



MEKONG
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Funded by Mekong - Republic of Korea Cooperation Fund (MKCF)
Implemented by Mekong Institute (MI)

COMPLETION REPORT

Partnership Exchange Visit on Cultural and Creative Industries between Project Sites in Mekong Countries and the Republic of Korea

Soeul, Republic of Korea (ROK)
3-5 December 2024



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Partnership Exchange Visit

on Cultural and Creative Industries between Project Sites in Mekong Countries and the Republic of
Korea

Seoul, Republic of Korea

December 3 – 5, 2024

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Acknowledgements

Mekong Institute (MI) would like to acknowledge the active participation of the participants who contributed to the success of the Partnership Exchange Visit on Cultural and Creative Industries between Project Sites in Mekong Countries and the Republic of Korea, held from December 3–5, 2024, in Seoul, Republic of Korea. The participants were actively engaged in discussions, learning sessions, and efforts to explore potential partnerships and collaborations between the Cultural and Creative Industries (CCIs) of the Mekong Countries and the ROK.

We would also like to express our heartfelt gratitude to the organizations, institutes, and resource persons who shared their knowledge and enriched the program with insightful discussions. A special thanks goes to the following organizations for their active cooperation and support to arrange the meetings and site visits. These include the Seoul Foundation for Arts and Culture (SFAC), Korea Heritage Agency (KHA), Korea House, National Museum of Korea, Seoul Art Space, Hanji House, Korean Food Promotion Institute, Korea Temple Food Center, and Seoul Craft & Art Center (CUBE).

Lastly, we extend our sincere appreciation to the Mekong–Republic of Korea Cooperation Fund for their generous support, as well as Ministry of Foreign Affairs of Republic of Korea. Lastly, to the project team of the Trade and Investment Facilitation Department for their dedication and efforts in making this program a success.

Trade and Investment Facilitation Department (TIF)

Mekong Institute (MI)
Khon Kaen, Thailand
December, 2024

Exclusive Summary

The “**Partnership Exchange Visit on Cultural and Creative Industries between Project Sites in Mekong Countries and the Republic of Korea**” took place from December 3–5, 2025, in Seoul, Republic of Korea. Organized by the Mekong Institute (MI) with support from the Mekong-Republic of Korea Cooperation Fund (MKCF), the program provided participants with the opportunity to learn best practices aligned with their countries' objectives while fostering transnational knowledge exchange and explore cooperation areas.

This event is part of a three-year project titled “**Promoting Creative Industry for Heritage Tourism Development in the Mekong Region (Creative4Mekong)**.” Running from March 2024 to February 2027, the project focuses on strengthening cultural and creative industries, conserving cultural heritage, and promoting tourism for socio-economic recovery in five heritage sites across the Mekong countries: Siem Reap (Cambodia), Luang Prabang (Laos), Bagan (Myanmar), Ayutthaya (Thailand), and Hue (Vietnam).

The program brought together 18 participants from the five project heritage sites, representing cultural associations, artist groups, MSMEs, advocates, and scholars committed to preserving and promoting their communities' heritage. The visit was designed to enhance participants' learning objectives through a combination of inception workshops, structured meetings, learning visits, and a Synthesis & Evaluation Workshop. Over three days, participants engaged with various stakeholders, including peers from the five Mekong countries and the Republic of Korea. The program successfully facilitated knowledge sharing, relationship building, and partnership exploration across sectors such as arts, crafts, design, visual arts, music, and creative services.

Overall, the program achieved its objectives. Participants highlighted the value of presentations on the cultural and creative industries landscape in the Republic of Korea, intellectual property protection in the context of CCIs in ROK, and the case study on the O'HAND Program. The site visits provided first-hand insights into how Korea promotes CCIs and enabled direct interactions that could inform future partnerships between Mekong countries and Korea. However, some participants noted some limitations regarding time management during the visits and the need of prior engagement with potential partners before on-site discussions.

On the final day, participants presented immediate, short-term, and long-term action plans as follow-ups to their visit during the Synthesis and Evaluation Workshop. This will be monitored by MI Project Teams in the coming months. It is also important to mention that, a significant outcome of the event was the signing of an MOU between MI and the Korean Intangible Culture and Arts Exchange Association (KICCA), marking the beginning of future collaborations. Moving forward, participants plan to continue exploring and building on the connections established during the visit, ensuring sustained engagement with their Korean counterparts.

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1. Introduction

The creative industries in the Mekong region, particularly within World Heritage Sites such as Siem Reap, Luang Prabang, Bagan, Ayutthaya, and Hue, play a crucial role in cultural tourism and economic development. However, these industries face significant challenges, including declining market demand and a lack of interest among younger generations, which threaten the survival of traditional skills and knowledge. As a result, knowledge holders and practitioners are increasingly seeking alternative employment opportunities, leading to the loss of these valuable cultural traditions.

Moreover, while micro, small, and medium enterprises (MSMEs) and informal workers in the creative sector are vital to the region's economy, many are lack of proper classification as creative industries. Leading to an insufficient support and technical assistance. Additionally, intellectual property protection across much of the Mekong region remains underdeveloped and is not fully aligned with international standards. This limits the protection and commercialization of cultural innovations critical for economic growth and global competitiveness.

In response to these challenges, Mekong Institute (MI) is implementing a three-year project titled "Promoting Creative Industry for Heritage Tourism Development in the Mekong Region" (Creative4Mekong), funded by the Mekong–ROK Cooperation Fund (MKCF). The project aims to strengthen creative industries, preserve cultural heritage, and develop tourism to support socio-economic recovery in five World Heritage Sites: Ayutthaya (Thailand), Siem Reap (Cambodia), Hue (Vietnam), Luang Prabang (Laos), and Bagan (Myanmar).

As part of this initiative, MI organized a **'Partnership Exchange Visit on Creative Industries between Mekong Countries and Republic of Korea'** from December 3-5, 2024, in Seoul, Republic of Korea. This Partnership Exchange Program offered participants the opportunity to learn best practices in Cultural and Creative Industries (CCI), aligned with their objectives for preserving and promoting CCI products. The program will also foster transnational knowledge exchange and collaboration, and participants will have the chance to establish joint partnership agreements or non-binding Memorandums of Understanding (MoUs).

2. Program Objectives and Expected Outcomes

With the project objective to strengthen CCIs in Mekong countries to enhance sustainable heritage tourism development regional wide, the Partnership Exchange Visit is designed as a tailor visit which seeks to provide participants with interest-based activities to comprehend their knowledge and skill enhancement. Therefore, the program objectives are

1. To provide participants on-site learning opportunities focused on cultural and creative industry policies, institutional frameworks, and intellectual property protection strategies in the Republic of Korea (ROK).
2. To provide tailored site visits based on participants' specific learning objectives and partnership interests, facilitating direct engagement with relevant stakeholders in the cultural and creative industries.

3. To provide platform for participants and Korean partners to explore partnerships and continuing these efforts after the visit.

Thereby the expected outcomes of the program include:

1. **Knowledge Exchange and Best Practices:** Participants will gain insights into South Korea's successful policies and strategies for supporting cultural and creative industries (CCI), particularly for SMEs.
2. **Actionable actions to improve your products:** Participants will create practical action plans to preserve and promote CCI in their countries. These plans will focus on building partnership to safeguard cultural heritage, enhance its market visibility, and boost its economic potential.
3. **Partnership Building:** Initiation of business/co-creation partnership between Mekong Heritage Project Sites and South Korean counterparts. The collaboration may include innovation exchange, capacity building, knowledge sharing, and exploring investment opportunities to advance CCI in both regions.

