

## Board Member Meeting

1<sup>st</sup> session

Jakarta, AITIS 2015, 13-15 May 2015

Document

MB/SA/index  
Original: English

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### Agenda

#### Adoption of Agenda

##### Wednesday, May 13, 2015

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- 10.00 – 12.30 : Opening of AITIS 2015 by President of Indonesia, followed by observation to the expo of SME & SMI of local governments from all Indonesia and international businesses
- 13.00 – 15.00 : FORSEAA Board Member Meeting at AITIS 2015 – Hall D (Room A2) Jakarta Expo  
Chair ; Mr. Nico Barito, Special Envoy of Seychelles for ASEAN  
Vice Chair : Mr. Agus Muharam, Secretary General of Ministry of Cooperative & SME of Indonesia
- 19.00 – 22.00 : Dinner with Deputy Minister of Tourism of Indonesia, Mr. I Gde Pitana at Hotel Borobudur, Sumbawa Room.

##### Thursday, May 14, 2015

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- 09.00 - 10.30 : Breakfast with Minister of Industry of Indonesia, Mr. Saleh Husin at Hotel Borobudur, Bangka Room; witnessing the MoU on hospitality and culinary SMI between EJohn, Indonesia and Spring Board USA (R20)
- 11.00 - 14.00 : Factory visit to leather products industry PT. Aggiomultimex Factory at Tiga Raksa  
Director of General of SMI, Ministry of Industry of Indonesia, Secretary General of FORSEAA and Bupati (local premier) of Sidoardjo witnessing the MoU between:  
- PT Aggiomultimex and Minister of SME of Zimbabwe  
- PT Aggiomultimex and Minister of Industry of Sudan  
Lunch with Mr. Subaggio (owner & founder of Aggio Leather)
- 15.00 – 16.00 : Observation to Furniture JUNO at Kemang, Jakarta

##### Friday, May 15, 2015

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- 10.00 – 12.00 : Adoption of Strategic Approach of FORSEAA at Hotel Borobudur, Bengkulu Room  
Chair : Mr. Nico Barito, Special Envoy of Seychelles for ASEAN  
Vice Chair : Mr. I Wayan Dipta, Deputy Minister of Cooperative and SME of Indonesia
- 12.30 – 14.00 : Lunch at Arcadia, Plaza Senayan

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Communication of the Chair

MB/SA/1/2  
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### Thematic discussion: "Bridging SMEs Partnership"

#### Between local governments of all Indonesia with Africa and ASEAN

In the spirit of the 60th commemoration of ASIA AFRICA Conference & ASEAN Economic Community 2015

#### I. Introduction

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1. The Forum of Small Medium Enterprise AFRICA ASEAN (FORSEAA) was introduced by Seychelles and Indonesia on 26 September 2012 at Jakarta, whereas both countries are thinking and looking forward to bridge the small medium enterprise (SME) & small medium industries (SMI) from Africa and ASEAN countries to link producers and end users to engage direct access, to gain added value, to upswing design and brand image, to build global networking for the Africa and ASEAN SME & SMI businesses, to access funding and to support the national government and local governments with its endeavors of promoting SME & SMI.
2. The FORSEAA charter was entered on 04 March 2014 by Minister of Cooperative & SMEs of Indonesia, Vice Minister of Industry of Indonesia, Special Envoy of President Seychelles for ASEAN together with Ambassadors accredited to Indonesia and/or ASEAN from Brunei Darussalam, Cambodia, Kenya, Lao, Myanmar, Nigeria, Somalia, South Africa, Sudan, Zimbabwe.
3. FORSEAA was registered in Indonesia, by Decree of Ministry of Cooperative and Small Medium Enterprise of Republic Indonesia No.29/Kep/M.KUKM/IX/2014 dated.29<sup>th</sup> September 2014

#### II. Objectives

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4. On the 1<sup>st</sup> session of the FORSEAA Board Members Meeting, the thematic is aimed to bridge the SME & SMI between the local governments:
  - (a) To observe the modalities of SME & SMI from all over Indonesia, being one of the largest country in ASEAN at the AITIS 2015 'APKASI (*Association of Local Government of Indonesia*) *International Trade and Investment Summit 2015*' at Jakarta International Expo.

