



**MEKONG
INSTITUTE**



COMPLETION REPORT

Five Investment Forums in CLMVT

under the project
**‘Sustainable and Smart Tourism Development in Mekong Region’
2020-2023**

Supported by **Mekong-Korea Cooperation Fund (MKCF)**

October-December 2023

**Mekong Institute
Khon Kaen, Thailand**



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Excusive Summary

The Mekong Institute (MI) conducted a series of Investment Forums across five Mekong heritage countries from October to December 2023. These forums were integral parts of the three-year project on "Sustainable and Smart Tourism Development in the Mekong Region," supported by the Mekong-ROK Cooperation Fund (MKCF). The forums aimed to provide a platform for authorities and stakeholders from Cambodia, Lao PDR, Myanmar, Thailand, and Vietnam (CLMTV) to showcase needs and opportunities in five heritage towns, while also allowing investors to present their products, services, and interests.

The objectives of the Investment Forums encompassed several key aims. Firstly, they sought to foster deeper engagement among stakeholders, aiming to create connections and promote a better understanding of sustainable investments. Secondly, the introduction of the Mekong Heritage Mobile Application by MI was aimed at enhancing engagement and accessibility to heritage sites, offering stakeholders a valuable tool for exploration and interaction. Finally, by organizing forums in five heritage towns, the initiative allowed investors to gain firsthand experience of the regions and their potential, thereby facilitating exploration of investment opportunities and promoting informed decision-making. Together, these objectives underscored the forums' commitment to promoting sustainable development and collaboration within the Mekong region.

Participants included representatives from national and provincial tourism authorities, local travel operators, academic institutions, and potential investors. The forums saw a collective participation from CLMTV countries, with significant contributions from the Republic of Korea and Non-GMS regions. Gender-wise, the participation was balanced, with a diverse representation from both public and private sectors.

The forums were structured into five sessions:

- **Opening Session and Project Introduction:** Welcoming remarks, project introduction, and overview of objectives and agenda.
- **Presentations of Investment Opportunity Profiles:** Each country team presented priority investment areas, highlighting solutions, technology transfer, and anticipated benefits.
- **Presentations of Investors:** Potential investors presented their profiles, products, services, and investment interests aligned with the presented opportunities.
- **Business Matching:** Investment matching sessions facilitated direct interactions between project proponents and investors for detailed discussions and clarifications.
- **Site Visits:** Participants engaged in on-site visits to key project locations, gaining insights into investment opportunities.

For each location, specific strategies were proposed to ensure sustainable and smart tourism development:

Ayutthaya: Implement digital solutions such as applications and computer programs designed to enhance the travel experience for disabled visitors with accessibility requirements. These digital tools can provide information about accessible routes, facilities, and services within Ayutthaya, allowing travelers to plan and manage their trips more efficiently. Partnerships with educational institutions and vocational training centers can equip the local workforce with necessary skills, enhancing employability and overall competency. Collaboration with the tourism sector is essential to boost tourist spending and promote sustainable practices, while strategies prioritizing collaboration with government agencies and private entities can enhance accessibility infrastructure. Preserving Ayutthaya's

natural and cultural heritage requires collaboration with conservationists and community leaders to minimize the impact on historical sites and ecosystems. Collaboration with environmental experts and technology innovators is also vital for reducing the carbon footprint of local businesses and infrastructure.

Bagan: Utilizing advanced technologies for environmental monitoring and collaborating with international organizations ensure global best practices in heritage conservation. Identifying and promoting sustainable tourism projects, including eco-friendly accommodations and community-based initiatives, supports responsible economic development. The initiation of a solar power plant project presents an opportunity for sustainable energy solutions, requiring feasibility studies and community involvement. Addressing the skilled tourism workforce shortage involves partnerships with vocational training institutions and continuous professional development programs aligned with industry requirements.

Luang Prabang: Harnessing the potential of the One District One Product (ODOP) initiative in Luang Prabang involves fostering local productivity and collaborating with entrepreneurs to empower MSMEs. Investing in waste management initiatives and promoting sustainable construction practices align with sustainability goals. Supporting initiatives to turn plastic trash into building materials requires addressing challenges such as resource availability and production costs. Investing in the modernization of clay production factories and partnerships with vocational training institutions ensure a skilled workforce. Collaboration with local communities and experts is essential for successful implementation and preservation of cultural heritage.

Siem Reap: Realizing investment for sustainable and smart tourism in Siem Reap involves utilizing diverse funding sources and investing in human resources. Establishing permanent schools and tailored training programs addresses the skilled workforce shortage. Supporting local products and sustainability initiatives stimulates economic growth and enhances Siem Reap's appeal. Developing community-based tourism projects and implementing digital solutions improve visitor experiences and promote sustainable tourism practices.

Hue: Developing Hue City as a smart culture and tourism hub requires addressing investment challenges and ensuring compliance with legal regulations. Collaboration with relevant agencies and expediting investment processes facilitate sustainable tourism development. Harnessing modern technical platforms and local support enhances service quality and economic growth. The forward strategy emphasizes unity, synchronization, and alignment with relevant plans to support sustainable economic growth and urbanization.

Overall, the Investment Forums served as catalysts for nurturing economic growth, promoting sustainable development, and enhancing collaboration among stakeholders for the advancement of smart and sustainable tourism in the Mekong region.

Acronyms

ADB:	Asia Development Bank
AI:	Artificial Intelligence
ASEAN:	Association of Southeast Asian Nations
CEO:	Chief Executive Officer
CLMVT:	Cambodia, Lao PDR, Myanmar, Vietnam, Thailand
GBA:	Global Business Alliance
GMS:	Greater Mekong Sub-region
HRD:	Human Resource Development
HUETC:	Hue Tourism College
ICT:	Information and Communication Technology
IDI:	Innovation and Development Investors
JICA:	Japan International Cooperation Agency
KITA:	Korea Investment and Trade Agency
KOTRA:	Korea Trade-Investment Promotion Agency
MD:	Managing Director
MICE:	Meetings, Incentives, Conferences and Exhibitions Tourism
MI:	Mekong Institute
MSIT:	Ministry of Science and ICT
NIPA:	National IT Industry Promotion Agency
ODOP:	One Product One Province
PIE:	Professional Institute of Excellence
PPP:	Public Private Partnership
ROK:	Republic of Korea
SME:	Small and Medium Enterprise
TIF:	Trade and Investment Facilitation
UNESCO:	United Nations Educational, Scientific and Cultural Organization
VND:	Vietnamese Dong
VR:	Virtual Reality

1. Background

Under the “Sustainable and Smart Tourism Development in the Mekong Region” project, Mekong Institute (MI), with support from the Mekong-Republic of Korea Cooperation Fund, is working to strengthen the quality of hospitality and tourism services, to deepen collaboration between the Republic of Korea and Mekong countries through historical and cultural town twinning, and to enhance tourism competitiveness via smart technologies in Cambodia, Lao PDR, Myanmar, Thailand, and Vietnam. Republic of Korea (ROK) being the pioneer in leading sustainable and smart tourism through several initiatives, the project aims to build a collaborative mechanism between Mekong countries and Korea to share best practices, develop institutional linkages, promote private investments, innovation, and technology transfer, knowledge and skill up-gradation.

The project covers three components that will benefit stakeholders in the tourism sector from Cambodia, Lao PDR, Myanmar, Thailand, and Vietnam. These components include:

Component A: Facilitating Smart Tourism Development in Mekong countries;

Component B: Korea-Mekong Hospitality Training & Mentoring;

Component C: Twinning of historical/cultural towns between the Republic of Korea and Mekong Countries.

In its last year of project implementation, MI conducted a series of investment forums to further support the five heritage sites in approaching investment opportunities, widening business linkages, and fostering partnerships with prospective investors that prioritize technology transfer and skill development for mutual advantage for further extended engagement, with the goal of driving economic growth while promoting smart and sustainable tourism in the heritage towns of Mekong countries. Additional to the forum, the event also introduced a digital tangible infrastructure on Mekong Heritage Mobile Application which is developed to support a new data model of smart tourism and stimulate innovative entrepreneurial spirit among local tourist providers. The application provides comprehensive information on the key attractions, tourism services, and products of the selected five world heritage sites. by utilizing the app, users will gain insights into the diverse heritage sites, explore their historical significance, and discover the fascinating stories behind them.

2. Expected objectives

The overall objective of the investment forum is:

The forum overarching objective is to lay a solid foundation for propelling sustainable and smart city endeavors through strategic collaborations between concerned stakeholders including provincial

government, tourism departments, business associations, investors, and development funding partners. These crucial partnerships are poised to drive economic growth, foster environmental stewardship, and uplift local communities in the region. The primary goal is to address the unique needs of these heritage provinces while championing the transfer of technology, skill development, and forging alliances that yield mutual benefits through sustainable smart city investments.

The specific objectives of the investment forum are to:

- Provide a comprehensive platform for authorities and stakeholders from the CLMVT (Cambodia, Lao PDR, Myanmar, Vietnam, Thailand) region to present the needs and opportunities hold in their respective heritage towns to potential investors.
- Offer investors a diverse array of presentations to showcase their products, services, and specific interest areas, creating a multifaceted view of investment possibilities within the CLMVT heritage towns.
- Foster a conducive environment for dialogue and collaboration between CLMVT authorities, stakeholders, and potential investors, with the aim of cultivating a deeper understanding of the cultural, economic, and social intricacies relevant to sustainable investments in the region, thereby encouraging sustainable and mutually beneficial collaborations.
- Introduce and demonstrate the Mekong Heritage Mobile Application as an innovative tool designed to enhance stakeholder engagement and promote the preservation and promotion of cultural heritage across CLMVT towns.
- Organize site visits to potential investment locations, providing investors with firsthand exposure to the unique characteristics and opportunities in the region.

Dates and locations of investment forums:

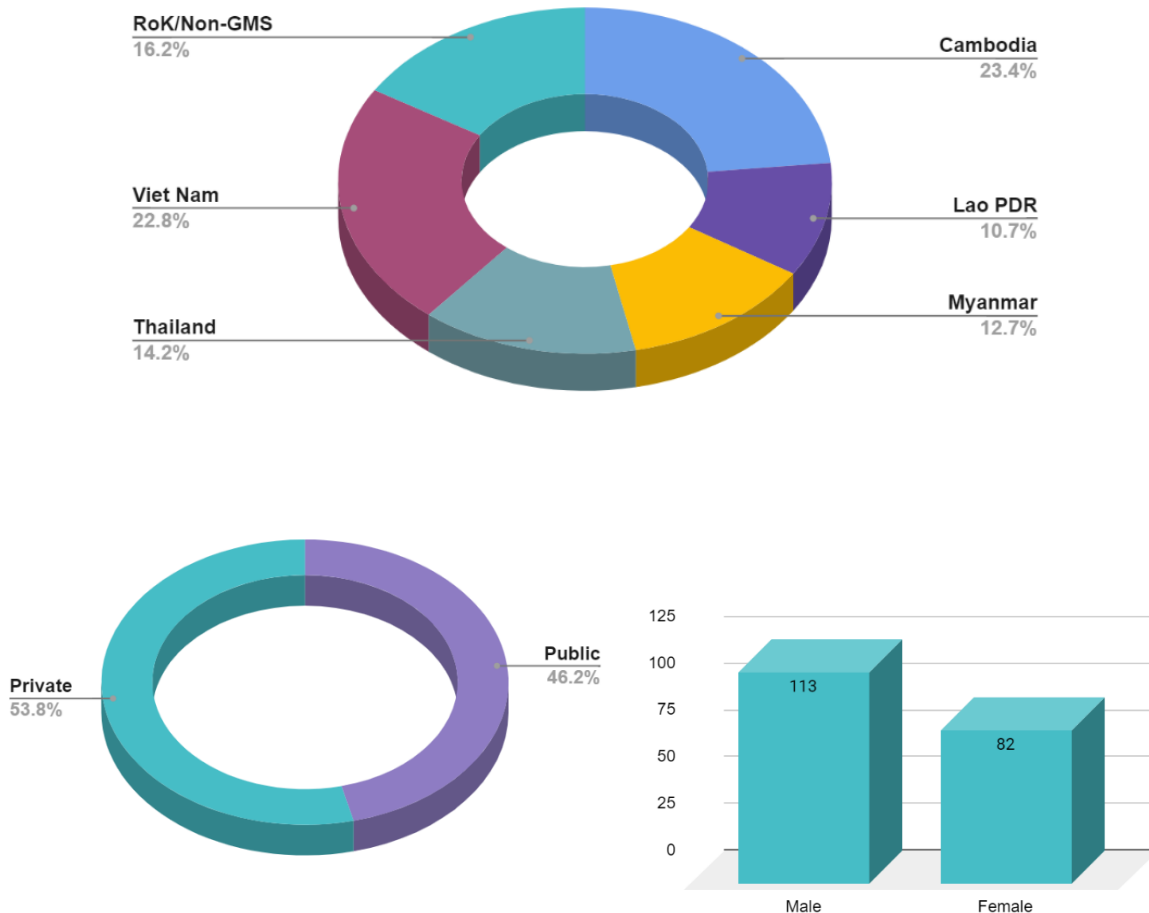
2 Oct 2023:	Ayutthaya Investment Forum, Classic Kameo Hotel, Ayutthaya, Thailand
4 Oct 2023:	Bagan Investment Forum, Park Royal Hotel, Yangon, Myanmar
7-8 Nov 2023:	Luang Prabang Investment Forum, Avani Hotel, Luang Prabang, Lao PDR
20-21 Nov 2023:	Siem Reap Investment Forum, Memoire Palace Hotel, Siem Reap, Cambodia
11-12 Dec 2023:	Hue Investment Forum, Indochine Palace Hotel, Hue, Viet Nam.

Participants of the forums:

The collective participation in investment forums across various countries signifies a concerted effort towards fostering economic growth and development.

By country, Cambodia, the Lao People's Democratic Republic (Lao PDR), Myanmar, Thailand, and Vietnam were all represented at the forum, with 46, 21, 25, 28, and 45 participants respectively. The Republic of Korea (RoK) and Non-GMS regions also contributed significantly, with a total of 32 participants. Gender-wise, there were 113 male participants and 82 female participants in attendance. In terms of sectors, the public sector had 90 representatives, while the private sector saw the participation of 105 individuals, reflecting a balanced and diverse gathering aimed at fostering collaboration and discussion on economic development and investment opportunities.

Participants by Gender



3. Structure of the forum

The project team, alongside carefully selected investors, traveled to each project location to conduct an impactful investment forum. The forum is structured into five sessions as follows:

Session 1: Opening Session and Project Introduction

Each forum started with opening remarks and welcoming remarks from the local government delegate and a delegate of Mekong Institute respectively. Subsequently, the project team introduced the project to the audience, providing project background and activities, and detailed information of the Mekong Heritage Application. The investment forum overview, objectives, target participants, and program agenda were also presented.

Session 2: Presentations of Investment Opportunity Profiles by Country Teams to a Panel of Potential Investors

The project team discussed with their respective local stakeholders and identified at least five priority investment areas. These profiles were ranked based on their urgency and potential impact on the province's growth, considering factors like population growth, economic potential, environmental concerns, and social development. Each investment opportunity profile covered an introduction, problems and solution profile with Korean best practices, technology transfer and HRD, investment requirements, management and coordination, anticipated benefits, and a compelling conclusion.

The investment opportunity profiles emphasize the potential for mutual benefits through technology transfer, skill development, and sustainable investments for Korean investors.

- a) Smart Infrastructure Development: Implementing advanced technologies for transportation, energy, and waste management to create a sustainable and efficient urban environment.
- b) Renewable Energy Projects: Investing in solar, wind, or hydroelectric power generation to reduce the province's carbon footprint and ensure energy security.
- c) Urban Mobility Solutions: Developing modern public transportation systems, bike-sharing programs, and pedestrian-friendly infrastructure to enhance mobility and reduce traffic congestion.
- d) Green Building Initiatives: Encouraging eco-friendly building designs and construction practices to promote energy efficiency and environmental sustainability.
- e) Education and Skill Development Centers: Establishing training centers to upskill the local workforce and prepare them for emerging industries and technologies.

Session 3: Presentations of Investors on the Company’s Profile, Product & Service, and Key Investment Interests

MI invited potential investors for each country event from local and Korea who might be interested in these investment opportunities. MI considered investors who have expertise in the priority investment areas and those looking for opportunities to expand their presence in international markets. Invited investors presented their company’s profile, product & service, and key investment interests tailored to profiles presented by the countries.

Session 4: Business Matching

Investment matching or structured networking sessions were organized after presentations allowing project proponents to interact directly with diverse investors to delve into further details of the opportunities and explore potential next steps. These discussions are vital for clarifying investment plans, addressing queries, and fostering meaningful connections between stakeholders. This session also served as a Q&A opportunity between investors and project proponents for further clarifications.

Session 5: Sites Visit

Participants engaged in on-site visits to key project locations, providing investors with firsthand experience and insights into the potential investment opportunities. The visits allowed for a deeper understanding of the regions and their development potential, further informing investment decisions.



4. Forum Contents

4.1. Ayutthaya Investment Forum in Thailand

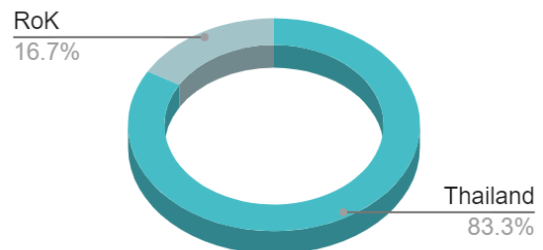
The Ayutthaya Investment Forum took place at Classic Kameo Hotel in Ayutthaya, Thailand on Monday, 2nd October 2023. The forum served as a vital platform for investors and local government and private sector stakeholders to identify and discuss investment needs, interests, and opportunities. This allowed them to connect and pave the way for future partnerships with the ultimate goal of transforming Ayutthaya into a sustainable and smart heritage destination.

4.1.1 Participants

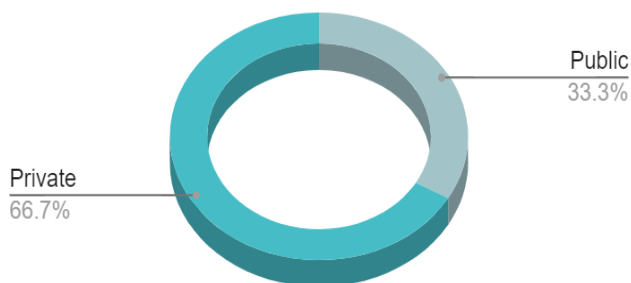
The forum was attended by around 30 representatives from key private and public sector actors such as business associations and chambers of commerce, export promotion agencies especially those representing businesswomen and exporters, research institutions, and policy-makers from both Thailand and Republic of Korea. From the private sector, CEOs and Directors attended the forum.

Participants by Country:

The forum attracted participants from various nations, highlighting its regional significance. Thailand, as the host country, led the delegation with 25 attendees, showcasing a strong domestic interest in advancing economic agendas. Additionally, 5 participants from the Republic of Korea (RoK) contributed their perspectives, emphasizing the forum's international outreach and potential for cross-border collaborations.



