



Mekong-Lancang Cooperation



Mekong-Lancang MSMEs Upskilling and Reskilling Digital Capacity Development Forum

Phase – I

Outcome Report (27th – 28th July 2023)



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Executive Summary

1.1. Project Descriptions

The current economy is noted as the digital economy that can offer new opportunities and challenges to MSMEs. To grasp new opportunities and to survive in the changing economic environment around the globe, MSMEs need to have the adaptability and ability for digital transformation in line with the wave of the emerging digitalization trends. However, MSMEs from Mekong-Lancang countries (MLC) remain challenging to get involved in the digital economy because most countries in MLC region (Myanmar, Lao, Cambodia) are the least developed countries. Consequently, they are still weak to utilize and adopt the advanced digital technologies in their businesses compared to that of the other developed countries. As Myanmar MSMEs have been still lagged behind the digital innovation efforts emerged from day to day.

ERIA research also described that the level of digital utilization of most ASEAN countries are basic level of digitalization. About 56 % of MSMEs can only use the basic level of digital tools while 34% can utilize moderately, and only 10 % are operating at the advanced level (ERIA, 2019). In addition, the COVID-19 pandemic and its complicated impacts strike the global economy resulting in the collapse of all economy including Mekong-Lancang countries. Subsequently, the government of each nation needs to take necessary measures related to the utilization of digital technologies in order to recover such negative impacts, and to survive in the challenging world for MSMEs. Specifically, the governments are responsible to encourage MSMEs to adopt the advanced contactless-commercialized means by using the digital tools.

Therefore, the rapid change of Industrial Revolution and new challenges of COVID-19 pandemic has raised the concern of the needy of digital transformation. By providing digital skill development arrangements for MSMEs can robust in responding to the complicated negative impacts of pandemic and changing environment.

For the above-mentioned reasons, the project intends to build up the MSMEs' digitalization capacity from MLC member countries through upskilling and reskilling

MSMEs, and brain storming for them how to seize the opportunities and benefits from the digital economy by using advanced digital tools.

This project consists of two phases. First phase of this project intends to hold a two-day forum on 27th – 28th July 2023, and second phase will be the 5 days virtual training on 25th – 29th September 2023 in Union Territory Nay Pyi Taw, Myanmar. The first phase forum aims to discuss and focus on the main theme: “**How to promote Mekong-Lancang MSMEs upskilling and reskilling Digital Capacity development to get integrated in digital economy**”. The forum intends to discuss and focus on the main theme: “**How to Promote Mekong-Lancang MSMEs Upskilling and Reskilling Digital Capacity Development to Get Integrated in Digital Economy**”. This forum invites MSMEs, experts, scholars, government officials, and stakeholders not only from Myanmar but also from other MLC for the following purposes: to build a platform for them; to share their successful stories; to discuss the global trendy issues and to find solutions giving recommendations for Mekong-Lancang MSMEs for the better development of the most needy digital skills, knowledge sharing of new and emerging digital innovation; and to exchange views between large enterprises, experts and policymakers to find out the best ways for upskilling and reskilling digital capacity development of Mekong-Lancang MSMEs.

Depending on the recommendation and solutions from the forum being the outcomes of the first phase of the project, the second phase conveys for the purpose of providing the 5-days-virtual webinar training in order to assist MSMEs’ digital innovation and digital transformation in business operation.

1.2. Implementation of the Forum

The Ministry of Industry organized a two-day hybrid forum on “**Mekong-Lancang MSMEs Upskilling and Reskilling Digital Capacity Development Forum**” on July 27th – 28th, 2023.

The main objectives of the forum are as follows:

- To reflect the goals of digital economy development in line with the vision and commitment of **no MSME behind digital transformation**;
- To benefit MSMEs, MSMEs associations, government officials and policy makers in MLC economies, gaining more understandings on the digital

innovation practices, policy and new emerging digital industry related to the development of digital economy;

- To discuss the current MSMEs' digitalization situations of MLC, opportunities and challenges from digital economy;
- To present case studies of SMEs in MCL economies;
- To present the best practices of MSMEs' digital innovation and utilization efforts for adoption of MCL country;
- To brainstorm the solutions and recommendations for enhancing MSMEs' digital innovation and digital skill developments in the digital economy; and
- To provide the most-needy digital skills development webinar training in order to practically apply in MSMEs' business operations based on the outcome of the first phase.

To achieve the mentioned objectives, The expert team applied the expert-led participatory approach conducting the interactive discussion among the MLCs MSMEs, stakeholders and digital economy experts throughout the two-day forum. Furthermore, to identify the most-needy digital skills and to propose the training topics for phase-2 training, the team conducted the digital skill analysis, technology need analysis, and collected the suggestions and advices from online and in person participants at the end of the forum.

As the second phase of the project, the Ministry of Industry organized the opening ceremony of “Mekong-Lancang MSMEs Upskilling and Reskilling Digital Capacity Development Forum” under the Mekong-Lancang Cooperation Special Fund (2022) at Office No- 30, Nay Pyi Taw on 27th-28th July, 2023.

Gracing the forum, H.E. Mr. Yin Maung Nyunt, Deputy Union Minister for the Ministry of Industry, delivered an opening speech on the first day of Forum, 27th July, 2023. Following the Deputy Union Minister's opening speech, Counsellor Mr. Ouyang Daobing of The Embassy of the People's Republic of China to the Republic of the Union of Myanmar, along with Mr.Win Zayar Tun, Vice-Chairman of the Mekong-Lancang Cooperation National Coordination unit (Myanmar) and Deputy Director

General of the International Organizations and Economic Department from the Ministry of Foreign Affairs, took the stage to deliver their opening remarks, emphasizing the significance of Mekong-Lancang regional cooperation and the importance of digitalization and digital economy development for MLC MSMEs. Then, Expert Team from Myanmar Computer Federation, online-offline participants from Mekong-Lancang Countries conveyed introductory speech respectively.

Expert Team composed of 9 experts who are working as both advisors and digital related MSMEs in the Computer, IT and Digital economy fields, and they have a lot of experiences regarding international and local MSMEs digital transforming matters, and developing Myanmar national digital economy roadmap.

Expert Team shared digital related topics such as digitalization journey, e-business models and its strategies and management, importance of cyber security and intellectual properties right for online and offline businesses, readiness of MLC MSMEs digitalization based on their local and international experiences to raise the awareness of digitalization.

Then, they encouraged the participants to aware their digitalization status and to evaluate themselves for what they need to transform by using the expert-led participatory approach. All forum participants and MSMEs from private sector and public sector discussed openly and interactively regarding the challenges and opportunities of digital transformation; what they are facing and what they need to solve. Moreover, Expert Team conducted three analyses such as digital skill-gap analysis, technology needs analysis and outcome analysis to propose the most required digital skills for phase-2 training that would be held on the 25th - 29th September 2023. Depending on the results of these three analyses, the following topics can be recommended as the important topics to train MLC MSMEs in phase-2:

- Basic digital concept and tools;
- Digital strategies;
- Digital analytic tools for improving decision-making and observing market trends;
- To protect personal data and cyber security, business assets such as IP right and IP protection;

- Digital financial management, skill related to use websites, digital tools, systems by using google;
- Digital Marketing;
- Skill related how to start the transformation of the business and which tools should be used in transforming the businesses, how to use effective digital applications regarding Back-office, Supply Chain, sales.

The opening ceremony of the forum was attended by Permanent Secretaries, Director Generals, high-ranking officials, and representatives from various line ministers, the representatives from the Union of Myanmar Federation of Chambers of Commerce and Industry, MWEA, MYEA, MCF, and MSME Heads from states and regions and MSMEs, MLC MSMEs officials and MSMEs, representatives from Ministry of Industry, private sectors from Mekong-Lancang countries, making a total of approximately 150 participants are participating in this forum. The forum was held until 28th July 2023.



Summary of the Forum

2.1. Opening remarks by Deputy Union Minister Mr. Yin Maung Nyunt



Deputy Union Minister, Mr. Yin Maung Nyunt delivered the opening remarks and highlighted the followings:

- Deputy Union Minister expressed his heartfelt thanks for supporting the Mekong-Lancang Special Fund for supporting the “Mekong-Lancang MSMEs Upskilling and Reskilling Digital Capacity Development Project Fund and MLC National Coordination Unit (Myanmar).
- He pointed out that the digital technologies offer the huge opportunities for MSMEs, facilitating the expansion of their businesses and expansion into new markets.
- Therefore, the Chairman of the State Planning and Administration Council, the Prime Minister, has also instructed for highlighting the development of digitalization. Thus, governments, private sector stake-holders, and educational institutions need to collaborate in comprehensive digital capacity development programs specifically for MSMEs.

- He explained that this forum was the first phase of the project “MSMEs Upskilling and Reskilling digital Capacity Development Program for Integrating into the Digital Economy” aiming to meet the goals to enhance MSMEs, MSMEs associations, government officials and policy makers in MLC economies, gaining more understandings on the digital innovation practices, policy and new emerging digital industry related to the development of digital economy, and to fulfill the goals of digital economy development in line with the vision and commitment of no MSME left behind digital transformation.
- In this forum, MSMEs in ML Region will present about Digital transformation practices and lesson learned for MSMEs, observe e-Business strategies and management shared by experts, and inspire the most-needy digital skills through brainstorm in order to practically apply in MSMEs’ business operations that can support for the webinar training to be held in the phase-2. The second phase will be intended to implement in September, 2023. Based on the results of this phase-1 forum, the second phase as a 5 dayswebinar training will be held on 25th–29th September, 2023 in order to develop the new opportunities to participate in the digital economy and improve usage of digital for MSMEs.
- He also mentioned his expectations regarding the project to encompass not only technical skills but also soft skills such as digital literacy, critical thinking, and problem-solving needed for MSMEs. He also pointed out the importance of continuous learning and adaptation since the digital landscape is constantly evolving, and MSMEs must remain agile to stay ahead and require a culture of a commitment to lifelong learning.
- Finally, Deputy Minister expressed his gratitude for the Embassy of China in Myanmar and the People's Republic of China for the kind generosity and support to Mekong–Lancang Cooperation.



2.2. Opening Remarks by The Embassy of the People's Republic of China



Counsellor Mr. Ouyang Daobing from the Embassy of the People's Republic of China in Myanmar delivered the opening remarks, and highlighted the following:

- Micro, Small and Medium Enterprises (MSMEs) are the main economic drivers of all countries in the world for providing employment to citizens and the development of socio-economic life.
- As the digitalization of business operations around the world evolves, MSMEs need to innovate and expand by using digital technologies. In order to be able to expand the market and improve business performance, the digital economy transformation sector has played a mainly important role.
- As the People's Republic of China, in recent years, policies and plans for the development of MSMEs in the country, were set up; China's President Mr. Xi Jinping also pointed out that MSMEs play a key role in the country's economy for creating jobs, and it is essentially important for the socio-economic development of the people. Therefore, for the development of the private sector, MSMEs should be supported and promoted for integrating the digital economy. The Union Government of Myanmar also well recognized the importance of support for the development of MSMEs based on agriculture and livestock.
- For the past (7) years, since Mekong-Lancang regional cooperation has been carried out for the development of MLC regional countries such as to improve the socio-economic life of the MLC region; to encourage for the free flow of goods in the region; and to unify the MLC market.
- MSMEs' digital transformations and encouraging MSMEs to go digitally are not easy to adapt with, and so, it is necessary to provide comprehensive guidance and supports to the respective MSMEs.
- He also suggested that large companies should also join hands with MSMEs to gain mutual benefits by sharing their knowledge and experiences, and
- He expressed his hope that today's forum will be a good opportunity to exchange ideas how to promote further digital utilization of MSMEs.



