



**STRATEGIC PARTNERSHIP PROGRAM
ACTIVITY NOTIFICATION**

Reference No.: 872

Date of Issue	26 August 2026
Activity Code	26-SPP-KH-F1-01
Title	Conference on MSME Excellence and Supplier Development
Timing	17 November 2026–18 November 2026
SPP Member(s)	Cambodia
Venue City(ies)/Country(ies)	Phnom Penh
Modality	Face-to-face
Implementing Organization(s)	National Productivity Centre of Cambodia, Ministry of Industry, Science, Technology and Innovation
Participating Country(ies)	All Member Countries
Overseas Participants	50
Local Participants	50
Closing Date	17 October 2026
Remarks	Participants will be sponsored by the nominating SPP member.

Focus Area	Focus Area 1: Micro, Small, and Medium-sized Enterprise Productivity and Innovation The micro, small, and medium-sized enterprise (MSME) sector's competitiveness has increased in priority value chains, driven by product and service quality, reliable supply, and expansion across the Cambodia, Lao PDR, Myanmar, and Vietnam (CLMV) markets. The MSME ecosystem has been improved through the development of digital tools.
Primary Key Results	Pillar 1: Catalyzing and Enabling Stakeholder Collaboration Cambodia has demonstrated an enhanced capacity to accelerate productivity growth through strengthened stakeholder cooperation and collaboration catalyzed and enabled by the influence of the APO.
Indicator	Number of participants attending the conference; Number of APO member economies represented; Number of expert presentations, country papers, or good practice case studies shared; Percentage of participants reporting improved knowledge of MSME productivity, supplier development, and regional best practices; and Number of collaboration opportunities or follow-up initiatives identified among participating organizations.

Description	This conference aims to strengthen MSME competitiveness and productivity by promoting regional knowledge exchange, policy dialogue, and collaboration among APO member economies in line with the APO–Cambodia Strategic Partnership Program (SPP). The conference supports Cambodia's efforts to strengthen the MSME ecosystem, improve enterprise competitiveness in priority value chains, and enhance regional cooperation for sustainable productivity growth. The conference will bring together policymakers, productivity organizations, MSME support institutions, business associations, industry leaders, development partners, researchers, and representatives from APO member economies to exchange experiences, successful policies, and practical approaches for strengthening MSME competitiveness and supplier development. Through keynote presentations, panel discussions, country presentations, and interactive dialogue, participants will discuss emerging regional and global trends affecting MSMEs, including enterprise productivity, supplier development, quality standards and certification, digital transformation, innovation, and value chain integration. The conference will also showcase successful policy initiatives, institutional support mechanisms, and enterprise case studies that contribute to resilient, competitive MSMEs. Special attention will be given to strengthening collaboration among governments, productivity organizations, the private sector, and development partners to foster innovation ecosystems and improve MSME participation in domestic and regional supply chains. The conference will provide opportunities for networking, partnership building, and identifying areas for future regional cooperation under the APO framework. The conference will conclude with a high-level discussion summarizing key policy recommendations and collaborative actions to support MSME productivity enhancement, supplier development, and sustainable economic growth across APO member economies. The activity is expected to enhance participants' understanding of regional best practices while strengthening strategic partnerships and knowledge-sharing networks consistent with the objectives of the Cambodia SPP.
Topics	MSME productivity and competitiveness; Quality standards and certification readiness; Supplier development and value chain Integration; Digital transformation for MSMEs; Sectoral competitiveness and best practices; Policy and institutional support for MSME development; and Regional cooperation and knowledge exchange.
Qualifications	Government officials responsible for MSME development and industrial policy; representatives of NPOs, MSME development agencies, and business associations; industry leaders, researchers, and development partners; and professionals involved in productivity, innovation, and enterprise development.

Please refer to the implementation procedures circulated with this document for further details.

A handwritten signature in black ink, appearing to be 'Indra Pradana Singawinata', written in a cursive style.

Dr. Indra Pradana Singawinata
Secretary-General