With regards to MI’s learning modalities, the program is divided into three phrases to comprise Pre visit where participants were asked to identify challenges related to CCIs in their community (project sites). To outline area of interests, potential collaborations, and possible solutions. The second phrase during the visit in ROK, participants were arranged with potential partners based on their identified CCIs products and area of interests. Emphasize on knowledge sharing and discussing potential partnership and collaborations. Lastly, the post-Visit phrase is the duration where participants will be implementing their action plan in the course of three months, built upon their learning outcomes and collaborations they cultivated during their visit.

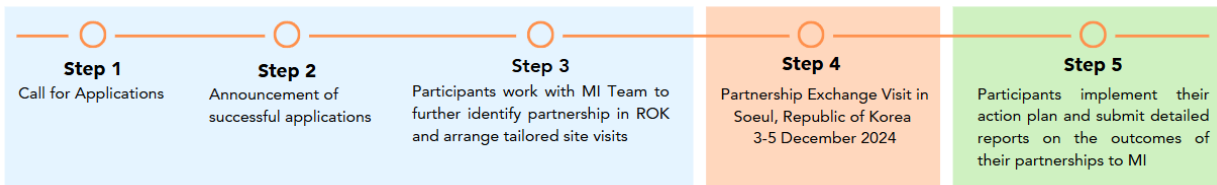


Figure1: Program Timeline

3. Participants Overview

The number of participants made up to 18 representatives from five project sites: Ayutthaya (Thailand), Bagan (Myanmar), Hue (Viet Nam), Luang Prabang (Laos), and Siem Reap (Cambodia). These include 3 Cambodian, 4 Laos, 2 Myanmar, 5 Thais, and 4 Vietnamese representatives who are working on promoting and preserving CCI in their community.

In addition, the profession and expertise of participants encompass head of associations, directors, and managers of cultural promotion hub, MSMEs founders, artisans, designers, and scholars. Their focused CCI products can be categorized into three main area: Art, Crafts and Design; Performing Art, Visual Art and Music; and Services and related industries. Significantly, their interests and identified challenges aligns with products design and enhancement, marketing and promotion, market linkages, and the application of technology to cultural products. With these fundamental data of participants and their learning objectives, project team were able to synthesis their interests and profile to match potential partners in ROK.



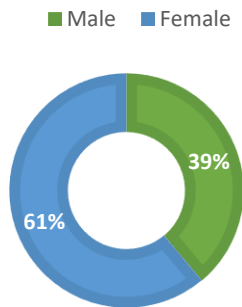
Project sites



Group Photo at the opening ceremony

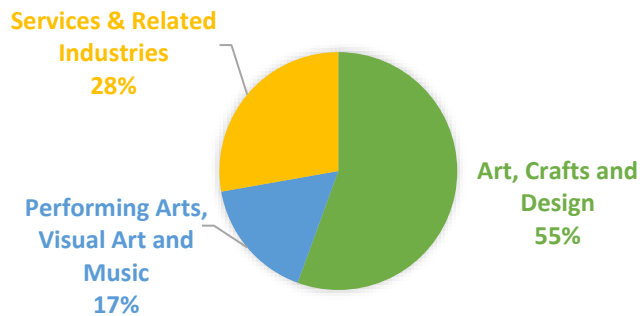
Participant demographic by gender ratio and CCI categories

GENDER



Participants by gender ratio

CCIS DISTRIBUTION



Participants by CCI Distribution ratio

4. Program Summary

The program comprised three phases to enhance participant's idea generations, hands on learning experience, reflection and brainstorm for further action plans implementation.

Pre-Visit preparation.

Kicked off the program through participant selection. The application seeks individuals to represent and stand as a decision-making person of their respective association and community. In addition, having knowledge and enthusiasm to learn and explore partnership between fellow Mekong countries delegations and institute in the ROK. Importantly, they should be able to identify clear direction and area of interest in addressing their current challenges and potential solutions the program provides. In addition, selected participants will work closely with MI project team in identifying potential institutions in ROK prior to their visit. In addition, pre-departure meeting held on the November 25, 2024. Led by project team to provide participation with program overview as well as logistics and accommodation arrangement.

Partnership Exchange Visit in Seoul, ROK on December 3 -5, 2024

The three days program organized in three main sessions including the inception workshop where participants were engaged in hands on workshop and discussion of overall landscape of ROK's CCIs development, especially the role of public and private organization as well as legal protection including Intellectual Property (IP) Protection.

The Structured Learning Meeting and Visit conducted in the Second day. Participants were divided in groups with MI project team as coordinator to lead the discussions and visits to ROK's institutions. Prior to the visit, participants were working in team to outline questions and area of discussion to their potential partner organizations. The program activities can be described as follow:

4.1 Inception Workshop, December 3, 2024

Organized on the first day of the event, the workshop aims to provide participant with a clear understanding of the project objectives, contents, and desired outcome. This session will allow participants to prepare to the best learning outcome. Significantly, the session led participants to develop a study plan to gather information and formulated new ideas, as well as a cross cutting project interventions and implementation. This workshop aims to offer guidelines for group discussion and individual assignments during the visits.

The opening ceremony led by Mr, Madhurjya Kumar Dutta, TIF and MKCF director given the opening remarks and emphasize the objectives of this program. Also Mr. KIM Dong, Second Secretary of the Southeast Asia Division 2, Ministry of Foreign Affairs, Republic of Korea Delivered his opening speech.

In a significant development of partnership exchange visit to further contribution between Mekong Countries and ROK, MI signed the Memorandum of Understanding (MoU) with Korean Intangible Culture and Arts Exchange Association (KICCA). This MoU identifies collaborative opportunities in areas such as program organization, publication efforts, and cluster collaborations, joint proposal development, and sustainable initiatives.



MoU signing ceremony between MI and KICCA



Opening Remarks by Mr. KIM

The introduction of Creative4Mekong project was later introduced by Ms. Thongvone Sosamphan, Project Coordinator. The presentation gave the overview of project objectives and its activities to delivered holistic outcome to Mekong's' CCIs and Heritage tourism development. Moreover, the morning session allows participants to worked in group to brainstorms the direction of their visits and potential outcome.



Brainstorming session

Importantly, to enhance participants understanding of CCIs development in ROK's landscape, The afternoon session invited professionals and experts in CCIs to lead sessions related to the overall landscape of ROK's CCIs, IP Protection, and case studies on promotion strategies of CCIs products.

Session 1: The overall landscape of Cultural and Creative Industries in ROK by Mr. Hyun Kim, Senior Producer of Korean Educational Broadcasting System.

The session emphasizes the evolution and socio-economic factors that enhance development of CCI, hence the economic growth as a result of CCI promotion. Significantly, the investment and perspective toward promotion strategies of music, television, game, and cosmetics as leading CCI industries in ROK. To safeguard Korea's tradition, the strategies aim for two areas:

1. The inherit tradition that uphold the value of craftsmanship and products
2. The modernization of traditional crafts. Korea aims to reinterpretation traditional patterns to co-exist with modern trends and functionality. This includes the adoption of digital transformation and innovation as well as the design development of traditional patterns to contemporary products.

Moreover, the role of government in CCI promotion is crucial. Through institutional supports, infrastructure development, and financial support (accounted for 1.74 trillion won in 2024) enable the holistic development of the sector. Through the Ministry of Culture, Sports, and Tourism as well as supported agencies, Government initiatives remains as major contribution to ROK's CCI promotion.

Session 2: Presentation on Intellectual Property Protection in the Context of CCI in ROK by Dr. Seng Woo Son, Former President of Korea Institute of Intellectual Property

Intellectual Property has been promoted to support Korea's transition to Knowledge-Based Economic System, hence promoting national economic development. With Cultural and Content Industries contribute largely to Korea's economic, the session highlighted the significance of IP protection in CCI and tourism Industries in safeguard traditional and cultural assets while enhancing local and national economic growth. In case of Korea, IP policy composed of the "Creation-Protection-utilization" the interrelation three components and IP awareness allows local and small businesses to seek legal protection for their products while collectively contribute to the overall Korea's national economic reputation, thus attract foreign investment.

