



Asia Pacific of  
Economic Cooperation

**Workshop on**  
***"Enhance Capacity of Small and Medium  
Enterprises (SMEs) in Agricultural Sector of  
APEC Economies"***

**Project No. ATC 05/2007**

**October 16 - 18, 2007**

**Melia Hotel**

**Ha Noi, Viet Nam**



**Ministry of  
Agriculture and  
Rural Development,  
Viet Nam (MARD)**

## **Overview**

In an era of the worldwide economic trend, it is very an importance to sustainably develop small and medium-sized enterprises (SMEs) and micro-enterprises in agricultural sector because they are a critical engine for economical growth, able to respond flexibility to technological advancement and the diversification of consumer needs especially in the Asia- Pacific region. The developing SMEs in storage, processing and trade of agricultural product will offer good livelihood opportunities for people in rural communities. This three day workshop build on exchanging information, experiences and expertise in developing SMEs in agriculture and rural among stakeholders coming from APEC Member Economies, including Viet Nam, Chinese Taipei, Thailand, the Philippines, Indonesia, Malaysia, China Mainland, Hong Kong China, South Korea and Australia. The workshop aims to provide government, private sector and non-governmental stakeholders with key tools and methods to manage and develop SMEs in the field of storage, processing agricultural products. It would enable SMEs from different economies in the region to help each other, thus boosting trading on agriculture area between them and ultimately keep and expand the regional food security sustainable system.

## **Objectives**

This workshop aims to promote structural reform and enhance a business-friendly environment. It has the following specific targets:

1. Exchange information, experiences and expertise on promoting agri-business in the village and reducing the distance between farmers and consumers.
2. Developing and strengthening the existing linkages between government, industry and trade in the APEC economies to create appropriate policies for developing SMEs in agricultural sector.
3. Delivering human resource development in agricultural sector in less developed APEC member economies through the information, experiences exchanged in the workshop and workshop results to disseminate after the workshop as well as number of SMEs to set up in the agricultural sector.

## **SPONSORSHIP** (for APEC funded participants ONLY) \*

Only **Active Participants** from the eleven travel eligible economies (such as Chile, China, Indonesia, Malaysia, Mexico, Papua New Guinea, Peru, Philippines, Russia, Thailand and Viet Nam) can be funded by APEC. Other participants from APEC economies may attend on a self-funded basis or funded by their own economy.

**Speakers/Experts** are entitled to Airfare and Per Diem (covers hotel accommodation, meals, etc.). **Active Participants** are entitled to Airfare (economy class, regardless of travel duration) and Per Diem. Participants may arrive earlier or depart later at/from the meeting destination. Their extra expenses, however, are not funded by APEC.

Participants whose funding is confirmed by APEC should submit their **BEST Airfare Quotation and Detailed Travel Itinerary from a travel agent** (should have clear indication of airfare, taxes, currency, flight duration of each sectors, travel class, arrival & departure dates & times, etc.) **to APEC** (Attention : Ms. Daphne Ho, by Email: [dh@apcc.org](mailto:dh@apcc.org) or Fax: (65) 6775-6013 - must copy to : the Project Overseer/Meeting Organizer for information/action) **for comparison and APPROVAL** without delay, to avoid higher airfares, etc. Airfares should be for the MOST DIRECT (nonstop flights) and economical route, excluding Travel Insurance, must be a RESTRICTED/ DISCOUNTED ticket. Participants from the same city of residence should have similar airfares.

The APEC Secretariat operates on a **Reimbursement Basis**. Participants have to purchase their own Airline Tickets (only after APEC's approval) and book their own Hotel Accommodation. They have to claim reimbursement from APEC after travel with the required original supporting documents.

All APEC-funded participants will receive an **Undertaking** (a simple form of contract) for signature. FYI, the Project Overseer has to submit the List of Participants (only those funded by APEC) to APEC to prepare the Undertakings.

## **Organization**

This workshop has been supported by the Agricultural Technical Cooperation Working Group (ATCWG). It will be also proposed and supported by the Ministry of Agriculture and Rural Development, Viet Nam (MARD).

