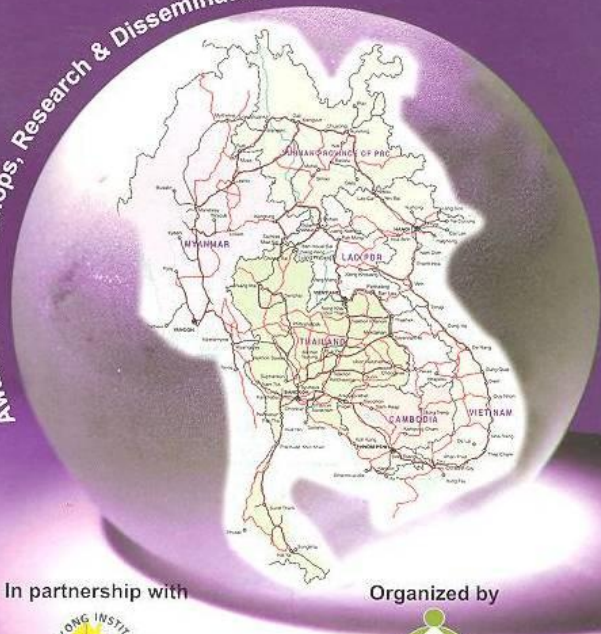


Creating Entrepreneurial GMS

“Unleashing
Entrepreneurship
for Development and Trade”

(July 2007-June 2009)

Awareness Workshops, Research & Dissemination



Sponsored by ;



Global Issues and
Sustainable Development,
Swiss Agency for
Development and Cooperation
Bern, Switzerland

In partnership with



Mekong Institute,
Khon Kaen
Thailand

Organized by



Entrepreneurship Development
Institute of India
Ahmedabad, India

Introduction

Small and Medium Enterprises (SMEs) play a significant role in the development of economies and thus have been rightly considered as the engine of the economic growth. It is the SME sector that provides a large number of employment opportunities and contributes significantly in export earnings, the world over. In Greater Mekong Sub-region (GMS) which comprises Cambodia, The People's Republic of China (Yunnan Province), Lao People's Democratic Republic, Myanmar, Thailand, and Vietnam, this sector contributes largely to the national economy in terms of total production, employment generation and utilization of regional resources. At the same time, it often confronts challenges and problems with increasing competitive environment.

It is in this regard, that Entrepreneurship Development Institute of India (EDI) conducted a regional workshop on '**Unleashing Entrepreneurship for Development and Trade**' in association with Mekong Institute (MI), Thailand. The workshop was supported by Global Issues and Sustainable Development (GISD) Division of Swiss Agency for Development and Cooperation (SDC), Switzerland and was organized at Bangkok during November 2006. About 30 senior officers representing the government sector, academia, trade, industry and media from Cambodia, Lao PDR, Thailand and Vietnam participated in the workshop. Encouraged by the success of the workshop and to reinforce earlier efforts, the Institute announces a project involving a series of similar such workshops in GMS countries, to be organized over the next two years. All these workshops are sponsored by GISD-SDC.

Project

Five such regional awareness workshops titled as '**Unleashing Entrepreneurship for Development and Trade**' would be organized at the following places under this project.



Dr. Sailendra Narain - Regional Advisor GISD - SDC, addressing the participants of the workshop. On his right is Dr. Dinesh Awasthi, Director EDI & left is Prof. Ramon C. Sevilla, Academic Director, Mekong Institute, Thailand.

- Vientiane (Lao PDR)
- Kunming (China)
- Ho Chi Minh City (Vietnam)
- Phnom Penh (Cambodia)
- Hanoi (Vietnam)

The project also includes a research study to understand different dimensions of entrepreneurship and trade in the region, the findings of which would be appropriately and formally disseminated through a seminar.

Objectives

The overall objective of the project is to spread and strengthen the movement of entrepreneurship capacity building and international trade prevailing in GMS countries along with inter/intra regional trade cooperation.

The specific objectives are to:

1. sensitize environment at macro level that would lead to creation of conducive environment for expanding entrepreneurial base and international trade in the region.
2. expand trade practices especially in the global market under prevailing WTO regime.
3. encourage and empower private sector to take up advocacy role and develop modalities for exchange of information on trade and exports
4. reinforce earlier efforts and disseminate information through need based research and seminar.
5. develop core centers in GMS region for sustainability of such initiatives.

Outcome

1. Awareness generation at macro level for creating conducive environment for entrepreneurship and business development.
2. Sensitization on capacity building needs of SME sector leading to effective utilization of resources and maximum impact of other interventions.
3. Identification of policy gaps and constraints, and thus, defining actions required for enhancing competitiveness of SME sector, specifically through policy interventions.
4. Creation of better understanding of issues pertaining to trade negotiations, particularly under WTO regime, at national and international levels.
5. Increase in the share of GMS countries in the international market through exports.
6. Common platform for taking up advocacy role for issues of common interest and exchanging information on trade and exports
7. Institutionalization of such initiatives in core centers of GMS region leading to sustainability of the efforts.

Participation

The workshops are open to senior delegates representing private enterprises, government departments, industry associations, academia, professional institutions and media dealing with economic issues from GMS countries, namely, Cambodia, China (Yunnan Province), Lao PDR, Myanmar, Thailand and Vietnam. In each workshop, about 25 delegates will be invited out of which at least half the number would be from the host country while the rest would be from other countries.

