

## COMPLETION REPORT

### Project Inception Meeting

**Formation of Project Advisory Committee (PAC)  
and Launch of the Project on**

**‘Promoting Creative Industry for Heritage Tourism Development in the Mekong Region’  
or ‘Creative4Mekong’**

**Wednesday, April 3, 2024**



## Executive Summary

With support from the Mekong – Republic of Korea Cooperation Fund (MKCF), the Mekong Institute (MI) organized an inception meeting to formally launch and kick off the project on Promoting Creative Industries for Heritage Tourism Development in the Mekong Region (Creative4Mekong) through an online platform on 3rd April 2024. The project's objective is to enhance the economic potential of the creative industries in the five Mekong countries by strengthening creative industries for cultural heritage conservation and tourism development in the World Heritage Sites for socio-economic development.

The Inception Meeting for the Launching of the project and formation of the Project Advisory Committee was opened by Mr. Madhurjya Kumar Dutta, Director of the MKCF Unit and Trade and Investment Facilitation (TIF) Department, on behalf of the MI Executive Director. It was followed by the introduction of the project, project work plan and timeline, and the roles and responsibilities of the Project Advisory Committee, and ended with discussion and remarks from representatives from the five Mekong countries and all stakeholders.

A total of thirty-six (36) delegates attended from concerned ministries and departments, as well as the private sector, representing government agencies related to tourism, culture, hotels, fine arts, commerce, intellectual property rights, heritage sites, creative industries associations, and tourism associations in Cambodia, Lao PDR, Myanmar, Thailand, and Vietnam (CLMTV) countries. Additionally, representatives from international organizations, including UNESCO's Bangkok office and the British Council, were also present.

Overall, the meeting received strong support from all participants, with the following key points highlighted:

- Participants from Mekong countries affirmed their support and commitment to the project, expressing their willingness to cooperate on the Project Advisory Committee (PAC) role and responsibilities. Given that the creative industries are still relatively new in some countries, attendees agreed to continue providing recommendations on suitable PAC members within their respective countries. It was also recommended to involve entrepreneurs, cultural practitioners, and artists from the CLMTV countries in the PAC.
- Concerning the composition of the PAC, it was noted that while some countries have appointed members from both the creative industries (CI) and intellectual property rights (IPRs) sectors, others have only appointed from one of these areas. Given the project's focus, discussions emphasized the importance of appointing PAC members with expertise in both domains.
- Discussions also centered on aligning efforts and sharing expertise and studies from the Ministries of Commerce of Thailand and Lao PDR. UNESCO also highlighted UNESCO Thematic Indicators for Culture in the 2030 Agenda framework for consistent classification, data collection, and analysis across countries.
- A follow-up action was suggested for each country's involvement activity to clarify and narrow down the tasks for each phase of the project. MI Project Implementing Team (PIT) will provide updates to the PAC throughout the project cycle and hold another inception meeting at the beginning of year 2.

## Acronyms

CLMTV	Cambodia, Lao PDR, Myanmar, Thailand and Viet Nam
CI	Creative Industry
IP	Intellectual Property
IPRs	Intellectual Property Rights
MI	Mekong Institute
MKCF	Mekong – Republic of Korea Cooperation Fund
MSMEs	Micro Small and Medium-sized Enterprises
PAC	Project Advisory Committee
PIT	Project Implementation Team
TIF	Trade and Investment Facilitation Department
ToR	Terms of Reference
WTO	World Trade Organization

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## I. Overview

The creative industry plays a vital role in boosting the cultural tourism sector in the Mekong countries, significantly contributing to their economies. However, the COVID-19 pandemic has severely impacted this sector. Heritage sites, in particular, are experiencing slower recovery compared to other areas, and the situation varies among countries due to differences in economic development levels and their ability to respond and recover. This has put cultural skills and knowledge at risk, as workers leave in search of new opportunities, taking with them their local artisanal skills and cultural knowledge, potentially leading to the disappearance of traditional heritage and the foundation of cultural knowledge associated with key heritage monuments. Heritage locations are crucial to the tourism sector as they uniquely contribute to the cultural identity of the Mekong countries.

Micro, small, and medium-sized enterprises (MSMEs) are major economic contributors in the Mekong region. However, there lacks clarity in classifying businesses within the creative industries and those outside this sector. This classification is crucial as creative industries require tailored policy approaches, unlike most MSMEs. Establishing a regionally agreed-upon taxonomy and definition for creative and cultural industries is imperative for crafting effective support policies and incentives. Unfortunately, MSMEs in the creative sector have not received adequate attention as economic drivers, resulting in insufficient policy support and technical assistance to enhance their competitiveness. Additionally, most Mekong countries are still developing their Intellectual Property (IP) protection regimes, which are vital for nurturing a thriving creative economy. Strengthening IP rights is crucial for safeguarding creativity and controlling the commercial exploitation of products of scientific, technological, and cultural creation, thereby fostering economic growth and international competitiveness.

Given the vital role of heritage locations in the tourism sector and their unique contributions to the cultural identity of the Mekong countries, multilateral and regional coordination is essential to address the challenges faced by the cultural and creative industries sector, ensuring their resilience, growth, and sustainability. To address these issues, the Mekong Institute (MI) is implementing a three-year project titled '**Promoting Creative Industry for Heritage Tourism Development in the Mekong Region,**' or '**Creative4Mekong,**' from March 2024 to February 2027. Funded by the Mekong – ROK Cooperation Fund (MKCF), the project focuses on strengthening creative industries, cultural heritage conservation, and tourism development for socio-economic recovery with a digital platform in selected five World Heritage Sites of Mekong countries, namely Siem Reap (Cambodia), Luang Prabang (Laos), Bagan (Myanmar), Ayutthaya (Thailand), and Hue (Vietnam).

To formally launch the project, the MI organized the project inception meeting with the appointed Project Advisory Committee (PAC) and key stakeholders. The purpose was to introduce the project objectives, activities, expected outcomes, and to seek cooperation from the stakeholders for successful implementation of the project. It took place on Wednesday, April 3, 2024, from 9:00 am to 11:15 am via an online platform. A total of 36 participants attended, with the detailed breakdown below:

Country	Public		Private		Total
	Female	Male	Female	Male	
Cambodia	2	2	1	3	8
Lao PDR	1	3	0	0	4
Myanmar	2	4	1	2	9
Thailand	4	3	0	0	7
Viet Nam	3	2	1	0	6
Others	1	0	1	0	2
Total	13	14	4	5	36

## II. Inception Meeting

### 1) Welcoming and Opening Remarks

Mr. Madhurjya Kumar Dutta, Director of the MKCF Unit and Trade and Investment Facilitation (TIF) Department, extended a warm welcome to all participants on behalf of the MI Executive Director. In his remarks, he informed delegates that Creative4Mekong project has been designed as a part of the MKCF in consultation with stakeholders. It builds upon the completed Mekong Institute's project on 'Sustainable and Smart Tourism Development in the Mekong Region,' which was supported by MKCF and implemented from April 2020-December 2023.



He outlined the objectives of the meeting, which included formally introducing the project's objectives, activities, and expected outcomes; conducting the first PAC meeting to determine the roles and responsibilities of the project's advisory committee; and seeking necessary support from the advisory committee members for further advice in identifying related agencies and concerned stakeholders' groups to work closely with MI's Project Implementation Team (PIT). He added that a Project Advisory Committee (PAC), which is a requirement of the Mekong - Republic of Korea Cooperation Fund, is an imperative aspect of the project. Guided by its Terms of Reference, the PAC is tasked with providing guidance, feedback, and necessary cooperation and support while implementing the project activities in the respective countries.

During his remarks, he emphasized the importance of promoting the creative industry in the Mekong countries, highlighting its critical role in advancing the sustainable development agenda. Micro, Small, and Medium-sized Enterprises (MSMEs) in the creative industries were particularly hard hit by Covid-19. Therefore, this project will work to support not only MSMEs but also artisans, cultural practitioners, and government officials involved in the cultural and creative industries sector. This support will be provided through capacity building, technological support and exchanges, as well as study and research initiatives. Additionally, the project will focus on facilitating cooperatives and groups, enhancing copyright protection, leveraging digital platforms for MSMEs' advancement, introducing sustainable solutions for cultural tourism, promoting innovative practices, and establishing baseline data for effective decision-making and progress tracking.

Mr. Madhurjya also took the occasion to share news on the current opening of MKCF's 8th call for proposals and invited attendees to visit [www.mekongrok.org](http://www.mekongrok.org) for more information about the call and to share it with their respective countries. Before concluding his remarks, he once again sought support and guidance from everyone to ensure the project's success and to continue in collaboration.

## 2) Project Background and Information

Mr. Sa-nga Sattanun, Program Manager of the Trade and Facilitation Department, began by providing an overview of the project, starting with a brief introduction to the previous project, outlining its objectives and achievements. He then proceeded to present the goals, objectives, expected outcomes, and outputs of the Creative4Mekong Project.


The creative industry plays a crucial role in enhancing cultural tourism in the world including across the Mekong countries, bolstering their economies. According to creative economic outlook report of 2022 conducted by the United Nation Conference on Trade and Development that the creative economy is one of the world's fastest-growing sectors. Creative industries create employment and income, promote innovation and contribute to societies' well-being international trade in creative goods and services generates increasing revenues for countries, especially developing countries.



