

Upskilling MSMEs on Digital Technology and Trade in the ASEAN Region and Hongkong, China

1. About the Project

The Project on “Upskilling Micro, Small and Medium Enterprises (MSMEs) on Digital Technology and Trade in the ASEAN Region and Hongkong, China” was launched in November 15, 2022 through the rolling of the first online training on “Market Intelligence” which is part of the series on digital literacy.

The Philippine Trade Training Center as the Project Proponent proposed this Project in November 2021 through the Philippine Department of Trade Industry’s Bureau of International Trade Relations, to the ASEAN Hongkong Free Trade Agreement, Economic Technical Cooperation Committee; and, was approved in June 2022.

The Project is for 12 months; which, started in September 2022 and completed all the online trainings and forums in August 10, 2023.

It has two (2) components which are the Component on Online Training on Digital Literacy; and, the second component is on the “Identification of IT Service Companies, E-Commerce Platform Providers and Fintech Companies that MSMEs can outsource on some of the digital skills necessary to participate in the digital economy.

The target outcomes of this Project which are on:

1. Broadened global market reach of Micro, Small and Medium Enterprises or MSMEs in the ASEAN Region
2. Increased trade by MSMEs in the ASEAN Region with Hong Kong, China
3. Increased sales revenues of MSMEs in the ASEAN Region and,
4. Sustained trade in goods and services of MSMEs in the ASEAN Region with Hong Kong, China

contributed to the achievement of the ASEAN Economic Community Blueprint 2025 on the following aspects.

1. The courses and forums in this Project which support the abovementioned outcomes contribute to the vision of the ASEAN Economic Community Blueprint 2025 of propelling ASEAN towards a digitally enabled economy that is secure, sustainable and transformative. Transformative here focuses on digital trade in the ASEAN.
2. Lastly, the courses and forums related to E-Commerce in this Project are aligned with the direction of the ASEAN to intensify cooperation on e-commerce building in order to facilitate cross border e-commerce transactions in the ASEAN and with other countries like Hongkong, China.

2. SUMMARY OF ACCOMPLISHMENTS ON THE PROJECT (entire implementation period November 15, 2022 to August 10, 2023)

On the average, 124 MSME-participants attended the 10 online trainings and 3 Forums conducted on 1.) “Master the E-Commerce Landscape: Unleashing the Power of Your Presence for Unparalleled Benefits (Forum on E-Commerce Value Chain) 2.) Financial Technology and Cybersecurity and 3.) Leveraging E-Commerce for Business Productivity and Efficiency: a Forum on MSMEs’ Experience.

Furthermore, on all the online trainings and 3 forums conducted under this Project, 10 out of the 10 ASEAN countries participated, which are the 1. Philippines, 2. Malaysia 3. Singapore 4. Indonesia, 5. Myanmar 6. Thailand 7. Lao 8. Brunei 9. Vietnam 10. Cambodia.

And since this Project is under the ASEAN Hongkong Free Trade Agreement, there were a total of 23 MSME – participants from Hongkong, China.

There were 397 MSME participants from ASEAN countries and 23 from Hongkong, China, with a grand total of 420 unique MSME participants from the earlier mentioned ASEAN countries and Hongkong, China.

The products of the MSMEs from the ASEAN countries who participated range from Processed Food, Digital Services, Medical Device, Organic and Natural Products, Agricultural, Coconut Derivatives, Specialty Food, Ingredients, Web Mobile Applications, Arts and Crafts, IQF Saba Bananas, Wearables, Coffee, Garments and Textiles, Electrical and Christmas Lights, Personal Care, Home Décor, `IT Services, Business Process Outsourcing (BPO), among others.

The online training courses that were offered are on: 1.) Market Intelligence, 2.) International Marketing, 3.) E-Commerce Campaign Management, 4.) Technical and Digital Skills to Trade in the Digital Economy, 5.) Digital Marketing for International Business 6.) Customer Relationship Management 7.) After Sales in International E-Commerce; and, 8.) Global Financial Literacy

While, the Forums that were conducted were on:

1.) Master the E-Commerce Landscape: Unleashing the Power of Your Presence for Unparalleled Benefits (Forum on E-Commerce Value Chain); 2.) Forum on Financial Technology and Cybersecurity; and, 3.) Leveraging E-Commerce for Business Productivity and Efficiency: Networking Forum on MSMEs’ Experience.

