

Support to the

Initiative for ASEAN Integration (IAI)

within the Framework of the

ASEAN Single Market

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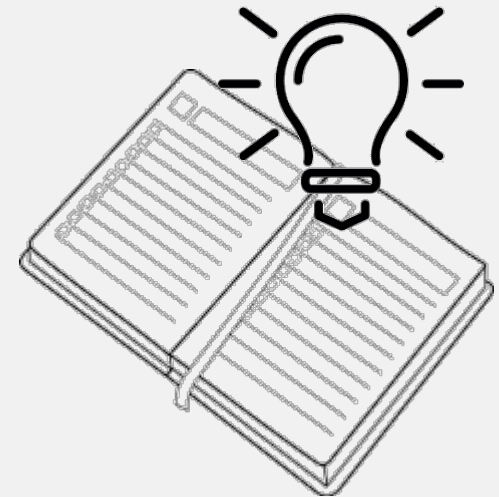


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Overview

- Project Key Facts
- Project Implementation Context
- Implications for Project Work Plan
- Project Activities until 06/2016
- Project Activities for Period 06/2016 – 01/2017





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Project Key Facts



Goal:
Support to CLMV in implementing ASEAN agreements under AEC

Project Offices:
Cambodia, Lao PDR, Myanmar, Vietnam



Budget:
6 Million €

Sectors



Tourism



Health / Nursing



Areas of Single Market



- Free Flow of Services and Investment
- Free Flow of Skilled Labour



Project Duration: 04/2018 →



Focus on TA:

Human and institutional capacity development (trainings, knowledge exchange, process & organizational analysis and advice), technical expertise (economics, labour market & trade), facilitation of regional learning and negotiation processes



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Project Implementation - Broad strategic approach





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Project Implementation - Large number of stakeholders

Main Stakeholders for Cambodia operations	
Commissioned by	Federal Ministry of Economic Cooperation and Development (BMZ)
Lead agency (regional)	Association of Southeast Asian Nations (ASEAN)
Main partners (national)	Ministry of Commerce (MoC; overall coordination) Ministry of Tourism (MoT; implementation) Ministry of Health (MoH; implementation) Ministry of Labour and Vocational Training (MLVT; policy mainstreaming) Ministry of Education, Youth and Sports (MoEYS; policy mainstreaming) Council for the Development of Cambodia (CDC; policy mainstreaming)

Key Objective
Facilitate implementation of existing regional agreements on national level



36 National Stakeholders
Project activities mostly conducted through National Stakeholders



13 ASEAN Bodies
Facilitation of regional activities: coordination through ASEAN Bodies



Requires complex coordination & intensive communication



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In Cambodia, GIZ IAI's main coordination partner is the Ministry of Commerce

MoC is represented by the CLMV Senior Economic Official (SEOM) Leader

- coordinates in inviting relevant ministries and agencies to attend the activities under this cooperation framework
- assists in identifying suitable Cambodian Representatives to actively participate in events
- sector-specific implementation activities conducted directly with MoT and MoH or other stakeholders (coordination support by MoC)



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Opportunities for Project Implementation

Approach



We can achieve more by cooperating intensively with further ongoing regional and bilateral projects and initiatives



We have a strong network of relevant bilateral projects of German Development Cooperation in all 4 CLMV countries

Managing complexity

Project stakeholders



Overall, good response from key ministries on national level so far

Motivation

Timeline



New regional framework (AEC 2025), ASEAN Chairmanship 2016 with one of the CLMV countries, Upcoming IAI WP III

Window of Opportunity



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A few principles for project implementation

1

Coordinated Approach:

Create synergies with other regional and bilateral projects and initiatives!

3

Demand Driven Approach:

Prioritize activities that meet current demand and needs on national level!