2.3. Opening Remarks by Mekong-Lancang Cooperation Unit



The Vice President of the Mekong-Lancang Cooperation, Deputy-Director General of the Ministry of Foreign Affairs Mr. Win Zayar Tun delivered his opening remarks and his opening remarks highlighted the following main points;

- At the beginning of the Mekong-Lancang cooperation program, the cooperation fund of 31.7 million US dollars has been received, and 106 projects have been implemented in various fields.
- Peace and stability in the region are very important for every country. He strongly believed that although, today, the economic conflicts and challenges such as trade issues are facing the world and among regional countries, working together with neighboring countries can successfully solve those challenges and problems.
- The Mekong-Lancang cooperation program has been working for the long-term development of regional countries since 2016, and it has been peaceful coexistence among regional countries for about 7 years. We are cooperating with 3 pillars for long-term economic development such as mutual cultural exchange between the countries.
- Today's Mekong-Lancang Digital Skill Upgrading Capacity Development Forum ceremony was held with the support of China Government and regional countries.
- He expressed his assurance that the challenges and difficulties will be solved by cooperating among MLC countries.
- In order to take part together in the digital economy system of the world, the transformation of digital economy is very important for MSMEs in Myanmar and he hoped that MSMEs will be able to transform the digital economy and to seize new opportunities.

2.4. Brief Summary: Phase-1: MLC MSMEs Digital Upskilling and Reskilling Forum that aims to conduct the outcome of the forum for digital skills gap analysis by Expert-led Participatory Approach



2.4.1. Day- 1:

Session- 1: Introduction the MSMEs Digital Journey by Expert Mrs. Chaw Khin Khin from Myanmar Computer Federation (MCF)

Expert Mrs. Chaw Khin Khin discussed the session regarding the introduction the MSMEs Digital Journey”. The session summary of MSMEs digital journey is provided as below:

- Digitization;
- Digitalization; and
- Digital Transformation

Session- 2: Understanding of E-business Models and concepts, Types of E-business Models by Ms. Chit Aein Thu, Member of the Digital Economy Committee

Expert Ms. Chit Aein Thu discussed the E-business Models and concepts, types of E-business Models. The session summary is as below:

- E business Concept and its model
- Six Major Business Models
- Five Delivery Frameworks for E-commerce Business
- Overview of Online Market Place in Mekong
- Challenges and Opportunities in the Digital Business Models in Mekong Countries and ASEAN

Session– 3: Digital Need Analysis Session by Expert Team

Expert team conducted the digital need analysis for the project Phase-2 to identify the digital skills to be reskilled and upskilled by grouping all participants. To identify the digital skills needed for MSMEs, Expert team used the expert-led participatory approach for the digital need analysis.

Session– 4: E-Business Strategies and Management by Expert Mr. Zaw Win Htun from Myanmar Computer Federation (MCF)

Expert Mr. Zaw Win Htun shared the E-business strategies. The session summary is as follows:

- E-Business strategies
- E-Business Market Platforms
- Digital Transform in Myanmar
- Digital Marketing with Social Media Engagement
- Facebook user in Myanmar 2023
- Social Media Marketing
- Mobile Optimization (Mobile E-commerce apps)
- Cyber Security and Privacy in E-Business
- Cyber Case in Myanmar 2023
- Cyber Basic Security Things to follow and
- Conclusion of E-Business Strategies

Then, he conducted the digital need analysis for MSMEs through brainstorming participants, MSMEs. The outcomes of the digital need analysis are the following-needs for MSMEs: setting up the digital strategies; understanding the customer behavior and making the efficient decision to be faster by using digital analytic tools; the needs of knowledge regarding cyber security, business attitude and business ethic such as IP right and IP protection; skill shortage of application of websites, digital tools, systems and guidelines; the needs of establishing the websites economically, the skills related e-commerce systems and chatbot for enhancing sales.

2.4.2. Day- 2

Session- 1: Recap of the Day-1

Expert Mrs. Chaw Khin Khin recalled the Day-1 discussion.

Session- 2: MSME E-Business Readiness for Mekong- Lancang Countries by Expert Mr. Zaw Win Tun

Expert Mr. Zaw Win Tun discussed MSME E-Business Readiness for Mekong-Lancang Countries. The following are the summary discussions of the session- 2:

The priorities areas for empowering MSMEs in Lancang-Mekong Countries 2023 are:

- Digital Infrastructure Development
- Facilitation MSMEs' market access
- Promoting financial management
- Digital Skills
- Data Security and Privacy Awareness and Regulatory Environment
- Cross-Border E-commerce and supply chain management
- Public-Private Partnerships and Sustainability with Green Practices
- E-commerce market in MLC Countries
- Market Activity and Data Analytics for Mekong- Lancang Countries
- China B2C Ecommerce Market Report 2023
- Digital E Commerce-Cambodia 2023
- Lao's Thriving E-Commerce
- Vietnam's e-commerce market to surpass USD 17 billion in 2023 and

- Thai e-commerce to grow 13 percent in 2023

After discussing the points regarding the “MSME E-Business Readiness for Mekong-Lancang Countries”, the expert divided the participants into five groups to explore the technology needs of MSMEs for e-business among MLC countries and to collect the participants’ opinions and recommendations.

Exploring Technology Needs of MSMEs for E-Business by Group Discussion

All participants are divided into five groups for discussion to analysis “Technology Needs of MSMEs for e-Business” for Phase-2 digital skill sets. Participants discussed based on their experiences regarding the importance of social media marketing for MSMEs, Effective e-payment system, the need of customized ERP system that can be easily operated, infrastructure needs such as internet connection and fees, required for personal data security and cyber security, effective software that can easily records their Inventory, Materials, Products, and Fixed Assets.

Session- 3: Expert Mr. Htay Lin Executive Member of Myanmar Computer Federation (MCF) discussed the topic: “IP and SMEs: Taking Your Idea to Markets regarding the Intellectual Property Right”

The summary of presentation consists of following:

- Ideas and MSMEs
- Intellectual property right (IPR) for businesses
- Types of Intellectual Property
- Importance of IP for MSMEs and
- IP Protection Process

Session- 4: Conducting The Most-Needy Digital Skills for MSMEs In Order to Provide Phase-2, the 5-Days Training

Expert Team informed participants regarding the 5 days training of the Phase-2 project, and encouraged to propose which skills should be provided for MSMEs during the 5 days training of the project Phase -2 that aims to reskill and upskill for MSMEs, and to assist the existing businesses for successfully transforming and smoothly integrating the digital economy. Expert Team planned to gather outcomes so

that the participant can propose and suggest not only by in-person discussion during the session but also by the bar code scanning to the Slido.com #9079828.

2.5. Closing Remarks by Union Minister Dr. Charlie Than



Union Minister Dr. Charlie Than highlighted the following points in his closing remarks:

- Due to the Ministry of Industry successfully organized the **Mekong-Lancang MSMEs Up-Skilling and Re-Skilling Digital Capacity Development Forum** using Mekong-Lancang Cooperation Special Fund, he strongly believed that participants could share the experiences and knowledge of digital technology, exchange best practices and be able to expand domestic and international business linkages during these two days.
- Besides, he also expected through this forum, all participants from MLC countries will be aware the significant role of the digital skills of business enterprises including MSMEs for the development of the whole digital economy system.
- Due the COVID-19 pandemic has not only enforced businesses to be more engaged with digital technology but also highlighted the digital gap

among people who lack of readiness, people are struggling in incorporating new technology into their own businesses, especially the MSMEs. Therefore, Ministry of Industry has to prioritize to implement the programs focused on identifying skills needed in digital era, finding the ways to promote access to digital connectivity, and exploring new innovative digital technologies either in terms of national activity or regional cooperation.

- This forum was held to fulfill the two main objectives of the Lancang-Mekong cooperation, interconnection and poverty alleviation. He hoped that this forum can help to increase the income of small and medium enterprises and the people; to enhance technical skills to overcome the economic difficulties caused by the epidemic; to promote economic, social development and friendly relations between the Lancang-Mekong countries.
- In addition, regional cooperation can help MSMEs and entrepreneurs a lot in order to increase and further develop business networks. More people-to-people contacts are crucial in building a harmonious community with a common regional goal. Such communication should be increased through cooperation and exchanges the culture, education among professional organizations of the member countries. He firmly believed that this project will benefit the people of the Mekong-Lancang countries.
- Moreover, this forum was the first phase of the project “MSMEs Up-skilling and Re-skilling digital Capacity Development Program for Integrating in the Digital Economy” funded by Mekong-Lancang Special Fund (2022). Based on the results of this forum, second phase as a (5) days webinar training will be held in September, 2023 in order to develop new opportunities to participate in the digital economy and improve usage of digital for MSMEs. After completing the whole project, he expected that the digital literacy, critical thinking, and problem-solving skills for MSMEs can be increased and it can accelerate digital innovation and digital transformation of MSMEs.

- Myanmar has always valued Mekong-Lancang cooperation, and he reiterated that Myanmar will continue to actively cooperate with People's Republic of China and Mekong countries adhering to the principle of friendship, good neighborliness, mutual respect, and mutual benefit in the future. He expressed his special thanks to the Chinese government and the Embassy of the People's Republic of China in Myanmar for supporting this project, which has brought several benefits to all Mekong-Lancang countries, including Myanmar. And he also expressed his heartfelt thanks to digital experts and speakers who actively shared digital skills and knowledge, delegates from relevant ministry including Ministry of Industry, representatives from MLC countries, MSMEs from States and Regions.
- He urged all participants to increase the speed of development of MSMEs in Mekong-Lancang region by participating and supporting in the second phase of the project that will be implemented in near future.



2.6. Findings and Recommendations of the Forum

2.6.1. Findings

To collect and to propose the concrete and need-based recommendation for Phase-2, experts also made the digital skill gap analysis and collected the opinions and suggestions from the stakeholders from MLC countries and MSMEs by using the Expert-led participatory approach. After exploring, the expert team conducted the results of the three main analysis: digital skill analysis, technology needs analysis and suggestions of participants. Therefore, the results of the forum are concrete, reliable and reasonable to recommend the need-based training program for the Phase- 2.



2.6.2. Recommendations for Phase-2

Based on the concrete findings and suggestions of the forum, the following topics are recommended for the Phase-2: 5-days Training held in September 2023.