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PHOTOS ON THE IMPLEMENTATION OF THE PROJECT:



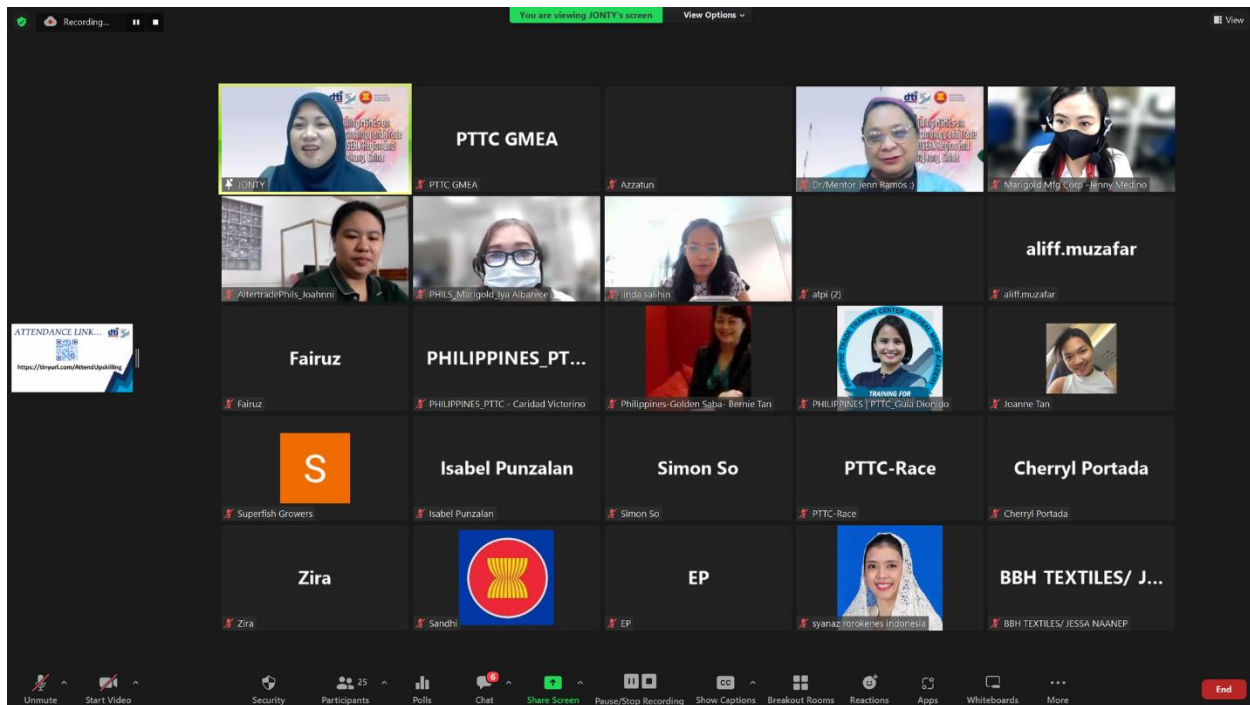
Opening Remarks by Executive Director Nelly Nita Dillera of the Philippine Trade Training Center-Global MSME Academy during the Launching of the Project “Upskilling MSMEs on Digital Technology and Trade in the ASEAN Region and Hongkong, China,” November 15, 2022



