

Abbreviation List

ABAC	APEC Business Advisory Council
AECI	Agencia Espanola de Cooperacion Internacional (Spanish International Cooperation Agency)
AMEICC	ASEAN Economic Ministers and METI of Japan Economic and Industrial Cooperation Committee
AOTS	The Association for Overseas Technical Scholarship
ASEAN	Association of Southeast Asian Nations
Asia SEED	Asia Science and Education for Economic Development
ASMED	Agency for Small and Medium Enterprise Development
BDS	Business Development Services
HUAIC	Ha Noi Union Associations of Industry and Commerce
ICCI	Indonesian Chamber of Commerce and Industry
IFAT	International Federation for Alternative
IVEA	Indonesian Village Entrepreneur Association
JBIC	Japan Bank for International Cooperation
JETRO	Japan External Trade Organization
JODC	Japan Overseas Development Corporation
MARD	Ministry of Agriculture and Rural development
MEs	Micro-enterprises
METI	Ministry of Economy, Trade and Industry
MIME	Ministry of Industry, Mines and Energy
MOEA	Ministry of Economic Affairs
MPI	Ministry of Planning and Investment
OTOP	One Tambon One Product
OVOP	One Village One Product
SMEA	Small and Medium Enterprise Administration
SMEPDO	SME Promotion and Development Office
SMEs	Small and Medium Enterprises
SNV	Stichting Nederlandse Vrijwilligers (Foundation of Netherlands Volunteers)
VACV	Vietnam Association of Craft Village
VARISME	Vietnam Association of Rural Industrial SME
VCCI	Vietnam Chamber of Commerce and Industry
VNAT	Vietnam National Administration of Tourism
WEC	West East Corridor

Overview

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 the APEC region, a seminar was proposed to support the development of local and cottage industries through sharing experiences and know-how of capacity building activities particularly in the ASEAN economies.

This seminar was jointly organized with the workshop on "Developing Craft Village based Tourism" under the framework of AMEICC, which has implemented various cooperation projects for industrial and economic development of local industries in ASEAN.

Objectives

The seminar was aimed 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:

1. conducting successful projects such as "One village One Product",
2. improving the potential of regional resources, and
3. helping the export of products of sufficient quality to the world market.

Organization

The seminar was organized by VNAT and Asia SEED. This report was prepared by Asia SEED.

Program

Day 1: September 22 (Fri)

- 08:30-08:45 **Introduction** by Prof Dr. Yonosuke Hara, Chairman of Asia SEED
Opening Remarks by Dr. Pham Tu, Vice Chairman of VNAT
- 08:45-10:30 **SESSION 1: Panel Discussion on**
“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.
- Speakers ➤ Mr. Takuji Sakai, Director, Asian Cooperation Division, Trade and Economic Cooperation Department, JETRO, Japan
 ➤ Ms. Natiya Suchinda, Assistant Director of Division 2, Office of OTOP, Department of Export Promotion, Ministry of Commerce, Thailand
 ➤ Dr. Robert Sun-Quae Lai, Director General, SMEA, MEA, Chinese Taipei
 ➤ Q&A, session chair: Prof. Dr. Yonosuke Hara, Asia SEED
- 10:30-10:45 Break
- 10:45-12:30 **SESSION 2 : Panel Discussion on**
“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.
- Speakers ➤ Dr. Pham Trung Luong, Associate Professor, Deputy Director of Institute of Tourism Development Research, VNAT
 ➤ Ms. Kazuko Kano, Advisor to JBIC, Japan
 ➤ Mr. Chinnaphat Sangkhawuttichaikul, Senior Industrial Technical Office, Bureau of Cottage and Handicraft Industries Development, Department of Industrial Promotion, Ministry of Industry, Thailand
 ➤ Q&A, session chair: Prof. Dr. Yonosuke Hara, Asia SEED
- 12:30-14:00 Lunch Break
 Exhibition of traditional arts, crafts, village product at Seminar room
- 14:00-15:30 **SESSION 3-1 : Panel Discussion on**
“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.

