

Strengthening Regional Structures for Small and Medium Enterprises Promotion in ASEAN (ASEAN SMEs)

Relevance

With the global trend of digitalisation and growth of cross-border services, Small and Medium Enterprises (SMEs) in ASEAN will have better access and opportunities to expand their market. Therefore, providing SMEs with practical information, support and opportunities to expand their business beyond country, to regional and even global levels will be crucial.

The ASEAN Economic Community (AEC) Blueprint 2025 and the corresponding Strategic Action Plan for SME Development (SAPSMED) 2025 put a special emphasis on promoting SMEs in the region. In close cooperation with the ASEAN Coordinating Committee on Micro, Small and Medium Enterprises (ACCMSME), the project supports the implementation of the SAPSMED 2025 with a dual focus on improving the market access and internationalization of SMEs (strategic goal C), as well as enhancing the policy and regulatory environment (strategic goal D).

The ASEAN Comprehensive Recovery Framework (ACRF) recognizes digital connectivity to promote regional connectivity and economic recovery and to strengthen SMEs' participation and integration in the AEC. In line with the framework, the 10 ASEAN Member States (AMS) launched the ASEAN Access, the regional one-stop business information gateway. Features and digital solutions integrated with the portal will continue to evolve to support SMEs with trading within the region and beyond.

The Objective

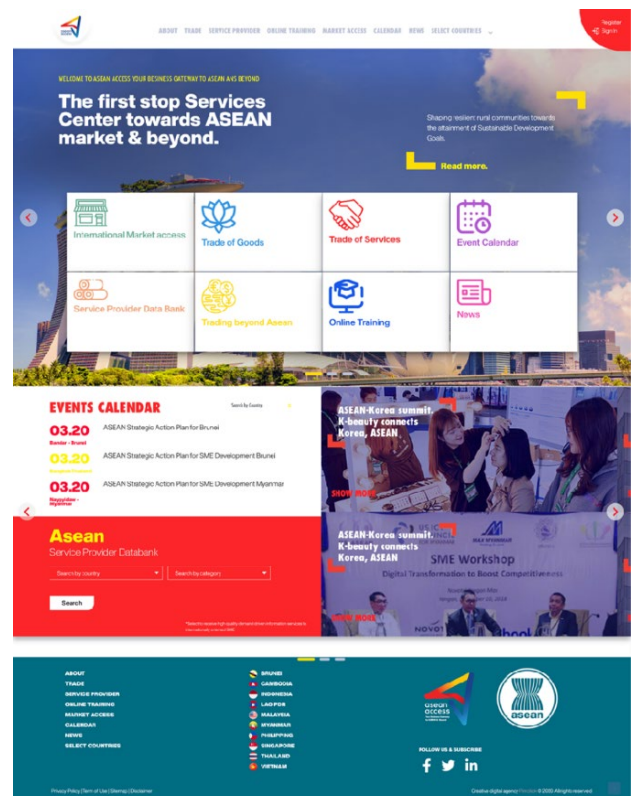
The project aims to strengthen the ASEAN SME Services Center for improving cross-border business development and National SME Information Centre within the framework of the ASEAN SAPSMED 2025, by implementing the following thematic fields:

- (1) Improving the ASEAN SME Service Centre;
- (2) Strengthening national SME information centres,
- (3) Promoting national SME services for internationalization.

Screenshot of ASEAN Access web portal.
<https://www.aseanaccess.com/>



Project name	Strengthening Regional Structures for Small and Medium Enterprise Promotion in ASEAN (ASEAN SMEs)
Commissioned by	German Federal Ministry for Economic Cooperation and Development (BMZ)
Project region	ASEAN, with focus in Cambodia, Indonesia, Lao PDR, Myanmar, Thailand and Viet Nam
Lead executing agency	Association of Southeast Asian Nations (ASEAN)
Project duration	July 2018 – August 2022



Our Approach

ASEAN Access is owned by the 10 AMS and overseen by the ACCMSME. It receives a strategic guidance from the ASEAN Task Force on ASEAN Access and managed by the Office of SME Promotion, Thailand (OSMEP). The strength of ASEAN Access lies in the coordination between implementing agencies (National Focal Points) with Network Partners in ASEAN and beyond. At present, ASEAN Access is supported by more than 45 network partners at national and regional level. The network partners consist of business associations or chamber commerce. Network Partners has bridged the coordination between public – private sector, they connect national priorities in SMEs internationalisation to ASEAN Economic Integration.