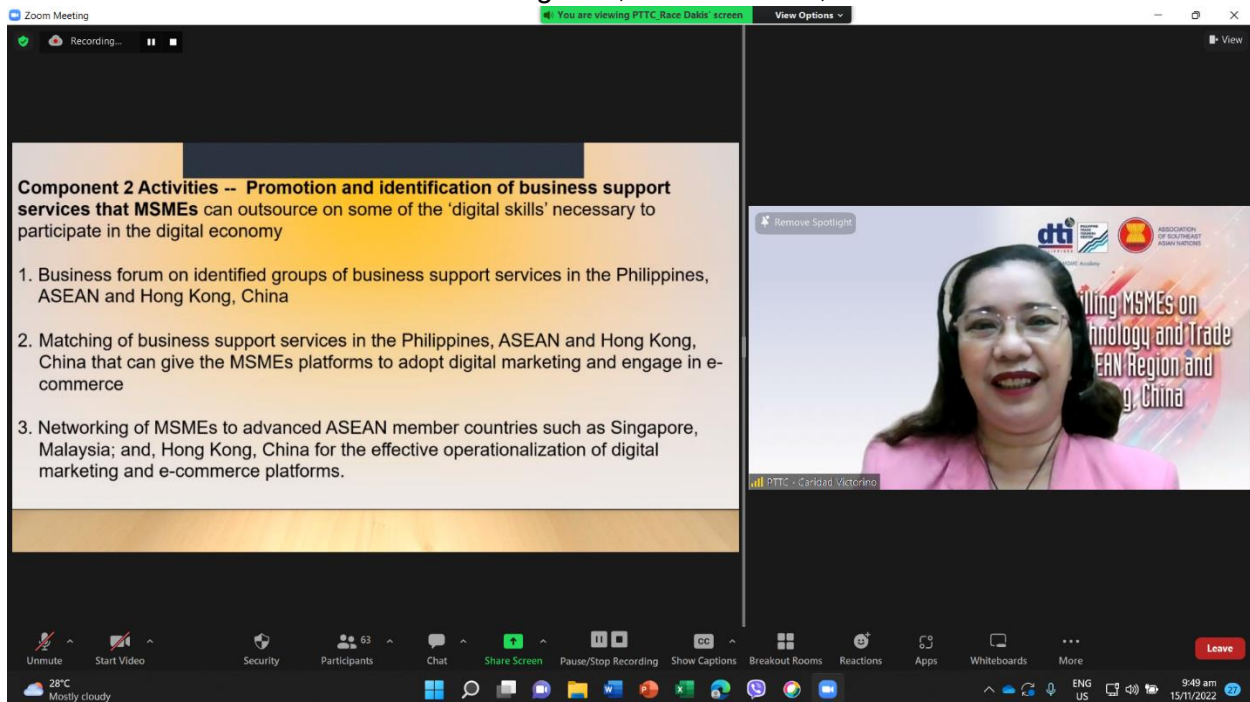
Welcome Remarks by Asst. Secretary Glen Peñaranda, Phil. Dept. of Trade and Industry, during the Launching of the Project “Upskilling MSMEs on Digital Technology and Trade in the ASEAN Region and Hongkong, China,” November 15, 2022



