



ASSOCIATION
OF SOUTHEAST
ASIAN NATIONS

Global MSME Academy

17 March 2023

Dear Sir/Madam:

Warm Greetings!

In 15 November 2022, The Philippines, through the Philippine Trade Training Center (PTTC)- Global MSME Academy, the trade training arm of the Department of Trade and Industry, launched the project **“Upskilling Micro, Small and Medium Enterprises (MSMEs) on Digital Technology and Trade in the ASEAN Region and Hong Kong, China”**

The project, funded by the **ASEAN-Hong Kong, China Free Trade Agreement Economic and Technical Cooperation (AHKFTA ECOTECH)** is a series of online trainings and business matching events for MSMEs in the ASEAN Region and Hong Kong, China. It will also have IT (Information Technology) business support services that will help the MSMEs outsource ‘digital skills’ necessary to participate in the digital economy.

It aims to promote closer economic relations between ASEAN and Hong Kong, China by strengthening the e-commerce capability of the MSMEs in these economies and thus, facilitate cross border trade in goods and services through the utilization of relevant software, computer programming, and other IT services. Since its launched, we already conducted three (3) online trainings.

Attached is the remaining schedule for your reference.

In this connection, we would like to invite your company to send up to three (3) Senior Staff involved in E-Commerce, Marketing, Sales and Partnership; and, Business Operation to the 4th online training entitled, **“Learning the Necessary Technical and Digital Skills to Trade in the Digital Economy, on 29 March 2023, at 9:00 am - 5:00 pm.** You may register in the following links in order to receive the Zoom link.

For Philippine MSME: <https://bit.ly/PH-OnlineReg>

For other ASEAN Countries’ and Hongkong, China’s MSME: <https://bit.ly/OtherASEAN-HKCH-OnlineReg>

We encourage your company’s selected Senior Staff to complete the online trainings, participate in the business forum; and; actively engage in the business matching and networking events of this Project. **All trainings and events for this project are free of charge.**

Thank you and we look forward to seeing you there.

Nelly Nita N. Dillera, CESO III
Executive Director



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Upskilling MSMEs on Digital Technology and Trade in the ASEAN Region and Hongkong, China

Program of Activities

Training Title and Activity	Target Date
Online training on Digital Literacy	
A. International E-Commerce - Establishing Business Online	
A.4. Learning the Necessary Technical and Digital Skills to Trade in the Digital Economy	Mar.29, 2023
A.5. Digital Marketing for International Business or Export	April 12, 2023
B. International E-Commerce - Sales	
B.1. Customer Relationship Management	April 20 , 2023
B.2. After Sales in International E-Commerce	April 25, 2023
B.3. International E-Commerce: International E-Payment	May 10, 2023
B.4. Financial Literacy: International Payment	May 23, 2023
B.5. International Trade Legislation	June 27, 2023
B.6. Import and Export Regulatory Compliance	July 11, 2023
Promotion and identification of business support services that MSMEs can outsource on some of the 'digitalskills' necessary to participate in the digital economy	
1. Business Forum on identified groups of business support services in the Philippines, ASEAN and Hong Kong, China that can give the MSMEs platforms to adopt digital marketing and engage in e-commerce.	July 26, 2023
2. Matching of business support services in the Philippines, ASEAN and Hong Kong, China that can give the MSMEs platforms to adopt digital marketing and engage in e-commerce to the participating MSMEs in this Project.	August 03, 2023
3. Networking of MSMEs to advanced ASEAN member countries such as Singapore, Malaysia; and, Hong Kong, China for the effective operationalization of digital marketing and e-commerce platforms.	August 10, 2023