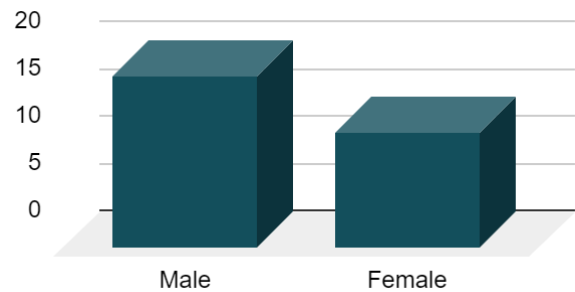
Participants by Sector:



The forum boasted a balanced representation of stakeholders from both the public and private sectors. With 20 participants from the public sector and 10 from the private sector, the event exemplified a collaborative approach towards driving economic advancement and fostering sustainable development initiatives.

Participants by Gender:

Gender diversity was evident among the participants, with 18 male and 12 female attendees actively engaging in discussions. This balanced gender representation not only fostered an inclusive environment but also underscored the importance of diverse viewpoints in shaping comprehensive strategies for economic growth and prosperity.



4.1.2 Opening Session

The Ayutthaya Investment forum was opened by Mr. Kokchai Chayrusmeeku, Vice-Governor of Pra Nakhon Ayutthaya Province and by Mr. Madhurjya Dutta, Director of the Trade and Investment Facilitation Department at the Mekong Institute.



In his opening remarks, Mr. Kokchai Chayrusmeeku expressed his appreciation to Korean investors for their interest in reinforcing the growing partnership with Thailand and conveyed his enthusiasm to strengthen economic ties.

Subsequently, Mr. Madhurjya Dutta also highlighted the importance of promoting tourism in Mekong heritage cities and expressed optimism that the forum would lay the groundwork for sustainable tourism development. He also shed light on the strategic importance of trade and investment facilitation in the region in order to achieve inclusive and sustainable economic growth in cultural and historical heritage sites.

Project Background and Mekong Heritage App Introduction

Ms. Jasmine Lal Fakmawii, Program Coordinator of the Trade & Investment Facilitation Department at the Mekong Institute, began the project background introduction with a comprehensive overview of the initiative. She provided insights into the challenges and opportunities that the project seeks to address, emphasizing the collaborative efforts required for its success.



Following this background context, Mr. Sa-Nga Sattanun, the Program Manager of the Trade & Investment Facilitation Department at the Mekong Institute, took the stage to present the Mekong Heritage App. With a keen focus on technological innovation, Mr. Sattanun detailed the features and objectives of the app. His presentation not only unveiled the app's functionalities but also underscored its potential impact in promoting Ayutthaya as a leading sustainable and smart tourism destination.



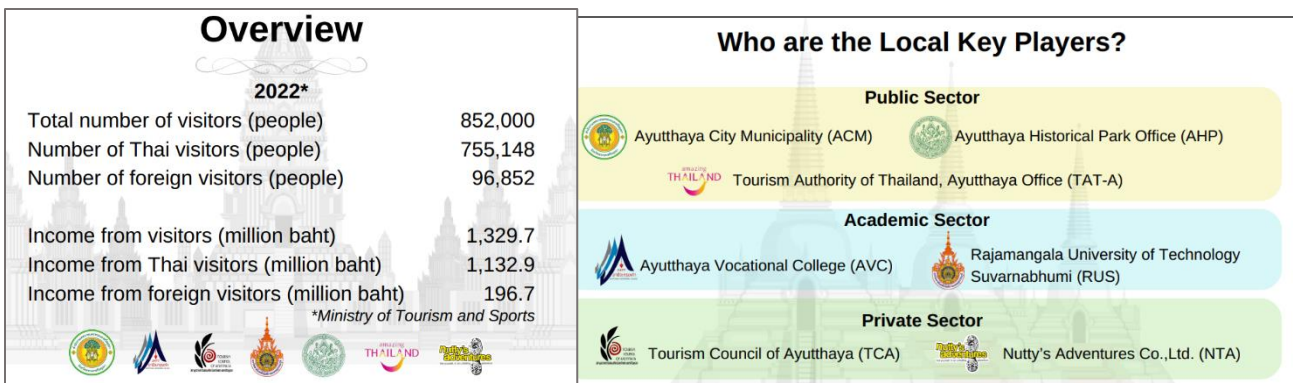
4.1.3 Presentations

Representatives from Ayutthaya's tourism sector shared their vision for transforming Ayutthaya's heritage sites into inclusive and accessible tourism destinations. They also discussed plans to enhance the city's smart infrastructure through advanced technology, focusing on waste disposal and possible public-private collaboration and partnerships.



Presentation on the Overview of Ayutthaya business landscape, opportunities, and challenges.

In 2022, Ayutthaya, recognized as a UNESCO World Heritage Site, attracted 852,000 visitors, comprising 755,148 Thai and 96,852 foreign tourists, generating a total income of 1,329.7 million baht.



Presentation of Investment Opportunity Profile on Inclusive and Accessible Tourism:

In order to promote inclusive and accessible tourism in Ayutthaya, it is essential to develop comprehensive strategies that cater to the diverse needs of travelers.

Highly Engaging Marketing Strategies: Develop highly engaging and effective marketing campaigns specifically targeting accessible tourism. These campaigns should highlight the accessibility features of Ayutthaya's attractions and emphasize the inclusivity of travel experiences for all visitors. Effective marketing is crucial for raising awareness and attracting travelers with accessibility needs.

Digitalization for Tourism Management: Implement digital solutions such as applications and computer programs designed to enhance the travel experience for visitors with accessibility requirements. These digital tools can provide information about accessible routes, facilities, and services within Ayutthaya, allowing travelers to plan and manage their trips more efficiently. Investing in digitalization facilitates seamless navigation and enhances the overall accessibility of the destination.

Utilization of Data and Artificial Intelligence (AI): Harness the power of data and artificial intelligence (AI) to improve forecasting and tourism management in Ayutthaya. AI can be utilized to analyze data related to visitor preferences, behavior, and accessibility requirements. By leveraging AI-driven insights, authorities can optimize tourism offerings, tailor services to meet the needs of diverse travelers, and ensure a more inclusive and welcoming environment for all visitors.

Presentation of Investment Opportunity Profile on Waste Disposal and Processing into Electrical Energy

The opportunity profile highlights an innovative and eco-friendly investment opportunity in Ayutthaya City, aiming to transform waste management with a state-of-the-art pneumatic disposal system. Modeled after successful systems like Songdo IBD, this approach eliminates traditional garbage collection, offering a clean, efficient, and sustainable waste solution.

Ayutthaya City aspires to a cleaner, greener future through a cutting-edge pneumatic waste system, featuring an underground network directing waste to a central facility. Advanced technology within this facility converts waste to energy or ensures effective recycling, reducing landfill dependence and lessening environmental impact.

The environmental and social impact is substantial: a significant drop in landfill usage, reduced greenhouse gas emissions, and a cleaner environment. Aligned with Ayutthaya's commitment to sustainability, this project becomes integral to preserving the city's cultural heritage and natural beauty.



Presentation of Investment Opportunity Profile on HRD in Cultural and Culinary Arts for Ayutthaya Tourism by the Rajamangala University of Technology Suvarnabhumi

The Rajamangala University's the Faculty of Arts program situated in Ayutthaya undertakes responsibilities related to cultural preservation, traditions, and community service, aligning with the university's mission to promote community involvement in self-governance and sustainable living. The educational management is decentralized across three campuses: Phra Nakhon Si Ayutthaya, Nonthaburi, and Suphan Buri. The faculty offers general education courses to students across various disciplines and specializes in Bachelor of Arts programs.

Arts Bachelor's Degree

- Bachelor of Arts Program in English for Communication
- Bachelor of Arts Program in Aviation Industry English
- Bachelor of Arts Program in Hotel
- Bachelor of Arts Program in Tourism
- Bachelor of Arts Program in Innovative Tourism and Hospitality
- Bachelor of Arts Program in Thai for Innovative Communication and Career



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Contact : 089 905 6117 (Jong Saesong)

4.1.4 Investors

The section commenced with Ms. Daisy Park, a representative of the Korean team, providing a comprehensive overview of the International Cooperation Agency (KOICA) and its pivotal role in international cooperation sectors. Ms. Park illustrated five exemplary practices within the domains of energy, urban development, and science, technology, and innovation.



from
Korea



The second presentation by Mr. Steve Hyunjong Jang delved into Saemaul Undong, Korea's new village movement. The team outlined the strategic framework, basic arrangements, and operational aspects of Saemaul Undong projects. By doing so, the Korean team sought to elucidate the potential for synergy between Saemaul Undong and Ayutthaya's capabilities, emphasizing the scope for mutual growth and development.

The third presentation focused on understanding the investors' interests and their prospective plans for participation in the investment forum. This segment served as a crucial bridge between our company's offerings and the specific goals of the Korean investors, fostering a deeper understanding of the mutual benefits that could be derived from collaboration.



The presenters also finally pinpointed the Korean investors' key areas of interest, encompassing infrastructure, business, and hospitality. By explicitly identifying these sectors, the presentation aimed to align our company's strengths with the strategic focus of the Korean investors, creating a foundation for potential collaboration and investment opportunities.

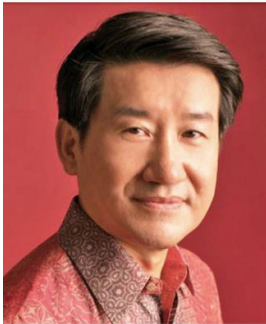
Potential Investors/Partners Profiling:

The final part of the presentation was dedicated to profiling the Korean investors. This section provided valuable insights into their backgrounds and investment philosophies, offering a nuanced understanding of the stakeholders involved. Such detailed profiling aimed to facilitate personalized engagements and foster a more targeted approach for future discussions.



Mr. Steve Hyunjong Jang
Dean of Global HR Development Affairs, Head of Global Hotel Business Major Baekseok University

Mr. Steve Hyunjong Jang is the Dean of Global HR Development Affairs, Head of Global Hotel Business Major Baekseok University. And he worked for Grand Hyatt, Incheon, Korea and Novotel Ambassador Gangnam, Seoul, Korea for financing and Audit. He has been an Advisor for Korean local governments for ChungCheongNam-Do Economic Promotion Agency (CEPA). Chungcheongnam-do is a province of South Korea, emerging as a major hub of transportation, logistics and economy with the most dynamic industrial activity and economic growth. He also has been an advisor for Minister of the Office for Government Policy Coordination and Policy advisor for Cheonan city.



Mr. Yoon-ha Chang
Chairman of Korean SMEs Association in Indonesia

Mr. Yoon-ha, Chang is the President of HAROLD COOPERATION (1998-2006) and PT. HARINDO which achieved annual exports of approximately 7 million dollars and received the 5 million dollar tower award on this year's trade day back in 2000 and he tries to reach out his business field beyond Indonesia now having over 1,500 staff in Jakarta HQ. His business expert area is textile, franchising, global advertising & marketing for business.



Kong Hyun Lee
Chairman of KOCHAM

Mr. Kang Hyun Lee is the 6th Chairman of Korean Chamber of Commerce and Industry in Indonesia, former VICE president. Executive Advisor of Hyundai Motor ASEAN Headquarter and former Vice President of Samsung Electronics Indonesia who has immersive network in business, government, sports and technology area.



Mr. Hyunki Min

Chairman of Korean SMEs Association in Indonesia

The President of PT. MIN GOOK INDUSTRY. The company started with the capital: \$1.5 million and was founded in December 2018. The number of employees is over 1,200. They are currently doing business in Europe/USA/India/Japan, etc. by obtaining national standard certifications and plan to reach out to countries located in ASEAN. Since 2020, annual sales have reached more than \$40 million. Mr. Min's areas of expertise are infrastructure development, raw material processing, construction, and waste management.



Ms. Daisy Park, CEO of Tour De Co., Regional Director of Creative Economy in Asia Pacific

Daisy with 20+ Years of Experience since 2001 has been working as a Regional Director representing National Tourism Organizations of governments or regions including Indonesia, Greater Mekong Sub-region, Pacific island countriesMauritius, Maldives Tasmania for building destination branding, promoting sustainable tourism and supporting trade of locally designed/made products. Ms. Park has been a project director and team leader for +20international-level projects in partnership with the Ministry of Foreign Affairs, Republic of Korea and Pacific Islands Forum as well as Mekong region to foster region's sustainable development through tourism, trade and creative economy

4.1.5 Business matching

Following the presentations, an investment matching of intimate small group discussions was organized. This allowed the different groups of local stakeholders to interact directly with each potential investor and business partner in order to delve into further details of the opportunities and explore potential next steps. These discussions were vital for clarifying the identified investment opportunity profiles, addressing queries, and fostering meaningful connections between stakeholders. The final agenda of the forum was to visit the heritage sites and key business locations to further have gain more insights into Ayutthaya's economy and tourism market overview.



4.1.6 Sites Visit



The final agenda of the forum was to visit the heritage sites and key business locations to further have gain more insights into Ayutthaya’s economy and tourism market overview. These visits to key tourism attractions and economic zones played a pivotal role in providing the investors with firsthand insights into the economic viability of Ayutthaya. The immersive experience garnered during these visits is instrumental for making informed investment decisions and assessing the potential growth prospects.

The sites visit activity served as a cornerstone in their assessment of the economic viability and growth prospects of the location. The invaluable insights gained through contextual understanding, infrastructure assessment, market dynamics observation, and engagement with the local community and culture have positioned the investors to make well-informed investment decisions. These site visits not only contributed to the investors' understanding of Ayutthaya but also laid the foundation for potential collaborations that align with both the investors' goals and the sustainable development of the region. The observations and experiences garnered during these visits will undoubtedly play a pivotal role in shaping the future trajectory of Korean investments in Ayutthaya.





4.1.7 The way forwards

The Ayutthaya Investment Forum has showed a range of opportunities to foster collaboration and partnerships for sustainable development. Moving forward, it is imperative to craft a strategic roadmap that ensures mutual benefits for both the local community and the environment.

- Initiate collaborative projects that aimed at job creation, focusing on skill development and vocational training programs to enhance the employability of the local workforce. Establish partnerships with educational institutions and vocational training centers to align skills with the evolving needs of the community.
- Encourage partnerships with local businesses by implementing incentive programs, mentorship initiatives, and collaborative marketing efforts. By fostering a symbiotic relationship, we can amplify the economic impact on the community and create a thriving local business ecosystem.
- Formulate strategies to boost tourist spending by developing unique local experiences and attractions. Collaborate with the tourism sector to implement sustainable tourism practices, ensuring that the economic benefits of increased tourist traffic are distributed equitably among the local businesses and communities.
- Forge collaborations with government agencies, private entities, and local communities to enhance accessibility infrastructure. Prioritize projects that improve road networks, public transportation systems, and connectivity to key destinations. These collaborations should focus on creating a seamless and efficient transportation network that facilitates economic activities.
- Establish partnerships with urban planning experts and environmental organizations to incorporate sustainable practices into urban development projects. Emphasize green spaces, energy-efficient buildings, and pedestrian-friendly designs that enhance the overall quality of life while minimizing environmental impact.
- Promote environmental awareness initiatives in collaboration with local schools, community groups, and environmental organizations. Develop educational programs that highlight the importance of preserving natural resources and biodiversity, fostering a sense of responsibility within the community.

- Partner with conservationists, historians, and local community leaders to develop and implement strategies for preserving the rich natural and cultural heritage of Ayutthaya. Encourage sustainable tourism practices that minimize the impact on historical sites and natural ecosystems.
- Collaborate with environmental experts and technology innovators to implement initiatives aimed at reducing the carbon footprint of local businesses and infrastructure. Explore renewable energy sources, energy-efficient technologies, and waste reduction strategies to create a more sustainable and environmentally friendly community.



4.2. Bagan Investment Forum in Myanmar

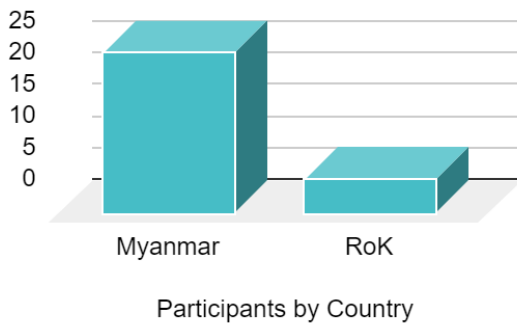
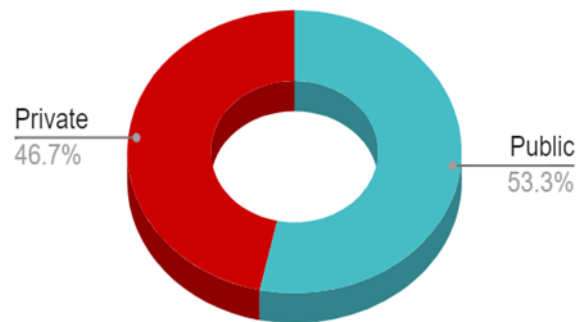
The Bagan Investment Forum occurred on October 4, 2023, hosted at the Park Royal Hotel in Yangon, Myanmar, facilitating discussions on investment prospects and economic development in Myanmar.



4.2.1 Participants

Participants by Sector:

With 16 participants from the public sector and 14 from the private sector, the forum underscored a collaborative approach towards driving economic advancement and fostering sustainable development.

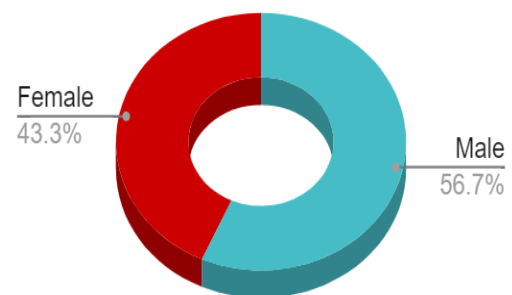


Participants by Country:

Myanmar, the host country, led the delegation with 25 participants, showcasing a domestic interest in harnessing investment opportunities. Additionally, 5 investors that attended Ayutthaya Investment forum from the Republic of Korea (RoK) attended and contributed their perspectives at the forum.

Participants by Gender:

Gender diversity was a prominent feature of the forum, with 17 male and 13 female participants actively contributing to discussions. This balanced gender representation not only fostered an inclusive environment but also underscored the significance of diverse perspectives in shaping comprehensive strategies for economic growth and prosperity.



4.2.2 Opening Session

The opening session was commenced with a warm welcome from Mr. Zaw Weik, the Chairman of Bagan Heritage Trust. His opening remarks set the tone for the event, expressing gratitude to all attendees and emphasizing the significance of preserving and promoting cultural heritage in the region.

Following the welcome remarks, Mr. Sa-nga Sattanun, the Program Manager of the Trade & Investment Facilitation Department at Mekong Institute, delivered insightful remarks. Mr. Sattanun highlighted the importance of trade and investment in fostering regional collaboration and economic growth. His remarks underlined the broader context within which the event was taking place, emphasizing the role of sustainable tourism development and heritage preservation in heritage destinations in contributing to sustainable development.