At the governmental level, IP protection strategies is established under the cross-ministerial cooperation system. Led by three major department: Presidential Council on Intellectual Property, Intellectual Property Office, and Ministry of Culture, Sports, and Tourism. The other affiliated organization and institutions such as Korea Copyright Commission, Korea Invention Promotion Association, as well as Ministry of Trade, Industries, and Energy; Ministry of SMEs and Startups. With this high-level system, the national IP master Plan shall be established every five years in responses to the socio-economic changes such as industrialization and digital transformation.

Despite overall landscape of the IP protection itself, the limitation of ICH is that traditional and cultural assets are not able to be applied to modern intellectual Property System. This may require cross-sectors collaboration in safeguarding the national heritage while integrating new technology and designs to modernized design and used of tangible cultural products. Ultimately, there must be a different paradigm to look at IP in local and cultural context. For example, considering the commercial and industrial supports to promote job creation in rural area such as Bosong Tea, representing product of Korea's green tea as global product through marketing and branding strategies.

All in all, addressing the challenges CCI faces in obtaining legal protection especially IP, it is crucial for policy makers, creative workers, and related sectors to enhance market trends and socio-economic development change. This include the development of the product itself to find place in modern market through the recognition and supports from policy and legal sector.

Session 3: Case Study on O'HANDS: Promoting Regional Craftsmanship and Cultural Products by Mr. Ho-Seng Shin, Team Leader of Gwangju Institute of Design Promotion.

led by Gwangju Institute of Design Promotion, the Design promotion Agency with its vision to strengthen the competitiveness of local industries and traditions to strengthen local economic development. As part of the institute initiative, O'HANDS founded as a platform to introduce and leverage cultural products domestically and internationally. To support the efficiency of this initiative and related stakeholder, Brand designation system was developed to standardized cultural products to global audience.

With emphasis on globalizing traditional crafts, O'HANDS also seeks potential exhibitors across regions, where it could be an opportunity for participants to wider their market, with incentives to improve cultural products to meet international standards.



Mr, Ho-Sang Shin, introduced case studies of O'HANDS

4.2 Structured Learning Visit, December 4, 2024

The Structured Learning, Meeting, and Visited were organized based on participant's interests and focused products and sectors. This activity aims for following key objectives:

1. To provide on-site learning opportunities focused on cultural and creative industry policies, institutional frameworks, and intellectual property protection strategies in ROK, along with the challenges faced and best practices implemented.
2. To explore partnerships, discuss potential agreements, and continue these efforts after the visit. This may include partnership opportunities in areas such as design development, product enhancement, preservation, digitization, skill training, market linkages, intellectual property rights (IPR), and quality improvement for market access. Additional areas of collaboration could involve technology transfer, Research and Development (R&D) support, preservation efforts, documentation, and archival work.

Notably, due to distinct interests, participants were categorized into three groups based on their focused area

Group A	Group B	Group C
Arts, Crafts & Design	Performing Art, Visual Art & Music	Creative Services & Related Industries

Group A: Arts, Crafts & Design

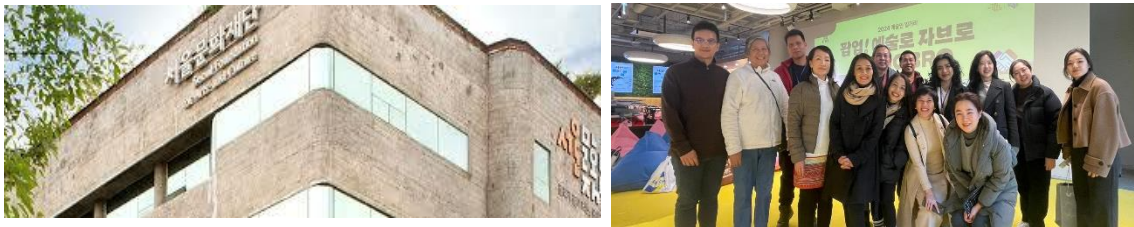
Participants assigned to this group are working toward preservation and promotion of traditional crafts and art products such as traditional textiles, lacquerware, papers, and woven products. With Share challenges in knowledge and skill transmission, market linkages, and design enhancement, Project team have identified four potential institutes that share same values.

1. Seoul Foundation for Arts and Culture (SFAC) and Seoul Art Space Sindang

A non-profits public organization funded by Seoul Metropolitan Government, SFAC is dedicated to enriching Seoul’s quality of life through variety array of cultural initiative and activities. Under the vision “Adding values of culture and arts as pioneering arts organization designed for all citizens” Throughout its operation, SFAC has been working to provide supports for artists, creative contents and campaigns. The artist supports provided by SFAC aims to showcase generations cultural talents through resident artists supports that provide space for collaborations to enhance sustainable arts ecosystem.

SFAC also provide art space for artists and interested individuals to involved in the process and creative community. Significantly, Role of SFAC in promoting arts and culture is shown through Art Festival campaign which provide a year-round activity, targeting citizens and foreigners.

In the area of cooperation and international partnership opportunity, SFAC is an ideal strategic cultural management partners through cultural Cooperation Department. It is one of the foundation’s missions to connect domestics and international talents through global network.



The Seoul Foundation for Arts and Culture

2. Hanji House

Stands as leading Cultural and Creative Space founded under Korea Crafts and Design Foundation (KCDF), Hanji House provide space to promote traditional Korea Mulberry Paper, Hanji. The center is also a multifaceted space for exhibition, workshops, and interactive program to foster creativity and cultural exchange. Apart from its role to showcase and safeguard Hanji paper, the center also encourages the integration of contemporary arts and modern-day functionality design and use of Hanji paper.

Align with works of participants in traditional Saa Paper of Luang Prabang and Sa-No trees of Ayutthaya. Participants were able to discuss and exchange practice of utilization of natural

resources in the creation of natural paper fabric. Furthermore, for participants in the design sector, the promotion of traditional crafts and integration of innovations, visuals and patterns was the area where two parties can exchange.

3. Jinjoo Shell Lacquerware Studio

Specialized in Najeonchilgi, traditional pearl inlay. Jinjoo Shell is a studio of Korea's certified artisan Master Lee Young-Ok who uphold generations of expertise. The studio exemplifies the integration of traditional lacquerware techniques and innovations to safeguard and incorporate Najeonchilgi woks to today's utilities and accessories.

The integration of new and old, as our participants in Lacquerware sector face. This opportunity allows them to initiate discussion on value added products, technological advancement, and market linkages for a unique product like lacquerware that require expertise and profession in producing piece of product.

4. Seoul Craft and Art Center (CUBE)

Hosted by the Ministry of Cultural, Sports, and Tourism in collaboration with Korea Craft Design Foundation, CUBE has been supporting the creation, production, distribution, exhibition, education of prospective and professional craftsmen through various programs and initiatives. As an artist support Center, CUBE provide artistic and creative facilities such as 3D printing, Glass works, Casting, and film rooms alongside Craft business consultation support.



In addition to the artist support program, CUBE showcase artistic works through exhibitions to enhance public recognitions of artists. Through discussion and introduction of CUBE, participants were able to explore the process and results of inclusive art space, and the interconnectedness of craftsmanship and business skills to further market opportunities and designs to preserve and promote handcraft products.

Group B: Performing Art, Visual Art, and Music

Participants in this group are consist of founders of performing art group, intangible heritage experts (ICH), cultural content and marketing officers. With share value in enhance recognition of ICH, especially dance and music to compline with pop-culture.