## **Date and Location**

The three day workshop will take place in Ha Noi, Viet Nam.

- **October 16 - 17, 2007** (Tue, Wed) :  
two day workshop at "Melia Hotel".
- **October 18, 2007** (Thur) :  
The field trips to Business Incubator and some trade villages

\*\*The field trip is for a day. Participants will return to the hotel by 17:00 at the latest.



## Official Hotel

Official hotel of the workshop is **Melia Ha Noi Hotel**. The Guest speakers and Official participants are strongly recommended to stay at Melia Ha Noi Hotel. We are pleased to offer all participants two options of Hotel room for your preferred choice. Reservation at workshop special rate is available upon request through your workshop Registration.

### **Option 1: [Meliá Ha Noi Hotel](#) (five stars)**

Address: 44B Ly Thuong Kiet, Ha Noi, Viet Nam.

Tel.: +84.4.9 343 343

Fax: +84.4.9 343 344

Email: [Click Here](#)

Website :<http://www.meliaHa Noi.com>

#### **Room rates net:**

**Deluxe: US\$ 110.00**

**(US\$ 17.00++ supplement for Double Occupancy)**



#### **Benefit and inclusion:**

- Daily Buffet breakfast in El Patio Restaurant of Melia Hotel; Daily Local English Newspapers.
- Free entrance to swimming pool and fitness center; Free Coffee/Tea making facilities in-room..
- Complimentary 02 bottle of mineral water daily

### **Option 2 : [The Eden Ha Noi Hotel](#) (three stars)**

Address: 78 Tho Nhuom, Ha Noi, Viet Nam

Tel: (84-4) 9424274 - 9423273 - 9422711

Fax: (84-4) 9 424 619

Email: [edenjsc@.vnn.vn](mailto:edenjsc@.vnn.vn)

It takes about 3 -5 minutes by walking to Melia Hotel.

#### **Room rates net:**

**Deluxe: US\$ 49.00**

**(US\$ 10.00++ supplement for Double Occupancy)**



#### **Benefit and inclusion:**

- Daily Buffet breakfast
- IDD telephone- Central air-conditioning with individuals temperature controls
- Executive writing desk
- Refrigerator with mini-bar; Coffee/tea making facilities
- International Satellite TV channels (CNN, NHK, BBC World, STAR SPORT,HBO...)
- Private bath (tub and shower) with complimentary toiletries
- Bathroom shaver outlet (220/110 volts); Hair dryer

\* **Note:** The above rates are quoted in US Dollars and subject to 5% service charge & 10% VAT.

## **Organization of workshop**

This workshop will be conducted in the form of four subjects for two full days, followed by a day field trip to Business Incubator and some trade villages.

For the two day workshop, there will be twelve speakers preparing by the workshop subject. The speakers will make a presentation regarding their own experience on the given subject, and at the end of each topic a panel discussion based on Q&A involving the floor will be held with a moderator to facilitate and support the discussions. Each presentation will be around 30 minutes, followed by a 45 minute panel discussion and Q&A. Participants are encouraged to contribute to the discussions through the panel discussions. The detailed descriptions of the proposed main topics at this workshop are as follow:

**Topic 1: *"Overview of SMEs development in agricultural sector in the context of economical integrate"***

**Topic 2: *"Policy Implications and Human Resource for developing SMEs in agricultural sector"***

**Topic 3: *"Operational Management, Market and Product Development of SMEs in agricultural sector"***

**Topic 4: *"Appropriate Technology for developing SMEs in agricultural sector"***

Participants and observers are encouraged to contribute paper in English, to share their ideas, understanding and experiences related to the above mentioned topics. These papers will be distributed to among all attendances. After that they will be edited for the publication and distribution to workshop participants, 21ATCWG contact point, APEC secretariat, Asean secretariat, relevant business and international organizations.

On the third day workshop, the field trips to Business Incubator and some trade villages will be arranged, so that the participants would have the rare opportunity to visit the actual sites at where there are a lot of Vietnamese SMEs in agricultural sector, and get to meet the people working daily with the issues discussed.

