



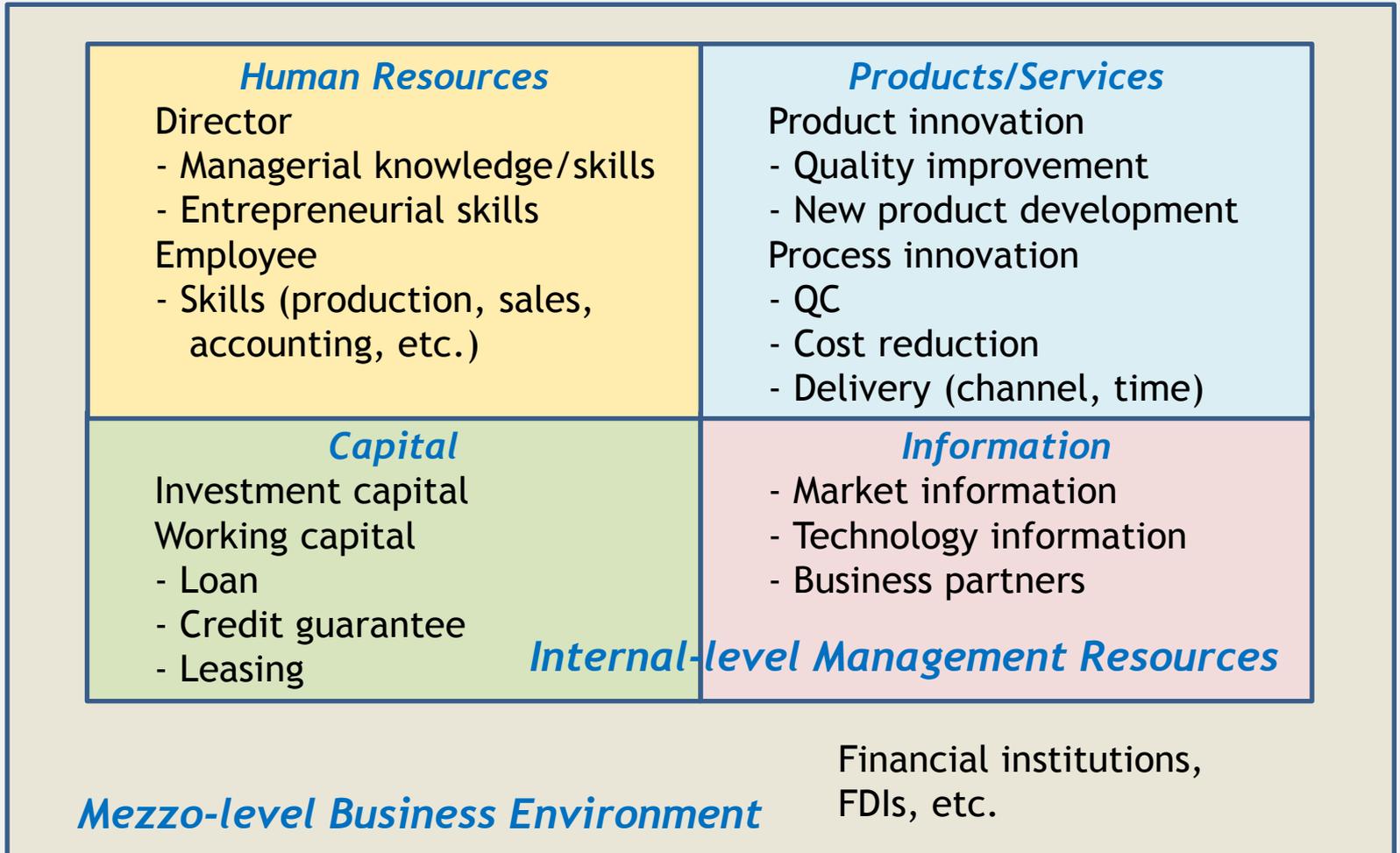
February 19-20, 2018
Heads of Intellectual
Property Office Conference

