**Project Title**
Promotion of Competitiveness within the Framework of the Initiative for ASEAN Integration

**Project Area**
Enabling Action

**Beneficiary Countries**
CLMV

**Source of Funding**
Germany

**Approved Budget**
USD 4,237,560

**Project Description**
The project will support the following three thematic fields, one regional and two national:

1) Implementing key action lines of relevant ASEAN Strategic Action Plans: Here, the CLMV countries are supported to take up a leading function (host/lead) in implementing selected action lines of the ASEAN Competition Action Plan (ACAP) and the Strategic Action Plan for Services (SAPS). This will allow the CLMV countries to become more visible and active in the ASEAN Experts Group on Competition (AEGC) and the Coordinating Committee on Services (CCS). It will further improve their technical knowledge and contribute to widen the horizon. In addition, by conducting in-country regional conferences and leading certain initiatives, the relevant CLMV ministries and authorities will have the opportunity to gain more attention for the two topics and reach out to a wider public.

2) The thematic field “Improving institutional effectiveness” is about strengthening the institutions involved in the implementation of existing laws and ASEAN agreements on trade in services and competition. The CLMV countries are supported to develop a more strategic approach to fulfil ASEAN commitments in trade in services and competition policy. To ensure an effective implementation, the related ministries and agencies will furthermore get technical assistance in developing regulations, guidelines, policy review and other supporting documents. Further “institutional development” activities can be agreed upon within this thematic field, including strengthening the inter-ministerial coordination and the public-private dialogue.

3) Improving human resource development systems: For this purpose, suitably qualified staff are identified and trained in the responsible ministries and authorities in order to act as multipliers (trainers or mentors), both in-house and beyond. In addition, the equipment of various learning materials (including e-tools) will be improved and national analyses and research will be supported.

**Objective**
To enable the CLMV countries to apply an investment-conducive and pro-competitive implementation of ASEAN agreements in the areas of “trade in services” and “competition policy”.

**Implementation Status**
On-going

**External Links**
https://www.giz.de/projektdaten/projects.action?request_locale=en_GB&pn=201721323