

Building Partnerships and Innovations

MI's Lancang-Mekong Business Forum



The Lancang-Mekong Business Forum Services

a) Pre-Online Matching

Before each annual forum, companies across the Lancang-Mekong region register their profiles, products, and services and indicate their business interests at www.lancangmekongforum

b) Business Matching

Results from the pre-online matching is used to pair companies and assign meeting slots so they can explore potential collaborations according to complementary interests

c) Post-Forum Services

- Continued technical assistance to business groups on marketing strategies and requirements to ease their competitive entry into the global market
- Registered companies' access to the Lancang-Mekong Forum mobile application to explore potential partnerships with over 500 companies across the region.
- Monitor business/investment progress through structured online templates for feedback and recommendations

How is the Lancang-Mekong Business Forum different from other forums?

The Lancang-Mekong Business Forum is not a one-off event but designed in a project frame of five years with defined objectives and outcomes. The forum format includes business-to-business matching support prior, during and after the business forum through a dynamic web platform for online business matching sessions and supported through a smart phone application system.

This is to help ensure sustained networking and entrepreneurial longevity of all stakeholders in the local and regional value chain.

Our forum is also a useful platform for trade policy enhancement as our panel discussions, product exhibitions and structured learning visits highlight priorities, needs, opportunities and challenges of the business sector. This helps governments craft policies to create a conducive and more integrated business and trading environment in the region.

In all these activities, what does the Lancang-Mekong Business Forum hope to achieve?

Our end goal is to boost intra-regional trade activities among Lancang-Mekong member countries, which only stands around 23 percent.

In the business forum's five-year run, partnerships, cognizance of the benefits of intra-regional trade and access to the collated 500 registered companies in the web platform will be established. This will help governments and companies move their business activities beyond national borders and promote more efficient resource allocation according to the comparative advantage of each country. Thus, accelerating productivity growth and widening shared prosperity across the region.

Why does the Lancang-Mekong Business Forum focus on partnerships and innovations?

The Business Forum leverages partnerships and innovations to help Lancang-Mekong companies thrive in a competitive market. By building

capacities, facilitating strategic alliances, introducing innovations, all actors in the value chain are given the advantage to broaden their relevance, marketability and opportunities.

In the same token, we work with them to adapt to international and regional best business strategies. This is so local companies can advance globally while still retaining their unique identity.

The 2nd Lancang-Mekong Business Forum in Vietnam highlighted the agro-food processing sector. What are the potentials of this industry and how can it help small-and medium-sized enterprises in the Lancang-Mekong subregion?

Vietnam is a food processing hub in the Lancang-Mekong Region. The sector contributes 15 percent to its GDP and accounts for 40 percent of the country's export. In 2018, the country's Ministry of Planning and Investment reported USD 11.2 billion in foreign investments into Vietnam's food processing sector.

As Vietnam's productivity rises, the need for services, raw materials, agricultural products and livestock also increases. With Lancang-Mekong's economic corridors, other SMEs and business companies from countries such as Cambodia, Lao PDR and Myanmar can efficiently meet these demands. This connectivity can only lead to economic growth, ensuring employment, higher revenue and more competitive services in the region.

What is next for the Lancang-Mekong Business Forum?

MI will roll out the 3rd Lancang-Mekong Business Forum in Cambodia in 2020. The application for registration will be announced in February 2020.

To know more about MI's work in trade and investment facilitation and to be part of the 3rd Lancang-Mekong Business Forum in Cambodia, please contact Mr. Ronnarit Chaiyo-saeng, Program Officer of the Trade and Investment Facilitation Program Department at 66 (0) 4320 2411-2, ext. 4091 or ronnarit@mekonginstitute.org. Please copy Director Madhurjya Kumar Dutta at dutta@mekonginstitute.org.



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