

provinces in CMTV, to conduct effective trade events to facilitate cross-border trade in the SEC.

Specific objectives of the training program were to:

- Understand the role of public and private TPOs in the trade and investment facilitation and promotion;
- Develop different skills and tools for organizing various trade events;
- Strengthen skills in planning and conducting effective trade events, and monitoring the success of the event;
- Enhance the collaborative networks among the TPOs and SMEs in order to promote cross-border trade and investment in the SEC.

2.2. Program Outcomes

By the end of the training program, the participants acquired knowledge and skills on trade events organization.

Especially, each participant:

- understand the role of various TPOs and exchanged trade events information;
- are able to identify products and potential markets to promote SMEs' industrial cluster in the border area;
- enhance practical capacity of trade events organization and management in an effective manner;
- develop joint plan of action to conduct trade events to promote cross-border trade and investment.

3. Participants and Resource Persons

3.1. Participants

A total of thirty-four (35) participants attended the training program comprising sixteen (16) from Cambodia, two (2) from Myanmar, ten (10) from Thailand and seven (7) from Vietnam. Among them, eighteen (18) were female and seventeen (17) were male. In terms of sectors, twenty five (25) participants or 71% are from the public sector, representing provincial trade promotion agencies. Ten (10) or 29% are from the private sector representing CCIs / BAs and SMEs. All the participants successfully completed the training program.

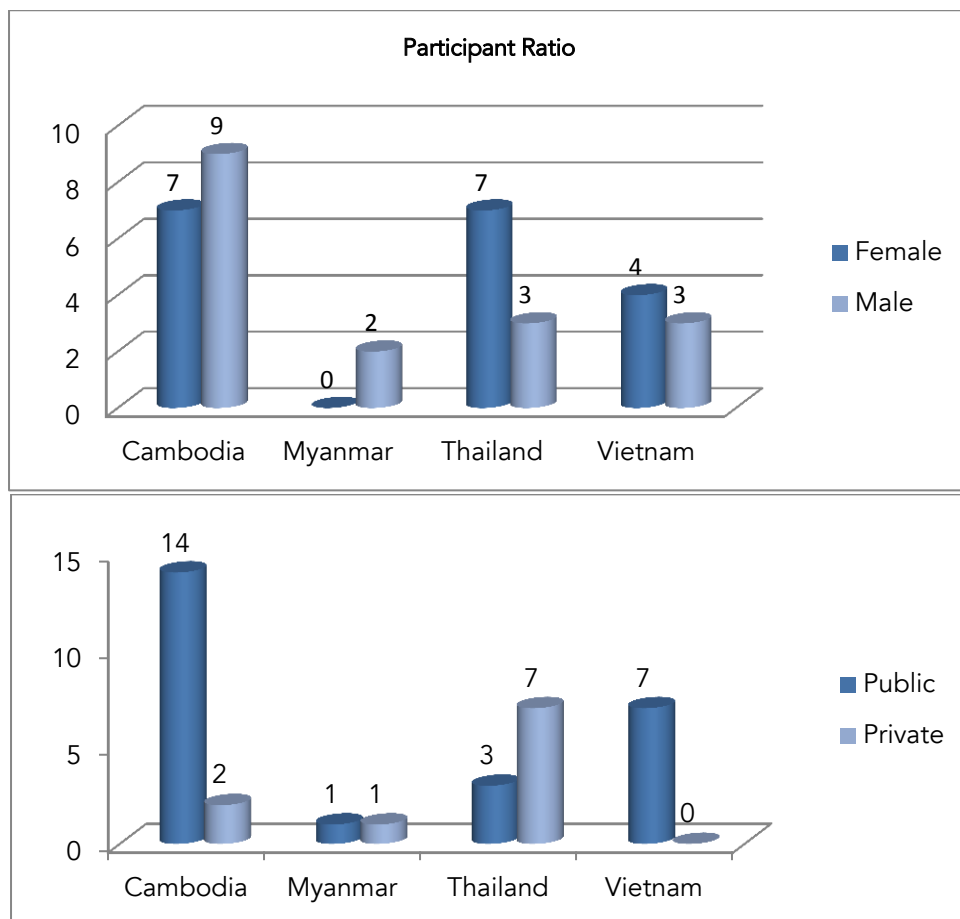


Figure 1: Numbers of Participants by Country, Gender and Sector

3.2. Resource Persons and Facilitators

A team of experts coming from TIF Department, MI facilitated the sessions with presentations, plenary discussions, group work / discussion, simulation exercises and mock trade events. The team also coached the participants on the APs to be developed during the training program.

4. Modular Training Concept

The training program is composed of three phases as follows:

- Phase I:** Regional Training on Trade Events Promotion (June 12-16, 2017)
- Phase II:** Action Plan Implementation on Cross-Border Trade Events in the SEC (July – October 2017)
- Phase III:** Synthesis and Evaluation (S&E) Workshop (Progress Review Workshop) at MI (November 2017)

The training program was the learning phase with aims to strengthen the capacity of TPOs, including CCIs, BAs and other agencies and organizations in the project provinces in the CMTV, to conduct effective trade events to facilitate cross-border trade in the SEC.

Also at phase II, participants will implement APs on cross-border trade events in the border provinces along the SEC. APs will be implemented during July – October 2017 with the support and assistance by the team of TIF Department.

Finally at phase III, participants will return to MI for synthesis and evaluation (S&E) Workshop (a one day progress review Workshop) to report on the results of AP implementation and obtain feedback. At Workshop, participants will have an opportunity to share the results, lesson learned and the best practices from the APs implementation with co-participants. The Workshop is scheduled in November 2017.

5. Program Contents

5.1. Welcome and Opening Remarks

Dr. Watcharas Leelawath, Executive Director, Mekong Institute (MI).



and changes in the ground level.

Dr. Leelawath welcomed all the participants to the training program. Dr. Leelawath mentioned the objective of the training program which is to strengthen the capacity of public and private TPOs in the project provinces in CMTV to conduct effective trade events to facilitate cross-border trade in the SEC. He emphasized that when we organize trade events, we must look into not only the outputs but also the outcomes and the results from the events. We must look at the impact and evaluate the effectiveness of the events. Dr. Leelawath wished the participants to gain significant knowledge and skills related to trade events promotion from the training program, make a good use of these knowledge and skills, and make real impacts

5.2. Project Overview

Mr. Madhurjya Kumar Dutta, Director, Trade and Investment Facilitation (TIF) Department, Mekong Institute (MI).



Mr. Dutta oriented the participants with an overview of the Project on “Enhancing Competitiveness of Small and Medium-sized Enterprises (SMEs) in the Southern Economic Corridor (SEC) of ASEAN Mekong Subregion (AMS).” He touched upon the project objectives, goals, activities, sites, strategic partners, target groups, components, and success indicators and measures. Mr. Dutta also talked about the upcoming events and activities set forth under the Project framework, which include SEC business database, cross-border trade events in the SEC (which will be held as APs from the Regional Training on Trade Events Promotion), Structured Learning Visits (SLVs) and Investors Forum.

5.3. Training Overview

Mr. Toru Hisada, Senior Project Coordinator, Trade and Investment Facilitation (TIF) Department, Mekong Institute (MI).



Mr. Hisada presented the overview of the Regional Training on Trade Events Promotion. He talked about the objectives, expected outcomes, and evaluation method / feedback of the training program. Mr. Hisada also discussed the modular training approach MI adopts, which is ‘**Lean to Do,**’ ‘**Do to Learn**’ and ‘**Share to Learn.**’ Finally, Mr. Hisada explained the training methodologies including Interactive Presentations, Case Studies, Class Discussion, Brain Storming, Group Exercise, Group Presentation, Internet Searching, Group Assignments and Questions and Answers.

5.4. Setting Norms and Expectation

Mr. Sopheak Seang, Program Coordinator, Trade and Investment Facilitation (TIF) Department, Mekong Institute (MI).

In this session, the participants were divided into four groups which were mixed among four nationalities from CMTV. Each group responded to each question raised by Mr. Seang. The participants discussed their expectations on the training program, co-participants, and the way to share acquired knowledge and practical experience to others in their respective provinces.



Participants also discussed the norms and consensus to be set for the whole training program to ensure the good quality of the classes and participations.

All their inputs were given due serious consideration throughout the training program. The questions and participants' expectations are summarized as below.

Table 1: Setting Norms and Expectation and Participants' Inputs

Questions	Participants' Inputs
<p>1. What do you expect from the training program?</p>	<ul style="list-style-type: none"> • The opportunity for cross border trade; • APs on cross-border trade events; • Enhancement of enterprises' profits; • Participation to trade promotion events; • Make friends and business partners; • Understand product clusters in the SEC.
<p>2. What do you expect from your co-participants?</p>	<ul style="list-style-type: none"> • Share knowledge and experience; • Share language and culture; • Show products; • Exchange contact (Facebook, line, e-mail, tel, website, etc.); • Share tourist attraction from each country; • Provide information about products and raw materials.
<p>3. How do you intend to share the acquired knowledge and practical experience to others? (Co-workers, supervisors, friends etc.)</p>	<ul style="list-style-type: none"> • Make reports; • Conduct orientations / meetings / workshops; • Share documents; • Share at business coffee meeting; • Share via social media and network; • Share through APs.
<p>4. What should be the norm / consensus during the training program</p>	<ul style="list-style-type: none"> • Be active and fully concentrate; • No phone call; • Free to ask any questions; • Be on time; • Vibration mode of telephone; • Friendly discuss and share experience; • No disruption during the presentation; • No gossip in and outside the class.

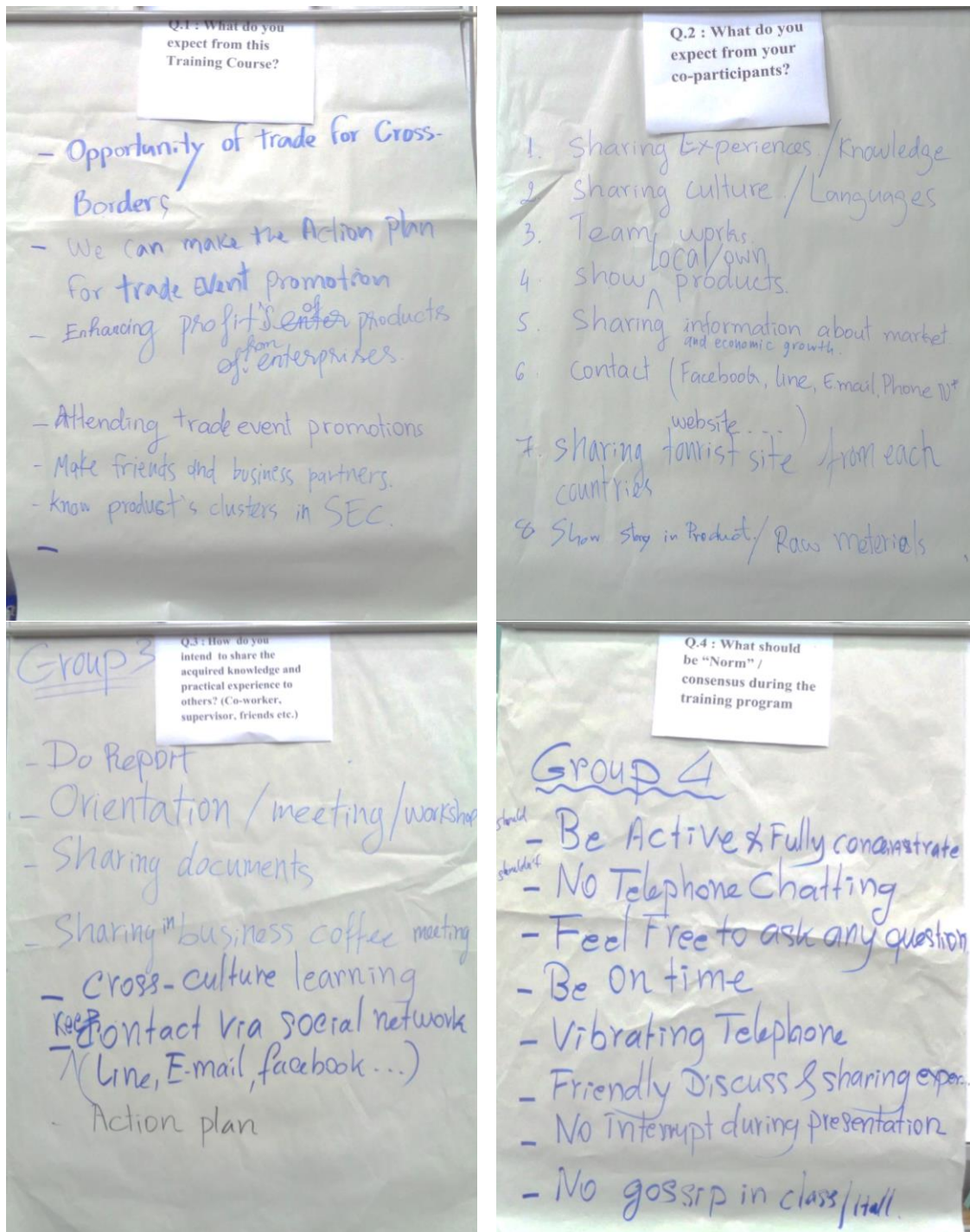


Figure 2: Participants' Expectation

5.5. Board of Directors (BODs) Explanation

Mr. Sopheak Seang, Program Coordinator, Trade and Investment Facilitation (TIF) Department, Mekong Institute (MI)

Right after the "setting norms and expectation," the participants were introduced on the concept of Board of Directors (BODs), a frequently used evaluation tools that aimed at

getting the full engagement of all the participants, and facilitating the program implementation. To this end, the participants selected new BODs daily to work as the internal and external coordinator and facilitator to collect the feedback from other participants, lead the warm-up games and activities at beginning of each training day, and recapture the knowledge learned. The BODs played important roles in contributing to the success of the training program.

5.6. Training Modules

Training program was delivered on three inter-related modules:

- Module I: Cross-Border Trade and Investment in the SEC: Issues, Challenges and Opportunities
- Module II: Promotion of Cross Border Trade and Investment in the SEC: Initiatives Taken and Way Ahead
- Module III: Planning and Management of Effective Events for Trade and Business Development

Module I: Cross-Border Trade and Investment in the SEC: Issues, Challenges and Opportunities

Session 1: Presentation of the Preliminary Results from the Research on Cross-Border Value Chain Bottlenecks in the SEC

*Mr. Daisuke Matsushima, Professor,
Nagasaki University*

Mr. Matsushima presented the cross-borders value chain bottlenecks in the SEC and suggested the number of policies which he think are feasible and effective for overcoming these challenges. In detail, Mr. Matsushima translated the solution of bottlenecks into the "clustering" which



means the procedure of creation of each cluster in each registered area. Mr. Matsushima also focused on strategy of each cluster's stakeholders; the approach which he believes can contribute toward the construction of the platform of clustering in the SEC. Mr. Matsushima believes that it can bring the comparison with Japanese cluster cases as well as regulatory environment behind the clustering along the SEC. The final research report will be available in August 2017.

Session 2: (i) Emerging Opportunities in the Cross-Border Trade and Investment for SMEs in the SEC: Market and Product Diversification; (ii) Critical Evaluation of Product Wise Export Market for SMEs in the SEC; (iii) Demonstration of SEC PMI Application; (iv) Identify Products and Its Markets.

Mr. Sa-nga Sattanun, Program Manager, Trade and Investment Facilitation (TIF) Department, Mekong Institute (MI)

Mr. Sattanun presented the Greater – Mekong Subregion (GMS) Economic Cooperation. He discussed the overview of the GMS, Vision and Strategies of the GMS Economic Cooperation, Sub-regional connectivity in the GMS, GMS Economic Corridors including the status of Action Plans (APs) implementation on North South Economic Corridor (NSEC), East West Economic Corridor (EWEC) and SEC, share of Gross Domestic Product (GDP) in investment in the GMS, new private investments in the GMS, and border crossing points in the GMS. Mr. Sattanun also introduced Harmonized System (HS) Code, which its key features are described below:



HS Code is

- An International method of classifying products for trading purposes;
- Is used by the customs officials around the world to determine the duties, taxes and regulations applied to the product;
- A system of progressively more specific identifiers for a commodity;
- A series of codes starting with a broad category assigned a 2-digit identifier. Then assigned a 4-digit identifier and goes down further.

Mr. Sattanun in addition, introduced the Product Market Identification Application (www.gmspmi.com), a tool which selects / identifies the export market and the right product – market mix e.g., decide which product to sell in which market through the use of competitive indicators and analytical tools. In detail, Mr. Sattanun discussed the export trend analysis, compounded annual growth rate (CAGR), revealed comparative advantage (RCA), RCA's result indication, Trade Intensity Index (TII), identification of share and import duty, use of RCA by an SME for considerations, tariff escalation, and the list of buyers.

Module II: Promotion of Cross Border Trade and Investment in the SEC

Session 1: Initiatives Taken and Way Ahead

(i) Major Achievements in Transportation and Trade Facilitation; (ii) Special Economic Zones along Border Provinces; (iii) Case Studies from the Regional and Global TPOs

Mr. Quan Anh Nguyen, Program Specialist, Trade and Investment Facilitation (TIF) Department, Mekong Institute (MI)

The session aimed to introduce the participants to the following:

- Development of Special Economic Zones (SEZs) in the Greater Mekong Sub-region (GMS);
- Transport and Trade Facilitation (TTF) in the GMS and ASEAN;
- Roles of Trade and Investment Promotion and International Practices.

SEZ development strategies in the GMS are aligned with the economic corridor approach through:

- Maximizing the economic and social benefits through a multi-sector approach: (i) Cross-border and Special Economic Zones; (ii) Corridor Town Development; (iii) Logistics Centers and Dry Port Facilities; and (iv) Agro-Processing Zones and Market Centers;
- Engaging in the participation of the private sector to (i) Identify investment opportunities; (ii) Contribute to project financing; and (iii) Create viable public-private partnerships.



A SEZ can exist in many forms, from a bonded warehouse into demarcated geographic areas covering a broad range of zone e.g. Free Trade Zones (FTZ), Export Processing Zones (EPZ), Free Zones (FZ), Industrial Estates (IE) located within a country's national boundaries where the economic laws, rules of business are different from those that prevail in the national territory. In other words, the government policies may provide the zones with an enabling business environment in addition to

infrastructure development.

The objectives of SEZ development are to (i) generate economic activities; (ii) promote exports of goods and services; (iii) promote investment from domestic and foreign sources; (iv) create employment opportunities; and (v) develop infrastructure and facilities with incentive mechanisms, which may cover (i) exemption of customs / excise duties; (ii) income tax exemption on income derived from the business of development of the SEZ; (iii) exemption from dividend distribution tax, services taxes and so on.

Border economic zones or border SEZs located along the GMS economic corridors are illustrated in the table below:

Table 2: Border economic zones or border SEZs located along the GMS economic corridors

GMS Corridor		Border Special Economic Zones	
North-South Economic Corridor	Mohan (PRC)	Boten (Lao PDR)	
	Thonpeung (Lao PDR)	Golden Triangle (Myanmar)	
	Riuli (PRC)	Muse (Myanmar)	
	Pingxian (PRC) Dong Dang	Lang Son (Viet Nam)	

GMS Corridor	Border Special Economic Zones	
	Hekou (PRC)	Lao Cai (Viet Nam)
	Mong Cai (Viet Nam)	Fangchengang (PRC)
East-West Economic Corridor	Myawaddy (Myanmar)	Mae Sot (Thailand)
	Lao Bao (Viet Nam)	Dansavan (Lao PDR)
Southern Economic Corridor	Savan–Seno (Lao PDR)	Mukdahan (Thailand)
	Bavet (Cambodia)	Moc Bai (Viet Nam)
	Poipet (Cambodia)	Aranyaprathet (Thailand)
	Koh Kong (Cambodia)	Trat / Souy Cheng (Thailand)

Source: Asian Development Bank (ADB), 2016

In the GMS, SEZ as an instrument in the promotion of economic growth. To this end, Mekong countries, e.g. Cambodia, China, Lao PDR, and Thailand have integrated SEZ development into their national economic development strategies. SEZ development encourages investment from the private sector. An important impact of SEZ development is that SEZs located over the border in poorer countries may provide access to a more competitive labor force and land availability. Also, moving a factory across borders can benefit from the preferential treatment that developing countries are entitled through international trade agreements for a greater access to global market.

Mr. Nguyen provided the participants with a case study on SEZ Development in Sihanoukville in Cambodia. This SEZ Development project is in connection with the Port to facilitate Foreign Direct Investment (FDI) together with soft components, consisting of preparation of rules and regulations for the Port SEZ management, formation of detailed marketing promotion plans, and implementation of marketing activities. The port Project aims to upgrade the capacity of the Sihanoukville port (an international deep-sea port) by constructing a multipurpose terminal with a bulk terminal and an oil supply base. It also develops terminal infrastructure to serve trade and contribute to industrial development and economic growth.

In the second part of the session, Mr. Nguyen briefly introduced the (i) GMS Cross-Border Transport Agreement (CBTA) and (ii) ASEAN Agreement on Transport Agreement. To this end, a comparative analysis of transport facilitation under the two frameworks was discussed in order to provide the participants with the similarities and differences specified in Figure 3.

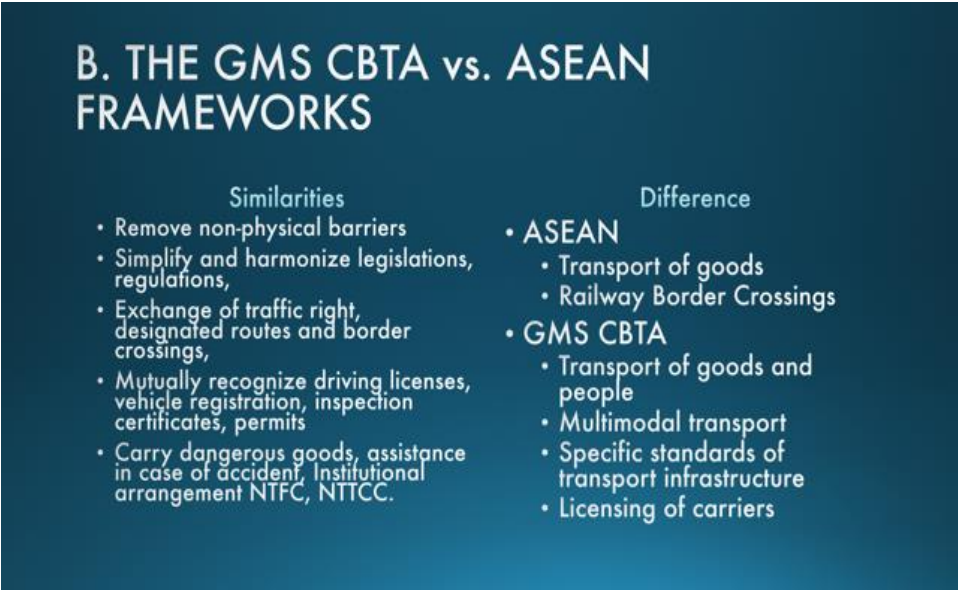


Figure 3: The GMS CBTA Vs ASEAN Frameworks

Mr. Nguyen in addition discussed with the participants, especially those who currently work for TPOs, on the functions of trade promotion, investment promotion, and international practices, respectively. In this nexus, the functions of Trade and Investment are summarized in Figure 4.



