

Presentation

Opening Event



Hanoi, 28th of October 2009
Gerhard WEBER (Mr.)



Contents



1. Introduction to sequa

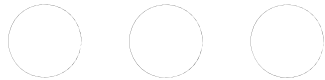


2. The EU-Mutrap programme



3. Our project: Capacity Building on Trade Policy for VINASME





Introduction to sequa

Who are we and what do we do



1. Shareholders

Germany's Top-4 Business Membership Organisations are our Shareholders. Their members are our project partners.



Association of German Chambers of Industry and Commerce

- 80 Regional Chambers of Industry and Commerce
- 3,6 m enterprises

German Confederation of Skilled Crafts and Small Businesses

- 54 Regional Chambers of Skilled Crafts and Small Businesses
- 900.000 enterprises



Confederation of German Employers' Associations

- 15 regional associations
- 48 branch associations



Federation of German Industries

- 16 regional and 4 international representations
- 100,000 enterprises in 35 branch organisations



2. Shareholders' Mission

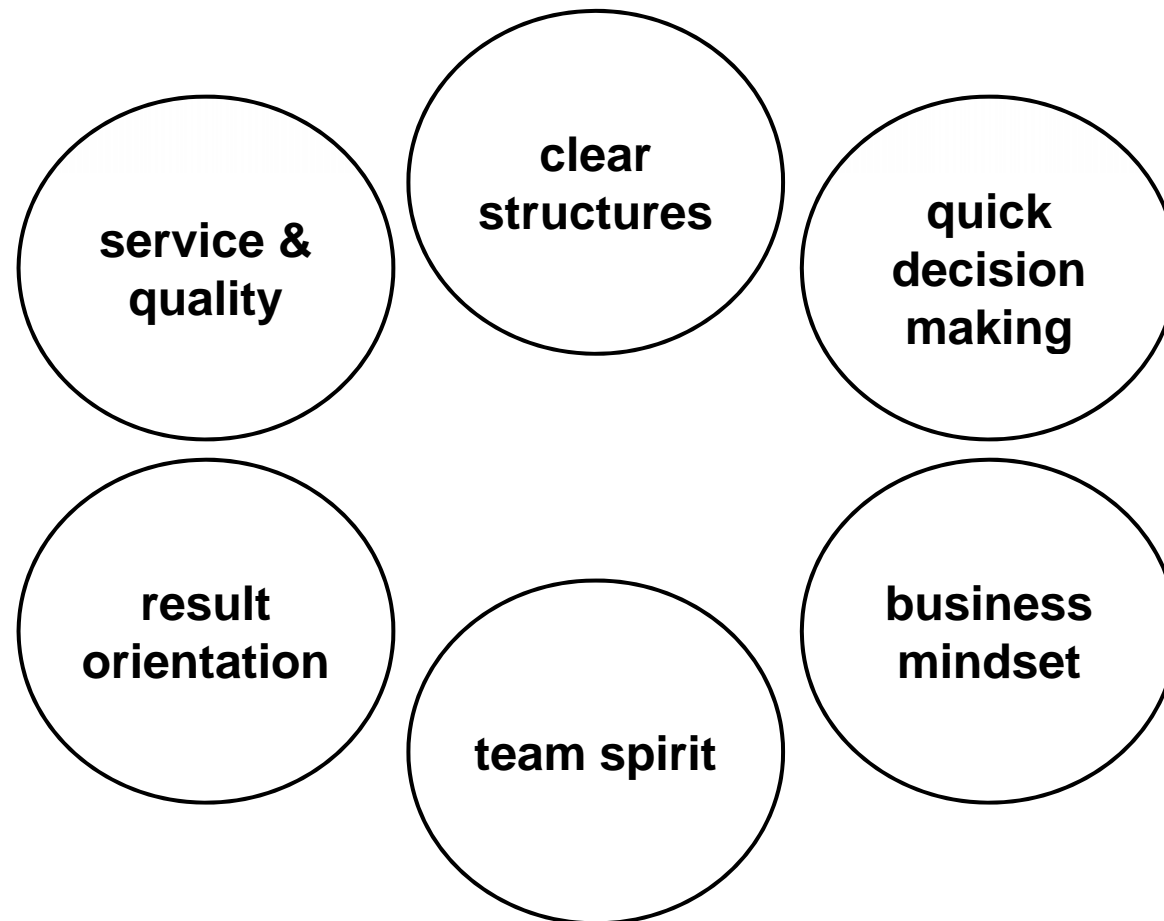
sequa is a development agent and ...