The Creative4Mekong project's background, objectives and outcomes are presented as showed below:

### Project Overview

Project Supports



Capacity Building


#### Background

The cultural tourism sector in the Mekong countries has been severely impacted by the Covid-19 pandemic, with a notable decline in tourist numbers, especially affecting heritage sites. This has led to a potential loss of cultural skills and knowledge as workers seek new opportunities, taking their local artisanal skills and cultural knowledge with them. The project focuses on human resource development in Culture and Tourism, recognizing the crucial role of heritage locations in the Mekong countries' cultural identity.



Platform Building


Emphasizing the significant contribution of the creative industry to the region's economy, the project aims to promote cultural tourism for social and economic inclusion. By targeting World Heritage sites in Cambodia, Lao PDR, Myanmar, Thailand and Viet Nam, the project will support cultural practitioners and artists, utilizing the creative industry as a vehicle for growth amid economic challenges.




Modular training

#### Overall Objective

The project objective is to enhance the economic potential of the creative industries in the five Mekong countries by strengthening creative industries for cultural heritage conservation and tourism development in the World Heritage Sites for socio-economic recovery.





Study/Research



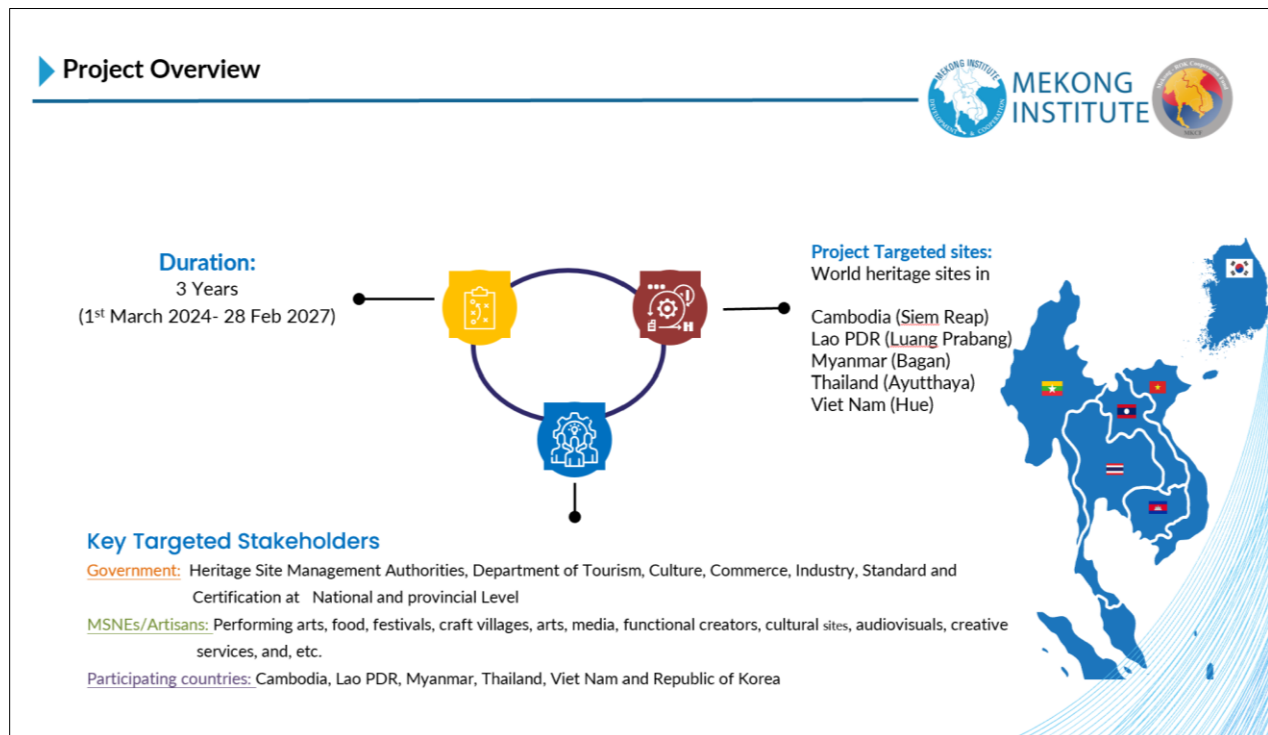
Seminar/Forum



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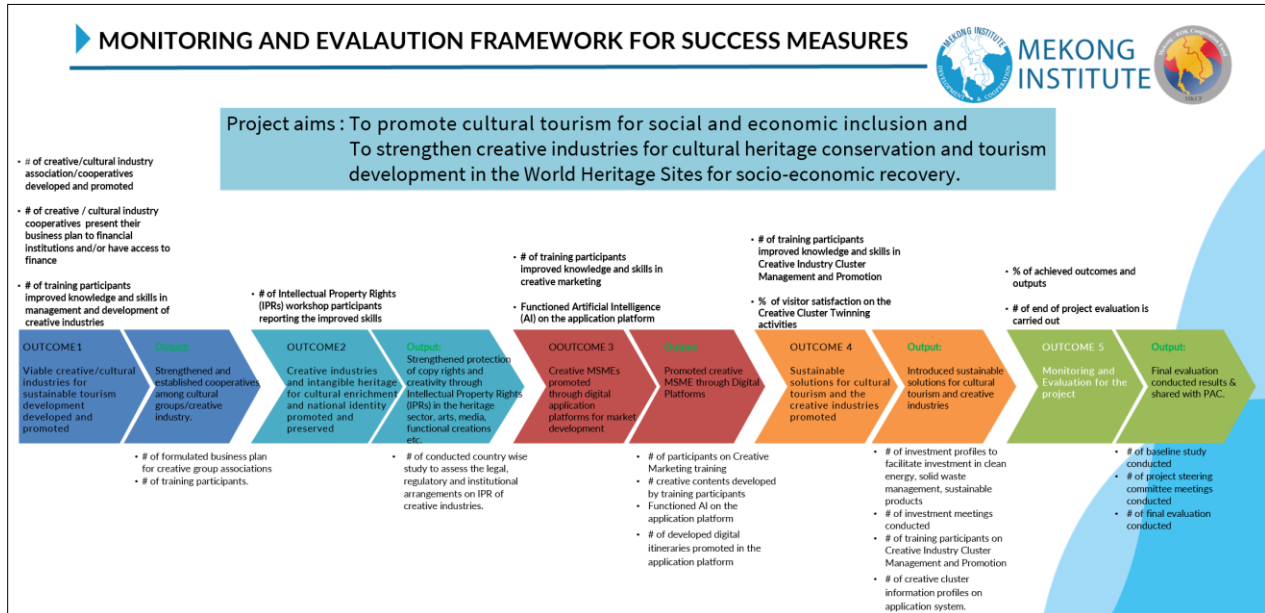
↑ Given the aforementioned reasons, coupled with the impacts of the COVID-19 pandemic, the creative industry sector, particularly heritage sites, has been severely affected. Heritage sites are experiencing slower recovery rates due to varying economic levels. This poses a risk to cultural skills and knowledge as workers migrate, potentially leading to the loss of traditional heritage and cultural expertise associated with key monuments. Therefore, this project aims to support the Mekong countries, particularly within the creative industries of micro, small, and medium-sized enterprises (MSMEs), entrepreneurs, and cultural practitioners, in establishing a clear classification. Such clarity is essential for tailored policy design, yet it is currently lacking. Developing a regionally agreed taxonomy and definition for creative and cultural industries is imperative for implementing targeted support policies and incentives. Despite their economic significance, MSMEs in the creative sector have not received adequate attention, resulting in insufficient policy support and technical assistance to enhance their competitiveness. Additionally, Intellectual Property (IP) protection regimes in the Mekong countries are still evolving, impacting the ability to safeguard creativity and control commercial exploitation. This is crucial for economic growth and international competitiveness, especially in technology-intensive sectors.



↑ Effective stakeholder engagement is crucial for the success of the Creative4Mekong Project. By fostering collaboration among national government agencies, MSMEs, international organizations, heritage site management authorities, and provincial governments, the project aims to promote sustainable growth and innovation within the Mekong region's creative industries. Continued efforts to engage with these stakeholders will be essential for achieving the project's objectives and maximizing its impact.



**Project monitoring and evaluation framework for success measures are shown below:**



**Some of the key achievements from the project 'Sustainable and Smart Tourism Development in the Mekong Region, implemented from April 2020-December 2023 were also presented:**

**PROJECT ACHIEVEMENTS of the SUSTAINABLE AND SMART TOURISM DEVELOPMENT IN THE MEKONG REGION (April 2020- December 2023)**

**SOME HIGHLIGHTED RESULTS**

- 83** Project activities implemented
- 788** Direct beneficiaries/ stakeholders
- +1,750** Indirect beneficiaries/ stakeholders
- 6** Digital platforms developed
- 3+1** MOUs signed
- 1** Policy brief

Visuals include: a group photo at a heritage site, a signing ceremony, a workshop on 'Sustainable and Smart Tourism in the Post-Pandemic', a 'Mekong Story' brochure, a digital platform interface, a training program brochure, and a policy brief cover.