Figure 4: Functions in Trade and Investment Promotion

At the end, Mr. Nguyen shared the participants with the functions of the international Trade Promotion Agencies as specified in Table 3. This extended a chance to the participants to (i) review the functions of their TPOs and compare them with the current international practices in trade promotion and investment; and (ii) build their insights in this connection.

Table 3: Functions of the international Trade Promotion Agencies

Trade Promotion Agency	Trade Promotion	Investment Promotion	Financing	Policy Planning	Ministry Agency
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JETRO (Japan)	Y	Y	N	N	Ministry of Economy, Trade and Industry (METI)
KOTRA (RoK)	Y	Y	N	N	Ministry of Commerce, Industry, Energy
TDC (Hong Kong)	Y	N	N	N	Hong Kong SAR
DEP (Thailand)	Y	N	N	Y	Department under Ministry of Commerce
Austrade (Australia)	Y	N	N	N	Department of Foreign Affairs and Trade
The ICE – Italian Trade Promotion Agency (Italy)	Y	-	N	N	Ministry of Commerce and Industry
ICEX (Spain)	Y	-	N	N	Ministry of Industry
APEX (Brazil)	Y	Y	N	N	Ministry of Industry and Commerce

Session 2: CMTV Experience towards the Promotion of Cross Border Trade and Investment

- (i) Role of TPOs towards Trade and Investment Promotion
- (ii) Tapping Experience towards Trade Event Promotion in the SEC

Mr. Sa-nga Sattanun, Program Manager, Trade and Investment Facilitation (TIF) Department, Mekong Institute (MI).

Mr. Sattanun discussed the role of TPOs toward trade and investment promotion. He touched upon (i) type of TPOs; and (ii) functions and activities of TPOs in the world. Mr. Sattanun also introduced the 'Trade Promotion Organization Directory 2015', a directory of 98 trade and investment support institutions around the world. The directory can be accessed from <http://www.intracen.org/publication/Trade-Promotion-Organizations-Directory-2015/>.

Participants then conducted the group work by country. Each country group identified the key TPOs in their countries and provinces. Participants also listed the roles and functions, and identified opportunities and constraints of the TPOs toward trade promotion. Below are the results of the group work by participants.

Cambodian Group

1. 5 Main TPOs

- * Chamber of Commerce
 - Promote Trade
 - Trade Facilitation
 - Solve Trade dispute
 - collaborate with sectors
- * Standard Dept (MoSI)
 - Product quality assurance
- * Dept of Trade promotion (MoC)
 - Trade Event promotion
 - Market price survey
 - Goods quality checking
- * Dept of Ind & Handicraft (MoIA)
 - Promote SMEs
 - Increase productivity
- * FASMEC
 - Trade Event promotion
 - Increase productivity
 - Conduct Trade Training
- * CDC = The Council
 - Development Cambodia

Thai Group

1. Thai Chamber of Commerce
 Role: Support local community or local business on their interests of business/ helps business band together and come up with better market

2. ITM/Tourism Thailand
 Role: Support all career related in tourism industry and publish Thai culture to foreign countries. Support products and service that associate to Thai culture ex Thai food, Thai ancient jewelry

3. DTN - Department of Trade Negotiation
 Role: Propel proactive trade Negotiation to maximize national benefits/ improve efficient efficiency of economic and trade negotiations/ expand opportunities, protect and preserve national trade and investment interest

4. DITP - Department of International Trade Promotion
 Role: Expand market and service of Thailand/ Develop and promote added value of goods and export service business service

5. CCD - Community Development Department
 Role: Develop and improve community's products/ Organize community OTOP (One Tambon one Product)

Myanmar Group

Main Trade Promotion Orgs in Dawei Province, Myanmar
 (Under the DTP)

- Border trade Association
- CCI
- SMEs Association
- Customs

<u>Roles</u>	<u>Functions</u>
- Check & Action	- Trade Fair & Matching
- Negotiate	- Tourism Affairs
- Organize	- Cross border trade
	- Individual Trade
<u>Opportunities</u>	<u>Constraints</u>
- Investment Promotion	- Infrastructure
- Gate way to Island	

Vietnamese Group

National level (NGO)

- National level
- Functions:
 1. Trade promotion
 2. Support for Export
 3. Support for SME
 4. Building National Brand for enterprise

Business Association of Ca Mau province

- Ca Mau province level (NGO)
- Functions:
 1. support for SME
 2. trade promotion
 3. Support for approaching the bank fund from Banks.
 4. Support for legal
 5. Training for human resource

Ca Mau Promotion center

- Province level
- Functions:
 1. Trade promotion
 2. support for building the enterprise's Brand
 3. Organize the Exhibition in domestic & International

Following the group work by the participants, Mr. Sattanun discussed further on the role of TPOs toward trade and investment promotion. He touched upon the role of CCIs across GMS towards trade promotion, activities of CCIs / BAs and assessment of CCI / BA's management. Mr. Sattanun also mentioned the Business Membership Organization (BMO), the organization which companies or individual entrepreneurs are members. BMO includes CCIs / BAs, federation of business associations, employers' clubs and private sector forums.

Module III: Planning and Management of Effective Events for Trade and Business Development

Session 1: Pre-Fair Market Research



*Mr. Madhurjya Kumar Dutta,
Director, Trade and
Investment Facilitation (TIF)
Department, Mekong Institute
(MI)*

Mr. Dutta stressed that pre-fair market research is very important in order to successfully organize trade events. He explained that the goal of TPOs in organizing

trade events is to increase the exports from the SME sector. Mr. Dutta told participants the importance of understanding the specificity of consumer demands by providing the example of consumer demands in Europe.

Below are the key areas of consideration for SMEs in order to establish right market focus.

- What have been the past trends?
- What are the present target destinations?
- Is my product accepted in these markets?
- Is the demand increasing?
- Are these markets major importers?
- What is my competitive position?

Below are the key areas of consideration for TPOs in order to hit the key targets for the trade fair.

- Sector / product on which to organize the fair;
- Any market focuses of trade fair?
- To whom should I invite in the fair?
- Can I look for collaboration?

Mr. Dutta also explained the importance of the product to have Geographical Identification (GI) which is characterized below:

- GI shows that the product has specific geographic origin;
- GI shows that the product has reputation-determined on the basis of trust consumers through the extent of wideness to which it is known and selected by consumers;

- GI shows that the product has quality or characteristics: defined by one or several qualitative, quantitative or physical, chemical, microbiological perceptible norms which shall be testable with appropriate testing methods;
- GI shows that the product has geographical conditions of the area-shall include natural factors: climate, hydrograph, geology, terrain, ecological system and other natural conditions – and human factors: skills and expertise of producers, and such traditional production process of the locality.

Finally, Mr. Dutta discussed the importance of understanding buyer's requirements. Examples include legislation, social requirements, treatability requirements, marking and identification, labeling and non-tariff barrier.

Session 2: Introduction to Types of Trade Events



Ms. Wen Hao, Program Coordinator, Trade and Investment Facilitation (TIF) Department, Mekong Institute (MI)

Ms. Hao introduced the types of trade events which include (i) Trade Fair (Trade Show, Trade Exhibition / Expo); (ii) Business Matching; (iii) Buyer-Seller Meeting; (iv) Trade Mission; and (v) Investor Forum which are characterized as below:

Trade Fair

- It is a trade show, trade exhibition / expo with different sub-types / specific industry of companies;
- It provides a chance to showcase and demonstrate the latest and unique products and services in person, seek for business networking;
- It enables to study activities of rivals and examine recent market trends, innovations and opportunities;
- It enables to learn from the side events.

Business Matching

- It enables to forge strategic business partnership and networking with the large and multi-national corporations;
- It plays a role as a platform to link SMEs with large firms;
- It can be a side event of trade fair;
- It could also be a separate event enquired by specific group of company, and customized by TPOs;
- It can be online e-platform and offline event.

Buyer – Seller Meeting

- It is a structured gathering of sellers (exporters) and potential importers (buyers) from different countries who are in a series of one-to-one consultations to explore business opportunities.

Trade Mission

- It is an international trip organized by national or provincial governments, association or private companies;
- It comprises of government officials and business people with purpose of exploring international business opportunities;
- Business people who attend trade missions are typically introduced both to important business contacts and to well-placed government officials;
- It comprises a selected number of companies to undertake a preliminary market research in an export market;
- It is complimented by mini exhibitions to enable the potential buyers or importers appreciate the products being offered for export.

Investor Forum

- It supports for start-ups and innovative SMEs;
- It includes coaching and pitching sessions with investors;
- It includes networking between researchers, entrepreneurs, start-ups and innovative companies, students, investors and governmental officials.

Following the presentation by Ms. Hao, participants were divided into country –wise groups and discussed following questions:

1. What are the trade events which you have organized and / or participated in?
2. What are your responsibilities?
3. List down the national / provincial / international level trade events organized regularly in your country?
4. What are the challenges, opportunities, lesson learned and best practices of the trade events based on your previous experiences?

Below are the results of discussion by the participants.

Cambodian Group

- Group work
- 1) - Buy Cambodian product - Campaign. (Trade Fair)
 - 2) - Advertise/deliver brochure/leaflets/banners/posters/social network
 - 3) National Trade Fair
 - Angkor Sangkran
 - one province one product.
 - Thai/Vietnam/Cambodia exhibition

- Opportunity of trade for Cross-Borders

- We can make the Action plan for trade event promotion

- Enhancing profit's ~~enter~~ products of enterprises

- Attending trade event promotions

- Make friends and business partners.

- know product's clusters in SEC.

1 Trade event

- one village one Product (TF)

- Buy Cambodian product events. (TF)

- Angkor Sangkran (TF)

2) - Identify domestic potential product

Myanmar Group

- * We organize by -
- Permission process to complete from Government.
 - Cross border permission & goods import process.
 - Facilitating team formation for facilitating.

2. Responsibilities.

- MoU
- Security service
- Logistics service.

- Investor forum
- International expo.
- Trade promotion forum

Provincial level

- Davao & Thailand
- Local trade fair

f- Challenges

- Infrastructure
- Funding
- Laws & regulations.

Thai Group

- define target market
- target, select potential products
- Cooperate with buyers/sellers.

③ NATIONAL	PROVINCIAL	INT'L
- MOU MOTHER & KIDS	- MOU AGRICULTURAL FAIR	- THAIFEX
- Book FAIR	- RED CROSS FAIR	- BIG+BIH

- ④ - IMPROVE NEGOTIATION LEVEL
- MAKE NEW CONNECTION
 - GET FEEDBACK FROM BUYERS.

1. a lot of raw MATERIAL.

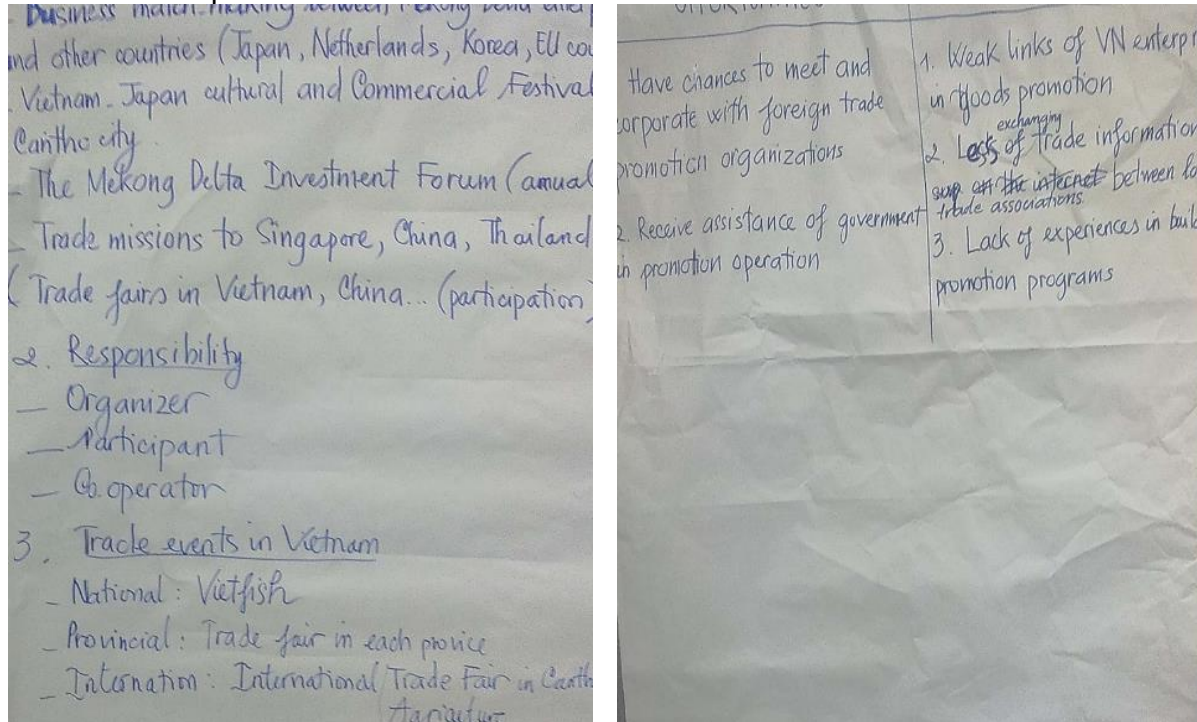
2. Have many organization support by Govt
Such as BOI, DITA

3. Support Public utility cost
Such as Electrical,

Constrain

1. Lack of knowledge about Export.
2. limit fund and don't know how to funding
3. Slow. gov. Administration.

Vietnamese Group



Session 3: Organizing an Effective Trade Fair

(i) Steps for Organizing the Trade Fair; (ii) Cost and Benefit Analysis for a Trade Fair

Ms. Wen Hao, Program Coordinator, Trade and Investment Facilitation (TIF) Department, Mekong Institute (MI)

Ms. Hao introduced the 8 different types of the trade fairs, which are (i) specialized trade fair, (ii) consumer fair; (iii) commercial exhibition; (iv) private exhibition; (v) trade mart; (vi) market fair; (vii) conference fair; and (viii) world fair and world expo. Ms. Hao also talked about understanding a thought process of a trade fair organizer with the specific objectives below.

1. Do I have the capacity to organize the trade fair?

A self-assessment is required to determine the ability of an organizer to manage the event, to mobilize resources and to develop and maintain the relations network in the long run.

2. In this era of Internet, why will Exhibitor Want to Come to My Fair?

- Trade Fair has much larger scope of a dynamic meeting point;
- Provides targeted and condensed platform for many activities that ICT means cannot match;
- Theme: not only for "business focused" but also "knowledge based";
- F2F discussion, touching and feeling the products helped for building trust.

3. When Should I Start Planning for the Trade Fair?

Depends on type and size of trade fair

- Trade Mart;
- Consumer Fair;
- Market Fair;
- Commercial Exhibition;
- Private Exhibition;
- Conference Fair;
- Specialized Trade Fair;
- World Fair and World Expo.

4. How Do I Attract Exhibitors and Visitors?

- Understanding the needs and motivations of the customers (exhibitors and visitors) would allow positioning the trade fair as the right response and building its specialty or uniqueness to stand out;
- The attractiveness and the business readiness of the local industry are crucial;
- Doing business is the core driver of a trade fair, but customers expect more in terms of a knowledge and relationship development opportunity.

5. Which Exhibitor Should I Allow and Which Ones I Should not?

- Quality Compliance;
- Environmental Compliance;
- Technological Compliance;
- Financial Compliance;
- Technical Compliance;
- Social Compliance.

6. Can I Generate Enough Surplus from the Fair?

- Registration fee of exhibitors
 - Multi-tier scheme local v / s foreign, old / new;
 - Discount for early registration;
 - Size of booths reserved;
 - Position on fair ground;
 - Design (booth with movable partitions can cost more);
 - Entry in catalogue, provide customized and value-added services: business matching, business tour, business consultancy, market research support;
- Website creation and other promotional material;
- Storage facility, custom clearance;
- Contractors etc.;
- MOU with custom authority for
 - bonded warehouse
 - Transport contractors

- Welcome desk at entry point at entry point
 - with multilingual staff
 - Trade fair catalogue
 - Trade fair map
 - Guide for participants
 - Trade fair program
 - Country briefs
 - Hotel identification
 - Bank and travel agencies info
 - Participants to receive an entry badge: organiser, visitor, researcher,
- VIPs, host country;
- First aid counter;
- Security at all times;
- Business Matching, seminar, group visits to clusters.

7. How Do I Evaluate the Success of the Fair?

Quantitative data:

- Number of exhibitors (by categories and origin);
- Number of visitors (by categories and origin);
- Number of visitors received by the exhibitors;
- Number of new contacts established (by exhibitors and visitors);
- Value of business transactions closed (by the exhibitors);
- Value of business negotiations initiated (by the exhibitors).

Qualitative data:

- Attained purpose of participation;
- Overall satisfaction of the event;
- Communication and information (prior and during the event);
- Website;
- Reception and assistance;
- Entry in the country;
- Registration;
- Logistics;
- Stand and fittings/accessories;
- Services;
- Ambiance;
- Side events;
- Accommodation;
- Interest in participating in future events.

8. Post Trade Fair Activities?

Report

- Feedback compilations and Evaluation analysis

- Post-show press release and event (public the results and obtain reputation for next event)
- Meet with organizational parties and stakeholders –review all aspects of the events and draw relevant lessons learned
- Evaluate the performance of contractors and supplies
- Update the event website with report
- Database updating and integration (contacts)
- Send out appreciation letter to:
 - Supporting stakeholders and partners;
 - VIPs who attended the event;
 - Exhibitors and visitors;
 - Foreign entities who participated in promoting the trade fair;
 - Contractors and suppliers;
 - Service providers;
 - Local press and other media;
 - Technical cooperation agencies represented in the country or that sent their delegates

Session 4: Buyer - Seller Meet: Conceptual Understanding

- (i) Concept and Planning for a Buyer –Seller Meet;
- (ii) MI Experience Sharing: Buyer - Seller Meet.



Mr. Ronnarit Chaiyo-Saeng, Program Officer, Trade and Investment Facilitation (TIF) Department, Mekong Institute (MI)

Mr. Chaiyo-Saeng introduced the concept of Buyer – Seller Meeting. Buyer-Seller Meeting is a structured gathering of sellers (exporters) and potential importers (buyers) from different countries who are in a series of one-to-one consultations to explore business opportunities. Mr. Chaiyo-Saeng also discussed the planning for Buyer-Seller Meeting. Especially, he touched upon (i) setting objectives and strategy; (ii) budget and source of financing; (iii) work plan / task allocation; (iv) promotion and communication; (v) facilitation during event; and (vi) evaluating results and post event activities.

Next, Mr. Chaiyo-Saeng presented the Buyer-Seller Meeting which MI Conducted in November 2014 in Bangkok, Thailand. The event was co-organized by MI and Sasin Japan Center (SJC) and aimed to promote the SME cluster linkages and support their integration into regional and global value chains.

Finally, Mr. Chaiyo-Saeng discussed the factors for success and sustainability of the Buyer – Seller Meeting. Especially, he touched upon (i) the work plan; (ii) categories of participants;

(iii) sellers; (iv) buyers; (v) seller information form (pre); (vi) promotion materials (pre); (vii) buyer registration form (pre); (viii) participants directory; (ix) budget estimation (pre); (x) Business to Business (B2B) Form (during); (xi) Evaluation Form (during); (xii) evaluation result (post); and (xiii) press release.

Session 5: Investor Forum: Conceptual Understanding

(i) Concept and Planning for an Investor Forum; (ii) MI Experience Sharing: Mekong-ROK Business Forum

Mr. Ronnarit Chaiyo-Saeng, Program Officer, Trade and Investment Facilitation (TIF) Department, Mekong Institute (MI)

Mr. Chaiyo-Saeng discussed the planning for an Investor Forum. He touched upon (i) concept note; (ii) the building blocks of the organization; (iii) promotion and communication; (iv) getting ready; (v) implementing and managing the events; and (iv) evaluating results and post-event activities.

Planning for an Investor Forum

Pre Event

1. Concept Note

- Background and Introduction
- Objectives
- Target Participants
- Expected Outputs
- Event Structure

2. The building blocks of the organization

- Work plan

3. Promotion and communication

- communication campaign
- communication materials

4. Getting ready

- Budget and source of financing
- Conditions for participation
- Contractors

During the Event

5. Implementing and managing the event

- Registration of participants
- Customer information services
- Handling logistics and to-do list

Post Event

6. Evaluating results and post-event activities

- Exhibitors' and visitors' surveys
- Post-event activities

Mr. Chaiyo-Saeng also presented the 4th Mekong – ROK Business Forum which MI organized in July 2016 at Yangon, Myanmar. Especially, he discussed (i) objectives; (ii) participants and speakers; (iii) the forum composition; (iv) event format; (v) the building blocks of the organization; (vi) work plan; (vii) indicative work plan; (viii) floor plan; (ix) promotion and communication; (x) the logo; (xi) website; (xii) GMS Business Networks; (xiii) preparation guideline for speakers; (xiv) welcome pack; (xv) company profiles: booklet; (xvi) official youtube: story board; (xvii) official facebook; (xviii) implementing and managing the event; (xix) customer information service; (xx) handling logistics and to-do list; (xxi) event evaluation; (xxii) monitoring and evaluation; and (xxiii) press release.

Session 6: Tools and Techniques for Trade Event Promotion

(i) Selecting the Right Exhibitor: Managing Global Compliance in Exports; (ii) Evaluating Success of Trade Event and Post Event Activities; (iii) Conducting Effective Business Matching

Mr. Ronnarit Chaiyo-Saeng, Program Officer, Trade and Investment Facilitation (TIF) Department, Mekong Institute (MI)

Mr. Chaiyo-Saeng discussed the business matching activity held during the 4th Mekong – ROK Business Forum. One-to-One business matching between the SMEs and Korean business were arranged and co-facilitated by MI and its collaborative partner e.g., Directorate of Investment and Company Administration (DICA). The session was comprised of two main activities.

