Overview

In 2011, the US-ASEAN Business Council Institute (US-ABCI) established a capacity-building program to empower ASEAN Small and Medium Enterprises (SMEs) in response to a request by the ASEAN Economic Ministers (AEM). US-ABC and its members are committed to supporting ASEAN SMEs’ competitiveness in business skills, digital skills, and facilitating regional trade through this SME Program. In addition to the capacity-building program, US-ABCI launched the ASEAN SME Academy (the Academy) in 2016. The Academy is an online learning platform which is a joint initiative between US-ABC, USAID and the ASEAN Coordinating Committee for Micro, Small and Medium Enterprises (ACCMSME). As an official ASEAN platform, the Academy is co-administered by US-ABCI, the Bureau of SME Development, Philippines Department of Trade and Industry (BSMED-DTI) and the Philippines Trade and Training Centre (PTTC).

After 10 years of managing the SME Program, US-ABCI will continue and strengthen its efforts to build their capacity as the digital economy grows. In 2022, US-ABCI relaunched the ASEAN SME Academy 2.0 and merged it with the live training events that have run separately until now. The main goal is to upgrade and expand the reach of the ASEAN SME Academy and SME Program as part of US-ABC’s commitment to supporting ASEAN in advancing a thriving economy and building resiliency, especially amid the ever-changing business landscape. US-ABC will also hold its first US-ASEAN SME Symposium later this year to connect all related stakeholders to support ASEAN SMEs.

Objectives

- Enhance the ASEAN SMEs’ capability to become more competitive in domestic markets, regional, and global markets.
- Support the efforts of high-performance SMEs to become regional business leaders and world-class suppliers in the global value chain.
- Improve accessibility and enhance ASEAN SMEs’ learning experience through one centralized platform and supporting program.

Achievements*

- More than 30,000 ASEAN SMEs since 2011 have benefitted from the capacity-building program
- Offering more than 110 courses from 21 providers for SMEs on the ASEAN SME Academy website
- ASEAN SME Academy 2.0 reached over 16,000 total online visitors
- and have more than 2,300 active users since its relaunching in April 2022
- 57 trainings held in Brunei, Cambodia, Indonesia, Laos, Malaysia, Myanmar, Philippines, Singapore, Thailand, and Vietnam
- 14 trainings conducted virtually as part of the SME Webinar Series in Response to COVID-19

*as of December 2022

Partners

Contributing Companies & Organizations

Updated version as of January 2023
US-ASEAN Business Council Institute (USABCI) established a training program for Small and Medium-Sized Enterprises (SMEs) in response to a request by the ASEAN Economic Ministers (AEM).


US-ASEAN Business Alliance for Competitive SMEs was launched, led by P&G, UPS, HP, and Microsoft and partner with USAID and the U.S. Mission to ASEAN.

US-ABC signed a Memorandum of Understanding (MOU) with the Vietnam Chamber of Commerce and Industry (VCCI). Through this MOU, US-ABC implemented five training programs throughout 2016 in Ho Chi Minh City, Hanoi, Da Nang, and Can Tho.

US-ABC launched the ASEAN SME Academy, an online portal with interactive training, mentoring resources, and business information for ASEAN SMEs.

US-ABC participated in the 5th and 6th ASEAN Coordinating Committee on Micro, Small, and Medium Enterprises (ACCMSME) Meetings in Luang Prabang, Lao PDR and Nay Pyi Taw, Myanmar. The meeting in Luang Prabang also marked the beginning of the handover process of the ASEAN SME Academy from USAID to the ACCMSME through the Philippines Department of Trade and Industry - Bureau of Small and Medium Enterprise Development (DTI-BSMED).

US-ABC participated in the 7th and 8th ACCMSME Meetings in Nha Trang, Vietnam and Phnom Penh, Cambodia. In Nha Trang, US-ABC signed a MOU with the Philippines Department of Trade and Industry (DTI) and the Philippine Trade Training Centre (PTTC) on April 24 to formalize collaboration for the ASEAN SME Academy.

US-ABC shifted its in-country training to a virtual format due to the global pandemic, including a SME Webinar Series in Response to the COVID-19 Pandemic. The first webinar was held in the Philippines in partnership with the DTI and PTTC.

US-ABC participated in the 11th and 12th ACCMSME Meetings. The meeting in April officially marked the start of the ASEAN SME Academy revamping project by US-ABC alongside USAID under IGNITE.

US-ABC partnered with the Ministry of Foreign Affairs of the Republic of Indonesia organize a webinar for ASEAN level focused on the digital creative economy. This was the first SME Webinar Series event conducted at the ASEAN level and become a side event from ASEAN Creative Economy Business Forum 2021.

US-ABC launched the upgraded ASEAN SME Academy 2.0 with DTI, PTTC, ACCMSME, the ASEAN Secretariat, and USAID-IGNITE in Office of PTTC, Manila, Philippines.

US-ABC collaborated with Google organized the ASEAN Tech Talk and Breakfast Roundtable: ASEAN MSMEs and Digital Export in Siem Reap, Cambodia during the 54th ASEAN Economic Ministers Meeting.

Updated version as of January 2023
Leveraging the online learning platform, ASEAN SME Academy, with new resources and translation.

2023 Agenda

- Organize the first US-ASEAN SME Symposium
- Capacity-building activities such as SME Workshop Series: Building Resiliency for ASEAN SMEs, US-ASEAN SME Community, and US-ASEAN SME Podcast
- Leveraging the online learning platform, ASEAN SME Academy, with new resources and translation

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About US-ASEAN Business Council

For more than 35 years, the US-ASEAN Business Council has been the premier advocacy organization for U.S. corporations operating within the dynamic Association of Southeast Asian Nations (ASEAN), serving as the leading voice of the U.S. private sector in promoting mutually beneficial trade and investment relationships between the United States and Southeast Asia. US-ABC’s members include many of the world’s largest American multinational corporations in numerous industries and range from those that have been working in Southeast Asia for more than a century to newcomers entering Asia’s most dynamic regional economic community.

About US-ASEAN Business Council Institute

The US-ASEAN Business Council Institute, Inc., is the charitable arm of the US-ASEAN Business Council, drawing on the spirit and power of the Council’s membership to create opportunities for deeper engagement by U.S. companies in ASEAN. The Institute focuses its energies on activities that help educate and build the capacity and knowledge base of partners and stakeholders throughout Southeast Asia and serves as an important collective voice, amplifying the impact of U.S. companies’ contributions and dedication. The Institute also telegraphs the basic values that U.S. companies share and is prepared to support:

- Humanitarian activities and community engagement to help improve the lives of people in ASEAN where the Council’s companies work
- Programs to preserve and expand knowledge about the rich cultural and art heritage of the region among audiences in the United States and of America in ASEAN
- Other initiatives in the fields of education, governance and rule of law, health, the environment, trade, commerce and investment.