↑ The project 'Sustainable and Smart Tourism Development in the Mekong Region' implemented 83 activities and produced various products, including policy recommendations, digital platforms, and curriculum. These outputs will be further utilized in the Creative4Mekong project.

### 3) Project Activities and Workplan

Following the presentation of the project background, Ms. Thongvone Sosamphan, Project Coordinator summarizes a 3-year project activities and timeline as shown below:

The first year of the implementation, the project will commence with a baseline study aimed at understanding the current situation of creative industries within the Mekong region. Recognizing the unique policy requirements of these industries, the study will focus on mapping the status of creative industries, including products, services, industry classification, and market actors across selected Heritage sites in five Mekong countries. Additionally, it will assess the recognition and classification of workers/artisans in these locations as MSMEs.

**Ms. Thongvone SOSAMPHAN**  
Project Coordinator  
Department of Trade and Investment Facilitation

Based on the study results, the project will then work on classification, develop a taxonomy, and assist in forming associations, enabling these entities to access better support and incentives. In parallel, an intellectual property (IP) assessment study will be conducted to safeguard the distinctiveness of creative and cultural industries. This study will evaluate the legal, regulatory, and institutional frameworks concerning intellectual property rights (IPRs) in each country. Recognizing the pivotal role of copyrights in supporting creativity and commercial exploitation, the assessment will cover various aspects of IPRs, including copyrights, related rights, trademarks, geographical indications, industrial designs, and patents. Ensuring the development and utilization of such products is crucial for driving economic growth and international competitiveness, particularly in technology-intensive sectors.

#### Year 1 activities and timeline:

Activities & Timeline (1/3)		MEKONG INSTITUTE	
YEAR 1: March 2024 - Feb 2025			
	• Inception Workshop + Form Project Advisory Committee (Completed)		3 <sup>rd</sup> April 2024
	• Conduct baseline study to map and develop a database of creative industries and associations in key sectors, their current status, challenges and prospects.		May-July 2024
	• Conduct a country wise study to assess the legal, regulatory and institutional arrangements on IPR of creative industries.		May- July 2024
	• Conduct training for business management and development of creative industry associations. [location: Mekong Institute]		1-5 July 2024
	• Conduct familiarization mission on creative industries in RoK for officials from organizations involved in promotion and development of creative industry in five Mekong countries. [location: Republic of Korea]		Nov or Dec 2024

In addition, with the two studies, two initiatives are outlined: firstly, a five-day training program to be organized at the Mekong Institute’s Headquarters from 1-5 July 2024 aims at enhancing the business management skills of identified associations and groups. The training employs innovative methods to introduce concepts such as business planning, revenue generation models, marketing strategies, and support services for association members, followed by practical assistance in developing comprehensive business plans covering aspects like market analysis, strategic frameworks, operational guidelines, and financial projections. Secondly, a familiarization mission will be conducted in the Republic of Korea for officials from organizations involved in promoting and developing creative industries across the five Mekong countries around the end of the year. This mission seeks to gather insights on preserving and promoting creative sectors, understanding legal and regulatory frameworks including intellectual property rights, and identifying best practices in fostering creative industries and cultural tourism. The outcome of the mission will be developing roadmaps and investment opportunity profiles tailored to each country's context based on the information gathered.

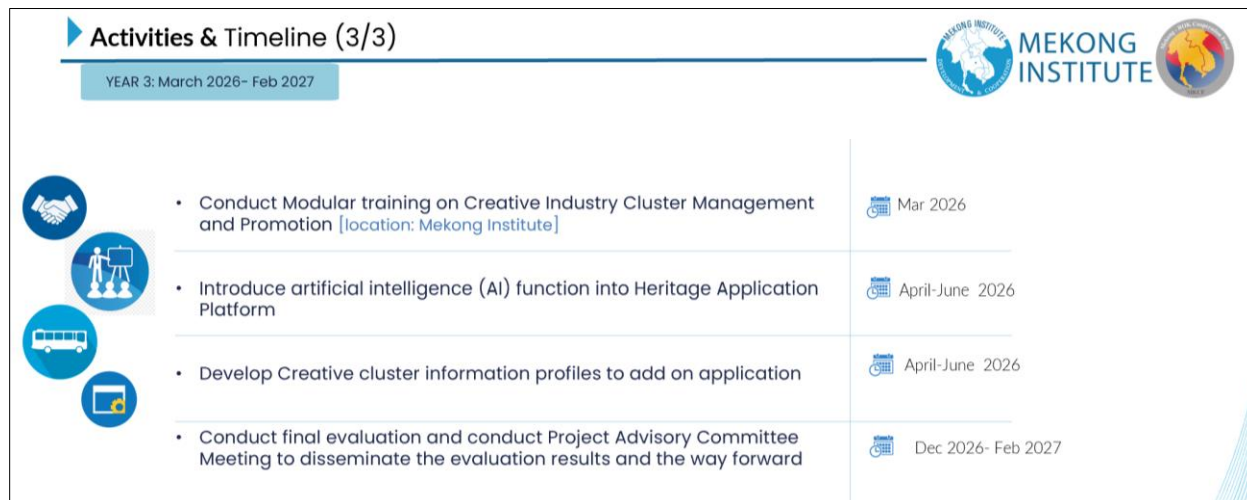
**Year 2 activities and timeline**

Activities & Timeline (2/3)	
YEAR 2: March 2025 - Feb 2026	
<ul style="list-style-type: none"> <li>Conduct Year 2 Project Advisory Committee Meeting</li> </ul>	Mar 2025
<ul style="list-style-type: none"> <li>Develop investment opportunity profiles to facilitate investment and conduct Investment Forums [location: CLMTV countries]</li> </ul>	March- May2025
<ul style="list-style-type: none"> <li>Conduct Training on Creative Marketing for Creative Industry Tourism [location: Mekong institute]</li> </ul>	4-8 August 2025
<ul style="list-style-type: none"> <li>Develop itineraries on Sustainable Heritage Tourism on five target cities on 5 topics Heritage Mekong Platform</li> </ul>	September-November 2026

↑ As a follow-up action of familiarization mission in the Republic of Korea, the CLMTV countries will prepare and present Investment Opportunity Profiles based on specific needs and growth potential. Factors such as population growth, economic potential, environmental concerns, and social development will be considered. This will be followed by the organization of five investment meetings in five project locations with RoK, aimed at introducing sustainable solutions for cultural tourism and the creative industries.

In August 2025, MI to conduct training on Creative Marketing for Creative Industry Tourism and assist participants in developing creative content. The five-day training at the Mekong Institute aims to provide participants with a toolkit and deliver training covering Core Concepts of Creative Tourism and practical tips. It will be followed by action plan to continue assisting the participants to develop business profile and creative and attractive content. Along with that, participating associations along with PIT will develop itineraries in five Mekong Countries for the application. Create itineraries on Sustainable Heritage Tourism for five target cities, based on identified creative sectors. Examples of these itineraries could include Mekong cruises, heritage city tours, gastronomy tours, wellness tours, and craft village tourism.

### Year 3 activities and timeline:



↑ Around the first quarter of 2026, MI will conduct Modular Training on Creative Industry Cluster Management and Promotion and Facilitate Creative Cluster twinning activities at Mekong Institute’s Headquarters. The training will be based on baseline study result on mapping market actors within the creative industry, including production, products, services, and markets. Expected results of the training is that MI will assist identified cluster groups based on their categories, supporting exchange, demand and supply analysis operations, and addressing legal aspects related to the markets and value chains of the product cluster,

Building on the exiting platform on Mekong Heritage, the project will add the Artificial Intelligence (AI) function into Application a web-based Application. The project will involve collecting and analyzing information on creative industries, traditional practices, rituals, and languages in project locations. This data will be digitized and archived to enhance accessibility, and virtual reality experiences will be created for visitors to explore traditional villages and learn about local artisans. Additionally, AI algorithms will be developed to analyze tourist preferences and integrate personalized recommendations and other essential services.

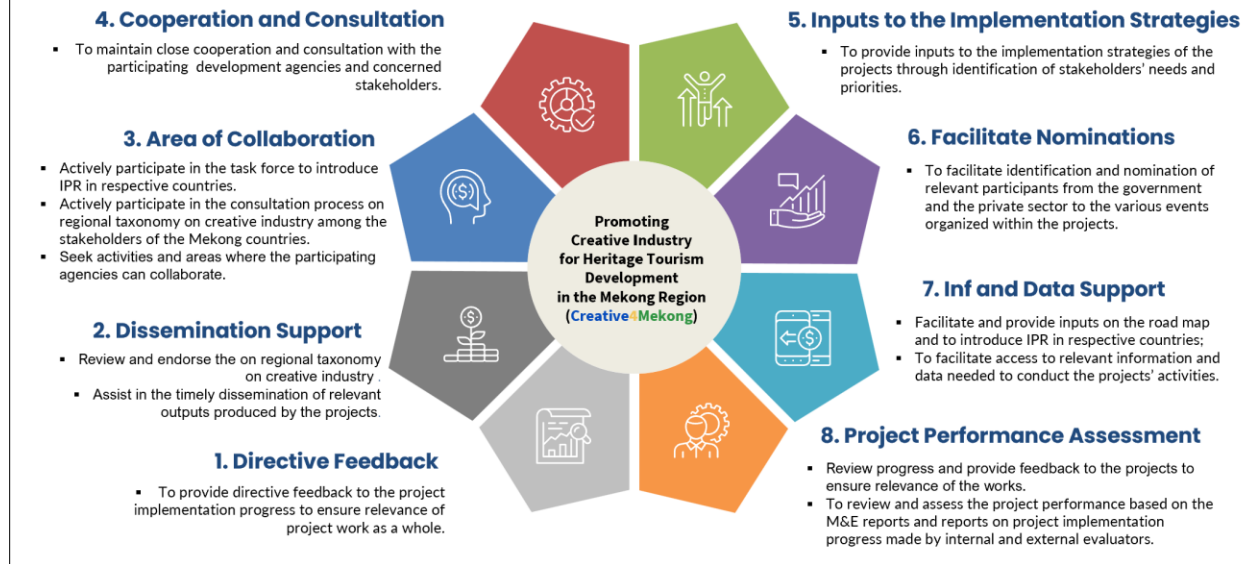
To assess the results of three years project activities, an end of project evaluation will be conducted in year 3. Results, way forward and policy recommendations will be provided to the Mekong countries at the PAC meeting in year 3.

