Final report

Mekong – ROK Cooperation Fund (MKCF)
Final Report

A. Brief Project Information	
1.1. Project title	**Enhance the capacity building of applying e-commerce in agriculture of Mekong region**
1.2. Country (ies) / region	Cambodia, Laos, Myanmar, Thailand and Viet Nam
1.3. Project area	
□ Infrastructure	
□ Information Communication Technology (ICT)	
□ Green Growth	
□ Water Resource Development	
□ Agriculture and Rural Development	
□ Human Resource Development	
1.4. Implementation start/end date	
Implementation start date	01/01/2018
Implementation end date	01/01/2019
Project lifespan	01 year 12 months
1.5. Approved project budget (USD)	179,838 US$
1.6. Date of 1st and 2nd installments	21/02/2018 & 26/02/2019
1st installment	89,919.00 US$
2nd installment	89,894.00US$
B. Prepared by	
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Title:	Head, International Affairs Division
Department:	Viet Nam E-commerce and Digital Economy Agency
Name of the Implementing Agency:	Viet Nam E-commerce and Digital Economy Agency
Signature:	
Date:	21 /5/ 2019

C. Project outputs

- Briefly describe the project objective(s) and tangible outputs that were achieved.

- Attach the output document(s) like Program Agenda, Workshop / Meeting Minutes,

Briefly about project outputs: The Project has achieved its main outputs which are specialized in 3 outputs as below.

- Activity 1: Issue Report "The Readiness of ICT and Legal infrastructure of Mekong countries for e-commerce and platform of e-commerce";
- Activity 2: Conduct two day workshop ;
- Activity 3: Promote Korean e-market places to MSMEs in Mekong region and support them to join Korean Trade E-market places as free members.

	Indicator	Achieved	Remarks
Project output 1: Report on the current development of legal infrastructure of Mekong countries for e-commerce and the role of e-commerce in the development of the regional AVCs	The report will be used as a reliable document for both public and private sectors to make any reference in their related job	X	Pls refer to the Report (Midterm Document Kit)
Project output 2: A Two-day Workshop	- The number of participants in the workshop - Feedback of evaluation form after the workshop	X	Pls refer to report of the workshop (Midterm Document kit)
Project output 3: The information of products posting in Korean websites. Revised output 3 during implementation (as explained details in Midterm Report): promotion of Korean e-marketplaces and number of enterprises join in Korean Trade e-marketplace as free member at first.	- The information of products posting in Korean e-market places Revised - The number of enterprises posted to Korean Trade e-marketplace	x	Pls refer to the Midterm Report for further information

D. Project outcomes

- Activity 1: The Report was circulated to concerned stakeholders in Mekong countries and has been used a good reference for both public and private sector in developing e-commerce;
- Activity 2: The workshop is much more like a dialogue between public and private sector about how to facilitate e-commerce and build up comprehensive e-commerce legislation for domestic as well as regional development. Besides, the workshop helped participants increase awareness on e-commerce models, policies and regulation framework on e-commerce of respective Mekong members;
- Activity 3: it is a real activity to assist Mekong MSMEs to understand well about steps of digitalization in their business. This activity provided them with Korean e-market places which can be used as a helpful tool to expand overseas customers. Basic digital skills were provided during the two-day-workshop.

	Indicator	Achieved	Remarks
Project outcome 1: More inputs for policy makers to map out related national strategies	Providing current status of the legal infrastructure in ICT and e-commerce in Mekong countries as reference documents	X	
Project outcome 2: Building the better support for MSMEs to apply e-commerce in agricultural business activities by policies	Raising the awareness of public and private sector on how to apply e-commerce in agriculture sector	X	
Project outcome 3: Promoting the agricultural goods of Mekong countries to Korea	The information of products posting in Korean e-market places	Target to support 5 enterprises each Mekong countries to join e-market places	

E. Contribution towards developing the Mekong Countries and deepening the Mekong-ROK cooperation

In recent years, Korea has always been one of the top 10 countries having the highest revenue on e-commerce. Moreover, it is not only the development of ICT in Korea is more advanced but also the application of ICT, such as Internet of Things, in agriculture has achieved many successes. Therefore, Korea has got the experiences and resources to support Mekong countries to develop this sector.

