

Decentralized Trade Support Services for Strengthening the Competitiveness of Vietnamese SMEs

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CHƯƠNG TRÌNH HỖ TRỢ DOANH NGHIỆP NHỎ VÀ VỪA VIỆT NAM
DECENTRALIZED TRADE SUPPORT SERVICES FOR VIETNAMESE SMEs



MINISTRY OF INDUSTRY & TRADE
VIETNAM TRADE PROMOTION AGENCY

Content

Introduction

Figures

Highlighted/Lessons learned

Objective

The overall objective of this programme is to sustainably upgrade, at regional and provincial levels, the contribution of SMEs to exports in key priority export sectors through strengthening trade development support services to potential or current SME exporters

Regions and Provinces

North

1. Hải Phòng
2. Quảng Ninh
3. Thái Bình
4. Nam Định
5. Hải Dương
6. Hưng Yên
7. Ninh Bình
8. Hà Nội
9. Lạng Sơn
10. Vĩnh Phúc
11. Lào Cai
12. Thái Nguyên
13. Yên Bái
14. Phú Thọ

Central

1. Đà Nẵng
2. Quảng Nam
3. Quảng Ngãi
4. Bình Định
5. Thừa thiên Huế
6. Nghệ An
7. Thanh Hóa
8. Đak Lăk
9. Kon Tum
10. Khánh Hòa
11. Phú Yên
12. Bình Thuận
13. Quang Binh

South

1. Cần Thơ
2. Long An
3. Tiền Giang
4. Bến Tre
5. Vĩnh Long
6. Trà Vinh
7. Đồng Tháp
8. Hậu Giang
9. Sóc Trăng
10. An Giang
11. Kiên Giang
12. Bạc Liêu
13. Cà Mau

Outcome 1

EFFECTIVE USE BY PROVINCIAL SMES OF PROFESSIONAL TRADE DEVELOPMENT SERVICES PROVIDED BY STRONG AND SUSTAINABLE REGIONAL TRADE SUPPORT NETWORKS



SMEs receive needed support from Provincial TPOs, TSIs



Strengthen the trade supporting capacity of Provincial TPOs, TSIs



Regional Export Development Plans



Regional Trade Promotion Networks

**Regional Program Consultative
Committee Meetings - PCCs**

Technical Working Groups

Regional Export Development Plans

Products

Lychee, Green Tea

North

Pepper, Tuna

Central

Pangasius, Fruits

South

Logistics, Handicrafts

Regional Export Development Plans (REDPs) are implemented

8 SME priority product/service sectors (set aside Tourism):

- Lychee,
- Green Tea,
- Pepper (North), Tuna (Central),
- Fresh Fruit, Pangasius (South West),
- Handicraft
- Logistics

36 EDPs: 36 SMEs + 33 TPOs/TSIs

40 TPOs, TSIs, and Associations staff (including VIETRADE) participated in overseas trade fairs, overseas mission

Pictures of Fresh Fruit sector



Base-line Researches

Why products/sectors:

- (1) Export Potential Assessment
- (2) Regional Export Development Plans

Capacity building for Vietrade/TPOs:

- (1) Institutional Assessment
- (2) Mapping Vietrade
- (3) Field trips to Matrade, ThaiTrade

Highlights

- **235 TPOs, TSIs, and Associations staff** (including VIETRADE) and **152 SME staff** participated in the various TWGs
- **8 TPOs: Developing Provincial Trade Promotion Plans 2016-2020**



