



PROJECT SNAPSHOT

Market Access Through E-Commerce Promotion for Women-Led SMEs

BACKGROUND

Women-led small- and medium-sized enterprises (SMEs) hold a significant role in the economies of the Mekong region. They create jobs, promote greater economic growth, boost gender equality, and reduce poverty. However, for many women entrepreneurs, their vulnerabilities as small business owners are made complicated by financial, societal, and legal constraints, resulting in their disproportionate entry and participation in markets. Compounded by the COVID-19 crisis, women-led SMEs are further challenged to absorb disruptions in the supply chain and consumer revenue.

Under the "Market Access Through E-Commerce Promotion for Women-Led SMEs" project, MI with the Chamber of Commerce, business associations representing women-led enterprises, and relevant ministries from Cambodia, Lao PDR, Myanmar, and Vietnam will conduct market access studies and training activities.

The project will focus on building women's managerial proficiency on export business operation, enhancing their e-commerce skills, broadening their access to information on global and regional market trends and opportunities, and mentoring them to expand their business networks in the Republic of Korea and other countries through e-commerce.



PROJECT SUPPORT



Capacity Building



Network Building



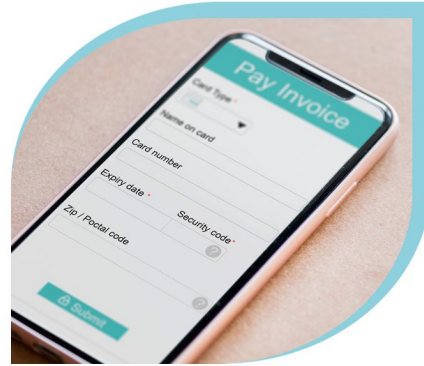
E-Commerce Promotion



Market Information

DURATION

2020 to 2022



OBJECTIVES

Enhance the quality, quantity, and relevance of trade promotion organizations' business development services

Strengthen capacities of women-led SMEs in identifying and integrating their products into the global market through e-commerce platforms

EXPECTED OUTCOMES

Improved export market information for women-led SMEs

Enhanced capacity of women-led SMEs to expand businesses through e-commerce

PROJECT ACTIVITIES

YEAR 01

- Market Entry Study in the Republic of Korea
- Baseline Study in CLMV
- 1st Modular Training Program on "Entrepreneurship Development Through E-Commerce Promotion"

YEAR 02

- 2nd Modular Training Program on "Entrepreneurship Development Through E-Commerce Promotion"

YEAR 03

- 3rd Modular Training Program on "Entrepreneurship Development Through E-Commerce Promotion"
- Project Impact Evaluation



TARGET SECTORS

Business Development Services and Trade Promotion Organizations from government and the private sector, business associations, and women-led SMEs from Cambodia, Lao PDR, Myanmar, Thailand, and Vietnam

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