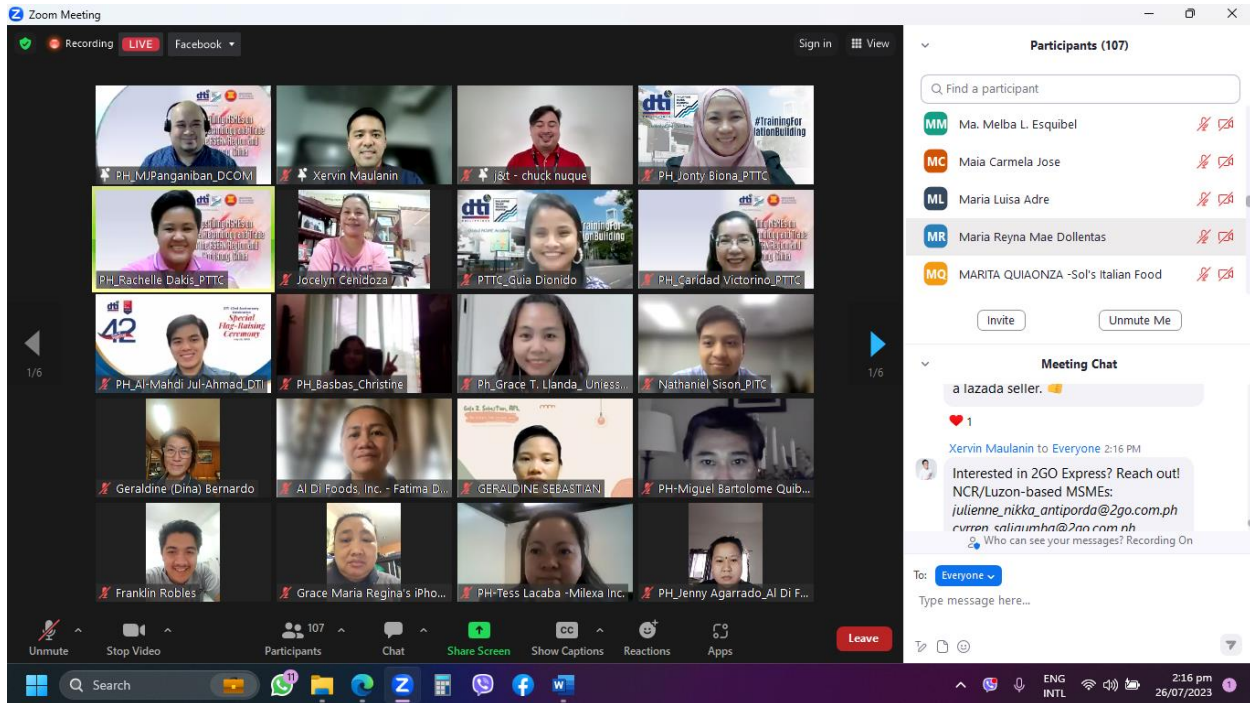
Message by Asst. Secretary Allan Gepty, Phil. Dept. of Trade and Industry, during the Launching of the Project “Upskilling MSMEs on Digital Technology and Trade in the ASEAN Region and Hongkong, China,” November 15, 2022



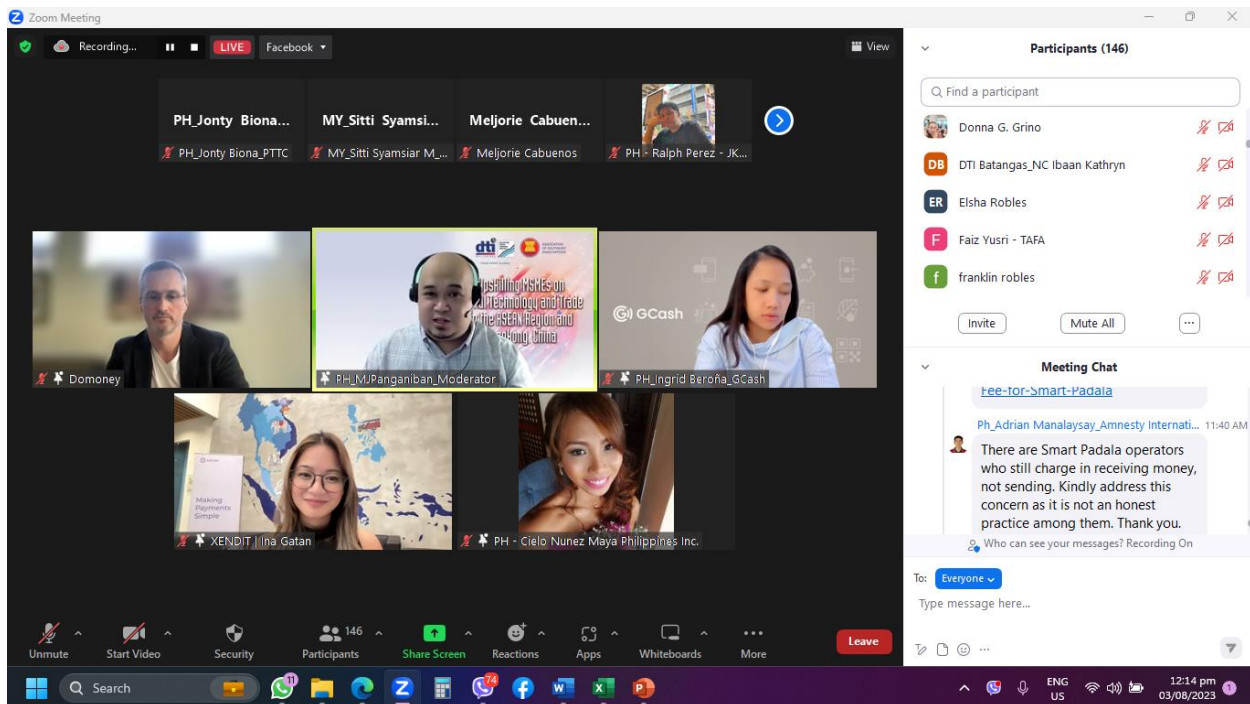
Group photo on the Launching of the Project “Upskilling MSMEs on Digital Technology and Trade in the ASEAN Region and Hongkong, China” and the start of the online training through “Market Intelligence,” November 15, 2022



