

ที่ ศธ 0604/348



วิทยาลัยสารพัดช่างลำปาง  
วันที่ ..... ๒๒/๑๐/๖๕  
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เวลา ๑๐.๐๐ น.

สำนักนโยบายและแผนการอาชีวศึกษา  
สำนักงานคณะกรรมการการอาชีวศึกษา  
กระทรวงศึกษาธิการ กทม. 10300

14 กันยายน 2565

เรื่อง การประชุม US - ASEAN Business Council SME Workshop

เรียน ผู้อำนวยการสถาบันการอาชีวศึกษาและผู้อำนวยการสถานศึกษาในสังกัดทุกแห่ง

สิ่งที่ส่งมาด้วย รายละเอียดการประชุม US - ASEAN Business Council SME Workshop จำนวน 1 ฉบับ

ด้วยสภาธุรกิจสหรัฐอเมริกา-อาเซียน (US – ASEAN Business Council: USABC) มีกำหนดจัดการประชุม US - ASEAN Business Council SME Workshop in Cambodia: Enhancing Digital Trade for Cambodia SMEs ในวันที่ 16 กันยายน 2565 ณ ราชาอาณาจักรกัมพูชา และผ่านระบบการประชุมทางไกล ซึ่งเป็นเวทีนำเสนอผลงานวิจัย ความท้าทายและโอกาสเกี่ยวกับตลาดและการลงทุนด้านดิจิทัลและเทคโนโลยีของธุรกิจระดับวิสาหกิจขนาดกลางและขนาดย่อม รวมถึงการแบ่งปันความรู้และสร้างเครือข่ายระหว่างภาคธุรกิจ

สำนักนโยบายและแผนการอาชีวศึกษา จึงขอประชาสัมพันธ์ให้สถาบันการอาชีวศึกษา และสถานศึกษาทุกแห่งทราบ ทั้งนี้ผู้สนใจสามารถลงทะเบียนเข้าร่วมการประชุมดังกล่าวได้ที่เว็บไซต์ <https://bit.ly/KHBreakfastRoundtable2022> ภายในวันที่ 14 กันยายน 2565 รายละเอียดตามสิ่งที่ส่งมาด้วย

จึงเรียนมาเพื่อทราบและพิจารณาดำเนินการในส่วนที่เกี่ยวข้องต่อไป

ขอแสดงความนับถือ

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(นางสุริพร สังข์อ่อน)

นักวิเคราะห์นโยบายและแผนชำนาญการพิเศษ รักษาการแทน

ผู้อำนวยการสำนักนโยบายและแผนการอาชีวศึกษา

เรียน ผู้อำนวยการ

☒ เพื่อโปรดทราบ

☐ เพื่อโปรดพิจารณา

☒ เห็นควรจ้าง... สอน @ ฝึก, ดูแล, ควบคุม, งานวิจัย

☒ เห็นความชอบ 274.2 รศ.

กลุ่มยุทธศาสตร์การอาชีวศึกษาต่างประเทศและวิเทศสัมพันธ์

โทร. 0 2026 5555 ต่อ 3012

โทรสาร 0 2280 1252

☒ ทราบ.....

☒ แจ้ง.....

☒ มอป.....

(นายวิชิต ลีจินดา)

ผู้อำนวยการวิทยาลัยสารพัดช่างลำปาง

[INVITATION: SOM-ED] US-ASEAN Business Council SME Workshop in Cambodia: Enhancing Digital Trade for Cambodian SME, Friday, 16 September 2022, at 8:00 AM – 12:30 PM (GMT+7), Siem Reap, Cambodia and Videoconference

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Dear SOM-ED Focal Points,

Reference is made to the **US-ASEAN Business Council SME Workshop in Cambodia: Enhancing Digital Trade for Cambodian SME** which will be held Hybrid on Friday, 16 September 2022, at 8.00 AM – 12.30 PM (GMT+7) in Siem Reap, Cambodia and videoconference.

We are pleased to transmit herewith an invitation letter from the US-ASEAN Business Council extended to SOM-ED to participate in the workshop.

Kindly be informed that the program will feature an ASEAN Tech Talk and Breakfast Roundtable on ASEAN MSMEs and Digital Export (in partnership with Google and the International Chamber of Commerce) followed by an SME workshop in the latter. The International Chamber of Commerce and Google will present the initial results of their ongoing research into the specific challenges and opportunities of digital exports for ASEAN MSMEs. The presentation will leverage quantitative data from 1500 MSMEs in 10 markets across the region and will help inform both policy initiatives and tailored training programs to help MSMEs engage in digital trade. The research will also assess the export readiness of ASEAN MSMEs, highlight the main barriers that they currently face in their export journey and provide insights into the critical role of digital technologies in promoting trade and continued growth within the ASEAN MSME community. This will be followed by an SME workshop in Cambodia in partnership with the Cambodia Ministry of Commerce. The workshop on "Enhancing Digital Trade for Cambodian SMEs" is the third workshop held this year as a part of the ongoing initiatives for the SME Workshop Series: Rebuilding the ASEAN Economy. The SME Workshop will feature a policy dialogue, company showcase, and networking lunch session.