National portals in Cambodia, Indonesia, Myanmar, and Vietnam have been launched from end 2021 to early 2022, facilitated by the project. **These national portals are connected to the ASEAN Access.**

Cambodia

Working closely with the Department of Small and Medium Enterprises of Ministry of Industry, Science, Technology and Innovation (MISTI), the country team and relevant stakeholders developed structure, layout and content of National SME Information website with the name of KhmerSME.

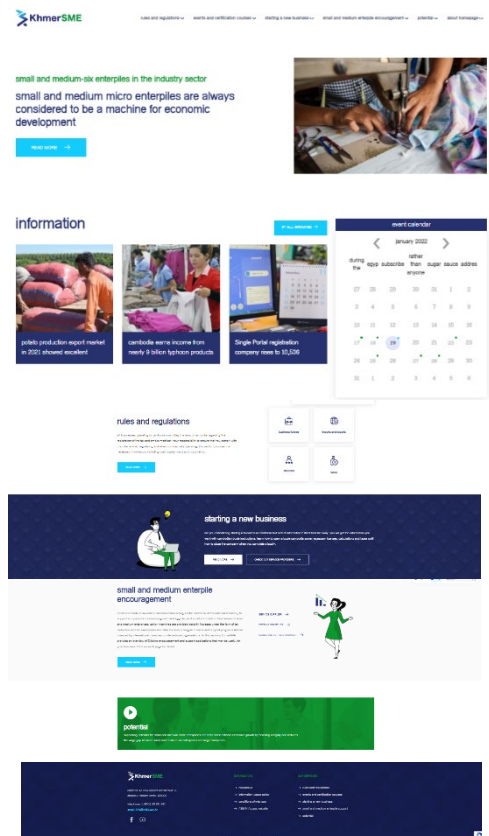
The KhmerSME, launched by end of October 2021, aims to provide SMEs in Cambodia with practical information such as access to finance and markets, starting a business, laws and regulations and many other.

To learn more about KhmerSME, please visit: <https://www.khmersme.gov.kh/>.

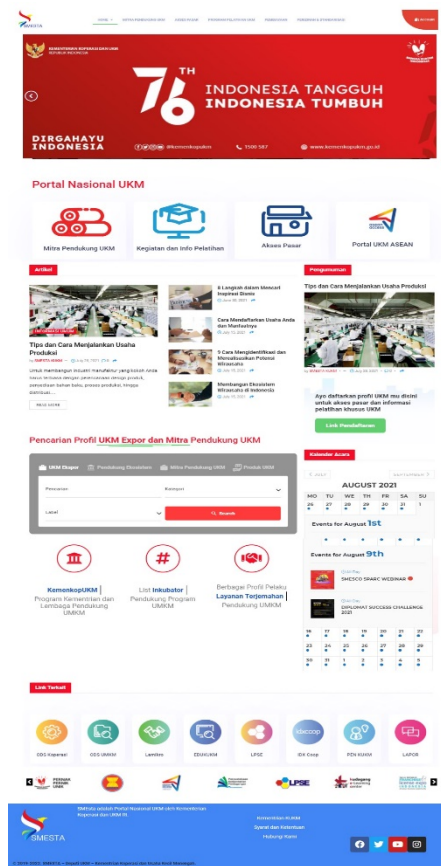
Indonesia

SMEs Station (SMesta), launched in November 2021, is the national portal, serving as an e-catalogue for Indonesia SMEs to showcase their products, increasing their visibility to potential buyers and partners overseas. The Indonesia Ministry of Cooperatives and SMEs has managed SMesta to support SMEs internationalisation through provision on information of trainings and events, export import, market trends, and financial literacy.