Introduction by Ms. Caridad Victorino, Project Manager, on the Project “Upskilling MSMEs on Digital Technology and Trade in the ASEAN Region and Hongkong, China” during the launch, November 15, 2022

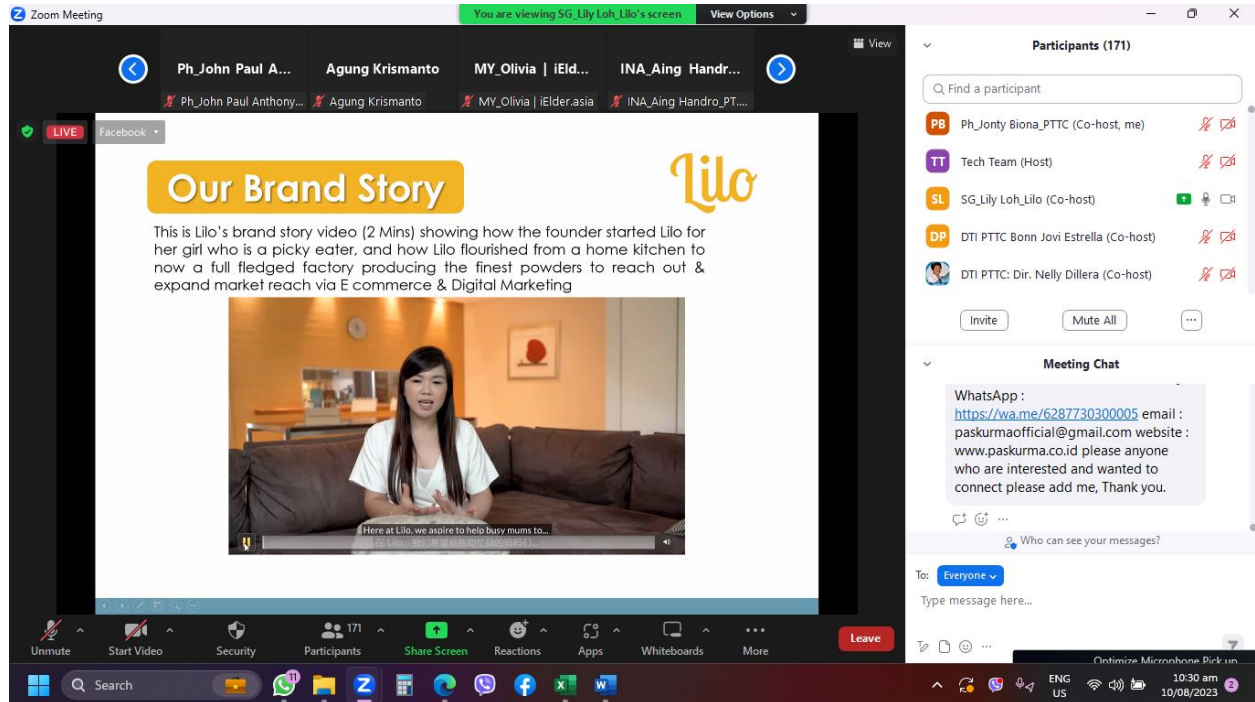


Forum on “Master the E-Commerce Landscape: Unleashing the Power of Your Presence for Unparalleled Benefits” (Forum on E-Commerce Value Chain), July 26, 2023