- **Pre-business matching: website based activities**

MI designed a web-based portal (www.gmsbiznetworks.com). The website is an interactive platform offering services to the Mekong – RoK Business Forum Project using information and communication technologies to improve the business networks in the Mekong countries and Korea.

- **Business Matching at the Forum: Onsite Based Activities**

The business matching session was part of the forum to allow the business owners from the ROK and the Mekong countries to seek business opportunities and forge alliance. Business owners were given opportunities to meet, discuss and finalize deals among themselves under the facilitation of MI and DICA. They also took this chance to share their experience and practices that may be helpful to their peers.

- **Event Evaluation**

Short term evaluation

The short-term evaluation was conducted right after the on-site event. It focused on the indicators and targeted participants. These were mainly on business matching, business contacts established, plans of action by participating companies, follow up actions etc.

Long term evaluation

This involved follow up during the post event phase on the business progress as recorded during the on-site business matching event. The portal was used to monitor progress of business development among the participating countries. The results were used to generate reports for future actions and road map.

Session 7: Conduct Mock Trade Event: Mock Trade Fair and Business Matching Exercise

Ms. Wen Hao, Program Coordinator, Trade and Investment Facilitation (TIF) Department, Mekong Institute (MI)

Mr. Ronnarit Chaiyo-Saeng, Program Officer, Trade and Investment Facilitation (TIF) Department, Mekong Institute (MI)

In this session, participants were divided into 7 groups and each group member was assigned as (i) Organizer; (ii) Market Surveyor (observe other group's stall; (iii) business negotiator for business matching; and (iv) exhibitors. In detail, the participants with each role worked on their tasks based on the guidelines below:

Organizers

- Preparation of fairground layout with sign boards for registration and welcome desk;
- Preparation of proper Trade Fair Agenda;
- Identification of stakeholders and invitation of speakers for opening ceremony;
- Invitation of outside visitors;
- Preparation of registration form and discussion with exhibitor to provide tools requested;
- Preparation of feedback form and collection of form from exhibitors and visitors;
- Conducting orientation session on services and instructions for exhibitors;
- Welcoming speakers during the fair;
- Conducting feedback for exhibitors and visitors using the form during the event.

Surveyors

- Finalization of the 2 questionnaires (i) for exhibitor and (ii) for visitor.
- Preparation of questions to check what other competitors have done (market research) and collection of interests from visitors before the event;
- Attendance to the orientation organized by organizers;
- Observation and conducting the survey.

Business Negotiators for Business Matching

- Preparation of name card and company information list (themselves and their team);
- Preparation of brochure and business information of their business + their team's business;
- Conducting business matching.

Exhibitors

- Preparation of promotional material;
- Designing and setting up of group stall and products display;
- Attendance to orientation session organized by organizers;
- Coordination with organizer and registration to the event;
- Conducting the fair

Session 8: Reflection of the Mock Trade Event-Trade Fair and Business Matching event
 (i) Participants feedback as surveyors; (ii) Comments on Individual Country Presentation; (iii) Dos and Don'ts of Stand Behavior in Trade Fair as Exhibitors; (iv) Evaluation Result Announcements.

Ms. Wen Hao, Program Coordinator, Trade and Investment Facilitation (TIF) Department, Mekong Institute (MI)

Mr. Ronnarit Chaiyo-Saeng, Program Officer, Trade and Investment Facilitation (TIF) Department, Mekong Institute (MI)

In this session, participants and the MI team provided the reflections from the mock trade fair and business matching.

Below is the results of the mock trade fair and business matching done by the participants.

- Organizer

Title of the Event: Mekong Subregion Trade Fair: Connecting Development.

Program Schedule

Organizers Report (Reflection)

Date	Time	Event	Note
June, 14, 2017	13:30 - 13:40	Fair Opening - Welcome Guests	Ms. Nguyen Minh Thu Thuy
	13:40-15:00	Opening show – Opening Speech	Mr. Madhuriya Kumar Dutta
		Visiting Exhibition	
		Conducting Business Matching	
	15:00-15:15	Closing Speech	Mr. Madhuriya Kumar Dutta
	14:45-15:15	Prepare Reflection Report	

No	QUESTION	Answer
01	Are you satisfied with your arrangement	70%
02	Did you miss anything?	Slogan, outside welcome banner to visitors, security guy
03	Could you respond to all the needs of the exhibitor?	90%
04	How successful was your survey filling process? 95%	95%
05	Any idea how many visitors came to the show?	35-40 visitors form MI staff
06	Did you collect their information/biz cards for your business matching database?	Yes, but....

- Exhibitors

Group 1: Pracharat Prachinburi Co., Ltd

1.How much sales/ money earned?



- No money earn
- Many visitors seem to interest in our products and plan to purchase in the future

2.How did you entertain visitors?



- Give candies
- Provide slide show on our products' pictures

3. Could you impress visitors?



YES

many visitors interest in our booth and give us compliments.



5. Could you established network with the visitors for future orders?

Could not as we lack prepare of asking for visitors' information



Group 2: Korng Rey Co. Ltd (Cambodia)

Company Products

- Fish Sauce (Battambang Province)
- Pottery and Ceramic Products (Kompong Chhn)
- Bamboo Products: Bags, wallets, mats, containers, baskets, (Kompong Chhn)
- Others

Group 3: Cambodia



4. Could you respond to all their queries?

- We are still missing some information
 - Brochure
 - Name card (in the early stage)
 - Company profile

What do you think about organizers?



- Organizers should recommend what is missing in the booths
- Room are well arranged
- Very informative when asked

Reports on Moc Trade Fair

- Two fish sauce bottles: 30 B
- Design our attractive booth which is different from others.
- Visitors are impressed in products price, cheap with good quality. (Fish Sauce)
- We could respond to all the queries.
- We gave the visitors our contact information: name cards, brochures, etc
- The organizers are well-organized, extrovert, friendly.

MEKONG INSTITUTE 1. How much sale/ money earned?

1. All of visitors only asked something, no one buy my products.
2. NO MONEY = CRY



MEKONG INSTITUTE 3. Could you impress visitors?

1. I think that all of visitors are interested of the trade fair and kindly with exhibitors.



MEKONG INSTITUTE 5. Could you establish network with the visitors for future.

1. I make an establish network with visitors by providing the profile of my company, especially is the address



MEKONG INSTITUTE 2. How did you entertain the visitor?

1. I always have introduced my products to all visitors
2. What did I introduce to them? Introduce about:
 - Advantage of products
 - Quality of product
 - Source of product
 - Products promotion
 - Products design



MEKONG INSTITUTE 4. Could you respond to all their queries?

1. I am very happy to answer to all the visitors' question.
2. Most of questions are related with the clusters or own product in my province/ country.
3. But in face depend on the time and mock of trade fare, so we are have no much product to sell.



MEKONG INSTITUTE 6. What do you think about the organizers?

1. Organizers can organize as well as I think
2. What do you think about organizers?



1. Have another trade fair for next
2. Organizers should buy some products from all exhibitors to motivate all the sellers
3. Organizers keep good connection with exhibitors to share any information



Group 4: Greenland Company (Cambodia)



Group 4 Greenland Company

- Q1: How much is sale/money earned ?
We earned 40 bath and 5\$.
- Q2: How did you entertain the visitors ?
We have showed video player and told benefit.
- Q3: Could you impress visitors ?
Yes we could.



Group 4 Greenland Company

- Q4: Could you respond to all their queries?
Yes we could
- Q5: Could you establish network with the visitors for future order?
Yes we could
- Q6: What do you think about a organizer?
We think it is good organizing.

Group 5: Mintt Phu Co., ltd (Vietnam)

1. How much sales/money earned?
No, I have no money in this exhibition because there is no a lot of products which I show here. But I can get many orders from visitors
2. How did you entertain the visitors?
3. I can do that by the performance such as: a lot of brochures, fliers, banners and video clip
4. Could you impress visitors?
- Yes, I do
5. Could you respond to all their queries?
- Yes, I do.
6. Could you establish network with the visitors for future orders?
- Yes, I do.
7. What do you think about organizers?
They are so professional and enthusiastic

Group 6: Dawei Toe co., ltd (Myanmar)

1. How much sales/ money earned?
Non.
2. How did you entertain the visitors?
Traditional song, dance with video clips, attraction places photos and other materials.
3. Could you impress the visitors?
Yes, we could.
4. Could you respond to all their queries?
Yes, we could. We think.
5. Could you establish network with the visitors for future orders?
Not too much. Almost of the visitors take the visiting cards and contacts.
6. What do you think about organizers?
Well organize. We think.

Group 7: Donjai Co., ltd (Thailand)

Reflection from Mock Trade Fair

A. Exhibitors

Each group is required to prepare one page report on their experience

1. How much sales/money earned?
 - Milky Rice (per 1 Kg) –1 pack – 250 THB
 - Coconut 5 bottles - 140 THB (200 ML),
 - Milk (juice) 5 boxes - 40 THB

Total earned: 430 THB
2. How did you entertain the visitors?
Tell about product story
3. Could you impress visitors?
Yes, willing to buy our products
4. Could you respond to all their queries?
Yes, we offer cheap products and no middleman. (Direct sales from Owner/Manufacturer)
5. Could you establish network with the visitors for future orders?
Yes, want to buy more in the future to Myanmar.
6. What do you think about organizers?
 - Would like to have trade fair often
 - Good organize, good facilities

- Market Surveyor

Exhibitors' Survey

Design of booth

- Well prepared and attractive for all 7 booths.
- According to the verbal interview during the interview, most exhibitors satisfy with the booth preparation.
- The most attractive booth are Group #1 and #4, but booth #1 (PRACHARAT PRACHINBURI) is the best one.

Promotion Material

- Each groups bring their respective variety domestic product to not only exhibiting but to promote the potential products of the province, particularly to traders; in the purpose of searching for new market place.
- Leaflets, poster, companies profile, business card are available at every booths.

Efforts to bring visitors

- Overall, each groups got their respective way to attract the visitor.
- Exhibitors are friendly.

Quality and Price of the same product

- The exhibiting products are different from each other.

Product range

- Handicraft
- Technology
- Household appliance
- Body care
- Souvenir

Display

- The overall, each group go their individual way to display the products.
- Group #1 is unique.
- Group#4 display their Nation identification.

Behavior toward other group members

- Everyone treat each other in the respective friendly way.

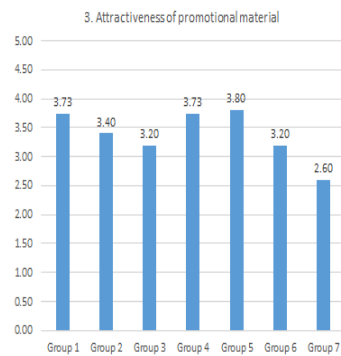
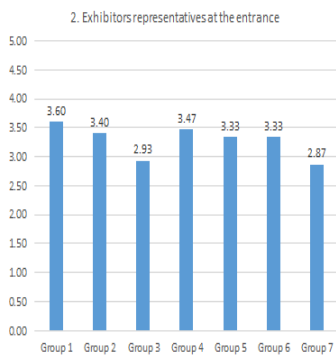
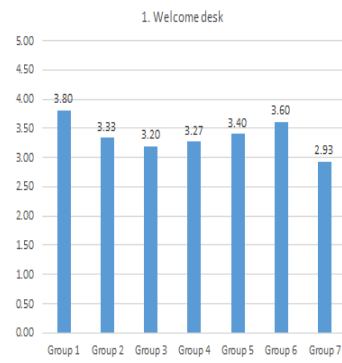
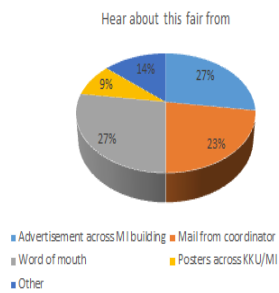
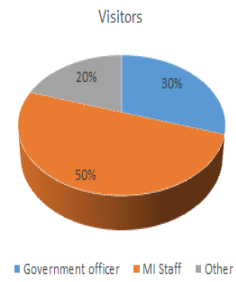
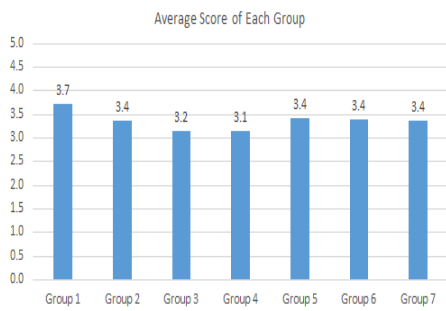
Lesson learnt

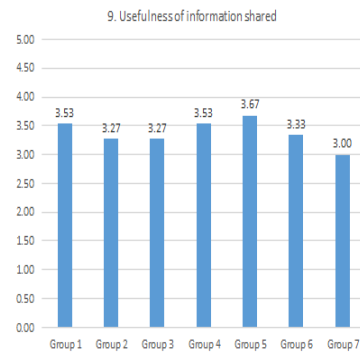
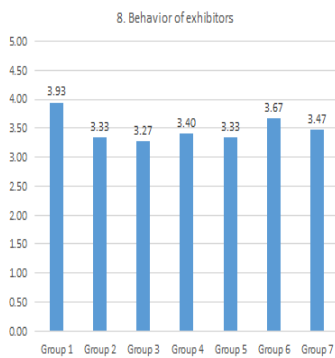
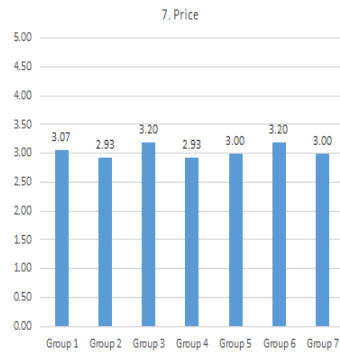
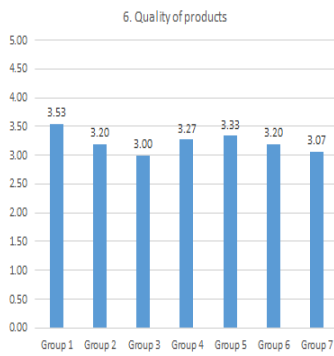
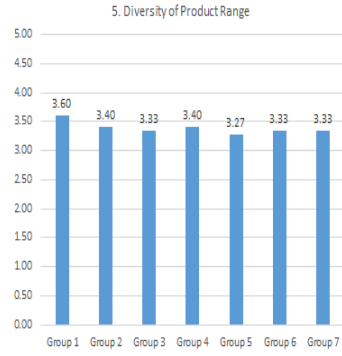
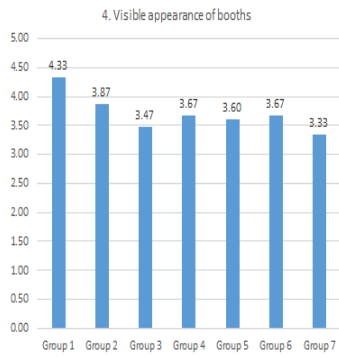
- Group # 1 got a lot of visitors based on:
 - Booth decoration.
 - The unique way to display the products.
 - Small souvenir for visitors and observer.
- Most exhibitors complaint about the organizers.

Feedback

- Many kind of products, many options and interesting.
- Less products but more documents.
- Some products are import from the outer places.

Visitor's Survey





Some Photos from the Mock Fair





Session 9: Business Plan Analysis

(i) Sources of Revenue; (ii) Expenditures; (iii) Cost and Benefit

Mr. Sa-nga Sattanun, Program Manager, Trade and Investment Facilitation (TIF) Department, Mekong Institute (MI)

Mr. Sattanun discussed the budget and source of finance for organizing trade events which key points are described below:

- To generate proceeds / incomes, budget analysis planning of the estimated costs and of the expected revenues determine the capacity of the event to generate a profit, to break even, or to deal with an eventual shortfall;
- Budget and source of finance is an essential component of the business plan;

- Obtaining pledges / promise and mobilizing resources to subsidize the event need to be initiated at an early stage of the project planning by the organizer, the Government and other committed stakeholders;
- The possibility of raising funds from international agencies, implementing or planning trade development cooperation programs in the country, can be of special importance.

Mr. Sattaun also introduced the (1) sample of budget ratio; (ii) sample of budget ratio for training program; (iii) sample of budget ratio for symposium / seminar.

Session10: Group Exercises on Sample Trade Event Business Plan

Mr. Sa-nga Sattanun, Program Manager, Trade and Investment Facilitation (TIF) Department, Mekong Institute (MI)

In this session, participants were divided into group by country and conducted the group work on revenue and expenditure for trade events organization. Below are the results of the group work by each county.

Cambodian Group (Cambodia – Thai Trade Fair)

Budget Estimate					
CAMBODIA-THAI TRADE FAIR 2018					
Trade Fair					
N.	Items	Number	Number	Estimate Costs	Total Estimate Cost
1	Information/invitation (package)	1 package	1 time	\$ 50.00	\$ 50.00
2	Public announcement for the fair(poster, banner, TV, news, ...)	1 package	1 time	\$ 300.00	\$ 300.00
3	Permission for trade fair and for seller-buyer meet	1 package	1 time	\$ 100.00	\$ 100.00
4	Basic stand (booths rental and installment)	20 booths	1 time	\$ 150.00	\$ 3,000.00
5	Venue rental	1	1 time	\$ 100.00	\$ 100.00
6	Utility	1 package	1 time	\$ 500.00	\$ 500.00
7	Public toilet	6	1 time	\$ 250.00	\$ 1,500.00
8	Concert	1 package	1 time	\$ 4,000.00	\$ 4,000.00
9	Security (package)-4 days	4 persons	4 time	\$ 100.00	\$ 1,600.00
10	Cleaner(package)-4 days	4 persons	4 time	\$ 20.00	\$ 320.00
11	MC	2 persons	1 time	\$ 50.00	\$ 100.00
14	Operation team	4 persons	3 times	\$ 100.00	\$ 1,200.00
18	Documentation (Video recording and photos)	1 package	1 package	\$ 300.00	\$ 300.00
19	Transportation (international guests)	12 persons	1 package	\$ 100.00	\$ 1,200.00
20	Local transportation	18 persons	1 package	\$ 20.00	\$ 360.00
21	DSA	30 persons	1 package	\$ 20.00	\$ 600.00
21	Meal allowance	30 persons	4 times	\$ 20.00	\$ 2,400.00
22	Accommodation	30 persons	5 nights	\$ 20.00	\$ 3,000.00
23	Others...	1 package	1 package	\$ 2,000.00	\$ 2,000.00
Total cost for the trade fair					\$ 20,630.00
Seller-buyer meeting and business matching					
N.	Items	Number	Estimate Costs	Estimate Costs	Total Estimate Cost
1	Refreshment	50 persons	1 time	\$ 3.00	\$ 150.00
2	Meal allowance	50 persons	1 times	\$ 20.00	\$ 1,000.00
3	Translator	2 persons	1 time	\$ 50.00	\$ 100.00
4	Others...	1 package	1 package	\$ 2,000.00	\$ 150.00
Total cost for the seller-buyer meet					\$ 1,250.00
Total estimate cost for the activity					\$ 21,880.00

Revenue

Items	Price/Day	Price/3days	Total
1-Booth Rental (20)	\$70	\$200	\$4,000
2-Vehicles parking Service	\$25	\$75	\$75
3-Sponsor Fee -Smart Company -Cambodia Beer	\$1,000 \$1,000	\$3,000 \$3,000	\$6,000
4-Public Service	\$10	\$30	\$30
5-Free Space Service	\$50	\$150	\$150
6-Sub Activities: -Seller & Buyer meeting -Business Matching	\$50	\$150	\$150
7-Entertainment Service (Rental Fee)	\$100	\$300	\$300
TOTAL	\$2,305	\$6,805	\$10,605

Myanmar and Thailand Group (Dawei – Thailand Exhibition Trade Fair)

Expenditure

Item	Qty	\$/unit	Estimate Cost	Remark
Expenditure				
Booth Expense				
Promotion area/rent	4.00	225.00	900.00	
Sound system	4.00	38.00	152.00	
Chair & Table 1 (a pair)	100.00	0.75	300.00	
Table set	3.00	7.50	22.50	
Solo	30.00	0.38	11.40	
Billboard with initial charge vinyl	1.00	185.00	185.00	
Stage	1.00	37.00	37.00	
Stage background vinyl	1.00	29.00	29.00	
Car advertising	3.00	38.00	114.00	
Lighting	100.00	3.70	370.00	
General worker service	1.00	75.00	75.00	
Translator charge	100.00	7.50	3,000.00	
Electric charge	4.00	65.00	3,000.00	
Transportation charge for Myanmar side (car rental charge) (9 nos of cars)	6.00	111.00	3,000.00	
Administration fee	1.00	370.00	370.00	
Total Booth Cost			11,565.90	Cost/Booth \$ 15

Income

Income			
Booth	100.00	280.00	28,000.00
Equipment for rent	100.00	140.00	14,000.00
Souvenir	200.00	3.00	600.00
Stimily	70.00	12.00	840.00
Ads			
Banner	100.00	30.00	3,000.00
Total Income			46,440.00

Bus	1.00	1,342.00	1,342.00
Van	1.00	571.43	571.43
Truck Fatchaburi	1.00	1,714.23	1,714.23
Truck Kanchanaburi	1.00	3,428.57	3,428.57
Van for Guests	1.00	5,000.00	5,000.00
Accommodation	1.00	10,057.14	10,057.14
Food and Beverage 1	1.00	3,142.86	3,142.86
Video Backdrop	1.00	571.43	571.43
Big Backdrop	1.00	571.43	571.43
Worker	1.00	857.14	857.14
Electricity Generator	1.00	4,571.43	4,571.43
Cleaner	1.00	457.14	457.14
Security	1.00	342.86	342.86
Opening Ceremony			
MC	1.00	171.43	171.43
Performance/MC	1.00	571.43	571.43
Souvenir	1.00	557.14	557.14
Stage Decorator	1.00	1,342.86	1,342.86
Coffee Break	1.00	342.86	342.86
Reception fee for VIP	1.00	857.14	857.14
Audio	1.00	857.14	857.14
Translator & Seller	100.00	17.14	1,714.23
Export & Import fee			
Export From Thailand	100.00	2.86	285.71
Import to Myanmar	100.00	11.43	1,142.86
Administration fee	100.00	6.86	685.71
Total Expenditure			54,423.04

Vietnamese Group (Vietnam – Cambodia International Trade Fair - 2017)

General expenditure table

No	Items	Total
I	EXHIBITION	149,905
1	Facilities	18,322
2	Publication	21,518
3	Booth setup	100,000
4	Opening Ceremony	6,031
5	Closing Ceremony	4,031
II	OTHERS (Seminar, Business Matching, Cultural Performance, Human Resources)	25,855
	Total	175,761

Exhibition

No.	ITEMS	Unit	Quantity	Price	Total
A	EXHIBITION				149,905
I	FACILITIES				18,322
1	Ground	package	1	3,636	3,636
2	Electricity, water, sanitary	package	1	12,705	12,705
3	Security	package	1	1,936	1,936
4	Organization board	package		45	45
II	PUBLICATION				21,518
1	Public release				2,382
1.1	Reference hall	package	1	1,091	1,091
1.2	Teabreak	person	200	1.4	273
1.3	Document	set	200	0.9	364
1.4	Reporter	person	40	14	548
1.5	EMS				109
2	Public relation				5,236
2.1	Newspaper	time	10	318	3,182
2.2	Television	time	1	1,136	1,136
2.3	Pano	set	5	136	682
2.4	Banderol	set	20	12	236
3	Decoration	package	1	11,250	11,250
4	Printing the sponsor brochure	package	1	864	864
5	Printing for documents: name tags, invitation...	set	3,000	0.6	1,787
III	Setting booths (100 booths)	package		-	100,000
IV	Opening Ceremony	package		-	6,032
V	Closing Ceremony	package		-	4,032

No.	ITEMS	Unit	Quantity	Price	Total
B	OTHERS				25,855
I	Seminar	package			3,441
II	Business Matching	package			11,182
III	Cultural performances	package			4,545
IV	Human resource	package			6,687
	TOTAL				175,761

ORDER	REVENUE ITEMS	QUANTITY	PRICE/UNIT	ESTIMATED VALUE OF REVENUE	NOTED
1	Admission fee	400.00	45.45	9,091	
2	Stand rental	150.00	90.91	13,636	
3	Booth rental	250.00	109.09	27,273	
4	Advertising on trade fair documentation	180.00	88.38	15,909	
5	Promotion on website	200.00	95.45	19,091	
6	Media campaign	145.00	153.61	22,273	
7	Commission fees on services	200.00	56.82	11,364	
8	Sponsors	4.00	11,363.64	45,455	Business Corporations
		2.00	4,545.45	9,091	Business Associations
9	Government contribution	1.00	22,727.27	22,727	National Government
		4.00	1,136.36	4,545	Local government
10	Donors	2.00	9,090.91	18,182	International technical cooperation agencies
		6.00	3,787.88	22,727	International media organization
	Total			241,364	

Session 11: Introduction of SEC Business Database (www.sec4business.com)

Mr. Toru Hisada, Senior Project Coordinator, Trade and Investment Facilitation (TIF) Department, Mekong Institute (MI)

Mr. Hisada presented the SEC Business database which will be launched under the project framework. The SEC business database includes relevant information not only as a business database but also as a dynamic B2B e-platform to promote SMEs along the SEC. The database acts as the store house of information for networking and information sharing to conduct trade and investment activities along the SEC. Mr. Hisada touched upon the (i) objectives; (ii) benefits; (iii) key features including provincial profiles, TPO profiles and Company profiles; and (iv) public and private partner organizations for the development of SEC database.