#### 4) Project Advisory Committee (PAC)

For the effectiveness and success of the project implementation, Mr. Sa-nga Sattanun, Program Manager, Trade and Facilitation Department introduced objectives and the roles and responsibilities of the Project Advisory Committee (PAC).

The objective of the PAC is to provide directions and guidance to the project executing agency and implementation team, to review the project development progress, including setting directions and areas for cooperation and collaboration to ensure that all activities are effectively implemented for achieving the development results. In addition, the PAC roles are to suggest and recommend in-house subject specialists, researchers, and trainers as support to the project activities; or mobilize external subject experts for this purpose on a case-by-case basis.

## ▶ Roles and Responsibilities of PAC



↑ Specific functions and responsibilities of the PAC are to:

- Provide directive feedback to the project implementation progress to ensure relevance of project work as a whole;
- Facilitate and provide inputs on the road map and to introduce IPR in respective countries;
- Actively participate in the task force to introduce IPR in respective countries;
- Actively participate in the consultation process on regional taxonomy on creative industry among the stakeholders of the Mekong countries;
- Review and endorse the on regional taxonomy on creative industry;
- Provide inputs to the implementation strategies of the project through identification of stakeholders' needs and priorities;
- Facilitate identification and nomination of members of creative industry to the training events organized within the project;
- Facilitate access to relevant information and data needed to conduct the projects' activities;
- Review progress and provide feedback to the projects to ensure relevance of the works;
- Assist in the timely dissemination of relevant outputs produced by the projects;
- Seek activities and areas where the participating agencies can collaborate;
- Maintain close cooperation and consultation with the four participating agencies and various stakeholders.
- To review and assess the project performance based on the M&E report and reports on project implementation progress made by internal and external evaluators.

## Overall Series of Project Activities



Project aims: To promote cultural tourism for social and economic inclusion and To strengthen creative industries for cultural heritage conservation and tourism development in the World Heritage Sites for socio-economic recovery.

- Study to map current status of creative industries;
- Study to assess the legal, regulatory and institutional arrangements on Intellectual Property Rights
- Field data collection through Focus Group Discussion and Key Informant Interview, Field Survey;

- Monitoring and evaluation.



- Consultative meeting;

- Trainings (face to face and/or virtual training) follows by action plans implementation with technical support of the Project Advisory Committee and Project Implementing Team of Mekong Institute;

- Digital application platform development for members of Creative Industry Associations in Mekong countries for market development;

- Workshop & Forum;

↑ The project will be executing series of activities related to:

- Assessment study including field data collection through Focus Group Discussion and Key Informant Interview;
- Consultative meeting;
- Training (face to face and/or virtual training) follows by action plans implementation with technical support of the Project Advisory Committee and Three Thematic Departments of Mekong Institute;
- Workshop & Forum;
- Monitoring and evaluation.
- Digital application platform improvement

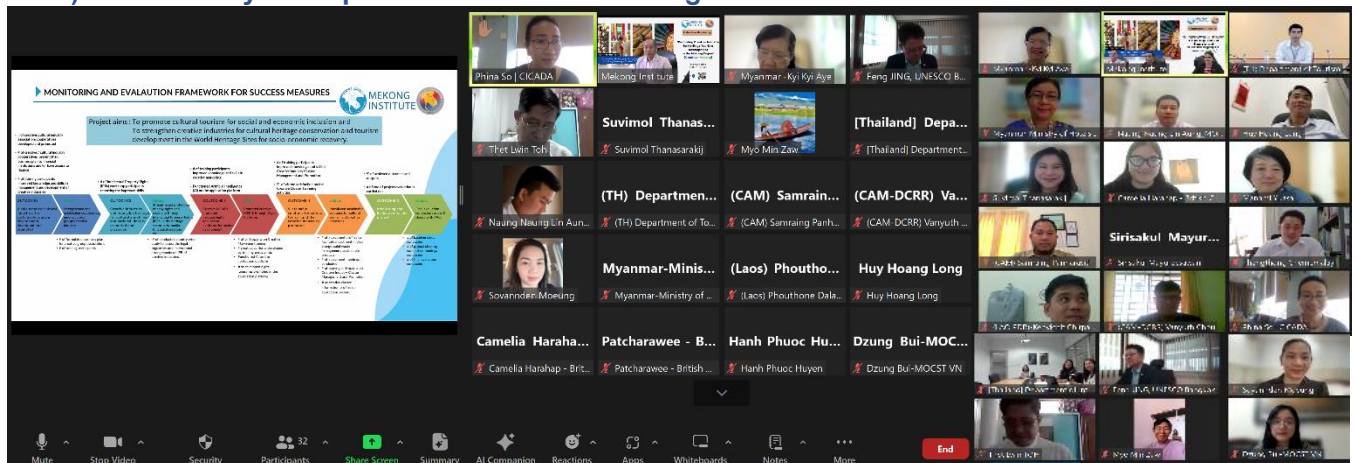
### Propose Key Project Advisory Committee (PAC) Members

The PAC will comprise of representatives from both government and private sector from the five Mekong countries:

Category	Sector	Organization	Country
Government	Culture	<ul style="list-style-type: none"> <li>• Luang Prabang World Heritage Office</li> <li>• Ayutthaya Historical Park Office, Ayutthaya</li> <li>• Department of Archaeology and National Museum</li> <li>• Apsara authority</li> <li>• Hue Monuments Conservation Centre</li> </ul>	Cambodia, Lao PDR,
	Tourism	<ul style="list-style-type: none"> <li>• Luang Prabang Provincial Government</li> <li>• Ayutthaya Provincial Government, Ayutthaya, Thailand</li> <li>• Department of Tourism, Mandalay region</li> <li>• Department of Tourism, Siem Reap</li> <li>• Department of Tourism, Hue</li> </ul>	Myanmar, Vietnam, Thailand

	Trade and Commerce	<ul style="list-style-type: none"> <li>• Department of Intellectual Property, Ministry of Industry and Commerce</li> <li>• Industry and Trade and Tourism Associations, Business Chambers</li> <li>• Chamber of Commerce and Industry</li> </ul>	
Private	Creative Industries	<ul style="list-style-type: none"> <li>• Associations</li> <li>• Entrepreneurs</li> <li>• MSEMs</li> <li>• Cultural practitioners</li> <li>• Etc.</li> </ul>	
International Organization		<ul style="list-style-type: none"> <li>• UNESCO regional office in Bangkok</li> <li>• World Intellectual Property Organizations office</li> <li>• Swiss Development Bank</li> <li>• Asian Development Bank</li> <li>• Etc.</li> </ul>	Regional
Mekong Institute	Project's secretariat	<ul style="list-style-type: none"> <li>▪ Executive Director of MI</li> <li>▪ Director of MKCF Unit and Trade and Investment Facilitation Department</li> <li>▪ Program Manager of Trade and Investment Facilitation Department</li> <li>• Project Coordinator of Trade and Investment Facilitation Department</li> <li>• Programme Consultant of Trade and Investment Facilitation Department</li> </ul>	-

### 5) Remarks by the representative of the Mekong Countries



#### Cambodia:

**Ms. Chey Chankethya**, Deputy Director General of Techniques for Cultural Affairs, Ministry of Culture and Fine Arts mentioned that the presentenced role and responsibilities are clear and fully support. However, there is a query regarding the time requirements for PAC involvement. Further clarification is sought regarding the extent of involvement and the time commitment expected from PAC members.

#### Laos:

**Mr. Phouthone Dalalom**, Director of Hospitality and Tourism Training Division, Ministry of Information, Culture and Tourism extends full support for the PAC and its role and responsibilities. Additionally, he mentions that the Ministry is conducting research on world heritage site management, which will be shared with PIT once available.

**Mr. Phengthong Chememalay**, Director, Intellectual Property Promotion and Copyright Division Ministry of Commerce from Laos acknowledges that the Creative4Mekong project aligns well with the Ministry of Commerce's efforts to promote intellectual property (IP) in the tourism sector, focusing on MSMEs. He expresses full support for the proposed role and responsibilities of the PAC.