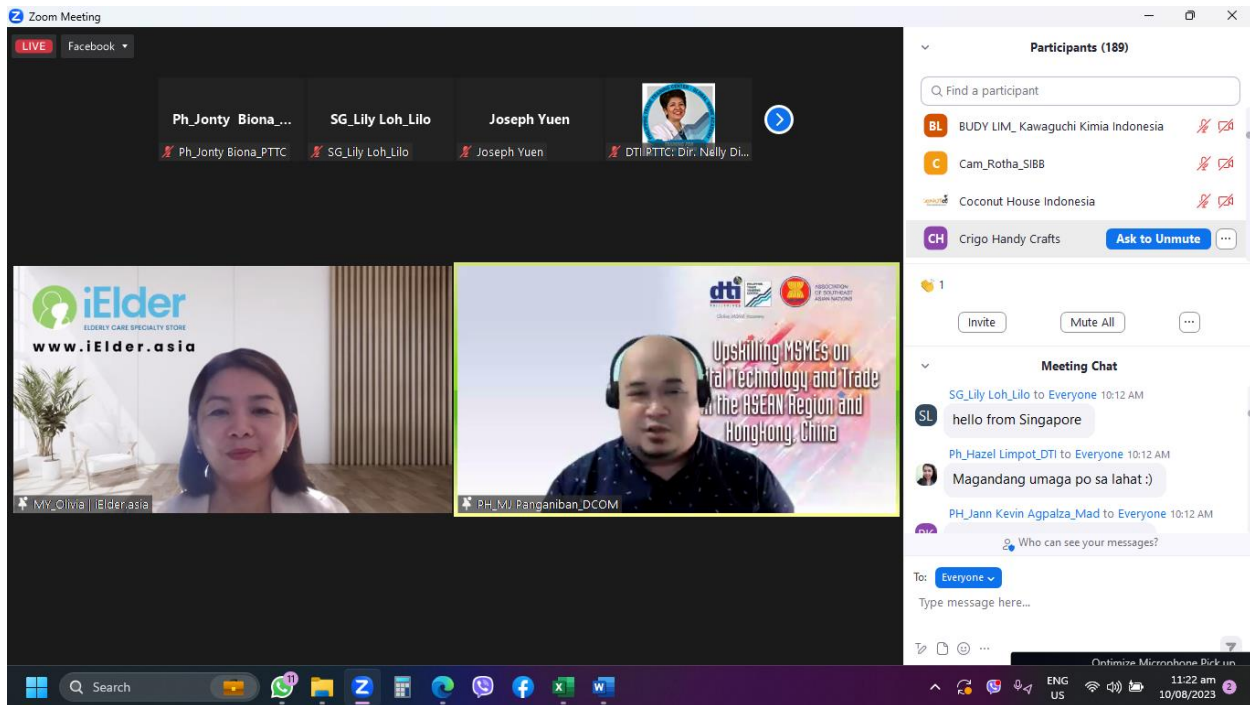


Forum on Financial Technology and Cybersecurity, August 3, 2023

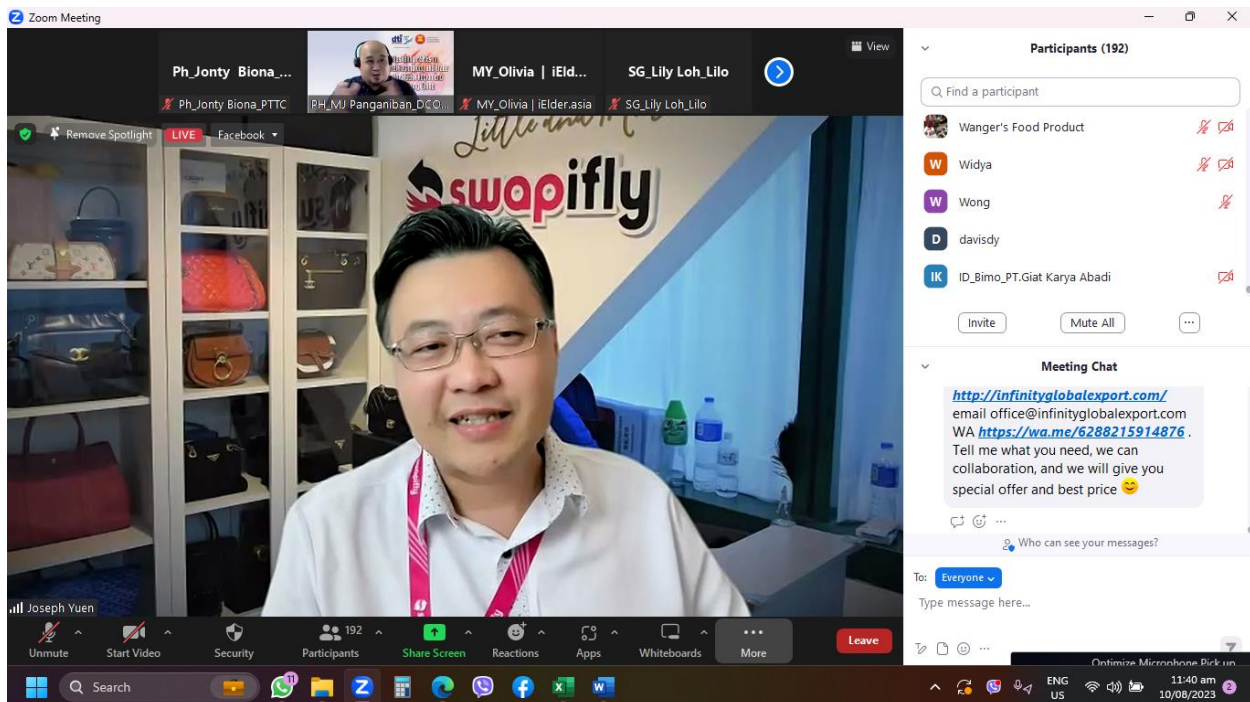
**Photos of MSMEs Sharing their experience in the Forum “Leveraging E-Commerce for