Published by:

In cooperation with

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

Relevance

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

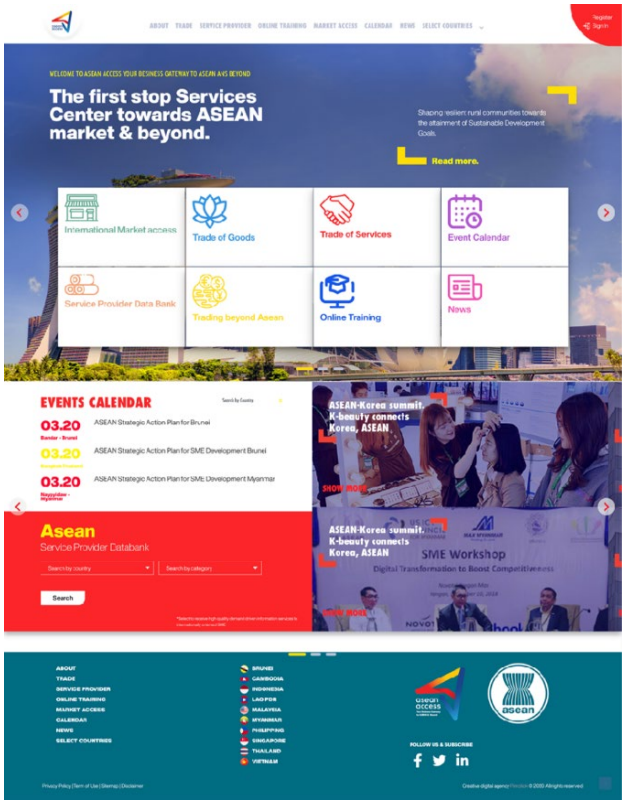
The ASEAN Economic Community (AEC) Blueprint 2025 and the corresponding Strategic Action Plan for SME Development (SAPSMED) 2025 place special emphasis on promoting SMEs in the region. In close cooperation with the ASEAN Coordinating Committee on Micro, Small and Medium Enterprises (ACCMSME), the project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

The ASEAN Comprehensive Recovery Framework (ACRF) recognises 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.

Objective

The project aims to strengthen the ASEAN SME Services Centre in improving cross-border business development and the 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 internationalisation.

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 on Cambodia, Indonesia, Lao PDR, Myanmar, Thailand and Vietnam
Lead executing agency	Association of Southeast Asian Nations (ASEAN)
Project duration	July 2018 – August 2022

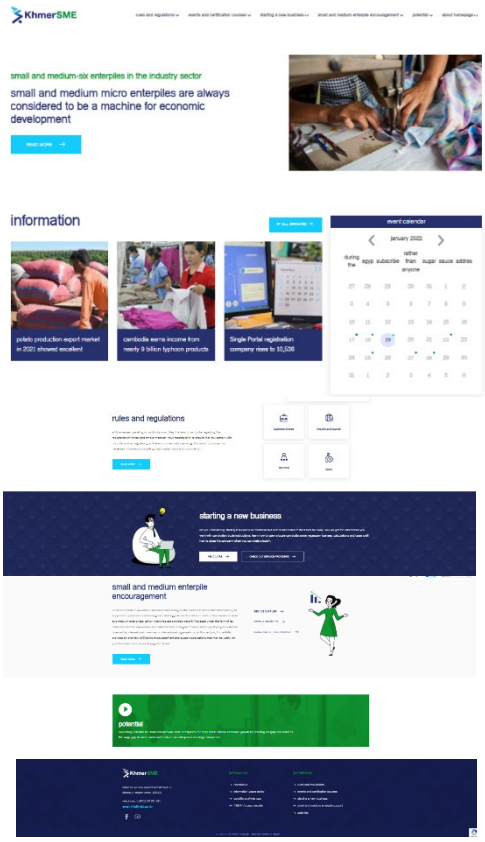


Screenshot of ASEAN Access web portal.
https://www.aseanaccess.com/

Approach

ASEAN Access is owned by the 10 AMS and overseen by the ACCMSME. It receives strategic guidance from the ASEAN Task Force on ASEAN Access and is 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 the national and regional levels. The network partners consist of business associations or chambers of commerce. Network Partners bridge the coordination between the public and private sectors, and connect national priorities in SMEs internationalisation to ASEAN Economic Integration.

