

Jakarta / Indonesia, 16-17 October 2014

Workshop on “Regional Cooperation for AEC Information to Business”

**Background and Key Findings of the “Consultation
Workshop on AEC Information Service (June 2014)”**

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Implemented by:

giz Deutsche Gesellschaft
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Background (1): Lack of AEC Information

“SMEs, while positive overall about AEC and the potential of the ASEAN market, feel they have limited information on specific AEC-related initiatives ...”

Mid-Term-Review of the AEC Blueprint



Background (2): Conclusions from Issues Paper

- 1 – SMEs need specific information.
- 2 – AEC Information provision for SMEs cannot be done by one ASEAN body alone.
- 3 – ASEAN needs an agreed regional cooperation model that take incentives & capacities of national & regional institutions into account
- 4 – The structure for AEC-related publications needs to be consolidated ... and to distinguish between topics for the ASEAN-wide SME community and others.



Key Findings (1): Workshop Results

- **Common Understanding of key challenges for AEC Information provision to the business community in ASEAN.** ✓
- **Gathering Ideas for Way Forward:** ✓
 - What: Standards, Market Information, Regulations, BDS Providers, RoO, FTAs.
 - Who: Exporting SMEs, Investing Abroad, NTM-exposed, Logistics, Franchises.
 - How: Free, Freemium, Free/Fee.
 - Funding: Gov., Blended, Donations from LEs
 - Rules for Coop.: Reciprocity, Mutual Benefits, SME WG to define KPIs, ASEC to monitor.
 - SME WG: Oversight, Access to AEC Database.



Key Findings (2): Planned Activities

- A) Workshop on 'Regional Cooperation Model' with other partners (ASEAN bodies / national level).
 - Sept./Oct. 2014, 2-3 day-event
 - ASEAN Member State (at ASEC?)

- B) AEC Information Outreach
 - Production of AEC materials based on the HLTF Key Messaging booklet
 - Training for business associations' to use materials to provide information services to their members

- C) F-Up on Directory of Information Sources for Agro-Based Goods Sector.
 - Dissemination through GIZ to potential users
 - Conduction of feedback survey 3-4 months after dissemination



Key Findings (3): Planned Activities

A) Workshop on 'Regional Cooperation Model' with other (national level).

Outline for this workshop today.

B) AEC Information Outreach

Key Inputs for Consultant's ToR.

ed on the HLTF Key

Members' to use materials to provide information services to their members

C) F-Up on Directory of Information Sources for Agro-

Decided to disseminate at this workshop.

potential users

3-4 months after dissemination



Outlook (1): Next steps to get into action

Oct. 16-17: Participants here at the workshop identify cooperation options they want to pursue.

Nov. 25-26: ASEAN SME WG meets to decide which options to take up / to be supported.

2015: Ongoing projects of German-ASEAN cooperation can assist to implement options.

Beyond 2015: New projects can be planned to establish long-term AEC Information structures



Outlook (2): How to improve AEC Information

Good Options = When you clearly see added value from regional cooperation.

(e.g.: Business organisations from two AMSs cooperate, so they can use each others' domestic market knowledge to inform SMEs on a relevant foreign market.)

Realistic Options = When you clearly specify what can be done by you, and what you need from other partners.

(e.g.: An SME Service Centre that wants to provide information on customs procedures can prepare user-friendly materials for SMEs, but needs reliable information from customs authorities.)



Thank you for your attention.

This presentation was held at the occasion of the Workshop on “Regional Cooperation for AEC Information to Business”.

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The presentation was held by Mr Karl Bartels, GIZ (karl.bartels@giz.de).



Annex: Table for Workshop Wrap-Up

| Suggestion / cooperation option | Next Steps | Who | Until |
|---------------------------------|--|-----------------------|------------|
| Example ABC | ⇒ Summarise suggested cooperation option in a wording that adequately reflects workshop results. | GIZ | 31/10/2014 |
| | ⇒ Provide comments & confirm active support to establish cooperation option (if applicable) | Relevant participants | 07/11/2014 |
| | ⇒ Agree on final wording as input for SME WG Meeting | ASEC & SME WG Chair | 14/11/2014 |
| | ⇒ Decide on action to be taken by SME WG | SME WG | 28/11/2014 |