In this connection, the organiser would greatly appreciate your kind help to send your representative who are based in Siem Reap to attend the event in person. The organiser also open to receiving attendees virtually.

Please register at <https://bit.ly/KHBreakfastRoundtable2022> and kindly confirm attendance by emailing Salsabil Afifa ([safifa@usasean.org](mailto:safifa@usasean.org)) no later than **September 14 COB**. The link will be provided upon confirmation of participation.

Should you have any questions, please contact Ms. Nugraheni Utami – Manager for Indonesia, SME Initiatives at [utami@usasean.org](mailto:utami@usasean.org) or +62 852-1256-9208 or Ms. Salsabil Afifa – Associate, SME Initiatives at [safifa@usasean.org](mailto:safifa@usasean.org) or +62 81274090198.

The invitation, e-posters, event's agenda are attached for your ready reference. Thank you very much for your kind attention.

Regards,

**Dika**

**Muhammad Dika Harliadi (Mr)**

Associate Officer

Education, Youth and Sports Division

The ASEAN Secretariat (Lv.14, North Tower)

70A, Jl. Sisingamangaraja, Jakarta 12110

INDONESIA

Phone: +6221 7423372 **ext. 1424**

Handwritten signature/initials



**US-ASEAN**

BUSINESS COUNCIL, INC.

September 5, 2022

ASEAN Sectoral Bodies and Entities  
Address to: Refer to Distribution List

**Amb. Michael W. Michalak**  
Senior Vice President and  
Regional Managing Director

**US-ASEAN Business Council, Inc.**  
460 Alexandra Road, #26-06  
mTower, Singapore 119963  
Tel (65) 6339-8885  
Fax (65) 6254-0855  
mmichalak@usasean.org

**Re: US-ASEAN Business Council SME Workshop in Cambodia: Enhancing Digital Trade for Cambodian SMEs (September 16)**

Dear ASEAN Sectoral Bodies and Entities,

On behalf of the US-ASEAN Business Council (US-ABC), I send you warm greetings from Singapore.

I am pleased to inform you that US-ABC has been conducting the **SME Workshop Series: Rebuilding the ASEAN Economy**. Our next proposed event **"Enhancing Digital Trade for Cambodian SMEs"** will take place on **Friday, September 16, 2022, from 08.00 AM – 12.30 PM (GMT +7)** at **Sofitel Angkor Phokeethra Resort, Siem Reap, Cambodia**. The program will feature an ASEAN Tech Talk and Breakfast Roundtable on ASEAN MSMEs and Digital Export (in partnership with Google and the International Chamber of Commerce) followed by an SME workshop in the latter. The U. S. private sector would value your presence and insights and we hope you can attend the event.

The International Chamber of Commerce and Google will present the initial results of their ongoing research into the specific challenges and opportunities of digital exports for ASEAN MSMEs. The presentation will leverage quantitative data from 1500 MSMEs in 10 markets across the region and will help inform both policy initiatives and tailored training programs to help MSMEs engage in digital trade. The research will also assess the export readiness of ASEAN MSMEs, highlight the main barriers that they currently face in their export journey and provide insights into the critical role of digital technologies in promoting trade and continued growth within the ASEAN MSME community.

This will be followed by an SME workshop in Cambodia in partnership with the Cambodia Ministry of Commerce. The workshop on **"Enhancing Digital Trade for Cambodian SMEs"** is the third workshop held this year as a part of our ongoing initiatives for the **SME Workshop Series: Rebuilding the ASEAN Economy**. The SME Workshop will feature a policy dialogue, company showcase, and networking lunch session.

The event will be held in hybrid format on:

Day and date	: Friday, 16 September 2022
Time	: 8:00 AM – 12:30 PM (GMT +9)
Venue	: Sofitel Angkor Phokeethra Resort & Hotel
Online Platform	: Zoom Webinar.
Agenda	: Attached

We hope you can send your representative who based in Siem Reap to attend the event in person. We are also open to receiving attendees virtually. Please register at <https://bit.ly/KHBreakfastRoundtable2022> and kindly confirm attendance by emailing **Salsabil Afifa** ([safifa@usasean.org](mailto:safifa@usasean.org)) no later than September 14 COB.