#### **Thailand:**

**Ms. Navarat Tankamalas**, Director of International Affairs Office, Ministry of Commerce highlights the Ministry of Commerce's expertise in intellectual property rights related to creative industries. Thailand is willing to contribute trademark knowledge, copyrights, and expertise on Geographical Indication (GI). Additionally, Thailand has numerous studies, case studies, and examples to offer. **Mr. Madhurjya Kumar Dutta** acknowledges Thailand's expertise and expresses the intention for PIT to seek advice from the Ministry, particularly for conducting the intellectual property assessment study.

**Mrs. Patthanasiri Salyasiri EWTOKSAN**, Director of the Division of Tourism Professional Development at the Department of Tourism and Sports mentioned that in Thailand, there are specific organizations, such as the Creative Economy Agency, dedicated to promoting the creative economy. However, when it comes to the central government, he invited the members to discuss further define their role of involvement. **Mr. Madhurjya Kumar Dutta** responded, emphasizing the importance of central government involvement. He pointed out that besides providing support, the project also aims to develop policy initiatives, such as intellectual property rights (IPR) development and taxonomy development, which require the participation of high-level central ministries and various organizations. He invited everyone to offer advice to identify related agencies and stakeholders' groups to collaborate closely with MI's (PIT).

#### **Viet Nam:**

**Mr. HOANG Long Huy**, Director of Cultural Industry Management, Ministry of Culture, Sports and Tourism expressed support for the project activities and initiatives. He suggested involving local governments at the targeted sites in meetings and future PAC meetings. Additionally, he shared that Hue city is set to become the next UNESCO creative city.

**Ms. Hanh Phuoc**, Specialist, Department of Tourism supported the initiatives from the Ministry's side. However, there were questions raised about the project's sustainability. In response, **Mr. Madhurjya Kumar Dutta** explained that this is a pilot project and will work with small targeted groups and associations. Based on the initial results, the project will be shared to develop a larger project with other partners. This aligns with the MKCF objective of exploring and synergizing partnerships, both regionally and beyond. Hopefully creating the potential for upscaling and replication of the program.

#### **Myanmar:**

**Ms. Khaing Mee Mee Htun**, Director for International and Regional Cooperation, Ministry of Hotels and Tourism, Director for International and Regional Cooperation at the Ministry of Hotels and Tourism expressed gratitude to MI and the Republic of Korea for supporting the project, particularly for including Bagan as a target site. She suggested inviting a representative from the Ministry of Religious and



Culture of Myanmar, responsible for creative products, and recommended reaching out to the Union Government to assign a relevant organization. Despite not yet appointing an official member, the Ministry fully supports the project. She also sought clarification on the creative products the project will focus on and inquired about the investment forum. **Mr. Madhurjya Kumar Dutta** responded by acknowledging the suggestion for PAC members. He explained that the selection of products depends on the uniqueness of each location, and MI will collaborate with stakeholders to identify potential products and services. Regarding investment forums, he elaborated on the concept and potential ideas for investors based on the interests of each location.

**Mekong Institute: Mr. Sa-nga Sattanun**, Program Manager, emphasized the significance of appointing a PAC member responsible for both creative industries and intellectual rights, highlighting that appointed members so far are either one sector only. He stressed the need for additional suggestions and encouraged those not yet appointed by the Ministry to join the PAC to contribute further.

**UNESCO Bangkok: Ms. Montira Horayangura Unakul**, Culture Program Officer at UNESCO Bangkok for Asia and the Pacific, asked MI about conducting baseline study whether MI plan to refer to any existing regional or global standards, citing UNESCO's long history of work in this area. She also recommended considering the recently developed UNESCO Thematic Indicators for Culture in the 2030 Agenda framework for the consistency of classification and data collection and analyses across countries.

**Mekong Tourism Coordinating Office (MTCO): Ms. Dee Suvimol Thanasarakij**, Executive Director, endorsed the proposed Terms of Reference (TOR) for the PAC and discussed potential financial support from banks in Thailand. She encouraged the identification of additional stakeholders within ministries and suggested contacting various potential partners, organizations, and private companies for collaboration.

**UNESCO Bangkok: Mr. Feng Jing**, Chief of the Culture Unit at UNESCO Bangkok, expressed support for the project's importance and its alignment with UNESCO conventions. He offered to share tools developed by UNESCO with MI to ensure alignment and emphasized the desire for closer collaboration to delve into the project's specifics.

**Creative Industries of Cambodia Association for Development and Advocacy (CICADA): Mrs. SO Phina**, Director, recommended including entrepreneurs and cultural practitioners from CLMVT countries in the PAC to provide valuable insights. Mr. Madhurjya Kumar Dutta expressed gratitude for the suggestion and urged participants to help identify artists and influencers from their countries for collaboration with MI.

## 6) Closing Remarks

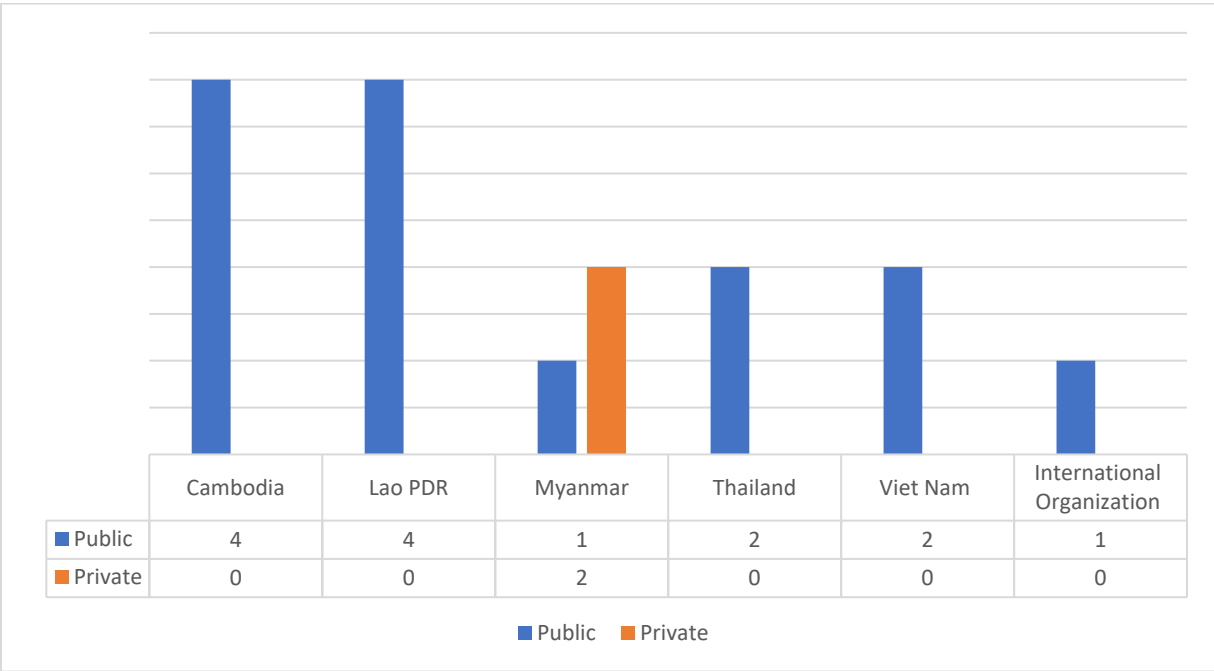
Mr. Madhurjya Kumar Dutta expressed gratitude to all participants for their informative discussions and valuable suggestions. He deemed the meeting a successful kickoff for the project, providing a solid foundation for partnership building and collaboration moving forward. Mr. Dutta encouraged all members to continue exchanging ideas to ensure that the project effectively supports its targeted beneficiaries, including unorganized creative workers and performers. He emphasized the importance of providing these individuals with a platform to showcase their services and sell their products, thereby promoting their art forms and creative works.

Acknowledging that the project consists of a set of activities, Mr. Dutta stressed that by aligning our efforts, we can achieve greater success. He extended an invitation to the PAC members to stay connected and meet regularly. MI as well will ensure that upcoming events and activities are communicated promptly for PAC reference and input. Additionally, he urged everyone to stay informed by following MI's work on the MI website and the Mekong-Korea Cooperation Fund (MKCF) website. Lastly, Mr. Dutta informed the participants that MKCF is in the process of developing a cloud-based monitoring and evaluation system for the 52 ongoing projects across seven sectors. These platforms serve as visibility platforms for all projects, and he invited everyone to visit and engage with them.