Business Productivity and Efficiency: Networking Forum on MSMEs’ Experience,”
August 10, 2023**



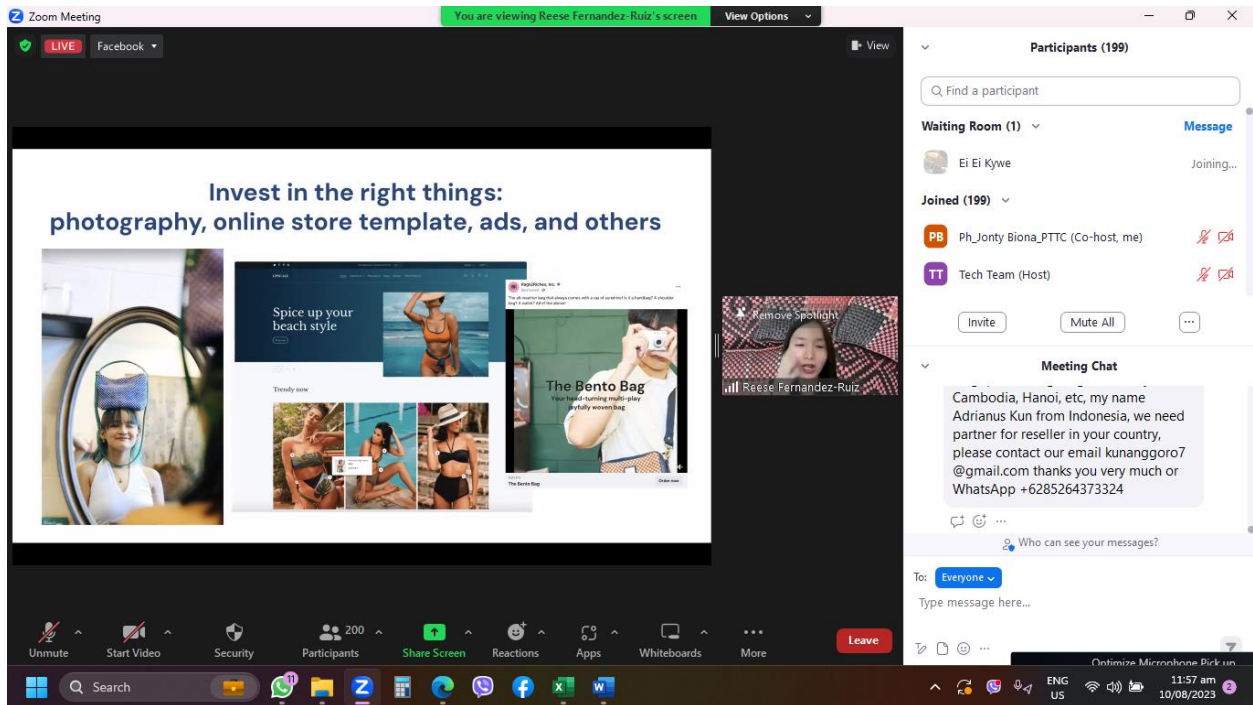
Ms. Lily Loh, Owner of Lilo Food Products, from Singapore sharing her experience in e-commerce