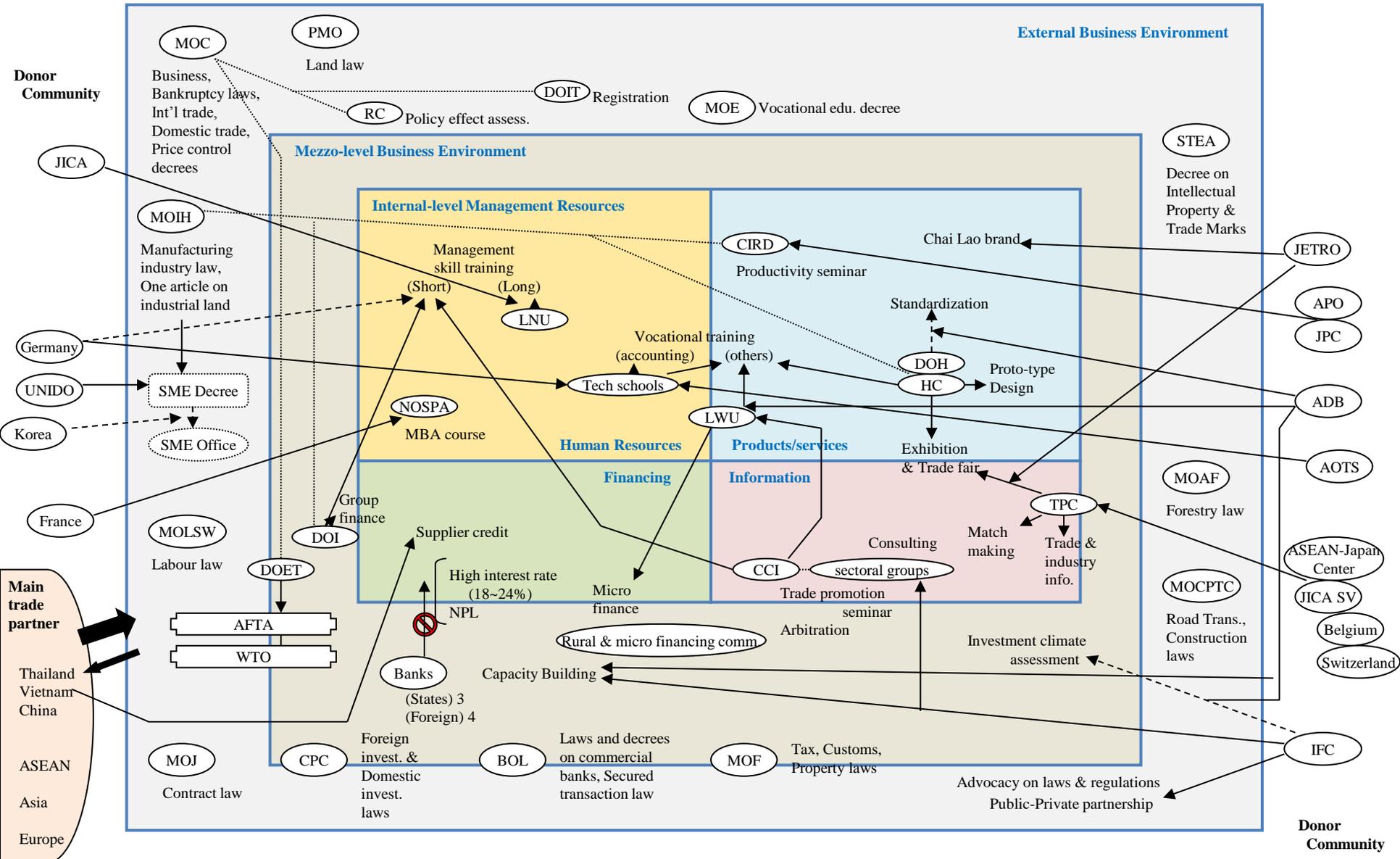
Materials for discussion