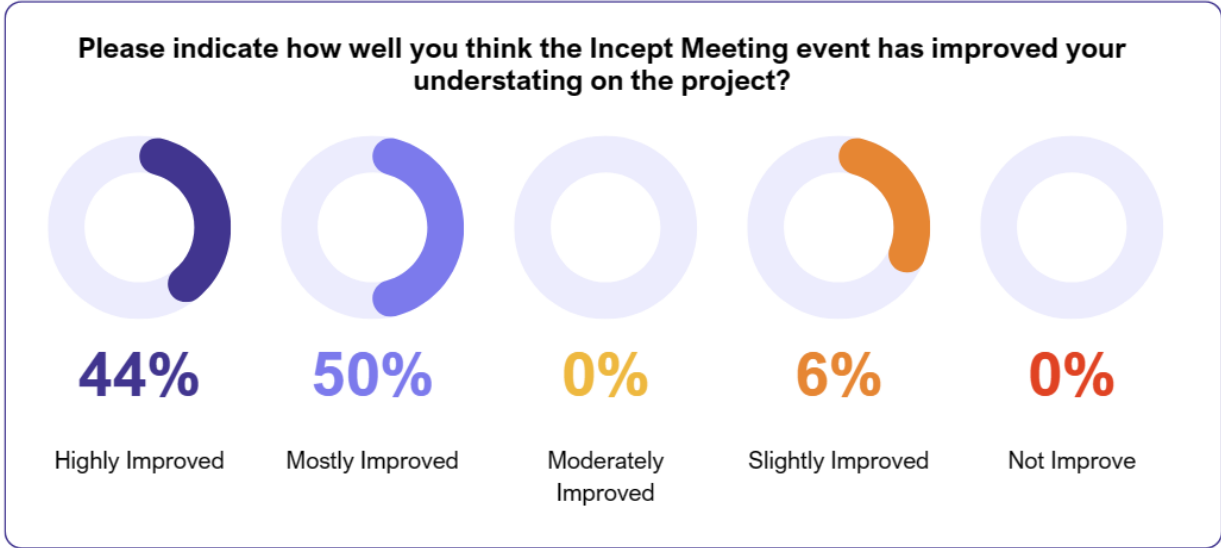
**7) Evaluation**

At the conclusion of the Inception Meeting, the MI project team conducted a post-event evaluation with participants. The results are shown below:

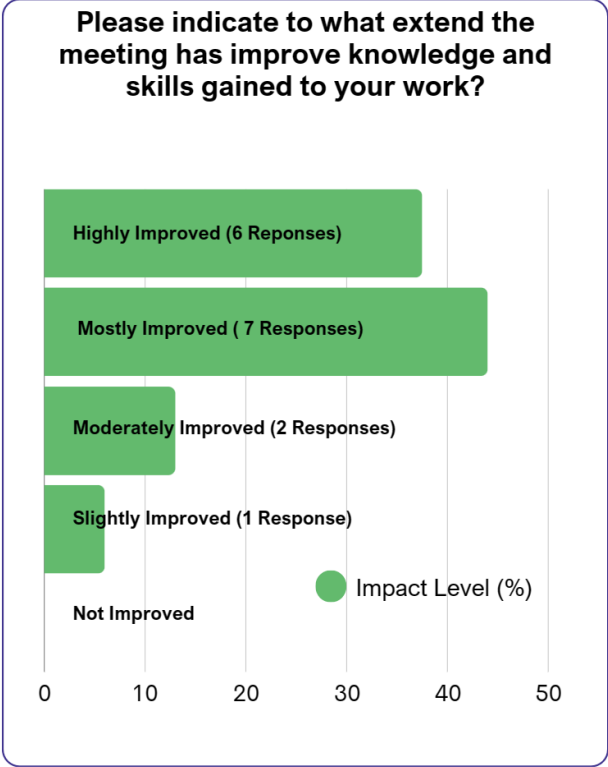
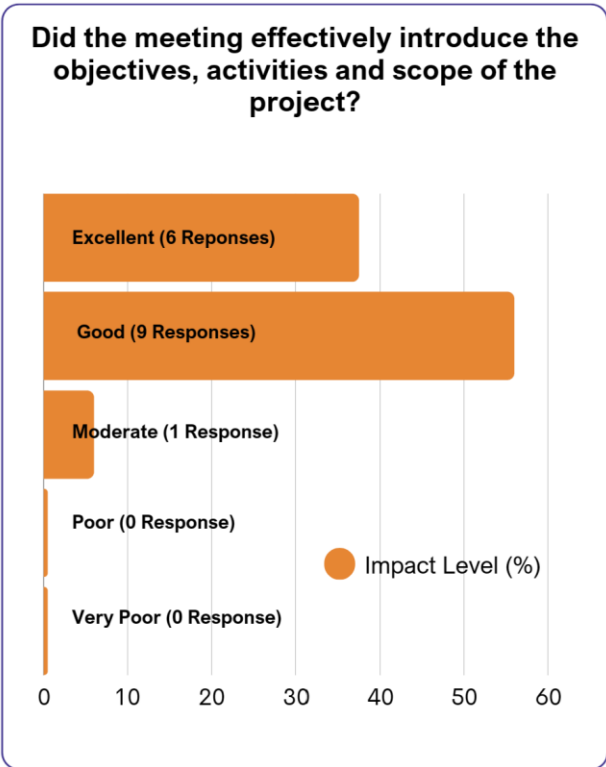
**Countries and Sectors**



Out of the 36 attendees, 16 responded to the evaluation, with 13 representing the public sector, 2 representing the private sector and 1 from International Organization.

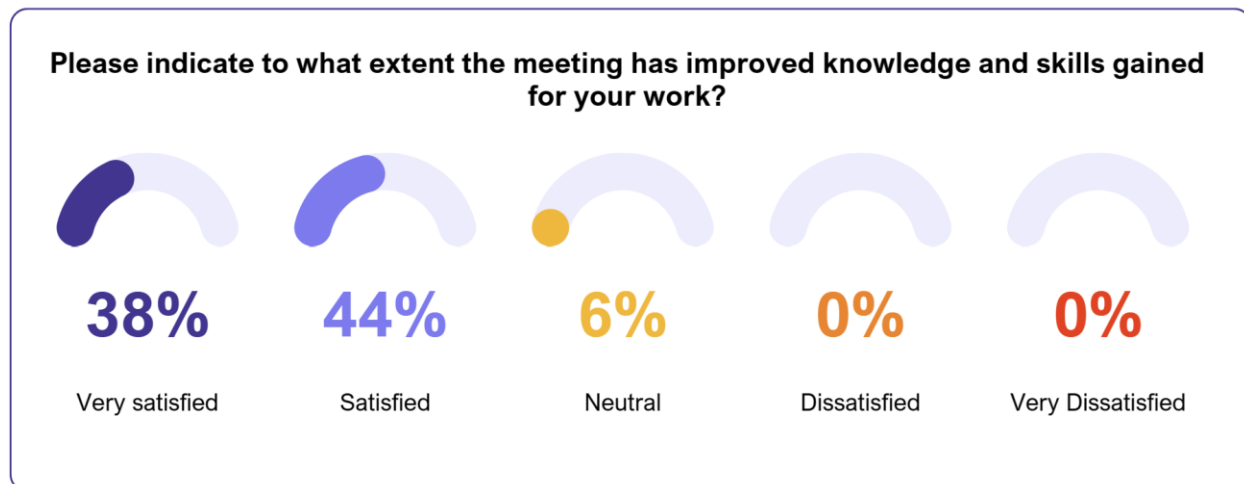


The evaluation results for the question 'Please indicate how well you think the Inception Meeting event has improved your understanding of the project?' are as follows: 7 participants reported highly improved understanding, 8 participants reported mostly improved understanding, 1 participant reported slight improvement, and no participants indicated that the meeting had not improved their understanding.



On the question 'Did the meeting effectively introduce the objectives, activities and scope of the project?' The evaluation results indicate that 6 participants found the meeting's introduction of the project's objectives, activities, and scope to be excellent, while 9 participants rated it as good. One participant found it moderate, and there were no responses indicating poor or very poor. The

evaluation results show that in response to the question **'Please indicate to what extent the meeting has improved knowledge and skills gained for your work,'** 6 participants stated it highly improved, 7 participants reported mostly improved, 2 participants noted moderate improvement, 1 participant mentioned slight improvement, and no participants indicated no improvement.



In response to the question **'Did the meeting provide sufficient opportunities for active participation and engagement among attendees?'** the evaluation results indicate that 8 participants were very satisfied, 7 participants were satisfied, 1 participant was neutral, and no participants expressed dissatisfaction.

"The last session was 'Any additional feedback or suggestions you would like to provide to improve the project?' Below is a summary of the overall feedback, suggestions, and recommendations.

#### **Overall Feedback:**

- This project is very improved in tourism.
- This program is very informative and beneficial to my work.
- well done. congratulations."
- Interesting project. Thailand is very advanced in this and willing to partner."
- Thank you for inviting Vietnam.

#### **Suggestions and Recommendations:**

- There should be a face-to-face meeting for all relevant stakeholders to share their advice and opinions.
- Creative tourism needs support or competition. Grants, prizes, or competitions would be helpful for startup tourism product creators.
- Offers specific project ideas: Community E-bike charger station project for smart tourism, Smart board for Mekong Heritage application at famous temples, Heritage Home theatre project, Myanmar traditional dancing club project idea.
- For each country, it is important to clarify and narrow down the tasks for each phase of the project.