- (b) Sharing of information among the Board Members on the SME & SMI development
- (c) Define possible areas of action for the Secretariat as well as for increased cooperation between FORSEAA founder members, observer members and the business sectors.

### III. Discussion of the Board Member

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- 5. For the purposes of a productive and lively participation in the discussion, the Chair invites Board Member and Observer Member to share their brief views in the development of SME & SMI. Particularly focusing on the following:
  - (a) Partnership frameworks between public and private sectors
  - (b) Capacity building and Training in product development
  - (c) Market development, promotion, design, brand image and added value
  - (d) Financial assistance for SME & SMI and introducing foster parent – foster children program between big company and SME & SMI.
  - (e) Supportive policy and regulations from the government towards the resilience of SME & SMI.

### IV. Actions taken by the Board Member

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- 6. The Board Member having heard the communication of the Chair of the Board Member meeting:
  - (a) Shares the view of FORSEAA and support the introduction of FORSEAA to the national government, local government and the private sectors from Africa and Asean.
  - (b) Extends its gratitude and appreciation to Seychelles and Indonesia for the initiative undertaken to launch FORSEAA to accelerate Africa and Asean SME & SMI partnership integration and global networking.
  - (c) Endorses the Secretariat to keep working on development of FORSEAA on the issue of balancing the active involvement of Africa and Asean countries and to invite more participation of business sectors.

## Board Member Meeting

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Jakarta, AITIS 2015, 13-15 May 2015

Strategic Approach

MB/SA/1/3a  
Original: English

### Report of the Secretary General Part. 1 Back Ground, Vision, Mission

#### I. Back Ground

- 1) The Forum of Small Medium Enterprise AFRICA ASEAN (FORSEAA) formally introduced on 26th September 2012 and institutionalized by FORSEAA Charter by 04th March 2014.
- 2) The FORSEAA proprietary founder the government of Seychelles and the government of Indonesia administer and organize the smooth running of the initiatives and programs to reveal a new potential development of the economic powers through Small Medium Enterprise of Seychelles and AFRICA together with Small Medium Enterprise of Indonesia and ASEAN.
- 3) The FORSEAA will link the AFRICA and ASEAN Small Medium Enterprise producers and end users to engage direct access, care for natural resources, upswing design and attain global brand image.

#### II. Objectives

- 4) The Forum of SMALL MEDIUM ENTERPRISE AFRICA ASEAN 'FORSEAA' promotes the strong potential of SME 'Small Medium Enterprises' of AFRICA-ASEAN and relevant international partnership, market development, funds and agencies, exchange of best practices and good policies.
- 5) The Forum gathers a wide range of SMEs actors from every walk of life. Participants at the Forum include, but are not limited to national, regional and local governments, non-governmental organizations, community-based organizations, research institutions and academies, professionals, private sector, development finance institutions, foundations, media and United Nations organizations and other international agencies.

- 6) The Forum will be host at different countries and local governments to allow the AFRICA-ASEAN SMEs to meet, to discuss and to realize partnership with global endeavors. The Forum will conduct every two year a Premier Conference on SME of AFRICA-ASEAN and highlight topics facing the world today in the area of SME, sharing the lesson learn, its communities, economies and policies thus ensuring the inclusion of identification of fair trade and equal opportunity for prospective growth.

### III. Vision and Mission

- 7) In recognition of the fundamental importance of SMEs entrepreneurial spirit as one of the foremost link in thriving economic cooperation between AFRICA-ASEAN and to offer sustainable growth of international business and the foreign direct investment as alternative to multi nationals.
- 8) The need to promote AFRICA-ASEAN people-to-people contact through SMEs internships, fellowships, scholarships and other exchanges.
- 9) To contribute to the evolution of strategic cooperation between AFRICA-ASEAN SMEs that promotes mutual assistance, equitable economic development, address socio-economic disparities and the alleviation of poverty.
- 10) To promote greater awareness of SMEs, and greater interaction among the SMEs of AFRICA-ASEAN as well as their wider global participation, inter alia through exchange program, technology transfer, human resources development, design improvisation, market access, brand imaging and financial assistance that will enable them to realize their full potential and capacity to contribute to progress as productive and responsible members of society.
- 11) To enhance international interaction for AFRICA-ASEAN SME & SMI and promote identity awareness.
- 12) To promote joint venture through the investment promotion centers in the members states by
  - (a) Connecting SME / SMI and Training & Capacity Building
  - (b) Connecting SME / SMI and Design
  - (c) Connecting SME / SMI and Financial Assistance
  - (d) Connecting SME / SMI and Market Development
  - (e) Connecting SME / SMI and Image Branding