The subsequent segment of the opening session featured a brief introduction to the project and the mobile application by Ms. Jasmine Lal Fakmawii, the Program Coordinator at the Mekong Institute. She provided a comprehensive overview of the project's goals, objectives, and its anticipated impact on the preservation and promotion of cultural heritage in the Mekong region. She also introduced the innovative mobile application called “Mekong Heritage” and highlighted the potential of the mobile application to connect people with their cultural heritage in an interactive and accessible manner.

4.2.3 Presentations

The Bagan stakeholders presented investment opportunities covering critical topics such as cultural heritage conservation, sustainable village development through solar-powered water supply, potential investment projects, and the initiation of a solar power plant. Addressing challenges in cultural soft skills and skilled tourism workforces, the presentations focused on Bagan's commitment to responsible development, preservation, and innovation in tourism.



Presentation on Challenges facing Bagan by Mr. Zaw Weik, Chair of Bagan Heritage Trust

In his presentation on the challenges facing Bagan, Mr. Zaw Weik, Chair of the Bagan Heritage Trust, provided a comprehensive overview of the multifaceted threats that the Bagan Monuments face. Environmental factors emerged as a significant concern, with Mr. Weik highlighting issues related to water infiltration, capillary action, and high humidity. Additionally, the exposure to ultraviolet and infrared radiation, along with potential damage from animals such as termites and cobwebs, and impact from trees like the Bayan tree and saung chan, collectively contribute to the environmental degradation of the monuments. These factors pose a substantial risk to the structural integrity and the preservation of decorative elements such as mural paintings and stucco carvings.

Beyond environmental challenges, human activities also pose a threat to the Bagan Monuments. Vandalism, including whitewashing and intentional damage, was identified as a significant concern. This deliberate harm not only defaces the cultural and historical significance of the monuments but also accelerates their deterioration. Moreover, Mr. Weik addressed the potential impact of natural disasters, such as earthquakes and flooding, on the Bagan Monuments. The destructive forces of earthquakes can lead to outright destruction, damage, and collapse, while flooding incidents contribute to material degradation. The cumulative effect of these challenges underscores the urgent need for concerted efforts and strategic interventions to safeguard the invaluable cultural heritage of Bagan.



Presentation on Overall Bagan’s Economic and investment landscape By Mr. Khin Maung Htwe, Director of Bagan Destination Management Organization

In his presentation on the overall economic and investment landscape of Bagan, Mr. Khin Maung Htwe, Director of the Bagan Destination Management Organization, provided a compelling overview of the region's significance and the challenges and opportunities it presents. Bagan stands as landmark rich in both risk and richness, boasting over 3000 monuments scattered across three towns and approximately

3000 villages. Mr. Htwe emphasized the need to balance the preservation of this cultural treasure with the economic development imperatives facing the region. The presentation delved into the Tourism Development Pilot Project, which ran from June 2014 to May 2017, aiming to foster Bagan's tourism development. Insights from this project laid the foundation for understanding the dynamics of tourism in the region and informed future strategies. Mr. Htwe also explored future trends in transportation, foreseeing the rise of electric vehicles (EV-Car), e-bikes, and e-tuk-tuks as popular and eco-friendly modes of transport. These findings indicate a strategic shift towards sustainable and electric transportation options, not only for local commuting but also as a potential enhancement to the overall tourism experience in Bagan. As the region continues to evolve, this forward-looking approach to transportation aligns with global trends and positions Bagan for a more sustainable and resilient future.

Investment Opportunity Profile: Climate Smart Transportation System for sustainable Bagan
By Mr. Thet Lwin Toh- Country Coordinator, Myanmar

In his presentation on the Investment Opportunity Profile for a Climate-Smart Transportation System in Bagan, Mr. Thet Lwin Toh, Country Coordinator for Myanmar, outlined a strategic vision for sustainable development in the region. The focus of the presentation centered on the intersection of sustainable preservation, collaborative heritage conservation, and smart tourism development in Bagan. Mr. Toh emphasized the importance of fostering a balance between economic development and environmental responsibility.

Identifying key challenges, Mr. Toh highlighted economic downturn, electricity shortages, and skill gaps as obstacles that could impede progress. However, he presented innovative solutions centered around technology-driven initiatives, including the integration of solar power and the implementation of carbon-free transport. These solutions not only address immediate challenges but also contribute to the long-term sustainability of Bagan.



Investment Opportunity Profile: Solar Power Plant Project Initiation in Bagan

by U San Thu Kyaw- MSPL Construction

In his presentation on the Investment Opportunity Profile for the Solar Power Plant Project in Bagan, U San Thu Kyaw from MSPL Construction provided insights tailored for a non-native audience. The focus of the presentation centered on the expansion of solar power projects in Bagan and its surrounding regions, with a collective goal to generate approximately 170 megawatts, addressing the prevalent electricity insufficiency in the area.

U San Thu Kyaw highlighted the unique energy challenges faced by Bagan, known as the City of Temples, a year-round tourist destination that attracted around half a million visitors in 2019. Despite its popularity, the city encounters energy shortages, requiring about 22 megawatts of power to meet the demand. The presentation emphasized the critical intersection of tourism and energy demand in Bagan, framing the solar power initiative as a strategic solution to address this issue. Moreover, the presentation introduced the Green Tourism Initiative, aligning with the United Nations World Tourism Organization's (UNWTO) focus on green investment. The proposed solar plant in Chauk Township aims to generate 25-30 megawatts, not only contributing to sustainable energy practices but also supporting rural economies.

Investment Opportunity Profile: HRD for Bagan Traditional Lacquerwares

by Ms. Maw Maw Aung - Managing Director, Bagan House Lacquerware Workshop

In her presentation on the Investment Opportunity Profile for addressing cultural artisan skill challenges and Human Resource Development (HRD) in Bagan, Ms. Maw Maw Aung, Managing Director of Bagan House Lacquerware Workshop, shared insights. She focused on the historical significance of lacquer in ancient Burma, dating back to the Pyu era, where it was utilized for both decoration and waterproofing. Ms. Maw Maw Aung emphasized the distinctive Myanmar style in lacquer craftsmanship, setting it apart from Chinese and Vietnamese styles. This uniqueness is characterized by intricate designs achieved through etching, a method distinct from brush painting or mother-of-pearl decoration. The presentation highlighted the cultural and historical significance of lacquerware in Bagan, portraying it not only as a traditional craft but as an art form that has evolved over centuries.

Furthermore, Ms. Maw Maw Aung addressed the contemporary challenges faced by cultural artisans in Bagan, framing them as opportunities for investment in Human Resource Development (HRD). She invited non-native investors to contribute to the preservation and evolution of Bagan's unique lacquerware tradition, aligning cultural appreciation with economic development. The presentation effectively positioned HRD in this sector as a means to sustain and elevate a distinctive aspect of Myanmar's cultural heritage

4.2.4 Investors

(The same investors from the Ayutthaya Investment Forum as the two events were organized back to back)

4.2.5 Business Matching with Investors

After the presentations, an investment matching session featuring intimate small group discussions was arranged in Bagan. This facilitated direct interaction between various local stakeholder groups and potential investors and business partners. The goal was to delve into additional details of the opportunities and explore potential next steps. These discussions played a crucial role in clarifying the identified investment opportunity profiles, addressing queries, and establishing meaningful connections between stakeholders. The concluding agenda of the forum included visits to heritage sites and key business locations to gain deeper insights into Bagan's economy and tourism market overview. The results of discussions are as follows.

Exploring opportunities on Cultural Heritage Conservation and Ancient Monuments in Bagan:

- Implement conservation plans for ancient monuments, addressing threats like water infiltration, light exposure, and protection from animals and plants.
- Utilize advanced technologies such as sensors for environmental monitoring and early detection of deterioration.
- Establish partnerships with international organizations and experts to apply best practices in cultural heritage conservation.



Exploring partnership opportunities for Village Water Supply through Solar Power:

- Initiate solar-powered water supply projects to improve living conditions in surrounding villages.
- Collaborate with local stakeholders, NGOs, and government bodies for project sustainability.
- Integrate community projects with tourism experiences, encouraging visitor engagement in supporting local development.

In-depth Discussion on Action Plan for Solar Power Plant Project Initiation in Bagan:

- Develop a detailed feasibility study assessing environmental impact, economic viability, and social benefits.
- Seek international funding and expertise to align with global best practices in renewable energy.
- Establish community involvement and benefit-sharing mechanisms to enhance local support.



Discussing Ways to Address the Challenges of Skilled Tourism Workforces:

- Establish partnerships with vocational training institutions to address skill needs.
- Encourage continuous professional development through workshops and mentorship programs.
- Foster collaboration between the tourism sector and educational institutions for aligned academic programs.



4.2.6 The Way Forwards

Based on the challenges and investment opportunities presented by the Bagan stakeholders as well as the business matching discussions, below are the way forwards recommended for Bagan.

1. Cultural Heritage Conservation and Ancient Monuments in Bagan:

- Implement comprehensive conservation plans to address the environmental threats posed to the ancient monuments, focusing on water infiltration, light exposure, and protection from animals and plants.
- Integrate advanced technologies like sensors and monitoring systems to track environmental conditions and detect early signs of deterioration.
- Establish partnerships with international organizations and experts to ensure the application of best practices in cultural heritage conservation.

2. Potential Investment Projects in Bagan:

- Identify and promote sustainable tourism-related projects, such as eco-friendly accommodations, community-based tourism initiatives, and cultural experiences that contribute to the local economy.
- Encourage private-sector investment in infrastructure development, ensuring that it aligns with the principles of sustainable tourism and minimizes environmental impact.
- Facilitate public-private partnerships to foster collaboration between government entities, local communities, and private investors for holistic development.

3. Solar Power Plant Project Initiation in Bagan:

- Develop a detailed feasibility study for the solar power plant, assessing environmental impact, economic viability, and social benefits.
- Seek international funding and expertise for the project to ensure it aligns with global best practices in renewable energy.
- Establish mechanisms for community involvement and benefit-sharing to enhance local support for the solar power initiative.

4. Challenges of Skilled Tourism Workforces:

- Establish partnerships with vocational training institutions to design programs that address the specific skill needs of the tourism industry in Bagan.
- Encourage continuous professional development through workshops, mentorship programs, and exposure to international best practices.

- Foster collaboration between the tourism sector and educational institutions to ensure that academic programs align with industry requirements.

5. Vocational School with Social Enterprise Business Model:

- Establish a vocational school with a social enterprise business model, providing training in tourism-related skills while generating revenue to sustain the school.
- Collaborate with the private sector to create internship and job placement opportunities for graduates.
- Integrate sustainable practices into the school's operations, emphasizing environmental responsibility and community engagement.

6. Brief Orientation on Technical Side of PESTLE Analysis on Myanmar Tourism Industry:

- Conduct a comprehensive PESTLE analysis (Political, Economic, Social, Technological, Legal, Environmental) to assess the external factors influencing the Myanmar tourism industry.
- Use the analysis to identify opportunities and challenges, informing strategic decision-making and policy development.
- Regularly update the analysis to adapt strategies to the evolving socio-economic and political landscape.



4.3. Luang Prabang Investment Forum in Laos

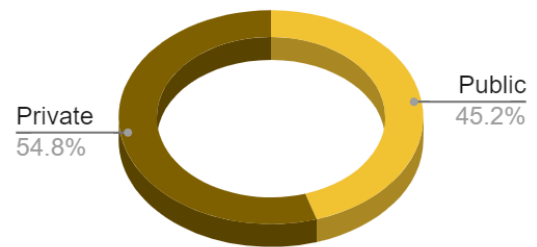
Scheduled for November 7-8, 2023, the Luang Prabang Investment Forum convened at the Avani Hotel in Luang Prabang, Lao PDR, providing a forum for stakeholders to engage in discussions on investment trends and strategies.

4.3.1 Participants

The Luang Prabang Investment Forum drew together 31 participants representing various sectors and countries.

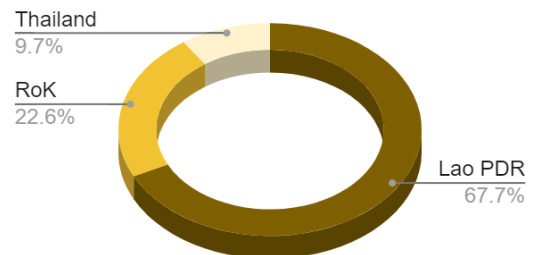
Participants by Sector:

The forum displayed a balanced representation from both the public and private sectors, with 14 individuals from the public sector and 17 from the private sector.



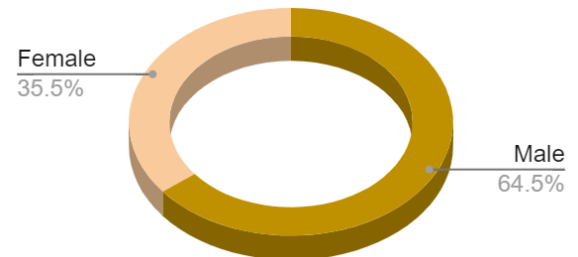
Participants by Country:

21 participants were local stakeholders from Luang Prabang as well as local investors from Vientiane. Additionally, 7 investors were from the RoK and other non-GMS countries and 3 investors from Thailand contributed their insights, highlighting the forum's regional relevance and potential for cross-border collaborations.



Participants by Gender:

Gender diversity was a notable aspect of the forum, with 20 male and 11 female participants actively engaging in discussions.



4.3.2 Opening Session

Mr. Vilaythong MANIVONE, Vice Governor of Luang Prabang City, extended a warm welcome to esteemed guests and opened the forum. Addressing the attendees, Mr. MANIVONE encouraged to view the success of the forum not only in terms of contracts gained but in the broader impact on sustainable development, cultural preservation, and economic empowerment in the beloved heritage towns. The opening remarks set the stage of the forum for constructive dialogue, understanding, cooperation, and mutual advantage in the pursuit of a more sustainable and culturally rich future for the region.



Mr. Madhurjya K. Dutta, the Program Director of the Trade & Investment Facilitation Department, delivered remarks. Mr. Dutta introduced the project background and highlighted the importance of trade and investment in fostering regional collaboration and economic growth. His remarks underlined the broader context within which the event was taking place, emphasizing the role of sustainable tourism development and heritage preservation in heritage destinations in contributing to sustainable development.



4.3.3. Presentations

During the forum, Luang Prabang presented several key topics that are central to its vision of smart and sustainable tourism



Presentation on the Luang Prabang's One District One Product (Odop) Initiative

By Mr. Khamtanh Somphanvilay - Deputy Director General for the Luang Prabang Department of Industry and Commerce (DIC)

The presentation focused on Luang Prabang's One District One Product (ODOP) initiative, outlining its core objectives, government policy support, funding mechanisms, challenges faced, and potential investment opportunities.

- The ODOP initiative in Luang Prabang aims to foster grassroots development by creating jobs, promoting local processing, and boosting income. The emphasis is on encouraging local productivity and value addition to products.
- Laos has adopted a policy prioritizing local productivity to reduce imports, encourage local consumption, and generate employment through processing activities. This aligns with the ODOP initiative's goals and provides a supportive framework for its implementation.
- Low-interest funds are primarily accessible to entrepreneurs in urban areas, emphasizing the need for city-based businesses to contribute to the overall economic development. Microfinance plays a crucial role in supporting Micro, Small, and Medium Enterprises (MSMEs) in Luang Prabang, addressing their specific financial needs.
- Several challenges were identified during the presentation, including limited foreign marketing, a lack of design expertise, venue availability issues, inactive local consumption plans, and various entrepreneurial hurdles such as limited product variety, reluctance to learn, funding constraints, low product quality, high import prices, and a deficiency in food-related products.

Presentation of Investment Opportunity on Turning Plastic Trash Into Building Bricks/Pavers

By Mr. Vilachith Souvanh - Assistant of Lao Inter Travel Group

Mr. Vilachith Souvanh presented an investment opportunity centered around transforming plastic trash into building bricks and pavers. The challenge addressed was the escalating growth of daily waste, imposing a burden on local areas with the untapped potential of converting waste into valuable resources. The proposed solution involves a process of collecting, slicing, melting, and shaping plastic waste into construction materials using specialized machinery and tools.

This innovative idea not only addresses the environmental challenge of waste management but also presents a range of social impacts. It creates income from waste, improves city cleanliness, encourages better waste management practices, promotes waste sorting, provides affordable construction materials, generates employment opportunities, and contributes to the development of a smarter city. Investing in this initiative aligns with sustainability goals, offering both environmental and social benefits.

Presentation of Investment Opportunity on Improvement of Namdong Park as a Self-Sustainable Place *By Samuel Vedrines, General Manager of Namdong Park*

In the presentation, an investment opportunity was highlighted for the improvement of Namdong Park as a self-sustainable place. The park, known for its diverse offerings such as adventure activities, sustainable workshops, waterfalls, a restaurant/bar, organic gardens, educational activities, and an eco-plates factory, seeks to enhance its sustainability through a local solution- the production of eco-friendly plates.

However, the initiative faces several challenges, including limited availability of bamboo sheaths for the yearly harvest, insufficient staff for full-scale production, a lack of areca supply despite its commonality in Laos, higher production costs leading to an expensive final product, and overall lack of profitability. The investment opportunity revolves around addressing these challenges to ensure the sustained success of the eco-friendly plates venture, aligning with the broader goal of making Namdong Park a self-sustainable and environmentally conscious destination.

Presentation Of Investment Opportunity On Efficiency Roofing And Tiles For Energy-Efficiency Heritage Houses In Luang Prabang *By Mr. Chitthisack Ounkham, Factory owner*

In Mr. Chitthisack Ounkham's presentation, the focus was on the importance of preserving the UNESCO heritage status of Luang Prabang, rooted in its traditional use of clay for roofing, flooring, and bricks in construction. The factory, established in 2000, plays a crucial role in maintaining this heritage by producing clay materials, but it faces challenges stemming from outdated machinery, limited fuel availability, and labor shortages.

The identified needs and challenges include a persistent high demand for clay materials, hindered production due to outdated methods, long production timelines, and a shortage of labor. The consequence is that consumers resort to expensive imported materials, negatively impacting local heritage preservation efforts. The investment opportunity lies in modernizing the factory's infrastructure, upgrading production methods, and addressing logistical challenges to meet the demand for clay materials

efficiently. This not only supports the preservation of Luang Prabang's cultural heritage but also contributes to the sustainable development of the local community.

Presentation of Investment Opportunity on Handicraft and textile production and promotion by Mrs. Veomane DOUANGDALA, Co-Founder, Ock Pop Tok Living Craft Centre, Luang Prabang.

Mrs. Veomane presented an investment opportunity in handicraft and textile production and promotion. Established and managed by women since 2000, the center is dedicated to preserving Laos' textile heritage, promoting fair trade, and empowering women. The Living Crafts Centre in Luang Prabang provides immersive textile experiences, artisan classes, and fair trade shops.