2

Topping-Up Approach:

Where possible, build on ongoing processes, do not duplicate, try not to start from scratch

4

Common but Differentiated Approach:

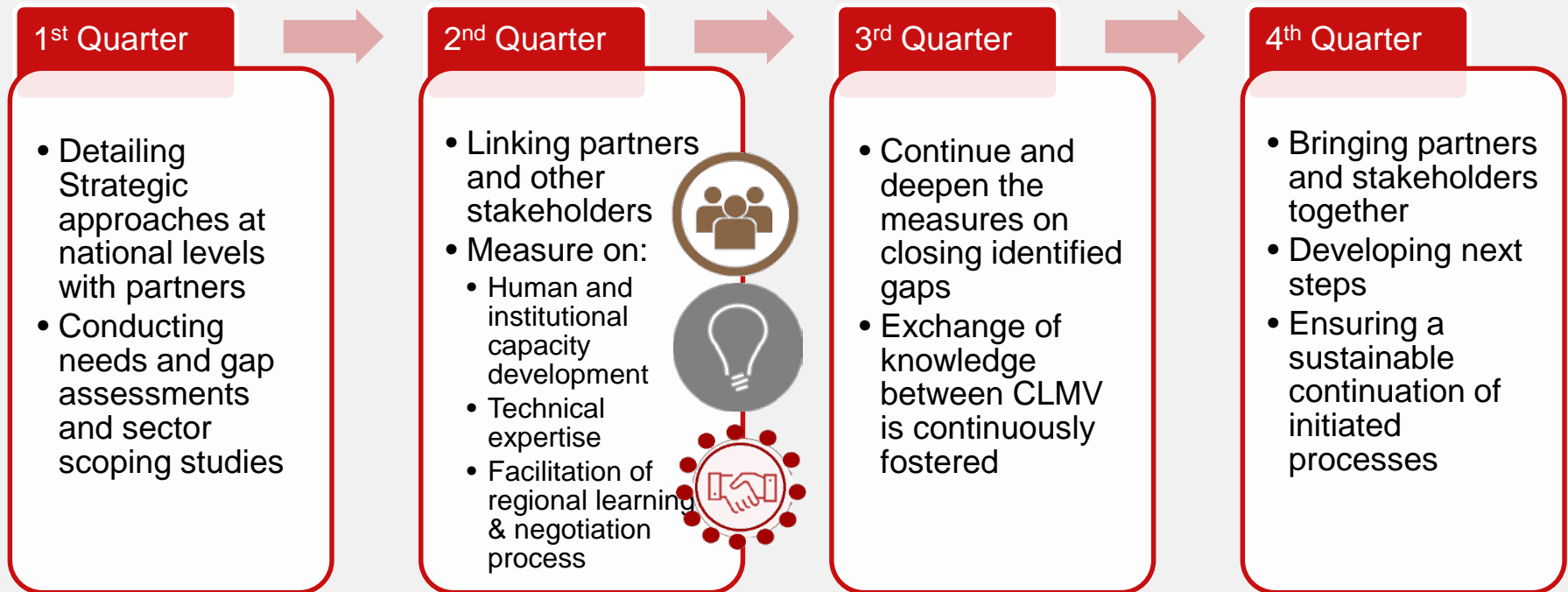
Common strategy but activities need to be adapted on national level to suit national context and priorities (in accordance to IAI criteria!)



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Project's Regional Annual Work Plan 2016 – rough quarterly overview





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ASEAN Economic Community – GIZ IAI project addresses selected priority areas of the AEC Blueprint

A. A Highly Integrated and Cohesive Economy

- A1. Trade in Goods
- A2. Trade in Services
- A3. Investment Environment
- A4. Financial Integration, Financial Inclusion, and Financial Stability
- A5. Facilitating Movement of Skilled Labor and Business Visitors
- A6. Enhancing Participation in Global Value Chains

B. A Competitive, Innovative and Dynamic ASEAN

- B1. Effective Competition Policy
- B2. Consumer Protection
- B3. Strengthening Intellectual Property Rights Cooperation
- B4. Productivity-Driven Growth, Innovation, Research and Development and Technology Commercialization
- B5. Taxation Cooperation
- B6. Good Governance
- B7. Effective, Efficient, Coherent and Responsive Regulations and Good Regulatory Practice
- B8. Sustainable Economic Development
- B9. Global Megatrends and Emerging Trade-Related Issues