Session 12: Trade Mission - Concept and Effectiveness

Mr. Quan Anh Nguyen, Program Specialist, Trade and Investment Facilitation (TIF) Department, Mekong Institute (MI)

The session aimed to introduce the participants to the concept and objectives, effectiveness, and preparation of trade mission.

In principle, a trade mission is as an activity that allows participants, e.g. businesses, export firms, to gain knowledge of a foreign country's specific markets and culture through direct contact with local business people and government representatives. In other words, a trade mission is a visit organized by an individual or an organization of a group of business people, usually exporters or importers, but which may consist of investors and businesses with other intentions, to the target country with the purpose of promoting and facilitating international trade. As such, trade mission can provide a firsthand assessment of market opportunities, establishment of direct contacts and a high profile in a target market, assistance in seeking representation or indeed prospective customers, and contact with other participants. In addition, trade mission can allow potential exporters to learn (i) how business is conducted overseas, (ii) what services and products are available, (iii) the receptivity of potential buyers, (iv) the extent of the commitment and resources necessary to sell in overseas markets, and (v) the answers to questions about foreign markets and the process of exporting".

Trade missions are commonly organized by government agencies, e.g. through the national trade promotion program, CCI, industry associations and development organizations. Commonly, a trade mission is led and / or accompanied by senior government officials who pay a visit to the target country to foster better trade and economic relations.

The purposes of trade mission (TM) aimed to:

- Facilitate market research;
- Promote greater market impacts;
- Carry a certain value and serve trade publicity;
- Gain access to high-level business and government officials;
- Provide wider and deeper trade contacts;
- Raise general consciousness in the home country of overseas markets;
- Provide important educational experience for inexperienced exporters.

Trade missions are generally divided into two categories:

- Inward trade mission is normally organized in the host countries where foreign firms, e.g. international buyers, are invited to visit exporters and trade events in the host countries; and
- Outward trade mission is normally organized for exporters to travel to foreign markets selected by the trade mission organizer.

A Trade mission can be deemed as an effective marketing tool if the participants manage their own participation in order to maximize the value of trade mission visit. In this sense, the effectiveness of trade mission can be proved through:

- Growth of the firm’s international network;
- A better understanding of opportunities in the target country;
- Expanded opportunities to exchange knowledge with other firms;
- Improved image of firms and the industries and economic sector(s);
- Market entry for new exporters; and export growth for expanding and established exporters.

In order to make trade mission effective, the participants need to have their own strategies and focuses as illustrated in Table 4 as below:

Table 4: Trade Mission - Concept and Effectiveness

Export Process	Strategy	Focus	Information Acquisition from Trade mission
Planning for Export	<ul style="list-style-type: none"> ▪ Identification of export market opportunities existing ▪ Effort and resources in need to meet the challenge 	<ul style="list-style-type: none"> ▪ Export involvement level ▪ Market share selection ▪ Preparation 	<ul style="list-style-type: none"> ▪ Experience of other exporters and market actors ▪ Trade mission as information source
New Exporter	<ul style="list-style-type: none"> ▪ Export market development strategy ▪ Efforts and resources in need access effective demand 	<ul style="list-style-type: none"> ▪ Market entry ▪ Evaluation of approaches and opportunities 	<ul style="list-style-type: none"> ▪ Hands-on information on markets, products, competitors ▪ Personal contacts: agents, industry, government, and others, if any. ▪ Experience exchange with other participants
Expanding Exporter	<ul style="list-style-type: none"> ▪ Systematic expansion of export opportunities ▪ Efforts and resources in needed to expand markets and market shares 	<ul style="list-style-type: none"> ▪ Expansion and method of commitment (export strategies) ▪ Resource allocation 	<ul style="list-style-type: none"> ▪ Experience new market environments ▪ Evaluation of distribution, sales in target markets

Established Exporter	<ul style="list-style-type: none"> ▪ Integrating export into overall operations ▪ Efforts and resources in need to reduce or control internal and external inhibitors 	<ul style="list-style-type: none"> ▪ Integration of exporting into overall business activities ▪ Systematic opportunity scanning and pursuit 	<ul style="list-style-type: none"> ▪ Re-evaluation and reinforcement of opportunities ▪ Ongoing learning and knowledge renewal through regular contacts
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To assist the participants in preparing for the AP implementation, Mr. Nguyen provided them with steps in organizing and implementing a trade mission as specified in Table 5.

Table 5: Preparation for Trade Mission

Purpose Objective	<ul style="list-style-type: none"> • Business need and opportunity (for participants) <ul style="list-style-type: none"> ✓ Investment attraction ✓ Trade ✓ Expansion ✓ Joint ventures • Sector focus of Trade mission organizer(s)
Location	<ul style="list-style-type: none"> • Market Research <ul style="list-style-type: none"> ✓ Markets have what your clients need ✓ Obstacles are existing in those markets ✓ Markets are assessable or not ✓ Tax implications ✓ Local support /resources • Understanding of the local culture <ul style="list-style-type: none"> ✓ Business relationships ✓ Personal relationships
Participants	<ul style="list-style-type: none"> • Participants <ul style="list-style-type: none"> ✓ Going international as business development objectives ✓ Level of international business experience ✓ Capability and resources for continued investment in the market and return to the market multiple times • Partners: local and in-country, public and private <ul style="list-style-type: none"> ✓ Major partner in country ✓ Logistics resources ✓ Consultant in market ✓ Travel: Agent, flights, hotels, transportation
Collaboration	<ul style="list-style-type: none"> • Local companies & government agencies; • In-country companies, government agencies & export development agencies; • Major partner in country; • Sponsors.
Resources	<ul style="list-style-type: none"> • Budget by sources: <ul style="list-style-type: none"> ✓ Government ✓ Donor ✓ Trade mission organizer ✓ Participants ✓ Others, if any

	<ul style="list-style-type: none"> • Fee-based trade mission; • Time; • People <ul style="list-style-type: none"> ✓ Lead ✓ Support ✓ Local ✓ On the ground
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Implementing Trade Mission

	<ul style="list-style-type: none"> • Design of trade mission program; • Partnership preparation; • Logistics arrangements; • Introduction and Marketing; • Recruitment of Participants; • Orientation for Participants; <ul style="list-style-type: none"> ✓ Program and Implementation Arrangements ✓ Country information ✓ Language tips ✓ Business/cultural tips • Regular contact with participants, partners, and stakeholders and confirmation; • Details of trade mission activities implemented, e.g. Materials and associated information, and etc.; • Back-up plan; • On the ground.
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Post Trade Mission Activities

	<ul style="list-style-type: none"> • Debrief with participants to reflect the trade mission results; • Messages of Thanks to partners; • Plan for the next trade mission trips; • Plan for reciprocal mission(s); • Others
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For the purpose of strengthening the knowledge of trade mission, participants were divided into group by country and conducted group work on (i) designing trade mission program; (ii) formulating estimated costs; and (iii) establishing strategies to sustain the business of TPO or CCI as a BMO. It was noted from the participations' presentation by each group that the members of CCIs / TPOs in the project provinces are still new to organizing and managing trade mission. It is suggested that the participants be strongly assisted by the MI TIF Department during the action plan implementation. Below are the results of group work by the participants.

Cambodian Group



No	Description	Unit	Amount	Price(USD)	Total(USD)
1	Honorable person (Flight)	Person	30	2,000	60,000
2	Accommodation	Person	30	100	3,000
3	Local Transportation	day	10	500	5,000
4	Meal	person	30	50	1,500
5	Facilitation charge			1,500	1,500
TOTAL				4,150	71,000

Estimate Cost of Trade Mission

No	Item	Amount	unit	Price per Unit	Price
1	Tickets (including VISA)	20	package	1,500	30,000
2	Domestic transport	20	package	1,000	20,000
3	Accommodation(10days)	20	10	100	2,000
5	Speaker (2days)	4	2	500	2,000
6	MC (2days)	1	2	150	150
7	TA	2	3	100	200
8	Conference hall	1	3	1,500	1,500
11	Documents	20	package	10	200
Total Expense					56,050

Myanmar and Thai Group

*All Cost in USD

Expense	Expense			
	Item	Q'ty	\$/unit	Estimate Cost
Travel Cost-Air Fare				
SEA to NY		50.00	1,000.00	50,000.00
NY to CL		50.00	342.86	17,142.86
CL to SEA		50.00	714.29	35,714.29
Visa		50.00	208.57	10,428.57
Banquet Charge		1,500.00	20.00	30,000.00
Accommodation		350.00	342.86	120,000.00
Sightseeing		50.00	50.00	2,500.00
Local Transportation		3.00	571.43	1,714.29
Publicity/Printing		1.00	571.43	571.43
Facilitation Charge		1.00	1,428.57	1,428.57
Administrative Expense		1.00	171.43	171.43
Total Expense				269,671.43

Vietnamese Group

Timeline	Main services
1 st - 2 nd day	From Vietnam: Gather at Tan Son Nhut International Airport From Thailand: Gather at Suvarnabhumi International Airport From Myanmar: Gather at Yangon International Airport

Timeline	Main services
3 rd day	Morning: Participating at Seminar in Sofitel - New York (40 enterprises who work in construction, infrastructure, real estate, finance and education and other international consultant organization) Afternoon: Working, communication and discussion about numerous specific businesses with investors
4 th day	Appointment between all participants and US enterprises
5 th day	Market Survey
6 th day	Flying to California
7 th day	Morning: Participating at Seminar in Sofitel - California (40 enterprises who work in construction, infrastructure, real estate, finance and education and other international consultant organization) Afternoon: Working, communication and discussion about numerous specific businesses with investors
8 th - 9 th day	Appointment between all participants and US enterprises
10 th day	Back to Vietnam, Thailand, Myanmar

5.7. Course Report Presentation

Mr. Toru Hisada, Senior Project Coordinator, Trade and Investment Facilitation (TIF) Department, Mekong Institute (MI)

Mr. Hisada presented the outcomes of the one-week training program. He talked about participants' information, training methodologies, modular training approach, module contents adopted at this training program and training objectives and outcomes. Mr. Hisada also presented the average result of pre and post assessment and the final assessment including relevance and improvement of knowledge and skills and overall assessment of the training program.

5.8. Awarding of Certifications

Mr. Madhurjya Kumar Dutta, Director, Trade and Investment Facilitation (TIF) Department, Mekong Institute (MI)

Each participant was awarded the certification for the completion of one-week training program from Mr. Dutta.

5.9. Participants Speech

In this session, representative from the CMTV delivered a short speech. All speakers expressed the importance of the knowledge and skills gained from the training program. They also expressed sincere thanks to Japan – ASEAN Integration Fund (JAIF) and MI for their support in providing opportunity to take part in the training program.

5.10. The Way Forward and Closing Remarks

Mr. Madhurjya Kumar Dutta, Director, Trade and Investment Facilitation (TIF) Department, Mekong Institute.

Mr. Dutta congratulated the participants on the completion of the training program. Mr. Dutta emphasized the significance of the APs implementation and said that the organization of the cross-border trade events is the opportunities where the participants can apply knowledge and skills gained from the training program in the practical level. It is also another one opportunity for the TPOs to generate income. Mr. Dutta also mentioned the upcoming events and activities set forth under the Project framework which aims to improve the project beneficiaries and the stakeholders. These activities include SEC business database, structured leaning visits (SLVs) and Investors Forum. Mr. Dutta told participants that the MI will continue to support SMEs and BDS providers including TPOs under the project framework.

5.11. Action Plan (AP)

As part of the training program, participants jointly developed Action Plans (APs) on organizing the trade events at border provinces along the SEC which are (i) Dawei – Thailand Trade Mission; (ii) Thailand - Cambodia Trade Fair; (iii) Cambodia – Vietnam Business Matching 2017; and (iv) Cambodia – Vietnam Business Matching. APs will be implemented during July - October 2017 with the support and assistance by the team of Trade and Investment Facilitation (TIF) Department.

Regarding monitoring and evaluation (M&E) during AP implementation, TIF team will provide regular on-line coaching to support participants for the successful implementation of the AP. E-mail group of the participants (sectep2017@mekonginstitute.org) was also created in order for the participants to share updates on the AP implementation, other information and concerns.

The participants will return to MI for Synthesis and Evaluation (S&E) Workshop to report on the results of AP implementation and obtain feedback. The Workshop is scheduled in November 2017.

6. Program Evaluation

6.1. Evaluation Method

During the training program, TIF facilitator conducted applicable evaluation methods to monitor and evaluate the performance and understanding levels of the participants.

Objectives

- To assess the achievement of the training program against participants expectations;
- To get feedback and inputs for improving the training program course in the future

6.2 Evaluation Results

6.2.1. Pre / Post Assessments on Competency on Training Program

In order to evaluate the knowledge acquisition of participants during the training program, pre and post assessments were distributed to all participants to assess against the knowledge and skills before and right after the training program.

The same self-assessment form was used for both pre and post assessments. In the questionnaire, different components were rated on a scale of 1 to 5, where "5" was the highest and "1" was the lowest. The total average rating for pre-assessment of participants' knowledge and skills on the training contents or modules were "2.17" which meant the understanding of participants towards all subjects of the Regional Training on Trade Events

Promotion was between “I have heard about this topic but do not know enough about how to do / use it (rating at 2)” and “I have some knowledge on this topic, but could not do it now without further study (rating at 3).”

On the last day of one-week training program, post-assessment sheet was distributed to the participants with the same questionnaires to evaluate their understanding about acquired knowledge after being trained by the MI. The total average rating for post assessment of acquired competencies was “3.47” which meant between “I have some knowledge on this topic, but could not do it now without further study (rating at 3)” and “I have a good working knowledge & can do routine aspects now (rating at 4).” Table below shows the pre and post self-assessment results of participants’ competencies and understandings on each module of the program.

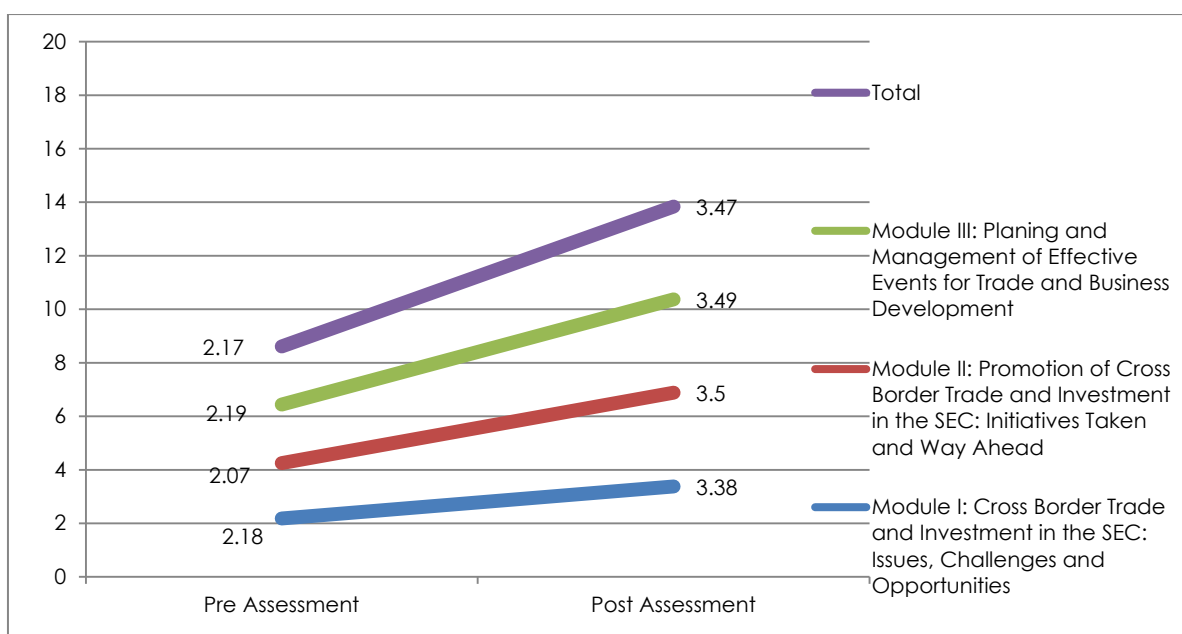


Figure 5: Pre / Post Assessments on Competency on Training Program

6.2.2. Board of Director (BOD)

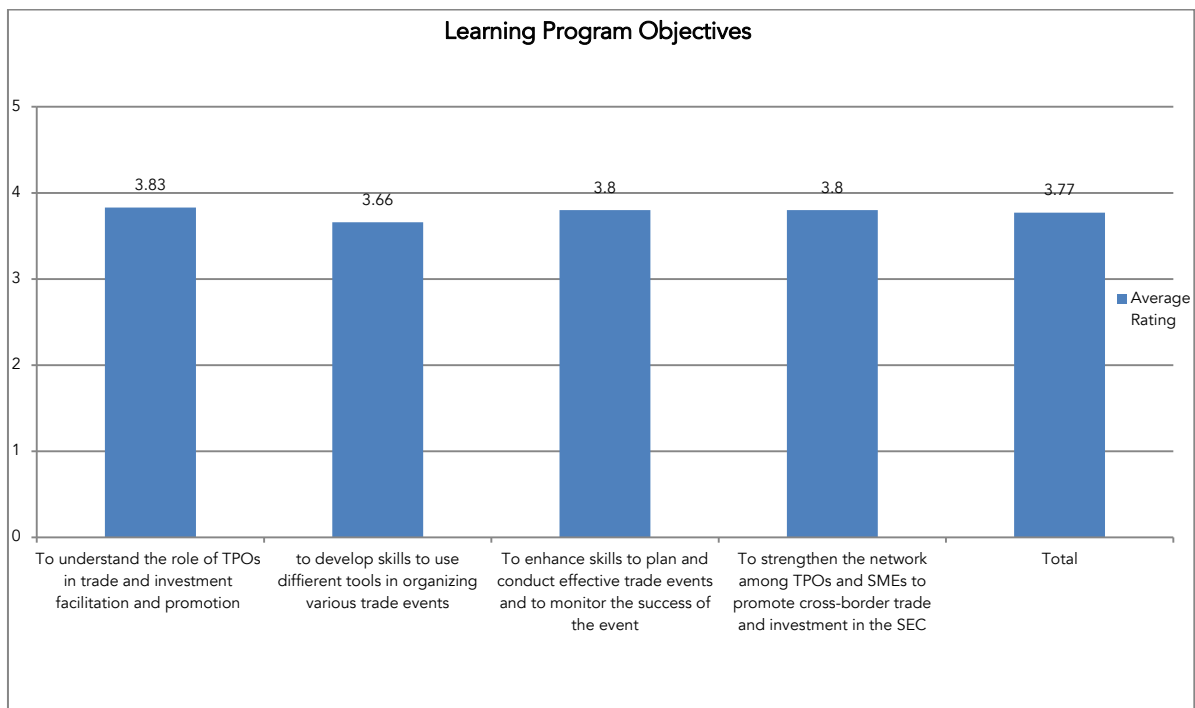
The BOD committee members were selected from participants to facilitate the training atmosphere and summarize the previous day session to the class.

6.3. After Event Evaluation

The After Event Evaluation was conducted by using a participatory method. This method allowed all participants to freely comment, without the scrutiny of instructors / facilitators and program staff. Different components were rated on a scale of 1 to 5, where “5” is the highest and “1” is the lowest.