- ... is a non-profit company**
- ... is executing programmes and projects on behalf of public and private clients**
- ... is active worldwide**
- ... shall bundle and coordinate Germany's private business sector's contributions to international development**
- ... shall actively make use of its shareholders' network's know-how and resources**
- ... shall provide added-value to its shareholders' network**



3. Characteristics of our organisation

The strengths and characteristics of our organisation are adding value to our partners



4. Knowledge and value added of sequa in EC projects

We contribute ...

Networking partners

- BMOs from Europe and all over the world
- Professionals and Experts from various areas
- Specialised Organisations e.g. for environment

Special Know-how in

- BMO Management, Organisational development
- Nuclei/Setting up sector units
- Local (Regional) Economic Development
- Private Sector Development and SME Promotion
- Trade Promotion

Professional project management

- Coordination and implementation
- Reporting
- Accounting
- M&E
- Acquisition
- Development of tools/handbooks...

5. sequa in a nutshell

Our strengths: Business orientation, service and quality, international experience, worldwide networking

Facts

- **Founded in 1991**
- **Non-profit Ltd.**
- **Located in Bonn**
- **Turnover of m 13 EUR (2008)**
- **32 staff members**

Clients



**German Federal Ministry of
Economic Cooperation and
Development (BMZ)**

gtz

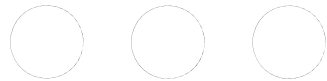
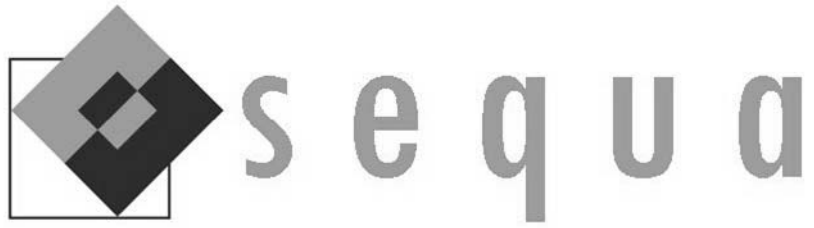


Business segments

- **Private Sector Development**
- **BMO Capacity Building**
- **Social Dialogue**
- **Vocational Education and Training**
- **Expert Placement**

600 projects in 100 countries





The Mutrap III programme

Objectives and organisation



MUTRAP IS FUNDED BY THE EUROPEAN UNION
JOINTLY IMPLEMENTED BY THE MINISTRY OF INDUSTRY AND TRADE OF VIET NAM

1. Mutrap III in the policy and financial context

Support to trade is one of the priority areas for sustained pro-poor economic growth

MULTILATERAL TRADE ASSISTANCE PROJECT EU-VIET NAM

History: MUTRAP helped Vietnam to accede to the WTO in its first and second phases, and is now complementing its assistance to the government, by involving the business sector, researchers and graduates in trade policy. Currently enterprise voices are not yet sufficiently heard in the process of negotiating and implementing new trade policies.

Executing Authority and Implementing Agency:

Ministry of Industry and Trade Project

Duration: From 6th August 2008 to 17th June 2012

Budget: 10,670,000 Euros (10,000,000 Euros from the EC, 670,000 Euros from the Vietnamese Government)

2. Mutrap III Vietnam 2006 - 2012

Programme Objectives

- **Overall objective:**

To assist Viet Nam to implement the SEDP (Socio-Economic Development Plan) and the Post-WTO Action Plan for sustained pro-poor economic growth through stronger integration into the global trading system.

- **Project Purpose:**

The capacity of the Ministry of Industry and Trade (MOIT) to further implement and develop Vietnam's trade and economic integration strategy is strengthened.