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Strategic Approach

MB/SA/1/3b  
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### Report of the Secretary General Part. 2 Membership, Partners and Affiliates

- National Government
  - Heads of States
  - Ministers of States
  - Ambassadors or Representative of Country
- Local Government
  - Provincial Governors
  - Regional / Local Government
  - Mayors
  - Regional/ Local Government Associations
- Business
  - SME companies & Individual SME
  - Multinational companies
  - Banks
  - Business Associations
  - Chambers of Commerce
- Academia
  - University & Academic
  - Designers & Association of Designer
- Civil Society Organization
  - Non-Governmental Organization
  - Representative of Woman & Youth
  - Social movements
  - Indigenous People organizations
  - Trade Unions & Cooperative
- Foundation and Individual
  - Philanthropist or Individual dedicated to SMEs
- International Organization
  - United Nations
  - Intergovernmental Organization
  - Regional Economic Communities
- Media
  - Journalists
  - Cameramen
  - Photographers
  - Media Representatives

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Strategic Approach

MB/SA/1/3c  
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### Report of the Secretary General Part. 3 Administrative and statutory matters

At this preliminary phase FORSEAA has its own administrative structure, which includes the Board of Trustees led by the Chairman, the International Advisory Committee and the Permanent Secretariat based in Jakarta.

#### 1) Honorary Patron:

- President of the Republic of Indonesia
- President of the Republic of Seychelles
- President of the Republic of Sudan
- Minister of Cooperative & SMEs of the Republic of Indonesia
- Minister of Investment, Entrepreneurship Development & Business Innovation of Seychelles
- Minister of Industry of the Republic of Indonesia
- Secretary General of ASEAN

#### 2) Founder Patron :

- Mr. Susilo Bambang Yudhoyono (former President of Indonesia )
- Mr. Syarifudin Hasan (former Minister of Cooperative and SMEs of Indonesia)
- Mr. Alex Retraubun (former Vice Minister of Industry of Indonesia)
- Mr. Jean Paul Adam (current Minister of Finance and Blue Economy of Seychelles)
- Mr. Nico Barito (current Special Envoy of President Seychelles for ASEAN)
- Mr. Le Loung Minh (current Secretary General of ASEAN)
- Mr. Isran Noor (former Chairman of APKASI / local government of Indonesia)

#### 3) Founder Member:

Ambassadors accredited to Indonesia and/or ASEAN from the following countries:

Brunei, Cambodia, Indonesia, Kenya, Laos, Myanmar, Nigeria, Seychelles, Sudan, South Africa, Somalia, Zimbabwe;

and new members from Africa and ASEAN who will join the charter represented by Minister or Ambassador.

#### 4) Observer Member:

Represented by Minister or Ambassador of non-Africa and non-Asean countries



**5) Board of Trustee Member :**

- (a) All AFRICA and ASEAN Ambassador accredited to Indonesia and/or ASEAN
- (b) The Board of Trustee Member will be led by Chairman for a period of 1 (one) year.
- (c) The present Chair and Vice Chair (May 2015 to May 2016) will be from Seychelles and Indonesia.

**6) Ex-officio Member:**

- Secretary General : Mr. Nico Barito
- Deputy Secretary General : (to be appointed)

**7) Advisory Committee**

- Professionals, Institutional/Organization CEOs, Corporate Representatives

**8) Permanent Secretariat based in Jakarta, Indonesia**

- President : Mr. Isran Noor
- Executive Directors : (to be appointed)
- Executive Secretary : Mrs. Mercy Luvina
- Assistant Secretary
- Program Manager

**9) The Forum Budget**

- (a) The budget of the Forum shall be financed by:
  - 1. contributions by its Members, which are based on the scale of assessments, or as determined by the Board of Trustee;
  - 2. support from the permanent secretariat
  - 3. other possible sources
- (b) The Forum shall secure a solid financial basis and ensure the effective and efficient implementation of the Forum's activities, as defined by the work program.
- (c) The draft budget of the Forum for the financial year 2015 - 2016 shall be prepared by the Secretary General and submitted to the Board of Trustee for examination and approval.
- (d) The Board of Trustee shall appoint an external auditor who shall hold office for a periodical time. The auditor shall examine the accounts of the Forum as deemed necessary with respect to the healthy situation of the Forum.

