



USAID
FROM THE AMERICAN PEOPLE



ASEAN Connectivity through Trade and Investment

Small and Medium-Sized Enterprises



Small business owners in ASEAN, such as the owner of this sewing business in Papua, Indonesia, are learning how to access financing, better information and technology to compete in the integrated ASEAN Economic Community.

Photo Credit: USAID

The Association of Southeast Asian Nations (ASEAN) Connectivity through Trade and Investment is a five-year project of the United States Agency for International Development and the Department of State to increase U.S. economic engagement and cooperation with ASEAN countries. Asia is an increasingly inter-connected region and with the launch of the ASEAN Economic Community (AEC), the U.S. Government has aligned its development assistance priorities in support of regional integration.

Since small and medium-sized enterprises (SMEs) account for 50 to 85 percent of employment in the ASEAN countries, increasing the competitiveness, stability and endurance of SMEs is an essential part of regional integration and ensuring greater participation in emerging economic opportunities stemming from the AEC.

SUPPORTING SME DEVELOPMENT

The project's SME activities help ASEAN entrepreneurs, especially women, operate businesses and promote equitable development in Southeast Asia. In close collaboration with the ASEAN SME Working Group, the project focuses on access to financing, regional and international markets and technology resources to establish a competitive and innovative approach in doing business. The project also works closely with national SME promotion offices in ASEAN member states to strengthen national support programs and with SME service centers and business development service providers.

WORKING WITH THE U.S. PRIVATE SECTOR

The U.S.-ASEAN Business Alliance for Competitive SMEs, a collaboration between USAID and the U.S.-ASEAN Business Council, provides an opportunity for ASEAN entrepreneurs to learn from U.S. businesses in the region and expand SME market opportunities. The partnership delivers seminars, one-on-one mentoring and will develop an online-based learning platform to provide ongoing support to SMEs in ASEAN.

SUPPORTING WOMEN ENTREPRENEURS

Inclusive economic growth and integration is an objective of the United States and ASEAN. To achieve this, the project works to meet the needs of women entrepreneurs in the less-developed ASEAN member states of Cambodia, Laos, Myanmar and Vietnam. The project also works with the ASEAN Women Entrepreneurs Network to foster women's economic empowerment through information dissemination, training in business core competencies and business talent, and leadership development for women business leaders in the region.

CONTACTS

USAID RDMA

E-mail: info-rdma@usaid.gov

Rebecca Acuña
Athenee Tower, 25th Floor,
63 Wireless Road, Lumpini,
Patumwan, Bangkok, Thailand
Tel: +66-2-257-3000

Email: racuna@usaid.gov
<http://www.usaid.gov/asia-regional>
<http://www.facebook.com/USAIDAsia>
<http://twitter.com/USAIDAsia>

Partner Contact

Timothy S. Buehrer, Chief of Party
Jl. Sisingamangaraja 70A, Jakarta
Indonesia
(62-21) 722-5215
tbuehrer@nathaninc.com

U.S. MISSION TO ASEAN

<http://asean.usmission.gov/>
<https://www.facebook.com/USMission2ASEAN>
<https://twitter.com/usmission2asean>