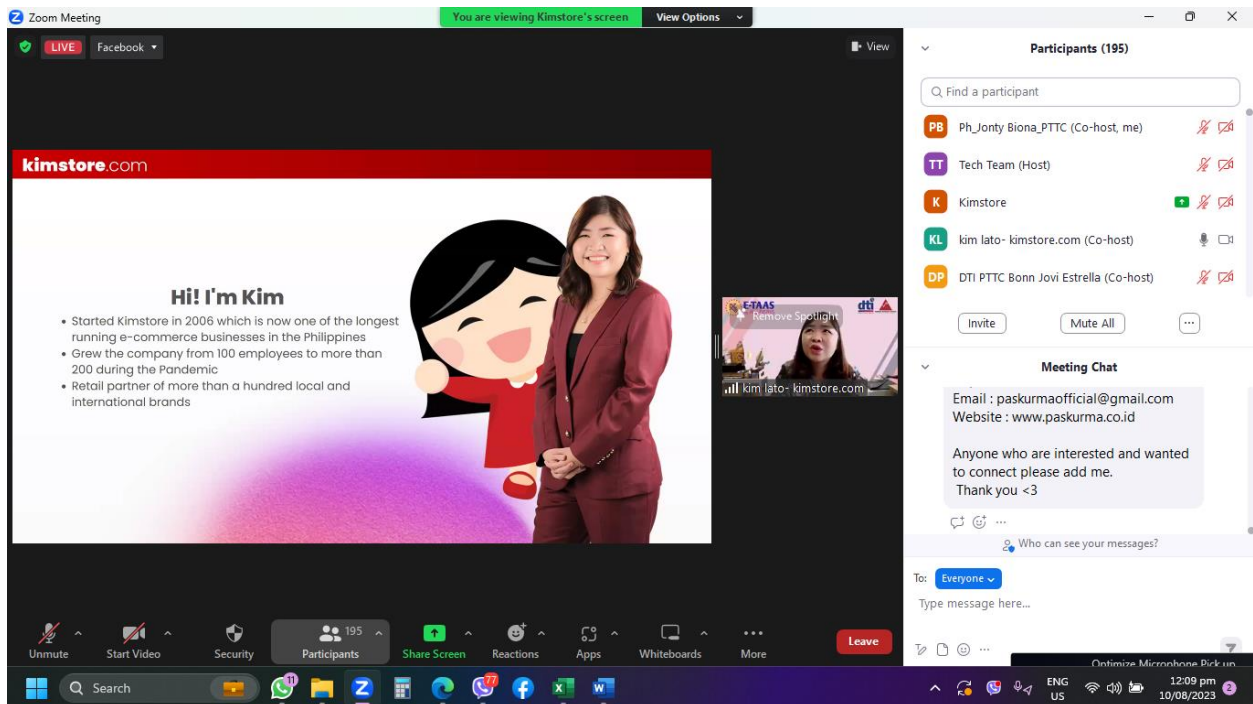
Ms. Olivia Quah Owner of i-Elder Asia, from Malaysia sharing her experience in e-commerce



Mr. Joseph Yuen, Owner of Swapifly, from Hongkong, China sharing his experience in e-commerce



Reese Fernandez-Ruiz, Owner of Rags to Riches, from the Philippines sharing her experience in e-commerce



Ms. Kim Lato, Owner of Kim Store, from the Philippines sharing her experience in e-commerce

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