1. Korea Heritage Agency (KHA)

Established in 1980, KHA is a public agency affiliated with Korea Heritage services. The agency works closely with heritage sites and communities to further promote Korea's traditional culture public wide.

The introduction of KHA led by Mr. Kyunghwan Baek, team leader of the International Cooperation Project. Through major activities of KHA in utilization of heritage sites, ICH exhibition and showcases, digitalization, education, content production, and utilization of traditional crafts, KHA seeks to leverage ascent of traditional and cultural heritage as a living experience. Embedded in space, practice, and media that close for audience to reach for.

Not only that these initiatives enhance immersive experiences for audience, KHA also contribute to the conservation of World Cultural Heritage through conservation and restoration technology. Implemented by the work of International Development Cooperation, Official Development Assistant project was founded to support heritage restoration in various heritage sites across the region including Cambodia, Laos, and Myanmar. This initiative works closely with local community to foster local human resources for sustainable cultural heritage preservation. Importantly, KHA focus deeply on Research and Development, not only to understand the histories of each ICH, but to understand current socio-economic trend to find place for ICH to fits in.



KHA introduction session

Align with objective of Group B participants to promote and safeguard ICH, the discussion lies on the integration of approached to promote Heritage Tourism include funding, media and digitalization, human resources, and design development to inclusively promote intangible with tangible heritage.

2. Korea House

Korea House was a restoration project of the national Korean architecture, modeled after Jagyeongjeon of Gyeongbukgung Palace. The reopened by Korea Heritage Agency (KHA) in 1981 providing cultural and traditional ceremonial services for local audiences. From traditional culinary, performance, and weddings, Korea House enhance uniqueness of Korea and further its cultural experience to global audiences. Moreover, Korean House is currently working on the collaboration between pop and classical music with traditional Korean dance and instruments. More importantly, the enhancement of architecture, foods and refreshment have comprehended visitors experience with the traditional dance. The efforts of Korea House to provide visitors with an inclusive cultural experience enhance the integration and adaptation of traditional performing arts, culinary, and

architecture marked as the uniqueness of Korea House. Discussed this area of inclusive cultural experience with participants allows them to synthesis cultural elements of their respective countries to presentation approach of ICH and performing arts.

3. National Museum of Korea

The national Museum is one of the most significant institutions in preserving and promoting Korea's heritage. Hosting artifacts and records throughout Korea's history, the museum play role in the initiation of programs and event related to public recognition and interest in the country's heritages. The visit led by professional Museum Docent who guided us across exhibitions and their background in planning and development. Recently, the museum has been investing and researching for heritage digitalization. Over decades, the research and development has been conducted to collect information and histories of nearly-disappear artifacts and intangible heritages. Integrated this finding with technological advancement, the museum has accomplished the digitalization and presented through immersive and interactive exhibition experience.

The National Museum also works alongside external institutes, nationally and internationally to showcase heritage experience to global audiences such as joint exhibition, donations, and art festivals. With participants working in ICH industries, the discussion emphasizes on the integration and presentation of ICH products to reach wider audiences through digitalization, research and management, and creative promotion strategies.

Group C: Creative Services & Related Industries

Focused on Creative services and related industries, The group join together Group A session with KHA on Intangible Cultural Heritage preservation and promotion. Then Explored the area of cultural experience services within the area of gastronomy sector. Particularly in Culinary business and promotion. The integration of culinary art as cultural experiences, the group aims to address the challenges of market linkages and sustainability aspect of the sector.

4. Korea Food Promotion Institute (KFIP)

Established in 2009, KFIP is a nonprofits organization operated under the ministry of Agriculture, Food, and Rural Affairs. The institute dedicated to enhance health and well-being through Korean cuisine and to enhance the competitiveness of Korea food industries

KFIP works across promotion and development of Korea culinary, advancement of Korean Food Structure, as well as education and business support. In order to achieve public recognition and interest, KFLP focus deeply in the research and development which emphasize the historical and cultural identity of Korea cuisine. This approach seeks to improve the accessibility and Korean Food content, to support Korean Food Education, and to promote Korean food internationally.

The holistic approach in traditional culinary was the topic highlighted during the visit. As the group was representing gastronomy sector and policy advocacy, it allows the dialogue to cover both entrepreneurial and policy aspect.

5. Korean Temple Food Center

Korean Temple Food Center represents Korean traditional way of life that embedded in Buddhist philosophy and practice through culinary and gastronomic approach. With the emphasis on natural ingredients and traditional cooking practice, the principle of Korean temple cuisines are based on the holistic understanding of human-nature relationship. This enhances the unique characteristic of Korean temple food as a plant-based and seasonal diet.

Bridging modern day lifestyle with mindful traditional culinary, Korean Temple Food Center offers visitors an inclusive traditional culinary experience through cooking class and exhibition spaces. Through the arts of cooking and food, Korea Temple Food Center provides visitors an authentic Korean traditional way of life.

The interconnectedness of traditional culinary and sustainability trend appears to be the topic that bridge group B and Korean Temple Food Center Together. As participants aims to exchange knowledge and practice on plant-based diet and sustainable aspect of traditional food, the promotion could be enriched by the strategic approach for promotion and marketing.

4.3 Synthesis and Evaluation Workshop, December 5, 2024

On the third day, Synthesis & Evaluation workshop was conducted as a session for participants to share and reflected upon their visits and lesson learnt for further action plan implementations as well as discussion on way forwarded led by the project team. The Session activities included:

1. Group presentation on collected information, learning outcome, potential collaboration built, and action plan.
2. Presentation on second year project activities and discussion of the way forward.

Each group developed their action plan based on their key takeaways and partnership opportunity they cultivated. Key parts of group presentation are:

1. Key takeaways from the Partnership Exchange Visit.
2. Potential partnership building they cultivated during the visit.
3. Immediate and long-term actions to be taken after the visit.

Group A

Built upon their discussion and sharing among representatives, they have identified six challenges faced in Crafts and Art industry that highlights the potential of craftsman and its relationship to market trends and policy support. This covered the area of youth engagement and transmission, artistic skills enhancement, technological adaptation, marketing promotion, trends, and policy supports and partnership.

To address these identified challenges, the group put an emphasis on the bottom-up approach that integrate artistic, marketing, and digital literacy skills. Supplemented by recognition and supports from a comprehensive CCIs policy implementation as well as inter-agency collaboration mechanisms. Consequently, this mechanism seeks to enhance an CCIs ecosystem that support for cultural and artistic identity with socio-economic development.

02 What solutions do you propose to address these challenges? (e.g., product enhancement, digitization, skill training, market linkages, etc.)



Develop Comprehensive Skill Development Programs Detailed Approach

- Multi-tiered training integrating traditional crafts and modern skills
- Mentorship programs connecting experienced artisans with emerging talents
- Accredited certification for professional recognition
- Hybrid learning platforms (online and in-person)
- International exchange opportunities



Online & Offline Marketing Training:

- Targeted digital literacy programs
- Social media and e-commerce marketing workshops
- Content creation and branding skill development
- Personalized digital marketing consultation
- Low-cost, accessible online courses



Technological Innovation Platforms:

- R&D funding for creative technologies
- Collaborative artisan-tech expert platforms
- Technology adaptation training
- Annual innovation conferences



Create Youth Engagement Initiatives:

- Compelling storytelling about cultural industry significance
- Competitive grants for young creative entrepreneurs
- Attractive internship and apprenticeship programs
- Digital content showcasing creative careers
- Innovation challenges with substantial prizes



Consumer Education Campaigns:

- Multimedia storytelling platforms
- Interactive cultural exhibitions
- Narrative-driven marketing campaigns
- Product authentication programs
- Educational content on cultural economic impact



Policy Framework Advocacy:

- Comprehensive creative industry policy recommendations
- Specialized intellectual property protections
- Tax incentives for cultural businesses
- Inter-agency collaboration mechanisms
- Strategic national development plans

Proposed solutions of Crafts and Art Sector

To explore potential ideas and opportunities for enhancing contributions to the Art and Craft sector, the team developed a comprehensive guideline for a structured visit. With aims understand organizational strategies for the preservation and development of Creative and Cultural Industries (CCIs). The group learning guidelines also focus on exploring branding and funding models for promoting creative products, integrating technical solutions, and seeking international collaboration and networking opportunities.