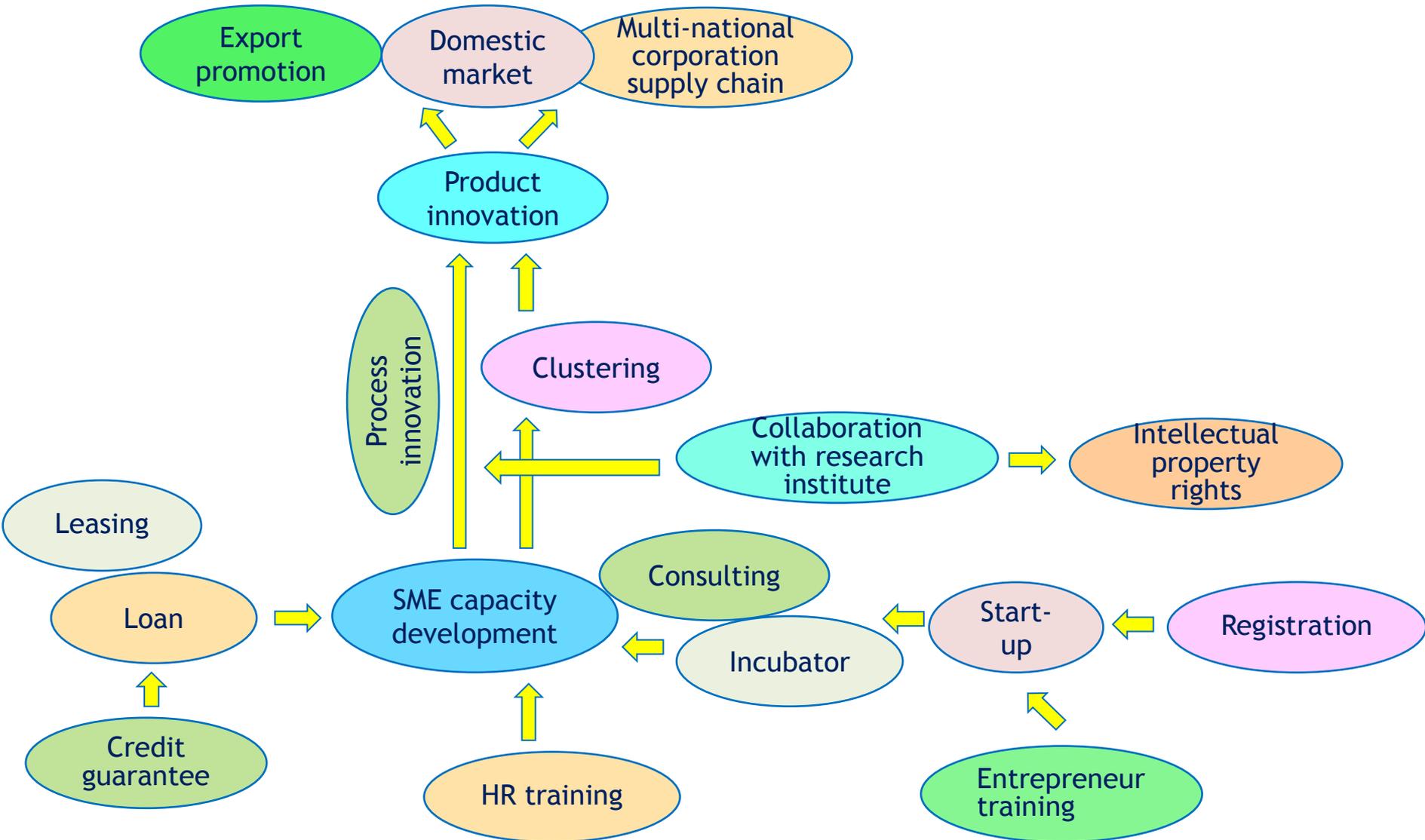
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