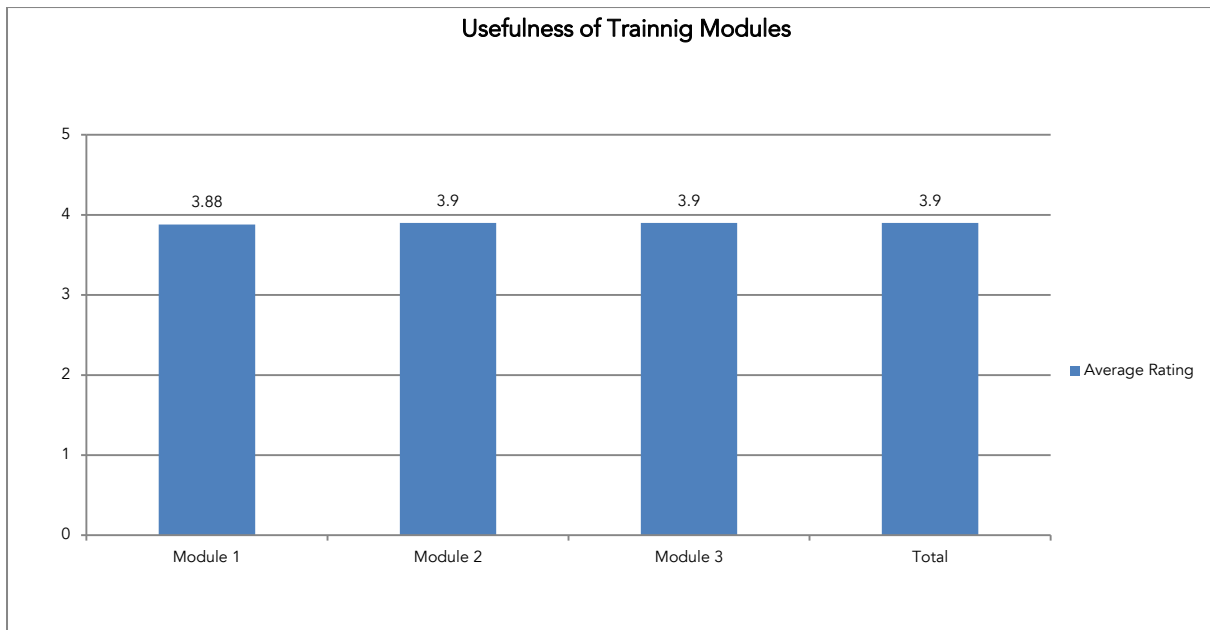
6.3.1. Learning Program Objective

Training objectives was evaluated with the rating scale of 1 to 5 (1-Not Met; 2-Somewhat Met; 3-Mostly Met; 4-Met; 5-Fully Met). Overall average rating was 3.77 (Mostly Met). Participants reported that 'to understand the role of Trade and Promotion Organizations (TPOs) in trade and investment facilitation and promotion' to be especially relevant with average rating of 3.83.

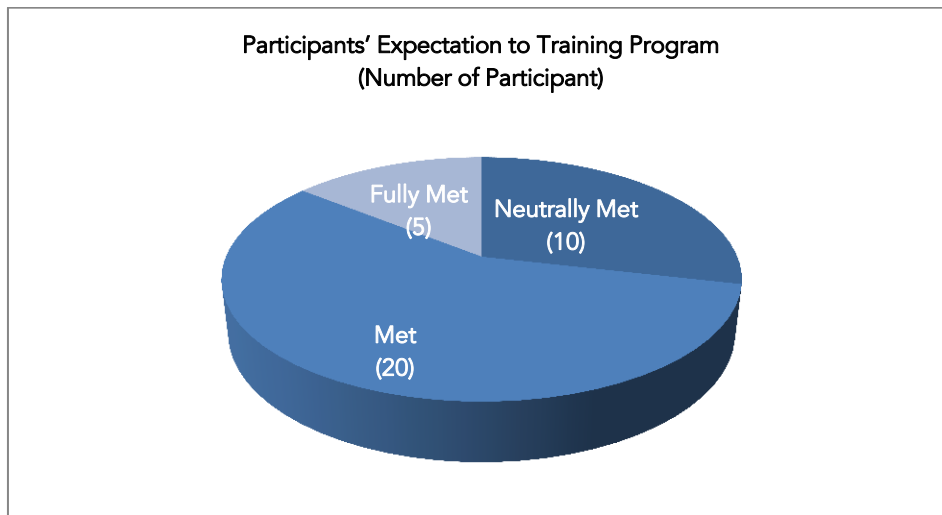


6.3.2. Program Content

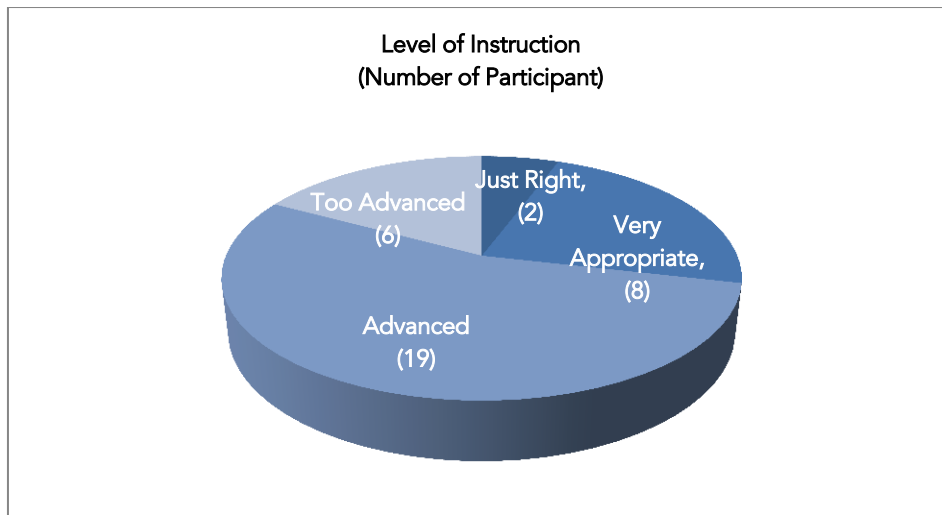
The participants rated levels of usefulness of modules and contents of the program with 5 rating scales (1-Not Useful; 2-Just Right; 3-Neutrally Useful; 4-Useful; 5-Very Useful). Most participants reported that all four modules were very useful with total average rating at 3.90 (Neutrally Useful). The average of each module rating is 3.90 (module 2), 3.90 (module 3) and 3.88 (module1) respectively.



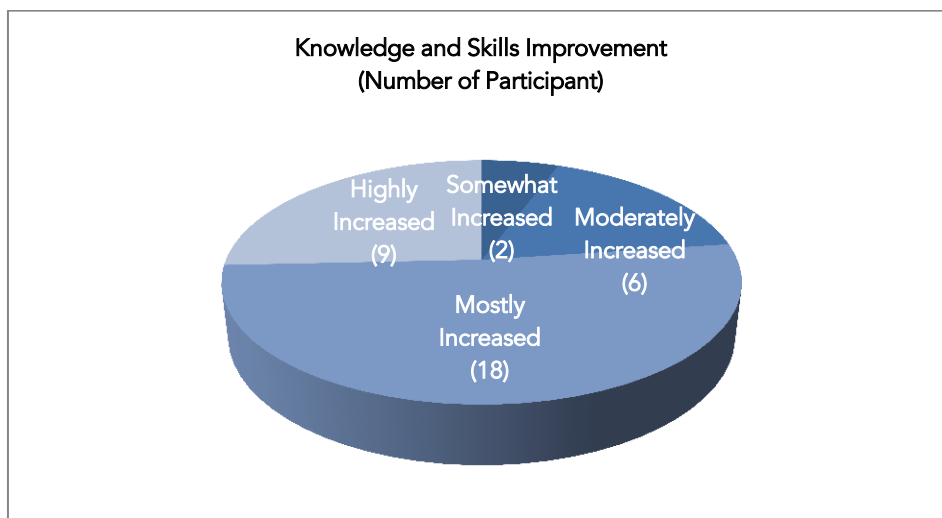
In terms of the participants' expectation to the training program, it was evaluated with 5 rating scales (1–Not Met; 2–Just Right; 3–Neutrally Met; 4–Met; 5– Fully Met). Participants reported that their expectation to the training program was met with the total average rating at 3.9 (Neutrally Met).



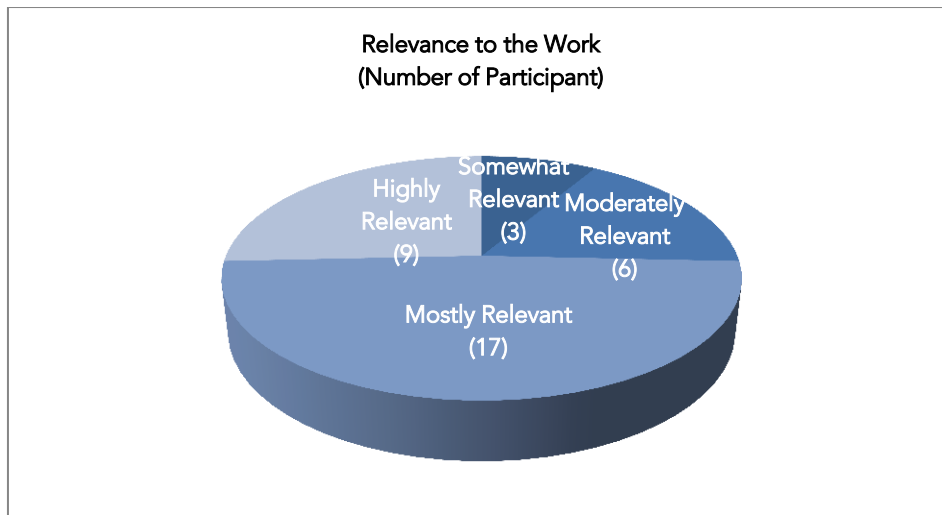
Regarding the level of instruction, it was evaluated with 5 rating scales (1–Too Basic; 2–Just Right; 3–Very Appropriate; 4–Advanced; 5–Too Advanced). Participants reported that the level of instruction was very appropriate with the total average rating at 3.7 (Very Appropriate).



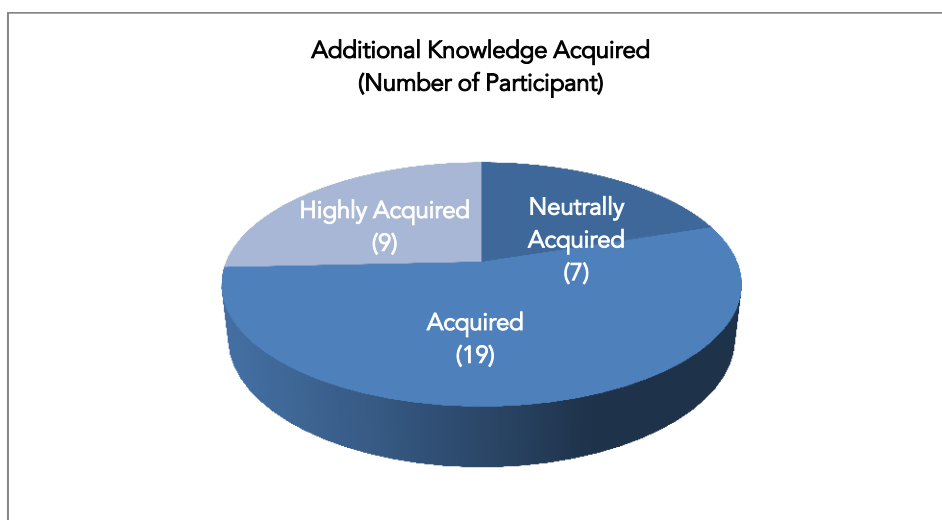
As for knowledge and skills, it was evaluated with 5 rating scales (1–Not Increased; 2–Somewhat Increased; 3–Moderately Increased; 4–Mostly Increased; 5–Highly Increased). Participants reported that they have increased the knowledge and skills with the total average rating at 4.0 (Mostly Increased).



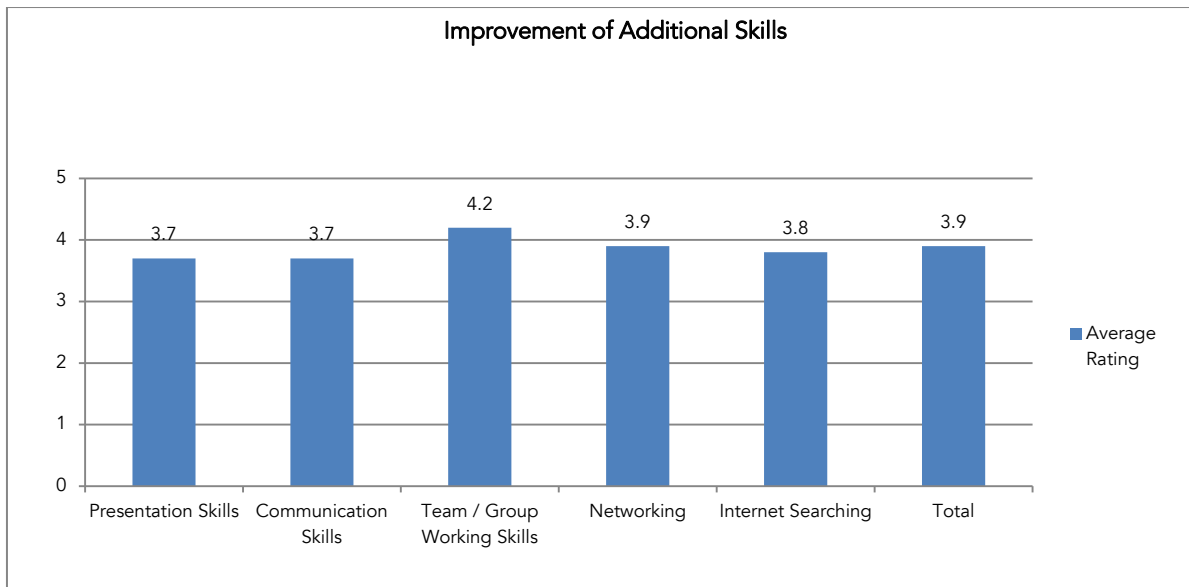
For the relevance of the knowledge and skills gained from the training program to the work, it was evaluated with 5 rating scales (1–Not Relevant; 2–Somewhat Relevant; 3–Moderately Relevant; 4–Mostly Relevant; 5–Highly Relevant). Participants reported that the knowledge and skills gained from the training program were relevant to their work with the total average rating at 3.9 (Moderately Relevant).



As for the additional knowledge gained from the training program on the subject, it was evaluated with 5 rating scales (1–Not Acquired; 2–Somewhat Acquired; 3–Neutrally Acquired; 4–Acquired; 5–Highly Acquired). Participants reported that they gained additional knowledge from the training program on the subject with the total average rating at 4.1 (Acquired).

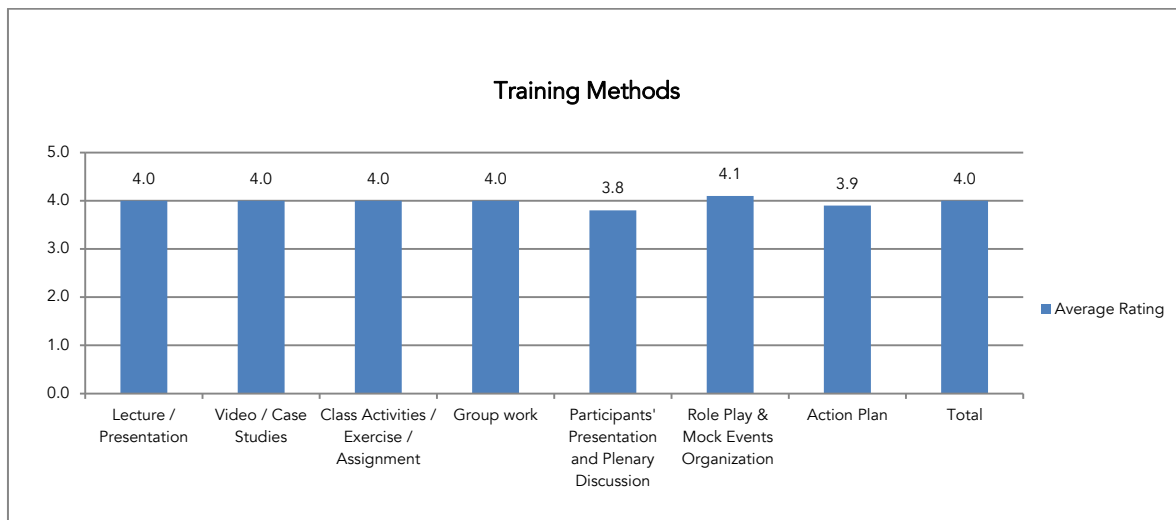


Finally for the specific skills improved / developed during the training program, it was evaluated with 5 rating scales (1–Not Improved; 2–Somewhat Improved; 3–Neutrally Improved; 4–Improved; 5–Highly Improved). Participants reported that they improved / developed specific knowledge during the training program with the total average rating at 3.9 (Neutrally Improved). Especially, participants improved / developed knowledge on 'Presentation Skills,' 'Communication Skills,' 'Team / Group Working Skills,' 'Networking' and 'Internet Searching' with the total average rating at 3.7, 3.7, 4.2, 3.9 and 3.8 respectively.

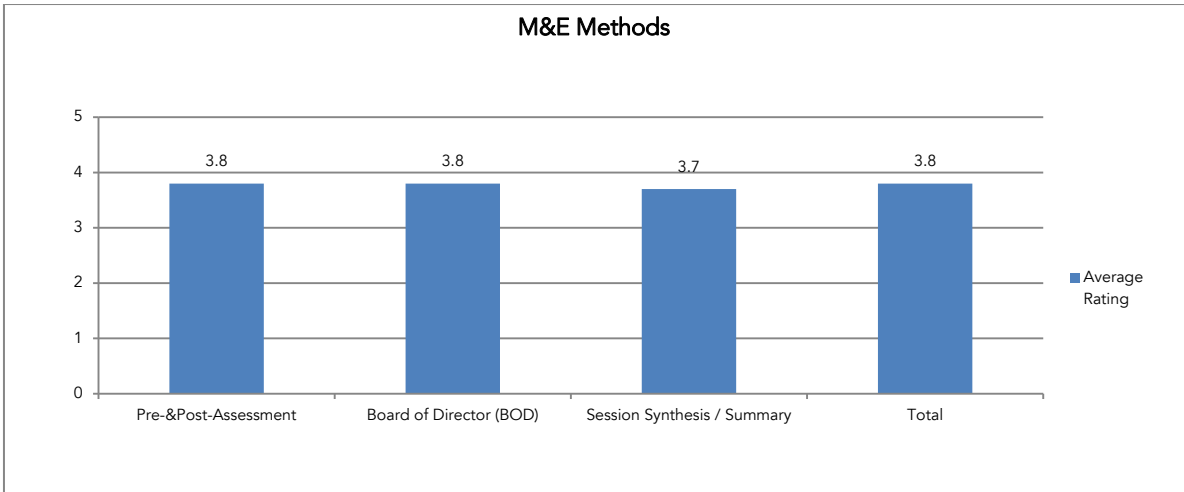


6.3.3. Training Methods

Training methods was evaluated with rating scale of 1 to 5 (1 – Inappropriate; 2- Somewhat Inappropriate; 3 – Neutrally Appropriate; 4 – Appropriate; 5 – Very Appropriate). Overall average rating was 4.00 (Appropriate).

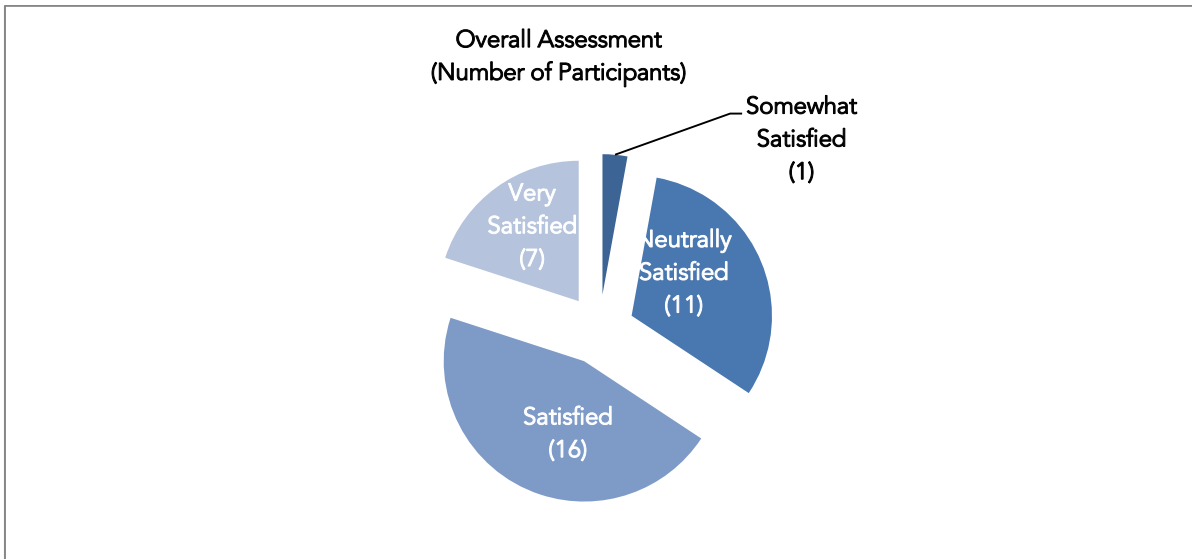


In terms of M&E methods, it was evaluated with rating scale of 1 to 5 (1–Not Effective; 2–Somewhat Effective; 3–Neutrally Effective; 4–Effective; 5–Very Effective). Overall average rating was 3.8 (Neutrally Effective).



6.3.4. Overall Assessment

In response to the question on “What is your overall assessment of the training program,” participants rated with rating scale of 1 to 5 (1 - Not satisfied; 2 – Somewhat Satisfied; 3 – Neutrally Satisfied; 4 – Satisfied; 5 – Very Satisfied). Participants indicated the average rating of 3.8 (Neutrally Satisfied). This shows that the participants were mostly satisfied with the training program.



6.3.5. Suggestion and Recommendation

The participants also provided some suggestions or comments to this training program for future improvement as below:

- Training materials, including PPT presentation of each resource persons, should have been available in hard copy beforehand;
- Group work by mixed participants among four nationalities from CMTV should be conducted in order to have better reflection for the group work / discussion;

- The study visit to actual trade events in the field would have been organized as part of the training program;
- The training program should have had the session on the management of human resource for trade events organization;
- The group work / discussion would have been more inclusive (Some participants possess limited English proficiency and not able to participate in the group work / discussion effectively).

