

GENERAL EVALUATION ON IMPACT OF THE SMEDP IN HUNG YEN PROVINCE

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1. Impact of SMEDP in Hung Yen Province

The SMEDP consists of 04 components. There are, however, only 03 components are implemented in Hung Yen (i.e. SME Policy, LED, and Value chains);

In general, after the three year of implementation, the Program has contributed to:

- Promotion of public administration reforms ;
- Heighten capacity for local officials;
- Increase in value of some selected value chains such as Long logan, and products of some craft villages, etc;
- Development of the provincial business community and contribution to local economic development;
- Strengthening public private partnership between local business community and local government;
- New approach in assessment and preparation for local development strategies and selected sub-sectors;
- More transparency in the perspective that businesses can contribute to policies before issuance;
- Exchanges on LED with other provinces in the Programs;

2. Effective activities in Hung Yen

2.1. BusinessPortal

The provincial BusinessPortal is set up with the following purposes:

- Establishing shared enterprise database for provincial SME governance in order to create new administrative environment (electronic) for local government and businesses. It also enables businesses to learn about administration procedure and implement their administrative duties in the most rapid and convenient way;
- Publicity and transparency for business database, which leads to better cooperations among businesses;
- Improvement of business governance among local authorities;
- Functioning as regular dialogue platform between business community and local government;
- Support to businesses in investment promotion, trade and e-commerce.

Success factors of the Business Portal:

- This activity has interventions relevant to the need for management and development of local business community;
- Active support of provincial leaders and effective cooperations of counterparts, especially GTZ and Ascom;
- This activity brings about concrete results, realistic and meeting the multi-faceted demand of different organizations and individuals.

Areas for improvement:

- Create source of income from the Portal to maintain it. It can be sourced from charges on new business announcement, advertising and product introduction, trade promotion, etc;
- There should be open mechanism and improvement in quality and effectiveness of the portal, that is to say, it is flexible to adapt changes in policies;
- Ascom need to be quick in providing support;
- Connection to other localities to increase the utility of the Portal.

2.2. Provincial Public – Private Dialogue - PPD

Direct thematic dialogues are organized every year. Besides, dialogues through Business Portal occur more regularly.

This new approach of GTZ has brought about changes in the way of thinking of local authorities in business dialogues. Transparency and cooperation between public and private sectors is strengthened. Business environment is improved through the changes in behavior and attitude of government officials and better public services. This approach has improved the capacity of stakeholders participating in local policy dialogues

Moreover, representatives from business community can participate in the Fartherland Front and contribute to draft policies relevant to businesses.

Success factors:

- This approach is relevant to expectation of the business community and cooperation of local authorities;
- Implementation methods are diversified, selected dialogue topics are close to current concerns of the business community;
- Local leaders listen and give out solutions.

Areas for improvement:

- There should be more regular dialogues through Business Portal, Business Associations, and BA at district level;
- Dialogue for specific business areas, and groups of topics;
- Dialogue with authority at district level.

2.3. Logan Value chain

Logan is one of the products selected by local authority to be supported by the Program using value chain method. A cooperative of logan growers, processors and customers was set up. This cooperative is an example of collaboration in production, processing and trade. More importantly, it brings about benefits and more value to logan products. This model can totally be applied for other value chains.

Success factors:

- Logan value chain activities are reasonable and highly welcomed by producers;
- Development of a technical process for logan cultivation applied for all cooperative members;
- Equal product quality with certification of food safety for all products of the cooperative;
- Capacity for cooperative in negotiation, development of distribution channels, and increase product value for logan producers.

Areas for improvement:

- There should be a strategy for logan plantation area with a reasonable structure. The support of scientists in terms of researching and developing logan quality as well as prologation of crop to create more profits for logan producers;
- Improving management capacity of the logan cooperative;
- Commitment of cooperative members in complying with technical regulations and other regulations of the cooperative;
- Increasing quality of logan through the development of trade, distribution channel and homogeneous quality of Hung Yen Logan.

3. Ineffective/Incomplete activities in Hung Yen

3.1. Establishment of IP Infrastructure development cooperative

Objective:

To solve constraints in premise for SME as well as the need for non-polluted craft villages in residential areas

Difficulties/reasons for incompleteness:

- Not able to select consultants;
- Absence of Preparation committee for Cooperatives;

Recommendations:

- Support consulting services;
- Support the Preparation committee and the start up of the IP Infrastructure Cooperative

3.2. Development of promotional Phát triển các tài liệu quảng bá, xúc tiến du lịch HY

Difficulties/reasons for incompleteness:

- Potentials for tourism development in Hung Yen are not clear;
- Local counterparts and consultants have difficulties in implementing prioritized activities for promotion of provincial tourism;
- Activities are still at preparation step.