1. Topics related Basic Digital Concept and tools
2. Topics related digital strategies

3. Topics related digital analytic tools for improving decision-making and observing market trends
4. Topics to protect personal data and cyber security, business assets such as IP right and IP protection
5. Topics related digital financial management
6. Topics for how to use websites, digital tools, systems by using google
7. Topics for digital Marketing
8. Topics related how to start the transformation of the business and which tools should be used in transforming the businesses and
9. Digital Applications regarding Back-office, Supply Chain and Sales



Detail Discussion of the 2-days Forum

3.1. Day-1

27.7.2023 (Thursday)

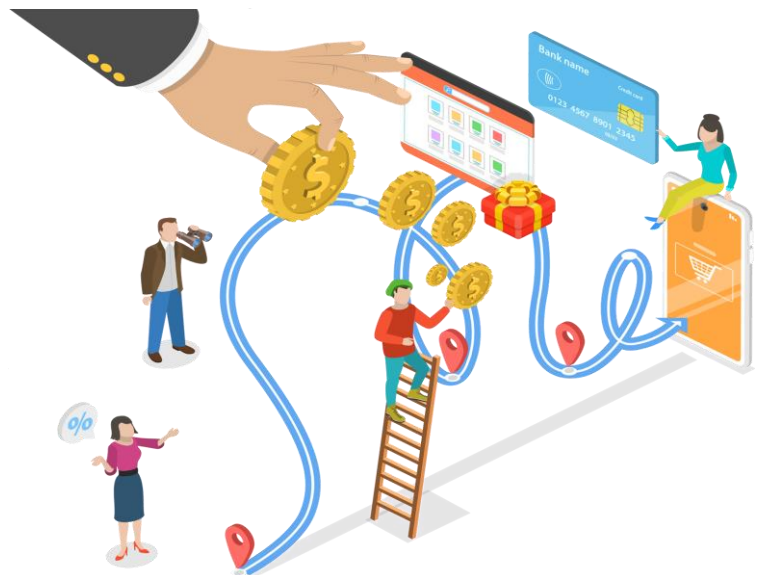
Sr. No	Time	Description
1	9:00- 9:30	Registration
	09:30-09:40	- Opening Remarks by H.E Deputy Minister, Mr. Yin Maung Nyunt for Ministry of Industry
	09:40-09:50	- Opening Remarks by H.E. Ambassador Mr. Chen Hai, Embassy of the People's Republic of China in Myanmar
	09:50-10:00	- Opening Remarks by the Vice Chairman, Mr. Win Zayar Tun for the Mekong Lancang National Coordination Unit (Myanmar)
	10:00-10:30	- Photo Session - Refreshment
	10:30-11:15	Orientation Business Arrangement - Introduction of Participants
	11:15-12:30	Session 1: Introduction the MSME Digital Journey by Daw Chaw Khin Khin, Joint Secretary General, Myanmar Computer Federation - Understanding of e-Business Models and Concepts by Daw Chit Aein Thu, Member of Digital Economy Committee, Myanmar Computer Federation - Q & A
2	12:30-13:30	Lunch Time

Sr. No	Time	Description
3	13:30–14:30	Group work 1: MSME Digital Transformation <ul style="list-style-type: none"> • 5–6 per group • Define current challenges • Identify future opportunities • Digital Needs Analysis Expert Facilitators <ul style="list-style-type: none"> • MCF Expert Team
4	14:30–15:00	Refreshment
5	15:00–16:00	Panel 1: E-Business Strategies and Management Panelist: <ol style="list-style-type: none"> 1. U Myo Min Oo, Central Executive Committee Member, MCF Vice Chairman, Myanmar Computer Industry Association 2. U Zaw Win Tun, Central Executive Committee Member, MCF Secretary, Myanmar Computer Professionals Association 3. Daw Chit Aein Thu, Member of Digital Economy Committee, MCF Moderator <ol style="list-style-type: none"> 1. Daw Chaw Khin Khin, Joint Secretary General, MCF <p>End of Day 1</p>

3.1.1. Session- 1: Introduction the MSMEs Digital Journey by Expert Mrs. Chaw Khin Khin from Myanmar Computer Federation (MCF)

Expert Mrs. Chaw Khin Khin discussed the session regarding the introduction the MSMEs Digital Journey”. The session summary of MSMEs digital journey is provided as below:

- Digitization
- Digitalization
- Digital Transformation



How our Mekong-Lancang MSMEs travel the digital journey?

To integrate digital Economy smoothly and successfully, Mekong-Lancang MSMEs needs to know the level of digital transformation such as Digitization, Digitalization and Digital transformation. Most people think that these terms are similar. Actually, they are totally different.

Digitization is the stage of converting and using the digital format (for example., pdf, scanned paper) instead of physical items/ things (example., paper documents) by using technical devices such as computer, phone or software. Nowadays, the digital documents are being used in the office works (scanned document, pdf) instead of using paper documents. The stage using digital items via technical device is only the digitization stage that is the foundation stage of MSMEs digital journey. Thus,

digitization makes the user to connect between the physical objects and software or computerized system. Using digitized documents can reduce the expense of printing, and exchanging them. Digital storage can be more cost efficient and effective means due to eliminate the unnecessary costs such as physical cabinets and papers (The ECM Consultant,2020).

After digitization stage, the next step is called as the Digitalization level that enable or improve processes by leveraging digital technologies and digitized data from the digitization stage. In some scholars cited that **digitalization stage is described as “the use of digital technologies to improve business operations and create new value for customers (Digital Leadership)**. For example, if MSMEs use the e-payment system or e-commerce platform or websites in the business process, this business’s digital usage level is the stage of the digitalization.

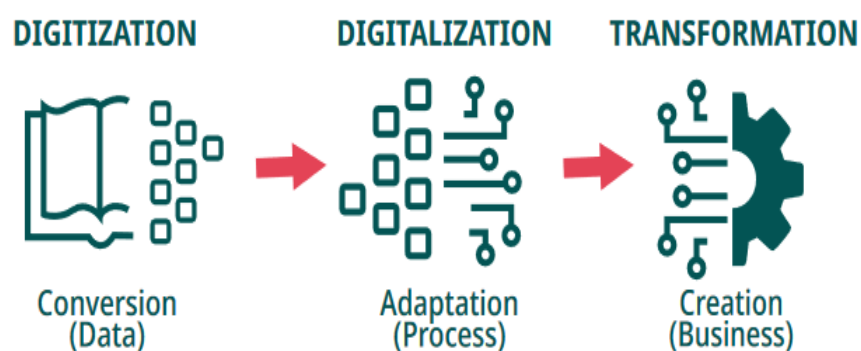
Studies found that digitalization can increase productivity and efficiency due to eliminating of unnecessary physical objects. Adopting digital technologies in some portion of business processes can improve an existing business process, even when it doesn’t totally change or transform their business operations. Implementing digital technologies (such as Point of Sale, ERP system, CRM system) in existing business processes, can be recognized as it is as the process innovation of the business to get competitive advantages.

So, many studies recommended that digitalization can provide MSMEs a lot of advantages such as faster access to information, improved customer experience, increased productivity, lower operational costs, improved decision making, improved information security, higher mobility, automation of business processes, agility, and disaster recovery.

Then, the next stage is called as the **digital transformation** stage. Comparing the former stages, this stage is the **comprehensive integration of digital technologies into all aspects of a business, with the aim of driving innovation and gaining a competitive edge**. Using Online advertising and marketing, using e-payment system, adopting the digital technologies for backend and frontend office work (Such as HRM, CRM, e-payment systems and Point of Sales) are the significant digital transformation

examples that these digital transformation technologies make the physical processes shifting to digitalized processes for greater efficiency and response.

For the MSMEs, upgrading digital transformation level by using digital technologies can enhance efficiency and productivity of their business processes, reduce unnecessary costs, time and man-power, and improve and integrate throughout the supply chain. Therefore, Mekong-Lancang MSMEs need to adopt the digital tools and technologies stage-by-stage in the existing business processes for reducing the costs, time, human sources and for increasing efficiency and productivity.



Source: Bouza (2018) and Malterverne(2017)

Box -1 Digital transformation level (Small goes digital 2021)

1. **Digitization:** this refers to the most basic function of digital technology, namely to convert analogue information into a machine-readable and transferable format (as in the zeros and ones of machine code).
 - a. Example: Customer information is now stored in a PDF file and not on paper.
2. **Digitalization:** previously analogue processes, practices and interactions are enhanced through digital technologies, resulting in efficiency gains and cost savings.
 - a. Example of basic MSE digitalization: a hairdresser setting up a website with a scheduling function that allows customers to see available slots and make or change appointments.
 - b. Example of advanced MSE digitalization involving multiple organizations: a farmer who has begun to document and track deliveries of produce in a

cloud-based database that is accessible via a dashboard, allowing the logistics company and distributors to verify and monitor stocks quickly and conveniently.

3. **Digital transformation:** one could describe this as “digitalization on steroids”, as it were, for it refers to the integration and coordination of several parallel internal and external digitalization processes, using multiple digital technologies. Newly collected information is systematically analyzed and acted upon, the ultimate result being to alter modes of production and ways of doing business. New roles are created and/or the nature of existing roles changes fundamentally.

a. Example of basic MSE digital transformation (no changes in physical production or major changes in management): a creative design agency reacting to new customer demands (through web content, websites, dashboards, data analytics, and so on), learning a range of new tools (design software, web development), establishing new workflows (such as distributed teams) and flexibly outsourcing some tasks to freelancers without meeting them face to face.

b. Example of more advanced MSE digital transformation: a small private clinic in a rural setting decides to specialize in telemedicine by using a combination of body function and chronic disease tracking devices, text message reminders, teleconferencing and patient-administered and -reported diagnosis (that is, where patients send in photos and updates via WhatsApp). Information sources are integrated into a standardized electronic health record system, which exchanges patient data with a central diagnostic database. Nurses and doctors regularly consult the system to monitor patients and improve diagnoses.

3.1.2. Session 2: Understanding of E-business Models and concepts, Types of E-business Models by Ms. Chit Aein Thu, Member of the Digital Economy Committee

Expert Ms. Chit Aein Thu discussed regarding the E-business Models and concepts, types of E-business Models. The session summary is as below:

- E business Concept and its model

- Six Major Business Models,
- Five Delivery Frameworks for E-commerce Business
- Overview of Online Market Place in Mekong
- Challenges and Opportunities in the Digital Business Models in Mekong Countries and ASEAN



Why needs to understand the E-business concepts and models?

E-business can assist small business to enhance operational efficiencies and customer value by adopting the internet and online technologies, and so if the small business wants to grow, they should adopt it (Kelly Wright 2011). However, digital technologies can be varied such as Internet and web technologies, intelligent technologies, web software engineering (Object-oriented and agents) technologies, and multimedia.

Without understanding pros and cons of the digital technologies and e-business system, MSMEs are not able to enjoy the benefits of the e-business and e-commerce system. Consequently, they will not be able to successfully transform from their conventional business operation system into the digitalized system. Hence, to

integrate the digital economy smoothly as MLC MSMEs, they need to understand e-business concept, types of models and opportunities and challenges. For this reason, knowledge regarding the e-business concept, types of models and opportunities and challenges are discussed in this session-2 for raising awareness of the participants before conducting the opinions of stakeholders and participants.

What is the E-business Models?



E-business models utilize advanced communication technologies and digital information to streamline various business processes online. These processes include many components such as business intelligence (BI), customer relationship management (CRM), supply chain

management (SCM), enterprise resource planning (ERP), e-commerce, conducting electronic transactions within the firm, collaboration, and online activities among businesses (Albert & Sanders, 2003), employee services and recruitment and information sharing.

For example: using business intelligence (BI) can help business to make good decision making by undertaking to collect, store, access, and analyze information about its market or competition. So, some experts praised that BI is “the crystal ball of the 21st century (Lena West).”

Every small business has a supply chain, the network of vendors that provide the raw components that are needed to make a product or deliver a service. The management of this network is known as supply chain management (SCM). SCM is about efficiently and effectively improving the way that a company finds those raw components and then delivers the product or the service to the customer (Thomas Wailgums & Ben Worthen). SCM applications are now available for small businesses.



Types of E-business Models



Among e-business models, 6 major business models can be classified. They are:

- Business to Consumer (B2C)
- Business to Business (B2B)
- Business to Government (B2G)
- Business to Business to Consumer (B2B2C)
- Consumer to Consumer (C2C)
- Consumer to Business (C2B)

Business to Consumer (B2C) model uses the full E-commerce strategy to sell directly to consumers without a retailer or distributor in the middle. Online intermediaries bring sellers and consumers together and take a cut of each transaction. Popular examples are such as Grab and foodpanda. These businesses are types of B2C models and they adopt online intermediaries in their business to pursuing the consumers directly. Some models are Advertising-based models when Information is given away for free and money is made from advertising on the site. Some are Community-based sites where money can be earned from targeting ads to users based on their demographics and location such as Facebook being a prominent example. Some models are Fee-based models in which companies sell information or entertainment to consumers for a fee, such as Netflix or subscription-based newspapers.

Business to Business(B2B) models are the models that a company markets its products or services directly to other businesses. For example, shopify is the B2B model.