The sector ICT, e-commerce, and Agriculture has always been top priorities of not only the MKCF but also the whole ASEAN region, which has many potentials in supporting the

development of regional economy and linking member countries. The enhance in collaboration on e-commerce and agriculture would help promoting products and services to international market, thus help increasing the exporting revenue of Mekong countries.

F. Overall Project Assessment

*/General Assessment

The Project has achieved short term objectives as well as contributed to the long term objectives through 3 Activities. During the implementation, the implementing agency would like to highlight some following points:

- E-commerce legislation needs to be more consolidated and comprehensive to raise the readiness for players in this field. Due to lack of regulations and policies, e-commerce development is about to be narrowed down in coming time. Therefore, it is essential to have more capacity building programs and technical assistance for Mekong countries, esp. Laos, Cambodia and Myanmar.

- It is well recognized that the Report (Activity 1) has brought a lot of benefits for public sector which help them to have a broad and overview about ICT and e-commerce regulations in the region. Thanks to Activity 2, government officials had a good opportunity to share and study best practices in e-commerce sector.

- It is a fact that, MSMEs in Mekong region are facing with lack of capacities and digital skills which are required for digital transformation in the context of 4.0. It would be better if they can have more opportunities with new platforms, technologies and to join international e-marketplaces to expand their businesses more efficiently. Through the workshop, businesses expressed their strong interest in activities of project and also the project itself.

*/ Adjustment

During the project implementation, the implementing Agency (iDEA) proposed to have an adjustment on output of the Activity to keep in compliance with MSMEs in Mekong countries and Korean e-market place's requirements. It was stated very clearly in Midterm Report, as below:

After meetings with KITA and Street 11 (field trips), iDEA recognized that:
- B2C e-marketplace is not suitable with MSMEs in Mekong currently;
- B2B e-marketplace should be chosen as a tool to support MSMEs participation in e-commerce;
- Lack of digital skills and capacities brings about difficulties for Mekong MSMEs to join and takes best use of benefits as e-market place members;
- Capacity training about digital skills should be more focused currently, then, we can support them to join e-market places more efficiently.

the field trip and two-day workshop helped us to recognize that 2018 is not a really good time for Mekong MSMEs to join KITA as members within the scope of this Project.

KITA seems new to almost Mekong members except Viet Nam and Thailand. Therefore, it is more necessary that we need to push more information about KITA, its working mechanism and its benefits to MSMEs in Mekong region, esp. in Cambodia, Laos and Myanmar.

Consequently, the selection of 5 MSMEs in each Mekong countries need to be re-considered and should be deferred to the next phase of the Project. However, in the scope of this Project,

iDEA will try to connect with MSMEs in the region to support them to join KITA at our best. Accordingly, iDEA proposes to revise the output of Component 3 as below:

- Select suitable Korean e-marketplace for Mekong MSMEs joining;
- Identify suitable products (agricultural ones) to be posted on selected Korean e-marketplaces;
- Promotion selected Korean e-marketplaces (e-print) to Mekong countries;
- Propose the plan to support regional MSMEs to join selected Korean e-market places at the best time in the next phase of the project;
- After being assisted to join the Korean Trade e-marketplace, selected MSMEs need to decide on posting products as our suggestions (member fee is paid by themselves).

G. Financial Analysis
Please refer to the attached Financial Completion Report
H. Project Completion Check List

Beside Document Kit submitted in the Midterm Report, other documents are attached here for further information:

1. Leaflet about Korean E-market places
2. Banner to be posted in website
3. Cash book
4. Financial Explanation
5. Account Statement
6. Link for scanned financial documents

I. By Mekong Institute
xxx

Name xxx
Title xxx
TIF
Mekong Institute
Signature
Date