C. An Enhanced Connectivity and Sectoral Cooperation

- C1. Transport
- C2. Information and Communications Technology (ICT)
- C3. E-Commerce
- C4. Energy
- C5. Food, Agriculture and Forestry
- C6. Tourism
- C7. Healthcare
- C8. Minerals
- C9. Science and Technology

D. A Resilient, Inclusive, People-Oriented, People-Centered ASEAN

- D1. Strengthening the Role of Micro, Small, and Medium Enterprises (MSMEs)
- D2. Strengthening the Role of the Private Sector
- D3. Public Private Partnership
- D4. Narrowing the Development Gap
- D5. Contribution of Stakeholders on Regional Integration Efforts

E. A Global ASEAN

- Integrating the region into the global economy

- GIZ IAI core
- GIZ IAI relevant
- Other areas



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GIZ IA focuses on economic development (pillar A) and supports implementation in priority sectors (pillar C)

ASEAN Economic Community

Pillar A: Highly Integrated and Cohesive Economy

TRADE

Free flow of services and investment

TVET

Quality of workforce, service delivery and freer flow of qualified labour

IAI project objectives

Support implementation and utilization of AFAS and ACIA

Support implementation and utilization of MRA for nurses and tourism professionals



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Project overview on regional activities and indicators

Freer Flow of Trade in Services and Investment

Freer Flow of qualified Labour

	Freer Flow of Trade in Services and Investment			Freer Flow of qualified Labour
	Barriers to Trade in Services	Investment Promotion	SME Support	Implementation of MRA
Main Results	Access to guidelines on reducing specific barriers to trade in services (incl. transparency lists)	Access to improved investment promotion strategies in CLMV	New regional products for tour operating SMEs to increase competitiveness	Improved regulatory and institutional framework , and implementation capacities for MRA
Sectoral Focus	Cross Sectoral (focus Tourism/Health)	Tourism and Health	Tourism	Tourism and Nursing
Indicators	<ul style="list-style-type: none"> 4 detailed guidelines 4 national dialogues on application 4 capacity development measures (70% satisfied) 	<ul style="list-style-type: none"> 8 sets of recommendations 6 capacity development measures on investment promotion (70% satisfied) 	<ul style="list-style-type: none"> XX new regional products XX new networking strategies implemented in CLMV 	<ul style="list-style-type: none"> 8 sets of recommendations on institutional setup XX technical inputs on improving regulatory frameworks 4 inputs to harmonize standards 6 capacity development measures (70% satisfied)



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Project Activities until 06/2016 - Preparatory Work

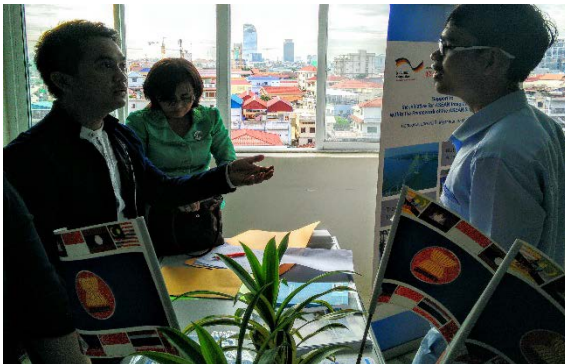
	Time Frame	Project Indicator	ASEAN Strategy
Finalization of office setup and recruitment of project staff	05/2016	Preparatory Work	Preparatory Work
Finalizing Agreed Minutes on national level and National Kick-Off Workshops in Lao PDR, Viet Nam and Mynamar	06/2016	Preparatory Work	
Consultations with key partners on national and regional level	04/2016	Preparatory Work	
Concretization of Regional and National Work Plans	06/2016	Preparatory Work	



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Project Activities (until 06/2016) – Selected regional & national meetings conducted



**International Nurse Day
(support to Cambodia
Council of Nurses)**



**B2B-Network Event at
ASEAN Ecotourism
Forum on Regionalization
of Tourism Development**



**Regional Consultation
(CLMV) on MRA Nursing
during AJCCN-Meeting**



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Project Activities (until 06/2016) – Selected analyses conducted