One significant initiative is the Village Weavers Project, spanning 14 provinces and empowering 15 ethnic groups through handicrafts and skill training. The project aims to create economic opportunities by teaching weaving, dyeing, and tailoring. However, the endeavor faces challenges such as limited capacity, reliance on traditional methods, scarcity of dyes, and packaging constraints. The investment opportunity lies in overcoming these challenges, ensuring sustainable production, and promoting authentic Laos-made products globally through strategic storytelling, online platforms, trade fairs, and cultural exchanges. Investing in this initiative supports not only the preservation of Laos' rich textile heritage but also contributes to economic empowerment and cultural exchange.

4.3.4 Investors

Profile of Potential Investors/Partners

GREENGOODS



GREENGOODS is a Korean-owned company headquartered in Vientiane. The company promotes sustainable agricultural practices through integrated services and advanced agriculture to enhance the agricultural competitiveness of small-scale farmers in developing countries, such as Laos, while simultaneously preserving the ecology and environment through sustainable agricultural methods.

K-LAB Vientiane



The Korea Digital Fabrication Laboratory (K-LAB) is an initiative by the Ministry of Science and ICT (MSIT) of Korea and the National It Industry Promotion Agency (NIPA) in partnership with The Faculty of Engineering, National University of Laos.

Inside Flow Global



Inside Flow Global is a Korean-based company with a keen interest in seizing the promising opportunities within the vibrant tourism landscape of Luang Prabang. Our focus lies in the development of holistic wellness packages that encompass elements of yoga, gourmet experiences, and eco-tourism, all while facilitating extended stays in the enchanting city of Luang Prabang (LPB).

GAEBI



Derived from the Korean word meaning 'to renovate,' GAEBI is a tribute to preserving the essence of the past while creating products of superior quality, entirely handmade, and sourced from organic materials designed for longevity.

SME coach and consulting.,ltd



The Thai SME Confederation, Northeastern Region, is dedicated to providing essential assistance and support to entrepreneurs, enabling them to thrive and succeed amidst the ever-fluctuating global economic landscape.

LaoTai Trading- Investment Group

LaoTai Trading- Investment Group based in Vientiane, is one of the biggest companies in the construction and supply of materials and equipment for heavy and light industries in Laos.



Khamseng Agriculture Development Sole Company

Khamseng Agriculture Development, located in Vientiane, Laos, is committed to promoting sustainable agriculture among Small and Medium-sized Enterprises (SMEs). The company has recently signed a Memorandum of Understanding (MOU) with the Lao Ministry of Finance to establish the Lao Agricultural Products Center and International Transportation Hub.

DOUBLE ENERGY CO., LTD



DOUBLE ENERGY CO., LTD is a dynamic Thailand-based firm specializing in digital technology consulting, design, development, and service provision.

4.3.5 Business Matching

Following the presentations of the investment opportunity profiles by the Luang Prabang stakeholders, there was a business interaction and consultation between Luang Prabang and potential investors and business partners who attended the forum.



4.3.6 Sites Visit

The second day of the Luang Prabang Investment Forum was dedicated to site visits, providing participants with a firsthand experience of ongoing initiatives and projects in the region. The diverse itinerary aimed to showcase the cultural, artistic, and economic aspects of Luang Prabang.



Site 1: Lao Pottery Village

Participants visited the Lao Pottery Village, where they witnessed the intricate traditional pottery-making process. The visit offered insights into the rich cultural heritage of Luang Prabang, emphasizing the importance of preserving traditional craftsmanship.

Site 2: Local Market and Aromdee Shop

The local market tour and Aromdee Shop visit provided a glimpse into the vibrant local economy. Participants had the opportunity to engage with local vendors, explore traditional market dynamics, and experience the variety of products available, including those from the Aromdee Shop, showcasing local craftsmanship.



Site 3: Ock Pop Tok Living Crafts Center

The Ock Pop Tok Living Crafts Center offered a comprehensive understanding of the textile and handicraft industry in Luang Prabang. Participants observed artisanal processes, engaged in interactive sessions, and gained insights into fair trade practices and women's empowerment through craft.

Additional exposure visits on your own arrangement

For those interested in further exploration, additional exposure visits were arranged independently. Participants had the option to visit Heuan Chan Heritage Luang Prabang, exploring traditional architecture, and the Traditional Arts and Ethnology Centre (TAEC), delving into the diverse ethnic cultures of Laos. The itinerary also included Xiengthong Temple, a symbol of Buddhist heritage, and Phu Si Mountain & Viewpoint, offering panoramic views of Luang Prabang.

4.3.7 The Way Forwards

The Luang Prabang Investment Forum highlighted promising opportunities and innovative ideas that can propel the province towards becoming a sustainable and smart heritage tourism destination. The way

forward for Luang Prabang lies in a holistic approach that incorporates these investment opportunities into a cohesive strategy based on the investment opportunity presented during the forum.

- Harness the potential of the One District One Product (ODOP) initiative by encouraging local productivity, processing, and value addition to products. Collaborate with entrepreneurs, leverage low-interest funds, and enhance microfinance accessibility to empower MSMEs. Address challenges like limited marketing, design expertise, and local consumption plans.
- Embrace initiatives to turn plastic trash into building materials. Invest in advanced machinery and tools for efficient waste conversion. Collaborate with local communities to implement waste management practices, emphasizing sorting and recycling. This initiative aligns with Luang Prabang's sustainability goals and contributes to a cleaner, smarter city.
- Support the endeavor to improve Namdong Park's self-sustainability, particularly the eco-friendly plates factory, by address challenges such as bamboo sheath availability, staffing issues, and production costs. This initiative not only contributes to sustainable tourism but also aligns with global environmental goals.
- Invest in the modernization of the clay production factory by upgrading machinery, ensuring fuel availability, and addressing labor shortages. By doing so, Luang Prabang can maintain its UNESCO heritage status while meeting the high demand for clay materials, promoting sustainable construction practices.
- Support initiative at Ock Pop Tok Living Craft Centre in order to overcome challenges such as limited capacity and traditional methods. Encourage sustainable production and promote Laos-made products globally through storytelling, online platforms, and cultural exchanges. This initiative contributes to economic empowerment and cultural preservation.

4.4. Siem Reap Investment Forum in Cambodia

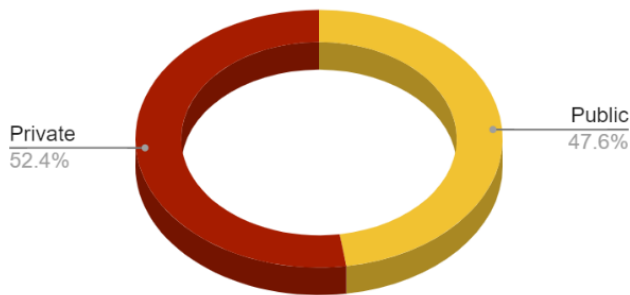
The Siem Reap Investment Forum was held on November 20-21, 2023, at the Memoire Palace Hotel in Siem Reap, Cambodia, offering insights into investment opportunities and market dynamics in Cambodia's burgeoning economy.



4.4.1 Participants

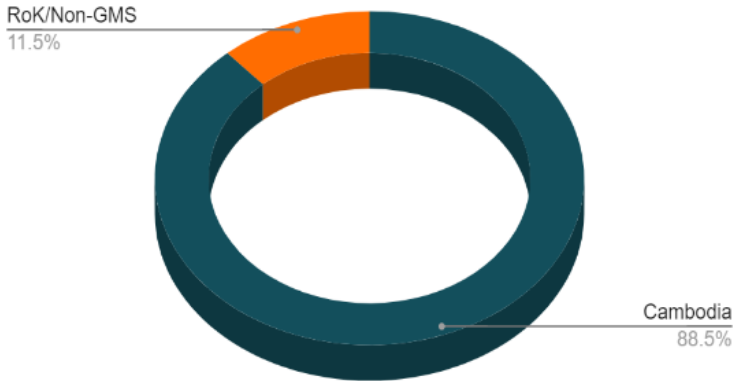
Participants by Sector:

The forum showcased a balanced representation of stakeholders from both the public and private sectors. With 20 participants from the public sector and 22 from the private sector, the event underscored a collaborative approach towards driving economic advancement and fostering sustainable development.



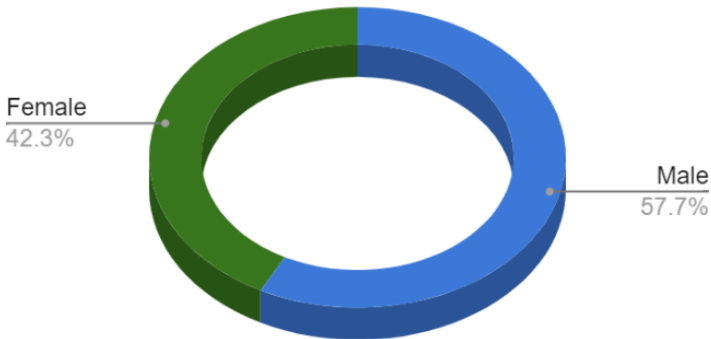
Participants by Country:

Reflecting its international appeal, the forum attracted attendees from various nations. Cambodia, as the host country, led the delegation with 46 participants, highlighting a robust domestic interest in harnessing investment opportunities. Additionally, 6 participants from the Republic of Korea (RoK)/Non-GMS regions contributed their perspectives, underlining the forum's global reach and potential for cross-border collaborations.



Participants by Gender:

Gender diversity was a notable feature of the forum, with 30 male and 22 female participants actively contributing to discussions. This balanced gender representation not only fostered an inclusive environment but also underscored the significance of diverse perspectives in shaping comprehensive strategies for economic growth and prosperity.



4.4.2 Opening Session

Opening remarks by H.E. Tes Chankiri - Siem Reap Provincial Council

“The Siem Reap Provincial currently works on projects aim to improve the city's infrastructure, enhance the tourist experience, and promote sustainable development. In addition, Cambodia has identified six priority areas for tourism development in Siem Reap, including the Preah Jayavarman-Norodom National Park "Phnom Kulen", Banteay Srei Protected Area, Angkor Heritage Site, current Siem Reap City, Tonle Sap Lake, and the New Siem Reap tourist area. These areas offer numerous opportunities for investment, with favorable conditions such as improved living standards, access to affordable labor, and easy connectivity to other parts of the region and the world. As the third largest economic center in Cambodia, Siem Reap provides a wide range of opportunities for investors to promote economic growth and innovation. On behalf of the provincial leadership and the people of Siem Reap, we extend a warm welcome to all investors interested in exploring the vast potential of our province. We are confident that your investment will contribute to the continued growth and prosperity of Siem Reap, and we look forward to working with you to achieve our shared goals.” – H.E. Tes Chankiri



Project background presentation by Mr. Sa-nga Sattanun - Program Manager, Mekong Institute

The Mekong region, known for UNESCO sites, sees a surge in tourism post-COVID, sparking economic growth but posing conservation and sustainability challenges. The Mekong Institute's three-year project, backed by the Mekong-Republic of Korea Cooperation Fund, aims to promote sustainable and smart tourism in Cambodia, Lao PDR, Myanmar, Thailand, and Vietnam. Focusing on heritage



towns like Ayutthaya, Luang Prabang, Siem Reap, Hue, and Bagan, the initiative aims to balance economic gains with environmental preservation.

4.4.3 Presentations

The Siem Reap Investment Forum witnessed insightful presentations from various sectors, shedding light on the city's smart city journey, investment opportunities, and challenges. The presentations highlighted strategies for economic revitalization, human resource development, international market expansion for local products, community-based tourism initiatives, and the development of a digital platform for tourism. Each presentation offered unique perspectives, addressing crucial aspects essential for Siem Reap's sustainable development and economic growth.

- 1. Siem Reap's smart city journey, investment opportunities, and challenges
by Mr. Tip Piseth, Director Division of Planning and Investment, Siem Reap Provincial
Government**

This presentation discusses Siem Reap's journey towards becoming a smart city, outlining investment opportunities and challenges. Mr. Tip Piseth, Director Division of Planning and Investment, Siem Reap Provincial Government, presents the revitalization goals aimed at achieving economic and tourism revival by 2024. The strategic approach involves utilizing budget allocation, bank loans, and collaboration with the private sector. The long-term vision entails global integration, improved quality of life, and achieving high-income status by 2050. The presentation also highlights Siem Reap's attractive investment landscape, encompassing various sectors, positive economic projections, a pro-business government, export incentives, stability, accessibility, ongoing development, a skilled workforce, and excellent living conditions.

- 2. Siem Reap's Human Resource Development for Hospitality and Business Incubation Services
by Sokhom Sam OL, Executive Director, Siemreap Tourism Club**

This presentation delves into Siem Reap's efforts in human resource development for hospitality and business incubation services, led by Sokhom Sam OL, Executive Director of the Siem Reap Tourism Club.

Key points include:

- Establishment of the Multiskilled Tourism Club Association in 2019.
- Emphasis on Sustainable and Smart Tourism, aligning with the RGC's Four Pillars: technology, training, events, and community.

- Challenges faced, such as a shortage of skilled workers, perception of low pay and demanding roles in hospitality, and workforce reduction due to COVID-19 despite rapid industry growth.
- Goals set for the future, including launching a permanent school and recruiting 150 students for the Second Batch by 2024, and forming partnerships and customizing the curriculum for overseas job opportunities by 2025.



3. “International Market Expansion for Siem Reap's Whiskey Products” by Mr. Set Sokun, Sales and Marketing Manager, Siem Reap’s Holly Creek Whiskey

This presentation focuses on the "International Market Expansion for Siem Reap's Whiskey Products" by Mr. Set Sokun, Sales and Marketing Manager of Siem Reap’s Holly Creek Whiskey.

Key points include:

- Introduction of Holly Creek Whiskey, emphasizing its connection to Cambodian heritage and dedication to showcasing premium Cambodian-made products.
- Vision and Mission centered around elevating Cambodia's luxury spirits market, showcasing exceptional Cambodian products, and honoring heritage while maintaining top-tier quality.
- Identified needs for the expansion, including seeking local influencer insights and government support, aiming for global distribution, launching Gold and limited-edition whiskeys for increased global presence, and committing to sustainability efforts by supporting local farmers and implementing waste recycling initiatives.



4. “Chansar Community-Based Tourism to Bridge Old and New Siem Reap Town” by Mr. Phear Py, Director, Chan Sar Community

The community leader, Mr. Phear Py, discussed the investment opportunities and needs in Chansar community-based tourism project. The key points highlighted were:

- Description of Chansar's unique offerings, which encompass local culture and nature experiences such as trekking, oxcart rides, traditional crafts, visits to organic plantations, wildlife exploration, and camping.
- Highlighting the support Chansar provides to the local community and its role in preserving traditions and the environment.
- Recognition of current trends in tourism, focusing on unique experiences and sustainability.
- Identification of challenges faced, including issues with infrastructure, marketing, and sustainability practices for eco-tourism activities.
- Proposed solutions to address these challenges, which involve developing facilities and implementing sustainable eco-tourism activities.



5. Digital Platform for Siem Reap & Beyond by Sokhom Sam OL- Executive Director, Siem Reap Tourism Club

To Align Siem Reap's tourism with long-term sustainability goals by providing innovative tech solutions.

Inadequate tech support hinders a full listing of Siem Reap's tourist offerings, limiting visitor's ability to make informed decisions. Resolving this issue, thereby creating a user-friendly platform for efficient exploration and booking, is vital for enhancing Siem Reap's tourism industry.

The goal is to create a digital platform for tourism stakeholders such as attractions, accommodations, guides, and more, to showcase their products and services. This platform will provide a broader reach and a centralized, user-friendly booking system.

Explore joint ventures, technical expertise, and strategic partnerships to develop and implement Siem Reap's digital tourism platform.



4.4.4 Investors

Various distinguished individuals and organizations expressed their interest and commitment to collaboration in different sectors. The following is a concise summary of the investors or potential project partners and their areas of focus:

1. Mr. Oh Sinan Ozurk

- Position: Founder and Chairman of Global Business Alliance, South Korea.

- Investment Focus: Leads a global business association under the Ministry of Trade, Industry, and Energy in Korea, with a diverse membership spanning Korean and foreign entrepreneurs, investors, diplomats, startups, and traders from over 60 countries.

2. Mr. Kaya Said Enes

- Position: Executive Director, H-MIR Corporation, South Korea.
- Investment Focus: Venture Capitalist, Investing in HRD, Overseas Marketing, Business Development, Import-Export.

3. Michael Chon

- Position: Investment Officer, Frontier Facility, Asia Development Bank (ADB).
- Investment Focus: SMEs in agrifood, light manufacturing, and tourism industries. Emphasizes crowd-in private capital, multinational companies, and business expertise. Includes a gender and climate lens in investments.

4. Mr. CHAP Sopheak

- Position: CEO of ID Capital, Board of IDI (Cambodia Investors Association).
- Investment Focus: ID Capital, a fund management and distributor/administrator, collaborates with the Innovation & Development Investors Association, overseeing 136 companies and having over 100 financial investors.

5. Mr. Kiriroath Chhoeung

- Position: Board Director, Baray Societies (Investors Group), Fund Management Firm.
- Investment Focus: Education, Agri Processing and Packaging, Consumer Products, Exports, etc.

6-7. Mr. MIYAKE Shigeki and Mr. IKEDA Ryohei

- Positions: Chief Advisor and Technical Expert of Siem Reap Smart City Project, JICA.
- Smart City Initiatives: Covering waste management technology, environmental monitoring systems, IT skills training, disaster prevention awareness, and various projects addressing urban issues.

8. Ms. Lisa J. Cheong

- Position: CEO of 360shift Advisory, Board at Cambodia Tourist Federation (CTF), and PIE (Professional Institute of Excellence - Academy of Culinary Art).
- Investment Focus: Tourism development projects. Provides advisory services to impact investors in Cambodia.

9. Mr. Yorn Sophearith

- Position: Managing Director, BiZKHMER.
- Investment Focus: Digital marketing technology. Engaged in working with and training the new generation of business leaders in Cambodia, expressing interest in the Siem Reap Tourism Platform project and destination marketing.


10. Mr. Seila Ly

- Position: Representative of HANA Tour in South Korea.
- Investment Focus: Community-based Tourism Development Project partnership in Siem Reap. HANATOUR is the largest travel agency in Korea.

The diverse range of participants reflects a promising prospect for collaborative ventures across various sectors, contributing to economic growth and development in the region.

Representing entities of the Investors

	<p>ID Investors Association & ID Capital PLC</p> <p>Our core values that pool our founding investment together were toward bettering the community we live in, as this represents both Innovation and Development Investors Association (IDI) and ID Capital PLC (IDC) measure of success, not just by book of accounts.</p>
	<p>Baray Societies</p> <p>A community of investors, Baray Societies is a fund management company that invests in promising entrepreneurs in growth companies to help them scale up their business, while helping build a strong and sustained economy in Cambodia.</p>
	<p>Global Business Alliance (GBA)</p> <p>Global Business Alliance (GBA) is an international business and trade cooperation networking platform for companies across the globe. GBA is offering reliable business partners, services in multiple countries through our strong network connections with the diplomatic missions and governments in different countries.</p>
	<p>ADB Frontier</p>

	ADB focuses on projects that help promote private investments in the region that will have significant development impact and will lead to accelerated, sustainable, and inclusive growth.
	JICA Technical Cooperation Project JICA, in accordance with the Development Cooperation Charter, will work on human security and quality growth.
	SHIFT360 Shift360, a Swiss Foundation with over 40 years of Asian experience, has been instrumental in building successful social programs and high-impact businesses. Through a Public Private Partnership (PPP), the foundation introduced a World Class Swiss-accredited Culinary Academy in Cambodia, emphasizing collaborative efforts to enhance educational and business opportunities in the culinary sector for regional socio-economic development.
	BiZKHMER Media Established in 2018, we are a specialized digital media agency focusing on creative and digital-driven innovative marketing & branding solutions for large corporates in Cambodia.

