



## ACTIVITIES

- Development of website and a mobile application function
- Organization of business forums in the Lancang-Mekong countries including an evaluation-synthesis workshop
- Installation of an online monitoring and evaluation system to assess business progress, constraints and gaps and obtain recommendation from investors on investment issues in the sub-region

## TARGET SECTORS

- Local SMEs from Cambodia, P.R. China, Lao PDR, Myanmar, Thailand and Vietnam representing local producers, processors, and traders from towns and cities
- Chamber of Commerce and industry associations
- Research and development and technology centers for product development and innovation
- National Ministry of Industry/Commerce



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PROJECT SNAPSHOT

# LANCANG-MEKONG BUSINESS FORUMS

PROJECT ON:  
LANCANG-MEKONG BUSINESS FORUMS

DURATION

5 Years (2018-2022)

TYPE



SEMINARS/  
TRADE EVENTS



PLATFORM  
BUILDING

DESCRIPTION

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

OBJECTIVES

- The project intends to conduct a series of business forums designed to:
- Establish business linkages among the Lancang-Mekong businesses
  - Assist SMEs' integration in the regional and global value chains
  - Exchange information on state-of-the-art technology and innovative products that will push forward industrial growth
  - Promote investment through business collaboration with local SMEs in the Lancang-Mekong countries

EXPECTED OUTCOMES



PROFIT AND  
EMPLOYMENT



PRODUCTIVITY AND  
COMPETITIVENESS



MARKET ACCESS

Source: National Administration of Surveying, Mapping and Geoinformation of China

- Increased profit for SMEs and improved employment opportunities as a result of wider business networks and integration into regional and global value chains
- Enhanced productivity and competitiveness of SMEs through technology adoption and product development/diversification
- Improved market access through inter-firm collaboration