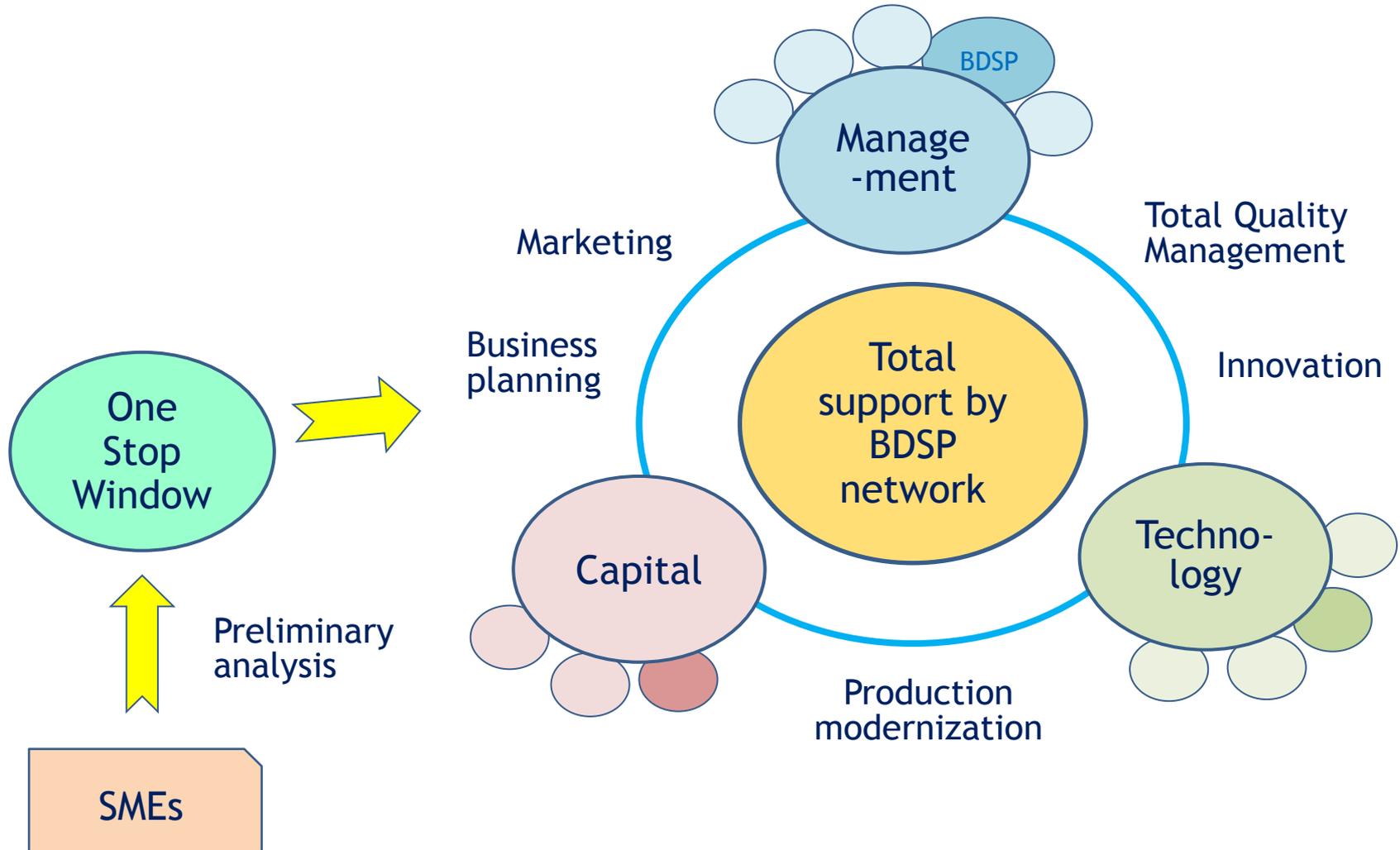
External-level Business Environment