4.4.5 Business Matching





4.4.6 Sites Visit

The field visit to Siem Reap offered a unique opportunity for Korean investors and the Mekong Institute team to witness firsthand the city's efforts towards promoting smart and sustainable tourism. Through visits to various sites, including whisky production sites, fair trade villages, lotus farms, community-based tourism villages, artisan workshops, and museums, participants gained practical insights into the initiatives and projects underway in Siem Reap.

The primary objective of the field visit was to provide Korean investors with a contextual understanding of Siem Reap's local environment and showcase the city's commitment to preserving its rich cultural heritage while embracing innovation. By immersing themselves in the local atmosphere, culture, and unique aspects of the destination, investors could gain deeper insights that may not be fully captured in documentation or presentations.

Key Observations and Insights:

1. **Infrastructure Assessment:** Investors actively assessed the existing infrastructure, including transportation networks, utilities, and other facilities. This understanding of the current state of infrastructure is crucial for evaluating the ease of doing business and identifying potential challenges or opportunities for improvement.

2. **Market Dynamics:** Being physically present in Siem Reap allowed investors to observe the dynamics of the local market. Witnessing consumer behavior, assessing competition, and gaining insights into market trends provided invaluable information for investment decision-making.
3. **Networking Opportunities:** Site visits provided investors with opportunities to network with local stakeholders, government officials, and business leaders. Establishing personal connections proved instrumental in navigating local regulations, understanding community needs, and fostering potential partnerships.

Highlights from Site Visits:

1. **Whisky Production Site:** Participants learned about the process of whisky production and the commitment to promoting Cambodian-made products with global appeal.
2. **Fair Trade Village:** Visiting the fair trade village provided insights into sustainable practices and community development initiatives.
3. **Lotus Farm Siem Reap:** Participants witnessed innovative agricultural practices and learned about the cultivation of lotus flowers for various purposes.
4. **Chan Sar Community-Based Tourism Village:** This visit offered a glimpse into authentic local experiences and showcased the importance of community-based tourism in preserving traditions and supporting livelihoods.
5. **Angkor Artisan:** Investors explored artisan workshops and gained an appreciation for traditional craftsmanship and artistic expression.
6. **Angkor National Museum:** The museum visit provided a deeper understanding of Cambodia's rich cultural heritage and its significance in the tourism industry.

The field visit to Siem Reap proved to be a valuable experience for Korean investors, offering practical insights into the city's efforts towards smart and sustainable tourism. By engaging in site visits and networking opportunities, investors gained a deeper understanding of the local environment and identified potential investment opportunities aligned with their interests and objectives.

4.4.7 The Way Forwards

To realize investment for sustainable and smart tourism destination in Siem Reap, the following steps can be taken based on the information provided:

- **Utilize Various Funding Sources:** Siem Reap should continue leveraging budget allocations, bank loans, and collaborations with the private sector to fund its smart city initiatives and tourism

development projects. This approach will ensure financial sustainability and support the implementation of long-term plans.

- **Invest in Human Resource Development:** Establishing permanent schools and customized training programs, as outlined by the Multiskilled Tourism Club Association, will address the shortage of skilled workers in the hospitality sector. By recruiting and training local talent, Siem Reap can enhance the quality of its tourism services and attract more visitors.
- **Promote Local Products and Sustainable Practices:** Support initiatives like Holly Creek Whiskey, which aim to elevate Cambodia's luxury spirits market while honoring cultural heritage and promoting sustainability. Providing assistance to local producers, such as access to government support and global distribution channels, will stimulate economic growth and enhance the appeal of Siem Reap as a destination.
- **Develop Community-Based Tourism:** Projects like Chansar Community-Based Tourism offer authentic experiences that showcase local culture and support the preservation of traditions and the environment. Investing in infrastructure, marketing, and sustainable practices for eco-tourism activities will attract tourists seeking unique experiences and contribute to the livelihoods of local communities.
- **Implement Digital Solutions:** Develop a comprehensive digital platform, as proposed by the Siem Reap Tourism Club, to improve access to information and streamline the booking process for tourists. By facilitating online bookings and providing detailed listings of attractions and accommodations, Siem Reap can enhance visitor experiences and promote sustainable tourism practices.

4.5. Hue Investment Forum in Viet Nam

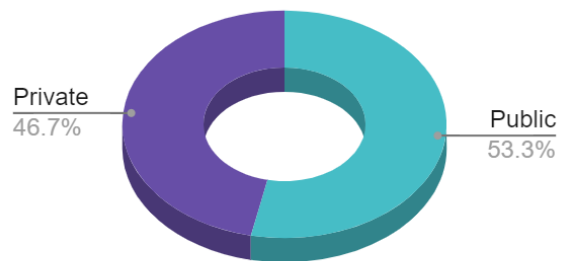
On December 11-12, 2023, the Hue Investment Forum took place at the Indochine Palace Hotel in Hue, Vietnam, serving as a platform for investors to explore potential investment avenues and partnerships in Vietnam's central region.

4.5.1 Participants

The Hue Investforum was attended by a total of 52 participants representing both private and public sectors as well as both locals and Korean investors.

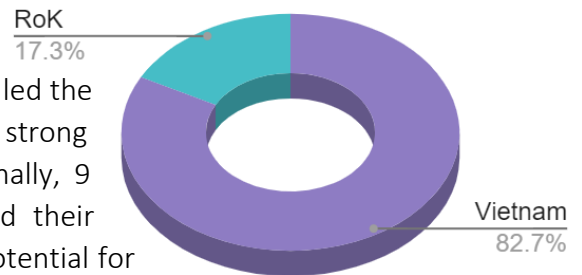
Participants by Sector:

The forum showcased a harmonious blend of stakeholders from both the public and private sectors, with 53% of the representatives from the public sector and 47% from the private sector. This balanced representation underscored a unified commitment to driving economic progress through collaborative efforts.



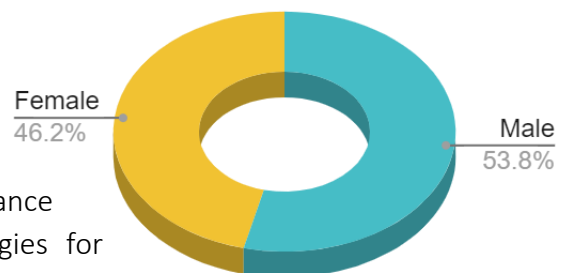
Participants by Country:

Reflecting its international significance, the forum attracted participants from various nations. Vietnam, the host country, led the delegation with 82% of the total attendees, demonstrating a strong domestic interest in advancing economic agendas. Additionally, 9 participants from the Republic of Korea (RoK) contributed their perspectives, highlighting the forum's global outreach and potential for cross-border partnerships.



Participants by Gender:

Gender diversity was a notable feature of the forum, with 28 male and 24 female participants actively engaging in discussions. This balanced gender ratio not only reflected an inclusive environment but also underscored the importance of diverse viewpoints in shaping comprehensive strategies for sustainable economic growth.



4.5.2 Opening Session

The Opening Ceremony of the Hue Investment Forum commenced promptly with a warm welcome from Nguyen Van Phuc, the Director of Tourism Department, setting the tone for the event. Mr. Phuc extended his greetings to all participants and expressed his gratitude for their presence, emphasizing the significance of the forum in fostering economic development and investment opportunities in the region.



Following Mr. Phuc's welcome remarks, Mr. Sa-nga Sattagun, the Program Manager of Mekong Institute, took the stage to share his insights. Mr. Sattagun underscored the importance of collaboration and knowledge exchange in driving sustainable development in the Mekong region. He highlighted the role of the forum in facilitating dialogue and partnership among stakeholders to unlock the region's potential for growth and prosperity.

Continuing the momentum, Ms. Jasmine Lal Fakmawii, the Program Coordinator at Mekong Institute, presented the project introduction, outlining the objectives and scope of the initiatives to be discussed during the forum. Ms. Fakmawii's presentation shed light on the thematic areas of focus, including investment opportunities, infrastructure development, and capacity building, aimed at catalyzing inclusive and resilient economic growth in Hue and beyond.



4.5.3 Presentations

1. Presentation on Hue City – A Smart Cultural And Tourist City Of Vietnam And Southeast Asia By Poeples Committee of Hue City

The Key Takeaways from the Presentation are as follows:

- Covering 265.99 km², Hue City has a population of 652,572 people, with diverse natural landscapes ranging from plains and seas to lagoons and mountains. The extension of administrative boundaries aims to leverage these strengths.
- The city has made significant strides in tourism, hosting successful events like the Hue Traditional Craft Festival, attracting both domestic and international tourists. Efforts have been made to secure prestigious titles such as "ASEAN Clean Tourism City" and "National Green City."
- Infrastructure projects, including the Hue City Water Environment Improvement Project, demonstrate a commitment to reduce plastic use, improve waste management, and enhance the overall urban environment.
- Hue City focuses on developing various tourism models, including walking streets, community-based tourism, modern public toilet systems and other amenities to cater to the needs of both tourists and residents.
- The city outlines key steps for smart city development, including the preservation of cultural values, support for economic organizations, investment in infrastructure, promotion of tourism services, and the application of information technology for effective marketing.
- Hue City aspires to be a smart cultural and tourism hub in Vietnam and Southeast Asia, aligning with global smart city trends. The focus is on sustainable development, improved quality of life, and enhanced tourism experiences. The city aims to become a beacon of innovation and cultural richness in the region.

2. Presentation on Tourism Projects and Investment Opportunities in Hue Province Hue 2023 By Hue Provincial Department of Planning and Investment

The Key Takeaways from the Presentation are as follows:

- **Coastal Eco-Resort Project:** The Coastal Eco-Resort Project, with a total investment of 2,080,000,000,000 VND, is anticipated to become a highly attractive destination for tourists in Thua Thien Hue upon completion. The substantial investment underscores the project's ambition to offer a compelling and alluring environment for visitors, contributing significantly to the region's tourism appeal.
- **Ecological Urban Area Project:** The Ecological Urban Area Project boasts a substantial total investment of 4,316,291,000,000 VND. The primary objective of this project is to establish a high-quality living environment in Thuy Thanh commune, Huong Thuy town. This development initiative not only focuses on economic prosperity but also integrates sustainable tourism practices, meeting the diverse needs of residents. The investment emphasizes the creation of a modern and synchronized urban model that aligns with ecological principles.
- **High-Class Eco-Tourism Resort Project:** With a total investment of 385,000,000,000 VND, the High-Class Eco-Tourism Resort Project in the Truong Da area, Thuy Bieu ward, Hue city, aspires to be a premium eco-resort. This project envisions offering a sophisticated blend of health care, entertainment, cultural experiences, local cuisine, and picturesque landscapes. Its purpose is to not only provide a luxurious and memorable experience for visitors but also to contribute significantly to the overall growth of Hue's tourism industry. The investment underscores a commitment to creating a unique and enriching destination within the region.
- **Areas for Support needed in Tourism Project Implementation:**
 - Lack of stability, unity, and clear definitions in the current system of official documents on construction planning and urban planning.
 - Many projects lack construction zoning plans, causing difficulties in preparation, appraisal, and approval of detailed construction plans.
 - Low quality, lack of predictability, and feasibility of plans leading to adjustments.
 - Limited capacity and experience of planning consulting units.
 - Insufficient state budget sources and capital allocation for zoning plans and detailed plans.
 - Slow progress in plan completion, impacting investment procedures and socio-economic development projects.
 - Shortage of thorough research on land status and lack of consideration for separating independent projects.

3. Presentation on Opportunities to Create Hue as Destination of Smart and Green Tourism Experiences By Hue Provincial Department of Tourism

Key Takeaways from the presentation include:

- **Rich Tourism Potential:** Hue province boasts diverse natural landscapes, a deep cultural heritage, and a range of tourism resources, including a 128 km coastline, rivers, and lush landscapes. This provides an ideal foundation for developing various tourism types such as cultural, beach, community-based, ecological, resort, and MICE tourism.
- **Green Tourism Focus:** The province places a strong emphasis on green tourism, aligning with the principles of sustainable development. Initiatives include investment in green tourism, promotion of eco-friendly tourism products, and efforts to integrate sustainable practices into various tourism offerings.
- **Tourism Product Innovation:** In response to current tourism needs and trends, Hue has innovated its tourism products. Special attention is given to wellness tourism, medical tourism, cuisine experiences, and eco-friendly tours.
- **Environmental Initiatives:** The province actively engages in environmental protection campaigns, exemplified by activities like "Green Sunday." These efforts have garnered recognition, with Hue being honored as the first "National Green City" in Vietnam and receiving ASEAN Clean Tourism City awards.
- **Smart Tourism Development:** Thua Thien Hue positions itself as a leader in smart urban services. The province embraces Information and Communication Technology (ICT) to enhance various sectors, including transportation, healthcare, education, and tourism. Digitalization efforts focus on creating a comprehensive tourism database, employing 3D mapping, and facilitating online services for tourists.
- **Recognition and Awards:** The province's commitment to sustainable and smart tourism has been acknowledged globally. Thua Thien Hue received three prestigious awards at the ASEAN Tourism Forum, further solidifying its status as a hub for urban sustainable tourism products, an ASEAN Green Hotel, and an ASEAN MICE Venue.
- **Digital Integration:** Hue actively pursues digital integration, updating and expanding its tourism database, developing smart applications, and fostering data sharing. Various digital initiatives, including the use of QR codes, VR technology, and smart travel cards, enhance the overall tourist experience and contribute to the province's smart tourism goals.

4. Presentation on Hue Tourism College as a Hospitality Powerhouse by Dr. Hung Ba, Rector, Hue Tourism College



The key takeaways from the presentation are as follows.

1. Investment Invitation:

- Hue Tourism College (HUETC) extends an invitation to Korean investors to participate in the college's growth and development.
- Investment opportunities include contributions to training centers and curriculum development.
- The collaborative investment aims for mutual benefits, fostering economic prosperity and nurturing a skilled workforce.

2. Market Opportunity:

- In the first five months of 2023, the number of South Korean visitors to Hue reached 1.3 million.
- This presents a substantial market opportunity for collaboration and engagement between HUETC and Korean investors.
- Despite the growing tourism market, there is a shortage of high-skilled workers in the region.
- The demand for well-qualified workers in the tourism sector is 40,000, but only 15,000 are currently available.
- Challenges persist in cultivating individuals who meet international standards, especially those aligned with Korean expectations.

3. Investment Solutions:

- HUETC proposes enhanced collaboration with Korean tourism businesses to align curriculum and training courses with Korean standards and tourists' preferences.
- Focus areas include language proficiency, cultural understanding, and service excellence to empower students in catering to Korean tourists and businesses effectively.
- The prime location of HUETC, coupled with existing infrastructure, makes it an ideal place for collaborative initiatives, such as establishing a beauty center with training capabilities, in partnership with Korean entities.

4.5.4 Investors

The Hue Investment Forum witnessed the participation of investors, showcasing a diverse range of expertise and interests beneficial in meeting the objectives of the forum.

1. **Jeonju City, South Korea - International Cooperation Teams:**

- Ms. Hyeon A Ban (Director, International Cooperation Department)
- Ms. Yeonji Kim (Head of International Affairs)
- Focus: Exploring opportunities for bilateral projects in cultural heritage tourism and implementing activities outlined in the Memorandum of Understanding (MOU) signed with Mekong countries at the exchange forum.

2. **Jeju Airline Representatives (based in Vietnam, member of KOTRA):**

- Mr. Kang In-ho (Hanoi Branch Manager and Jeju Air Network Expansion Manager)
- Mr. Kim Jun-ho (Nha Trang Branch Manager and Jeju Air Network Planning Manager)
- Focus: Expressing interest in establishing a Hue Branch and initiating direct flights to Hue, along with direct connecting flights between Heritage cities in Mekong and Korea.

3. **Mr. Han Beom Soo (Seoul, Korea):**

- Outstanding Figure in Global Tourism Industry & Vocational Training
- Professor, College of Tourism & Culture, Kyonggi University
- Focus: Ideal person for collaboration with Hue Tourism College, and liaison with Korean government and organizations/academia on hospitality, tourism, and training programs.

4. **Mr. Park Nark Jong (Based in Vietnam, member of KITA):**

- Cultural Promotion & Exchange / Korean Art Education
- Chairman & CEO of PNJ Entertainment Vietnam
- Focus: Extensive business network in Vietnamese heritage tourism, with expertise gained as the director of the Korean Cultural Center in Vietnam and GM for the Institute of King Sejong.

5. **Mr. Seo Duk Yeol (Based in Vietnam, member of KITA):**

- Destination Development / Tourism Infrastructure Development
- CEO at Hyundai E&C VINA
- Focus: Potential to attract direct investment with Hyundai for infrastructure development and project implementation in tourism.

6. **Ms. Huynh Thi Cam Binh (Based in Vietnam, member of Vietnam Investor Association):**

- Market Expansion and Business Development Agent
- Director at Thien Ma Sky Horse, Asia Pacific
- Focus: A venture capitalist agent with a particular emphasis on the tourism industry, she serves as an official partner of Poly Club and concentrates on attracting investors for the Vietnamese market.

7. **Ms. Daisy Park (Based in Seoul, Korea):**

- Specialist in Culture & Tourism Marketing/MICE, Sustainability, Green Growth, Creative Economy, Diplomatic Policies
- Country Manager or Regional Director representing National Tourism Organizations
- Former Country Project Leader of ROK-Mekong Sustainable Tourism Project in Korea
- Focus: Brings expertise in culture and tourism marketing, MICE, sustainability, green growth, and diplomatic policies, with a background in leading sustainable tourism projects.

4.5.5 Business Matching



1. Hue City's strengths in natural landscapes and cultural heritage were discussed, and potential investments in smart city infrastructure, tourism initiatives, and environmental projects were explored to enhance sustainability and quality of life.
2. Specific tourism projects such as coastal eco-resorts, ecological urban areas, and high-class eco-tourism resorts were assessed for their feasibility and investment potential. Challenges such as planning stability and funding sources were addressed, and strategies to overcome them were discussed.
3. Opportunities for collaboration in implementing innovative solutions for green tourism, including eco-friendly initiatives, digital integration, and sustainable practices, were explored. Ways to leverage Hue's recognition and awards in sustainable tourism to attract investments and enhance tourist experiences were discussed.

4. The growing demand for skilled workers in the tourism sector, particularly in catering to South Korean visitors, was discussed, and investment opportunities in tourism education and training programs were explored. Areas for collaboration with Korean investors, such as curriculum alignment and infrastructure development at the Hue Tourism College, were identified to meet industry standards and workforce needs effectively.