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



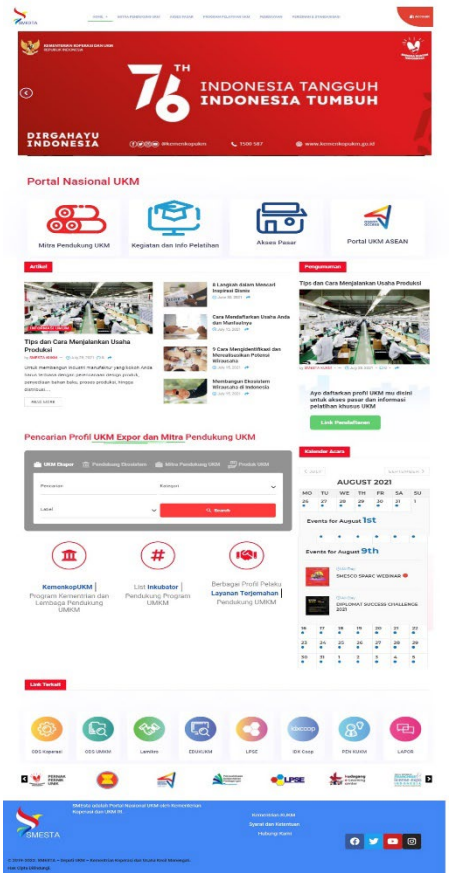
KhmerSME, Cambodia SMEs national portal

Cambodia

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

KhmerSME, launched at the 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 much more.

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



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

Indonesia

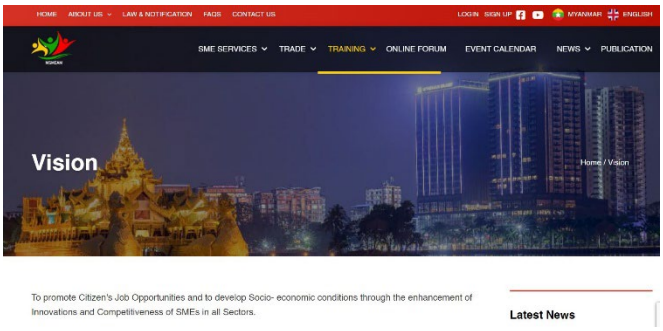
SMEs Station (SMEsta), launched in November 2021, is the national portal, serving as an e-catalogue for Indonesian SMEs to showcase their products, thereby increasing their visibility to potential buyers and partners overseas. The Indonesian Ministry of Cooperatives and SMEs manages SMEsta to support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

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

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 the 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. Besides capacity building, the project facilitates support for the improvement of the selected national portal to be linked with ASEAN Access. SMELaos facilitates and promotes the activities under ASEAN Access including activities such as business matching.

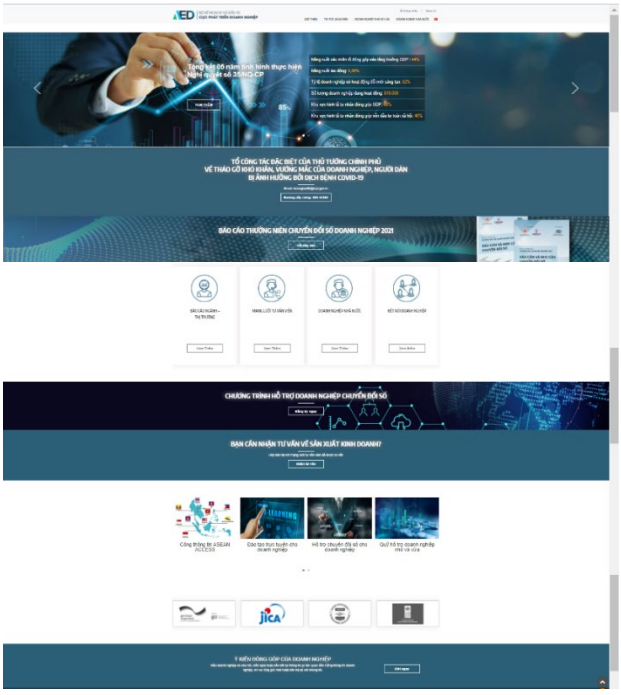


Myanmar SMEs web portal.

Myanmar

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

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



Vietnam national business portal.

Vietnam

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

The national business portal came into operation in September 2021. Outreach activities and training targeting both ASEAN Access and the national portal are planned for the coming months. 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 prioritised sectors.

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

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Regional

ASEAN Access, the 'one-stop service for ASEAN SMEs' was officially launched in June 2021 by the ACCMSME and OSMEP. To date, ASEAN Access has served over 22,000 users and provided information and services to more than 1,000 registered members and service providers.

To support SMEs trading within the region and beyond, additional features integrated with the platform are being continuously developed. 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 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 launched as digital solutions tools 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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