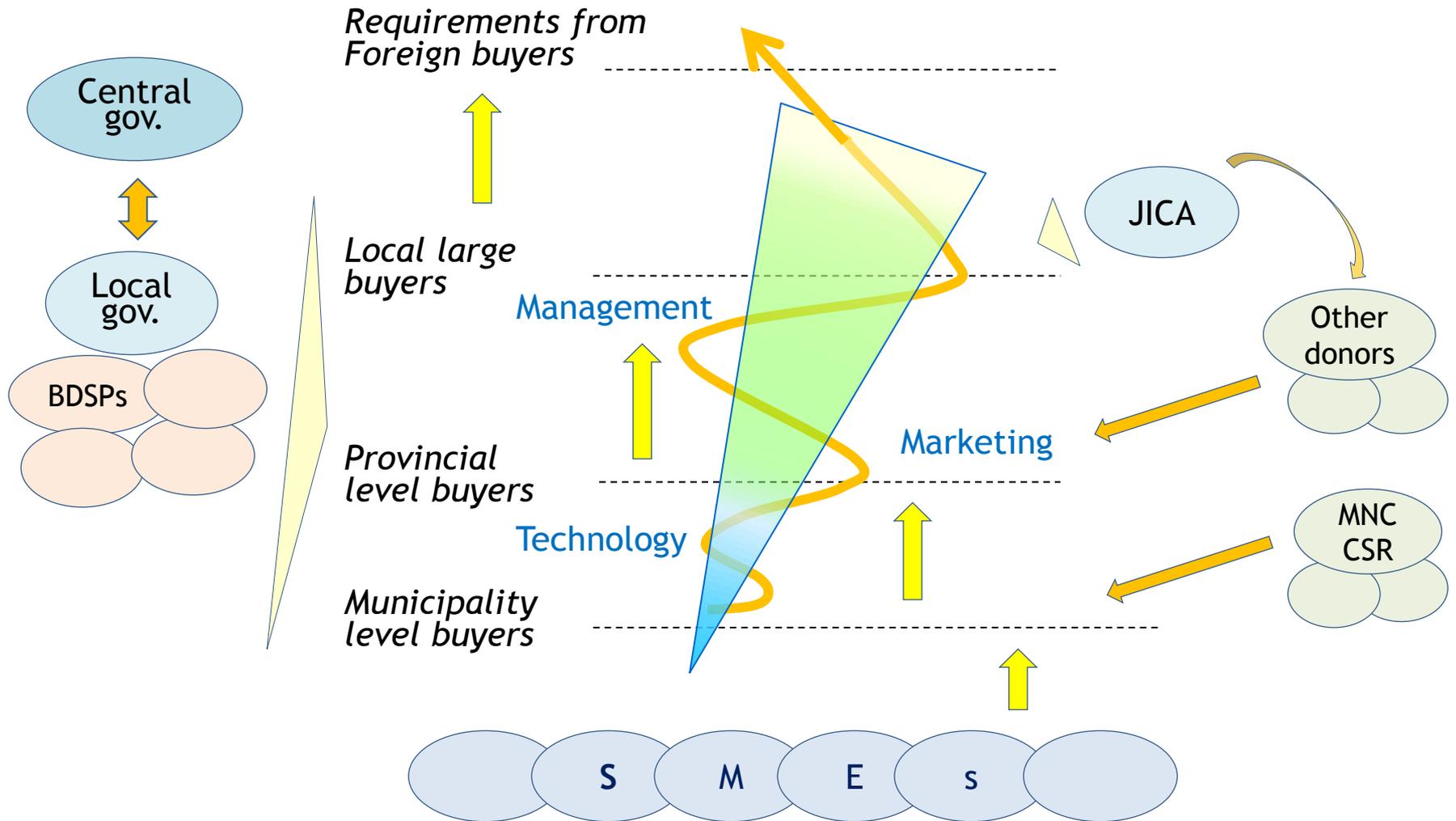
Macro economy, Policy, Law & regulation, Infrastructure, etc.