7. Lesson Learned

Key lessons learned from the training program are summarized below:

- Presentations by country / province helped all participants to get updated on the information related to trade events promotion;
- Using video is sometimes gain more participants' interests than slides;
- Mock trade fair and business matching provided participants with the practical experience in trade events organization.

8. Conclusion

This report concludes assessment results of one-week Regional Training on Trade Events Promotion. The assessment results of training program affirmed that the learning program objectives were met. Participants reported that the training modules were useful, the training program met their expectation, level of instruction was appropriate, they increased knowledge and skills which are relevant to their work, acquired additional knowledge on the subject, and increased skills. The assessment results also indicated that the training methods were appropriate, M&E methods were effective, and the participants were satisfied with overall training program.

9. Recommendation

The following recommendations were received by both participants and MI organizing team for further improvement of the training program:

- Training materials, including PPT presentation of each resource persons, should be available in hard copy beforehand;
- The group work / discussion would have been more inclusive (Some participants possess limited English proficiency and not able to participate in the group work / discussion effectively).

10. Appendix

10.1. Action Plans (APs)

10.1.1. Cambodia – Vietnam Business Matching 2017

Action Plan Form

<i>Collaborated Country:</i>	<i>Vietnam</i>	<i>Cambodia</i>
<i>Team Leader:</i>	<i>Huynh ThienTrang</i> <i>M: +84 908203833</i> <i>E: thientrang76ct@yahoo.com</i>	<i>Sokha Mardy</i> <i>M: +855 77333498</i> <i>E: mardysokha@yahoo.com</i>

1. Introduction

Items	Details
Type of events:	<i>Business Matching</i>
Event Title:	<i>Cambodia – Vietnam Business Matching 2017</i>
Date:	<i>September (3 days 2 nights)</i>
Location:	<i>Sokha Hotel - Preah Sihanouk, Cambodia</i>
Objective:	<i>Setting up business network, long term income for enterprises between Vietnam and Cambodia</i>
Expected outcomes:	<i>- Enhancing trade and investment both Vietnam and Cambodia - Marketing research in Preah Sihanouk province</i>
Organizer (Implementing Partners)	<i>- Vietnam Chamber of Commerce and Industry (VCCI) Branch in Cantho - Camau Business Association - Camau Industry and Trade Promotion Center - Federation Association for SME Cambodia (Sihanouk province) - Department of Commerce Kampot province - Department of Sihanouk province</i>
Sponsorship:	<i>- Mekong Institute - Enterprises</i>

Product Sector:	- Aquaculture - Tourism - Education - Agriculture - Salt
Target Group:	- Local enterprises - Local government
Budget: **	\$5,750
No. of Stalls: Buyer- Seller;	- Buyer: 20 - Seller: 20

2. Budget (most important!)

2.1 Please use the budget exercise to prepare your actual budget.

	Activities	Revenue (USD)	Expenditure (USD)	Gross Profit (R-E)
I	Main activity on Business Matching	\$5,750	\$5,750	0
	Total			

Budget Detail							
Item	Description	Unit Cost	No. of unit	Duration	Unit	Sub-total	Total USD
II	Expenditure Main activity on Business Matching						
1	Transportation (Kien Giang - Kampot - Shihanouk)	\$300	1				\$300
2	Hotel in Shihanouk (2 nights) for Vietnam delegation	\$30	10 rooms (2 persons/room) * 2 nights				\$600
3	Hotel in Shihanouk (1 night) for Kampot delegation	\$30	5 rooms (2 persons/room) * 1 night				\$150
4	Reference hall (whole day seminar)	\$2,000	1				\$2,000
5	Meals cost for lunch of seminar	\$30	40				\$1,200
6	Other meals cost for Vietnam delegation	\$10	20 (persons) * 4 (times)				\$800

7	Other meals cost for Kampot delegation	\$10	10 (persons) * 1 (time)				\$100
8	Brochure, documents	\$5	40				\$200
9	Others						\$400
	Total Expenditure						\$5,750
III	<u>Income</u> <u>Main activity on</u> <u>Business</u> <u>Matching</u>						
1	MI	\$2,000	1				\$2,000
2	Sponsors	\$1,000	1				\$1,000
3	Vietnam enterprises enrollment fee	\$150	15				\$2,250
4	Kampot enterprises enrollment fee	\$50	10				\$500
	Total Expenditure						\$5,750
IV	<u>Revenue</u> <u>Main activity on</u> <u>Business</u> <u>Matching</u>						
	Total Revenue						0

2.2 Please answer below questions on “Financing and Sponsorship Strategy”

- Who are the potential/most likely sponsors?
 - Enterprises participate in the business matching
 - Local government
- How to get sponsorship to the event (strategy)?
 - Public relations
- Any other ways to gain revenue?
 - More sponsors from enterprises

3. Work Plan and Timeline

No	Activities	First month or of progress	Deadline	July				August				September					
				W	W	W	W	W	W	W	W	W	W	W	W		
				4	1	2	3	4	1	2	3	4	1	2	3	4	5
1	News release & Knowledge Sharing <i>(via Newsletter, org website or other public news, meetings)</i>			X													

No	Activities	First month or of progress	Deadline	July					August				September				
				W 4	W 1	W 2	W 3	W 4	W 1	W 2	W 3	W 4	W 1	W 2	W 3	W 4	W 5
2	Organize a Business Matching																
	Preparation (Pre)																
1.1	Secure funding and Budgeting					X											
1.2	Public Announcement					X											
1.3	Promoting Campaign (Prepare Promotion Materials, Marketing via News Paper, Website, TV, email to related organizations)					X											
1.4	Sending out the invitations					X											
1.5	Follow up with participants						X	X	X	X							
1.6	Confirmation of the participation list									X							
	Implementation (During)																
1.7	Start from Vietnam and Kampot																X
1.8	Attend the Business Matching + Visit Shihanoukville Special Economic Zone																X
1.9	Come back to Vietnam and Kampot																X
	Post-event activities (Post)																
2.	News Release and Reporting																
2.1	News Release on the event																X
2.2	Prepare Report																X
2.3	Report Submission to MI																X

4. Task allocation

<i>Collaborated Country:</i>	Vietnam	Cambodia
<i>Team Leader:</i>	<u>Huynh ThienTrang</u> M: +84 908203833 E: thientrang76ct@yahoo.com	<u>Sokha Mardy</u> M: +855 77333498 E: mardysokha@yahoo.com

Stage	No.	Activities	Task allocation (details)	Responsible Person	Deadline
Pre	1	News release & Knowledge Sharing (via Newsletter, org website or other public news, meetings)	Post on website of the each organization	- Mr. Thai - Ms. Thuy Trang	W4/June
	2	Organize Business Matching			
		Business Plan Stage (Pre)	Design the action plan	- Ms. Thien Trang - Ms. Sokha Mardy	W4/June
		Preparation (Pre)			
	2.1	Secure funding and Budgeting	Search for the sponsors	- Mr. Thai - Mr. Sovann	W2/July
	2.2	Public Announcement	Post on website of the each organization	- Mr. Thai - Ms. Thuy Trang	W2/July
	2.3	Promoting Campaign (Prepare Promotion Materials, Marketing via News Paper, Website, TV, email to related organizations)	- Post on website of the each organization - Send emails to potential enterprises	- Mr. Thai - Ms. Thuy Trang	W3/July
	2.4	Sending out the invitations	Send the invitations to enterprises in Vietnam (Mekong Delta), Kampot and Shihanouk	- Ms. Thuy Trang - Mr. Thai - Ms. Thuy - Ms. Sokha Mardy - Ms. Sinath	W3/July
	2.5	Follow up with participants	Follow up with participants in Vietnam (Mekong Delta), Kampot and Shihanouk	- Ms. Thuy Trang - Mr. Thai - Ms. Thuy - Ms. Sokha Mardy - Ms. Sinath	W4/July - W1,2,3/ August
	2.6	Confirmation of the participation list	Confirm participations from the Vietnam, Kampot, Shihanouk	- Ms. Thuy Trang - Mr. Thai - Ms. Thuy - Ms. Sokha Mardy - Ms. Sinath	W4/ August

During		Implementation (During)			
	2.7	Start from Vietnam and Kampot	Prepare the logistics for the delegations from Vietnam and Kampot	- Ms. Thuy Trang - Mr. Thai - Ms. Sinath	W3/ Sept.
	2.8	Attend the business matching + Visit Shihanoukville Special Economic Zone	All of the preparations for the business matching	- Mr. Sovann - Ms. Sokha Mardy	W3/ Sept.
	2.9	Come back to Vietnam and Kampot	Prepare the logistics for the delegations from Vietnam and Kampot	- Ms. Thuy Trang - Mr. Thai - Ms. Sinath	W3/ Sept.
Post	3	Post-event activities (Post)			
		News Release and Reporting			
	3.1	News Release on the event	Post on website of the each organization	- Ms. Thuy Trang - Mr. Thai	W4/ Sept.
	3.2	Prepare Report	Discuss and summerize the content of the business matching	- Ms. Sokha Mardy - Mr. Sovann - Ms. Thien Trang - Mr. Thai	W4/ Sept.
	3.3	Report Submission to MI	Make final report and submit to MI	- Ms. Sokha Mardy - Ms. Thien Trang	W5/ Sept.

5. Monitor and Evaluation Strategy and Tools

- What is your strategy to **Monitor the event implementation** procedures and **evaluate the effectiveness**?
 - Use technical support (email, website, phone calls, fax...)
 - Divide responsibilities of each administrator in business matching
 - Require administrators keep contact, exchange information frequently
 - Collect feedback forms and reports
- Please list down the M&E form?
 - Visitor form
 - Exhibitor form

6. Information Dissemination and Event Marketing Strategy

6.1 News release and knowledge sharing on the training (within 1 week after the training)

After the training, how would you like to share the knowledge gained at MI to your colleagues and more related agencies?

- Yes

6.2 Strategy of Marketing the Trade Event (Promoting Campaign)

How and where to disseminate the trade event to attract more participants? What are your strategies?

- Website
- Seminar
- Business matching

7. Challenges & Solutions

Please list down the potential challenges you estimated to meet during implementation? And please provide your solutions?

Challenges	Solution
Budget	From enterprises

10.1.2. Dawei – Thailand Trade Mission

Action Plan Form

<i>Collaborated Country:</i>	<i>Thailand Kanchanaburi, Ratchaburi and Prachinburi</i>	<i>Dawei, Myanmar</i>
<i>Team Leader:</i>	<i>Mr. Kriangyos</i>	<i>Mr. Htein Win</i>

8. Introduction

Items	Details
Type of events:	<i>Trade Mission including business matching.</i>
Event Title:	<i>Dawei – Thailand Trade Mission</i>
Date:	<i>10th -12th October 2017</i>
Location:	<i>Prelude Hotel – Amphor Mueng Kanchanaburi</i>

Objective:	<i>To develop business networking To increase GDP in each city that participate To develop relationship between Thai and Myanmar</i>
Expected outcomes:	<i>Increase networking GDP increase in every sectors Good relationship between 2 countries</i>
Organizer (Implementing Partners)	<i>Dawei CCI CC Kanchanaburi CC Ratchaburi CC Prachinburi</i>
Sponsorship:	<i>Companies (owner of products) – participants and sponsors</i>
Product Sector:	<i>Mainly OTOP and Industrial products (sweet corn in can) Agricultural products Souvenirs Traditional dress</i>
Target Group:	<i>Business person and company Chamber of Commerce Government officers TPOs</i>
Budget: **	<i>USD 11,750</i>
No. of Stalls: Buyer- Seller;	<i>50 people from Thailand with around 70 products 15 people from Myanmar with 30 products</i>

9. Budget

9.1. Please use the budget exercise to prepare your actual budget.

	Activities	Revenue (USD)	Expenditure (USD)	Gross Profit (R-E)
I	<i>Main activities on eg. Trade Exhibition Buyer Seller meet/Business matching</i>	9,800	4,875	4,925
II	<i>Sub activity on eg. Buyer and Seller Meet, B2B, Seminar</i>	1,950	975	975
Total				5,900

Budget Detail							
Item	Description	Unit Cost	No. of unit	Duration	Unit	Sub-total	Total USD

III	<u>Expenditure</u> Main activity on.....	USD	person	day			
A1	Trade exhibition: fair ground,	30	65	3			1,950
	-						
	-						
	Insurance						
	Shuttles						
	Human Resources	15	65	3			975
	Promotion and Communication						
	Hospitality						
	Business Matching	30	65	3			1,950
	Total Expenditure						4,875
IV	<u>Expenditure</u> Sub activity on.....						
A2	Tarde exhibition: fair ground,						
	- Business trip	15	65	3			975
	-						
	Insurance						
	Shuttles						
	Human Resources						
	Promotion and Communication						
	Hospitality						
	Business Matching						
	Total Expenditure						975
V	<u>Revenue</u> Main activity on.....						
A3	Admission fee	120	65	3			7,800
	MI						2,000
	Total Revenue						9,800
VI	<u>Revenue</u> Sub activity on.....						
A4	Admission fee	30	65	3			1,950

No	Activities	First monitor of progress	Deadline	July				August				October				
				W 4	W 1	W 2	W 3	W 4	W 1	W 2	W 3	W 4	W 1	W 2	W 3	W 4
	invitations															
4.7	Follow up with participants			x	x	x	x	x	x	x	x	x	X			
4.8	Confirmation of the participation list								x	x	x	x	X			
4.9															
	Implementation (During)															
4.10	Logistics arrangements													X		
4.11	Details of trade mission activities implemented													X		
4.12	Back-up plan													x		
	Post-event activities (Post)															
5.	News Release and Reporting															
5.1	News Release on the event													x	x	
5.2	Prepare Report													x	x	X
5.3	Report Submission to MI															x

11. Task allocation

<i>Collaborated Country:</i>	<i>Thailand Kanchanaburi, Ratchaburi, Prachinburi</i>	<i>Dawei, Myanmar</i>
<i>Team Leader:</i>	<i>Mr. Kriangyos</i>	<i>Mr. Htein Win</i>

Stage	No.	Activities	Task allocation (details)	Responsible Person	Deadline
Pre	1.	Secure funding and Budgeting		Dawei	
	2.	PR	Campaign, email send, website, confirm and follow up participants	Thai K, R, P, Dawei	
	2.1	Hospitality	Hotel, shuttles	Thai K	
	2.2				
	2.3				
	2.4				
	2.5				
	2.6				

During	2.7	Logistics arrangements		<i>Thai K, R, P, Dawei</i>
	2.8	Details of trade mission activities implemented		<i>Thai K, R, P</i>
	2.9	Back-up Plan		<i>Thai K, R, P, Dawei</i>
	2.10			
	2.11			
Post	3.	News Release on the event		<i>Thai K, R, P, Dawei</i>
	3.1	Prepare Report		<i>Thai K, R, P, Dawei</i>
	3.2	Report Submission to MI		<i>Thai K, R, P, Dawei</i>

12. Monitor and Evaluation Strategy and Tools

- What is your strategy to **Monitor the event implementation** procedures and **evaluate the effectiveness**?

Meeting

Sale revenue after matching

Number of products sale in the matching
feedback from business participants

- Please list down the M&E form?

Tracking form record

13. Information Dissemination and Event Marketing Strategy

News release and knowledge sharing on the training (within 1 week after the training)

After the training, how would you like to share the knowledge gained at MI to your colleagues and more related agencies?

Do review report and presentation

13.1 Strategy of Marketing the Trade Event (Promoting Campaign)

How and where to disseminate the trade event to attract more participants?
What are your strategies?

Advertisement

Digital marketing – FTI, CC, CCD from Thailand and CCI from Dawei

14. Challenges & Solutions

Please list down the potential challenges you estimated to meet during implementation? And please provide your solutions?

Challenges	Solution
------------	----------

<i>budgets</i>	<i>Sponsors from gov., MI and companies</i>
<i>Goods import process</i>	<i>Contact Custom in advance</i>
<i>communication</i>	<i>Translators</i>

10.1.3. Thailand - Cambodia Trade Fair

Action Plan Form

<i>Collaborated Country:</i>	<i>Country 1</i>	<i>Country 2</i>
<i>Team Leader:</i>	<u><i>[Name]</i></u> <u><i>[Contact Details]</i></u>	<u><i>[Name]</i></u> <u><i>[Contact Details]</i></u>

15. Introduction

Items	Details
Type of events:	<i>Options: a) trade fair, b) business matching, c) Investor Forum, d) Trade Mission etc.</i>
Event Title:	<i>Please identify an attractive title for marketing the event</i>
Date:	<i>2 days event during June – October 2017</i>
Location:	<i>Border town of two countries, e.g. Myanmar-Thailand, Thailand – Cambodia, Cambodia – Vietnam.</i>
Objective:	<i>Define two or three event's objectives [SMART] -To.... -To.. -To...</i>
Expected outcomes:	<i>Set up your expected outcomes so as to evaluate and monitor event implementation.</i>
Organizer (Implementing Partners)	<i>Please list who are the organizers (implementing partners) to co-organize the events</i> - - -

Sponsorship:	Please list down the source of finance (who will sponsor the event)? - - -
Product Sector:	Which products sectors will your country team to promote through the border trade event?
Target Group:	What kinds of exhibitors and visitors are you going to invite? (By region, products, sectors, business type) • Exhibitors _____ • Visitors: _____
Budget: **	Based on number of exhibitors, please prepare the actual revenue and estimated cost. (must filled field)
No. of Stalls: Buyer- Seller;	Based on your budget, how many buyers & sellers are you planning to invite? • Buyer____ • Seller____

16. Budget (most important!)

16.1 Please use the budget exercise to prepare your actual budget.

	Activities	Revenue (USD)	Expenditure (USD)	Gross Profit (R-E)
I	Main activities on eg. Trade Exhibition Buyer Seller meet/Business matching			
II	Sub activity on eg. Buyer and Seller Meet, B2B, Seminar			
Total				

Budget Detail							
Item	Description	Unit Cost	No. of unit	Duration	Unit	Sub-total	Total USD
III	Expenditure Main activity on.....						
A1	Tarde exhibition: fair ground,						
	-						
	-						
	Insurance						
	Shuttles						
	Human Resources						
	Promotion and Communication						

17. Work Plan and Timeline

No	Activities	First monitor of progress	Deadline	July				August				September						
				W 4	W 1	W 2	W 3	W 4	W 1	W 2	W 3	W 4	W 1	W 2	W 3	W 4	W 5	
6.	News release & Knowledge Sharing (via Newsletter, org website or other public news, meetings)			X														
7.	Organize a Trade Event																	
	Business Plan Stage (Pre)																	
7.1	Pre-fair research and plan (Refer to A. introduction 1-11)			X														
7.2																	
	Preparation (Pre)																	
7.3	Secure funding and Budgeting																	
7.4	Public Announcement			X														
7.5	Promoting Campaign (Prepare Promotion Materials, Marketing via News Paper, Website, TV, email to related organizations)																	
7.6	Sending out the invitations																	
7.7	Follow up with participants																	
7.8	Confirmation of the participation list																	
7.9																	
	Implementation (During)																	
7.10																		
7.11																		
7.12																		
	Post-event activities (Post)																	
8.	News Release and Reporting																	
8.1	News Release on the event																	
8.2	Prepare Report																	
8.3	Report Submission to MI																	

18. Task allocation

Collaborated Country:	Country 1	Country 2
Team Leader:	[Name], [Contact Details]	[Name], [Contact Details]

Stage	No.	Activities	Task allocation (details)	Responsible Person	Deadline
Pre	4.	Same as activities in Timeline form			
	5.				
	5.1				
	5.2				
	5.3				
	5.4				
	5.5				
During	5.6				
	5.7				
	5.8				
	5.9				
	5.10				
Post	5.11				
	6.				
	6.1				
	6.2				

19. Monitor and Evaluation Strategy and Tools

- What is your strategy to Monitor the event implementation procedures and evaluate the effectiveness?
- Please list down the M&E form?

20. Information Dissemination and Event Marketing Strategy

20.1 News release and knowledge sharing on the training (within 1 week after the training)

After the training, how would you like to share the knowledge gained at MI to your colleagues and more related agencies?

20.2 Strategy of Marketing the Trade Event (Promoting Campaign)

B: Budget

2. List expected expenditure items:

Code	Description	Unit cost	No of Persons	Duration	Unit	Sub-total	Total USD
B	Shuttles						
	- Buses (Transportation)	100		2days		200	
	-						
C	Human Resource						
	- Assistance crew at fairground	17	3 pp	2days		51	
	- Customers' Business Center	17	2 pp	2days		34	
	- Special requirement for stand installation and equipment	17	2 PP	2days		34	

B: Budget

2. List expected expenditure items:

Code	Description	Unit cost	No of Persons	Duration	Unit	Sub-total	Total USD
D	Promotion and Communication						
	- Graphic design and visual identity	143		1 week		143	
	- Website (design, implement)	143		1 week		143	
	- Trade fair brochure	57		1 week		57	
	- Program	57		1 week		57	
	- Exhibitor guide	29		2days		29	
	- Application forms	29		2days		29	
	- Confirmation of registration and invitation	29		2days		29	

B: Budget

2. List expected expenditure items:

Code	Description	Unit cost	No of Persons	Duration	Unit	Sub-total	Total USD
D (Cont)	- Poster	29		2days		29	
	- Banners	29		2days		29	
	- Communication	57		3days		343	
E	Hospitality						
	- Opening Ceremony	286		1day			
	- Receptions	29		2days		29	
							4,380

5. Monitor and Evaluation Strategy and Tools

Monitor the event and Evaluate the effectiveness

1. Collect information from the exhibitors and visitors
2. Capture overall trade fair information

M&E form

1. The survey questionnaires for the exhibitors and visitors. (Monitoring and Data collection)
2. The observation check-list to capture overall trade fair information. (Check-list)

6. Information Dissemination and Event Marketing Strategy

6.1 New release and knowledge sharing on the training

- Review the lessons, capture main important information/point to share.
- Share at monthly meeting of respective department/sector.
- Share at separate meeting with government officer and among CCI member.
- Share at face to face meeting with trader/businessmen.

6.2 Strategy of Marketing the Trade Event (Promoting Campaign)

- Contact directly to companies which are selected to join the exhibition. (Exhibitors)
- Billboard to display at market place, school, public transportation agencies, play ground, public gathering places...
- Broachers.
- Mobile transportation announcement (car, motor...)