Business to Government(B2G) are the models that a company markets its products and services directly to a government agency. This agency could be a local, county, state, or federal agency. An example of B2G eCommerce would be if a local government agency places an order directly from an online store for a part to repair a piece of equipment.

Business to Business to Consumer(B2B2C) models are that one business sells products, services, or goods to another company. The receiving business then sells to a consumer. An example of a B2B2C arrangement is when a wholesale distributor sells merchandise to retail stores that then sell the merchandise to consumers such as Amazon. Otherwise, for example, a company could partner with another company to promote its products and services, giving the partner a commission for each sale.

Consumer to Business(C2B) models are that individuals sell goods and services directly to companies. Common examples are websites that allow individuals, such as contractors or freelancers, to share work or services they are skilled in.

Consumer to Consumer(C2C) models are that Consumers sell goods or services directly to other consumers. This is most often made possible by third-party websites. These e-commerce marketplaces allow smaller businesses, or even hobbyists, to sell their products at their own pricing without maintaining their own online storefront. Common examples are such as Lazada, eBay, Shopee.



To run e-commerce businesses, there are many points that need to consider how to deliver the goods and services to the customers. Delivery part is the key component of the e-commerce business and it includes drop shipping, subscriptions services, wholesaling, private labeling and white labeling. It also needs to think regarding the payment transaction between firms and consumers. In addition, it needs to understand the target customers, buying habits and purchasing behaviors, to understand both own value positions and competitor's value positions, to create a strategy for selling own products efficiently and effectively. Depending on the customers' needs and type of products and services, the e-business models and relevant e-business strategies should be chosen correctly. Based on the business nature, it can adopt partially digital technologies in some part of the process unless business can apply digital tech and tools throughout the process.

Which digital sectors are popular in MLC countries?

When studying the E-Commerce Marketplaces in MLC countries, digital tools and technologies are significantly used in the following sectors:

- E-Commerce Marketplaces
- Social Commerce
- Agri-tech and Agri-Food E-Commerce
- Travel and Hospitality Platforms
- Fintech and Mobile Payments
- Logistics and Delivery Services
- Online Education
- E-Commerce Enablers

It was found that online marketplaces in MLC countries have gained popularity in the Mekong region, offering a platform for businesses to sell products and services to a wide customer base. Examples include Lazada, Shopee, and Alibaba-owned platforms like AliExpress.

Besides, Social media platforms are widely used in the Mekong region, and businesses leverage these networks to sell products directly through posts, stories, and live streaming. **Social commerce has seen significant growth in the region, especially in Thailand and Vietnam comparing to the Myanmar, Cambodia and Lao.**

In addition, agriculture fields are significantly using the digital tools and ecommerce such as Agri-tech and Agri-Food E-Commerce as the agricultural significance of the Mekong region. These e-business models connect farmers directly to consumers or businesses. Moreover, these platforms facilitate the sale of fresh produce, processed food and agricultural inputs. They can also assist farmers to sell their products to the customers. Therefore, it can be observed that digital tools are using significantly in the agricultural areas in MLC regions.

Not only the agricultural field but also other sectors such as travel and tourism sectors are effectively using the Travel and Hospitality Platforms. With increasing tourism in the Mekong region, online platforms for hotel bookings, travel packages, and transportation services have gained popularity.

Furthermore, fintech companies offering mobile payment solutions have seen growth in the Mekong region. These platforms provide a convenient way for consumers to make transactions and conduct online business.

Online education is one of popular sectors in using digital technologies. The demand for online education and e-learning platforms has grown in the region, especially during the COVID-19 pandemic. Edtech startups and established platforms have been offering various educational services and courses.

As e-commerce expands, there is a growing need for efficient logistics and delivery services. Startups and established companies have entered this space to address the demand. E-commerce enabler is a company that provides end-to-end solutions for brands to do e-commerce business. They provide the services including official store management, digital marketing, creative services, customer service management, supply chain management & fulfillment.

What are the challenges and opportunities of the digital business in MLC countries and ASEAN?

The e-commerce landscape is continually evolving, and new trends and business models may have emerged in the Mekong region. Research and consult up-to-date sources on the current state of e-business in the region. Although E-business and E-commerce models can provide many advantages rather than conventional ways of operation, there are still many challenges and barriers in adopting the tools and technologies for MSMEs in MLC and ASEAN countries. Especially, developing countries among MLC countries such as Cambodia, Laos and Myanmar are still left behind regarding the digital technologies and level of digitalization. So, some experts pointed out that it is merely the basic level as these countries are facing challenges such as infrastructure limitations, connectivity issues in remote areas, regulatory hurdles, and differences in consumer preferences and behavior across countries.

MSMEs sharing their success experiences of using e-commerce models

During the session 2 of Day-1, MSMEs attending the forum shared their success stories.

- **Success Story of Mr. Htoo Wai from Green Toddy Company Ltd shared**

his success experience how he adopts his business by using digital technologies and tools. He said that paper document can be easily used if the business is small and start up stage. When the business grows, the processes are complex and they have many stages to do. Technologies became needed to complement so he studied the digital technology and applied them in the marketing, financial and accounting, and product distribution, followed by transforming the business models.

- He also mentioned that the sales targets of his business significantly increase when he connected with the Ministry of Industry E-Market Platform. Previously, he only used the B2C model, and the sales and growth rate are slow. Then, he changed B2C model to the B2B model by selling directly to the partner businesses such as Bars, Restaurants, Bakeries and Shops resulting in a significant increase in sales.



- Success Story of “Eain Shin Ma” company who sales rice and edible oil, also shared his experience how he applied many e-models for his business. When selling rice and oil, he made partnership with the foodpanda delivery platform. By doing so, he found that he can reduce the man power and save the labor costs. Instead of hiring 100 employees, he can successfully run the business by 20 employees.



Conducting Digital Need Analysis Session by Expert-led participatory approach

3.1.3. Session-3: Digital Need Analysis Session

Expert team conducted the digital need analysis for the project Phase-2 to identify the digital skills to be reskilled and upskilled by grouping all participants. To identify the digital skills that need for MSMEs, Expert team used the expert-led participatory approach for the digital need analysis. The outcomes of the digital analysis are pointed out the following needs for MSMEs: setting up the digital strategies; understanding the customer behavior and making the efficient decision faster by using digital analytic tools; the needs of knowledge regarding cyber security, business attitude and business ethic such as IP right and IP protection; skill shortage for how to use websites, digital tools, systems and guidelines; the needs for establishing the websites cheaply, the skills related e-commerce systems and chatbot for enhancing sales.

As the Expert-led participatory approach to make digital need analysis, Expert team discussed the challenges of the MSME Digital Transformation in MLC countries, and brainstormed with the forum participants. For the need analysis, expert team grouped participants including online participants, and each group discussed different

topics regarding to the MSME Digital Transformation in MLC countries including challenges and current situations.

Expert team discussed that there are facing many challenges regarding digital needs in Myanmar. In MSMEs digital transforming, not only governments but also MSMEs needs to participate and carry out in their own roles. As the government, it needs to carry out “the supporting parts “in line with the supporting mechanism” and as MSMEs, they should carry out the implementing parts”.



In group discussing, **Group- 1** pointed out that challenges of MSMEs facing digital transformation in MLC Countries are the constraints, skills shortages, lack of digital strategies and cyber security concerns. Among them, Group-1 emphasized to discuss the lack of digital strategies. Setting up the digital strategies can provide the following opportunities such as Increase in efficiency, Increase in Productivity, Lower Operational Cost, Improving Customer Experience, Getting Higher Agility, Enhancing Employee Cost, Improving Communication, Increasing Transparency, Improving Comparative Advantage and Faster Decision Making. They suggested to perform digital need analysis that **MSMEs need to understanding the customer behavior, supplier,**

business partners behaviors in line with the trends and seasonal changes, and they also need to understand the balance of the equilibrium of their customers and suppliers. To understanding so, MSMEs should be enhanced their Improve Comparative Advantage and Faster Decision Making by using digital analytical tools.

The representative of Group- 2 discussed that cyber security is one of challenges for MSME in MLC. Moreover, MSMEs have little knowledge about ethic. Due to MLC countries are developing countries, MLC MSMEs are weak to comply regarding the cyber security law, Intellectual Properties Right and Copy right. Opportunities are to get easily market access due to digitalization; not only local market but also global market can be expanded to advertise; MSMEs can work from home like Covid-19 period; using digital tools can analyze changing digital data and interpret the visual graph in line with the Key Performance Indicators (KPIs).



Group- 3 pointed out that challenges for digital transformation are skill shortage because MSMEs are not knowing well how to use websites and its benefits; MSMEs and customers are weak in technical regarding digital tools. They mentioned that opportunities that can be provided by digital tools, are to save the advertising

costs; to disseminate easily information and data across the region with a short time; to expand the international market; to get quickly the customer feedback. Especially, to assist MSMEs digital transformation, they suggested that it needs to provide high speed internet facilities and it needs to provide the awareness activities regarding digital tools and its guidelines.



Group- 4 representative (Ms. Thet Su Htay from Magway region) **discussed that challenges for remote regions are difficult to provide customers by door-to-door service because there is no delivery service** such as Food panda and royal express. Using digital tools, MSMEs can focus the targeted customer, can advertise effectively at low-cost. So, group four suggested that Fibre Internet Line should be grided and extended to the remote regions because people from those regions can't afford to use data package due to higher prices of data package usage.

Group- 5 mentioned that challenges are digital usage gap in accord with the age; little knowledge of Enterprise Resource Planning (ERP) system, pros and cons, and guidelines. Opportunities are to easily search the required information and data, to keep store in digital cloud and tools. They suggested that it needs "Production type Customized ERP" for MSMEs.

MSME (Moe Kaung Kin Kayah Sausage) from **Group- 6** discussed that it is expensive for small and micro enterprises to establish websites, to use E-Commerce platform, and to hire the expert for technical needs although it can sell easily and quickly using E-commerce platform and using chatbot can assist to sell 24/7. She also suggested that startups should be provided tax exemptions, and MSMEs should be provided as a specific rate of discount to establish websites.

Expert team answered back that exemption tax is not related the digital needs, and digital needs are types of using the change in digitalization trends, digital tools, digital awareness. For example- **Order Fulfillment Tracking system**, and **Verification System** are digital tools using in business, lack of such systems highlighted the need of the back-end system and supplier management system to be the effective and efficient business operation.

For the turn of **Group- 7**, they discussed that lack of digital skills is the challenges for MSMEs; MSMEs can't reach the regional and international markets without appropriate supports such as Infrastructure and Policy support; Public – Private Collaboration can enhance the comparative advantages as the strength; using Digital Block chain can assist MSMEs to integrate the international market.

Expert team discussed that Myanmar is now drafting the Digital Strategy and updating the roadmap. Framework was also enforced. For business, it is important to protect their products. In addition, they also suggested that it shouldn't establish website by copying other businesses.

Then, the digital need analysis session was concluded and the digital analysis outcomes of the seven groups are collected for the project Phase-2 by expert team. These outcomes aim to be used as a base-line need analysis for conducting the MSME digital upskilling and reskilling capacity building training in next phase.



3.1.4. Session 4: E-Business Strategies and Management by Expert Mr. Zaw Win Htun

Expert Mr. Zaw Win Htun discussed regarding the E-business strategies. The session summary is the following:

- E-Business strategies
- E-Business Market Platforms
- Digital Transform Myanmar
- Digital Marketing with Social Media Engagement
- Facebook user in Myanmar 2023
- Social Media Marketing
- Mobile Optimization (Mobile E-commerce apps)
- Cyber Security and Privacy in E-Business
- Cyber Case in Myanmar 2023
- Cyber Basic Security Things to follow
- Conclusion of E-Business Strategies



E-Business strategies

Expert discussed regarding the e-commerce strategies for small businesses in 2023. E-business strategies covers a wide range of activities, including online marketing, sales, customer service, supply chain management. In setting the E-business strategies, it needs to beyond focused on customer experiences and behavior. According to the E-business strategies, businesses should carefully consider and adapt the relevant practices and approaches for employing to leverage the power of the internet and digital technologies to conduct their operations, reach customers, and achieve their business goals.