- Speakers
- Introduction by Prof Dr. Yonosuke Hara, Asia SEED
 - Prof Dr. Takeru Oe, Professor of Waseda University Institute of Asia-Pacific Studies, Japan
 - Mr. Stephen Paterson, Advisor, National University of Management, Cambodia
 - Dr. Sunanta Fabre, Associate Professor, Mae Fah Luang University, Thailand
 - Q&A, session chair: Prof. Dr. Yonosuke Hara, Asia SEED

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.

- Speakers
- Mr. Komank Redana, Entrepreneur, Yayasan Mitra Bali, (foundation), member of IFAT, Indonesia
 - Mr. Ismail Mat Amin, Deputy Director General, Malaysian Handicraft, Malaysia
 - Q&A, session chair: Prof. Dr. Yonosuke Hara, Asia SEED

16:45-17:00 **Closing Ceremony with photo session**

18:00-19:30 **Reception** at Function Room 6 (2nd Floor, conference room wing), Melia Ha Noi Hotel
Welcome Address by Mr. Izuru Kobayashi, representative of AMEICC Secretariat
Greetings from Mr. Nguyen Viet Hung, representative of Phu Vinh Village

Day 2: September 23 (Sat)

- 08:30 Leave Hotel for field trip
- 10:00 Arrive at Phu Vinh Village, Hatay Province near Ha Noi
- 10:00-11:30 Visit village artisan craftsmen, handicraft SMEs and exporting company in the village
- 11:30 Leave the village for Ha Noi
- 13:00-14:30 Lunch and Wrap-Up session at Thang Long Restaurant in Ha Noi
- 15:00 Arrive at Hotel

Participants List

Speaker and Session Chair

No.	Name	Economy	Postion	Affiliation
1	Dr. Pham Tu	Viet Nam	Vice Chairman	VNAT
2	Mr. Takuji Sakai	Japan	Director	Asian Cooperation Division, Trade and Economic Cooperation Department, JETRO
3	Ms. Natiya Suchinda	Thailand	Assistant Director of Division 2	Office of OTOP, Department of Export Promotion, Ministry of Commerce
4	Dr. Robert S. Q. Lai	Chinese Taipei	Director General	SMEA, MOEA
5	Dr. Pham Trung Luong	Viet Nam	Associate Professor	Deputy Director of Institute of Tourism Development Research, VNAT
6	Ms. Kazuko Kano	Japan	Advisor	JBIC, Tokyo
7	Mr Chinnaphat Sangkhawuttichaikul	Thailand	Senior Industrial Technical Officer	Bureau of Cottage and Handicraft Industries Development, Department of Industrial Promotion, Ministry of Industry
8	Prof Takeru Ohe	Japan	Professor	Waseda University, Institute of Asia-Pacific Studies
9	Mr. Stephen Paterson	Cambodia	Lecturer, Advisor	National University of Management
10	Dr Sunanta Fabre	Thailand	Associate Professor	Mae Fah Luang University
11	Mr. Komank Redana	Indonesia	Entrepreneur	Yayasan Mitra Bali (foundation), member of IFAT
12	Mr. Ismail Mat Amin	Malaysia	Assistant Director General	Malaysian Handicraft Development Corporation
13	Dr. Yonosuke Hara	Japan	Chairman	Asia SEED, Tokyo