**Trade in Services
Mapping and Assessment**
(results presentation at kick-off)



**Labour Market and MRA
Capacity Needs
Assessment**
(results presentation at kick-off)



Policy paper on MRA
(presented at expert meeting at
ADB, Manila)



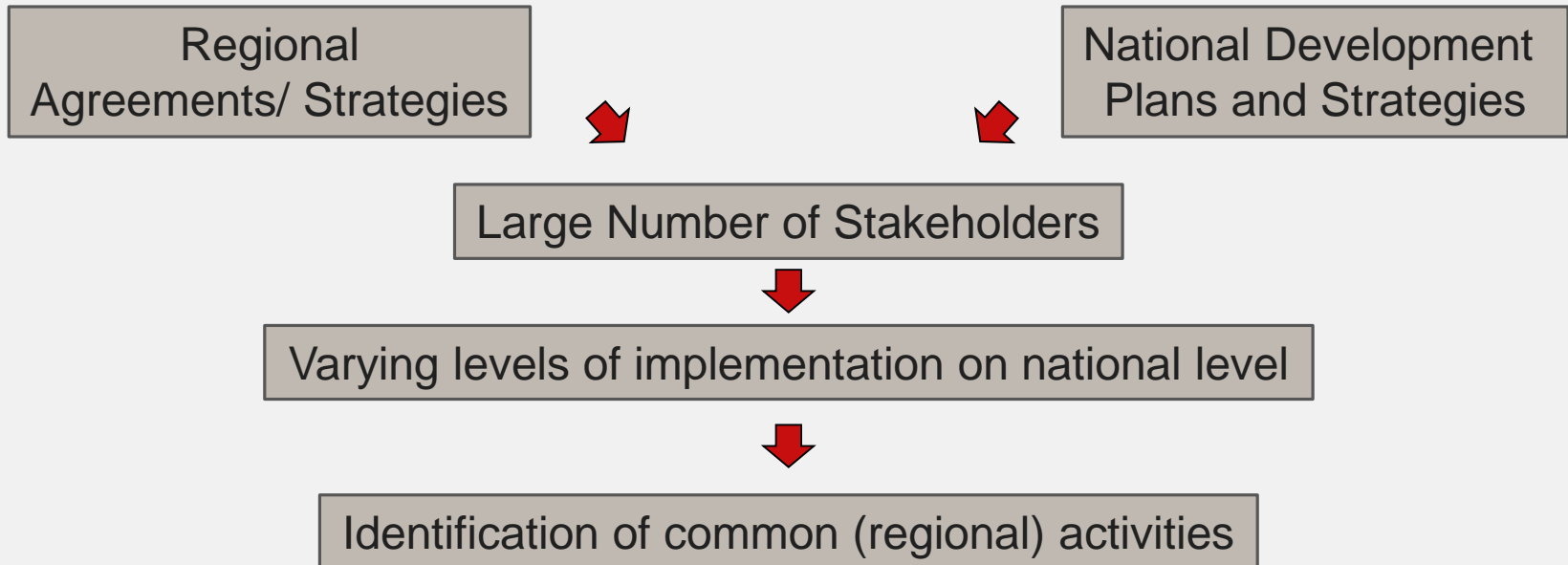
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Project Activities (06/2016 - 01/2017)

Introduction - Challenges in Identifying Concrete Measures

Mandate:
Support Implementation of Regional Agreements on National Level





Project Activities (06/2016 - 01/2017) - Introduction

Type of Activity	Explanation	Suitable if...
Regional (4 countries / 1 Output)		Implementation of Agreement requires cross country action / requests are similar / regional exchange creates value add
Common (4 countries / 4 Outputs)		Same requirements to meet regional agreement but different country-context / comparable technical inputs but need for country adaptation
Individual (1 country / 1 Output)		Country lags behind implementation compared to other countries / does not receive relevant other support in order to progress on implementation



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Project activities (06/2016-01/2017) - Regional Level Trade in Services and Investment | SME-Promotion