Mostly E-businesses focus on conducting online transactions through e-commerce platforms. This involves offering products or services for purchase online, setting up secure payment gateways, and providing a seamless shopping experience. Online Presence and Website involves creating a user-friendly website that showcases products or services, provides relevant information, and facilitates easy navigation for customers.

E-Business Market Platforms and its challenges



For example, Food Panda is one of E-business models that provides online delivery services from restaurants to consumers. Food Panda model can be stated as B2B2C model. In the Food Panda engagement with partner restaurants, although food panda for B2B engagement is easy for big restaurants, but it is difficult for small restaurants and it cannot be run due to the payment issues.

Besides, another challenge of MSMEs is that it needs to provide the infrastructure for encouraging MSMEs digital coverage across the countries. Regarding Market platforms, businesses can earn mainly revenue from the B2C and B2C E-business types. There is only Shop.com.mm website as E-Commerce platform in Myanmar that gets the certification from Alliba.com. Due to buying from online, trademark and patent of products and services are very important to get the customers' trust and loyalties for MSMEs. In addition, it needs to secure as the payment integration. As the digital payment, it needs to pursue the user's trust on the payment platform in carrying out the payment integration/ transactions. In establishing of e-market platform, there has many challenges, but the possible solutions have to overcome them. So, MLC MSMEs need to learn in advance both potential challenges and possible solutions to solve regarding E-Market Platform for digital transformation in business.

Digital Transform Myanmar

Furthermore, in relation to Digital Transform Myanmar, the number of social media users in 2023 is about 20 million. During the period of covid, digital usage increased. are being used. Digital transformation and learning online are encouraged to explore using new normal ways and also use different materials to challenging fields of IT electronic and digital payments; QR payments; innovative idea engineering design of like AI generation. To develop the necessary digital skills and engage in digital spaces, which diminishes their opportunities to pursue careers in science, AI technology, engineering, and mathematics (STEM)related fields.

Digital Marketing with Social Media Engagement

In continuing to explain about Digital Marketing with Social Media Engagement, businesses are doing digital marketing on various social media. Moreover, E-businesses use various digital marketing strategies to attract and engage customers. This includes search engine optimization (SEO), pay-per-click advertising (PPC), social media marketing, email marketing, content marketing, and more. Engaging with customers on social media platforms is essential to raise building brand awareness, fostering customer loyalty, and receiving feedback for MSMEs. Personalization is a key aspect of e-commerce success. By gathering data on customer preferences, businesses can create targeted marketing campaigns and personalized product recommendations. This can lead to higher conversion rates and customer loyalty.

Facebook user in Myanmar 2023

In doing such work, it is essential need to show the **authenticity** of their products and need to be confirmed the reality. According to the April polls, Facebook usage (among the 19697100) in Myanmar in 2023, 53.8% were male and 46.2% were female. As for Social Media Marketing, e-commerce businesses use Facebook, Instagram, and Pinterest the most. In order to penetrate the market, it is important to reach the target customer. Social media platforms such as Facebook, Instagram, and Pinterest can be powerful tools for promoting e-commerce businesses.

Social Media Marketing

According to the latest social media statistics show that there are 4.59 billion social media users worldwide in 2022, and this number is only going to continue growing over the next few years. This is actual about 57.5% of the current world population. Social media engagement can make MSMEs to enjoy market benefit by identifying target audience by developing a content strategy, by engaging with audience, by using paid media advertising and analyzing the customer data and tracking performance.

Mobile Optimization (Mobile E-commerce apps)

As today increasing use of mobile devices, e-businesses need to ensure that their websites and platforms are optimized for mobile users, providing a seamless experience across different devices. Offering mobile apps and other mobile-specific features can help customers do everything they could do in store, from their devices. Some e-commerce brands even implemented ways customers can try on and test products just through their mobile devices. For example, Mobile ecommerce apps are Food panda, Grab, Lazada, Shopee, Gmarket, Amazon, Sephora, eBay, Warby Parker, Groupon, H&M, Walmart, Nike, Starbucks, ASOS, JOANN (west).

Cyber Security and Privacy in E-Business

Security is very important for ecommerce platforms. In today's era, cybercrimes and personal attacks have increased greatly. MSMEs own their data and so, it is necessary to protect customer information and business transactions from cybercrime. To protect establishing and selling fake social media account; It is essential to know basic cyber security practices and to protect digital assets. Besides Cybercrimes and attack (Phishing), and Personal attack are increasing reliance on digital platforms, cybersecurity becomes a paramount concern. For these reasons, MSMEs need to protect their data, customer information, and business transactions from cyber threats. Knowledge of basic cybersecurity practices is essential to safeguard their digital assets.

Cyber Case in Myanmar 2023

In Myanmar, from 2015 to 2023, there were 2,485 cases of online defamation and 526 cases of online fraud from 2019 to 2023. Among these cybercrime offenses are reward-benefit fraud; Call Center Scams; savings and loan scams; Scams with fake applications related to online banking; communication fraud; financial frauds; trade frauds; investment scams. Most of these lies appear online only and these frauds are done based on trust.

Cyber Basic Security Things to follow

Today digital technology and digital transformation are part of life including from home, E education, service and depending on the kind of SME business. Cyber security is needed and increasing for digital payment and digital transaction. As for

Basic Cyber Security, you should not keep the same passwords (command passwords). Strong special characters should be included and shouldn't use the same Password in all sites. Private Information should not be given in advance in third party mobile application. Posting personal matters should be avoided. Apps, Software and firmware should be updated. The unused app should be deleted and uninstalled. It should reset default passwords and avoid suspicious emails / links / advertising links; verification system should be used such as two-factor authorization or multi-factor authorization, and the devices should be protected against data theft with passwords.

In conclusion, MSME e-business is how companies operate; It has changed the way we engage with customers and participate in global markets; Through the use of the Internet and digital technologies, businesses can reach a wider target group; Facilitating processes and making it easier to access and use information, he said. It was discussed clearly that MSME products in his country wish to get more market using e-business strategy.

3.1.5. Session 5: Union Minister Dr. Charlie Than encouraged participants and sharing



Union Minister Dr. Charlie Than Highlighted the importance of the Mekong-Lancang Cooperation MSMEs Upskilling & Reskilling Digital Capacity Development Forum. The highlights of the Minister's encouragement are the followings:-

- MSMEs are being supported by Myanmar Government as the driving force for enhancing the country's economic growth and SMEs sector are important

sector for the country. So, SMEs Development law is trying to amend to add the micro enterprises definition to the existing SME definition. Currently, Micro enterprises have been supporting like SMEs.

- There are two types of skill such as soft skill and hard skills. Skills is composed of three domains such as Knowledge, Skill and Attitude. All government officials, MSMEs, Experts need to upskill and reskill in line with changes of technologies and work environment. In enhancing the required digital skill sets for MLC officials and MSMEs, this forum will explore which skills are needed in line with the digitalization and to find out the skill gaps in order to successfully transform; to learn about the Digital capacity from the experts, to share again entrepreneurs and to raise awareness the related organizations.
- Ministry of Industry is the focal Ministry for MSMEs development in Myanmar, so development plans are setting up. Due to facing sanctions from all sides, this period is the hard time for surviving and sustaining as the resource-based enterprises. Although we can carry out many development activities by the international assistances in previous period, at present, we can just only do by our own resources that we have. So, if there is needed during the forum, we like you all to understand us.
- When discussing the conference holding by the Russia Federation, I was asked the question regarding “how to manage to sustain and survive industrial enterprises during facing sanctions ”. I answered back that although facing sanctions from all sides, as priority, the productions have been carried out by using domestic resources to continually support the people’ basic needs. Russia Federation is interested my answer because Russia also faced similar situations occurred in Myanmar. We like you all to understand the Country’s situations to survive from sanctions from all sides. So, I would like to urge you all to share again the knowledge from today discussions to your neighboring society.



3.2. Day- 2

28.7.2023 (Friday)

Sr. No	Time	Description
1.	9:00–9:30	Registration
	9:30–10:00	Recap of the Day -1 by Expert Daw Chaw Khin Khin, Joint Secretary General, MCF
	10:00–10:30	Session 2: MSME E-Business Readiness for Mekong–Lancang Countries by U Zaw Win Tun, Secretary
	10:30–11:30	Group Work II Technology Needs of MSMEs for e-Business
	11:30–11:45	Q & A
	11:45–12:00	Refreshment
	12:00–13:00	Panel 2 - Digital Innovation and Transformation Best Practices of Mekong–Language MSMEs Panelist: 1. U Htin Aung Khine, Vice Chairman, MCF 2. U Zaw Min Oo, Secretary General, MCF 3. U Myo Min Oo, Central Executive Committee Member, MCF Moderator 1. Daw Chaw Khin Khin, Joint Secretary General, MCF
2	13:00–14:00	Lunch Time

Sr. No	Time	Description
3	14:00–15:00	Panel 3 The most-need digital skills for MSMEs to integrate into the digital economy Panelist: <ol style="list-style-type: none"> 1. U Zaw Win Tun, Central Executive Committee Member, MCF 2. U Htay Lin, Executive Committee Member, MCF 3. U Aung Thurein, Chairman, MCIA-NPT Moderator <ol style="list-style-type: none"> 1. Daw Su Su Pearl, Member of Digital Economy Committee, MCF
	15:00–15:30	Q & A - Refreshment
	15:30–16:00	Mekong Lancang Countries MSME Forum – Town Hall Session
	16:00–16:30	Forum Outcome Recap & Recommendations for Phase-2 <ol style="list-style-type: none"> 1. Daw Chaw Khin Khin, Joint Secretary General, MCF 2. U Zaw Win Tun, Central Executive Committee Member, MCF
		End of Day 2

3.2.1. Session 1: Recap the day-1 by Expert Mrs. Chaw Khin Khine

Expert recalled the day-1 discussion.



3.2.2. Session 2: MSME E-Business Readiness for Mekong-Lancang Countries by Expert Mr. Zaw Win Tun

Expert Mr. Zaw Win Tun discussed regarding MSME E-Business Readiness for Mekong Lancang Countries. The summary discussion are the following-

The priorities areas for empowering MSMEs in Lancang –Mekong Countries 2023

- Digital Infrastructure Development
- Facilitation MSMEs' market access
- Promoting financial management
- Digital Skills
- Data Security and Privacy Awareness and Regulatory Environment
- Cross-Border E-commerce and supply chain management
- Public-Private Partnerships and Sustainability with Green Practices

Status of the E-commerce market in MLC Countries are as follows:

- Market Activity and Data Analytics for Mekong Lancang Countries
- China B2C Ecommerce Market Report 2023

- Digital E Commerce–Cambodia 2023
- Lao’s Thriving E-Commerce
- Vietnam’s e-commerce market to surpass USD 17 billion in 2023
- Thai e-commerce to grow 13 percent in 2023



Then, Expert Mr.Zaw Win Tun presented MSME E-Business Readiness for Mekong Lancang Countries. In revealing the readiness of MLC countries, MLC countries are trying to upgrade the supporting level for MSMEs digitalization comparing to each other. The priorities areas for empowering MSMEs in Lancang –Mekong Countries 2023 regarding to the digital transformation are the following–

- Digital Infrastructure Development
- Facilitation MSMEs’ regional, international and global market access
- Promoting financial management
- Digital Skills
- Data Security and Privacy Awareness and Regulatory Environment
- Cross-Border E-commerce and supply change management
- Public-Private Partnerships & Sustainability with Green Practices

The first priority area to support by MLC governments is digital infrastructure development. The MLC governments have been supporting the internet connectivity and digital infrastructure to ensure MSMEs in order to have access to reliable and high speed internet services including mobile services that can expand broadband coverage to rural area and remote.