Participant

No.	Name	Economy	Postion	Affiliation
1	Mr. Maurice C. M. Yang	Chinese Taipei	Senior Officer	International Affairs Division, SMEA, MOEA
2	Dr. Ilhamy Elias	Indonesia	Chairman (ICCI), President (IVEA)	ICCI, IVEA
3	Mr. Neddy Rafinaldy	Indonesia		Ministry of Cooperative's & SMEs
4	Mr. Samsul Hadi	Indonesia		BDS Indonesia
5	Mr. Michinori Hirota	Japan	Assistant Director	APEC Office, Trade Policy Bureau, METI
6	Ms. Rumi Kondo	Japan	Associate	Asia SEED, Tokyo
7	Mohd Shariff Hamid	Malaysia	Officer	Malaysian Handicraft Development Corporation
8	Mr. Md Rashid B. Ulong	Malaysia		Hazwen Enterprise
9	Mr. Zainor Hashim	Malaysia		
10	Mr. Bernardo Podolsky Rosenfeld	Mexico		Gift Mexican Association (AMFAR)
11	Ms. Rocio Vazquez Perez	Mexico		Mexican Ministry of Economy

12	Mr. Huha Avia	Papua New Guinea	Manager	Small Industries Centre, a division of; Small Business Development Corporation
13	Mr. Nathan I. Timo	Papua New Guinea	Financial Incentives Schemes Co-ordinator	Small Business Development Corporation
14	Mr Felix Aguilar Rojas	Peru	Counselor	Produce Compite Program (in charge of market development), Competitiveness Direction, Ministry of Production
15	Ms. Gladina M. Aquino	Philippines	Chief Trade & Industry Specialist	Dept of Trade & Industry, Bureau of Small & Medium Enterprise Development
16	Ms. Jocelyn Lb. Blanco	Philippines	Regional Director	Department of Trade and Industry, Region V
17	Mr. Izuru Kobayashi	Thailand	Representative	AMEICC Secretariat (/JODC)
18	Ms. Lalana Takerngrasmee	Thailand	Micro Enterprise Strategies and Implementation Plan Officer	The Office of SMEs Promotion
19	Ms. Mai Onozawa	Thailand	Deputy Representative	AMEICC Secretariat (/JODC)
20	Ms. Sayaka Fukuda	Thailand	Associate	Asia SEED, Bangkok
21	Ms. Yuwadee Temrangsee	Thailand	Chief of Micro Enterprise Evaluation	The Office of SMEs Promotion
22	Mr Chea Dara	Cambodia	Deputy Director	Department of Small Industry and Handicrafts, MIME
23	Mr. Chhoeung Kan	Cambodia	Coordinator	Khmer Silk Processing Association
24	Mr. Hong Sokhour	Cambodia	Economic Lecturer	Royal University of Law and Economic Sciences
25	Ms. Mongkol Phalla Plong	Cambodia	Deputy	Deputy Office of Business Service and Competition Office, Domestic Trade Department, Ministry of Commerce
26	Mrs Andrina Lever	Canada	Lever Entreprises	ABAC Member
27	Mr. Mou Xiongbing	China	Division Chief	China Center for Business Cooperation and Coordination
28	Ms. Xiao Ruxin	China	Officer	China Center for Business Cooperation and Coordination
29	Mr. Bountheung Douangsavanh	Laos	Director	Policy Research Division, SMEPDO, Ministry of Industry and Commerce
30	Mr. Malaithong Kommasith	Laos	Lecturer	Faculty of Economics and Business Management, National University of Laos
31	Mr. Viengsavang Thippavong	Laos	Junior Economic Researcher	Economic Research Institute for Trade/ Ministry of Industry and Commerce
32	Mrs. Khamla Phandanouvong	Laos	Project Coordinator	Lao Handicraft Association
33	Daw Tin Swe Aye	Myanmar	Director	Planning, Research Engineering, Cottage Industries Dept., Ministry of Cooperatives
34	Mr. Soe Than	Myanmar	Head of Division	Director of Myanmar Industrial Planning
35	U Maung Lin	Myanmar	Asst. Lecturer	Myanmar Lacquerware College Bagan
36	U Win Naing	Myanmar	Local Entrepreneur	Wood Carving & Furniture Business Pyinmana
37	Mr. Ngo Duc Anh	Viet Nam	Lecturer, Msc	National Economics University, Ha Noi, Vietnam
38	Mr. Ngo Thanh Tung	Viet Nam		AOTS Ha Noi office
39	Mr. Takayuki Kido	Viet Nam	Director	AOTS Ha Noi office
40	Ms Duong Thi Viet Ha	Viet Nam	Sales Director	AOTS Alumni Society/Trung A Interior Decoration Co.,Ltd.

