



ศูนย์อาเซียนศึกษา
แห่งจุฬาลงกรณ์มหาวิทยาลัย
ASEAN STUDIES CENTER
OF CHULALONGKORN UNIVERSITY



International Conference

The SME Sector in the ASEAN Economic Community 2015 Ensuring Growth, Competitiveness and Sustainability

**10-11 October 2012
Bangkok**

at

The Pathumwan Princess Hotel
444 MBK Center, Phayathai Road,
Wangmai, Pathumwan, Bangkok 10330
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Organized by
**ASEAN Studies Centre of Chulalongkorn University, Chula Global Network,
Konrad-Adenauer-Stiftung Social and Economic Governance Programme Asia (SOPAS)**

The SME Sector in the ASEAN Economic Community 2015 - Ensuring Growth, Competitiveness and Sustainability – 10-11 October 2012

Rationale

The Association of Southeast Asian Nations ASEAN pays great attention to the development of Small and Medium Enterprises in preparation for the ASEAN Economic Community scheduled to kick off in 2015. That emphasis is reflected in the ASEAN Strategic Action Plan for SME Development 2010-2015 (<http://www.aseansec.org/SME/SPOA-SME.pdf>).

The significance of the SME sector for the economies in Southeast Asia becomes evident if looking at some statistical data. More than 95% of all enterprises in this region are SME and they provide between 50-95% of all employment. In Germany, whose economy is known to be rather strong, the figures are quite similar. However, with the opening of markets between the ASEAN Member States SMEs in this region are confronted with a harsh competition since almost all countries rely on similar products (e.g. rice or seafood) or services (e.g. trade and tourism). As regards Thailand, a recent survey revealed that its SMEs have dropped in their competitiveness as compared to neighbouring countries (see report in *The Nation* on 29th May 2012 at: <http://www.asianewsnet.net/home/news.php?id=31255&sec=2>). In particular, the survey found that labour quality and skills have not improved over the last decades despite significant growth rates. The report called for a labour-quality policy to strengthen the productivity and competitiveness of SME in Thailand.

The planned seminar therefore, aims at sharing analysis and information about the current status of SME sectors in ASEAN countries as well as exchanging best practices and success stories. At the same time, a comparison will be drawn to the newly industrialized countries in Asia as well as to the evolvement of the SME sector in Germany. The applied policies in regard to SMEs shall be elaborated on in order to learn from mistakes and successful strategies at the same time. The strategic advantages of SMEs shall also be highlighted in particular, their innovative potentials. But also concerns such as their dependence on the labour market and related policies in general shall be discussed.

This should enable participants to develop policy recommendations to further improve this important sector of the economies. Participants and speakers shall be invited from relevant think tanks and academic institutions that provide consultancy and advice to their respective governments. That will also let to strengthening the network among those institutes within ASEAN and eventually to future cooperation and joint projects.

Organizers

The project is implemented jointly by the ASEAN Studies Centre and the Chula Global Network at Chulalongkorn University, the Konrad-Adenauer-Stiftung Office in Bangkok and KAS regional programme on Social and Economic Governance Asia in Tokyo.

Programme

Wednesday 10 October 2012

16.30 Registration

17.00-17.15 **Welcoming Remarks**

Assoc. Prof. Dr. Suthiphand Chirathivat, Chairman, Chula Global Network, Chulalongkorn University, Thailand

H.E. Rolf Schulze, Ambassador of the Federal Republic of Germany to the Kingdom of Thailand

17.15-17.45 **The Overview and Significance of SMEs in Thailand and ASEAN**

Dr. Wimonkan Kosumas, Deputy Director-General
Office of Small and Medium Enterprises Promotion, Thailand

17.45–18.15 **The Significance of SMEs in the German and European Economies**
A model for Southeast Asia?

Dr. Michael Fuchs, Member of the German Bundestag, Vice-Chairman of the CDU/CSU Parliamentary Group, Germany

Q&A

18.15 Welcome Dinner

Thursday 11 October 2012

Moderator of the day: **Assist. Prof. Dr. Charit Tingsabadh**, Acting Director, Centre for European Studies, Chulalongkorn University

09.30 Registration

10.00-11.00 **Session 1**
Current Status of SMEs in ASEAN
Countries and Relevant Policies

Ms. Nguyen Thi Thu Hang, Centre for Analysis and Forecast, Vietnam Academy for Social Sciences, Vietnam

Prof. Dr. Edmund Terence Gomez, Dean, Social & Behavioural Science, Institute for Graduate Studies, University of Malaya, Malaysia

Dr. Sothea Oum, Economist, Economic Research Institute for ASEAN and East Asia (ERIA)

- 11.00-11.45 **SMEs in a Newly Industrialised Asian Century**
Competitive Advantages
- Prof. Dr. Kang-Sik Kim**, Korea Aerospace University, President of Korea-German Academy of Economics and Management, Republic of Korea
- Q & A
- 11.45-13.00 *Lunch Break*
- 13.00-14.30 **Session 2**
Topical Issues
Access to Finance, Labour Skills, Cross-Border Business
- Mr. Vallobh Tejapaibul**, Senior Executive Vice President, Thai Credit Guarantee Corporation (TCG), Thailand
- Mrs. Aye Aye Win**, Deputy Director, SME Service Center, Central Department of SMEs Development, Ministry of Industry, Myanmar
- Assoc. Prof. Dr. Ronald U. Mendoza**, Executive Director, Asian Institute of Management Policy Centre, the Philippines
- Q&A
- 14.30-14.45 *Coffee Break*
- 14.45-15.30 **Session 3**
Economic Governance Approach for the SME Sector in Germany
Experiences of Six Decades
- Prof. Dr. Martin Pohl**, University of Tsukuba, Japan
- Q&A
- 15.30-17.00 **Panel Discussion**
Economic Governance Approach for the SME Sector in ASEAN?
- Panelists:**
- **Dr. Peggy Adeline Mekel**, Executive Director at Intelektual Muda Sulawesi Utara (ILMU SULUT), Indonesia
 - **Dato' Rohana binti Ramly**, Deputy Chief Executive Officer, SME Corporation, Malaysia
 - **Hon. Aleem Siddiqui Matabalao Guiapal**, Director IV, Bureau of Muslim Economic Affairs (BMEA), National Commission on Muslim Filipinos, Office of the President, the Philippines
 - **Mr. Buntoon Wongseelashote**, Chairman of the Trade Issues Committee, Thai Chamber of Commerce, Thailand
 - **Mr. Lun Yen**, Executive Director, Federation of Associations for SME in Cambodia, Cambodia

- **Ms. Sengsouriya Luanglitsakda**, Marketing Manager, Sveng IT Solution Company Limited, Lao PDR

17.00-17.10

Concluding Remarks

Assoc. Prof. Dr. Suthiphand Chirathivat, Chairman, Chula Global Network, Chulalongkorn University, Thailand

17.10

Cocktail Reception