## **Evaluation**

Participants are required to complete and return the questionnaire form by the end of the third day. In the evaluation form, each participant is encouraged to discuss benefits received from the workshop and make request for future workshop on this subject.

## **Language**

The workshop will be held in English.

## **Disclosure policy**

All presentation materials are assumed to be public and may be used for other activities without any modification.

## **Registration and Information \***

For registration and further information regarding the workshop, please **contact**:

**Ms. Do Tuyet Mai**

Planning Division

Dept. of Processing of Agro-forestry Product Processing and Salt Industry

Ministry of Agriculture and Rural Development

No.2 Ngoc Ha, Ba Dinh

Ha Noi, Viet Nam

Tel No: 84-4-7335785

Fax No: 84-4-8438144

Email: [dotuyetmai@yahoo.com](mailto:dotuyetmai@yahoo.com) or [maitm.cb@mard.gov.vn](mailto:maitm.cb@mard.gov.vn) or [Apec07.cb@mard.gov.vn](mailto:Apec07.cb@mard.gov.vn)

## **ANNEX I**

### **Tentative Agenda**

APEC Workshop for Enhance capacity of small and medium enterprises in agricultural sector of APEC economies

## Day 1 (October 16, Tuesday)

08:30 - 09:00	Registration
09:00 - 09:15	Opening Remarks by Vice Minister, Ministry of Agriculture and Rural Development, Viet Nam (MARD) (Mr. Diep Kinh Tan)
09:15 - 16:00	Topic 1: " <i>Overview of SMEs development in agricultural sector in the context of economical integrate</i> " Topic 2: " <i>Policy Implications and Human Resource for developing SMEs in agricultural sector</i> "
09:15 - 09:45	Speaker 1 (Philippines)
09:45 - 10:00	Photo sections
10:00 - 10:15	Coffee Break
10:15 - 10:45	Speaker 2 (Viet Nam)
10:45 - 11:15	Speaker 3 (China)
11:15 - 12:00	Panel Discussion Moderator: Mr. Nguyen Phu Hung
12:00 - 13:00	Lunch Break
13:00 - 13:30	Speak 4 (Viet Nam)
13:30 - 14:00	Speak 5 (Malaysia)
14:00 - 14:45	Panel Discussion Moderator: Mr. Nguyen Dinh Long
14:45 - 15:00	Coffee Break
15:00 - 15:30	Speaker 6 (Viet Nam)
15:30 - 16:00	Speaker 7 (Korea)
16:00 - 16:45	Panel Discussion Moderator: Mr. Nguyen Kim Vu

## Day 2 (October 17, Wednesday)

08:30 - 11:00	<p><b>Topic 3: "Operational Management, Market and Product Development of SMEs in agricultural sector"</b></p> <p><b>Topic 4: "Appropriate Technology for developing SMEs in agricultural sector"</b></p>
08:30 - 09:00	Speaker 8 (Viet Nam)
09:00 - 09:30	Speaker 9 (Thailand)
09:30 - 10:00	Speaker 10 (Viet Nam)
10:00 - 10:15	<b>Coffee Break</b>
10:15 - 10:45	Speaker 11 (Chinese Taipei)
10:45 - 11:15	Speaker 12 (Viet Nam)
11:15 - 12:00	<p><b>Panel Discussion</b></p> <p><b>Moderator: Mr. Pham Duc Viet and Mr. Nguyen Kim Vu</b></p>
12:00 - 13:00	<b>Lunch Break</b>
13:00 - 14:00	<p><b>Closing Comments and Suggestions for the Way Forward</b></p> <p><b>Moderator: Mrs. Hoang Thi Dung and Mr. An Van Khanh</b></p>
14:00 - 14:30	<b>Workshop Closing (Mr. Diep Kinh Tan)</b>
14:30 - 14:45	<b>Coffee Break</b>
18:30 - 20:00	<b>Workshop Party</b>

### Day 3 (October 18, Thursday)

*(The field trip is for a day. Participants will return to the hotel by 17:00 at the latest)*

