

Board Member Meeting

1st session

Jakarta, AITIS 2015, 13-15 May 2015

Strategic Approach

MB/SA/1/3a
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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