4.5.6 Sites Visit

The site visit to Hue City by the Mekong Institute Team and Investors aimed to explore key tourism attractions and investment project locations. The itinerary covered a diverse range of locations, providing insights into the cultural, historical, and investment potential of the region.



The team were transported to the promising EcoGarden Urban Area, where a detailed exploration emphasized its potential for high-quality living environments, economic development, and sustainable tourism.

Subsequent visits to the Huong River Museum of Ancient Pottery and Thien Mu Pagoda highlighted the rich cultural heritage of the region, sparking discussions on potential cultural tourism projects. The concluding leg of the journey brought participants back to the Indochine Palace Hotel, marking the end of the insightful site visit.

The site visit provided valuable insights into the diverse tourism and investment opportunities in Hue City. The interactions and discussions during the visit are expected to contribute to potential collaborations and initiatives for the sustainable development of the region's tourism industry.

Visiting key economic zones allowed investors to assess potential risks such as political, social, or environmental factors. This firsthand evaluation contributed to the development of effective risk mitigation strategies, enabling the investors to make more informed and resilient investment decisions.

For investments in tourism, experiencing key attractions firsthand allowed investors to evaluate the appeal and quality of these attractions. The investors were able to gauge the visitor experience, identify opportunities for improvement, and assess the potential for increased tourist traffic, enhancing their understanding of the sector.

Understanding the cultural nuances of Hue was deemed vital for successful business operations. Site visits provided investors with insights into local customs, traditions, and business practices, facilitating better integration and acceptance within the community.

4.5.7 The Way Forwards

In order to develop culture and smart tourism, Hue City focuses on implementing the following solutions:

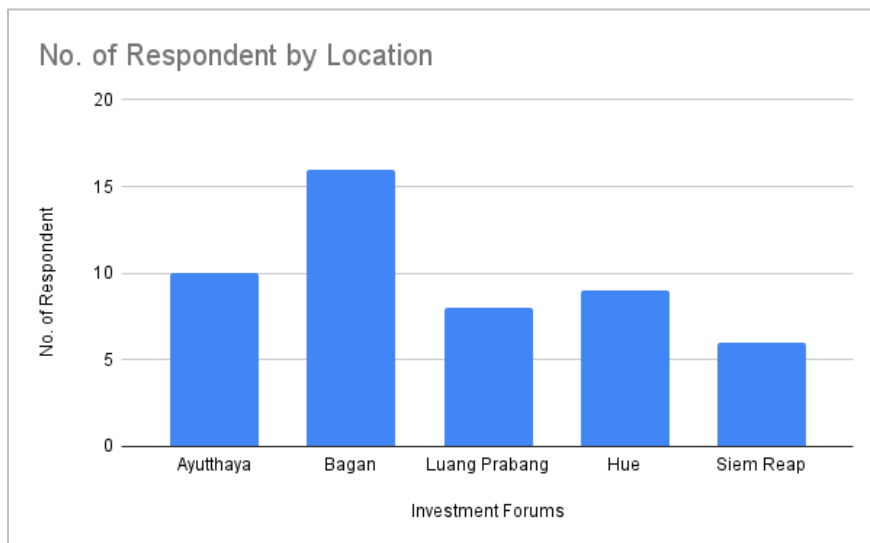
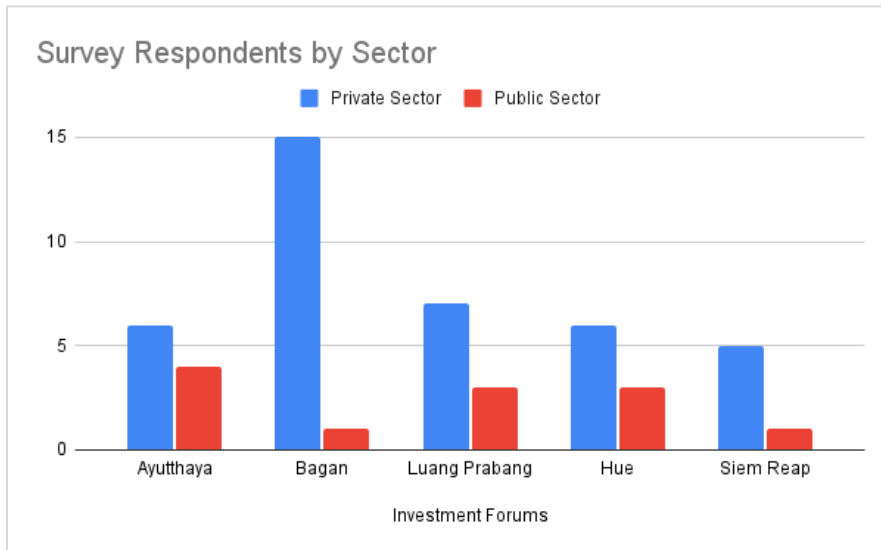
- To continue the preservation and promotion of the precious national cultural values, research, collection and compilation of cultural and historic documents. The preservation, conservation, exploitation and promotion of Hue cultural heritage in a comprehensive and systematic manner, including both tangible and intangible cultural heritage values, in accordance with the Convention on Heritage Conservation which Vietnam participates in and in compliance with Vietnamese law.
- To focus on developing tourism products that include different destinations and diversity of tourism-related activities. Being a significant part of an integrated tourism experience, they can attract tourists, and influence their behaviours in designing their travel plans for longer stay and high expenditure.
- To promulgate appropriate mechanisms and policies to support and attract economic organizations and small and medium-sized enterprises. They will become the key factors to help improve and innovate the quality of local tourism products, enhancing the network to form strong

tourism clusters or corridors. Thereby, it will help Hue City to be possibly accessible to a high-output tourism segment.

- To focus on developing investment policies in infrastructure, land fund usage, and improving the accessibility to preferential loans; marketing and promotion, support human resource development, preserve cultural values, and simplify administrative procedures.
- To organize a learning and training program for tourism service businesses within the province on customer service skills; organize short-term training courses, combined with sharing experiences on development of both national and international tourism models.
- To apply information technology for effective marketing and promotion of tourism models and products, as well as replicate these models in different areas throughout the province.
- To improve the quality and diversity of tourism services combined with the festivals; build up the full tour package to meets all the needs of destination sightseeing and exploring the local culture and daily life of traditional craft village; organize community-based tourism activities in a professional manner, successfully meeting the increasing needs of tourists.

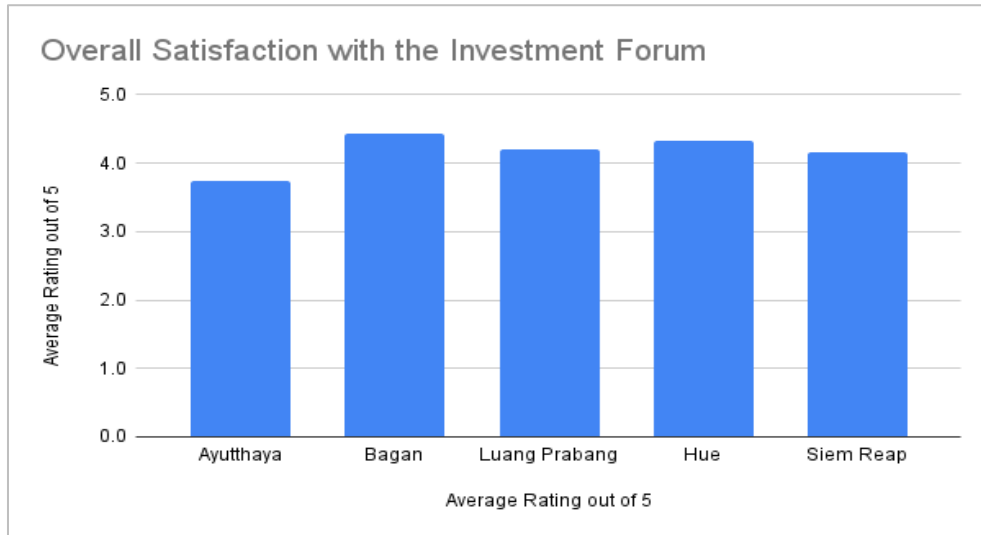
5. Post-Event Evaluation Results

Each investment forum had a post-event evaluation survey for the participants. A total of 49 participants responded the evaluation surveys. The following results offer a comprehensive analysis of the post-event evaluation survey data collected from participants spanning the Five investment forums organized. These figures represent average ratings, ranging from 1 to 5 points, reflecting the sentiments and perceptions of survey respondents regarding their experiences across different events. The survey, conducted to gauge participants' satisfaction, understanding of the investment landscape, the effectiveness of networking opportunities, and their likelihood of pursuing partnerships or investments, aims to provide valuable insights into the overall impact of these forums. Additionally, the report delves into participants' preferences for partnership types and anticipated timelines for future investments, offering a nuanced understanding of their expectations and aspirations related to these events.



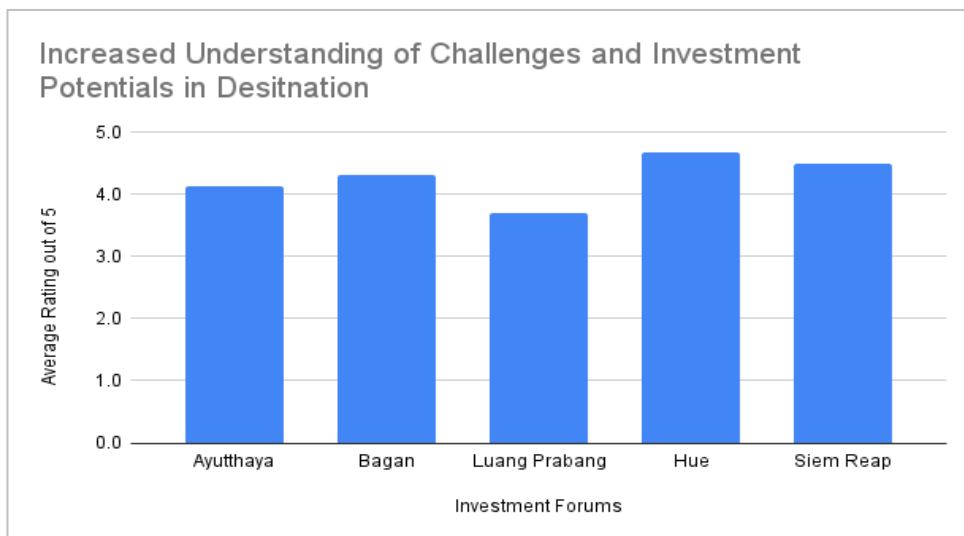
Q1: Overall, how satisfied are you with this investment forum?

The survey findings provide an overview of the overall satisfaction with the Investment Forum in different locations, as reflected by average ratings on a scale of 5. Bagan received the highest average rating of 4.4, indicating the highest level of satisfaction among the locations surveyed. Ayutthaya had the lowest rating at 3.8, suggesting a comparatively lower level of satisfaction. Overall, the findings highlight varying levels of satisfaction across different Investment Forum locations. The results are as follows:



Q2. Did the forum increase your understanding of the challenges and potentials of the city as an investment destination?

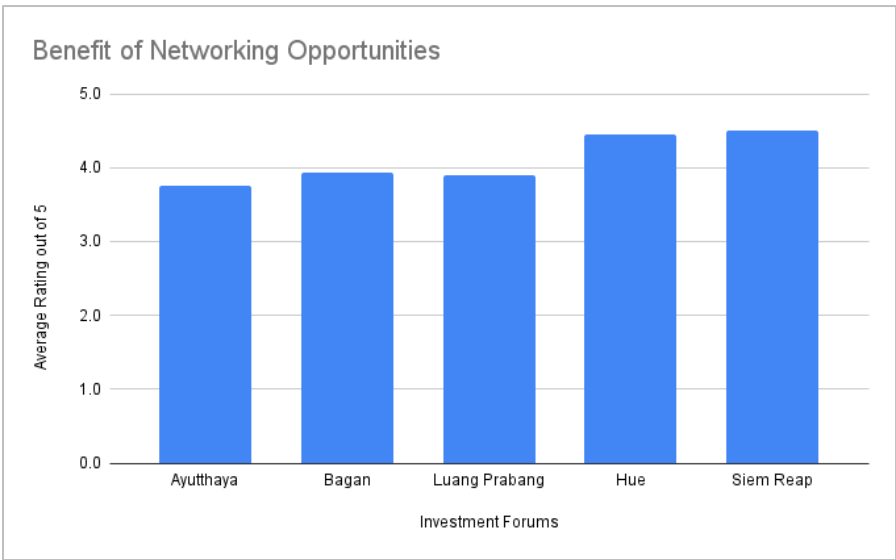
The survey also gauged the participants' increased understanding of challenges and investment potentials in different destinations during investment forums. Hue received the highest rating of 4.7, indicating a substantial increase in understanding of challenges and investment potentials among the respondents. Overall, the findings showcase varying levels of perception regarding improved comprehension of challenges and investment potentials across the surveyed investment forums. The average ratings on a scale of 5 for each destination are as follows:



Q3. How beneficial were the networking opportunities at the forum for your current or future projects?

With 49 respondents, the survey assessed the perceived benefits of networking opportunities during investment forums, yielding average ratings on a scale of 5 for each location.

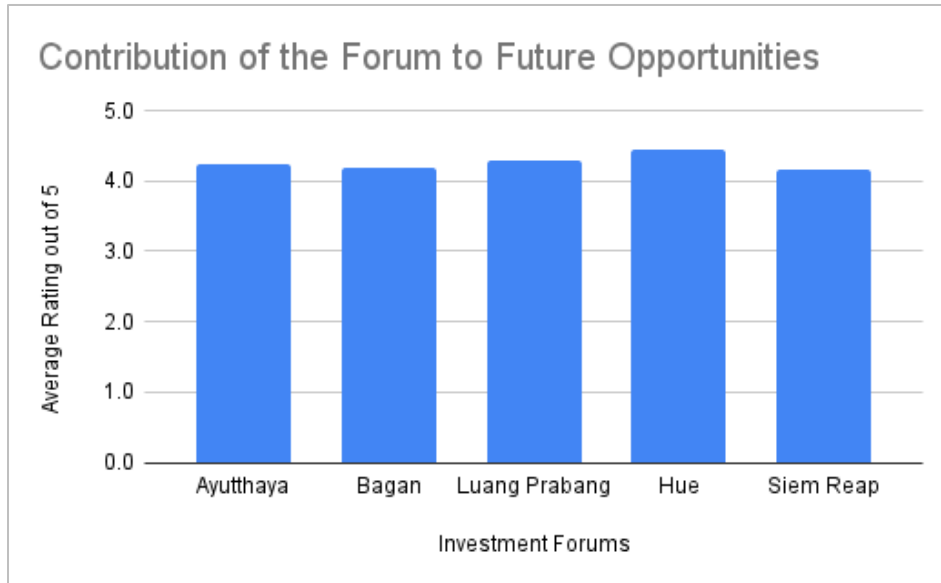
Siem Reap obtained the highest rating of 4.5, suggesting that participants found significant benefits in networking opportunities at this investment forum. Hue closely followed with a rating of 4.4, indicating a similarly positive perception. On the other hand, Ayutthaya had the lowest rating at 3.8, signifying a comparatively lower level of perceived benefits in networking opportunities. Overall, the findings reveal varying perspectives on the effectiveness of networking opportunities across the surveyed investment forums, with Siem Reap standing out as the most positively evaluated.



Q4. How much do you think this investment forum contribute to your future partnership or investment opportunity in the city?

From a respondent pool of 49, the survey aimed to assess perceptions regarding the contribution of investment forums to future investment opportunities. The average ratings on a scale of 5 for each destination.

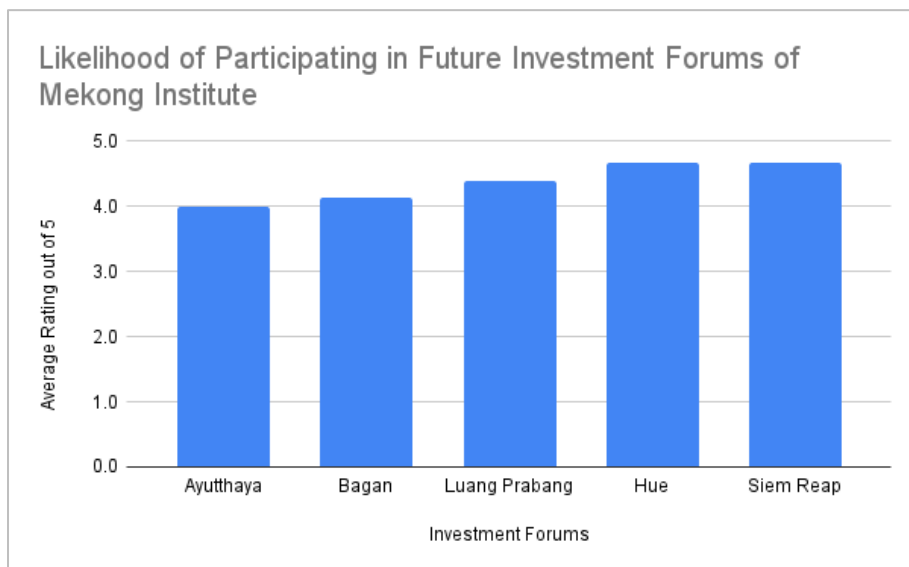
Hue received the highest rating of 4.4, indicating that participants believe the forum significantly contributes to future investment opportunities. Ayutthaya and Luang Prabang both had ratings of 4.3, showcasing a strong perception of positive contribution. Siem Reap and Bagan also received favorable ratings of 4.2. Overall, the findings suggest a generally positive outlook on the forums' contributions to future investment opportunities across the surveyed locations.



Q5. How likely are you to participate in future investment forums organized by Mekong Institute?

With 49 respondents, the survey investigated the likelihood of participants engaging in future Investment Forums organized by the Mekong Institute, revealing average ratings on a scale of 5 for each location.