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Strategic Approach

MB/SA/1/3d  
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### Report of the Secretary General Part.4 Activities 2015-2016

FORSEAA holistic approach is to make SMEs better place, in the spirit of South - South cooperation. FORSEAA will be a networking forum to bring benefit outcome to the members SME & SMI and to facilitate bilateral cooperation for its members, to expand globally and source investment partnership.

The secretariat has prepared list of actions and request submission of interest by its members on:

1) **Program 2015 – 2016**

- Culinary & Tourism October 2015
- Fashion Week AFRICA ASEAN March 2016
- Young Entrepreneur on ICT July 2016

2) **Activities 2015 – 2016**

- Africa Union SME Expo at Zimbabwe July 2015
- Training on various disciplines 2 times
- Culture Festival (Lao at Seychelles Carnival International Victoria) April 2016

3) **Partnership 2015 – 2016**

- Realizing partnership with private sectors and SME & SMI from AFRICA ASEAN with members under the private-private partnership
- Enter into cooperation and linkages between big businesses and SME & SMI scheme to mentor and support SME & SMI development

Aside of representing an important SME challenge, FORSEAA strategic approach also take into consideration the environmental impact such as use of natural resources and issues of social concern.

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Delegates

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### List of Participants

#### Indonesia:

- 1) Minister of Industry : Mr. Saleh Husin
- 2) Secretary General, Minister of Cooperative and SME : Mr. Agus Muharam
- 3) Deputy Minister of Tourism : Mr. I Gde Pitana
- 4) Deputy Minister of Cooperative and SME: Mr. I Wayan Dipta
- 5) Director General of SMI, Ministry of Industry : Mrs. Euis Saedah
- 6) Director General of International Development, Ministry of Industry Mr.Achmad Sigit Dwiwayjono
- 7) Secretary of Directorate General of SMI, Ministry of Industry Mr.Busharmadi
- 8) Chairman of APKASI (local government association) : Mr.Mardani Maming
- 9) Vice Chair of Economic Diplomacy, Ministry of Foreign Affairs : Ambassador.Dimas Samudra
- 10) Special Staff Intl Development Minister of Ministry Cooperative and SME: Mr. Hasan Jauhari

#### Seychelles :

- 11) Minister of Investment, Entrepreneurship & Business Innovation: Mr.Michael Benstrong
- 12) Special Envoy of Seychelles for ASEAN : Mr.Nico Barito

#### Zimbabwe :

- 13) Minister of Small Medium Enterprise : Mrs. Sithembiso Nyoni
- 14) Chief Business Development Officer: Mr. Gilbert Dzvuke
- 15) Ambassador Jakarta :Ms.Alice Mageza

#### Sudan :

- 16) Minister of Industry : Mr. Alsimaih Al Siddiq
- 17) Executive Director of Ministry of Industry: Mr Mukram Siddig Al Ameen
- 18) Staff
- 19) Ambassador Jakarta : Mr.Mohamed Omer

#### Timor Leste :

- 20) Minister of Commerce : Mr. Antonio Da Conceicao,
- 21) Director General of Ministry of Commerce: Mr. Cosme Fatima Da Silva

#### Lao:

- 22) Vice Minister of Industry and Commerce: Mr. Siao Savath Savengsuksa,
- 23) Director Policy Research Division :Mr.Sengphachanh Simangkhala
- 24) Staff

**Kenya:**

- 25) Cabinet Secretary for Industrialization and Enterprise: Mr. Adan Mohamed
- 26) Director of Cabinet Secretary for Industrialization and Enterprise Kenya: Mr. Erustus Kimuri
- 27) Ambassador, Kuala Lumpur : Mr. Samori Okwiya

**Somalia:**

- 28) Minister of Commerce and Industry : Mr. Abdirahman Abdi Osman
- 29) Deputy Ambassador, Jakarta : Mr. Abdisalam