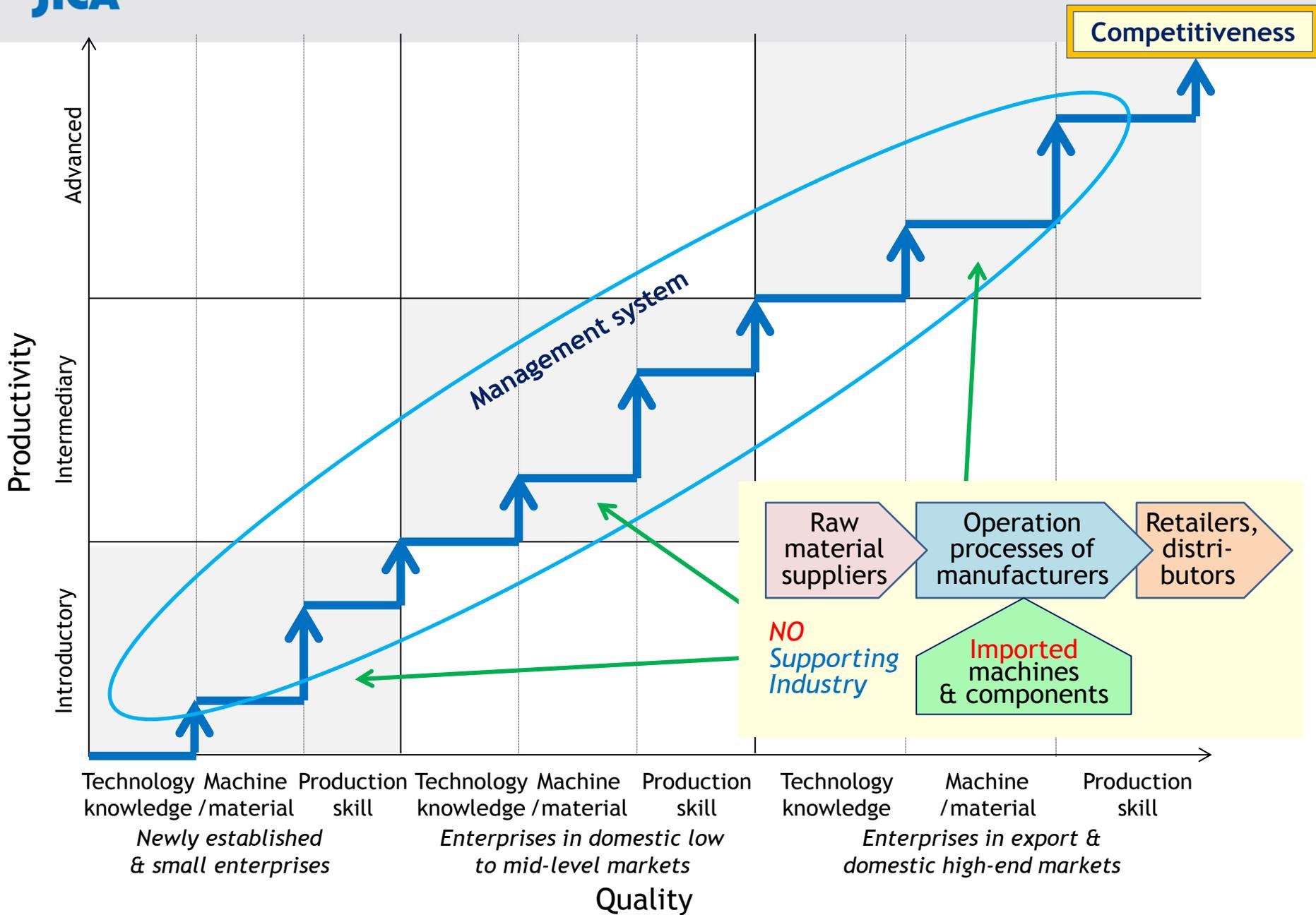












Narrative Summary	Objectively verifiable indicators	Means of Verification	Important Assumptions
<p>Overall Goal: SMEs effectively utilize the SME support measures collaboratively provided by MPI/AED, other ministries/agencies and local governments, for the purpose of improving their business performance.</p> <p style="text-align: center; color: blue; font-size: 1.2em;">Overall goal</p>	<ol style="list-style-type: none"> Number of uses of the public support services all over Vietnam Satisfaction of SMEs/government officers towards public functions for supporting SMEs 	SME White Paper/ SME Partnership Group Report/ Project report/ survey/ interview/ database/ outputs	<ol style="list-style-type: none"> SMEs make their best effort for improving their business performance making use of the services they received There is no severe national economic turn-down
<p>Project Purpose: AED is capable of taking the lead in introducing effective and accessible public SME support measures, ensuring the active and continuous participation by relevant central level ministries/agencies and local governments.</p> <p style="text-align: center; color: blue; font-size: 1.2em;">Project purpose</p>	<ol style="list-style-type: none"> Number of public SME support measures led by AED and implemented by relevant stakeholders Condition of awareness among SMEs about SME support measures Situation of institutional arrangements (including organizational structure, personnel, budget etc.) for implementing SME support measures 	SME White Paper/ SME Partnership Group Report/ Project report/ survey/ interview/ database/ outputs	Other ministries, agencies and local governments ensure enough budget and human resources to implement SME development policy. collaboration mechanism led by AED is established.
<p>Outputs: 1. AED strengthens its capacity to coordinate with other central level ministries and agencies related to SME development, in particular through piloting the introduction of a user-friendly SME support measures guidebook.</p> <p style="text-align: center; color: blue; font-size: 1.2em;">Outputs</p>	<ol style="list-style-type: none"> Number of central level ministries and agencies participating in the pilot activities Number of distributed SME guidebook Satisfaction of guidebook Number and contents of meetings of the Promotion Council Number of updating activities of the Promotion Council 	SME White Paper/ SME Partnership Group Report/ Project report/ survey/ interview/ database/ outputs	AED ensures enough budget and human resources to achieve its objectives. Other ministries, agencies and local governments support AED's initiative and collaboration.
<p>2. AED strengthens its operation for effective capacity building for government officers in charge of SME development.</p>	<ol style="list-style-type: none"> Curriculum, teaching materials and training activities Number of training courses/capacity building activities and related number of participants Level of understanding/satisfaction of participants Situation of participants' utilization of training contents in their daily work AED's plan for capacity building activities for government officers 	SME White Paper/ SME Partnership Group Report/ Project report/ survey/ interview/ database/ outputs	