We are happy to coordinate further with your staff regarding this request. Should you have any questions, please contact **Ms. Nugraheni Utami – Manager for Indonesia, SME Initiatives** at [utami@usasean.org](mailto:utami@usasean.org) or +62 852-1256-9208 or **Ms. Salsabil Afifa – Associate, SME Initiatives** at [safifa@usasean.org](mailto:safifa@usasean.org) or +62 81274090198.

Thank you for your time and consideration. We look forward to working with you on a successful event.

Sincerely,

Amb. Michael W. Michalak

## AGENDA

September 16, 2022 | 08.00 AM – 12.30 PM GMT+7  
Sofitel Angkor Phokeethra Golf & Spa Resort, Khum, Vithei, Charles De Gaulle,  
17259, Cambodia

Time (GMT +7)	Agenda	Speaker
<b>REGISTRATION &amp; NETWORKING</b> <b>07.30 AM – 08.00 AM</b> <b>(30 minutes)</b> <b>Venue: Phokeethra Ballroom, Sofitel Siem Reap Hotel</b>		
08.00 – 08.03 AM (3 minutes)	Welcome/Opening	<b>Amb. Michael Michalak</b> Senior Vice President and Regional Managing Director, US-ASEAN Business Council
08.03 – 08.10 AM (7 minutes)	Keynote Remarks	<b>H. E. Pan Sorasak (TBC)</b> Minister of Commerce and Chair of AEM Ministry of Commerce of Cambodia
08.10 – 08.17 AM (7 minutes)	Remarks	<b>H. E. Jerry Sambuaga (TBC)</b> Vice Minister Ministry of Trade of Indonesia (Upcoming Chair of AEM 2023)
08.17 – 08.24 AM (7 minutes)	Remarks	<b>H. E. Satvinder Singh</b> Deputy Secretary-General of ASEAN for ASEAN Economic Community The ASEAN Secretariat
08.24 – 08.27 AM (3 minutes)	ICC Remarks	<b>TBC</b>
08.27 – 08.30 AM (3 minutes)	Google Remarks	<b>Mr. David Weller</b> Director of Economic and Trade Policy Google
<b>IN-DEPTH PRESENTATION OF THE REPORT</b>		
08.30 – 08.40 AM (10 minutes)	Presentation of the Report by ICC	ICC (TBC)
08.40 – 08.50 AM (10 minutes)	SME Perspective towards the Report	Speakers: 1. SME (TBC) 2. SME (TBC)  <b>Moderated by Amb. Michael Michalak</b>

Time (GMT +7)	Agenda	Speaker
		Senior Vice President and Regional Managing Director, US-ASEAN Business Council
08.50 – 09.00 AM (10 minutes)	Responses from ASEAN policymakers and Q&A session	<p>Panelist:</p> <ol style="list-style-type: none"> <li>1. ACCEC Chair (TBC)</li> <li>2. SEOM from Singapore (TBC)</li> </ol> <p><b>Moderated by Amb. Michael Michalak</b> Senior Vice President and Regional Managing Director, US-ASEAN Business Council</p>
09.00 – 09.03 AM (3 minutes)	Closing Remarks	<b>Amb. Michael Michalak</b> Senior Vice President and Regional Managing Director, US-ASEAN Business Council
<p><b>GROUP PHOTO</b> <b>09.03 – 09.10 AM</b> <b>(7 minutes)</b></p>		
<p><b>AUDIENCE PROCEED TO HAVE BREAKFAST AT THE BALLROOM</b> <b>TRANSITION TO WORKSHOP (REGISTRATION) AND NETWORKING SESSION</b> <b>09.10 – 10.00 AM</b> <b>(50 minutes)</b></p> <p><i>*serving coffee breaks throughout the workshop*</i> <b>Venue: Naga &amp; The Rainbow Room, Sofitel Siem Reap Hotel</b></p>		
<p><b>WORKSHOP</b> <b>First Session: Policy Dialogue between Government and Private Sector on Advancing Digital Trade for Cambodian SMEs</b></p>		
10.00 – 10.15 (5 minutes)	Opening and Speakers introduction by moderator	<b>Representative (TBC)</b> Committee on Digital and Inclusive MSMEs, Creative Economy, and Startups Young Entrepreneurs Association of Cambodia
10.15 – 10.50 (40 minutes)	<p><u>Policy Dialogue</u></p> <p>Points of Discussion:</p> <p><b>Ministry of Commerce</b></p> <ol style="list-style-type: none"> <li>1. Overview of digital trade landscape, e-commerce and trustmarks in Cambodia, especially for SMEs</li> </ol>	<p><b>Ministry of Commerce (TBC)</b></p> <p><b>Ministry of Industry, Science, Technology, and Innovation (TBC)</b></p> <p><b>Ms. Ivana Tranchini</b> Cambodia Country Manager Visa</p> <p><b>AWS (TBC)</b></p>