The second priority area to provide is the facilitation MSMEs' global market access by using digital platforms. In using e-commerce platforms and online marketplaces, they can showcase their products and reach to a broader customer base, both domestically and internationally including MLC countries.

The third priority area is to promote financial management inclusion and provide secure, and accessible digital payment solutions to enable MSMEs to conduct online transactions smoothly.

The fourth area is to support the digital skills for MSMEs. Skills needed to use digital devices, communication applications, and networks to access and manage information, from basic online searching and emailing to specialist programming and development. In enhancing digital skills for MSMEs, the following skills are demanding:

1. Data Analyst
2. Software Development (Mobile & Web & ERP & CRM)
3. Product Design (involves integrating the product, including aspects of design, branding, usability, function)
4. AI integration with Artificial Intelligence (AI) and Machine Learning (ML)
5. AR/VR (Augmented Reality/Virtual Reality)

The fifth priority area is to support the area regarding the data security and privacy awareness and regulatory environment. MLC governments has been raising awareness about data security and privacy best practices among MSMEs to protect their businesses and customers from potential cyber threats and data breaches. Besides, the appropriate regulatory environment has been created for MLC MSMEs in

order to clear and supportive regulations and policies that foster e-commerce growth while protecting consumers' rights and ensuring fair competition.

The sixth priority area is to facilitate cross-border e-commerce by streaming customs procedures and reducing trade barriers to enable MSMEs to tap into regional and global markets; and to improve logistics and supply chain networks to ensure efficient delivery and fulfillment of online orders.

The seventh area is to enhance the collaborations between the public and private sectors to leverage resources and expertise in supporting MSMEs' e-business initiatives; to promote sustainable and environmentally e-business practices among MSMEs to appeal for eco-conscious consumers; to encourage collaboration and knowledge-sharing among Mekong-Lancang countries to collectively address challenges and share best practices related to MSME e-business readiness.

The level of digitalization among MCL MSMEs

The level of digitalization among MCL MSMEs are classified into three level such as basic, intermediate and advanced level based on the applied digital tools and processes. According to the market activity and data analytics for Mekong Lancang Countries, the percentage of the level of digitalization for MLC MSMEs are described in the following table:

Level of digitalization		Digital Tools/Processes	% of Digitalization
Basic	Use of basic digital tools	Microsoft Office, email, communication apps such as Whatsapp, personal Computer, mobile phones	56%
Intermediate	Online presence	Website, social media, e-commerce sites, tablets, printers	34%
Advanced	Use of advanced digital tools, or	ERP, CRM, analytics, big data, automation, pure online	10%

Level of digitalization		Digital Tools/Processes	% of Digitalization
	digitalization is part of the core business model	business, scanners, bank card readers, central servers, Imagine device	

(Source: Expert Ppt)

Status of the E-commerce Market in MLC countries

According to the studies and recent reports, the projection of e-commerce market in MLC countries are the following:

China E-commerce

In addition, according to the studies, recent reports, **B2C Ecommerce market in China is expected to grow by 6.86% on annual basis to reach US\$ 2,920.6 billion in 2023.** The Medium to long-term growth story of B2C Ecommerce industry in China promises to be attractive. The top B2C in China region is the following:-

- Taobao (Website: Taobao.com)
- JD (Website: jd.com)
- Douyin (Website: douyin.com)
- Pinduoduo (Website: pinduoduo.com)
- Tmall (Website: tmall.com)
- Xiaohongshu (Website: xiaohongshu.com)
- SMZDM (Website: xiaohongshu.com)
- 1688(Alibaba) Website: 1688.com)

Digital E-commerce in Cambodia

Transaction value in the Digital Commerce market is projected to reach **US\$ 1.62 billion in 2023.** Transaction value is expected to show an annual growth rate (CAGR 2023–2027) of 15.35% resulting in a projected total amount of US\$ 2.87 billion by 2027. In the digital e-commerce market, the number of users is expected to amount to 8.74 million users by 2027.

Laos' Thriving E-commerce

The largest segment of e-commerce in Laos is Electronics & Media, which accounts for 29.2% the total e-commerce market in Laos and is predicted to reach US\$ 223.4 million by 2023. Top B2C in Laos region is the following:

- Buylao.com
- Shopping-d.com
- Olaa.la

Vietnam's E-commerce Market

Vietnam's e-commerce market is projected to grow at a compound annual growth rate (CAGR) of 16.3% from US\$ 9.4 billion last year to USD 17.3 billion in 2023.

Thai E-commerce Market

The number of internet users in Thailand has grown by 13.7 million people in the past five years, reaching a total of 61.2 million users. Social media use is also on the rise, with Facebook and Line being the most popular platforms. Online shopping is projected to soar this year and next, with an estimated value of 634-694 billion baht, growing at an average rate of 6% per year, with personal and household care products, beverages, and food being the popular product categories.

In conclusion, these significant growth in e-commerce market in MLC countries highlighted that enhancing MSME E-business readiness in the Mekong-Lancang countries is crucial for fostering economic growth, empowering entrepreneurs, and leveraging the opportunities presented by the digital economy.

After discussing regarding to “MSME E-Business Readiness for Mekong -Lancang countries”, the expert grouped all participants into the five groups to explore the technology needs of MSMEs for e -business among MLC countries and collect their forum participants' opinions and recommendations.



Exploring Technology Needs of MSMEs for E-business by Group Discussion

All participants are grouped to the five groups for discussion to analysis “Technology Needs of MSMEs for e-Business” for phase-2 digital skill sets. Participants discussed based on their experiences regarding the importance of social media marketing for MSMEs, effective e-payment system, the need of customized ERP system that can be easily operated, infrastructure needs such as internet connection and fees, need for personal data security and cyber security, effective software that easily records their Inventory, Materials, Products, and Fixed Assets.



The summary of the discussion is the following:

Group-1 discussed that as MSMEs need to advertise not only conventional ways but also to use on Telegram, social media such as Facebook, Tik Tok and YouTube in order to reach a wider market while marketing. In terms of payment system, instead of using various e-payments such as Wave Money, KBZ Pay, AYA Pay, CB Pay, OK Pay, MPT Pay, Mytel Pay. However, they proposed that **only two effective e-payment systems that can provide full service, should be used among various systems**. For example, they want to apply e-payment to pay Electric Meter Bill and Fiber Internet Charges. When they want to buy YBS Ticket, Highway Express Ticket with e-Payment, actually they unable to get the full service of e-payment transaction for Electric Meter bill. At that time, they only received notices from the meter office, so they have to go to the meter office to pay the bill in person. Hence, **one or two effective e-payment systems should be used across the country like other countries rather than using many separated payment systems**. In using the ERP system, they want to use the customized ERP system that can easily generate excels such as profit and loss from the output side by inputting statistical data for MSMEs.



Group- 2 discussed that domestic Internet Connection from in the Mobile Unit or Fiber is slow compared to neighboring countries but Internet fees are high as well. If 5G is available in the border country, they want it to reach the country within a certain period of time. As digital platforms, they wanted to use a set of websites, and a set of domestic platforms. For e-Payment system, even though there are many banks, it is important to have Trust Building, to be reliable and unity.

Group- 3 discussed that every digital infrastructure should be affordable and accessible for everyone in the country. In practice, they have to wait for the infrastructure to be installed for the Internet, and if the Internet line is interrupted, the company does not immediately provide services. In addition, Internet fees are almost as high as other countries and it should be the reasonable prices. In addition, the prices of Mobiles Devices, Tablets, Laptops, Desktops, the price of Internet Accessories should be at a reasonable price and should have to assist accessible. Besides, they want to use the ERP system that can use easily and clearly.



Group- 4 discussed that the number of mobile users in the country is over 25 million. Every mobile operator has to check their own mobile network whether good or bad; do mobile optimization on the charges paid by customers; and monitor whether the good or bad service provided by his employees in order to know the reality of the ground. As users using the Social Platform, they want to secure their data and they want to know how to secure the cyber-attack and personal data. In addition, when booking the ticket for moviegoers with Mobile Platform (phone); they want to have a one-time admission system to make payments through e-payment system on the road.

Group- 5 presented that entrepreneurs need software that easily records their Inventory, Materials, Products, and Fixed Assets. And, they suggested that it is also necessary to implement laws enforcement that will protect users of digital platforms.



IP and SMEs: Taking Your Idea to Markets

3.2.3. Session 3: Expert Mr. Htay Lin discussed the topic– IP and SMEs: Taking Your Idea to Markets regarding the Intellectual Property Right

The summary of presentation is the following: Ideas and MSMEs, Intellectual property right (IPR) for businesses, Types of Intellectual Property, Importance of IP for MSMEs, IP Protection Process.



Ideas and MSMEs

Firstly, the expert explained about the importance of ideas generation for MSMEs. Since creative minds the world over, architects, artists, artisans, designers, engineers, entrepreneurs, researchers, scientists and many others come up with new ideas every day. From the arts to artificial intelligence, fashion to farming, renewable energy to retail, television to tourism, and virtual reality to videogames, etc. Every business starts with an idea. Each of the millions of SMEs that operate across the globe every day started with an idea that took shape in someone's mind and made its way to market. SMEs are the backbone of national economies and they make up around 90% of the world's businesses, employ around 50% of the global workforce, and generate up to 40% of national income in many emerging economies.

Intellectual property Right (IPR)

Then, he also pointed out how to relate the valuable Ideas and creations of MSMEs both in digital world and in real world and Intellectual Property Right (IPR), and what is IPR. IPR protection benefits large companies and SMEs alike. Intellectual Property (IP), a set of intangible assets building on human creation and innovation, can range from literary or visual works, pieces of sound and music and different kinds of commercial marks, designs that combine aesthetics and functions, products that are linked to geographical areas, plant varieties and even trade secrets. IP can be registered and legally protected by various types of IPRs, including copyright and related rights, trade marks, industrial designs, Geographical Indications (GIs), plant variety protection and even the protection of trade secrets.

Types of Intellectual Property

There are (4) main types of Intellectual Property Rights (IPR):

1. **Patents:** Protect inventions, new technologies, and processes.
2. **Trademarks:** Safeguard brand names, logos, and symbols.
3. **Copyrights:** Cover original creative works like literature, music, art, and software.

4. **Trade Secrets:** Confidential and proprietary information, such as formulas, recipes, and business methods.

Importance of IP for MSMEs

Intellectual property protection is essential for MSMEs for several reasons:

1. **Competitive Advantage:** IP rights provide a competitive edge by preventing others from using similar ideas or products.
2. **Business Value:** Strong IP portfolio can enhance the value of a business and attract investors or buyers.
3. **Market Exclusivity:** Exclusive rights enable MSMEs to commercialize their products without undue competition.
4. **Revenue Generation:** Licensing or selling IP can generate additional revenue streams.
5. **Legal Protection:** IP protection allows MSMEs to take legal action against those who infringe on their rights.

IP Protection Process

1. **Patents:** MSMEs can apply for patents to protect their inventions, which involves a detailed and often technical application process.
2. **Trademarks:** Registering trademarks helps MSMEs protect their brand identity and prevent confusion among consumers.
3. **Copyrights:** Automatic protection is granted upon creating an original work, but registration can strengthen legal claims.
4. **Trade Secrets:** MSMEs should take measures to keep sensitive information confidential and limit access to authorized personnel.

IP Enforcement

MSMEs must actively monitor their IP rights and take prompt legal action against any instances of infringement.

Collaboration and Licensing

MSMEs can collaborate with larger companies or license their IP to others for mutual benefit.