The key takeaways, complement three significant areas to preserve and promote traditional crafts. This emphasis the capacity and skills of the craftsmen and institutional themselves to not only achieve craftsmanship excellencies, but to integrate storytelling and marketing skills, customer-centric and business – driven creative strategy to develop design flexibility and adaptability. Significantly, the group also highlights the importance of market analysis and design enhancement for traditional crafts to be comprise with contemporary trend. Recognized that traditional crafts are originally designed and developed to fit the needs and livelihood of people in the certain period of time, integrating adaptive capacity to such products could strengthen its utilities to suit different lifestyles. Notably, these skills, supplemented with entrepreneurial mindset would allow artisans to expand their products to different market groups. While society changes over time, it is vital for these artisans and people within the industry to embrace the change and adopt different skill sets to preserve their heritage.

Key takeaways



Group A-1 Keys takeaways

Based on their key takeaways and discussion, the team has found a common goals in knowledge exchange, the creation of international artist hub, and technological sharing program. During the visit, not only that participants got to explore Korea’s mechanism of crafts and arts promotion, but they also reflected to their natural assets and its potentials to be utilized in different settings. “Sa paper”, for example, is a traditional paper in Laos that make from mulberry trees. Similarly, Korea’s traditional paper “Han-Ji” shares the same materials and techniques. This intrigued the idea of “Cross-Cultural Exploration” to integrate Mekong materials with Korea’s aesthetics as well as innovation inputs. However, there were also challenges that could be identified such as a specific proposal requirement the focus only on local Korean’s artists and contents. At the same time, Mekong Countries also have a limitation in global outreach and visibility to international audiences. In response to these pros and cons, the team developed short – long term action plan proposal to strengthen collaborative community of Arts and crafts industries across Mekong and Korea. Through knowledge sharing session that highlights successful strategies and innovations of crafts products. This activity would enhance internal strategic assessment to identify pilot products, incorporate mentorships and residencies program to further collaboration and community to initiate collaborative framework. Contributed to long-term plan to sustaining the relationship through agreements and joint projects, cross-cultural exhibition, knowledge transfer program, with consistent monitoring and evaluations.

Group B

With group focuses on intangible cultural heritage (ICH), particularly performing arts and music, the team tailored their visit to address the generation gaps, integration of traditional ICH and modern technology and embracing emerging creative trends. These focused areas seek to address the common challenges faced in ICH and performing art sector such as the Insufficient cultural appreciation, generation gaps, standards and quality of artistic works, and private sector participation in policy implementation.

Common Challenges



Common challenges we face include:

- Enforcement of national policies
- Generation gap: Losing identities and diversity
- Insufficient cultural appreciation
- Importance of cultural significance
- Standards of quality in artistic works
- Transmission of knowledge
- Few chances for private sector participation



Identified challenges in Intangible Cultural Heritages

Throughout the visits, the group explored the organization, management, and promotion strategies of Korea, Governmental agencies that work closely with private sectors, artists, and associations across the country. This experience has shaped the group overview of ICH and CCIs ecosystem that linked with policy, legal protection, technological integration, and market development. Emphasize on the policy implementation, Discussion with KHA has underlined the significant of government supports in the ICH protection and promotion. Despite research and development plan, digitalization and entrepreneurial mindset are also crucial to the protection and promotion of a nearly-lost heritage. The ability to integrate heritages to a reachable platform need to be built upon the understanding of today's trends and utilization of digital tools and marketing strategies. More importantly, ICH or CCIs should not be seen in silo, but deeply interdependent. This inclusivity perspective would allow creative workers, business, and even policy makers to works hands in hands.



Mr. Seng, Cambodia participant presents Angkouch to Korea House

In terms of partnership opportunities, the team identified areas of cooperation that underpin three areas of exchange and collaboration: cross-cultural event, exchange program, and digital creation ventures.

Developed upon the existing resources and area of interest, joint performance and workshop could be a high potential opportunity for artists to exchange and integrate their expertise further. In addition, the integration of digital technology has been widely adopted in Korea's CCI is signified its potential to bridge heritage and contemporary audiences. Since digital technology is universal, adopting this mechanism would require a responsive technology transfer for market linkages relative to each distinct cultural landscape.

Despite the partnership and knowledge gain, the obstacles and challenges could also be recognized and reflected along the way, especially in the area of public-private partnership. Standing as private sector and MSMEs, there is a considerable barrier in communication and negotiation with foreign public sector as well as limitation within their own country. This challenges, has signified the important of collective alliance of countries' authorities to create a joint effort between stakeholders that could strengthen the reputation and recognition of Mekong's CCIs in global landscape.

These key takeaways contribute to the proposed action plan for developing communication and networking platforms aimed at knowledge sharing and joint project proposals within and beyond the ICH sector. The initiative begins with establishing communication channels to connect stakeholders, facilitating further implementation of initiatives such as MoUs and cultural events. Maintaining these connections will enhance the formalization of MoUs and the project plans for funding opportunities. Consistent monitoring and evaluation will significantly strengthen the long-term stability and impact of this platform.

Group C

Group C comprise with leaders and founders of CCIs advocacy and creative services, particularly culinary arts. Through their works in promoting cultural experience of heritage location, the group seeks to address the challenges associated with policy and heritage location management, limited fundings, generation gaps, and industrialization in traditional culinary industry. Structured their visits to emphasized the creation of policy frameworks that encourage traditional culinary practices within sustainable tourism strategies, digital media promotions, as well as the integration of traditional culinary arts with modern gastronomy methodologies.

With food being an essential to our everyday lives, culinary arts showcase origins and stories of cultural identity. Embarked the experience with KHA, Korean Food Promotion Institute, and Korea Temple Food Center, the group highlights the power of storytelling, educational outreach, and innovation as tools to preserve and promote gastronomy sector. The integration of storytelling in promotion and communication could potentially be a key to seeks public and tourist recognition to the sector. Through a market-oriented marketing strategies, the firm would be able to design an abreacting narrative to the product. These strategies may cover the selection and creation of cultural symbol dish, integrate use of innovations, and the restaurants of space design to supplement the cuisines. Furthermore, the authenticity of traditional cuisines aligns with sustainability and health trends. This may pave the way for traditional culinary to be presented to engage global customers.



Group Discussion with Korea Temple Food Center

Looking at gastronomy through policy as advocacy perspective, it is vital for policy makers to acknowledge the interrelation of multidisciplinary and sectors engagement in CCIs promotion. From gastronomy perspective, creating a business ecosystem where supplies are cared with sufficient financial supports and environmental protection. This will enhance long-term resilience of farmers and rural community to cautiously take part in the industry. In case of the business itself, the connection between businesses in hospitality and tourism is crucial. To establish the environment of recognition and support would further the potential of entrepreneurs themselves and the industry as a whole.

With these key takeaways, the group proposed an action plan to scale up the engagement efforts within and beyond the sector through collaboration campaign and develop digital platform. Initiated by grounding the foundation of a collaborative framework by identifying key resources, stakeholders in heritage tourism landscape. This immediate action plan aims to bridge stakeholders and beneficiaries together for a collaborative framework such as resource mapping and campaign proposals. To mid-term and long-term plan, the group emphasize on the regional and global outreach alongside the development of digital platform, especially “Explore Mekong Heritage Application”.