**Myanmar**

- 30) Minister of Industry : Mr. U Maung Myint
- 31) Principal Officer Ministry of Industry : Mr. U Hla Moe
- 32) Ambassador, ASEAN: Mr. Min Lwin

**South Africa:**

- 33) Ambassador, Jakarta : Mr. Pakamisa Sifuba

**Brunei:**

- 34) Deputy Ambassador, Jakarta : Mr. Ahmad Nasri Abdul Latif

**Nigeria:**

- 35) Ambassador, Jakarta : Mr. M.L. Sulaiman

**FORSEAA Permanent Secretariat:**

- 36) President : Mr. Isran Noor
- 37) Executive Secretary : Ms. Mercy Luvina
- 38) Assistant Secretary: Ms. Editha Maharany

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### List of Participants

#### Indonesia:

- 1) Minister of Industry : Mr. Saleh Husin
- 2) Secretary General, Minister of Cooperative and SME : Mr. Agus Muharam
- 3) Director General of SMI, Ministry of Industry : Mrs. Euis Saedah
- 4) Director General of International Development, Ministry of Industry Mr.Achmad Sigit Dwiwahjono
- 5) Deputy Minister of Tourism : Mr. I Gde Pitana
- 6) Deputy Minister of Cooperative and SME: Mr. I Wayan Dipta
- 7) Secretary of Directorate General of SMI, Ministry of Industry Mr.Busharmadi
- 8) Chairman of APKASI (local government association) : Mr.Mardani Maming
- 9) Vice Chair of Economic Diplomacy, Ministry of Foreign Affairs : Ambassador.Dimas Samudra
- 10) Special Staff Intl Development Minister of Ministry Cooperative and SME: Mr. Hasan Jauhari

#### Seychelles :

- 11) Minister of Investment, Entrepreneurship & Business Innovation: Mr.Michael Benstrong
- 12) Special Envoy of President Seychelles for ASEAN : Mr.Nico Barito

#### Zimbabwe :

- 13) Minister of Small Medium Enterprise : Mrs. Sithembiso Nyoni
- 14) Chief Business Development Officer: Mr. Gilbert Dzvuke
- 15) Ambassador Jakarta :Ms.Alice Mageza

#### Sudan :

- 16) Minister of Industry : Mr. Alsimaih Al Siddiq
- 17) Executive Director of Ministry of Industry: Mr Mukram Siddig Al Ameen
- 18) Executive Director of Ministry of Industry : Mrs. Aisha Abdul Wahab
- 19) Ambassador Jakarta : Mr.Mohamed Omer

#### Timor Leste :

- 20) Minister of Commerce : Mr. Antonio Da Conceicao,
- 21) Director General of Ministry of Commerce: Mr. Cosme Fatima Da Silva
- 22) Director of Foreign Trade : Mr. Marcio R.Lay
- 23) Technical Assistant Commercial : Mr. Gaspar Policarpo da Silva Correia

**Lao:**

- 24) Vice Minister of Industry and Commerce: Mr. Siasavath Savengsuksa,
- 25) Director Policy Research Division :Mr.Sengphachanh Simangkhala
- 26) Minister Counsellor LAO PDR : Mr. Phomma Boutthavong

**Kenya:**

- 27) Cabinet Secretary for Industrialization and Enterprise: Mr. Adan Mohamed represented by Director of Cabinet Secretary for Industrialization and Enterprise Kenya: Mr. Erustus Kimuri
- 28) Ambassador, Kuala Lumpur : Mr. Samori Okwiya

**Somalia:**

- 29) Minister of Commerce and Industry : Mr. Abdirahman Abdi Osman represented by Mr. Abdisalam

**Myanmar**

- 30) Minister of Industry : Mr. U Maung Myint represented by Ambassador, ASEAN: Mr. Min Lwin

**South Africa:**

- 31) Ambassador, Jakarta : Mr. Pakamisa Sifuba

**Nigeria:**

- 32) Ambassador, Jakarta : Mr. M.L. Sulaiman

**Brunei:**

- 33) Embassy of Brunei, Jakarta : Mr. Ahmad Nasri Abdul Latif

**FORSEAA Permanent Secretariat:**

- 34) President : Mr. Isran Noor
- 35) Executive Secretary : Ms. Mercy Luvina
- 36) Administrative Assistant: Ms. Editha Maharany