

ASEAN Supply Chain Competitiveness

Project Objectives:

Improve the competitiveness of key supply chains through the implementation of ASEAN's priority sector integration effort under the ASEAN Economic Community Blueprint, paragraphs 35-37.

Support SME development as called for in the ASEAN Economic Community Blueprint, paragraph 60.

Key Work Areas:

- Detailed mapping of the structure and constraints of at least 5 regional supply chains
- Targeted intervention in selected supply chains within 2-3 priority sectors (including textiles).
- Identification of common policy-related constraints to supply chain competitiveness and the communication of those constraints to the appropriate ASEAN body for resolution.

The ASEAN Supply Chain Competitiveness (ASEAN SCC) project operates under the five-year US State Department/US Agency for International Development ASEAN Development Vision to Advance National Cooperation for Economic Integration (ADVANCE) indefinite quantity contract.

The objective of the ASEAN SCC project is to provide technical assistance and other support, at the sector and firm levels, to foster improved economic integration of ASEAN countries. The project will promote the competitiveness of the region by supporting the growth of supply chains that transect multiple countries in ASEAN, particularly the developing economies of Cambodia, Laos and Vietnam. Working with private firms, associations and other stakeholders, the project would help identify constraints in the business enabling environment that affect competitiveness.

As such, the ASEAN SCC project aims to:

- Improve the competitiveness of selected supply chains that represent opportunities for increased trade intra-regionally;
- Catalyze changes in the business enabling environment that facilitate the competitiveness of supply chains and increase momentum for reduced trade barriers; and
- Generate, share and manage knowledge resulting from this project to assist the private sector across the ASEAN region to take advantage of trade and growth opportunities.

The project will roll out in two stages. The first stage, encompassing the initial 3-4 months of the project, will involve the selection, identification, and mapping of specific supply chains from amongst the 12 priority ASEAN sectors. The ultimate goal is to choose the sectors and supply chains upon which the project can have the greatest impact.

The second phase of the project will involve implementation of a select number of supply chain-specific and cross-cutting activities that support greater regional integration, promote improved public-private sector dialogue, and address key constraints in the regional business enabling environment.

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