Time (GMT +7)	Agenda	Speaker
	<p>2. Participation and alignment of key stakeholders to advance digital economy</p> <p><b>Ministry of Industry, Science, Technology, and Innovation</b></p> <p>1. Overview of SMEs participation in Cambodia's economy, especially in digital trade aspects</p> <p>2. Building an inclusive digital economy landscape in Cambodia</p> <p><b>US-ABC Member Company/ICC</b></p> <p>1. Leveraging digital readiness for Cambodian SMEs through digital tools and services</p> <p>2. US Private sector initiatives to equip SMEs with digital capability</p> <p>3. Best practices of public-private partnership in supporting SMEs to embrace digitalization</p>	<p><b>ICC (TBC)</b></p> <p>Moderated by:</p> <p><b>Representative (TBC)</b> Committee on Digital and Inclusive MSMEs, Creative Economy, and Startups Young Entrepreneurs Association of Cambodia</p>
<p align="center"><b>WORKSHOP</b> <b>Second Session:</b> <b><i>U. S. Private Sector's Support in Enhancing Cambodian SMEs' Participation in Digital Trade</i></b></p>		
10.50 – 11.10 AM (20 minutes)	<p><u><b>VISA</b></u></p> <ul style="list-style-type: none"> <li>• Importance of financial inclusion for SMEs</li> <li>• Digital payment for SMEs</li> <li>• Managing risk in digital economy era for SMEs</li> </ul>	<p><b>Ms. Daline Ny</b> Head of Merchant, Sales, and Solutions Visa Cambodia</p>
11.10 – 11.30 AM (20 minutes)	<p><u><b>AWS</b></u></p> <ul style="list-style-type: none"> <li>• Importance of digital literacy for SMEs</li> <li>• Acquiring necessary digital skills for SMEs</li> <li>• Managing risk of cyber security for SMEs</li> </ul>	<p><b>AWS (TBC)</b></p>
11.30 – 11.50 AM (20 minutes)	<p><u><b>Google</b></u></p> <ul style="list-style-type: none"> <li>• Benefits of digital exports for SMEs</li> <li>• Helping Cambodian SMEs to go global</li> </ul>	<p><b>Dennis Laurentius</b> International Growth Consultant - South East Asia (SEA), Google</p>

Time (GMT +7)	Agenda	Speaker
11.50 – 12.10 PM (20 minutes)	Question and Answer Session	Moderated by:  <b>Ms. Nugraheni Utami</b> Manager – Indonesia, SME Initiatives, US-ASEAN Business Council
<b>ASEAN SME ACADEMY</b>		
12.10 – 12.20 PM (10 minutes)	<b><u>ASEAN SME Academy</u></b> <ul style="list-style-type: none"> <li>• Promotion of the ASEAN SME Academy</li> <li>• Update from the ASEAN SME Academy</li> </ul>	<b>Ms. Salsabil Afifa</b> Associate – SME Initiatives, US-ASEAN Business Council
12.20 PM - end	Wrap up and Closing Remarks	<b>Amb. Michael Michalak</b> Senior Vice President and Regional Managing Director, US-ASEAN Business Council
<b>NETWORKING LUNCH</b> <b>(AT THE CITADEL RESTAURANT)</b> <i>1-on-1 Discussion Session is provided by the participating companies to the audience after the event</i>		



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#### LIST OF INVITATIONS

1. ASEAN Coordinating Committee on MSME (ACCMSME)
2. ASEAN MSME Advisory Board (AMAB)
3. ASEAN Senior Officials Meeting on Education (SOMED)
4. ASEAN Senior Labor Officials Meeting (SLOM)
5. ASEAN Senior Officials Meeting on Social Welfare and Development (SOMSWD)
6. ASEAN Senior Officials Meeting on Youth (SOMY)
7. ASEAN Committee on Science, Technology, and Innovation (COSTI)
8. ASEAN Digital Senior Officials Meeting (ADGSOM)
9. ASEAN Committee on Women (ACW)
10. ASEAN Experts Group on Competition (AEGC)
11. ASEAN Coordinating Committee on Electronic Commerce (ACCEC)
12. ASEAN Tourism Marketing and Communications Working Group (TMCWG)
13. ASEAN Tourism Product Development Working Group (TPDWG)
14. ASEAN Working Group on Information, Media, and Training (WF – IMT)
15. ASEAN Working Group on IP Cooperation (AWGIPC)
16. Economic Officials of Permanent Missions of AMS to ASEAN
17. The ASEAN Secretariat
18. National Focal Points for ASEAN SME Service Centre