41	Mr. Ton Gia Hoa	Viet Nam	Head	Rural Profession Division, Department for Agro-Forestry Products Processing and Salt Industry, MARD
42	Mr. Nguyen Anh Minh	Viet Nam	Senior Expert /Program Officer	International Cooperation Department, MARD
43	Mr. Ngo The Hien	Viet Nam	Head	New Rural Development Division, Department of Cooperatives for Agriculture and Rural Development, MARD
44	Mr. Takashi Shino	Viet Nam	JICA Expert	International Cooperation Department, MARD
45	Mr. An Van Khanh	Viet Nam	Vice Director	Department of Agro-Forestry Products Processing and Salt Industry, MARD
46	Mr. Nguyen Ngoc Hien	Viet Nam	Vice Chief	Administration Office, ASMED/MPI
47	Ms. Nguyen Bich Thuy	Viet Nam	Officer	SME Promotion Division, ASMED/MPI
48	Ms. Nguyen Minh Thuy	Viet Nam	Officer	Business Registration Division, ASMED/MPI
49	Ms. Nguyen Kim Dung	Viet Nam	Officer	Technical Assistant Center for SME in Ha Noi, ASMED/MPI
50	Mr. Ta Xuan Quang	Viet Nam	Officer	Technical Assistant Center for SME in Ha Noi, ASMED/MPI
51	Ms. Nguyen Tung Anh	Viet Nam	Officer	Technical Assistant Center for SME in Ha Noi, ASMED/MPI
52	Ms. Vuong Thi Thu Thuy	Viet Nam	Officer	SME Promotion Center, Ha Noi Department of Planning and Investment.
53	Ms. Tran Thi Thu Ha	Viet Nam	Consultant	SME Promotion Center, Ha Noi Department of Planning and Investment.
54	Ms. Hoang Thi Nguyet	Viet Nam	Deputy Director	SME Promotion Center, Ha Noi Department of Planning and Investment.
55	Mr. Vu Quoc Tuan	Viet Nam	President	VACV
56	Mr. Nguyen Van Mien	Viet Nam	Vice President	VACV
57	Mr. Dang The Truyen	Viet Nam	Vice President	VACV
58	Mr. Nguyen Dang That	Viet Nam	Director	Ha Khanh Fine Arts Joint Stock Company, Member of VACV
59	Ms. Pham Nhu Hoa	Viet Nam	Director	Hoa Anh Dat Limited Company, Member of VACV
60	Mr. Le Khac Triet	Viet Nam	Vice President and Secretary-General	VARISME
61	Ms. To Mong Hong	Viet Nam	Officer	VARISME
62	Ms. Nguyen Huong Thuy	Viet Nam	Officer	VARISME
63	Mr. Nguyen Anh Tuan	Viet Nam	Director	Ba Dinh Construction Joint Stock Company, VARISME
64	Mr. Dao Dinh Huyen	Viet Nam	Director	SME Assistance and Trade Promotion Center, VARISME
65	Mr. Le Anh Tuan	Viet Nam	Vice Director	Ha Noi trade and technology transfer company, VARISME
66	Mr. Ha Van Lam	Viet Nam	Vice President	Bat Trang Ceramic Association, HUAIC
67	Mr. Nguyen Trong Thu	Viet Nam	Administer	Bat Trang Ceramic Association, HUAIC
68	Mr. Le Xuan Pho	Viet Nam	Advisor	Bat Trang Ceramic Association, HUAIC
69	Mr. To Thanh Son	Viet Nam	Ceramic Master	HUAIC