3. Mutrap III Vietnam 2006 - 2012

Expected Results

The envisaged results of the project are:

1. Increased capacity of MOIT to coordinate and implement WTO commitments;
2. Increased coordination of the MOIT with the private sector, training and research institutions to develop a coherent, social and environmental sustainable trade integration strategy;
3. Increased capacity of MOIT to effectively negotiate and coordinate regional trade related arrangements such as AFTA, ASEAN plus dialogue partners and to engage in FTA negotiations with major trade partners;
4. Improved facilitation of trade in services through better coordination, statistics and better analytical capacity;
5. Strengthened capacity of the competition policy stakeholder to ensure consumer protection, a fair and level playing field for all businesses through the implementation of the new competition law.

4. Mutrap III Vietnam 2006 - 2012

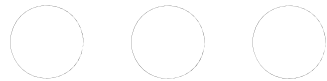
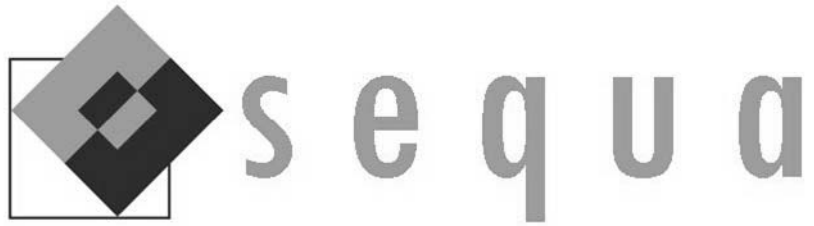
Beneficiaries of Mutrap - Networking and collaboration avoid overlapping and create synergies

Seven grants for a total of EUR 1.6 million to business associations and universities with solid plans to build capacity on WTO and trade policy for integration into the global trading system.

The new core partners of the MUTRAP project are the **Vietnamese Chamber of Commerce, EuroCham**, the German business organization **SEQUA**, and the **Vietnam Leather and Footwear Association (LEFASO)**. Also the **Vietnamese SME association** is a partner in one grant. The selected business associations will also invite other business organisations to join the trainings to ensure that the entire business community will benefit in this specialised area.

The other grant beneficiaries, the **Foreign Trade University** and **Hanoi Law University**, will address an additional problem that Vietnam faces: a shortage of qualified professionals in international trade law and trade economics.





Capacity Building on Trade Policy for the VINASME

Our common project



1. Our project: Capacity Building on Trade Policy

Basic figures

Title:	Capacity Building on Trade Policy for the Vietnam Association of Small & Medium Enterprises (VINASME)
Duration:	<u>30 months</u> (from 1st of September 2009 till 28th of February 2012)
Volume:	274,684 €, maximum EC contribution 90% = 247,216 €
Partner:	sequa gGmbH (lead) and VINASME
Contract No.	EU DCI-Asie/2009/204-528 (SEQUA No. P 484)



2. Our project: Capacity Building on Trade Policy

Project Objectives

Overall Objective

- **The Vietnamese Private Sector is strongly integrated into the global trading system**

Specific Objective / Purpose

- **VINASME is capacitated to be a professional consultation partner for the government and to deliver demand driven trade services to SMEs**

3. Our project: Capacity Building on Trade Policy

Project Results

3 Main Results

- 1. VINASME (head quarter and provincial associations) has highly qualified staff in the fields of trade and export, advocacy and nucleus counselling.**
- 2. A trade advisory committee strengthens VINASME's advocacy role by providing competent recommendations on trade policy.**
- 3. The newly introduced trade nuclei (groups of export oriented entrepreneurs in one location) are supported by the VINASME network with demand based services.**

