



Asia-Pacific  
Economic Cooperation

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**APEC/SME Seminar on Support for  
Local and Cottage Industries**  
**APEC “One Village One Product” Seminar**  
*-Joint Implementation of AMEICC\* Workshop  
on Developing Craft Village-Based Tourism-*  
**Draft Outline**

Purpose: Information

Submitted by: Japan, Indonesia, Malaysia,  
Philippines, Chinese Taipei, Thailand

AMEICC:ASEAN Economic Ministers and METI of Japan Economic and Industrial  
Cooperation Committee

**APEC/SME Seminar on Support for Local and Cottage Industries**  
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*on Developing Craft Village-Based Tourism-*  
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## **1. Background**

In their Joint Statement at last November’s meeting in Busan, Korea, APEC Ministers stressed “*The need for additional APEC activities to promote international trade for SMEs and MEs that had high export potential but lacked a formal channel to export their products and services, and committed to continue working to reduce and remove existing impediments for SMEs and MEs to enter international markets.*”

Viet Nam, the chair of APEC 2006, emphasizes that to “*Enhance Competitiveness of Small and Medium Enterprises*” and to “*Connect APEC economies through Tourism and Cultural Exchange*” are important, configured respectively as the second and sixth priority of “Priority of APEC 2006” which was adopted at the first Senior Officials’ Meeting in Ha Noi.

To respond to the directions from Ministers swiftly, and to contribute to the success of APEC 2006 as well as the development of APEC region, we propose to organize a seminar for supporting the development of local and cottage industries through sharing experiences and know-how of capacity building activities particularly in ASEAN economies.

## **2. Objectives**

The seminar will aim to:

- Build up the capacity of governments and private sectors which are involved in the development of local and cottage industries through sharing experiences and know-how of i) conducting successful projects such as “One village One Product”, ii) improving the potential of regional resources, and iii) helping the export of products of sufficient quality to the world market. For further effective dissemination of the above experiences, this seminar will be jointly organized with “Workshop on Developing Craft Village based Tourism” under the framework of cooperation in ASEAN economies.

## **3. Date and Location**

The two day seminar will take place in Ha Noi, Viet Nam, back-to-back with SMEEMM in September 2006.

- Proposed date: [September 22 (Fri) One Day Seminar]  
[September 23 (Sat) Half Day Field trip to craft village nearby Ha Noi]
- Proposed venue: Hotel in Ha Noi for One Day Seminar and Field trip nearby Ha Noi

#### 4. Seminar Program (DRAFT)

Day1 [September22 (Fri)]

08:30-08:45 **Opening Remarks by Facilitator**

08:45- **SESSION 1: Panel Discussion on**

10:30 **“One Village One Product” Project”**

*Introduction of a successful project related to the promotion of local industry through strong partnerships between the marketing abilities of SMEs in cities and traditional production technology of the agricultural community.*

Possible ➤ JETRO < Japan External Trade Organization > , Japan

Speakers ➤ Governmental Official from Thailand

**(Tentative)** ➤ Government Official from Chinese Taipei

10:30-10:45 Break

10:45- **SESSION 2 : Panel Discussion on**

12:30 **“Cooperation between Tourism and Local Industry ”**

*Introduction of a successful project related to the promotion of the tourist industry as well as regional industry implemented by JBIC utilizing local products and tourism resources in villages for improving export promotion.*

Possible ➤ VNAT, Vietnam

Speakers ➤ JBIC < Japan Bank for International Cooperation > , Japan

**(Tentative)** ➤ Ministry of Industry, Thailand

12:30-14:00 Lunch Break(exhibition of traditional arts, crafts, village product)

14:00- **SESSION 3-1 : Panel Discussion on**

15:30 **“Manufacturing and Marketing of Traditional Arts and Crafts -Entrepreneurship Education Projects-“**

*Introduction of successful projects related to the promotion of a traditional local industry growth potential through strong partnerships between intellectual centers such as universities and regional industries.*

Possible ➤ Prof. Takeru Oe, Professor of Waseda University Institute of Asia-Pacific Studies, Japan

**(Tentative)** ➤ Mr. Stephen Paterson, Advisor, National University of Management, Cambodia

➤ Dr. Sunanta Fabre, Associate Professor, Mae Fah Luang University, Thailand

- Asia SEED (NGO)
- 15:30-15:45 Break
- 15:45-16:45 **SESSION 3-2 : Panel Discussion on  
“Manufacturing and Marketing of Traditional Arts and Crafts -Case Studies  
of APEC member Economies-“**  
*Introduction of successful case studies of APEC member Economies related to  
the promotion of traditional local industries.*
- Possible Speakers ➤ Mr. Agung Alit, Director of Yayasan Mitra Bali, (foundation), member  
of IFAT (International Federation for Alternative)
- (Tentative)** ➤ SMIDEC, Malaysia
- 16:45-17:00 **Closing Ceremony**
- 18:00-19:30 Reception

#### Day2 [September23 (Sat)]

- 08:30 Leaving Hotel for field trip
- 10:00 Arrival at craft village nearby Hanoi
- 10:00-11:30 Visiting village artisan craftsmen, handicraft SMEs and exporting  
company in the village
- 11:30 Leaving the village for Ha Noi
- 13:00-14:30 Lunch and Wrap-Up session at a restaurant in Hanoi
- 15:00 Arrival at Hotel

#### **5. Possible Participants (Tentative)**

- Government Officials in charge of SME Development
- Government Officials in charge of Tourism
- Local Government Officials in Viet Nam (SME Development and Tourism)
- Private sectors (SME consultants, NGOs, tour agencies, local handicraft  
groups/SMEs)
- Academic Sectors
- International Organizations

#### **6. Budget**

- Urgent TILF funding in 2006
- Co-sponsor: Indonesia, Malaysia, Philippines, Chinese Taipei, Thailand