



## **Integrating ASEAN SMEs in Regional Value Chain and Global Value Chain**

(ASEAN Trade Fair) June 7-10, KINTEX, Hybrid  
(Seminar on Capacity Building) June or July, Hybrid (TBC)

### **I. BACKGROUND**

As part of the drive towards equitable economic development, Micro, Small and Medium Enterprises (MSMEs) are more than significant to ASEAN economy due to the sector's economic dominance in terms of its share of total employment (51.7-97.2%) and establishment (88.8-99.9%)\*. Despite of its significance in both index, its competitiveness still has a large room for improvement. ASEAN MSMEs have limited information on how to access markets and are not well aware of the issues related to international requirements. Thus, providing information platforms and capacity building programs is necessary as it can play an important role in enhancing their market access both from the regional and international perspectives.

ASEAN-Korea Centre has organized ASEAN Trade Fair to support this Action Plan, especially for its strategic goal to enhance market access and internationalization. Since 2014, the Program has promoted ASEAN SMEs from diverse industries, such as furniture, game, and fishery to Korean market via reputable exhibitions and sector-specialized seminars. In this year, the Centre will promote F&B SMEs in the region, since the sector is one of the most affected industries by COVID-19 pandemic with the greatest opportunity for change and growth from easy-to-cook food to e-commerce. In addition, the Centre will focus especially on organic and eco-friendly products considering global consumers' trends on zero waste and value conscious consumption of MZ generation.

Two programs will be organized to create a synergy; First will be ASEAN Trade Fair to introduce ASEAN MSMEs to Korean market via Seoul Food 2022, the 4th largest food industry exhibition in Asia, with celebration of its 40th years history. Apart from the invitation to the exhibition, Capacity Building Seminar will be followed to provide practical information and know-hows to ASEAN MSMEs. By combining two programs, it is expected to provide practical business opportunities, as well as to enhanced economic partnership between ASEAN and Korea to support ASEAN MSMEs in enhancing market access and internationalisation, one of the actions for strategic goals on the ASEAN Strategic Action Plan for SME development in 2016-2025.

*\*Source : ASEAN Strategic Action Plan for SME development in 2016-2025, ASEAN Secretariat*

## II. OBJECTIVES

- To support growth of ASEAN SMEs and economic cooperation between ASEAN and Korea in F&B industry sector
- To contribute a mutually beneficial partnership between ASEAN and Korea in F&B industry

## III. EXPECTED OUTCOMES

- Business opportunities for ASEAN SMEs in F&B industry
- Sharing of practical knowledge with ASEAN SMEs to enhance competitiveness
- Enhanced business partnership between ASEAN and Korea

## IV. PROGRAM OUTLINE (TBC)

### 1. DATE AND VENUE

#### **[ASEAN Trade Fair – in conjunction with Seoul Food 2022]**

- Date: 7-10 June
- Venue: KINTEX
- Format: Hybrid (Offline exhibition, Online business meeting)

#### **[Seminar on Capacity Building for Trade Facilitation in F&B Industry]**

- Date: late June or early July
- Venue: Seoul (TBC)
- Format: Hybrid (YouTube Live-streaming)

### 2. COOPERATING/SUPPORTING ORGANIZATIONS

- KOTRA: Organizer of Seoul Food 2022
- ASEAN Secretariat

### 3. PARTICIPANTS

- ASEAN Trade Fair: 50 ASEAN SMEs in F&B sector (5 companies per each AMS) **including organic/vegan products and eco-friendly/sustainable kitchen tools**
- Seminar on Capacity Building for Trade Facilitation in F&B Industry: Companies and related government agencies in F&B sector in ASEAN and Korea including ASEAN exhibitors in the ASEAN Trade Fair 2022

### 4. PROGRAM ACTIVITIES

#### **[ASEAN Trade Fair – in conjunction with Seoul Food 2022]**

- Exhibition: Participating Seoul Food 2022 and displaying products of ASEAN companies
- 1:1 Business meeting : Online business meeting via Seoul Food 2022 platform  
*\* Please note that offline business meetings may be considered depending on social distancing measures and COVID situation*

#### **[Seminar on Capacity Building for Trade Facilitation in F&B Industry]**

Presentations on 1) policy and regulation for imported F&B products and intellectual property right, 2) Korean market trend including organic or eco-friendly products and zero

waste, 3) case studies from importers or from e-commerce platforms, and 4) marketing strategy in branding and package, etc.

## 5. CONTACTS

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