Consult Experts

Seeking advice from IP attorneys or consultants can help MSMEs understand the best strategies for protecting and utilizing their intellectual property.

Finally, the expert urged that MSMEs should protect their intangible assets when advertising both the digital platforms and on ground for their products and services and also should avoid others' intangible assets without knowing by owners. In addition, intellectual property laws can vary from country to country, so it's essential for MSMEs to understand and comply with the regulations in their specific jurisdiction.

In conclusion, he also emphasized that protecting intellectual property is an investment that can yield significant returns by securing the innovation and hard work put into developing products and services.



After presenting by the expert, the participants are also questioned regarding IP and how they can protect IP for their products and services; some are shared their IP related experiences and challenges to implement IP in business.

3.2.4. Session 4: Conducting the Most-needed Digital Skills for MSMEs in order to Provide the 5-days Training



The expert teams informed the participants regarding the five-days training of the project Phase-2 and encouraged to propose the skills that should be provided for MSMEs during the 5-days training of the project phase -2 aiming to reskill and upskill for MSMEs, and to assist the existing businesses for successfully transforming and smoothly integrating the digital economy. The expert team planned to conduct outcomes so that the participant can propose and suggest not only by in-person discussion during the session but also by the bar code scanning to the Slido.com #9079828.



During the session, Mr. Win Thein from Ministry of Hotel and Tourism suggested that it should be provided the different digital-skills in line with the different levels of the micro, small and median enterprises by providing the digital training. Some micro enterprises do not know the social media marketing by using Facebook in the effective way. Moreover, they do not recognize the digital marketing how to use effectively at zero cost. So, SMEs including micro enterprises should be provided the digital marketing trainings. Another participant Mr. Min Thet Wai who owns the MOM company suggested that it may be more effective if E-Market Place should be used as the mobile app-based instead of website based.

Then, Professor Dr. Kyi Kyi Than also pointed out that some forum participants are using digital tools but some are still not knowing well the basic tools, and they cannot use even the social media tools. She suggested that in phase-2 , 5-days training should provide the digital skills from the basic level to the advanced level by classifying the skill competencies. Besides, Mr. Tun Naing from Ministry of Commerce also mentioned that Ministry of Commerce has been supported E-Market Place that aims for product showcasing as a market place.



The other participants suggested their opinions and suggestions on the slido.com by bar code scanning. The suggestions and opinions are described as following:

The Suggestions and Opinions for Digital Skills in Project Phase- 2	
1.	Basic digital concept and case study in detail for small business
2.	Digital financial management
3.	E business strategies and management
4.	Cyber security practical application tips and tricks
5.	About digital transformation
6.	Marketing
7.	Suggestion to bring in market data research organizations, marketing and advertising organizations for micro and small businesses
8.	Personal security in using social networks
9.	Cyber security training
10.	Financial management
11.	To use safely the bank cards and to get digital marketing

12. Financial management
13. Cyber security training
14. Digital management
15. Social media marketing
16. Improve business
17. How to start the transformation of the business and which tools should be used in transforming the businesses.
18. Cyber security
19. Digital management
20. To learn IP rights and digital marketing
21. Cyber security
22. Please bring in Meta-Myanmar team, if possible, for Phase-2
23. How to data analysis at e-platform. What is pos? How to link with pos and e-platform
24. To train the free version apps from the basic level
25. Training should be both in- person and virtual
26. Digital data analysis
27. About digital management
28. Basic digital knowledge and applications for MSMEs digital transformation
29. Digital transformation approaches to e-business
30. Digital method for consumer attractive method, how to do digital analytics method to be successful MSME
31. Cyber security
32. Digital applications regarding back-office, supply chain, sales
33. Basic training of digital transformation management for msme
34. To learn about marketing tools
35. Want to learn the practical
36. Knowledge about IP rights

3.2.3. Closing Remarks by Union Minister Dr. Charlie Than



Union Minister Dr. Charlie Than highlighted the following points in his closing remarks:

- Due to the Ministry of Industry successfully organized the **Mekong-Lancang MSMEs Up-Skilling and Re-Skilling Digital Capacity Development Forum** using Mekong-Lancang Cooperation Special Fund, he strongly believed that participants could share the experiences and knowledge of digital technology, exchange best practices and be able to expand domestic and international business linkages during these two days.
- Besides, he also expected through this forum, all participants from MLC countries will be aware the significant role of the digital skills of business enterprises including MSMEs for the development of the whole digital economy system.
- Due the COVID-19 pandemic has not only enforced businesses to be more engaged with digital technology but also highlighted the digital gap

among people who lack of readiness, people are struggling in incorporating new technology into their own businesses, especially the MSMEs. Therefore, Ministry of Industry has to prioritize to implement the programs focused on identifying skills needed in digital era, finding the ways to promote access to digital connectivity, and exploring new innovative digital technologies either in terms of national activity or regional cooperation.

- This forum was held to fulfill the two main objectives of the Lancang-Mekong cooperation, interconnection and poverty alleviation. He hoped that this forum can help to increase the income of small and medium enterprises and the people; to enhance technical skills to overcome the economic difficulties caused by the epidemic; to promote economic, social development and friendly relations between the Lancang-Mekong countries.
- In addition, regional cooperation can help MSMEs and entrepreneurs a lot in order to increase and further develop business networks. More people-to-people contacts are crucial in building a harmonious community with a common regional goal. Such communication should be increased through cooperation and exchanges the culture, education among professional organizations of the member countries. He firmly believed that this project will benefit the people of the Mekong-Lancang countries.
- Moreover, this forum was the first phase of the project “MSMEs Up-skilling and Re-skilling digital Capacity Development Program for Integrating in the Digital Economy” funded by Mekong-Lancang Special Fund (2022). Based on the results of this forum, second phase as a (5) days webinar training will be held in September, 2023 in order to develop new opportunities to participate in the digital economy and improve usage of digital for MSMEs. After completing the whole project, he expected that the digital literacy, critical thinking, and problem-solving skills for MSMEs can be increased and it can accelerate digital innovation and digital transformation of MSMEs.

- Myanmar has always valued Mekong-Lancang cooperation, and he reiterated that Myanmar will continue to actively cooperate with People's Republic of China and Mekong countries adhering to the principle of friendship, good neighborliness, mutual respect, and mutual benefit in the future. He expressed his special thanks to the Chinese government and the Embassy of the People's Republic of China in Myanmar for supporting this project, which has brought several benefits to all Mekong-Lancang countries, including Myanmar. And he also expressed his heartfelt thanks to digital experts and speakers who actively shared digital skills and knowledge, delegates from relevant ministry including Ministry of Industry, representatives from MLC countries, MSMEs from States and Regions.
- He urged all participants to increase the speed of development of MSMEs in Mekong-Lancang region by participating and supporting in the second phase of the project that will be implemented in near future.



Findings and Recommendations of the Forum

4.1. Findings

During the forum, a lot of lesson learned and knowledge have gained from experts, private, public organizations and MLC MSMEs based on their own experiences throughout their digital journey. Not only expert team shared their expertise regarding the digital related topics, and but also MSMEs and stakeholders are shared their valuable experiences about MSMEs digitalization actively. To collect and to propose the concrete and need-based recommendation for phase-II, experts also made the digital skill gap analysis and collected the opinions and suggestions from the stakeholders from MLC countries and MSMEs by using the Expert-led participatory approach. Then, they explored the results of the three main analysis-digital skill analysis, technology needs analysis and suggestions. For the reasons, the results of the forum are concrete, reliable and reasonable to recommend the need-based training program for the Phase- 2.





According to the results of digital skill analysis, the following needs are found:

- Needs for setting up the digital strategies;
- Needs for understanding the customer behavior and making the efficient decision faster by using digital analytic tools;
- the needs of knowledge regarding cyber security, business attitude and business ethic such as IP right and IP protection;
- Skill shortage for how to use websites, digital tools, systems and guidelines;
- the needs for establishing the websites cheaply, the skills related e-commerce systems and chatbot for enhancing sales.

According to the results of technology need analysis, it was found that MSMEs need the following skills for digital transformation:

- Skills related social media marketing for MSMEs;
- Skills related how to use the effective e-payment system, and the customized ERP system that can easily operate; Skills related how to protect the personal data security and cyber security; and

- Skills related how to run effective software that easily records their Inventory, Materials, Products, and Fixed Assets.



According to the results of participants' suggestions regarding the most-needed digital skill for MLC MSMEs, the following suggestions are found:

Stakeholders suggested that the 5-days training should be provided from basic level to advanced level in order to enjoy the training's benefits by all size of MSMEs and by all level of skill competency based on the different levels of MSMEs regarding digitalization skills.

The following skill topics for the Phase-2 are found by the suggestions of the forum participants–

1. Basic Digital Concept and Case Study in detail for small business
2. Digital Financial Management
3. E business Strategies and Management
4. Cyber Security Practical Application Tips and Tricks
5. About Digital Transformation
6. Marketing

7. Suggestion to bring in Market data research organizations, marketing and advertising organizations for micro and small businesses
8. Personal Security in using social networks
9. Cyber Security Training
10. Financial Management
11. To use safely the bank cards and to get Digital Marketing
12. Financial Management
13. Cyber Security Training
14. Digital Management
15. Social Media Marketing
16. Improve Business
17. How to start the transformation of the business and which tools should be used in transforming the businesses.
18. Cyber Security
19. Digital Management
20. To learn IP Rights and Digital Marketing
21. Cyber Security
22. Please bring in Meta Myanmar Team, if possible, for Phase-2
23. How to data analysis at E-platform. What is POS? how to link with pos and E-platform
24. To train the free version apps from the basic level
25. Training should be both in- person and virtual
26. Digital data analysis
27. About Digital Management
28. Basic Digital Knowledge and applications for MSMEs digital transformation
29. Digital Transformation approaches to E-business
30. Digital method for Consumer attractive method, how to do digital analytics method to be successful MSME
31. Cyber Security

32. Digital Applications regarding Back-office, Supply chain, sales
33. Basic Training of Digital Transformation Management for MSMEs
34. To learn about Marketing Tools
35. Want to learn the practical
36. Knowledge about IP rights

4.2. Recommendations for the Phase-2

Based on the concrete findings and suggestions of the forum, when considering training topics for phase-2, the topics should be classified based on the level of the basic, intermediate and advanced of digitalization. The following topics are recommended for the Phase- 2, 5-days training that will be held in September 2023, and the Phase-2 Agendas (drafts) are attached in Annex:

- Topics related Basic Digital Concept and tools;
- Topics related digital strategies;
- Topics related digital analytic tools for improving decision-making and observing market trends;
- Topics to protect personal data and cyber security, business assets such as IP right and IP protection;
- Topics related digital financial management;
- Topics for how to use websites, digital tools, systems by using google,
- Topics for digital Marketing
- Topics related how to start the transformation of the business and which tools should be used in transforming the businesses.
- Digital Applications regarding Back-office, Supply chain, sales



**5 Days Teaching Program for Digital Upskilling and Reskilling for Mekong–Lancang
MSMEs (Draft)**

Date	- (5) days from 25– 29 September 2023
Format	- Hybrid
Venue	- Nay Pyi Taw

Day 1 (from 9:30 AM–16:30 PM)

Basic Level – Introduction to Digital tools

Time	Remarks
09:00–09:30	Registration
09:30–09:45	Opening Session
09:45–10:00	Refreshment
10:00–12:00	Morning Session 1. Understanding Basic Digital Concept and its importance for MSME 2. Success stories of Small businesses by using the digital tools and online applications
12:00–13:00	Lunch Break
13:00–14:30	Afternoon Session (Introduction to essential basic digital literacy skills) How to use devices like a computer, tablet or mobile phone for simple, personal and work tasks
14:30–15:00	Refreshment
15:00–16:30	Google mail, google drive, google calendar, google doc, google sheet, google slide, google related applications



