

Agenda

REGIONAL ECONOMIC COOPERATION FORUM: MAKING AEC WORK FOR SMEs

Bangkok, Thailand

March 28, 2014

8.30 a.m. to 16.30 p.m.

This event will be conducted mainly in Thai with translation provided in English and Thai when necessary by professional translators

- 8.30 – 9.00 Registration
- 9.00 – 9.10 Welcome address by Véronique Salze-Lozac’h, The Asia Foundation and Dr. Somchai Jitsuchon, TDRI
- 9.10 – 9.30 Opening address and Background presentation on ASEAN Economic Community (AEC) by **Dr. Sok Siphana**

Key messages

- What is the AEC?
- Development of AEC
- Impact of AEC to ASEAN member states (AMS)
- Impact of AEC to SMEs
- Adjustment to AEC (AMS)

- 9.30 – 10.30 PANEL DISCUSSION 1: **Trade Expansion in AEC**

Key messages:

- Role of ASEAN Free Trade Area (AFTA) and ASEAN Framework Agreement on Services (AFAS) in enhancing the free flow of goods and services under AEC
- The impact of Non-Tariff Measures (NTMs)/Non-Tariff Barriers (NTBs) on SMEs and examples from Thailand
- How should SMEs cope with NTMs/NTBs and related good practices
- What is the trading/logistics company and its linkage to AEC?
- How can trading/logistics companies work for SMEs?

Facilitator: Dr. Chayodom Sabhasri, Dean of Economics faculty, Chulalongkorn University

- Government (Thai): **Mr. Chutinan Siriyanda**, Director of Bureau of Trade Measures, Department of Foreign Trade
- Private (Thai): **Mr. Bunn Kasemsup**, Managing Director at SCG Trading Co.,Ltd.
- Academics: **Dr. Ponciano S. Intal, Jr.**, Senior Researcher, ERIA
- Private (Foreign): **Mr. Andrew Durieux**, Chairman of AEC Committee, Joint Foreign Chambers of Commerce in Thailand

- 10.30 – 11.00 Questions from the audience

11.00 – 12.00 PANEL DISCUSSION 2: **Investment Opportunity in AEC**

Key messages

- Impact of AEC on ASEAN investment and SMEs
- What/how should SMEs react to the free flow of investment in AEC?
- Role of BOI on SMEs investment promotion
- Impact of ASEAN national investment laws on investment in AEC

Facilitator: Ms. Deunden Nikomborirak, Research Director, TDRI

- Government (Thai): **Mr. Chokedee Kaewsang**, Deputy-Secretary General, BOI
- Private (Foreign): **Ms. Pornapa L. Thaicharoen**, Partner, Baker & McKenzie
- Private (Thai): **Dr. Kobsak Pootrakool**, Executive Vice President, International Banking Group, Bangkok Bank

12.00 – 12.30 Questions from the audience

12.30 – 13.20 *Lunch*

13.20 - 13.30 Presentations of key findings from SMEs workshop by Dr. Nimmual Piewthongngam

13.30 – 14.30 PANEL DISCUSSION 3: **AEC Oriented SME Development**

Key messages

- What is the rationale of the Strategic Action Plan for SME Development?
- The progress of the implementation of the Action Plan
- What would SMEs benefit from the Action Plan?
- The main features of SME Development policies and strategies of Thai (such as SME Pro-active program) and AMS SME promotion agency towards AEC

Facilitator: Mr. Kiatchai Pongpanich, Journalist and Columnist, Thai Post Newspaper

- Government (Thai): **Mrs. Duangkamol Jiambutr**, Deputy Director-General, Department of International Trade Promotion
- Government (Thai): **Dr. Aditad Vasinonta**, Department of Industrial Promotion, Ministry of Industry
- Government (AMS): **Mr. Agus Muharram, Jr., MSP**, Secretariat Ministry, Ministry of Cooperatives and SMEs, Indonesia
- Private (Thai): **Mr. Pornsil Patchrintanakul**, Vice Chairman and President of AEC Prompt committee, Thai Chamber of Commerce and Board of Trade of Thailand
- ASEANSEC: **Ms. Penchan Manawanitkul**, Senior Officer Enterprise Development, ASEAN Economic Community (AEC), Department ASEAN Secretariat

14.30 – 15.00 Questions from the audience

15.00 – 16.00 PANEL DISCUSSION 4: **Successful SMEs in ASEAN**

Key messages

- Experiences from best practice as an inspiration to SMEs for moving forward and preparing for the expanding ASEAN market
- Success factors that help to overcome constraints and challenges from AEC

Facilitator: Dr. Nimmual Piewthongngam, E-saan Center for Business and Economic Research

- Goods (AMS): **Ms. Tran Thi Hai Yen**, SLIMMER STYLE Shareholding Inc., Vietnam, **Ms. Jeannie E. Javelosa**, ECHOstore, Philippines and **Ms. Beryl Chen**, Myanmar
- Investment (Thai): **Ms. Morakot Sinhabaedy**, SIGMA & HEARTS CO., LTD.

16.00 – 16.30 Questions from the audience

16.30 – 16:40 Closing remarks: Kim McQuay, The Asia Foundation and Dr. Somchai Jitsuchon, TDRI