Regional Activities (four countries / one output)	Time Frame	Project Indicator	ASEAN Strategy
Mapping Exercise on Barriers to Trade in Services (Focus Tourism/Health)	07/2016	1.1.1.	<ul style="list-style-type: none"> IAI WP II A2.iii, AEC Blueprint 2025, A2.13.i
Guidelines on Reducing Selected Barriers to Trade in Services	07/2016	1.1.1.	<ul style="list-style-type: none"> IAI WP II A2.iii, AEC Blueprint 2025, A2.13.i
CLMV Training on Trade in Services: (a) negotiation training, incl. offensive approach, (b) discussion of Mapping Trade Barriers Results and Guidelines, (c) regional exchange on experiences in reducing trade barriers.	10/2016	1.1.3.	<ul style="list-style-type: none"> IAI WP II A2.iii, AEC Blueprint 2025, A2.13.i
CLMV Training on PPP as a tool for investment promotion in tourism (Introduction to PPP management and tools, best practice from the region, relevance for sector and guidelines)	10/2016	1.2.2.	<ul style="list-style-type: none"> IAI WP II A3.iv AEC Blueprint 2025, A2.13.ii and .iv
CLMV training on Regional Product Development from a policy perspective (Cambodia as Lead Country)	12/2016	1.3.1.	<ul style="list-style-type: none"> IAI WP II A2.iv
Regional Workshop to facilitate group work / network among SME tour operators in developing / enhancing regional products at ITB Singapore	10/2016	1.3.1.	<ul style="list-style-type: none"> IAI WP II A2.iv



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Project activities (06/2016-01/2017) - Regional Level

Mobility of Skilled Labour

Regional Activities (four countries / one output)	Time Frame	Project Indicator	ASEAN Strategy
Develop an institutional landscape review on MRA implementation in CLMV in tourism and nursing services	07/2016	2.1.1. 2.1.2.	<ul style="list-style-type: none"> • IAI WP II A5.i • AEC Blueprint 2025, A5.19 • ASEAN Tourism Strategic Plan 2016-2025 1.4 • AJCCN WP • MRA-TP WP 2017-2020 (in progress)
Develop a review on required legal and regulatory frameworks and systems (availability and quality) for MRA implementation (incl. registration and licensing systems)	07/2016	2.2.1.	
Develop Capacity Needs Assessment implementing MRA and on developing MRA supportive institutional, legal and regulatory frameworks	07/2016	2.3.1. 2.3.2.	
Develop a Handbook of ASEAN MRA on Nursing Services for CLMV countries	12/2016	2.2.1.	
Provide selected regional trainings and workshops on above activities to core stakeholders (demand driven)	12/2016	2.3.1. 2.3.2.	



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Project activities (06/2016-01/2017) - Common Activity Level Trade in Services and Investment | SME-Promotion

Common Activities (four countries / four outputs)	Time Frame	Project Indicator	ASEAN Strategy
Basic Trainings on Trade in Services and Investment in Line Ministries (Health/Tourism)	11/2016	1.1.3.	<ul style="list-style-type: none"> IAI WP II A2.ii, A2.iii, A2.iv, A3.iv AEC Blueprint 2025, A2.13.i, 13.ii, 13.iv
National policy roundtables to discuss Trade in Services recommendations and draft guidelines in tourism and health sector	10/2016	1.1.2.	
Mapping and analysis of successful PPP in tourism in CLMV	08/2016	1.2.1.	
Surveying and selecting SME Tour Operators (TOs) for new, regional product development (RPD)	06/2016	1.3.1.	
Technical workshops on key processes of regional product development (input from experienced German/Thai product managers / successful companies as mentors) for CLMV SME TOs	10/2016	1.3.1.	