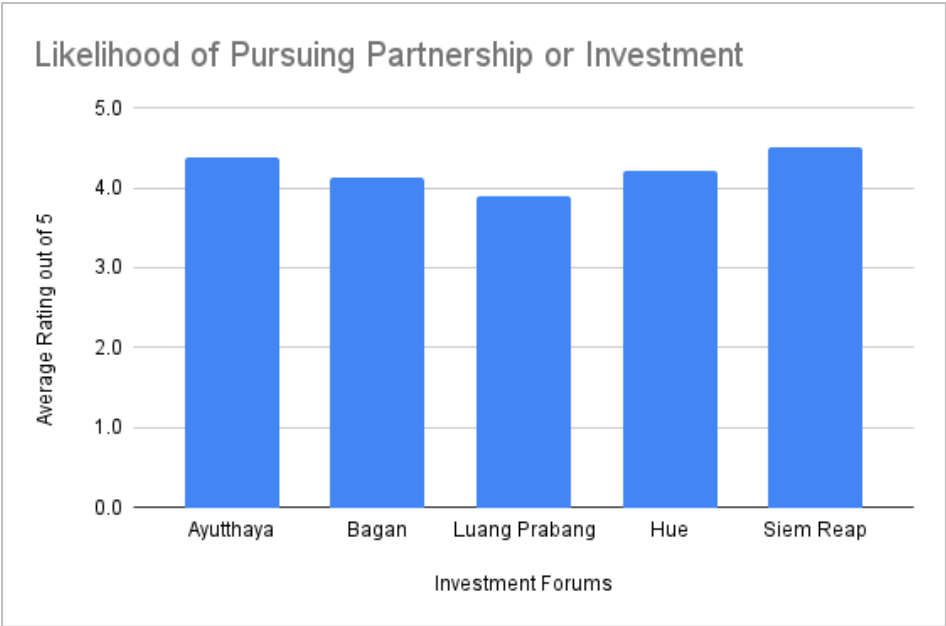
Hue and Siem Reap received the highest ratings of 4.7, indicating a strong inclination among respondents to participate in future Mekong Institute Investment Forums held in these locations. Luang Prabang also garnered a positive rating of 4.4, while Ayutthaya and Bagan received ratings of 4.0 and 4.1, respectively. Overall, the findings suggest a generally favorable likelihood of future participation across the surveyed investment forums.



Q6. How likely is it that your organization will pursue a partnership or investment opportunity in this city?

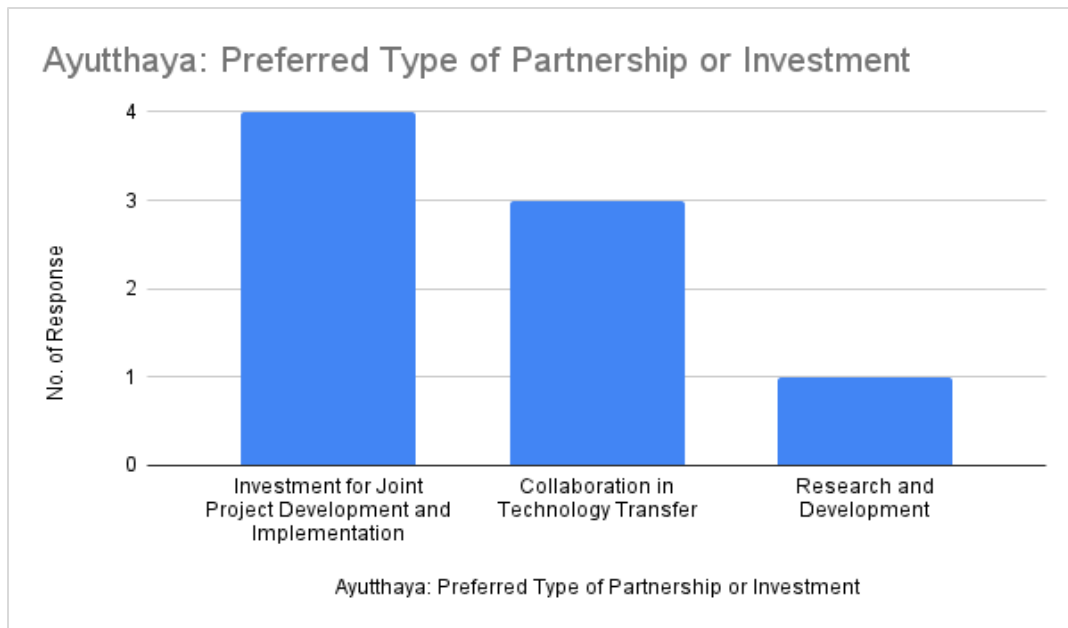
With a total of 49 respondents, the survey sought to understand the perceived likelihood of pursuing partnership or investment resulting from different investment forums. The average ratings on a scale of 5 for each destination.

Siem Reap received the highest rating of 4.5, suggesting a strong likelihood of participants pursuing partnerships or investments as a result of the forum. Ayutthaya closely followed with a rating of 4.4. Luang Prabang had the lowest rating at 3.9, indicating a comparatively lower level of perceived likelihood. Overall, the findings highlight varying levels of interest in pursuing partnerships or investments across the surveyed investment forums.

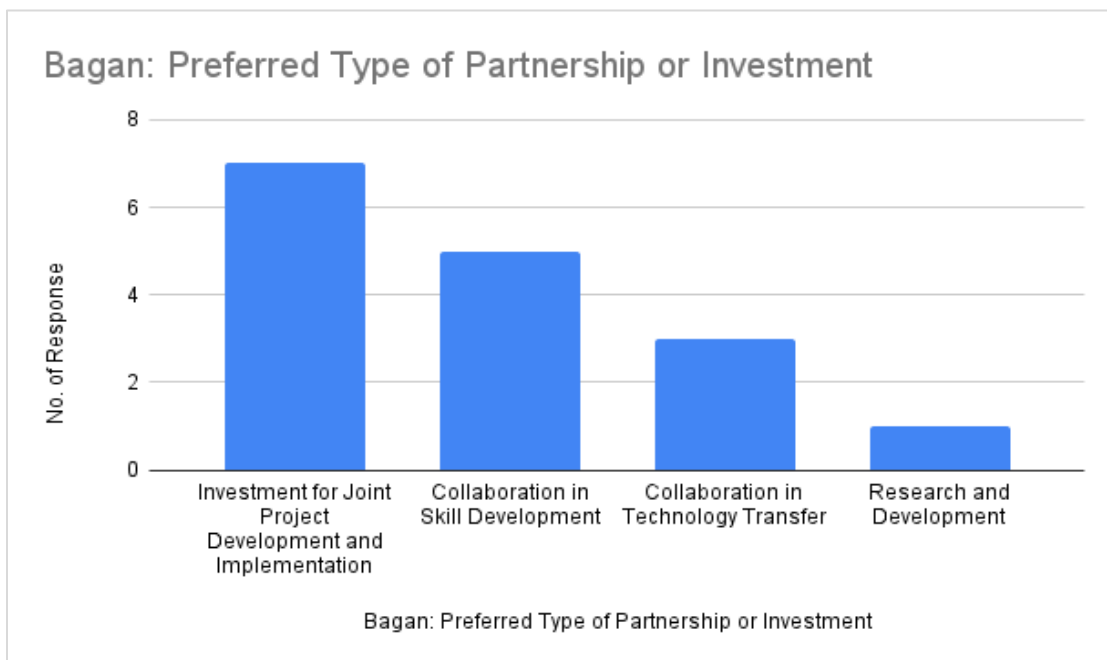


Q7. What type of partnership or investment are you interested the most for the city/province?

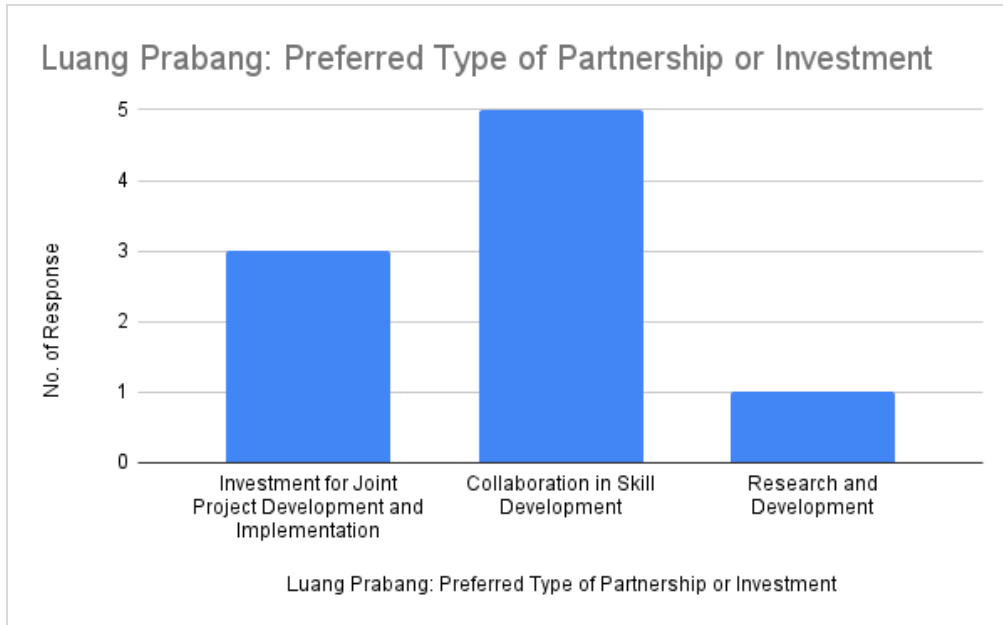
Ayutthaya: Ayutthaya respondents exhibit a diverse interest in Investment for Joint Project Development, Collaboration in Technology Transfer, and Research and Development, reflecting a multifaceted approach to potential partnerships or investments.



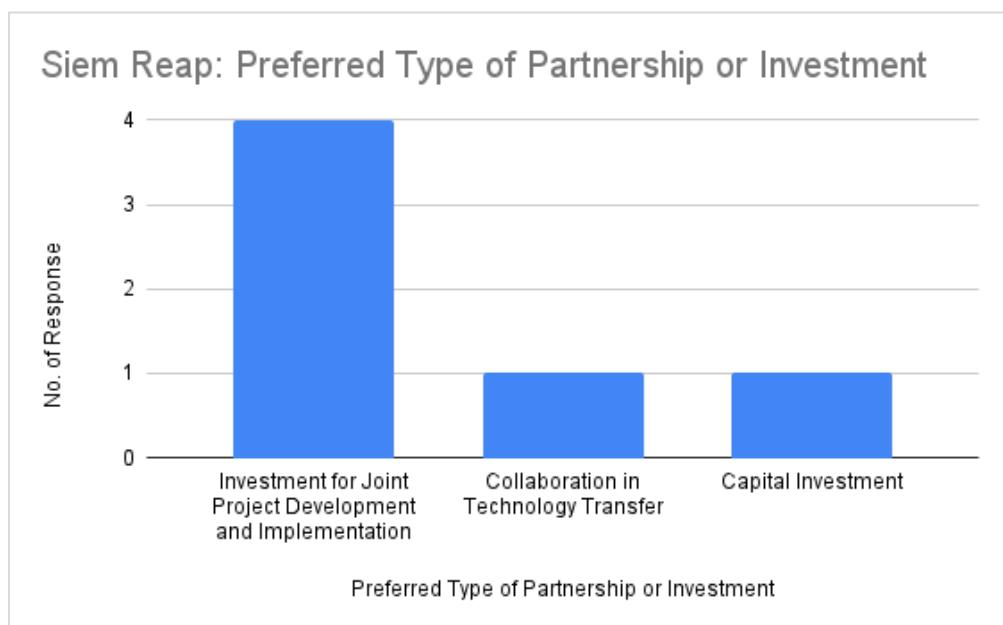
Bagan: Bagan stands out with a significant interest in Investment for Joint Project Development, Collaboration in Skill Development, Collaboration in Technology Transfer, and Research and Development, indicating a comprehensive and diverse set of preferences for potential partnerships or investments.



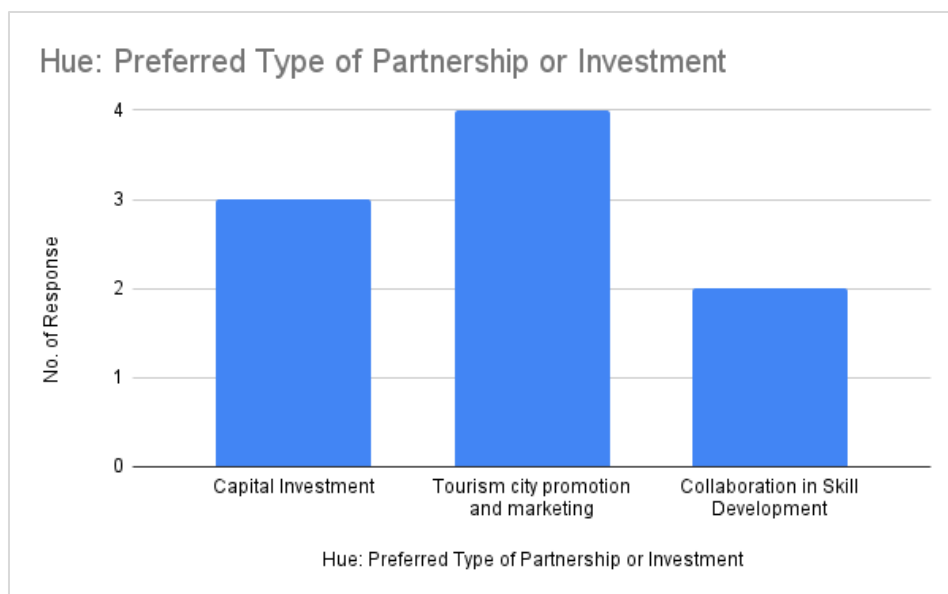
Luang Prabang: Luang Prabang participants show a strong emphasis on Collaboration in Skill Development, alongside interest in Investment for Joint Project Development and Research and Development, highlighting a focus on skill enhancement and innovation.



Siem Reap: Siem Reap participants predominantly express interest in Investment for Joint Project Development and Implementation, with additional focus on Collaboration in Technology Transfer and Capital Investment, showcasing a varied yet targeted approach.



Hue: Hue's respondents show a balanced interest across Capital Investment, Tourism City Promotion, and Marketing, as well as Collaboration in Skill Development, indicating a diverse set of priorities for potential partnerships or investments.



Q8. When do you think such partnership or investment will occur?

The participants' views on the likelihood of achieving investments following the Mekong Institute's organized forums in five locations reveal a mix of outlooks. Many participants commonly chose the "In 2 Years" option, suggesting a shared hope for seeing results relatively soon. This optimistic sentiment aligns with the idea that tangible outcomes might happen within a reasonably short timeframe.

However, some participants from different locations believe that partnerships or investments may take longer than two years, reflecting an understanding of the complexity and time needed for meaningful collaborations. Additionally, a considerable number of respondents from Hue and Ayutthaya expressed uncertainty about the specific timeline, indicating a cautious approach and recognition of the unpredictable nature of future developments.

Interestingly, a subset of participants from various locations expects partnerships or investments to happen even sooner, within the next year. On the other hand, a notable group from Siem Reap, Ayutthaya, and Bagan expresses doubt, stating they do not foresee the realization of such partnerships or investments. These diverse perspectives highlight the challenges in predicting outcomes in the dynamic field of investment initiatives.

In summary, the observations indicate a balance between hope and caution among participants regarding the timeline for realizing investments from the Mekong Institute's forums. While many anticipate results within two years, different views emphasize the complexity of predicting outcomes in the diverse contexts of the surveyed locations. These findings offer valuable insights into the participants' varied perceptions of the forums' impact on partnership or investment realization.

Q9. Do you have any comments/suggestions to improve future Investment Forums?

Ayutthaya Investment Forum:

- Encouragement for Continued Forums: Participants expressed a desire for the continuation of the forum in the past, indicating a positive reception and a wish for the ongoing presence of such events.
- Inviting More Local Private Sector Representatives: A suggestion was made to increase the participation of the local private sector in the past, emphasizing the importance of fostering discussions between local and foreign business sectors for enhanced collaboration.
- Willingness to Support Various Activities: Participants expressed a willingness to support various activities associated with the forum in the past, indicating a collaborative spirit and a readiness to contribute to the success of past events.
- Focus on Tourism Universities Exchanges: A recommendation was put forth for the past forum to concentrate on exchanges between tourism universities. This suggested an interest in fostering educational partnerships and collaborations within the tourism sector.

Bagan Investment Forum:

- Participants suggested being informed at least 1-2 months in advance for better planning in the past, highlighting the importance of timely communication for successful forum attendance.
- Feedback suggested a need for improved time management during the past forum, emphasizing the importance of efficient scheduling to enhance the overall experience.
- Participants emphasized the importance of maintaining momentum in information sharing and investment opportunities in the past, expressing a desire for regular forums to facilitate ongoing collaboration.
- Participants expressed a hope to continue exchanging with Korean partners to implement research in the past, indicating a commitment to sustained collaboration.
- A suggestion was made to further research for improving tourism and archaeology preservation and protection in the past, emphasizing a focus on these critical aspects.
- Participants expressed an expectation to meet again with Korean investors for future collaboration in the past, indicating a desire for continued engagement.
- A suggestion was made for more time allocated to business matching activities in the past, reflecting the importance of facilitating connections and collaborations.
- Participants expressed a desire for the inclusion of infrastructure investment discussions in past forums, highlighting specific areas of interest for future collaboration.

- A participant noted the need for more investors who have interests or experience in Myanmar in the past, emphasizing the importance of expanding the pool of potential investors.

Luang Prabang Investment Forum:

- Participants expressed a desire for extended presentation time and improved business matching in the past, emphasizing the importance of providing ample opportunities for presentations and effective matchmaking.
- A participant appreciated the forum format and expressed the hope for more similar events in the past, indicating satisfaction with the structure and content of the past forum.
- Participants requested the forum to be organized regularly in the past, expressing a preference for annual events. Additionally, there was a call for clear investment guidelines to enhance the development profile.
- Participants highlighted the need for more contacts and connections in the region, specifically in the crayfish industry in the past. This suggested a desire for enhanced networking opportunities within specific business sectors.
- A suggestion was made to include an agriculture-focused group in past forums, indicating a desire for specialized discussions and collaborations within the agriculture sector.
- Participants recommended sending invitations in advance for better planning and participation in the past, highlighting the importance of timely communication for successful forum attendance.
- A participant commended the Mekong Institute team in the past, expressing satisfaction with their performance during the past forum. This positive feedback indicated a positive perception of the organizing team.

Siem Reap Investment Forum:

- A participant suggested enhancing forum business matching activities in the past, emphasizing the need for more frequent and robust matching opportunities to facilitate valuable connections.
- Participants expressed a desire for a higher number of investors in past forums, indicating the importance of increasing the presence of potential investment partners.
- A recommendation was made to schedule group discussions in the morning rather than the afternoon in the past. This suggestion aimed to optimize engagement and participation during these sessions.
- Participants called for more business partners and investors in the past, emphasizing the importance of a thorough follow-up process. This suggested a desire for increased opportunities for collaboration and strengthened post-forum engagement.

- A participant expressed a desire to have more Korean investors in past events, indicating the potential value and impact of their participation in similar forums.

Hue Investment Forum:

- Positive comments highlighted the importance of connecting with Korean investors and representatives from Jeonju city in the past, suggesting that past forums could continue to encourage international connections and collaborations.
- A helpful suggestion was made to expand the range of presentations by inviting businesses to showcase their investment proposals in the past. This recommendation stressed the significance of including perspectives from the private sector along with insights from the public sector.
- One participant suggested making site visits longer in the past, expressing that the initial visit felt hurried. A more extended stay could have offered investors a fuller understanding of the attractions and potential investment opportunities in Hue.
- Positive feedback acknowledged the well-organized nature of the event in the past, with no specific suggestions for improvement. This indicated participant satisfaction with the overall planning and execution of the past forum.
- A participant expressed thanks for the chance to learn about government projects through the forum in the past. This positive feedback suggested that the past forum effectively achieved its educational goals by providing valuable insights into government initiatives.

