

# UK – ASEAN TRADE MISSION

## PROGRAMME OVERVIEW

18 – 22 NOVEMBER 2024

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## BACKGROUND

Funded by the UK International Development, the International Trade Centre (ITC) SheTrades Initiative is organizing the UK trade mission in the ASEAN region from 18 to 22 November 2024, in collaboration with the ASEAN Women Entrepreneurs' Network (AWEN) and the host institution of SheTrades Indonesia Hub.

The trade mission will focus on connecting women-led businesses from two ASEAN countries, i.e. Indonesia and Cambodia, in the textiles and apparel, handicrafts, and footwear sectors with selected buyers from UK.

The trade mission aims to support participating companies to:

- Gain an in-depth knowledge of the business environment and specific market requirements to import from Indonesia and Cambodia and export to UK, including the available trade preference.
- Facilitate direct connections with key export promotion institutions in Indonesia and Cambodia.
- Attend one-to-one business and networking meetings with potential suppliers in Indonesia and Cambodia.
- Develop direct contacts with potential suppliers in Indonesia and Cambodia and increase the company's awareness of the full potential business linkages between the ASEAN region and the UK, in particular, through company visits to experience production processes of the potential suppliers.

Registration link: click [here](#)

Application deadline: **Thursday, 10 October 2024**

If any queries, please contact Ms Eva Chang at [echang@intracen.org](mailto:echang@intracen.org)

## TERMS AND CONDITIONS OF THE PROGRAMME

1. Companies are accepted and designated according to ITC's eligibility criteria, as follows: professional profile (including digital presence, e.g. company website and social media accounts), company details (e.g. purchasing and importing volume), import-export experience, products of interest, geographical area and budget restrictions.
2. Companies accepted into the programme will enjoy the following benefits:
  - Travel expenses (economy class), accommodation costs and meals (breakfast, lunch, and dinner)
  - A number of business-to-business and networking sessions
3. Participating UK companies will sign a letter of commitment with ITC outlining the expectations of engagement prior to, during and after the trade mission, and commit to taking part in all meetings included in the programme overview below. Requests to make alternative arrangements while on the programme or to skip meetings must be made in writing at least two days prior to the event or meeting in question.
4. Participating UK companies can cancel their participation with a prior notice minimum three weeks before the event. Otherwise, participants must take responsibility for the full payment of any fees that may be incurred as a result of the cancellation.
5. If a participant does not attend the meetings or fails to fulfil their obligations (item 4) without any prior notice, they must reimburse the organizer for travel and/or accommodation expenses.

6. Disclaimer: By taking part in the Trade Mission Programme, you give your consent for basic contact information for your company (name, country, products and website), as well as your name and position, to appear on the list of companies to be passed onto the registered companies in Cambodia and Indonesia.

## PROGRAMME AGENDA

### DAY 1 – MONDAY, 18 NOVEMBER

Location: Phnom Penh (tbc)

TIME	DESCRIPTION
09:30 – 10:00	Arrival and registration
10:00 – 10:30	Opening remarks <i>Representative, AWEN Cambodia</i> <i>Representative, British Embassy in Cambodia</i> <i>Minister of Commerce of Cambodia (tbc)</i> <i>Representative, ASEAN Secretariat (tbc)</i> <i>H.E. Sun Chanthol, Deputy Prime Minister of Cambodia</i>
10:30 – 11:00	Sector-specific market information session: Opportunities and challenges <i>Sector-specific institutions (tbc)</i> <i>Logistics companies (tbc)</i>
11:00 – 11:15	Coffee break
11:15 – 11:45	Exporting textiles and apparel and footwear from Cambodia to the UK (e.g. size of the sector, volume, current exports, etc.), including the Developing Countries Trading Scheme (DCTS) <i>Representative from UK companies</i> <i>UK Regional Trade for Development Advisor – South, Central, Southeast Asia</i>
11:45 – 12:15	Discussion
12:15 – 13:30	Networking lunch
13:30 – 15:30	Scheduled business-to-business meetings
15:30 – 16:30	Exhibition walkthrough
16:30 – 16:45	Wrap-up discussion
16:45 – 17:00	Closing remarks <i>Representative, International Trade Centre</i>

### DAY 2 – TUESDAY, 19 NOVEMBER

Location: Phnom Penh and surrounding areas (tbc)

TIME	DESCRIPTION
09:30 – 18:00	Company visits

### DAY 3 – WEDNESDAY, 20 NOVEMBER

Location: Phnom Penh to Jakarta

TIME	DESCRIPTION
09:00 – 12:00	Company visits
15:45 – 18:50	Phnom Penh to Jakarta

### DAY 4 – THURSDAY, 21 NOVEMBER

Location: Jakarta (tbc)

TIME	DESCRIPTION
09:30 – 10:00	Arrival and registration
10:00 – 10:30	Opening remarks <i>Representative, UK Mission for ASEAN</i> <i>United Nations Resident Coordinator for Indonesia</i> <i>Representative, ASEAN Secretariat</i> <i>Representative, Ministry of Trade of the Republic of Indonesia</i>
10:30 – 11:00	Sector-specific market information session: Opportunities and challenges <i>Sector-specific institutions (tbc)</i>
11:00 – 11:15	Coffee break
11:15 – 11:45	Exporting textiles and apparel, handicrafts, and footwear from Indonesia to the UK (e.g. size of the sector, volume, current exports, etc.), including the Developing Countries Trading Scheme (DCTS) <i>Representative from UK buyers</i> <i>Representative, BHC in Indonesia</i>
11:45 – 12:15	Discussion
12:15 – 13:30	Networking lunch
13:30 – 16:30	Business-to-business meetings
16:30 – 16:45	Wrap-up discussion
16:45 – 17:00	Closing remarks <i>Representative, SheTrades Indonesia Hub</i> <i>Representative, AWEN Indonesia</i>



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## DAY 5 – FRIDAY, 22 NOVEMBER

Location: Jakarta and surrounding areas (tbc)

TIME	DESCRIPTION
09:30 – 18:00	Company visits

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