<p>3. AED enhances its capacity to facilitate local governments' initiative for supporting SMEs, through piloting the activities for strengthening business linkage between assemblers and local supporting industries.</p>	<ol style="list-style-type: none"> Number of assemblers and local suppliers identified through pilot activities Number of business linkage activities and number and contents of successful business matching stories Number and contents of dissemination activities led by AED Situation of stakeholders' collaboration for promoting business matching 	SME White Paper/ SME Partnership Group Report/ Project report/ survey/ interview/ database/ outputs	
<p>4. AED formulates a solid vision for the appropriate organizational structure enabling functional SME development policy implementation.</p>	<ol style="list-style-type: none"> Draft document on AED's vision Formulation/authorization process of AED's vision 	SME White Paper/ SME Partnership Group Report/ Project report/ survey/ interview/ database/ outputs	


Activities

Verifiable indicators

Means of verification

Important assumptions

$$MK = \beta_0 + \beta_1 \text{Emp} + \beta_2 \text{Prod} + \beta_3 \ln \text{ProfEmp} + \beta_4 \text{BizPart} + \beta_5 \text{Java} + \varepsilon$$

MK: Sales market → setting 4 stages

(S1:District/City, S2:Province, S3:Other provinces, S4:Foreign)

Emp: No. of Employee; Prod: No. of Product items; ProfEmp: Gross profit / No. of Employee

BizPart: Existence of Business partner; Java: Located in Java

Dependent variable		Sales market			
Independent variable		City	Province	Others	Export
Productivity	Coefficient		0.753*** (0.256)	0.556** (0.241)	0.406 (0.293)
	Marginal effect	-0.113*** (0.040)	0.076** (0.032)	0.042 (0.037)	-0.005 (0.032)
No. of employee	Coefficient		0.022 (0.329)	0.549* (0.297)	1.193*** (0.364)
	Marginal effect	-0.087* (0.048)	-0.081 (0.047)	0.079 (0.053)	0.089*** (0.028)
Business partner	Coefficient		0.126 (0.621)	1.092 (0.574)	1.444* (0.794)
	Marginal effect	-0.150 (0.093)	-0.119 (0.091)	0.183* (0.102)	0.086 (0.063)
Location	Coefficient		-0.121 (0.608)	0.411 (0.565)	0.617 (0.743)
	Marginal effect	-0.049 (0.091)	-0.079 (0.094)	0.083 (0.109)	0.045 (0.063)
N = 104		Pseudo R-sq: 0.148			

Production skill training

Implementation	Change	No	%	
Done	Quality↑+ Profit↑	16	96.4	57.1
	Quality↑+ Profit→	6		21.4
	Quality→	5		17.9
Not yet	Under consideration	1	3.6	3.6
	No plan	0		0.0
Total		28	100.0	100.0

<i>Managerial skill training</i>	Implemented				Not implemented			
	Actual changes		Thinking changed					
	Mng	Staff	Mng	Staff	Mng	Staff	Mng	Staff
General management					1		1	2
Financial management	4	1	2	2		1		3
HR management	1	1	1	3				2
Production management				1				2
Taxation	1	6						
Contract/negotiation			2		2			
Sales skill				1			1	2
%	13.6	18.2	11.4	15.9	9.1		31.8	