

Field Visit Guideline

Structured Learning Visit (SLV) cum Business Matching in Thailand

Group 1 (August 15 – 22, 2017)

1. Objectives and Expected Outputs

The overarching objective of SLV for SMEs and BDS Providers from 19 SEC provinces is to promote regional value chain integration and linkages through direct learning exposure to successful regional industrial clusters and business matching with leading industries in Thailand. It also aims to support these stakeholders in developing their product value chains and clusters in their provinces.

In particular, participants are expected to:

- have direct exposure to the successful industrial clusters and value chain integration models in Thailand;
- understand state-of-the-art production systems, packaging, processing, standards & certification process, quality control technologies, R&D, skill development opportunities and suppliers of some leading organizations (businesses / associations / institutions) in the related industries in Thailand;
- identify emerging opportunities for business development in Thailand and vice versa;
- establish network and linkages with different key stakeholders in Thailand.

2. Expected Outcomes

- At least 50% of the SMEs and BDS providers participated in the SLV establish new cooperation and collaboration for business development through business matching activities;
- BDS providers apply knowledge and skills and learning experience from SLV to improve their services for SMEs;
- At least 75% of participants in the SLV are fully satisfied (Average overall evaluation rate at the end of the activity should be at least 3.5)
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3. Assignments and Group Works

3.1. During the SLV

- The participants will have group assignments at each visit, which are related to general key observations, best practices and challenges, opportunities for business collaboration and further applications to SME cluster development in the SEC;
- Participants are divided into four groups. Each group member should allocate responsibility to team members such as team leader, note taker or documenter and photographer. Each day, each group needs to discuss and prepare questions on provided topics.

- Each day, assigned participants will assist the organizing team to facilitate and synthesize the activities of the day. Assigned participants should closely communicate with the MI organizing team.

3.2. Last Day of the SLV

- The participants are required to share their learning experience and set the way forward to forge their business collaboration. In the last day of the SLV, each group is required to make a 10 minutes presentation by elaborating the results of their assignment and group works. This will be followed by 5 minutes Q&A session. The presentation can be made in PPT (please refers to the presentation format below);
- The participants are also requested to make presentation by province regarding the findings / learnings from the SLV that can be applied to their cluster / business and their plan;
- Photos and other necessary documents will be collected and shared by the MI organizing team to the participants;
- Participants are also required to fill the M&E form prepared by the MI and must return it to MI organizing team.

4. Focused Areas for Assignments and Group Works

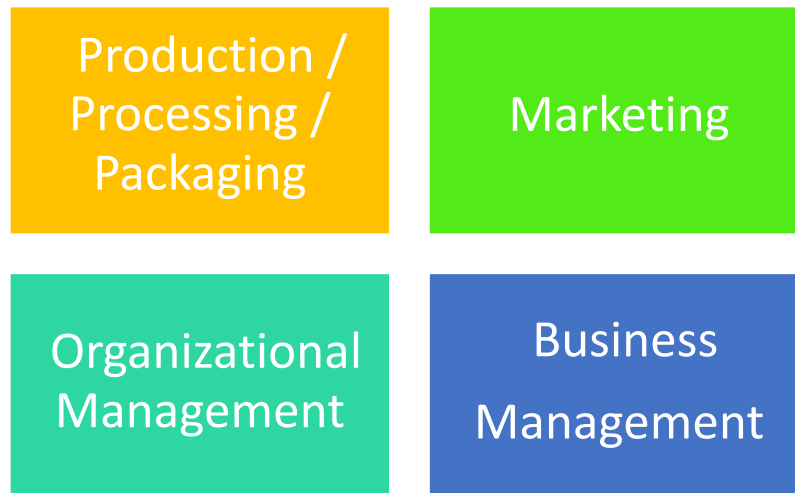
Associations / Institutions

- Get the details of their organizational profile (address / contact person / year of establishment / number of staff / type of service provided / focused area, etc);
- SWOT analysis (Service / marketing / organizational management / financial management), based on the question on how the associations / institutions could effectively provide services for business enterprises for their development.



Business Enterprises

- Get the details of their business profile (address / contact person / year of establishment / number of employees / type of business / type of products / type of services / current turn over, etc...);
- Study their production process;
- SWOT analysis (production; processing; packaging / marketing / organizational management / business management).



5. Preparation for Presentation

Each four group is required to prepare the information for the presentation below:

- Detailed profile of the businesses / association / institutions visited;
- SWOT analysis on the assigned areas (including best practices and lessons learned)

Each provincial group is required to prepare the information for the presentation below:

- Findings / learnings from the SLV that can be applied to your cluster / business;
- How to apply (plan)

6. Presentation in the Last Day

6.1. On August 20, 2017, each four group is required to make a 15 minutes presentation by elaborating the results of their assignment and group works. This will be followed by 5 minutes Q&A session. The presentation can be made in PPT format. Below are the guideline for the presentation.

Contents of the presentation

- Profile of each business / association / institution visited;
- Question the group asked at each visiting sites and the summary of answers to these questions;
- Result of the SWOT analysis on the assigned themes / areas;

- Success factors, best practice, and lessons learned;
- Findings / learnings from the SLV that can be applied to your business / how do you plan to apply.

Presentation Format / Template

| | |
|---|-------------------|
| 1) Organizational / Business Profile: | |
| Name | |
| Address | |
| Tel no / E-mail | |
| Year of Establishment | |
| Number of Employees | |
| Type of Business / Service | |
| 2) Questions and Answers: | |
| Questions Asked | Answered Received |
| 3) SWOT Analysis on XXXXX | |
| Strength | |
| Weakness | |
| Opportunities | |
| Threats | |
| 4) Success factors, best practices and lessons learned | |

6.2. Each provincial group is required to make a 10 minutes presentation by elaborating the results of their assignment and group works. This will be followed by 5 minutes Q&A session. The presentation can be made in PPT format. Below are the guideline for the presentation.

Contents of the presentation

- Name of the Province;
- Name of the cluster / business and brief profile;
- Findings / learnings from the SLV that can be applied to the cluster / business;
- how do you plan to apply.

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| 1) Cluster / Business Profile: | |
| Country | |
| Province | |
| Name of Cluster / Business | |
| Brief Description of the Cluster / Business | |
| 2) Findings / learnings from the SLV that can be applied to your business | |
| | |
| 3) How Do You Plan to Apply | |
| | |