



ITTP-COVID19



Yangon University of Economics



# WEBINAR INTRODUCTION: ESTABLISHMENT OF ASEAN NETWORK FOR STRENGTHENING INTERNATIONALIZATION OF MSME

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## OUTLINE

1. Background (Issue)
2. Objective
3. Program
4. Participant
5. Expected result
6. Survey

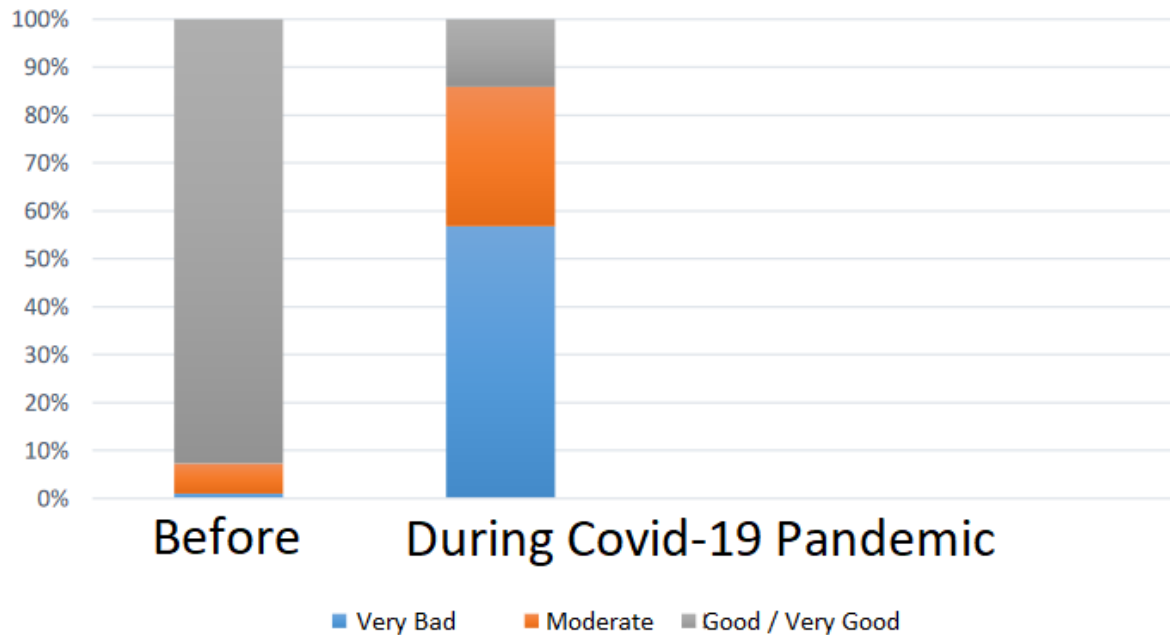


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International Teleconference on Technology and Policy for Supporting Implementation of COVID-19 Recovery Plan in Southeast Asia

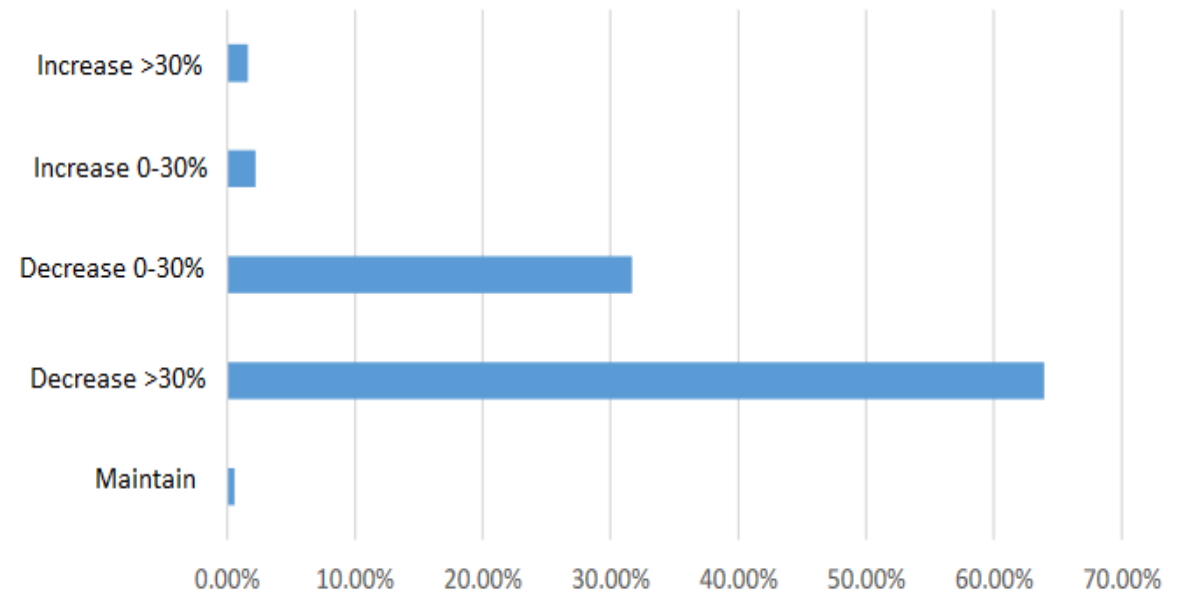
## BACKGROUND : Issue during Covid19 Pandemic