For more information, please visit <https://smesta.kemenkopukm.go.id/>.



KhmerSME, Cambodia SMEs national portal



SMesta, e-catalogue national portal supporting internationalization Indonesia SMEs.

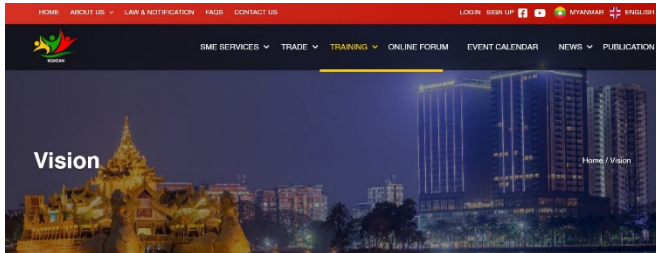


Kick-off Meeting ASEAN SMEs project, to introduce ASEAN Access portal. Photo: GIZ/Lao PDR team.

Lao PDR

The Department of Small and Medium Enterprises Promotion under the Ministry of Industry and Commerce (DOSMEP, MOIC) in close coordination with Lao National Chamber of Commerce and Industry (LNCC) and the project work to support the implementation of ASEAN Access and ASEAN Access MATCH at the national level. Beside of capacity building, the project facilitates support the improvement of selected national portal to be linked with ASEAN Access. SMELaos facilitates and promotes the activities under ASEAN Access including activities such as business matching.

For more information, please visit: <https://smelaos.com/>



To promote Citizen's Job Opportunities and to develop Socio-economic conditions through the enhancement of Innovations and Competitiveness of SMEs in all Sectors.

Latest News

Myanmar SMEs web portal.

Myanmar

To enhance the SMEs and contributing to the national socio-economic development, the Republic of the Union of Myanmar Federation of Chambers of Commerce and Industry (UMFCCI) develops the Myanmar SMEs Web Portal, officially launched on 10 February 2022. SME Services in the national portal features information on human capital development, finance, market access and internationalization, productivity, technology and innovation, policy, Registered Private Industrial Enterprises and will continue to develop. To support internationalization of SMEs, number of national network partners/private associations signed MoU to be Network Partners of the ASEAN Access

For more information, please visit: <https://msmemm.org/en>



Viet Nam national business portal.

Viet Nam

In Viet Nam, the project facilitates supports the Ministry of Planning and Investment (MPI) in the development of a comprehensive national business information portal. Hosted by the Ministry, the Portal aims at providing the best support, information services and web-based services to SMEs, business association and agencies involved in SME development.

The national business portal came into operation in September 2021. Outreach activities and trainings targeting both ASEAN Access and national portal are foreseen in the coming time. Further support will continue the development of SME services such as SME Consulting Network, Market Analysis Report, SME Connect and piloting cross border matchmaking services for SMEs in prioritized sectors.

For more information, please visit: <https://business.gov.vn/home>



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Regional

The ASEAN Access, ‘one-stop service for ASEAN SMEs’ official launch took place in June 2021 by the ACCMSME and OSMEP. To date, ASEAN Access has served over 22,000 users and provided information and services to over 1,000 registered members and service providers.

To support SMEs trading within the region and beyond, additional features integrated with the platform continues to develop. The ASEAN Access MATCH, launched on 25 January 2022, is an official business matchmaking and market access event platform in ASEAN and beyond. MATCH offers companies the opportunities to participate in the virtual cross-border business matchmaking, knowledge and skills building workshops, and market and sector information events. MATCH events are all delivered through the extensive network of business support organisations behind ASEAN Access, in the region as well as in Europe and China.

The ASEAN Access Learn, Policy and Beyond will be gradually launch as digital solutions tool and features.

Please visit <https://www.aseanaccess.com/>



SMEs can find information and services regarding trade topics, proactive market entry support provided in events as well as business matchmaking in ASEAN and beyond.

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