6. Recommendations

Recommendations for Ayutthaya

In order to ensure the sustainable, smart, and inclusive development of tourism in Ayutthaya, it is crucial to initiate collaborative projects that focus on job creation and skill development. By establishing partnerships with educational institutions and vocational training centers, the local workforce can acquire the skills necessary to meet the evolving needs of the community. This not only enhances employability but also contributes to the overall development of a skilled and competent local workforce.

To boost tourist spending and promote sustainable practices, collaboration with the tourism sector is key. Developing unique local experiences and attractions, coupled with sustainable tourism practices, can attract more tourists while ensuring that economic benefits are shared responsibly. By formulating strategies that prioritize collaboration with government agencies and private entities, Ayutthaya can enhance its accessibility infrastructure, creating a seamless and efficient transportation network that facilitates economic activities and benefits the entire community.

Preserving the rich natural and cultural heritage of Ayutthaya is another critical aspect of sustainable tourism development. Collaboration with conservationists, historians, and local community leaders can result in the implementation of strategies that minimize the impact on historical sites and natural ecosystems. By promoting sustainable tourism practices, Ayutthaya can ensure that its heritage remains intact for future generations.

Lastly, forging collaborations with environmental experts and technology innovators is essential for reducing the carbon footprint of local businesses and infrastructure. Exploring renewable energy sources, implementing energy-efficient technologies, and adopting waste reduction strategies contribute to creating a more sustainable and environmentally friendly community. Overall, a holistic and collaborative approach is key to Ayutthaya's sustainable, smart, and inclusive tourism development.

Recommendations for Bagan

In order to promote sustainable and responsible tourism development in Bagan, comprehensive conservation plans should be implemented to address environmental threats such as water infiltration, light exposure, and protection from animals and plants. Advanced technologies like sensors and monitoring systems can be integrated to track environmental conditions and detect early signs of deterioration. Collaborating with international organizations and experts will ensure the application of best practices in cultural heritage conservation, fostering a global approach to safeguarding Bagan's unique historical assets.

Identifying and promoting sustainable tourism-related projects is crucial for responsible economic development in Bagan. This includes eco-friendly accommodations, community-based tourism initiatives, and cultural experiences that contribute to the local economy. Encouraging private-sector investment in infrastructure development aligned with sustainable tourism principles is vital. Facilitating public-private

partnerships will foster collaboration between government entities, local communities, and private investors, ensuring holistic and responsible development that benefits all stakeholders.

The initiation of a solar power plant project in Bagan presents an opportunity to address energy needs sustainably. A detailed feasibility study should be conducted, assessing environmental impact, economic viability, and social benefits. Seeking international funding and expertise will ensure adherence to global best practices in renewable energy. Mechanisms for community involvement and benefit-sharing should be established to enhance local support for the solar power initiative, ensuring its positive impact on both the environment and the community.

Addressing the challenges of a skilled tourism workforce is essential for sustainable development. Partnerships with vocational training institutions should be established to design programs that meet the specific skill needs of the tourism industry in Bagan. Continuous professional development through workshops, mentorship programs, and exposure to international best practices will enhance the capabilities of the local workforce. Collaboration between the tourism sector and educational institutions is crucial to align academic programs with industry requirements, ensuring a skilled and adaptable workforce.

Recommendations for Luang Prabang

Luang Prabang should harness the potential of the ODOP initiative by fostering local productivity, processing, and value addition to products. Collaboration with entrepreneurs, leveraging low-interest funds, and enhancing microfinance accessibility can empower MSMEs. It is crucial to address challenges such as limited marketing, design expertise, and local consumption plans to ensure the success of this initiative. By supporting local businesses, Luang Prabang can not only boost its economy but also preserve and showcase its unique cultural heritage through locally crafted products.

Initiatives to turn plastic trash into building materials align with Luang Prabang's sustainability goals. Investment in advanced machinery and tools for efficient waste conversion, along with collaboration with local communities to implement waste management practices, emphasizing sorting and recycling, can contribute to a cleaner, smarter city. This initiative not only addresses environmental concerns but also demonstrates the province's commitment to innovative and sustainable solutions.

Supporting the effort to improve eco-tourism self-sustainability, particularly the eco-friendly plates factory, requires addressing challenges such as bamboo sheath availability, staffing issues, and production costs. To meet the high demand for clay materials and promote sustainable construction practices, Luang Prabang should invest in the modernization of the clay production factory. This includes upgrading machinery, ensuring fuel availability, and addressing labor shortages. By doing so, the province can maintain its UNESCO heritage status while actively participating in responsible and sustainable development practices in the construction industry.

Recommendations for Siem Reap

To realize investment for sustainable and smart tourism in Siem Reap, consider the following steps:

- Utilize Diverse Funding: Continue leveraging budget allocations, bank loans, and private-sector collaborations to finance smart city and tourism projects, ensuring long-term financial sustainability.
- Invest in Human Resources: Establish permanent schools and tailored training programs to address the shortage of skilled workers in hospitality, enhancing tourism services' quality and visitor attraction.
- Promote Local Products and Sustainability: Support initiatives like Holly Creek Whiskey to boost Cambodia's luxury spirits market sustainably, stimulating economic growth and enhancing Siem Reap's appeal.
- Develop Community-Based Tourism: Invest in infrastructure, marketing, and sustainable practices for projects like Chansar Community-Based Tourism, offering unique experiences and supporting local communities.
- Implement Digital Solutions: Create a comprehensive digital platform, improving access to information and streamlining booking processes, thereby enhancing visitor experiences and promoting sustainable tourism.

Recommendations for Hue

The development of Hue City as a smart culture and tourism city will create new, modern technical platforms for management and use in the urban development process, both improving the life quality for residents and enhancing the service quality for tourists. It is regarded as the ultimate option to support sustainable economic growth and urbanization, the smart city model is also consistent with current global development trends. Hopefully, under the leadership of the Province; and with the support from local authorities, the local businesses, and the local people; Hue city is determined to develop tourism and culture to higher level in a sustainable direction. It will help Hue city to develop into a smart cultural and tourism hub of Vietnam and the Southeast Asia region.

The forward strategy for sustainable and smart tourism development and investment in Hue Province involves promptly addressing unresolved issues that impede the progress of attracting investments in tourism and other projects across Hue Province. All relevant governmental agencies within Hue Province are tasked with preparing, updating, and adjusting pertinent plans. To foster unity, synchronization, and alignment with relevant plans, heightened preparedness is essential in the investment solicitation process, coupled with an expedited timeline for completing relevant contents. This approach aims to ensure compliance with legal regulations for government investment initiatives and investor selection.

7. Conclusion

The series of Investment Forums on Sustainable and Smart Tourism Development in the Mekong Regions have been instrumental in fostering collaboration, sharing valuable insights, and identifying key strategies for advancing sustainable and inclusive tourism across various destinations. Each forum provided a platform for stakeholders to exchange ideas, discuss challenges, and explore opportunities for investment and partnership.

Drawing from the feedback and recommendations from the Ayutthaya, Bagan, Luang Prabang, Siem Reap, and Hue Investment Forums, several overarching themes emerge:

- **Continuous Engagement and Collaboration:** Participants expressed a desire for the continuation of such forums, highlighting their positive reception and the need for ongoing dialogue. Encouraging regular engagement and fostering collaboration between local and foreign sectors is essential for driving sustainable tourism development.
- **Timely Communication and Efficient Planning:** Feedback emphasized the importance of timely communication and efficient scheduling for successful forum attendance and participation. Providing advance notice and ensuring effective time management during sessions are critical for maximizing the forum's impact.
- **Maintaining Momentum and Follow-Up:** Participants stressed the importance of maintaining momentum in information sharing, investment opportunities, and follow-up activities post-forum. Regular forums, clear investment guidelines, and robust business matching activities are essential for sustaining collaboration and facilitating valuable connections.
- **Specialized Discussions and Partnerships:** Recommendations highlighted the need for specialized discussions, educational partnerships, and sector-specific collaborations within areas such as tourism education, agriculture, and cultural preservation. Tailoring forum agendas to address specific sectoral needs fosters targeted discussions and enhances collaboration opportunities.
- **Enhanced Networking and Investor Engagement:** Participants underscored the importance of expanding networks, attracting more investors, and facilitating meaningful engagements with potential partners. Strengthening connections, improving business matching activities, and addressing sector-specific challenges are essential for attracting investment and driving sustainable development.

In conclusion, the Investment Forums have provided valuable insights and recommendations for advancing sustainable and smart tourism development in the Mekong Regions. By leveraging collaborative partnerships, fostering innovation, and prioritizing sustainability, these regions are poised to achieve long-term economic growth, preserve cultural heritage, and enhance the overall quality of life for residents and visitors alike. Continued commitment to dialogue, collaboration, and action will be key in realizing the full potential of sustainable tourism across the Mekong Regions.

Annexes

Annex 1: Participants

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18	Ms. Yeonji Kim	Head of International Affairs of Joenju City, South Korea	
19	Mr. Kang In-ho	Hanoi Branch Manager and Jeju Air Network (Route) Expansion Manager), Jeju Airline	
20	Mr. Kim Jun-ho	Jeju Air Network (Route) Planning Manager in central and southern Vietnam, Jeju Airline	
21	Mr. Han Beom Soo	Professor, College of Tourism & Culture, Kyonggi University, Chairperson of the Tourism Diversification Promotion Committee in Seoul	
22	Mr. Park Nark Jong	Chairman & CEO of PNJ Cultural Entertainment Vietnam, CEO at Theatre Company AcSan Vietnam	

23	Mr. Seo Duk Yeol	CEO, Hyundai E&C VINA, Hyundai Engineering & Construction Corporation	
24	Ms. Huynh Thi Cam Binh	Director at Thien Ma Sky Horse, Asia Pacific (Efficient Business of 2023 award at ASEAN)	
25	Ms. Daisy Park	Specialist in culture & tourism marketing/MICE, Country manager of National Tourism Organizations	
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Annex 2: Agenda

1. Ayutthaya Investment Forum Agenda

Monday, 2nd October 2023		
Location: Classic Kameo Hotel		
9:00-09:05	Welcome remarks by Mr. Kokchai Chayrusmeekul Vice-Governor of Pra Nakhon Si Ayutthaya Province	Ayutthaya Province
09:05-09:10	Remarks by Mr. Madhurjya Kumar Dutta Director of Trade & Investment Facilitation Department, Mekong Institute	MI
09:10-09:20	Presentation on Mobile Application	MI
09:20-09:40	Presentation on the overview of Ayutthaya business landscape, opportunities, and challenges.	Ayutthaya
09:40-10:30	Presentations of Investment Opportunity Profiles to a panel of potential investors	Ayutthaya
10:30-10:45	Coffee break	
10:45-11:15	Presentation of investors on the company's profile, product & service, and key investment interests	Korean Team
11:15-12:15	Group breakout discussion between investors and proponent teams for each profile simultaneously Closing remarks	MI
12:15-13:30	Networking Lunch	
13:30-15:30	Site visit	Ayutthaya
5pm	End of the Investment Forum	

2. Bagan Investment Forum Agenda

Wednesday, 4th October 2023

Investment Forum Day in Yangon, Myanmar at Park Royal Hotel

Overnight in Yangon

09:00-09:05	Welcome remarks by Mr.Zaw Weik ,Chairman of Bagan Heritage Trust	Mr.Zaw Weik
09:05-09:10	Open Remarks by Mr. Sa-nga Sattanun Program Manager of Trade & Investment Facilitation Department	Mekong Institute
09:10-09:15	Brief Introduction of Project and the Mobile Application by Ms. Jasmine Lal Fakmawii, Program Coordinator, Mekong Institute	Mekong Institute
09:15-09:25	Introduction of investors on the company's profile, product & service, and key investment interests	Team leader and Daisy
09:25-10:30	1)Cultural Heritage conservation and present situation of The Ancient Monument, Bagan 2)How to support local communities need (Village water supply by solar power) 3)Potential projects on Investment in Bagan 4)Solar power plant Project Initiation in Bagan 5)Cultural Soft skill challenges for sustainability 6)Challenges of skilled Tourism Workforces 7)Vocational school with Social Enterprise Business Model 8)Brief orientation on Technical Side of PESTLE Analysis on Myanmar Tourism Industry	Mr.Zaw Weik Mr.Khin Maung Htwe Mr.Thet Lwin Toh Mr.San Thu Kyaw Ms. Maw Maw Aung Ms.Kyi Kyi Aye Ms.Kay Thi Naing Mr.Zaw Htut
10:30-11:00	Coffee break	
11:00-12:00	9)Myanmar & Neighboring Countries Strategic Cooperation & Investment Opportunities in Myanmar 10) Challenges become opportunities 11) Future prospect of Myanmar	Mr.Aye Lwin Mr.Than Htut Ms.Theingi Lin
12:00-13:30	Networking lunch	
13:30-15:00	Group breakout discussion between investors and proponent teams for each profile simultaneously.	MI Facilitate (Lead by Mr. Sa-nga Sattanun)
15:00	Closing remarks	

3. Luang Prabang Investment Forum Agenda

Tuesday, 7 November 2023
 Venue: Avani Luang Prabang Hotel

Tentative Agenda

09:00-09:05	Welcome remarks by Mr. Vilaythong MANIVONE, Vice Governor of Luang Prabang Province.
09:05-09:10	Opening Remarks by Mr. Madhurjya Kumar Dutta, Director of Trade and Investment Facilitation Department, Mekong Institute.
09:10-09:30	Project background and introduction of Mekong Heritage Mobile Application
09:30-09:35	Group photo
09:35-10:45	Presentations of Investment Opportunities Profiles by Luang Prabang: <ol style="list-style-type: none"> 1. Luang Prabang One District One Product: cultivation, processing, and product diversification by Mr Khamtanh Somphanvilay, Deputy Director of Department of Industrial and Commerce Luang Prabang. 2. Turning plastic trash, by Mr. Vilachith Souvanh, Director, Lao Inter Travel. 3. Improvement of Namdong Park: A self-sustainable place, by Samuel Vedrines, General Manager of Namdong Park.
10:45-11:00	Coffee break
11:00-11:30	<ol style="list-style-type: none"> 4. Efficiency roofing and tiles for energy-efficiency heritage houses in Luang Prabang, by Mr. Chitthisack Ounkham, Factory owner 5. Handicraft and textile production and promotion, by Mrs. Veomanee DOUANGDALA, Co-Founder, Ock Pop Tok Living Craft Centre, Luang Prabang.
11:30-12:15	Business partners: Introduction company profile, Investment interests and Success Stories sharing (10mins/invited partner) <ul style="list-style-type: none"> - Tourism Development - Inside Flow Global - Yoginiz - Greengoods - K-Lab - Laothai Investment group - Khamseng Agricultural Development - SME coach and Consulting Ltd. - GAEBI
12:15-13:30	Networking lunch
13:30-15:00	Business interaction and consultation between Luang Prabang and business partners.
15:00-15:05	Site visit introduction
15:05-15:10	Closing and way forward
Coffee break and end of the day	

Wednesday, 8 November 2023
Site visit

09:00 - 10:30	Site 1: Lao Pottery Village
10:30 - 11:15	Site 2: Local market and Aromdee shop
11:15 - 12:00	Site 3: Ock Pop Tok Living Crafts Center
12:00-13:30	Lunch at Ock Pop Tok restaurant
13:30-onward	Back to the hotel

4. Siem Reap Investment Forum Agenda

Monday, 20 November 2023
Memoire Palace Resort & Spa

09:00 - 09:05	Welcome remarks by Mr. Madhurjya K Dutta Director of Trade Investment Facilitation Department Mekong Institute (MI)
09:05 - 09:10	Special Remarks by H.E. Tes Chankiri , Member of Siem Reap Provincial Council
09:10 - 09:25	Project Background and Mekong Heritage Mobile App by Mr. Sa-nga Sattanun , Program Manager, Mekong Institute
09:20 - 09:25	Siem Reap's smart city journey, economic opportunities, and challenges by Siem Reap Provincial Administration
09:25 - 10:45	Presentations of Sustainable Investment Opportunities by Siem Reap Private Sector 1. Human Resource Development for Hospitality and Business Incubation Services in Siem Reap 2. International Market Expansion of Siem Reap's Whiskey Product
10:45 - 11:00	Coffee break
11:00- 12:00	Presentations of Sustainable Investment Opportunities by Siem Reap Private Sector 1. Chan Sar Community-Based Tourism to Bridge Old and New Siem Reap Town 2. STC Digital Platform for Smart Tourism under Smart City Initiative
12:00 - 13:15	Buffet lunch
13:15 - 14:45	Project/company profiles Introduction by guest Investors and Development agencies
14:45 - 16:00	Business Matching/Consultative Discussions: Structured networking session between local stakeholders in small groups and investors/development partners
16:00 - 16:30	End of the Day: Coffee and Networking



DAY 2: FIELD VISIT ITINERARY

Tuesday, 21 November 2023

9 am - 4 pm

Tentative Locations to visit

Whisky Production site

Fair Trade Village

Lotus Farm Siem Reap

Chan Sar Community

Angkor Artisan

Angkor National Museum

5. Hue Investment Forum Agenda

Monday, 11 December 2023 Indochine Palace Hotel	
09:00 - 09:05	Welcome remarks by Nguyen Van Phuc, Director of Tourism Department
09:05 - 09:10	Remarks by Mr. Sa-nga Sattagun, Program Manager, Mekong Institute
09:10 - 09:20	Project Introduction by Ms. Jasmine Lal Fakmawii, Program Coordinator, Mekong Institute
09:20 - 09:50	Hue City – A Smart Cultural and Tourist City Of Vietnam And Southeast Asia By Representative of People’s Committee of Hue
09:50 - 10:20	A General Overview of The Current Investment Tourism Projects in Thua Thien Hue In 2023 By Representative of Department Of Planning And Investment of Hue
10:20 - 10:30	Coffee break
10:30- 11: 30	Hue as The Destination of Smart Service Experience in Hospitality and Green Tourism Services By Department Of Tourism
11:30- 12:00	Hue Tourism College as A Hospitality Powerhouse by Hue Tourism College (HUETC)
12:00 - 13:30	Networking lunch
13:30 - 14:00	Presentation by Ms. Yoenji Kim, Head of International Affairs, City of Jeonju, South Korea
14:00 - 15:00	Business or Project profile Introductions/Presentations by Invited Guests (Investors and Development Partners)
15:00 - 16:00	Consultative Networking Session: between Hue teams and specially invited guests

TUESDAY, 12 DECEMBER 2023
SITE VISITS

MORNING - NOON

Time	Locations
8.00-9.30	Indochine Palace Hotel to Chan May Lang Co
9.30-10.30	Visit Chan May Lang Co
10.30-12.00	Chan May Lang Co to Hue City
12.00-14.00	Lunch at SIne Restaurant
14.00-14.15	SIne Restaurant to EcoGarden Urban Area
14.15-15.00	Visit EcoGarden Urban Area
15.00-15.20	EcoGarden Urban Area to Huong River Museum of Ancient Pottery
15.20-15.50	Huong River Museum of Ancient Pottery
15.50-16.00	Huong River Museum to Thien Mu Pagoda