### Condition of MSME's in Southeast Asia before and During Covid19 Pandemic



Source: Katadata Insight Centre, 11 August 2020

### Impact of Covid-19 Pandemic to MSME's Revenue





## BACKGROUND : Issue during Covid19 Pandemic

### ISSUE

1. Market or demand decrease
2. Business activity decrease (due to MCO)
3. Logistics limitation
4. Raw material difficulty
5. Financial support difficulty
6. Lower product acceptance
7. Marketing difficulty

### SOLUTION?

1. B2B digital platform
2. ASEAN Smart Mobile Certificate
3. ASEAN NETWORK
4. ASEAN NETWORK
5. ASEAN/Government Policy
6. ASEAN Product Certification
7. B2B digital platform

FOCUS: STRENGTHENING INTERNASIONALISATION OF MSME IN SOUTHEAST ASIA VIA ASEAN POLICY, ASEAN NETWORK, ASEAN CERTIFICATION, MOBILE CERTIFICATE, ASEAN DIGITAL PLATFORM



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## OBJECTIVE

1. Discuss strategy and method to strengthening internationalization of MSME's in Southeast Asia
2. Discuss implementation plan of strategy and method
3. Establish ASEAN Network / Consortium to strengthen internationalization of MSME's





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## PROGRAM

### 1. Pre Webinar

1. Network Establishment : 1000 invitation for MSMEs, 250 invitation for Government, 250 invitation for Association, 1500 invitation for Universities
2. Digital Platform Development : smart-trade.network
3. Material Preparation and Discussion with Expert from Industry, Government, University and Association in Southeast Asia

### 2. During Webinar

1. Introduction: Strategy, Initiative And Progress From ASEAN Secretariat, Ministry And Bank Central
2. Discussion: Problem, Strategy, Approach, Good Practice, Model From University Experts, Industry Player, Finance Institute, Government, Country Representatives
3. Conclusion : Summary Statement, Survey Result, Implementation Plan



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## PROGRAM

### 1. Post Webinar

1. Policy brief or guideline optimization and testing
2. Publication of guideline and test result in journal
3. Digital Platform Optimization and registration of MSME's
4. ASEAN Consortium / Network development

### 2. During ITTP-Conference

1. Final Presentation of Policy Brief or Guideline to Strengthen Internationalization of MSME's in Southeast Asia
2. ASEAN Consortium / Network MoU/MoA Signing
3. Virtual Platform Launching
4. Product Exhibition and B2B Virtual Meeting

### 3. After ITTP-Conference

1. Monitoring, Evaluation and Improvement



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## PARTICIPANT STATISTICS





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## EXPECTED RESULT

1. Webinar II
  1. Formulation of Issue, Strategy, Initiative, Model and Implementation Plan
  2. Awareness to work together in ASEAN Product/Business Consortium
  
2. Middle Term Program (3 years)
  1. At least 100 ASEAN Product/Business Consortium involving MSME's in Southeast Asia, Government, Financial Institute, Virtual Platform Provider, Certification Agency, Business Association, Universities



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## ASEAN PRODUCT/BUSINESS CONSORTIUM/ NETWORK

- MAN MADE PRODUCT

- BATIK, FOOD



- ANIMAL PRODUCT

- MEAT, MILCH, HONEY



- PLANT PRODUCT

- VEGETABLE, FRUIT, FLOWER



- TOURISM PRODUCT

- HAND CRAFT, SOUVENIR



- FURNITURE

- CHAIR, TABLE, ROOM, DIGITAL STUDIO, SAUNA



- PERSONALIZED HEALTH PRODUCT

- HERBAL MEDICINE



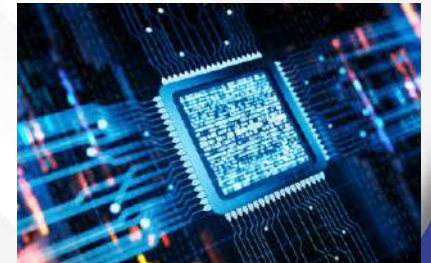
- PERSONALIZED GIFT

- WOOD, DRY FLOWER



- DIGITAL PRODUCT

- SOFTWARE, IOT, ROBOTICS



- EDUCATION PRODUCT:

- BOOKS, EXPERIMENTAL KIT, TRAINING SIMULATOR, CHILDREN TOYS







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## ASEAN PRODUCT/BUSINESS CONSORTIUM/ NETWORK



MSMEs



UNIVERSITIES



ASSOCIATION/  
CERTIFICATION CENTRE



ANTP



GOVERNMENT



# CONTOH: ASEAN FISH BUSINESS CONSORTIUM



FARMING UNIT



PROCESSING UNIT



PACKAGING UNIT



DELIVERY UNIT



GOVERNMENT



ASEAN DIGITAL NETWORK



VIRTUAL PLATFORM



FINANCIAL CENTRE



TRAINING CENTRE



RESEARCH CENTRE



CERTIFICATION CENTRE



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## SURVEY

1. IDENTITY: NAME, DESIGNATION, INSTITUTION, INSTITUTION TYPE, EMAIL, PHONE NUMBER
2. ARE YOU INTERESTED TO JOIN ASEAN BUSINESS CONSORTIUM?
3. WHICH PRODUCT GROUP IS YOUR INTEREST? (MAN MADE PRODUCT, ANIMAL PRODUCT, PLANT PRODUCT, TOURISM PRODUCT, FURNITURE, PERSONALIZED HEALTH PRODUCT, PERSONALIZED GIFT, DIGITAL PRODUCT , EDUCATION PRODUCT, OTHERS: SPECIFY)
4. ARE YOU AGREE TO BE CONTACTED BY COMMITTEE USING WHATS UP AND EMAIL?





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THANK YOU