7. Challenges & Solutions

Challenges	Solution
Exhibitors doesn't want to come	Explain them the advantages of the fair
Import and Export procedure	Support and teach about the Im & Ex
Lack of parking lot	Find another parking lot & provide transportation
Some provinces far away from the exhibition center	Encourage traders to join and explain the benefit of cross border exhibition.
Exhibitors set high price	Suggest them to not increase the price. Price tag on the products
Insecurity on the exhibition day	Ask for help from security men and police
Raining may come on the exhibition day	

Stage	No.	Activities	Task (details)	allocation	Responsible Person	Deadline
Pre	7.	Conference Planning	Prepare to organize the event		Nipapon	End of July
	8.	Finding a sponser	Thailand and Cambodia help each other to seek sponsors		Everyone	Early August

	8.1	Public Relation	-Dept. of Commerce -Free radio station -Chamber of Commerce -FASMEC -Dept. of Industry and Handicraft -Social network (facebook, Line, ...)	Everyone	Early August
	8.2	Press Conference	Organize press conference for the event	Thailand	Middle August
During	8.3	Day1: Timeline	Event		
	8.4	8:00	Aranyaprathed Border Open		
	8.5	8:00 -8:50	Entrepreneurs Enter Star Plaza to Prepare goods		
	8.6	09:00-10:00	Started selling		
	8.7	10:00-11:00	Opening Ceremony -Performances at the Opening Ceremony -Sa Keo Governor welcome -Poi Pet Governor's speech		
	8.8	11:00-11:30	Both presidents visit booths		
	8.9	11:30-12:00	Media interview		
	8.10	15:00-16:00	Business Matching		
	8.11	16:00-16:30	MC : activity Promotion round 1		
	8.12	16:30-17:00	MC : activity Promotion round 2		
	8.13	21:30-22:00	Organizing Sales		
	8.14	22:00	Closed Booths		
	8.15	Day2			
	8.16	8:30-09:00	Entrepreneurs Enter Star Plaza to Prepare goods		
	8.17	09:00-10:00	Started Selling-MC		
	8.18	10:30-11:00	MC : activity Promotion round 1		
	8.19	11:00-12:00	Business Matching		
	8.20	12:00-13:00	Stage Performances		
	8.21	16:00-16:30	MC : activity Promotion round 2		
	8.22	18:30-17:00	MC : activity Promotion round 3		
	8.23	21:30-22:00	Organization Sales		
	8.24	22:00	Closed Booths		
Post	9.	Summary	summary activities		

10.1.4. Business Matching

Action Plan Form

<i>Collaborated Country: Viet Nam - Cambodia</i>	<i>Country 1 Viet Nam</i>	<i>Country 2 Cambodia</i>
<i>Team Leader: CHEA SOPHIERA</i>	<i>[Name], LE KHANH TRINH</i>	<i>[Name], CHEA SOPHIERA</i>
	<i>[Contact Details] Tel: +84 913.884.035 Email: khanhtrinh25@gmail.com</i>	<i>[Contact Details] Tel: +855 967.303.063 Email: sophearasso@gmail.com</i>

22. Introduction

Items	Details
Type of events:	Business Matching
Event Title:	<i>Please identify an attractive title for marketing the event Cambodia – Vietnam Business Matching</i>
Date:	<i>2 days event during September, 16-17 2017</i>
Location:	<i>Chne Tonle hall, Svay Rieng city, Cambodia</i>
Objective:	<i>Define two or three event's objectives [SMART] -To open ceremony Government - To Promotion Investment and Trade -To Business Matching</i>
Expected outcomes:	<i>Set up your expected outcomes so as to evaluate and monitor event implementation. - Experience - Cooperation the border of Provinces - Exchange Goods - Find new market - Conecting to Buyer and Seller</i>
Organizer (Implementing Partners)	<i>Please list who are the organizers (implementing partners) to co-organize the events - Department of Commerce Svay Rieng/ Kampong Chnuang Prov - Invite and cooperate Investment - Trade</i>
Sponsorship:	<i>Please list down the source of finance (who will sponsor the event)? - MI - Local Government - Local and aboard Campanies Sponsor</i>

Product Sector:	Which products sectors will your country team to promote through the border trade event? - Processed Food, Souvenirs, Organic Vegetable, Agricultural Machinery and Equipment, Functional Foods, ...
Target Group:	What kinds of exhibitors and visitors are you going to invite? (By region, products, sectors, business type) <ul style="list-style-type: none"> Exhibitors: Local companies, Industry, Handicraft, Industry and Trade of Tay Ninh Prov and companies Visitors: Leader of Local Government, customers, companies leader,
Budget: **	Based on number of exhibitors, please prepare the actual revenue and estimated cost. (must filled field) -
No. of Stalls: Buyer- Seller;	Based on your budget, how many buyers & sellers are you planning to invite? <ul style="list-style-type: none"> Buyer____ Seller____

23. Budget (most important!)

23.1 Please use the budget exercise to prepare your actual budget.

	Activities	Revenue (USD)	Expenditure (USD)	Gross Profit (R-E)
I	Main activities on eg. Trade Exhibition Buyer Seller meet/Business matching			
II	Sub activity on eg. Buyer and Seller Meet, B2B, Seminar			
Total				

Budget Detail							
Item	Description	Unit Cost	No. of unit	Duration	Unit	Sub-total	Total USD
III	<u>Expenditure</u> <u>Main activity</u> <u>on.....</u>						
A1	Tarde exhibition: fair ground,						
	-						

	-						
	Insurance						
	Shuttles						
	Human Resources						
	Promotion and Communication						
	Hospitality						
	Business Matching						
	Total Expenditure						
IV	<u>Expenditure</u> <u>Sub</u> activity <u>on.....</u>						
A2	Tarde exhibition: fair ground,						
	-						
	-						
	Insurance						
	Shuttles						
	Human Resources						
	Promotion and Communication						
	Hospitality						
	Business Matching						
	Total Expenditure						
V	<u>Revenue</u> <u>Main</u> activity <u>on.....</u>						
A3	Admission fee						
	Total Revenue						
VI	<u>Revenue</u> <u>Sub</u> activity <u>on.....</u>						
A4	Admission fee						
	Total Revenue						

2.2 Please answer below questions on “Financing and Sponsorship Strategy”

- Who are the potential / most likely sponsors?
- How to get sponsorship to the event (strategy)?
- Any other ways to gain revenue?

24. Work Plan and Timeline

No	Activities	First monitor of progress	Deadline	July				August				September						
				W 4	W 1	W 2	W 3	W 4	W 1	W 2	W 3	W 4	W 1	W 2	W 3	W 4	W 5	
9.	News release & Knowledge Sharing <i>(via Newsletter, org website or other public news, meetings)</i>			X														
10.	Organize a Trade Event																	
	Business Plan Stage (Pre)																	
10.1	Pre-fair research and plan <i>(Refer to A. introduction 1-11)</i>			X														
10.2																	
	Preparation (Pre)																	
10.3	Secure funding and Budgeting																	
10.4	Public Announcement			X														
10.5	Promoting Campaign <i>(Prepare Promotion Materials, Marketing via News Paper, Website, TV, email to related organizations)</i>																	
10.6	Sending out the invitations																	
10.7	Follow up with participants																	
10.8	Confirmation of the participation list																	
10.9																	
	Implementation (During)																	
10.10																		
10.11																		
10.12																		
	Post-event activities (Post)																	

No	Activities	First monitor of progress	Deadline	July					August					September						
				W 4	W 1	W 2	W 3	W 4	W 1	W 2	W 3	W 4	W 1	W 2	W 3	W 4	W 5			
11.	News Release and Reporting																			
11.1	News Release on the event																			
11.2	Prepare Report																			
11.3	Report Submission to MI																			

25. Task allocation

Collaborated Country:	<i>Country 1</i>	<i>Country 2</i>
Team Leader:	<u>[Name]</u> <u>[Contact Details]</u>	<u>[Name]</u> <u>[Contact Details]</u>

Stage	No.	Activities	Task allocation (details)	Responsible Person	Deadline
Pre	10.	<i>Same as activities in Timeline form</i>			
	11.				
	11.1				
	11.2				
	11.3				
	11.4				
	11.5				
During	11.6				
	11.7				
	11.8				
	11.9				
	11.10				
Post	12.				
	12.1				
	12.2				

26. Monitor and Evaluation Strategy and Tools

- What is your strategy to Monitor the event implementation procedures and evaluate the effectiveness?
- Please list down the M&E form?

27. Information Dissemination and Event Marketing Strategy

27.1 News release and knowledge sharing on the training (within 1 week after the training)

After the training, how would you like to share the knowledge gained at MI to your colleagues and more related agencies?

27.2 Strategy of Marketing the Trade Event (Promoting Campaign)

How and where to disseminate the trade event to attract more participants? What are your strategies?

28. Challenges & Solutions

Please list down the potential challenges you estimated to meet during implementation? And please provide your solutions?

Challenges	Solution

10.2. Training Assessment

10.2.1. Pre and Post Assessment on Competency of the Training Program

Regional Training on Trade Events Promotion	Average Rating	
	Pre	Post
Module I: Cross Border Trade and Investment in the SEC: Issues, Challenges and Opportunities		
1.1. Emerging Opportunities in the Cross-Border Trade and Investment for SMEs in the SEC: Market Diversification	2.20	3.43
1.2. Emerging Opportunities in the Cross-Border Trade and Investment for SMEs in the SEC: Product Diversification	2.23	3.46
1.3. Critical Evaluation of Product Wise Export Market for SMEs in the SEC	2.20	3.31
1.4. Demonstration of SEC PMI Application	1.97	3.20
1.5. Identify Products and Its Markets	2.31	3.51
Total (Module I)	2.18	3.38

Module II: Promotion of Cross-Border Trade and Investment in the SEC: Initiative Taken and the Way Ahead		
2.1.1. Initiatives Taken in the SEC: Major Achievement in Transport and Trade Facilitation in the CMTV.	2.09	3.37
2.1.2. Special Economic Zones Across Border Provinces	2.06	3.51
2.2.1. CMTV Experience towards Promotion of Cross-Border Trade: Role of TPOs towards Trade and Investment Promotion	1.97	3.57
2.2.2. Opportunities and Constraints towards Trade and Investment Promotion in the SEC	2.17	3.57
Total (Module II)	2.07	3.50
Module III: Planning and Management of Effective Events for Trade and Business Development		
3.1. Pre-Fair Market Research	2.03	3.49
3.2. Introduction to Types of Trade Events	2.49	3.57
3.3.1. Organizing Effective Trade Fair: Steps for Organizing the Trade Fair	2.09	3.54
3.3.2. Cost and Benefit Analysis for a Trade Fair	2.20	3.43
3.3. Buyer-Seller Meet: Conceptual Understanding: Concept and Planning for a Buyer-Seller Meet	2.23	3.57
3.4. Investor Forum: Conceptual Understanding: Concept and Planning for an Investor Forum	1.97	3.54
3.5.1. Tools and Techniques for Trade Promotion: Selecting the Right Exhibitor	2.17	3.40
3.5.2. Evaluating Success of Trade Event and Post Event Activities	2.06	3.37
3.5.3. Conducting Effective Business Matching	2.14	3.37
3.6.1. Business Plan Analysis: Source of Revenue	2.26	3.57
3.6.2. Expenditures	2.20	3.57
3.6.3. Cost and Benefit	2.43	3.49
3.7. Concept and Planning for a Trade Mission	2.23	3.46
Total (Module III)	2.19	3.49
Total (Module I / II / III)	2.15	3.46

10.3. Training Evaluation

10.3.1. Learning Program Objectives

1. To what extent do you think the training program has met its objectives?	Not Meet 1	Somewhat Met 2	Mostly Met 3	Met 4	Fully Met 5	Total	Average Rating
To Understand the role of Trade Promotion Organizations (TPOs) in trade and investment facilitation and promotion		9 % 3	14% 5	63% 22	14% 5	35	3.83
To develop skills to use different tools in organizing		3% 1	40% 14	46% 16	11% 4	35	3.66

various trade events							
To enhance skills to plan and conduct effective trade events and to monitor the success of the event	3%	29%	54%	14%		35	3.8
	1	10	19	5			
To strengthen the network among TPOs and SMEs to promote cross-border trade and investment in the SEC	6%	29%	45%	20%		35	3.8
	2	10	16	7			
Total							3.77

10.3.2. Training Content

2.1. How useful were the modules of the training program?	Not Useful 1	Just Right 2	Neutrally Useful 3	Useful 4	Very Useful 5	Total	Average Rating
Module I: Cross Border Trade and Investment in the SEC: Issues, Challenges and Opportunities							
Emerging Opportunities in the Cross-Border Trade and Investment for SMEs in the SEC: Market and Product Diversification		3%	23%	34%	40%	35	4.11
		1	8	12	14		
Critical Evaluation of Product Wise Export Market for SMEs in the SEC	3%	3%	29%	45%	20%	35	3.77
	1	1	10	16	7		
Demonstration of SEC Product Market Intelligence (PMI) Application		6%	26%	45%	23%	35	3.86
		2	9	16	8		
Identify Products and Its Market		9%	29%	39%	23%	35	3.77
		3	10	14	8		
Total (Module I)							3.88
Module II: Promotion of Cross-Border Trade and Investment in the SEC: Initiatives Taken and Way Ahead							
Initiatives Major Achievements in Transportation and Trade Facilitation		6%	31%	52%	11%	35	3.67
		2	11	18	4		
Special Economic Zones along Border Provinces			26%	48%	26%	35	4
			9	17	9		
Case Studies from the Regional and Global TPOs		3%	23%	38%	36%	35	3.94
		1	8	13	12		
CMTV Experience towards the Promotion of Cross-Border Trade and Investment Role of TPOs toward Trade and Investment Promotion		3%	20%	54%	23%	35	3.97
		1	7	19	8		
Tapping Experience towards Trade Event Promotion in the SEC			3%	77%	20%	35	3.89
			1	17	7		
Total (Module II)							3.9
Module III: Planning and Management of Effective Events for Trade and Business Development							
Pre-Fair Market Research		3%	40%	43%	14%	35	3.67
		1	14	15	5		

2.1. How useful were the modules of the training program?	Not Useful 1	Just Right 2	Neutrally Useful 3	Useful 4	Very Useful 5	Total	Average Rating
Introduction to Types of Trade Events		6%	43%	34%	17%	35	3.63
			15	12	6		
Organizing an Effective Trade Fair		3%	26%	42%	29%	35	3.97
Steps for Organizing the Trade Fair		1	9	15	10		
Cost and Benefit Analysis for a Trade Fair		3%	26%	42%	29%	35	3.97
		1	9	15	10		
Buyer-Seller Meet: Conceptual Understanding		6%	26%	42%	26%	35	3.89
Concept and Planning for a Buyer-Seller Meet.		2	9	15	9		
MI Experience Sharing : Buyer – Seller Meet		6%	20%	45%	29%	35	3.97
		2	7	16	10		
Investor’s Forum: Conceptual Understanding		6%	34%	43%	17%	35	3.71
Concept and Planning for an Investor Forum		2	12	15	6		
MI Experience Sharing : Mekong – ROK Business Forum		6%	34%	34%	26%	35	3.8
		2	12	12	9		
Tools and Techniques for Trade Event Promotion		6%	17%	54%	23%	353	3.94
Selecting the Right Exhibitor: Managing Global Compliance in Exports		2	6	19	8		
Evaluating the Success of Trade Event and Post Event Activities		9%	20%	46%	25%	35	3.89
		3	7	16	9		
Conducting Effective Business Matching		6%	23%	43%	28%	35	3.94
		2	8	15	10		
Prepare, Conduct and Evaluate Mock Trade Event		3%	23%	43%	31%	35	4.03
		1	8	15	11		
Business Plan Analysis Source of Revenue		6%	17%	54%	23%	35	3.8
		2	6	19	8		
Expenditures		6%	11%	52%	31%	35	4.09
		2	4	18	11		
Cost and Benefit		6%	11%	52%	31%	35	4.09
		2	4	18	11		
Group Exercises on Sample Trade Event Business Plan		3%	20%	48%	29%	35	4.03
		1	7	17	10		
Concept and Planning for a Trade Mission		3%	28%	41%	28%	35	3.94
		1	10	14	10		
Total							3.90

2.2. In your own opinion, to what extent do you think the program has met your expectations?	Not Met 1	Just Right 2	Neutrally Met 3	Met 4	Fully Met 5	Total	Average Rating
			29% 10	57% 20	14% 5	35	3.86

2.3. How was the level of instruction?	Too Basic 1	Just Right 2	Very Appropriate 3	Advanced 4	Too Advanced 5	Total	Average Rating
		6% 2	23% 8	54% 19	17% 6	35	3.83

2.4. To what extent, the training program has improved / increased your knowledge and skills?	Not Increased 1	Somewhat Increased 2	Moderately Increased 3	Mostly Increased 4	Highly Increased 5	Total	Average Rating
		6% 2	17% 6	51% 18	26% 9	35	3.97

2.5. To what extent, the knowledge and skills gained from the training program relevant to your work	Not Relevant 1	Somewhat Relevant 2	Moderately Relevant 3	Mostly Relevant 4	Highly Relevant 5	Total	Average Rating
		9% 3	17% 6	48% 17	26% 9	35	3.91

2.6. Did training program help you acquire additional knowledge on the subject?	Not Acquired 1	Somewhat Acquired 2	Neutrally Acquired 3	Acquired 4	Highly Acquired 5	Total	Average Rating
			20% 7	54% 19	26% 9	35	4.06

2.7. During this program, I have improved / developed my additional knowledge in...	Not Improved 1	Somewhat Improved 2	Naturally Improved 3	Improved 4	Highly Improved 5	Total	Average Rating
Presentation Skills		6% 2	25% 9	60% 21	9% 3	35	3.71
Communication Skills		6% 2	29% 10	51% 18	14% 5	35	3.74
Team / Group Working Skills			20% 7	43% 15	37% 13	35	4.2
Networking			34% 12	43% 15	23% 8	35	3.9
Internet Searching	3% 1	3% 1	23% 8	48% 17	23% 8	35	3.8
Total							3.86

10.3.3. Training Methods

3.1. How do you think about the training methods?	Inappropriate 1	Somewhat Inappropriate 2	Neutrally Appropriate 3	Appropriate 4	Very Appropriate 5	Total	Average Rating
Lecture / Presentation			31% 11	38% 13	31% 11	35	4.00
Video / Case Studies			34% 12	29% 10	37% 13	35	4.02

Class activities / Exercise / Assignment	31%	38%	31%	35	4.00	
	11	13	11			
Group work	34%	29%	37%	35	4.02	
	12	10	13			
Participants' presentation and plenary discussion	3%	37%	37%	23%	35	3.80
	1	13	13	8		
Role Play & Mock Events Organization	31%	29%	40%	35	4.08	
	11	10	14			
Action Plan	37%	37%	26%	35	3.90	
	13	13	9			
Total					3.97	

3.2. How do you think about following Monitoring and Evaluation (M&E) methods?	Not Effective 1	Somewhat Effective 2	Neutrally Effective 3	Effective 4	Very Effective 5	Total	Average Rating
Pre-& Post- Assessment		3%	34%	43%	20%	35	3.80
		1	12	15	7		
Board of Director (BOD)		6%	34%	37%	23%	35	3.80
		2	12	13	8		
Session Synthesis / Summary		3%	37%	46%	14%	35	3.70
		1	13	16	5		
Total							3.76

10.3.4 Overall Assessment

4.1. What is your overall assessment for the training program	Not Satisfied 1	Somewhat Satisfied 2	Neutrally Satisfied 3	Satisfied 4	Very Satisfied 5	Total	Average rating
Overall training program		3%	31%	46%	20%	35	3.82
		1	11	16	7		

10.4. Curriculum Design Statement

Background

Cross-border trade and investment are vital to the economic development and integration of the countries in the Greater Mekong Sub-region (GMS). In Thailand, according to the Federation of Thai Industries (FTI), the cross-border trade accounts for over 70% of country's total trade value with neighbouring countries, including Cambodia, Laos, Myanmar and Malaysia (CLMM).⁷ In 2015, the total value of Thailand's cross-border trade with the CLMM increased by 1.38% from the previous year.⁸ In Vietnam, according to the Ministry of Industry and Trade, the total value of cross-border trade with Cambodia, China and Laos reached 27.56 billion USD in 2015, which increased by 27%

⁷. Thawatchai Hengprasert (2016), *Cross Border Trade Facilitation toward AEC*. The power point slides presented at the Regional Training on Enhancing Cross-Border Trade Facilitation toward AEC 2015 held at MI on March 14 – 25, 2016.

⁸. Ibid

from the previous year.⁹ Particularly, cross-border trade through Vietnam-China border gates accounted for 85% of the total value.¹⁰

With regards to the Southern Economic Corridor (SEC), the connectivity of four countries, namely Cambodia, Myanmar, Thailand and Vietnam (CMTV) provides competitive advantage in the cross-border trade and investment. The Southern Coastal Sub Corridor and Central Sub Corridor of SEC runs through less developed provinces in Myanmar and Cambodia as compared to Thailand and Vietnam and the SME situation presents a scenario of less efficient ones in Cambodia and Myanmar and efficient and dynamic ones in Thailand and Vietnam. Such situation is seen as an opportunity to learn and collaborate for business networking to explore market opportunities. The Dawei Development Project in Myanmar has also generated large potential and opportunity for the cross-border trade and investment in the SEC. In fact, the cross-border trade between Poipet (Cambodia) and Arranyaprathet (Thailand) reached 752.64 million USD in 2014, which accounted for 13.78% of total trade value in the same year between Cambodia and Thailand.¹¹ Also, the cross-border trade between Bavet (Cambodia) and Mocbai (Vietnam) reached 566.1 million USD in 2014, which accounted for 17.19% of total amount of total trade value in the same year between Cambodia and Vietnam.¹²

However, there is an absence of systematic approach in the SEC in CMTV to promote joint cross-border trade and investment promotion events. Such events help promote economic development in the SEC in a collective manner by creating the linkages between the public and private sectors and promoting cross-border trade and investment in the SEC.

Cross-border trade and investment promotion events in a form of buyer-seller meets, trade fairs, business matching services, investor forums and trade missions also extend a platform to the SMEs to encourage smooth flow of cross-border trade and investment. It also helps SMEs to find potential markets. In the SEC, trade event enhances SME's export competitiveness by taking advantage of the complementary strengths across the corridor in CMTV. This directly contributes to efforts of integrating the SMEs in the SEC into the regional and global value chains by providing them an opportunity to form production and industrial networks across the GMS.