While the application still developing, it lacks designs and functionalities to captivate users, as well as its insufficient in providing real-time information and features. To strengthen the application to reach its potential to promote Mekong’s heritages, four areas of improvement should be achieved. This encompasses the user’s analysis, collaboration and partnership with hospitality, tourism, and creative sectors. On top of online promotion, on-site visitors’ engagement is also essentials in the promotion approach. This may include adopting technology to local businesses and restaurants such as online payment and mobile banking, as well as graphics designs and presentations. With focus on marketing and promotion strategies, the group believes that the holistic approach to creative strategies will allows the sectors to grow further in the ever-changing market trends.

Summary of the Synthesis and Evaluation Workshop.

Group presentations for three respective CCIs sectors reflected three main areas to enhance CCIs preservation and Promotion. These are entrepreneurial development in artistic sector, Stakeholders engagement, and digitalization. Seeking to advance cultural products and practice to meet today’s needs and lifestyle, it is therefore, crucial for CCIs to catch up with trends and find their place in the modern market. From private to public institution, it is extremely for to promote a sustainable and forward-looking ecosystem to bridge cultural knowledge and practices with today’s facilities. Over the course of three

months, MI project team will follow up with the participants on the progress made on the action plan implementation.

5. Evaluation and Feedback

The post evaluation feedback was conducted to evaluate the organization and outcome of the Partner Exchange Visit for future program development. Overall, the Partnership Exchange visit received positive feedback from the participants in the area of workshop contents, overall logistic management, and its applicability to their area of expertise.

Regarding the program objective, participants found that the program has met its objectives of:

1. Provided participants on-site learning opportunities focused on cultural and creative industry policies, institutional frameworks, and intellectual property protection strategies in the Republic of Korea (ROK)
2. Provided tailored site visits based on participants' specific learning objectives and partnership interests, facilitating direct engagement with relevant stakeholders in the cultural and creative industries.

However, the third objective “To provide platform for participants and Korean partners to explore partnerships, and continuing these efforts after the visit” received mild feedback as participants express the limitation in time management during each visit and lack of initial engagement with potential partner prior to their on-site discussion.

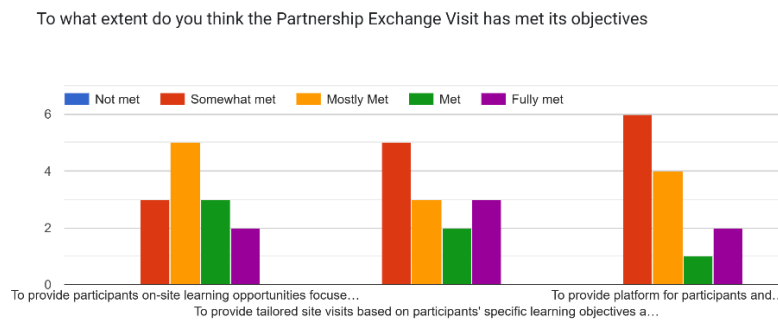


Figure 1: Overall assessment on program objectives

The inception workshop on CCI promotion strategies and IP protection in RoK received positive feedback from the participants where the average of applicability and usefulness of each session is on the high rating. As shown on the graph, feedback of each session is resulted in the average of 4.1, 3.8, and 4.38 respectively.

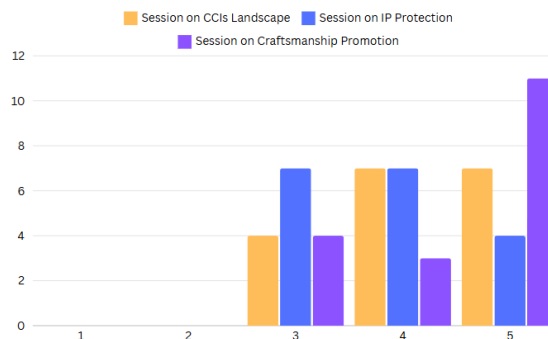


Figure 2: Participant evaluation on three sessions of the inception workshop

For the Structured Meeting Visit, participant’s expectation and learning objectives, level of knowledge gain, its relevant to their profession, and the partnership gained are recorded the average of 3.69. Despite the applicability of the activities to participant’s profession that profoundly favored by participants, it seems that partnership built within this time frame is low.

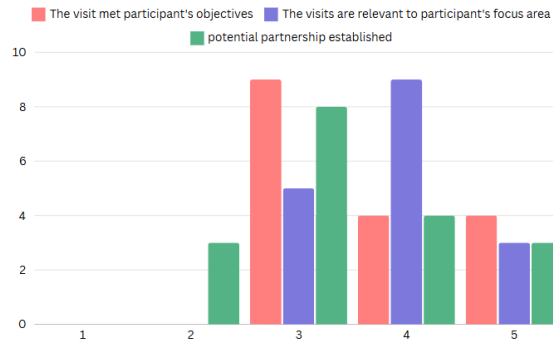


Figure 3: Participants evaluation on the Structured Meeting Visit

To address factors that influence the low rate of established partnership, participants underline the barriers of protocols and strategic plan of public sectors could be limited for a direct engagement with MSMEs, especially as foreign private owner or individuals. However, they could see the potential of collective efforts through governments or international organizations. Requiring long-term discussion and initiatives.

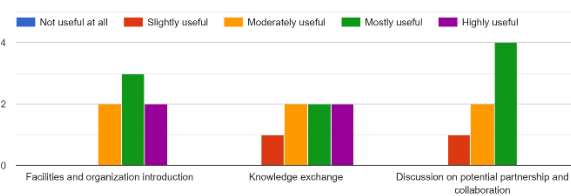
Apart from the partnership or collaboration opportunities, participants reflected that they have gained profound knowledge sharing and discussion with different institutes, especially in the area of development strategies and practices.

The following charts will illustrate the overall usefulness and applicability of site visits by group based on three criteria:

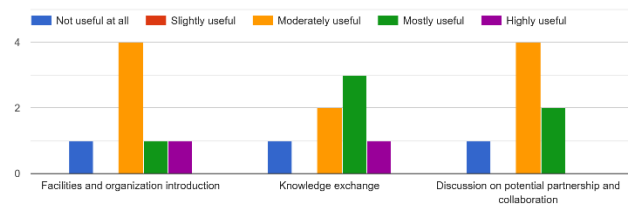
1. Facilities and organization introduction
2. Knowledge exchange
3. Discussion on potential partnership and collaboration

Group A:

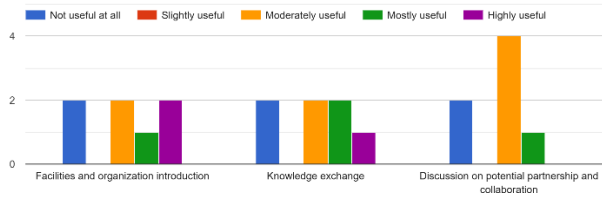
How useful was the visit to Seoul Foundation for Arts and Culture and Seoul Art Space to your area of interest and partnership opportunities



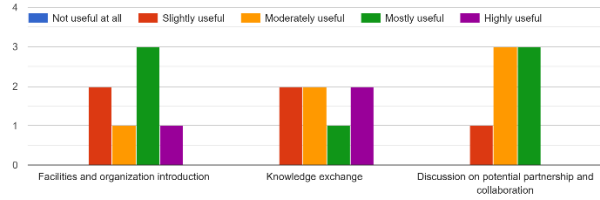
How useful was the visit to Hanji House to your area of interest and partnership opportunities



How useful was the visit to Jinju Shell to your area of interest and partnership opportunities