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Project activities (06/2016-01/2017) - Common Activity Level

Mobility of Skilled Labour

Common Activities (four countries / four outputs)	Time Frame	Project Indicator	ASEAN Strategy
<p>Support national dialogues and coordination between the PRAs and other sectors to implement the MRAs.</p> <ul style="list-style-type: none"> • facilitate and coordinate the national MRA focal persons • facilitate and coordinate the national focal persons on MRA, NQF and AQRf • facilitate and coordinate inter- and intra-ministerial coordination where needed 	12/2016	2.2.1.	<ul style="list-style-type: none"> • IAI WP II A5.i • AEC Blueprint 2025, A5.19 • ASEAN Tourism Strategic Plan 2016-2025 1.4 • AJCCN WP • MRA-TP WP 2017-2020 (in progress)
Provide technical support for preparation of and selected financial support for participation at AJCCN and ATPMC meetings to partners	12/2016	2.2.1.	
Develop or detail roadmaps and prepare flowchart to explain core MRA mechanisms	08/2016	2.1.1. 2.1.2.	
Develop or revise M&E approach for the Nursing Regulatory Authority (NRA) for each CLMV country	10/2016	2.2.1.	
Support MRA-NS partner's national websites and online information sharing through capacity development on updating and maintaining websites in each CLMV country	10/2016	2.1.2.	



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Project activities (06/2016-01/2017) - Common Activity Level

Mobility of Skilled Labour

Common Activities (four countries / four outputs)	Time Frame	Project Indicator	ASEAN Strategy
Analyze and support streamlining and enhancing registration and licensing systems and processes in each CLMV country	12/2016	2.2.1.	<ul style="list-style-type: none"> • IAI WP II A5.i • AEC Blueprint 2025, A5.19 • ASEAN Tourism Strategic Plan 2016-2025 1.4 • AJCCN WP • MRA-TP WP 2017-2020 (in progress)
Assess Continued Professional Development (CPD) requirements in nursing services	10/2016	2.2.1.	
Support drafting and revising regulatory and legal core documents (based on a pre-defined document list) <ul style="list-style-type: none"> • Provide technical support and policy advice • Support translations to ensure the documents are available in 4 languages 	12/2016	2.1.1. 2.1.2.	
Awareness raising workshop for MRA NS implementation for representatives of training institutions	11/2016	2.1.1. 2.1.2.	
Support with dissemination of information on MRA to professionals, education/training institutes and/or work places	12/2016	2.1.1. 2.1.2.	



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Project activities (06/2016-01/2017) - Common Activity Level

Mobility of Skilled Labour for tourism professionals

Common Activities (four countries / four outputs)	Time Frame	Project Indicator	ASEAN Strategy
Fund 1 additional ASEAN master trainer and assessor for each country for TO/TAs (8 in total) to participate in ASEAN training	08-09/2016	2.3.1.	<ul style="list-style-type: none">• IAI WP11 A5.i• AEC Blueprint 2025, A5.19• ASEAN Tourism Strategic Plan 2016-2025 1.4• MRA-TP WP 2017-2020 (in progress)
Fund ToT trainings for national master trainers and assessors for TO/TAs	10/2016	2.2.1.	
Support implementing ASEAN Tourism Professionals Registration System (ATPRS) through an awareness raising workshop for ATPRS for representatives of training institutions as well as National Tourism Professional Board and Tourism Professional Certification Board	08/2016	2.1.1. 2.1.2.	



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Project activities in preparation (06/2016-01/2017)

Country Level

Country	Country specific (under regional framework)	Time Frame	Project Indicator	ASEAN Strategy
Cambodia	National Workshop on learnings from EU TiS liberalization for ASEAN	12/2016	1.1.3.	<ul style="list-style-type: none"> IAI WP II A2.iii, AEC Blueprint 2025, A2.13.i
Cambodia	Support Awareness raising among Nurses on MRA through one large event, the International Nursing Day	06/2016	2.1.2. 2.3.2.	<ul style="list-style-type: none"> IAI WP II A5.i AEC Blueprint 2025, A5.19 ASEAN Tourism Strategic Plan 2016-2025 1.4 MRA-TP WP 2017-2020 (in progress)
Cambodia	Support Ratification Process of MRA-NS	08/2016	2.2.1.	
Cambodia	Pilot run for CLMV: 2 ToT trainings for national master trainers and assessors in food and beverage	08/2016	2.3.1.	
Cambodia	Pilot run for CLMV: Tour operator (TO) assessment on recognition of prior learning (RPL)	12/2016	2.1.1. 2.3.1.	



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