08:00- 12:30	<b><u>Field Trip</u> to Ha Noi Business Incubator, Gia Lam, Ha Noi (Ms. Do Tuyet Mai)</b>
08:00	<b>Leave Hotel for Field Trip</b>
08:45	Arrive at Ha Noi Business Incubator
08:45 - 11:00	Meeting, exchange and discussion with SMEs in Business Incubator at the meeting room
11:00 - 12:00	Visiting the actual working models in Business Incubator
12:00 - 13:30	<b>Lunch Break</b>
13:30 -16:00	<b><u>Sightseeing</u> at some trade villages</b>
16:00 -17:00	<b>Arrive at Hotel</b>



## **Workshop Registration**

1. The Government of the APEC member economies will nominate applicants for the workshop through the following procedures:

A Government applying for the workshop shall send one (1) copy of the Application Form (name list) (ANNEX II) together with the Application Form for each nominee (ANNEX III) to Dept. of Processing of Agro-forestry Product Processing and Salt Industry, Ministry of Agriculture and Rural Development (MARD) by **May 31st, 2007.**

2. **Ministry of Agriculture and Rural Development (MARD)** will finalize the list of participants considering overall capacity and inform the applying governments by **June 15th, 2007.**
3. **Presentation materials** should be submitted by the participants not later than **July 30th, 2007** at the following address :

Ms. Do Tuyet Mai,  
Email : [dotuyetmai@yahoo.com](mailto:dotuyetmai@yahoo.com) or [maitm.cb@mard.gov.vn](mailto:maitm.cb@mard.gov.vn) or  
[Apec07.cb@mard.gov.vn](mailto:Apec07.cb@mard.gov.vn)

Registration Slip and related documents Download

ANNEX I - Tentative Agenda  
ANNEX II - APPLICATION FORM (NAME LIST)  
ANNEX III - APPLICATION FORM (FOR EACH NOMINEE)  
ANNEX IV - CONFIRMATION FORM  
ANNEX V - PROCEDURE FLOW CHART  
ANNEX VI - GENERAL INFORMATION ON MELIA HOTEL

Inquiry (Secretariat of Workshop for Enhance capacity of small and medium enterprises in agricultural sector of APEC economies)

If you have **any question** regarding the seminar, please **contact** the secretariat:

Dept. of Processing of Agro-forestry Product Processing and Salt Industry,  
Ministry of Agriculture and Rural Development

Ms. Do Tuyet Mai,  
Planning Division  
No.2 Ngoc Ha, Ba Dinh, Ha Noi, Viet Nam,  
Tel No: 84-4-7335785,  
Fax No: 84-4-8438144  
Email: [dotuyetmai@yahoo.com](mailto:dotuyetmai@yahoo.com) or [maitm.cb@mard.gov.vn](mailto:maitm.cb@mard.gov.vn) or [Apec07.cb@mard.gov.vn](mailto:Apec07.cb@mard.gov.vn)

ANNEX II

**APPLICATION FORM (NAME LIST)**

**APEC Workshop for Enhance capacity of small and medium enterprises in agricultural sector of APEC economies**

October 16 - 18, 2007, Ha Noi, Viet Nam

**Ms. Do Tuyet Mai**

Tel: 84-4-7335785

Fax: 84-4-8438144

Email: dotuyetmai@yahoo.com or maitm.cb@mard.gov.vn or Apec07.cb@mard.gov.vn

I certify that I have examined the application form(s) and I am satisfied that the information provided by the nominee/s are true and accurate. I accordingly **nominate the person/s below** on behalf of the Government of \_\_\_\_\_.

Name: \_\_\_\_\_  
Position: \_\_\_\_\_  
Organization: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Fax: \_\_\_\_\_  
E-mail: \_\_\_\_\_  
Signature: \_\_\_\_\_  
Date: \_\_\_\_\_