Partners, Affiliates and Faculty Support

Mekong Institute (MI)

Mekong Institute (MI) is an independent GMS organisation chartered to provide specialised learning programmes for key public and private sector personnel in the areas of leadership, development and regional cooperation. It serves the countries of the Greater Mekong Sub-region: Cambodia, Lao P.D.R., Myanmar, Thailand, Vietnam and Yunnan Province of China. The mission of the institute is to contribute through human resource development and capacity building to accelerate sustainable economic and social development and poverty alleviation in the Greater Mekong Sub-region and promote regional cooperation and integration. MI had already partnered with EDI in the earlier workshop at Bangkok.

Mekong Institute will be the partner for implementing the project.

Lao-India Entrepreneurship Development Centre (LIEDC)

Lao-India Entrepreneurship Development Centre, Vientiane, is a national resource institution in entrepreneurship development. Set up as a part of India-ASEAN Initiatives, the Centre assists small and medium sized enterprises (SMEs) through training programmes and creating opportunities for small and medium entrepreneurs to access domestic and international markets and credit sources. LIEDC has been technically supported by EDI.

LIEDC will be the partner institute for EDI workshop at Vientiane, Lao PDR.



Seen during the Memorandum of Understanding signing ceremony are Dr. Dinesh Awasthi - Director EDI, Dr. Sailendra Narain - Regional Advisor GISD -SDC, Dr. Sunil Shukla, Nodal Officer, SDC Project and Prof. Ramon C. Sevilla - Academic Director, Mekong Institute, Thailand.

Vietnam Chamber of Commerce and Industry (VCCI)

The Vietnam Chamber of Commerce and Industry (VCCI) is a national organization, which assembles and represents business community, employers and business associations of all economic sectors in Vietnam to protect and assist business enterprises. It has a strong presence in most parts of the country.

VCCI will be the partner institute for EDI workshops at Hanoi and HO Chi Minh City, Vietnam.

Vietnam India Entrepreneurship Development Centre (VIEDC) may also be involved in professional support in the workshops in Vietnam. VIEDC has been technically supported by EDI and has been involved in promoting entrepreneurship and strengthening SME sector in Vietnam actively for the last about three years.

Cambodia-India Entrepreneurship Development Centre(CIEDC)

The Cambodia-India Entrepreneurship Development Centre (CIEDC), Phnom Penh, was established under India-ASEAN project for promoting and strengthening SME sector in the country. CIEDC has been involved in important capacity building projects for the SME sector. Like LIEDC and VIEDC, this centre has also been technically supported by EDI.

CIEDC will be the partner institute for EDI workshop at Phnom Penh, Cambodia.

South West China Investment Promotion Centre(SWCIPC)

South West China Investment Promotion Centre (SWCIPC), Kunming, a regional investment promotion organization, was set up in 1994 to carry out South West China Investment Promotion Programme. The Centre is involved in conducting investigations, negotiations, business promotion activities and economic and technical exhibitions for investment promotion.

SWCIPC would be the partner Institute for EDI workshop at Kunming, China.

In addition to the above, faculty and other professional support would be drawn from renowned institutions of the region like **Institute of Foreign Trade (IIFT)**, **Trade and Investment Division, United Nations Economic and Social Commission for Asia and the Pacific (UNESCAP)** and **GMS Business Forum**, to name a few.

Sponsoring Agency

Swiss Agency for Development and Cooperation (SDC)

The Swiss Agency for Development and Cooperation (SDC) is Switzerland's international cooperation agency within the Swiss Foreign Ministry. It has a policy analysis unit dealing with international trade and financing for development, called the **Global Issues and Sustainable Development (GISD) Division**. The mandate of GISD consists of a blend of policy influencing endeavors at both the Southern and the Northern ends. It's pointing towards:

- Internal counseling of SDC so as to get its plea of coherence better integrated in the Swiss economic policy making; and
- Facilitation of south-south cooperation aimed at building up collective assertiveness for developing countries in the multilateral economic negotiations.

Further, under its broad objective of multilateral economic cooperation program in South and South East Asia, GISD's focus is on capacity building of GMS countries in terms of trade, investments, environments and fiscal issues along with sub-regional and inter regional economic and trade integration.

Implementing Agency

Entrepreneurship Development Institute of India (EDI)

Entrepreneurship Development Institute of India (EDI), an autonomous and not-for-profit institute, set up in 1983, is sponsored by apex financial institutions - the Industrial Development Bank of India (IDBI), Industrial Finance Corporation of India Ltd. (IFCI), Industrial Credit and Investment Corporation of India Ltd. (ICICI), State Bank of India (SBI) and the Government of Gujarat.

EDI's pioneering activities in entrepreneurship development training have established that people from all walks of life can become business owners. It has demolished the myth that entrepreneurs are born, and cannot be made through well-conceived training interventions and capacity building activities over last 24 years.

The Ministry of External Affairs, Govt. of India, has assigned to EDI the prestigious task of setting up Entrepreneurship Development Centres in Cambodia, Lao PDR, Vietnam and Myanmar. The Govt. of India and UNIDO sponsored "Inter Regional Centre for Entrepreneurship and Investment Training" set up at the institute also focuses on new enterprise creation and enterprise upgradation in Mozambique, Sudan, Yemen and Lao PDR. The institute has worked in/for about 70 countries in the world.

In recognition of its international achievements, the United Nations Economic & Social Commission for Asia and Pacific (UNESCAP), Bangkok, Thailand, has declared EDI as a 'Centre of Excellence'.

For further information, please contact

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