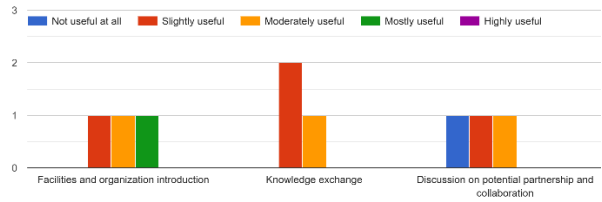
How useful was the visit to Seoul Craft and Art Center (CUBE) to your area of interest and partnership opportunities



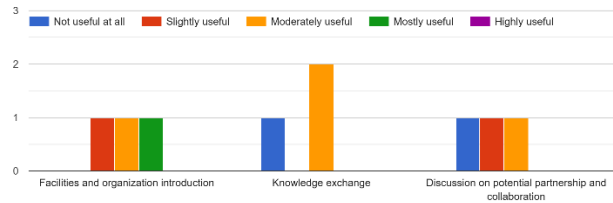
Group A evaluation

Group B:

How useful was the visit to the Korea Heritage Agency to your area of interest and partnership opportunities



How useful was the visit to Korea House to your area of interest and partnership opportunities



How useful was the visit to the National Museum of Korea to your area of interest and partnership opportunities

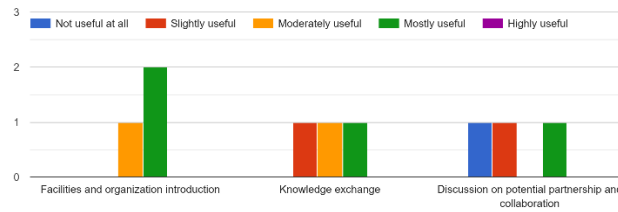
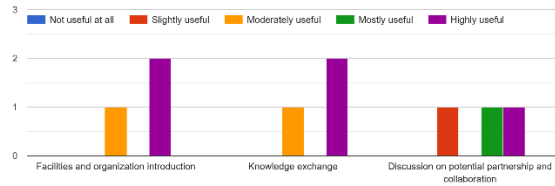


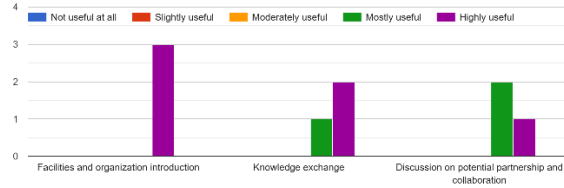
Figure 4-6: Group B evaluation

Group C:

How useful was the visit to the Korea Heritage Agency to your area of interest and partnership opportunities?



How useful was the visit to the Korea Food Promotion Institute to your area of interest and partnership opportunities?



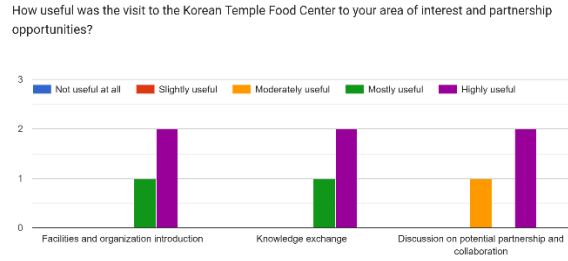


Figure 7-9: Group C evaluation

Based on the site-oriented evaluation, it appears that group A and C have experienced an inclusive discussion and opportunities for participants to exchange and learn from the comparable partner with share values. Whereas Group B visits emphasized more on knowledge sharing and exchange as the discussion lies on the informal collaboration and invitation to future events. Participants also underlined the limitation of instructional protocol on international partnership strategies that they found uncertain as local association representative.

In case of logistics and accommodation arrangement, participants express their satisfaction to the program at the highly satisfaction rate of overall administrative support. The highest satisfaction goes toward accommodation and Organizing team whereas the program agenda has received a moderate pleasure.

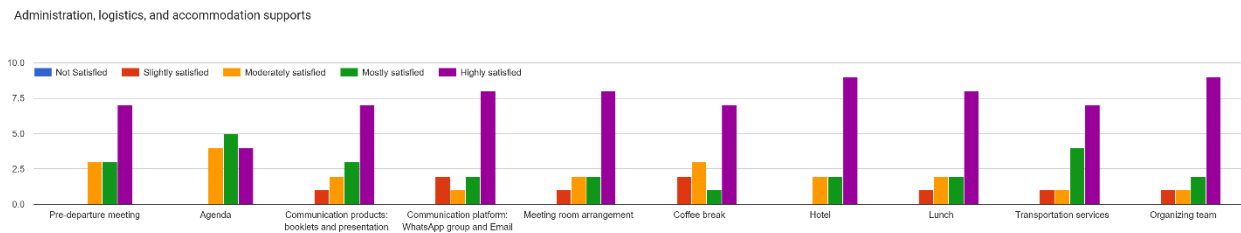


Figure 10: Evaluation on Logistics and Accommodation Supports

These elements of evaluation form are added up to the overall satisfaction rate of the partnership exchange visit of 38.5% reflected that the program was excellently organized, and 30.8% at the moderate level.

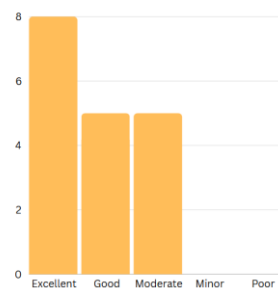


Figure 11: overall assessment of the Partnership Exchange Visit

6. Conclusion

Partnership Exchange Visit on Cultural and Creative Industries between Project Sites in Mekong Countries and the Republic of Korea has served as a comprehensive platform for CCI representatives from Mekong Countries to learn, exchange, and explore partnership with leading institutions in the Republic of Korea. As the program seeks to address challenges faced in CCIs, each respective sector has identified common challenges that concern three areas:

1. Transmission gaps and capacity building
2. Digitalization and technological adaptation
3. Limitation of Policy, funding, and legal supports.

Upon discussion with different Korea CCI institutes, participants highlighted the importance of interdisciplinary in artistic landscape. The perspective toward traditional and cultural products should concern with its adaptive capacity to compete with industrial and commercial goods. This may concern the integration of entrepreneurial and business skills with craftsmanship and traditional knowledge, as well as the digital literacy of the craftsmanship themselves. The competency to analyze trends, markets, and creatively deliver their products to the target audience will enhance public recognition to CCIs as a whole. Moreover, the creativity input to cultural integration also includes the cross-over with modern arts and pop-culture that allow traditional practice to co-exist with contemporary society while embracing its identity.

As far as the heritage disappearance is concerned, digitalization appears to be a crucial tool to connect and provide audiences with an immersive experience to the unseen cultural practice. As some cultural products and practices may not be able to remain with today's society, archive and exhibition has been an option to keep such heritage alive. Significantly, in order to effectively maximize digital technology to heritage preservation and promotion, a comprehensive research and development is required.

On top of the skill enhancement and digital adaptation, a supportive business ecosystem is crucial to enhance the feasibility of idea implementation. This will require a holistic approach of public and private collaboration to support legal protection such as Intellectual Property to support and protect creativity as cultural assets.

Compiling these areas for CCI development, proposed action plans are pointed out the collective efforts for stakeholders and related institutes. The insights and commitment of participants aim for long-term development that requires a collective engagement for inclusive and result-driven mechanism. Through initiation of a common communication platform, establishment of MoUs, funding opportunities, and constant knowledge sharing and skill exchange within and beyond CCI industries. Importantly, to build upon the collaboration of both public and private sectors to ensure a transformative process of CCI preservation and promotion.