**APEC Funding :**

**No. 1** Full Name: \_\_\_\_\_ Email : \_\_\_\_\_  
Position: \_\_\_\_\_  
Organization: \_\_\_\_\_

**No. 2** Full Name: \_\_\_\_\_ Email : \_\_\_\_\_  
Position: \_\_\_\_\_  
Organization: \_\_\_\_\_

**Self Funding :**

**No. 1** Full Name: \_\_\_\_\_ Email : \_\_\_\_\_  
Position: \_\_\_\_\_  
Organization: \_\_\_\_\_

**No. 2** Full Name: \_\_\_\_\_ Email : \_\_\_\_\_  
Position: \_\_\_\_\_  
Organization: \_\_\_\_\_

Please send this application form to MARD **no later than May 20 , 2007** \*

ANNEX III

APPLICATION FORM

APEC Workshop for Enhance capacity of small and medium enterprises in agricultural sector of APEC economies

October 16- 18, 2007, Ha Noi, Viet Nam

(FOR EACH NOMINEE)

Ms. Do Tuyet Mai

Tel: 84-4-7335785 ; Fax: 84-4-8438144

Email: dotuyetmai@yahoo.com or maitm.cb@mard.gov.vn or Apec07.cb@mard.gov.vn

1. PERSONAL INFORMATION

Name \_\_\_\_\_

(Full name in English as in International Passport)

☐ Male ☐ Female Date of Birth: \_\_\_\_\_

Passport No: \_\_\_\_\_ Expiration date of passport: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

2. CONTACT INFORMATION, IN CASE OF EMERGENCY

Full Name: \_\_\_\_\_ (Relationship): \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

3. HOTEL BOOKING REQUEST

- ☐ I request MARD to book a room as follows:
- ☐ at the Melia Hotel Deluxe: US\$110.00
- ☐ at the Eden Ha Noi Hotel Deluxe: US\$49.00
- Date of check in: \_\_\_\_\_ Date of check out: \_\_\_\_\_
- Special request: \_\_\_\_\_
- ☐ I will book a hotel room by myself.

Signature : \_\_\_\_\_ Date : \_\_\_\_\_

(Please send this application form to MARD **no later May, 31, 2007**) \*

ANNEX IV

**CONFIRMATION FORM**

**APEC Workshop for Enhance capacity of small and medium enterprises in agricultural sector of APEC economies**

October 16- 18, 2007, Ha Noi, Viet Nam

**Ms. Do Tuyet Mai**

Tel: 84-4-7335785

Fax: 84-4-8438144

Email: dotuyetmai@yahoo.com or maitm.cb@mard.gov.vn or Apec07.cb@mard.gov.vn

Full Name: \_\_\_\_\_

Organization: \_\_\_\_\_ Economy: \_\_\_\_\_

In connection with my participation to the APEC Workshop for Enhance capacity of small and medium enterprises in agricultural sector of APEC economies, I hereby confirm my flight details and request arrangement as follows:

**1. Arrival Information**

Airport : Noi Bai International Airport

Flight Number : \_\_\_\_\_

Arrival Date : \_\_\_\_\_ Time : \_\_\_\_\_

Signature : \_\_\_\_\_ Date : \_\_\_\_\_



*(Please send this confirmation form to MARD by fax **not later than August 15, 2007** ) \**

## ANNEX V

### PROCEDURE FLOW CHART

**APEC Workshop for Enhance capacity of small and medium enterprises in agricultural sector of APEC economies**  
October 16-18, 2007, Ha Noi, Viet Nam

#### **Timeline & deadlines (2007)**

- |            |  |
|------------|--|
| April      | Call for nominations by member economies, and invitation to speakers   |
| 20 May     | Nomination deadline from Government (ANNEX II)   |
| 31 May     | Submit Personal Information & hotel reservation request (ANNEX III)  |
|            |   |
|            | Each participants applies for travel undertaking to APEC secretariat directly<br>**participants need to send flight quotation to APEC secretariat for prior approval |
|            |   |
|            | Each participant arranges for their own travel (airticket, visa etc)   |
| 15 Jun     | MARD finalizes the list of participants and inform the applying governments  |
| 15 Jul     | Speakers submit presentation materials to MARD   |
| 15 Aug     | Participants inform MARD arrival information (ANNEX IV)  |
| 21 Aug     | Each participant signs and submits to APEC secretariat          a Travel undertaking   |
| 15 Oct     | Participants and Speakers arrive at Ha Noi   |
| 16- 18 Oct | Workshop   |
| 19 Oct     | Participants leave Ha Noi  |
| 15 Nov     | Participants send all relevant documents to APEC secretariat for payment of per diem and various reimbursements  |
| Nov/Dec    | APEC secretariat will reimburse to the designated bank account of the participant  |