- Branding: Highlighting Creative Identity: Emphasize how the creative industries can craft a unique brand identity for each Mekong heritage destination. This could involve local artisans, designers, and storytellers collaborating to develop a visual language, signature experiences, and marketing materials that resonate with tourists. Community Involvement: Integrate branding strategies that empower local communities. This could involve workshops on traditional craft techniques and design principles, allowing communities to participate in creating and profiting from the heritage brand. Digital Storytelling: Explore using digital platforms to showcase the creative process behind heritage products and experiences. This could involve social media campaigns, vlogs documenting artisan workshops, or interactive online exhibits. Copyright: Awareness Campaigns: Educate Mekong artisans and MSMEs on copyright protection. This could involve workshops, informational materials, and collaborations with local IP lawyers to provide pro bono consultations. Developing Enforcement Mechanisms: Address the challenges of weak IP enforcement in the Mekong region. The project could advocate for policy changes that strengthen copyright laws and establish clear procedures for copyright infringement complaints. Certification Programs: Consider creating certification programs that verify the authenticity and origin of heritage products made by local artisans. This can help combat counterfeiting and increase the value proposition for tourists.

### III. Annex

#### Annex I: Participant Directory

##### List of PAC and Participants

Government			
Countries	Attendance	Names	Email contact
Cambodia	Appointed as PAC	<b>Ms. Chey Chankethya</b> Deputy Director General of Techniques for Cultural Affairs Ministry of Culture and Fine Arts Phnom Penh, Cambodia	chankethya@yahoo.com
	Attending as a participant	<b>Ms. Sovannden Moeung</b> Director of Research and Tourism Policy Department Ministry of Tourism Phnom Penh, Cambodia	moeung.sovannden@gmail.com
		<b>Mr. SAMRAING Panharasith (Rasith)</b> Chief of Bureau, Collective Management Office, Copyright & Related Rights Department, Ministry of Culture and Fine Arts	rasith168@gmail.com
		<b>Mr. Vanyuth Chou</b> Department of Copyright and Related Rights Ministry of Culture and Fine Arts	<a href="mailto:vanyuthchou@gmail.com">vanyuthchou@gmail.com</a>

Lao PDR	Appointed as PAC	<b>Mr. Phouthone Dalalom</b> Director of Hospitality and Tourism Training Division Ministry of Information, Culture and Tourism Vientiane, Lao PDR	<a href="mailto:dalalom.ph@gmail.com">dalalom.ph@gmail.com</a>
		<b>Mr. Phengthong Chememalay</b> Director Intellectual Property Promotion and Copyright Division Ministry of Commerce Vientiane, Lao PDR	<a href="mailto:ptcml86@gmail.com">ptcml86@gmail.com</a>
	Attending as a participant	<b>Mr. Keovichit Chitpanya</b> Deputy Director of Bilateral and Multilateral Cooperation Division, Planning and International Cooperation Department Ministry of Information, Culture and Tourism Vientiane, Lao PDR	<a href="mailto:keovichit.noy@gmail.com">keovichit.noy@gmail.com</a>
		<b>Ms. Alousy Chanthabuory</b> Staff Tourism Development Department Ministry of Information, Culture and Tourism Vientiane, Lao PDR	<a href="mailto:Alousy9555@gmail.com">Alousy9555@gmail.com</a>
Myanmar	Appointed as PAC	<b>Ms. Mar Gareth</b> Deputy Director Copyright division Intellectual Property Department Ministry of Commerce, Myanmar	<a href="mailto:magaretnuam95@gmail.com">magaretnuam95@gmail.com</a>
	Attending as a participant	<b>Mr. Naung Naung Lin Aung</b> Director Education & Training Department Directorate of Hotels and Tourism Ministry of Hotels and Tourism Nay Pyi Taw, Myanmar	<a href="mailto:naungnaungla@gmail.com">naungnaungla@gmail.com</a>
		<b>Ms. Khaing Mee Mee Htun</b> Director for International and Regional Cooperation Ministry of Hotels and Tourism, Nay Pyi Taw	<a href="mailto:irc.moht@gmail.com">irc.moht@gmail.com</a>
Thailand	Appointed as PAC	<b>Ms. Navarat Tankamalas</b> Director of International Affairs Office Ministry of Commerce	Email: <a href="mailto:note.navarat@gmail.com">note.navarat@gmail.com</a> Please also cc email to:

		Bangkok, Thailand.	- Ms. Suwannarat Radcharak (Kae) sradcharak@gmail.com - Ms. Monchanok Tanasanti (Pea) monchanok.dip.thailand@gmail.com
	Attending as a participant	<b>Mrs. Patthanasiri Salyasiri EWTOKSAN</b> Director, Division of Tourism Professional Development Department of Tourism Ministry of Tourism and Sports	<a href="mailto:patthanasiri_e@tourism.go.th">patthanasiri_e@tourism.go.th</a>
		<b>Ms. Suwannarat Radcharak</b> Trade Officer Department of Intellectual Property Ministry of Commerce	sradcharak@gmail.com
		<b>Mr. Kritsadakorn PINTHONG</b> Chief of the International Tourism Cooperation Section Department of Tourism Ministry of Tourism and Sports Thailand	kritsadakorn_p@tourism.go.th
		<b>Ms. NALANTHORN PANUMPUN</b> Foreign Relations Officer Department of Tourism Ministry of Tourism and Sports Thailand	intl.cooperation@tourism.go.th
		<b>Ms. Sirisakul Mayureesawan</b> Senior Knowledge Service Creative Economy Agency (Public Organization) Khon Kaen, Thailand	Sirisakul.m@cea.or.th
		<b>Ms. Dee Suvimol Thanasarakij</b> Executive Director Mekong Tourism Coordinating Office (MTCO) Bangkok, Thailand	dee@mekongtourism-mtco.org
<b>Viet Nam</b>	<b>Appointed as PAC</b>	<b>Mr. HOANG Long Huy</b> Director of Cultural Industry Management Ministry of Culture, Sports and Tourism Hanoi, Viet Nam	tranhaivan.icd@gmail.com; huycov@yahoo.com
	Attending as a participant	<b>Ms. Hanh Do</b> Director of the Legislation and Policy Division Intellectual Property Office of Viet Nam, Ministry of Science and Technology	dohanh@ipvietnam.gov.vn
		<b>Ms. Dzung Bui</b>	buittdung.icd@gmail.com

		Official International Cooperation Department, Ministry of Culture, Sports and Tourism	
		<b>Mr. Vo Hoang Lien Minh</b> Chief of the Office Hue Tourism Department Hue, Viet Nam	<a href="mailto:vhlinh.sdl@thuathienhue.gov.vn">vhlinh.sdl@thuathienhue.gov.vn</a>
		<b>Ms. Hanh Phuoc</b> Specialist Department of Tourism	<a href="mailto:htnhanhphuoc@gmail.com">htnhanhphuoc@gmail.com</a>
<b>Other stakeholders</b>			
<b>Cambodia</b>		<b>Mrs. SO Phina</b> Director, Creative Industries of Cambodia Association for Development and Advocacy (CICADA) Cambodia	<a href="mailto:phina@cicadakh.org">phina@cicadakh.org</a>
		<b>Mr. Sokhom Sam OL</b> Excusive Director Siem Reap Tourism Club Siem Reap, Cambodia.	<a href="mailto:ed@siemreaptourismclub.com">ed@siemreaptourismclub.com</a>
<b>Myanmar</b>	Attending as a participant	<b>Mr. Zaw Weik</b> Chairman Bagan Heritage Trust Bagan, Myanmar	<a href="mailto:uzawweikbgn@gmail.com">uzawweikbgn@gmail.com</a>
		<b>Mr. Khun Thet Lwin Toh</b> International Tourism Myanmar Voyage Yangon, Myanmar	<a href="mailto:jackie@myanmarvoyages.com">jackie@myanmarvoyages.com</a>
		<b>Mrs. Kyi Kyi Aye</b> Senior Technical Advisor Myanmar Tourism Federation Yangon, Myanmar	<a href="mailto:kyikiyiaye.mm@gmail.com">kyikiyiaye.mm@gmail.com</a>
		<b>Mr. Myo Min Zaw</b> Founder Inle Canoe Lady Co.Ltd Bagan, Myanmar	<a href="mailto:inlecanoelady@gmail.com">inlecanoelady@gmail.com</a>
<b>International Organizations</b>		<b>Mr. Feng Jing</b> Chief of Culture Unit UNESCO Bangkok	<a href="mailto:f.jing@unesco.org">f.jing@unesco.org</a>
		<b>Ms. Montira Horayangura Unakul</b> Culture program officer at UNESCO Bangkok in charge of Asia and Pacific UNESCO Bangkok	<a href="mailto:mh.unakul@unesco.org">mh.unakul@unesco.org</a>
		<b>Ms. Manami Yuasa</b> Regional Arts Director, East Asia Head of Arts and Creative Industries British Council	<a href="mailto:Manami.Yuasa@britishcouncil.or.jp">Manami.Yuasa@britishcouncil.or.jp</a>



		<b>Mrs. Patcharawee Tunprawat</b> Head of Arts and Creative Industries British Council, Thailand	<a href="mailto:patcharawee.tunprawat@britishcouncil.or.th">patcharawee.tunprawat@britishcouncil.or.th</a>
		<b>Ms. Hong Pham</b> Head of Arts and Creative Industries British Council, Vietnam	Hong.Pham@britishcouncil.org.vn
		<b>Mr. Lin Htet</b> Head of Arts and Creative Industries British Council, Myanmar	Lin.Htet@britishcouncil.org
		<b>Ms. Camelia Harahap</b> Head of Arts and Creative Industries British Council, Indonesia	camelia.harahap@britishcouncil.or.id