4. Our project: Capacity Building on Trade Policy

Project Steps

1: OPENING EVENT AND PRESS CONFERENCE

2: KICK-OFF WORKSHOP

3: FORMATION OF TRADE ADVISORY COMMITTEE

4 : CAPACITY BUILDING ON INTERNATIONAL TRADE POLICY

5: CAPACITY BUILDING ON DOING BUSINESS WITH THE EU

6: CAPACITY BUILDING ON NUCLEUS GROUP COUNSELLING I

7: WORKSHOP ON INSTRUMENTS FOR TRADE RELATED ADVOCACY

8: IMPLEMENTATION OF ADVOCACY COMMITTEE'S ACTION PLAN

9: ESTABLISHMENT OF TRADE NUCLEI

10: FOLLOW UP NUCLEUS COUNSELOR TRAINING

11: STAKEHOLDER WORKSHOP KNOW-HOW TRANSFER AND FINAL MEETING



5. Our project: Capacity Building on Trade Policy

The first rough time plan

Year 1	Semester 1						Semester 2						Implementing body
	Se	Oc	No	De	Ja	Fe	Ma	Ap	Ma	Jn	Jl	Au	
1. OPENING EVENT													SEQUA and VINASME
2. KICK-OFF WORKSHOP													SEQUA and VINASME
3. FORMATION OF TRADE ADVISORY COMMITTEE													VINASME
4. CAPACITY BUILDING FOR INTERNAT. TRADE POLICY													SEQUA
5. CAPACITY BUILDING DOING BUSINESS WITH THE EU													SEQUA
6. CAPACITY BUILDING NUCLEUS GROUP COUNSELLING I													SEQUA
7. WORKSHOP INSTRUMENTS FOR TRADE RELATED ADVOCACY													SEQUA
8. IMPLEMENTATION ADVOCACY COMMITTEE'S ACTION PLAN													VINASME
9. ESTABLISHMENT OF TRADE NUCLEI													VINASME



6. Our project: Capacity Building on Trade Policy

The first rough time plan

Year 2													
	Semester 3						Semester 4						
Activity	Se	Oc	No	De	Ja	Fe	Ma	Ap	Ma	Jn	Jl	Au	Implementing body
8. IMPLEMENTATION OF ADVOCACY COMMITTEE'S ACTION PLAN													VINASME
9. ESTABLISHMENT OF TRADE NUCLEI													VINASME
10. FOLLOW UP NUCLEUS COUNCELLOR TRAINING													SEQUA



7. Our project: Capacity Building on Trade Policy

The first rough time plan

Year 3							
	Semester 5						
Activity	Se	Oc	No	De	Ja	Fe	Implementing body
8. IMPLEMENTATION OF ADVOCACY COMMITTEE'S ACTION PLAN							VINASME
9. ESTABLISHMENT OF TRADE NUCLEI							VINASME
11. STAKEHOLDER WORKSHOPS KNOW-HOW TRANSFER AND FINAL MEETING							SEQUA and VINASME



8. Responsibilities

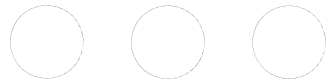
sequa

- Applicant/Project Leader: sole responsibility vis-à-vis European Commission, Reporting to EC
- Overall management and coordination of the project
- Monitoring and quality assurance
- Activities related to BMOs (international trade policy, doing business with the EU, nucleus group counseling, trade related advocacy)
- Complementary assistance in provision of expertise and support for all further project activities
- Ensure PR activities in Europe, i.e. Germany
- Act as liaison point for associated organizations and further multipliers in Europe

9. Responsibilities

VINASME

- VINASME shows leadership.
- Implementation of advocacy committee's action plan
- Establishment of trade nuclei
- Qualified staff made available for the action.
- Association members willing to participate in trade advisory committee and take willingly part in trade nuclei .
- Nuclei counselors manage trade nuclei .
- Organising and preparing of press conferences, trainings and coordination meetings in Vietnam (invite participants, organise facilities, training materials, press releases, etc.)
- Liaise with all relevant stakeholders
- Report regularly to SEQUA



Thank you very much

For your commitment, devoted time and attention



Contact

**Gerhard
WEBER (Mr.)**

sequa gGmbH

Project Director
Alexanderstr. 10
D-53111 Bonn
Germany

Phone +49 (0228) 98238 - 22
Fax +49 (0228) 98238 - 19
Mail gerhard.weber@sequa.de
Internet www.sequa.de