Trade promotion is one of the important activities of public and private Trade Promotion Organizations (TPOs) that play an invaluable part for SMEs to expand their operations across borders and integrate into regional and global value chains. Nowadays, TPOs are the main instrument to implement national export strategies for the GMS countries while acting as advocates for the interests of the export sector and providing advice on appropriate policies to foster trade. By doing so, national and provincial TPOs can take vital coordinating and leadership roles. Also, TPOs can serve as a good entry point for foreign

⁹. VN border trade to reach \$30b in 2016 (January 6, 2016), *Viet Nam News*. Retrieved from <http://vietnamnews.vn/economy/280749/vn-border-trade-to-reach-30b-in-2016.html#S8O0IBLEdYEEmgdm.97>

¹⁰. Ibid

¹¹. Kanya S. Sasradipoera (2016), *Cross Border Trade and Trade Facilitation*: The power point slides presented at the Regional Seminar on AEC: Sharing Perspective, Knowledge and Experience held at MI on September 19, 2016.

¹². Ibid

businesses and investors interested in developing relationships with local suppliers and exporters in a particular country.

To contribute the development of the SEC through trade and investment facilitation, it is vital to enhance the institutional capacities of these TPOs in the project locations with a focus on trade promotion effectiveness and efficiency. Capacity building for the TPOs in the SEC in CMTV would enable them to take advantage of and encourage foreign investment in the respective provinces. This also helps promote local industries and entrepreneurs to conduct cross-border trade and investment.

In realization of the significance of trade promotion through the development of trade events, Mekong Institute (MI) organizes one-week Regional Training program on “Trade Event Promotion” on June 12-16, 2017 at MI Residential Training Center, Khon Kaen, Thailand. The training aims to enhance the capacity of public and private TPOs with a focus on cross-border trade promotion through developing trade events, and strengthening and fostering collaboration networks among trade-supporting agencies and organizations in the SEC in CMTV. The training program is part of the two-year project on “Enhancing the Competitiveness of Small and Medium-sized Enterprises (SMEs) in the Southern Economic Corridor (SEC) of ASEAN Mekong Subregion (AMS),” funded by Japan-ASEAN Integration Fund (JAIF).

2. Objectives and Expected Outcomes

The Regional Training on Trade Event Promotion aims to strengthen the capacity of trade promotion organizations (TPOs), including CCIs, BAs and other agencies and organizations in the project provinces in CMTV, to conduct effective trade events to facilitate cross-border trade in the SEC.

Specific objectives of the training program are to:

- Understand the role of public and private TPOs in the trade and investment facilitation and promotion;
- Develop different skills and tools for organizing various trade events;
- Strengthen skills in planning, and conducting effective trade events, and monitoring the success of the event;
- Enhance the collaborative networks among the TPOs and SMEs in order to promote cross-border trade and investment in the SEC.

Expected outcomes are as follow:

- Participants understand the role of various TPOs and exchanged trade event information;
- Participants are able to identify products and potential markets to promote SMEs’ industrial cluster in the border area;
- Participants enhance practical capacity of trade event organization and management in an effective manner;

- Participants develop joint plan of action to conduct trade events to promote cross-border trade and investment.

3. Scope of the Training Program

In order to promote selected SME cluster groups in the 19 project provinces in the SEC, MI has partnered with public and private TPOs in CMTV. They are expected to play a key role in assisting the selected SME cluster groups supported by the project in launching their export operations. These TPOs are expected to explore ways and means to provide services to the selected SME cluster groups in taking part in trade events for business networking and foster collaboration to enter regional and global value chains.

The training program is organized on a modular basis with three interrelated phases:

- **Phase I: Regional Training on Trade Event Promotion (June 12-16, 2017)**
- **Phase II: Action Plan Implementation – Joint Organization of Trade Events at the Border Provinces in SEC (June – September, 2017)**
- **Phase III: Synthesis and Evaluation (S&E) Workshop (October 2017)**

In the **Phase I**, the participants are trained with necessary and practical skills and tools on various trade events. On the last day of the training program, participants are grouped into four national teams and prepare action plans (APs) to jointly organize a trade event in collaboration with provinces in other SEC countries. The action plans will be in the form of business plans with clear objectives and outcomes, identified revenue streams and expenditure items and simple profit analysis.

In **Phase II** from June to September 2017, APs are implemented by the assigned national teams. Each national team partners with other national teams to implement the APs. The APs offer participants with the opportunities to apply knowledge they gained from the training program in the field, reinforcing collaboration between the cross-national TPOs and promoting business networking for SMEs in order to eventually increase the cross-border trade.

In **Phase III**, the participants of the training program are invited to join the Synthesis and Evaluation (S&E) workshop to share the outcomes, experiences, the best practices and lesson learned from the APs implementation.

4. Training Contents

In the training program, participants explore five interrelated modules as follow:

Module I	Cross-Border Trade and Investment in the SEC: Issues, Challenges and Opportunities
Module II	Promotion of Cross-Border Trade and Investment in the SEC: Initiatives Taken and the Way Ahead

Module I: Cross-Border Trade and Investment in the SEC: Issues, Challenges and Opportunities

The SEC has provided large potential and opportunity for the cross-border trade and investment in the GMS. However, in the same time, issues and challenges also exist. The rapid assessment of SMEs sector which Mekong Institute (MI) conducted in 2012 revealed that the cross-border trade and investment in the SEC, including in southern coastal sub-corridor and central sub-corridor, has been low and weak. Majority of public and private agencies in the SEC in CMTV are not aware of the benefit of implementing ASEAN Economic Community (AEC) and other bilateral and multilateral agreements like Cross-border Transport Agreement (CBTA) and Free Trade Agreements (FTA). Those agreements are not fully implemented which make cross-border logistics costs in the SEC very high and more time consuming compared to others corridors in the region. Slow infrastructure development in Cambodia and Myanmar is another critical issue to draw foreign direct investment (FDI). This module discusses existing issues, challenges and opportunities towards the promotion of cross-border trade and investment in the SEC in CMTV.

Specific objectives

- Provide overview of cross-border trade and investment in the SEC;
- Discuss issues and challenges regarding the cross-border trade and investment for SMEs in the SEC;
- Discuss emerging opportunities for SMEs in the SEC: Product and market diversification.

Expected outcomes

- Understand the situation of cross-border trade and investment in the SEC;
- Identify existing issues and challenges regarding cross-border trade and investment faced by the SMEs in the SEC;
- Explore product and market opportunities for SMEs in the SEC.

Module II: Promotion of Cross-Border Trade and Investment in the SEC: Initiatives Taken and the Way Ahead

In the light of various initiatives being taken place in the regional and global level, it is important to analyze the functional aspects of the organizations involved in the cross-border trade and investment facilitation and promotion in the context of regional cooperation and integration. This module requires inputs from the participants (representatives from the TPOs in 19 SEC Provinces) to provide understanding of their roles and functions so as to identify areas for services delivery. Emerging management information systems and their usage for organizational development would be covered in this module.

Expected outcomes

At the end of module III, participants would be able to identify areas for services delivery, knowledge about techniques of business networking and the use of management information system for organizational development.

Module III: Planning and Management of Effective Event for Trade & Business Development

There are a number of tools which TPOs can employ to assist SMEs to enter regional and global value chains. The most commonly used are trade fairs, buyer-seller meets, trade missions, business matching events and investor forum. Also, it is essential to understand various facets of effective trade event management. This module is the most elaborative one providing practical inputs to participants on how to implement these events and apprising them on the planning and management issues for the event. The participants are required to decide a particular trade event to organize in partnership with other TPOs in the SEC in CMTV. Preparation of APs is the final output of this module.

Specific objectives

- Introduce different types of trade events;
- Discuss the purposes, objectives and benefits of each type of trade events.
- Discuss how to plan for an effective trade event;
- Discuss management principles for an effective trade event;
- Discuss incomes and expenditures sources;
- Monitor the success of a trade event;
- Prepare APs on cross-border trade events.

Expected outcomes

- Understand the different types of trade events;
- Decide the cross-border trade event to conduct in respective project provinces based on capability and resources;
- Develop a joint action plan to conduct a cross-border trade event;
- Implement the cross-border trade event;
- Monitor the success of the cross-border trade event and submit the report.

5. Training Assignments

Training assignments require the participants to practice professional skills and integrate concepts of trade event promotion in and out of class. As participants work in cross national groups, these activities promote communication and regional collaboration, and foster a professional network of contacts among them. In the meanwhile, specific assignments are also provided throughout the training cycle.

- **Before the training**, participants are required to prepare country presentation to introduce the role of TPOs and share the trade event information to participants from other countries;
- **During the training**, group discussion and in-class exercises are applied to increase all class participation;
- **After the training**, each national team is required to collaborate with another national team to jointly organize four trade events within three months after the training.

The learning methodology is designed to foster greater understanding of the training content, as well as stimulate sharing and networking among the participants. Interactive experiential learning is employed. A team of experts in the field of trade event and program moderators deliver the training program which is conducted in English and adopts the following methods:

- Lectures and presentation;
- Plenary discussion, case studies and group exercise;
- Role plays and simulation games;
- Follow up and on-site guidance by the MI TIF Department during APs implementation in the CMTV.

6. Training Methodologies

All training modules, case studies, simulation exercises, field researches, and best practices, are drawn from and tailored to the SEC context and focuses on practical knowledge, respect adult learning principles, use real case studies, adopt participative approaches and be linked to the daily realities of the participants from CMTV. Participants from CMTV, from the beginning, also incorporate concrete actions for follow-up activities after the training program.

Each training module is designed and delivered using “Integrated Curriculum” approach. The salient features of this integrated curriculum are that, competencies are carefully selected, support theory is integrated with skill practice and essential knowledge is learned to support the performance of skills, and above all, various functional competencies (e.g. facilitation, presentation, communication, and leadership skills) are integrated across the curriculum.

A modular training methodology – “learn to do”, “do to learn” and “share to learn” are applied throughout the class and all three training cycles.

Learn to Do: each training module starts with the participatory training sessions where concerned trainees are trained on the concepts, techniques and tools on trade. At this cognitive stage, learner-centered instruction is applied to inspire the active participation.

Do to Learn: This competency-based module has been classified as a form of work-based learning. Right after the training, participants have the chance to practice their knowledge by implementing joint trade events with their neighboring country.

Share to Learn: Participants are required to share lesson learned and best practices in a synthesis and evaluation (S&E) workshop.

7. Target participants

The training program is designed for the management level personnel of public and private TPOs including government trade promotion agencies, CCIs and BAs, whose work is directly involved with trade and investment activities in the project provinces in CMTV. The primary target groups of the training program are public and private TPOs in the 19 SEC provinces in CMTV. A total of 38 participants are expected as follow.

Province	Number of Participants	Organization
Cambodia		
i. Banteay Meanchey	16	<ul style="list-style-type: none"> Department of Commerce Department of Industry and Handicrafts Chamber of Commerce Federation of Associations for SMEs of Cambodia (FASMEC)
ii. Battambang		
iii. Kampong Chhnang		
iv. Kampot		
v. Koh Kong		
vi. Preah Sihanouk		
vii. Pursat		
viii. Svay Rieng		
Myanmar		
i. Tanintharyi Region / Dawei	2	<ul style="list-style-type: none"> Department of SME Development Dawei SME Association
Thailand		
i. Chanthaburi	12	<ul style="list-style-type: none"> Provincial Government Offices Chamber of Commerce Federation of Thai Industries (FTI)
ii. Kanchanaburi		
iii. Prachinburi		
iv. Ratchaburi		
v. Sa-Kaeo		
vi. Trat		
Vietnam		
i. Ca Mau	8	<ul style="list-style-type: none"> Department of Industry and Trade Vietnam Chamber of Commerce and Industry (VCCI) Business Association Trade Promotion Center
ii. Can Tho		
iii. Kien Giang		
iv. Tay Ninh		
Total	38	

8. Organizing Team and Contact

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Mr. Seang Sopheak

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Ms. Wen Hao

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Mr. Ronnarit Chaiyo-Saeng

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

Ms. Sasiporn Phuphaploy

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10.5. Program Schedule

Monday, June 12, 2017	
Venue: Mekong River Conference Room, Mekong Institute (MI), Khon Kaen, Thailand	
8:00 – 8:30	Participant Registration
Inauguration Session	
8:30 – 8:40	Welcome and Opening Remarks - Dr. Watcharas Leelawath, Executive Director, Mekong Institute (MI)
8:40 – 9:00	Overview of JAIF – SEC Project - Mr. Madhurjya Kumar Dutta, Director, Trade and Investment Facilitation (TIF) Department, Mekong Institute (MI)
9:00 – 9:10	Group Photo
9:10 – 9:50	Setting Norms and Expectation

	Board of Directors (BODs) Explanation and Formation Pre-Assessment - Mr. Sopheak Seang, Program Coordinator, Trade and Investment Facilitation (TIF) Department, Mekong Institute (MI)
9:50 – 10:10	Training Program Overview - Mr. Toru Hisada, Senior Project Coordinator, Trade and Investment Facilitation (TIF) Department, Mekong Institute (MI)
10:10 – 10:30	Coffee Break
Module I: Cross Border Trade and Investment in the SEC: Issues, Challenges and Opportunities	
10:30 – 11:30	Presentation of the Preliminary Results from the Research on Cross Border Value Chain Bottlenecks in the SEC - Mr. Daisuke Matsushima, Professor, Nagasaki University
11:30 – 12:00	(i) Emerging Opportunities in the Cross-Border Trade and Investment for SMEs in the SEC: Market and Product Diversification - Mr. Sa-nga Sattanun, Program Manager, Trade and Investment Facilitation (TIF) Department, Mekong Institute (MI)
12:00 – 13:30	Lunch
13:30 – 15:00	(ii) Critical Evaluation of Product Wise Export Market for SMEs in the SEC (iii) Demonstration of SEC PMI Application (iv) Identify Products and Its Markets - Mr. Sa-nga Sattanun, Program Manager, Trade and Investment Facilitation (TIF) Department, Mekong Institute (MI)
15:00 – 15:20	Coffee Break
Module II: Promotion of Cross Border Trade and Investment in the SEC: Initiatives Taken and Way Ahead	
15.20 - 16.30	Initiatives (i) Major Achievements in Transportation and Trade Facilitation (ii) Special Economic Zones along Border Provinces (iii) Case Studies from the Regional and Global TPOs - Mr. Quan Anh Nguyen, Program Specialist, Trade and Investment Facilitation (TIF) Department, Mekong Institute (MI)
16:30 – 17:00	Board of Directors (BOD) Meeting - MI and BOD Team
17:00 Onwards	Dinner (Self-Payment) Free Time and Self-Study

Tuesday, June 13, 2017	
Venue: Mekong River Conference Room, Mekong Institute (MI), Khon Kaen, Thailand	
8:30 – 9:00	Recapitulation - BOD Team
9:00 – 10:10	CMTV Experience Towards the Promotion of Cross Border Trade and Investment (i) Role of TPOs Towards Trade and Investment Promotion (ii) Tapping Experience Towards Trade Event Promotion in the SEC (identifying opportunities and constraints towards trade and investment promotion) - Mr. Sa-nga Sattanun, Program Manager, Trade and Investment Facilitation (TIF) Department, Mekong Institute (MI)
10:10 – 10:30	Coffee Break
Module III: Planning and Management of Effective Events for Trade and Business Development	


10:30 – 11:30	Pre-Fair Market Research - Mr. Madhurjya Kumar Dutta, Director, Trade and Investment Facilitation (TIF) Department, Mekong Institute (MI)
11:30 – 12:00	Introduction to Types of Trade Events - Ms. Wen Hao, Program Coordinator, Trade and Investment Facilitation (TIF) Department, Mekong Institute (MI)
12:00 – 13:30	Lunch
13:30 – 15:10	Organizing an Effective Trade Fair (i) Steps for Organizing the Trade Fair (ii) Cost and Benefit Analysis for a Trade Fair - Ms. Wen Hao, Program Coordinator, Trade and Investment Facilitation (TIF) Department, Mekong Institute (MI)
15:10 – 15:30	Coffee Break
15:30 – 16:00	Buyer - Seller Meet: Conceptual Understanding (i) Concept and Planning for a Buyer –Seller Meet (ii) MI Experience Sharing: Buyer - Seller Meet - Mr. Ronnarit Chaiyo-Saeng, Program Officer, Trade and Investment Facilitation (TIF) Department, Mekong Institute (MI)
16:00 – 16:30	Investor Forum: Conceptual Understanding (i) Concept and Planning for an Investor Forum (ii) MI Experience Sharing: Mekong-ROK Business Forum - Mr. Ronnarit Chaiyo-Saeng, Program Officer, Trade and Investment Facilitation (TIF) Department, Mekong Institute (MI)
16:30 – 17:00	BOD Meeting - MI and BOD Team
17:00 Onwards	Dinner at Tesco Lotus (Self-Payment) Free Time and Self-Study

Wednesday, June 14, 2017	
Venue: Mekong River Conference Room, Mekong Institute (MI), Khon Kaen, Thailand	
8:30 – 9:00	Recapitulation - BOD Team
9:00 – 10:20	Tools and Techniques for Trade Promotion (i) Conducting Effective Business Matching - Mr. Ronnarit Chaiyo-Saeng, Program Officer, Trade and Investment Facilitation (TIF) Department, Mekong Institute (MI)
10:20 – 10:40	Coffee Break
10:40 – 12:00	Prepare for a Mock Trade Event - Ms. Wen Hao, Program Coordinator, Trade and Investment Facilitation (TIF) Department, Mekong Institute (MI) - Mr. Ronnarit Chaiyo-Saeng, Program Officer, Trade and Investment Facilitation (TIF) Department, Mekong Institute (MI)
12:00 – 13:30	Lunch
13:30 – 15:00	Conduct Mock Trade Event: Mock Trade Fair and Business Matching Exercises - Ms. Wen Hao, Program Coordinator, Trade and Investment Facilitation (TIF) Department, Mekong Institute (MI) - Mr. Ronnarit Chaiyo-Saeng, Program Officer, Trade and Investment Facilitation (TIF) Department, Mekong Institute (MI)
15:00 – 15:20	Coffee Break


15:20 – 16:30	Reflection of the Mock Trade Event- Trade Fair and Business Matching event (i) Participants feedback as surveyors (ii) Comments on Individual Country Presentation (iii) Dos and Don'ts of Stand Behavior in Trade Fair as Exhibitors (iv) Evaluation Result Announcements - Ms. Wen Hao, Program Coordinator, Trade and Investment Facilitation (TIF) Department, Mekong Institute (MI) - Mr. Ronnarit Chaiyo-Saeng, Program Officer, Trade and Investment Facilitation (TIF) Department, Mekong Institute (MI)
16:30 – 17:00	BOD Meeting - MI and BOD Team
17:00 Onwards	Dinner (Self-Payment) Free Time and Self-Study
Thursday, June 15, 2017	
Venue: Mekong River Conference Room, Mekong Institute (MI), Khon Kaen, Thailand	
8:30 – 9:00	BOD Recapitulation - BOD Team
9:00 – 09:30	Action Plan Orientation (i) Joint Trade Events to be Organized at Border Province of CMTV - Mr. Sa-nga Sattanun, Program Manager, Trade and Investment Facilitation (TIF) Department, Mekong Institute (MI)
09:30 – 10:10	Business Plan Analysis (i) Sources of Revenue - Mr. Sa-nga Sattanun, Program Manager, Trade and Investment Facilitation (TIF) Department, Mekong Institute (MI)
10:10 – 10:30	Coffee Break
10:30 – 12:00	Business Plan Analysis (ii) Expenditures (iii) Cost and Benefit - Mr. Sa-nga Sattanun, Program Manager, Trade and Investment Facilitation (TIF) Department, Mekong Institute (MI)
12:00 – 13:30	Lunch
13:30 – 14:30	Group Exercises on Sample Trade Event Business Plan - Mr. Sa-nga Sattanun, Program Manager, Trade and Investment Facilitation (TIF) Department, Mekong Institute (MI)
14:30 – 15:10	Introduction of SEC Business Database (www.sec4business.com) - Mr. Toru Hisada, Senior Project Coordinator, Trade and Investment Facilitation (TIF) Department, Mekong Institute (MI)
15:10 – 15:30	Coffee Break
15:30 – 16.30	Concept and Planning for a Trade Mission - Mr. Quan Anh Nguyen, Program Specialist, Trade and Investment Facilitation (TIF) Department, Mekong Institute (MI)
16:30 – 17:00	BOD Meeting - MI and BOD Team
17:00 Onwards	Dinner (Self-Payment) Free Time and Self-Study
Friday, June 16, 2017	
Venue: Mekong River Conference Room, Mekong Institute (MI), Khon Kaen, Thailand	
8:30 – 9:00	BOD Recapitulation

	- BOD Team
9:00 – 10:10	Preparation of Country Wise APs (Participants) - Mr. Sa-nga Sattanun, Program Manager, Trade and Investment Facilitation (TIF) Department, Mekong Institute (MI)
10:10 – 10:30	Coffee Break
10:30 – 12:00	Preparation of Country Wise APs (Participants) (Cont.) - Mr. Sa-nga Sattanun, Program Manager, Trade and Investment Facilitation (TIF) Department, Mekong Institute (MI)
12:00 – 13:30	Lunch
13:30 – 15:10	Presentation of County Wise APs by Participants Comments and Feedbacks on APs (By MI Team) - Mr. Sa-nga Sattanun, Program Manager, Trade and Investment Facilitation (TIF) Department, Mekong Institute (MI)
15:10 – 15:30	Coffee Break
Closing Ceremony	
15:30 – 16:00	Course Report - Mr. Toru Hisada, Senior Project Coordinator, Trade and Investment Facilitation (TIF) Department, Mekong Institute (MI)
16:00 – 16:30	Awarding of Certifications - Mr. Madhurjya Kumar Dutta, Trade and Investment Facilitation (TIF) Department, Mekong Institute (MI)
16:30 – 16:45	Participants' Speech - Representative from Cambodia - Representative from Myanmar - Representative from Thailand - Representative from Vietnam
16:45 – 16:55	Way Forward and Closing Remarks - Mr. Madhurjya Kumar Dutta, Trade and Investment Facilitation (TIF) Department, Mekong Institute (MI)
16:55 – 17:00	Group Photo
17:00 Onwards	Dinner at Central Plaza (Self - Payment)

10.6. Participant's Directory


Cambodia			
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The Greater Mekong Sub-Region (GMS)

The Greater Mekong Sub-Region (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, Guangxi Autonomous Region of the People's Republic of China

About Mekong Institute

The Mekong Institute (MI) is a **GMS** Inter - Governmental Organization (IGO) working closely with the governments of six countries to promote regional development, cooperation and integration by offering standard and on-demand capability development programmes across three cutting themes of agricultural development and commercialization, trade and investment facilitation, and innovation and technological connectivity.



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