## ANNEX VI

# GENERAL INFORMATION ON MELIA HOTEL AND THE EDEN HA NOI HOTEL

## 1. Melia Hotel

**Address:** Meliá Ha Noi  
44B Ly Thuong Kiet, Ha Noi, Viet Nam.  
**Tel.:** +84.4.9 343 343  
**Fax:** +84.4.9 343 344  
**Email:** [Click Here](#)

**Website:** [www.meliahanoi.com](http://www.meliahanoi.com)

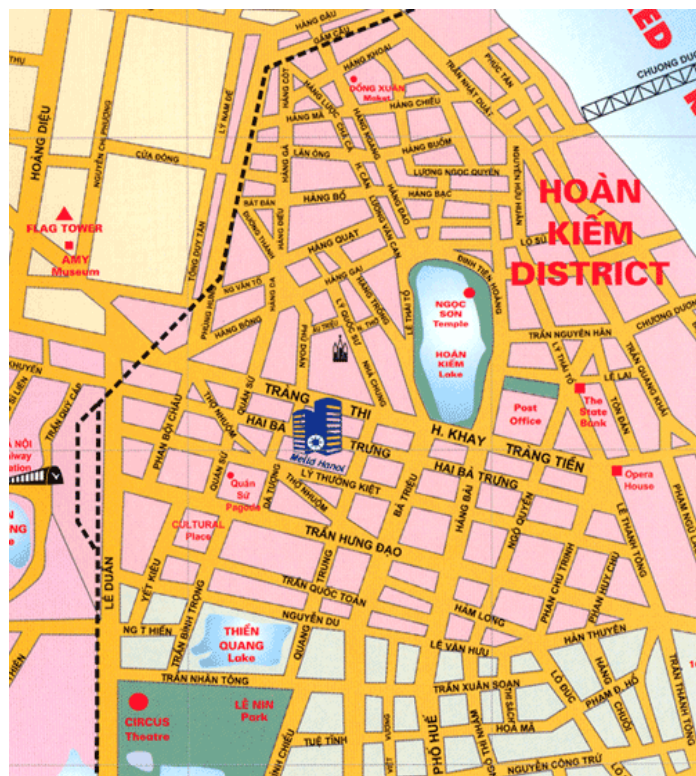
## Transportation

From	Distance	Time	By
Noi Bai International Airport	28 km	30-40 min.	Limousine/Taxi
Ha Noi Central Railway Station	0.5 km	10 min.	Walking distance

## Direction

Leave Ha Noi International Airport, turn right and go straight to Bac Thang Long - Noi Bai highway, Xuan Thuy Road, Kim Ma Road, Nguyen Thai Hoc Street, Phan Boi Chau Street, Hai Ba Trung Street, Tho Nhuom Street, Ly Thuong Kiet Street, Melia Ha Noi Hotel.

## Hotel Location



## 2. The Eden Ha Noi Hotel

**Address: The Eden Ha Noi Hotel**

78 Tho Nhuom, Ha Noi, Viet Nam.

Tel: (84-4) 9 424 274 - 9 423 273 - 9 422 711

Fax: (84-4) 9 424 619

Email: edenjsc@.vnn.vn

### Transportation

From	Distance	Time	By
Noi Bai International Airport	28 km	30-40 min.	Limousine/Taxi
Ha Noi Central Railway Station	0.5 km	10 min.	Walking distance

It takes about 3 – 5 minutes by walking to Melia Hotel

### Direction

Leave Ha Noi International Airport, turn right and go straight to Bac Thang Long - Noi Bai highway, Xuan Thuy Road, Kim Ma Road, Nguyen Thai Hoc Street, Phan Boi Chau Street, Hai Ba Trung Street, Tho Nhuom Street, The Eden Ha Noi Hotel.

### Hotel Location