70	Ms. Le Huong Giang	Viet Nam	Officer	HUAIC
71	Pham Huu Minh	Viet Nam	Director	Tourism Promotion Dept, VNAT
72	Pham Trung Luong	Viet Nam	Deputy director	Institute of Tourism Development Research, VNAT
73	Hu Thuy Phuong	Viet Nam	Researcher	Institute of Tourism Development Research, VNAT
74	Pham Quang Hung	Viet Nam	Director	International Cooperation Dept, VNAT
75	Nguyen Hong Diep	Viet Nam	Expert	International Cooperation Dept, VNAT
76	Dinh Manh Hung	Viet Nam	Division Director	SME Support Center, VCCI
77	Nguyen Que Anh	Viet Nam	Expert in charge of Trade promotion	Vietnam Cooperatives Alliance
78	Duong Quynh Hoa	Viet Nam	Staff	Project development and consultancy division, Vietnam Cooperatives Alliance
79	Bui Van Dung	Viet Nam	Deputy Director	Training and Membership committee, Vietnam Tourism Association
80	Truong Minh Tien	Viet Nam	Temporary Director	Ha Tay Tourism Department, Ha Tai Province
81	Dao Tien Dung	Viet Nam	Head	Tourism Division, Ha Tay Tourism Department, Ha Tai Province
82	Nguyen Van Luy	Viet Nam	Staff	Industry, Trade and Tourism Division, Ha Tai Province
83	Nguyen Viet Hung	Viet Nam	Secretary	Village Communist Party, Phu Vinh village, Ha Tay Province
84	Nguyen Van Doanh	Viet Nam	Vice President	Village People Committee, Phu Vinh village, Ha Tay Province
85	Nguyen Van Trung	Viet Nam	artisans and enterprises	Phu Vinh village, Ha Tay Province
86	Nguyen Van Tinh	Viet Nam	artisans and enterprises	Phu Vinh village, Ha Tay Province
87	Ngô Hoàng Văn Hạnh	Viet Nam	artisans and enterprises	Phu Vinh village, Ha Tay Province
88	Tran Van Cuu	Viet Nam	artisans and enterprises	Phu Vinh village, Ha Tay Province
89	Pham The Tap	Viet Nam	Director	Hai Duong Trade and Tourism Dept, Provincial Tourism Department
90	Le Duc Thuat	Viet Nam	Deputy Director	Bac Ninh Trade and Tourism Dept, Provincial Tourism Department
91	Nguyen Xuan Con	Viet Nam	Head	Tourism management Division, Bac Ninh Trade and Tourism Dept, Provincial Tourism Department
92	Nguyen Huu Viet	Viet Nam	Expert	Ha Noi Tourism Dept, Provincial Tourism Department
93	Pham Thanh Tan	Viet Nam	Branch Director	Tan Dinh Tourism Joint stock company (FIDITOURIST)
94	Bui Dinh Binh	Viet Nam	Deputy Director	Ha Noi Saigontourist company
95	Phung Quang Thang	Viet Nam	Director	Ha Noitourist company
96	Nguyen Van Uc	Viet Nam	Branch Director	Branch of TNT company in Ha Noi
97	Douglas Hainsworth	Viet Nam	Tourism consultant	SNV
98	Inma Zamora	Viet Nam	Resident Representative	AECI
99	Nguyen Nguyet Minh	Viet Nam	Project officier	AECI
100	Hong Thang Phong	Viet Nam		

101	Ng Duong Dung	Viet Nam		
102	Luu Duc Ke	Viet Nam		
103	Duong Minh Thu	Viet Nam		
104	Truong Ngoc Hung	Viet Nam		
105	Vu Minh Thu	Viet Nam		
106	Phan Le Trang	Viet Nam		
107	Vu Hy Thieu	Viet Nam		

Day 1: 22 September, 2006 (Friday)



Opening Remarks by Mr Pham Tu, the Vice Chairman of VNAT