5 Days Teaching Program for Digital Upskilling and Reskilling for Mekong-Lancang MSMEs

Date – (5) days from 25– 29 September 2023
Format – Hybrid
Venue – Nay Pyi Taw

Day 2 (from 9:30 AM–16:45 PM)

Basic Level – Utilizing of essential digital tools for MSME Development/ Business

Time	Remarks
09:00–09:30	Registration
09:30–10:45	Morning Session Creating professional e-mail accounts, social media accounts Communication etiquette
10:45–11:00	Refreshment
11:00–12:30	Morning Session How to find and use information effectively on the Internet (Internet searching) searching
12:30–13:30	Lunch Break
13:30–14:30	Afternoon Session How to establish the social media profiles for business (Facebook, LinkedIn, Tiktok, Twitter, Instagram) including practical exercise
14:30–15:30	Content writing skills for social media platforms including practical exercise
15:30–15:45	Refreshment
15:45–16:45	How to use essential Digital skills for basic content creation and online branding (such as video editor software, photo editor example., how to use canva.com) including practical exercise



5 Days Teaching Program for Digital Upskilling and Reskilling for Mekong-Lancang MSMEs

Date – (5) days from 25– 29 September 2023

Format – Hybrid

Venue – Nay Pyi Taw

Day 3 (from 9:30 AM–16:45 PM)

Intermediate Level – Data Management and Cybersecurity

Time	Remarks
09:00–09:30	Registration
09:30–10:45	Morning Session Basic of data management, organizing digital files and using cloud storage. (data to digitalization)
10:45–11:00	Refreshment
11:00–12:30	Morning Session Data-Driven Marketing with Google Analytic
12:30–13:30	Lunch Break
13:30–15:30	Afternoon Session Cybersecurity awareness, understanding common threats and basics security measures
15:30–15:45	Refreshment
15:45–16:45	Protecting from cybercrime and cyberattack



5 Days Teaching Program for Digital Upskilling and Reskilling for Mekong-Lancang MSMEs

Date – (5) days from 25– 29 September 2023
Format – Hybrid
Venue – Nay Pyi Taw

Day 4 (from 9:30 AM–16:45 PM)

Intermediate Level – Digital Marketing and E-commerce

Time	Remarks
09:00–09:30	Registration
09:30–10:45	Morning Session 1. Basic Knowledge for Digital Transformation and applications for MSMEs digital transformation 2. E-Business Strategies and Management
10:45–11:00	Refreshment
11:00–12:30	Morning Session How to be safe and responsible online businesses for protecting own IP rights and avoiding to exploit others' IP right
12:30–13:30	Lunch Break
13:30–15:30	Afternoon Session 1. Basic Training of Digital Transformation Management for MSMEs (Design thinking for product) 2. Basic knowledge of marketing technique
15:30–15:45	Refreshment
15:45–16:45	3. Social media marketing (Zero cost marketing, video marketing) and its tools 4. How to establish the E-market place on the Facebook for business, and the basics of setting up an online market store and managing the store (practical)



5 Days Teaching Program for Digital Upskilling and Reskilling for Mekong-Lancang MSMEs

Date – (5) days from 25– 29 September 2023
Format – Hybrid
Venue – Nay Pyi Taw

Day 5 (from 9:30 AM–17:00 PM)

Advance Level – Digital Financing and Management

Time	Remarks
09:00–09:30	Registration
09:30–10:45	Morning Session 1. Basic Financial Management 2. Digital Financial Management using with digital apps (Zipbooks)
10:45–11:00	Refreshment
11:00–12:30	Morning Session 3. How to use digital app Zipbooks (Practical exercise)
12:30–13:30	Lunch Break
13:30–15:30	Afternoon Session 1. Basic knowledge of digital systems (Enterprise resource planning system (ERP), Point of sale (POS), Customer Relation Management (CRM), Digital software for back office (HRM software)) 2. AI for entrepreneurship (Chat GPT)
15:30–15:45	Refreshment
15:45–16:30	3. Recapitulation for 5 Days Training
16:30–17:00	Closing the Training

Expert Profiles

(1) Mrs. Chaw Khin Khin

Educational Qualification

- MBA in International Business Strategy (International Corporate Strategy Department, Hitotsubashi University, Tokyo, Japan)
- BSC(Hons)Computing and Information System (London Guildhall University, UK)
- Diploma in Business (Tamasek Polytechnic, Singapore)

Certification

- ISO 9001:2015 International Lead Auditor Certificate
- ISO 9001:2008 International Lead Auditor Certificate
- ISO 27000 Information Security Management System Awareness Certificate

Skills Building for MSME Department

- ITC SME Trade Academy
- Certificate of Achievement for
- Advocacy and Trade Policy Reform
- Building Competitiveness in Trade in Services
- Competitive Intelligence
- Considering Export Markets
- Cross Border IT & ITES
- Developing Trainings to meet the needs of labor markets
- Engaging with Diaspora of Trade
- E-Commerce for SMEs: An Introduction for Policy Makers
- Export Finance and Payments

- Financing Trade in Services
- Helping SMEs Generate Export Business
- How to Access International Markets
- Internationalization of Digital Business
- Introduction to Cross Border Contracts
- Introduction to Standards and Sustainability
- Introduction to Business Plan
- Introduction to E-Commerce
- Lean Digital Transformation for Organization
- Setting up Export Marketing Strategy
- Women and Procurement
- Working with Foreign Trade Representatives
- Certificate of Completion for Women's Business Resilience Programme
- Certificate of Completion for 2021 Taiwan-ASEAN Digital Linking E-Commerce Great Leap Forward

Relevant Work Experience

- National Consultant for Plan of Action (PoA) Development of the National Export Strategy for Digital Services and Products
- National Consultant for Implementation of National Export Strategy for Digital Services and Products, Garment Industry and Food Processing Industry Sectors
- CEO of MCC ICT Services Co.Ltd.
 - Strategic business development of the overall group of companies' activities
 - Core duty is in dealing with clients during the business development stage of software development projects underlining the processes

and conducting necessary BPR in alignment with customer requirements and development of software requirement specifications, overseeing of the development process following through to the deployment

- Lead member of the new products development team and the system architecture of all the software products developed and deployed by MCC Group
- Lead member of the e-Procurement Portal system architecture and process flows determination for the development of system requirement specifications
- BPR Team lead and one of the system architects for distributed computing system the development of Prisoner Management Information System (PMIS)
- Development of Requirement Specifications and lead for requirement Specifications and lead for requirement review and sign-off of the Education Management Information System (EMIS) from Ministry of Education System
- Business Process Reengineering Team Lead during the Government Online System (GOS)
- Lead Implement for BPO Projects for Electricity Billing and Collection System & Telenor CAF System
- Joint Secretary of Myanmar Computer Federation
 - Main role is to create awareness, promote and lead the ICT Industry of Myanmar as the federation is formed under the Myanmar Computer Science Development Law
 - Country Coordinator for ASEAN ICT Awards 2021
 - Various assistance and collaboration works were conducted with the MSME Department for digital skills initiatives

- Team Lead for International Trade Center (ITC) initiative for institutional capacity building and developing of the strategy for the Federation
- Member of leadership team for Myanmar Unicode conversion initiative, eGovernment and Digital Economy Initiatives
- Participates as a mentor for Myanmar Young Technopreneurs Development Programme
- Assist in the operation of Kanaung Hub (Incubation and Acceleration Center)
- Lead and participate in International Relations with various organizations such as the US ICT Council (Myanmar), GIZ, FNF, ASOCIO, JICA, KOICA, MIBA etc.
- Lead for the Implementation of the Plan of Actions for Digital Services and Products developed in collaboration with International Trade Center, Myanmar Computer Industry Association and Myanmar Computer Professionals Association
- Member participated in the consultation of the eCommerce Strategy and guidelines establishment
- Foundation Board Member of ICT Training Center Development Foundation funded by the Nikki Foundation
- National coordinator for Affordable for Internet Alliance Coalition(A4AI) for Myanmar
- Secretary of MCCI Institute and main functions are related with the following areas
 - Information System Analysis
 - Professional Issues in IT
 - Information Requirement Analysis
 - IT Planning
 - E-commerce

(2) Mr. Zaw Win Tun

Educational Background

- Bachelor of Science in Mathematics Degree
- Higher Diploma of computer networking (UK)
- Diploma in Business Law
- NIIT(New Delhi,India),Advanced Networking Technology
- Microsoft Certificate of Excellence
- Certificate of Instructors for ITSS/ITEE
- Certificate of Wireless Network Professional
- Certificate of cscu, Network security administrator
- Certificate of Network Defence
- Cisco Routing and Security (APNIC)

Relevant Work experiences

- Expert of Microsoft server
- Executive Committee Member of Myanmar Computer Federation
- Secretary of Myanmar Computer Professionals Association
- Joint Secretary of Myanmar Computer Professionals Association
- Advisor of eGovernment infrastructure committee
- Decision maker of MCPA
- Advisor of Smart Shwedagon Pagoda Project
- Training advisor for Union Civil Service Academy Board of Myanmar
- Member of Human Resources and Capacity Building for government staff
- MCF Member of Information Technology Professionals Examination Council

- Member of eGovernment Infra Architecture Design Committee
- MCF Member of eGovernment Cyber Security
- Member of Innovative and Robotic Technology
- ICT Expert for Asia -Pacific Tele-community under project as follows:
 - APT-J2 PROJECT: Expanding Community ICT Center (CIC) activities to improve rural life in Myanmar
 - APT-Korea project: ICT-Based Agricultural Disaster Forecast and Response Service System
 - APT-Basic Health-Care System for Rural Communities through Mobile Applications
- Expert of VM ware and exchange Server Microsoft
- Expert of Linux Red hat, SUSE, pfSense/ Open source
- Expert of Microsoft SQL Server
- Expert of Wifi Technology, Hotspot solutions, Wireless frequency control, Modulation, Monitoring for site Channel and Spectrum Analyzer
- Expert of VPN hardware and software

(3) Mr. Htay Lin

Educational Background

- Bachelor of Computer Science (B.CSc)
- Master of Computer Science (M.C.Sc)
- Ph.D (Research Cyber Security)
- Dip in Information Technology(UK)
- Dip in Business Management
- Dip in Human Resource Management

- Dip in Intellectual Property Law
- DL 101,,WIPO(Switzerland)
- MBA(CSIS) on going

Relevant experiences

Managing director of Alpha Innovation Group

(4) Mr. Myo Min Oo

Educational Background

- EMBA (Executive Master of Business Administration)
- BE(Electronics)

Work experiences

- Managing director of Discovery Digital Co.,ltd
- Ms. Chit Aein Thu
- Educational Background
- Bachelor of Computer Studies(University of Computer Studies, Yangon)
- Graduate Diploma in System Analysis (National University of Singapore)
- Certificate in ACI-SMU Financial Markets(Singapore Management University)

Work Experiences

- 10 – years of experience in IT system analysis, project management software designing and creating digital platforms, learning Management system and creation of digital contents
- Founder and managing director of a social enterprise CCEducare Myanmar that is leading social projects, digital education projects,

designing digital curriculums, content creations, digital literacy trainings in multiple social projects

- Business Development Manager in ACE DATA Systems, Myanmar that worked the project management for IT solutions, Banking projects such core banking, ATM Management system
- Business Analyst in Manulife Insurance, Singapore
- IT analyst in MARINA Express Line, Singapore

(5) Mr. Zaw Min Oo

Educational Background

M.C.Sc (Computer Science)

Work experiences

- General Secretary of Myanmar Computer Federation
- Chief Executive Officer of Myanmar Technology Gateway Co.ltd that provides ICT services