7. Appendix

Program Agenda

Day 1, December 3, 2024

Time	Activities
07:00-08:30	 Breakfast at Hotel Four Points by Sheraton Seoul Station
08:30-08:40	Participants gathered at Hotel lobby. MI Team will guide to meeting room.
08:45-09:00	Participants' Registration At B2 Floor: KBD Life Building
09:00-09:20	Opening session: Opening & welcome remarks by Mr. Madhurjya Kumar Dutta , Director of Trade & Investment Facilitation Department (TIF) and Director of Mekong - Republic of Korea Cooperation Fund (MKCF) Remarks by Mr. KIM Dong Hoo , Second Secretary of the Southeast Asia Division 2, Ministry of Foreign Affairs, Republic of Korea.
09:20-09:40	MOU Signing Ceremony Remarks and introduction of Korea Intangible Cultural Art Association (KICAA) by Mr. LEE Yong Gang , Chairman of the Association. MoU signing Between KICCA and MI Group photo
09:40-10:30	Introduction of the Project and Partnership Exchange Visit By Ms. Thongvone SOSAMPHAN , Project Coordinator
10:30-10:45	Break
10:45-12:15	Group Work: - Design leaning objectives and questions for each visiting sites - Develop outline of the PowerPoint Report to be presented on the last day (December 5)
12:15-13:30	Lunch
13:30-14:30	Presentation on overall landscape of Cultural and Creative Industries in ROK. <i>by Mr. Hyun Kim, Senior Producer, Korean Educational Broadcasting System.</i>
14:30-14:40	Break
14:40-15:40	Presentation on Intellectual Property Protection in the context of CCI in Korea <i>By Dr. Seng Woo Son, Former President of Korea Institute of Intellectual Property</i>
15:40-16:40	Case study on O'HANDS: Promoting Regional Craftsmanship and Cultural Products <i>by Mr. Ho-sang Shin, Team Leader, Korea Institute of Design Promotion.</i>
16:40-17:00	Q&A

Day 2, December 4, 2024

Structured Learning Visit		
Group A: Art, Craft & Design	Group B: Performing Art, Visual Art & Music	Group C: Creative Services & Related Industries
09:30-10:40 Seoul Foundation for Arts & Culture (SFAC) Adress: 122, Dongsung-gil, Jongno-gu, Seoul, ROK	09:00-10:00 Korea Heritage Agency (KHA) Adress: 17F, 173, Toegye-ro, Jung-gu, Seoul, ROK	
11:00-11:30 SEOUL ART SPACE @SINDANG Adress: 87, Majang-ro, Jung-gu, Seoul, ROK	10:30-11:30 Korea House Adress: 2-9, Teheran-ro 92-gil, Gangnam-gu, Seoul, ROK	10:30-11:30 Korean Food Promotion Institute Address: 18, Bukchon-ro-Jongno-gu, Seoul, ROK
<i>12:00-13:30 Lunch</i>		
13:30-14:30 Group A-1: Hanji House <i>operated by Korea Craft and Design Foundation (Hanji: Korean traditional paper)</i> Adress: 31-9, Bukchon-ro, Jongno-gu, Seoul, ROK Group A-2: Jinju Shell (lacquerware workshop) Adress: 42-3, Bukchon-ro, Jongno-gu, Seoul, ROK	13:30-14:30 National Museum of Korea Adress: 137, Seobinggo-ro, Yongsan-gu, Seoul, ROK	13:30-14:30 Korean Temple Food Center Address: 2F, 39, Yulgok-ro, Jongno-gu, Seoul, ROK
16:00-17:00: Seoul Craft & Art Center CUBE Address: Techno Cube-dong, 232, Gongneung-ro, Nowon-gu, Seoul, Korea.	16:00 – 17:00 Insa-Dong Cultural Street Address: Jongno District, Seoul, South Korea	


Day 3, December 5, 2024

Time	Activities
06:30-08:00	Breakfast at the hotel
09:00-12:00	<p>Synthesis & Evaluation Workshop</p> <p>Presentation by group on collected information, solutions, and identified potential collaboration partners.</p> <ul style="list-style-type: none"> ○ Action plans ○ Discussion and the way forward <p>Closing remarks by Mr. Madhurjya Kumar Dutta, Director of Trade & Investment Facilitation Department (TIF) and Director of Mekong - Republic of Korea Cooperation Fund (MKCF)</p>
12:00 onward	End of the program.




Participant Directory

No	Photo	Name and Position	Organization and Contact information
Cambodia (3)			
1		Mrs. Phina So Executive Director	Creative Industries of Cambodia Association for Development and Advocacy (CICADA) Email: phina@cicadakh.org
2		Mr. Seng Song Director	Cultural Experiences Cambodia Email: seng@ceccambodia.com
3		Ms. Soky Un Incubation Program Manager	Satcha-Cambodia Handicraft Incubation Center Email: soky.meta@gmail.com
Lao PDR (4)			
4		Mr. Phouthalack Sengphouthay General Manager	LINES Email: Phouthalacks@gmail.com

5		Mr. Phonepaseth Keosomsak Architect, Artist and Cultural Heritage Practitioner	Norphao Group Email: phonepaseth.k@gmail.com
6		Ms. Salyna Malaidet Sale Manager	Porsaa luangprabang Email: Porsaaluangprabang@gmail.com
7		Ms. Hongkham Xiong CEO and Co-Founder	Passa Paa Email: pok@passa-paa.com
Myanmar (2)			
8		Mr. Kyaw Myo Ko Director	Myanmar Upper Land culture & travel Email: kyaw.myo.ko@gmail.com
9		Mrs. Maw Maw Aung Owner	Bagan House Lacquerware workshop Email: mamawbaganhouse@gmail.com
Thailand (5)			
10		Mrs. Phantisa Svetasreni Director of Marketing Development	Sustainable Arts and Crafts Institute of Thailand (Public Organization) Email: Phantisa.s@sacit.or.th
11		Mr. Eakkachan Jun-urairat Vice-President	Thai Master Craftsman Association Email: thaienamel@gmail.com
12		Mr. Akarawin Sasanapitak Assistant Professor /Deputy Dean	Phranakhon Si Ayutthaya Rajabhat University Email: akarawins@gmail.com

13		Mr. Narong Cumanee Head of the Humanities Department	Phranakhon Si Ayutthaya Rajabhat University Email: naronggantee@gmail.com
14		Ms. Thunyatorn Chaiyachat Research and Development Officer	SIVAREE BRAND Email: tataewraew@gmail.com
Viet Nam (4)			
15		Ms. Ho Thi Suong Lan Founder/CEO	MARIES Limited Company Email: madebymaries@gmail.com
16		Ms. Nguyen Thi Thuy Nhien Co-owner/Operations Manager	An Nhien Garden Vegetarian Restaurant Email: nhienthuy.ng@gmail.com
17		Ms. Thi Thuy An Nguyen General Manager	An Du Hospitality - Moon River Cruises Email: an.nguyen@moonrivercruise.com
18		Mrs. Huyen Ton Nu Hanh Phuoc Member	Conical Hat Artisans Association Email: htanhphuoc@gmail.com

MI Organizing Team

Photo	Name and Position	Contact
	<p>Mr. Madhurjya Kumar Dutta</p> <p>Director</p>	<p>Trade and Investment Facilitation (TIF) Department, MI</p> <p>E-mail: dutta@mekonginstitute.org</p>
	<p>Ms. Thongvone Sosamphan</p> <p>Project Coordinator</p>	<p>Trade and Investment Facilitation (TIF) Department, MI</p> <p>Email: thongvone@mekonginstitute.org</p>
	<p>Ms. Mi Jung</p> <p>Project Coordinator (MKCF Unit)</p>	<p>Trade and Investment Facilitation (TIF) Department, MI</p> <p>E-mail: mijung.im@mekonginstitute.org</p>
	<p>Ms. Boonyanuch Tanunchabuttra</p> <p>Project Assistant</p>	<p>Trade and Investment Facilitation (TIF) Department, MI</p> <p>E-mail: boonyanuch@mekonginstitute.org</p>