## Annex II: Inception Meeting Agenda

**Agenda:**  
**Project Inception Meeting**  
**Formation of Project Advisory Committee and Launch of the Project on ‘Promoting Creative Industry for Heritage Tourism Development in the Mekong Region’**

Time	Description
08.30 – 09.00	<ul style="list-style-type: none"> <li>▪ Registration through online platform</li> </ul>
09.00 – 09.10 (10’ min)	<ul style="list-style-type: none"> <li>▪ <b>Welcome and Opening Remarks</b> Mr. Madhurjya Kumar Dutta, Director of MKCF Unit and Trade and Investment Facilitation Department (TIF), Mekong Institute (MI)</li> </ul>
09.10 – 09.45 (35’ min)	<ul style="list-style-type: none"> <li>▪ <b>Presentation on the Overview of the Project on ‘Promoting Creative Industry for Heritage Tourism Development in the Mekong Region’</b> <ul style="list-style-type: none"> <li>○ Mr. Sa-nga Sattanun Program Manager of Trade and Investment Facilitation (TIF), Mekong Institute</li> </ul> </li> <li>Discussion, Questions and Answers</li> </ul>
09.45 – 10.10 (25’ min)	<ul style="list-style-type: none"> <li>▪ <b>Presentation on the Project’s Work Plan</b> <ul style="list-style-type: none"> <li>○ Ms. Thongvone Sosamphan Project Coordinator of Trade and Investment Facilitation (TIF), Mekong Institute</li> </ul> </li> <li>Discussion, Questions and Answers</li> </ul>
10.10 – 10.30 (20’ min)	<ul style="list-style-type: none"> <li>▪ <b>Presentation on Roles and Responsibilities of the Project Advisory Committee (PAC)</b> <ul style="list-style-type: none"> <li>○ Mr. Sa-nga Sattanun Program Manager of Trade and Investment Facilitation (TIF), Mekong Institute</li> </ul> </li> <li>Discussion, Questions and Answers</li> </ul>

10.30 - 11.00  (30' min)	<ul style="list-style-type: none"> <li>▪ <b>Remarks by the representative of the Mekong countries</b> <ul style="list-style-type: none"> <li>○ Cambodia</li> <li>○ Lao PDR</li> <li>○ Myanmar</li> <li>○ Thailand</li> <li>○ Vietnam</li> </ul> </li> </ul>
11.00 – 11.15 (5' min)	<ul style="list-style-type: none"> <li>▪ <b>Closing Remarks</b> <ul style="list-style-type: none"> <li>○ Mr. Madhurjya Kumar Dutta, Director of MKCF Unit and Trade and Investment Facilitation Department (TIF), Mekong Institute (MI)</li> </ul> </li> </ul>

**Annex III: Terms of Reference for Project Advisory Committee**

**Terms of Reference  
Project Advisory Committee**

**Project on Promoting Creative Industry for Heritage Tourism Development in the Mekong Region**  
(March 2024– February 2027)

**I. Background**

Funded by the Mekong-ROK Cooperation Fund (MKCF), the Mekong Institute (MI) is implementing a project on “**Promoting Creative Industry for Heritage Tourism Development in the Mekong Region**”, in close collaboration with governments, development agencies and organizations in the Mekong countries. The project focuses on strengthening creative industries, cultural heritage conservation, and tourism development for socio-economic recovery in five World Heritage Sites.

The project will be executing series of activities related to:

- Assessment study including field data collection through Focus Group Discussion and Key Informant Interview;
- Consultative meeting;
- Training (face to face and/or virtual training) follows by action plans implementation with technical support of the Project Advisory Committee and Three Thematic Departments of Mekong Institute;
- Workshop & Forum;
- Monitoring and evaluation.

The development results of this Project are to enhance the economic potential of the creative industries in the five Mekong countries by strengthening creative industries for cultural heritage conservation and tourism development in the World Heritage Sites for socio-economic recovery in the aftermath of COVID-19 pandemic. The Project target the World heritage sites in Cambodia (Siem Reap), Lao PDR (Luang Prabang), Myanmar (Bagan), Thailand (Ayutthaya), and Vietnam (Hue) with the duration of the project’s implementation from March 2024- February 2027.

In full compliance with the agreed project management and implementation arrangements, the Mekong Institute proposes to establish a Project Advisory Committee (PAC) comprising of the representatives of Ministries and private sector associations in Cambodia, Lao PDR, Myanmar, Thailand, and Vietnam, and MI involved in

## II. Objectives

The objective of the Project Advisory Committee (PAC) is to provide directions and guidance to the project executing agency and implementation team, to review the project development progress, including setting directions and areas for cooperation and collaboration to ensure that all activities are effectively implemented for achieving the development results. In addition, the PAC roles are to suggest and recommend in-house subject specialists, researchers, and trainers as support to the project activities; or mobilize external subject experts for this purpose on a case-by-case basis.

Specific functions and responsibilities of the PAC are to:

- Provide directive feedback to the project implementation progress to ensure relevance of project work as a whole;
- Facilitate and provide inputs on the road map and to introduce IPR in respective countries;
- Actively participate in the task force to introduce IPR in respective countries;
- Actively participate in the consultation process on regional taxonomy on creative industry among the stakeholders of the Mekong countries;
- Review and endorse the on regional taxonomy on creative industry;
- Provide inputs to the implementation strategies of the project through identification of stakeholders' needs and priorities;
- Facilitate identification and nomination of members of creative industry to the training events organized within the project;
- Facilitate access to relevant information and data needed to conduct the projects' activities;
- Review progress and provide feedback to the projects to ensure relevance of the works;
- Assist in the timely dissemination of relevant outputs produced by the projects;
- Seek activities and areas where the participating agencies can collaborate;
- Maintain close cooperation and consultation with the four participating agencies and various stakeholders.
- To review and assess the project performance based on the M&E report and reports on project implementation progress made by internal and external evaluators.

## III. Propose Key Project Advisory Committee (PAC) Members

The PAC will comprise of representatives from both government and private sector from the five Mekong countries and international organization:

Category	Sector	Organization	Country
Government	Culture	<ul style="list-style-type: none"> <li>• Luang Prabang World Heritage Office</li> <li>• Ayutthaya Historical Park Office, Ayutthaya</li> <li>• Department of Archaeology and National Museum</li> <li>• Apsara authority</li> </ul>	Cambodia, Lao PDR,

		<ul style="list-style-type: none"> <li>• Hue Monuments Conservation Centre</li> </ul>	Myanmar,
	Tourism	<ul style="list-style-type: none"> <li>• Luang Prabang Provincial Government</li> <li>• Ayutthaya Provincial Government, Ayutthaya, Thailand</li> <li>• Department of Tourism, Mandalay region</li> <li>• Department of Tourism, Siem Reap</li> <li>• Department of Tourism, Hue</li> </ul>	Vietnam, Thailand
	Trade and Commerce	<ul style="list-style-type: none"> <li>• Department of Intellectual Property, Ministry of Industry and Commerce</li> <li>• Industry and Trade and Tourism Associations, Business Chambers</li> <li>• Chamber of Commerce and Industry</li> </ul>	
Private	Creative Industries	<ul style="list-style-type: none"> <li>• Associations</li> <li>• Entrepreneurs</li> <li>• MSEMs</li> <li>• Cultural practitioners</li> <li>• Etc.</li> </ul>	
International Organization		<ul style="list-style-type: none"> <li>• UNESCO regional office in Bangkok</li> <li>• World Intellectual Property Organizations office</li> <li>• Swiss Development Bank</li> <li>• Asian Development Bank</li> <li>• Etc.</li> </ul>	Regional
Mekong Institute	Project's secretariat	<ul style="list-style-type: none"> <li>▪ Director of <u>Trade and Investment Facilitation Department</u></li> <li>▪ Program Manager of <u>Trade and Investment Facilitation Department</u></li> <li>▪ Project Coordinator of <u>Trade and Investment Facilitation Department</u></li> <li>Programme Consultant of <u>Trade and Investment Facilitation Department</u></li> </ul>	-

#### IV. Contact

##### **Project Implementing Team**

Email: [icreate@mekonginstitute.org](mailto:icreate@mekonginstitute.org)

##### **Mr. Madhurjya Kumar Dutta**

Director of MKCF Unit and Trade & Investment Facilitation Department (TIF)

Tel: (+66) 43 202 411

Email: [dutta@mekonginstitute.org](mailto:dutta@mekonginstitute.org)

##### **Mr. Sa-Nga Sattanun**

TIF Program Manager

Department of Trade and Investment Facilitation (TIF)

Tel: (+66) 43 202 411 (Ext: 2102)

Email: [sa-nga@mekonginstitute.org](mailto:sa-nga@mekonginstitute.org)

##### **Ms. Thongvone SOSAMPHAN**

Project Coordinator

Department of Trade and Investment Facilitation (TIF)

Tel: (+66) 43 202 411 (Ext: 2113)

Email: [thongvone@mekonginstitute.org](mailto:thongvone@mekonginstitute.org)

##### **Mekong Institute**

123 Mittraphap Road, Muang District,  
Khon Kaen 40002, Thailand

Website: <https://www.mekonginstitute.org>

Email: [information@mekonginstitute.org](mailto:information@mekonginstitute.org)