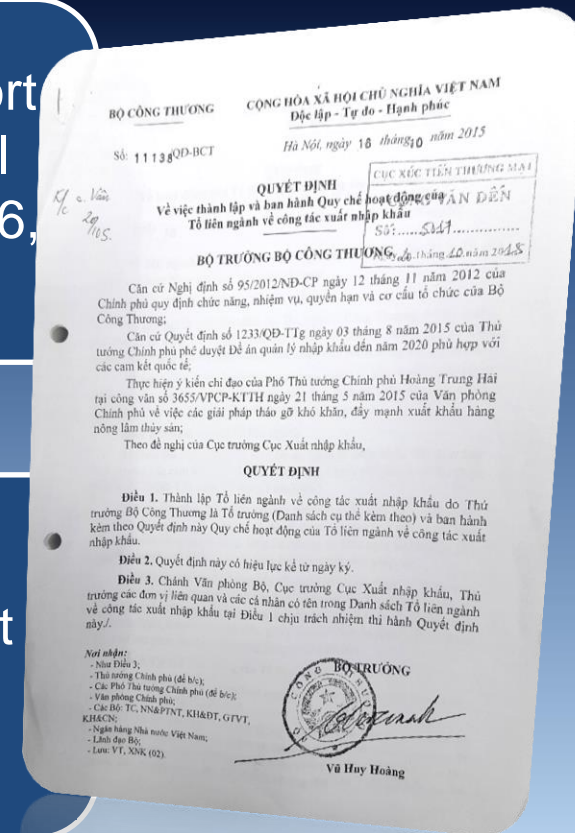
Outcome 2

**A STRONGER NATIONAL TRADE
SUPPORTING ENVIRONMENT IS
FACILITATING SME EXPORTS**

Output 2.1: An Export Development Consultative Group is established

MoIT established the Interdisciplinary Group on Export and Import Issues (IGEI) at the inter-ministerial level through MoIT Decision #11138/QD-BCT of October 16, 2015.

The IGEI is chaired by MoIT Vice-Minister and includes Officials from the Office of the Government (PM Office), MoF MPI, State Bank, MoST, MoT, MARD.



A trade development and trade promotion-related dialogue is regularly held



- **Time:**
22/1/2016
- **Venue:**
Hanoi
- **Quantity:**
247

Results:

In 2016 – 2017, the first policy dialogue forum organized regularly with the topics of the value chain, quality management, export markets and industrial and trade development connection, etc.

Outcome 3

ENHANCED CAPACITY OF VIETRADE TO BE ABLE TO PROVIDE TECHNICAL SUPPORT TO THE REGIONAL TRADE SUPPORT NETWORKS AND THE TECHNICAL WORKING GROUPS ON A SUSTAINABLE BASIS

Implementing of training activities for TPOs and SMEs

No.	Event	Time	Quantity
1	Pilot Testing & ToT training: Market Research – Desk Research in Hanoi	7-11/3/2015	128
2	Pilot Testing & ToT training: Trade Fair in Hanoi	28/3-1/4/2015	111
3	Pilot Testing & ToT training: Export marketing in Hanoi	23-27/5/2016	



Pictures of Logistics sector



Highlights

**79 TPOs, TSIs, and Associations staff
(VIETRADE) :**

Training and Train-of-Trainer courses:

- Desk Research
- Trade Fair Participation
- Export Marketing Plan
- E-commerce: coming
- TPO specialization topics: coming

Gaps and Needs → Strategy → Rebalancing

Sustainability

□ Three distinct dimensions:

- Institutional sustainability
- Policy sustainability
- Financial sustainability

Strategy

Highlighted/Lessons learned

❖ Sustainability:

- TWGs sustainability → discussing at the annual regional trade promotion review meetings:
 - Chairing: rotation
 - Topics: ToT topics, regional specialty products
- Continuity beyond the life of the Program:
 - Regional Specialty activities: leading by Hanoi TPOs and three hubs
 - EDPs role model team: Thai Nguyen (SMEs/TPO-tea), Khanh Hoa (Tuna association/SMEs-Tuna), Can Tho (Pangasius association/SMEs - pangasius)
 - Capacity building for TPOs/TSIs: ToT, TWGs
 - Trainer networks
 - Training packs
- ToT: Market Research, Ex. Marketing, E-tool...
- EDPs: SMEs and TPOs/TSIs

Highlighted/Lessons learned

❑ **Set aside Tourism** (8 SME priority product/service sectors)

❑ **Unanticipated positive Effectiveness:**

- ❖ US market sharing experience: by US buyers at VT
- ❖ Market prospection trip: sideline of trade fair (Belgium, Poland...)
- ❖ Enlargement of benefits for business/TSIs/TPOs:
 - ❖ ToT,
 - ❖ coaching/training courses
 - ❖ Trade fairs: promotion – follow-up for whole sectors.

Highlighted/Lessons learned

❖ Synergies/Cost sharing Practices:

- Vietrade;
- Pangasius association; Tea, Pepper, Vietcraft..
- Mutrap, CBI
- Local TPOs (Da Nang, Thai Nguyen, etc...)
- SMEs

❖ Cost-effectiveness:

- Vietnam-based international experts (EU, Mutrap, CBI...)
- Fresh Fruit IC
- Ex-marketing IC: CBI pays the international Air-ticket

THANK YOU

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