



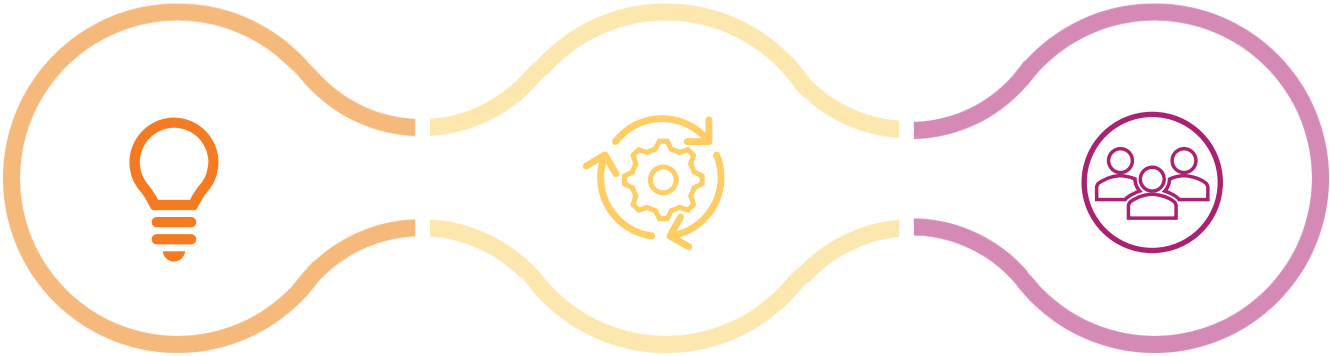
SOUTHEAST ASIA  
REGION

2023

2024

CAMBODIA  
INDONESIA  
LAOS  
VIETNAM

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# ABOUT US

Swisscontact is an independent non-profit development organisation established in 1959 by representatives of the Swiss private sector and civil society. Our work focuses on private sector-led sustainable economic development and improved quality of life for all in developing and emerging countries. A key focus is to strengthen the skills of individuals and foster the competitiveness of businesses.

We are a longstanding development partner in the region with activities in Indonesia starting in 1974. Our expansion to the Mekong started with Laos in 2013, Cambodia and Vietnam in 2016 and regional projects from 2018 onwards. Our 200 strong team implements 20 projects in our focus countries and we provide technical advice to key programmes in SE Asia.





## MISSION

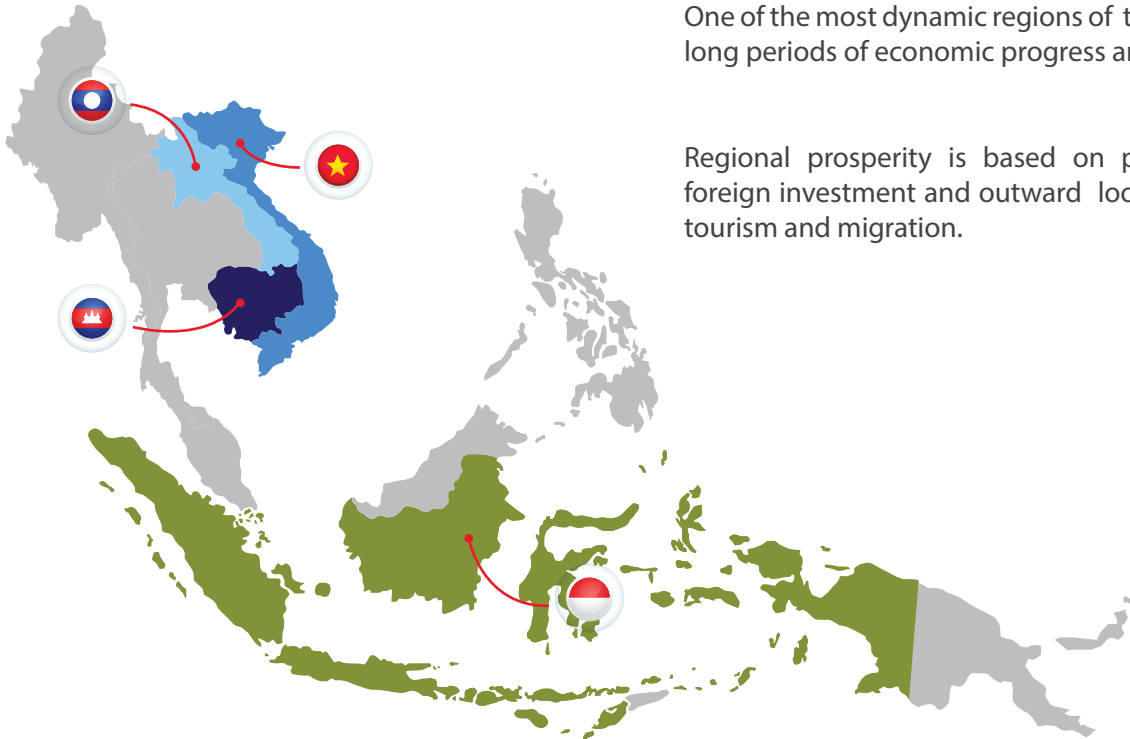
We unleash the potential of private initiative to foster sustainable development and shared prosperity in developing and emerging economies.

At Swisscontact, our mission statement embodies our purpose and identity. We firmly believe that private initiative drives innovation, change and economic progress. As an organisation, we continually create innovative and scalable solutions to address critical development challenges, all while aligning with the Sustainable Development Goals (SDGs). Quality is at the core of our work. We are committed to investing in quality enhancements to maximise our impact, outreach and sustainability. Our project partners share our values and long-term vision, emphasising on systems transformation.

# SOUTHEAST ASIA

One of the most dynamic regions of the world. Experiencing long periods of economic progress and poverty reduction.

Regional prosperity is based on private sector growth, foreign investment and outward looking policies on trade, tourism and migration.



# AREAS OF WORK



## ENTERPRISE

- Sustainable landscapes.
- Regenerative agriculture and sustainable supply chains.
- Transition finance to promote change from traditional agriculture.
- Sustainable consumption and production processes.
- Increase of competitiveness of enterprises in different industries.



## PEOPLE

- Promoting dual VET in industry specific polytechnics.
- Scaling up informal training
- Strengthen the competencies of people for entering the job market.



## ECONOMY

- Enhancing entrepreneurial eco - systems.
- Trade promotion with Switzerland and Europe.
- Enhancing the skills and enterprise policy and promotional framework.

# OBJECTIVES

Swisscontact contributes to the Sustainable Development Goals (SDGs) through a variety of pathways focusing on private sector development in partnership with host governments and stakeholders. Private Sector Engagement (PSE) and Public Private Development Partnerships (PPDPs) are key elements of our approach. We support the private sector in going beyond Corporate Social Responsibility (CSR) and philanthropy to promote “shared value” initiatives and altering traditional ways of doing business. Through our work, small, medium and large private companies as well as commercial farmers and agri-businesses are bringing new technologies and innovation to markets and creating additional jobs and opportunities. These themes are central to the case for covid recovery in the short- term and climate change beyond.



# CORE COMPETENCIES



VOCATIONAL EDUCATION  
AND TRAINING



LABOUR MARKET  
INSERTION



CONTINUING VOCATIONAL  
EDUCATION AND TRAINING



ENTREPRENEURIAL  
ECOSYSTEMS



GREEN CITIES



SUSTAINABLE  
AGRICULTURE



SUSTAINABLE TOURISM  
DEVELOPMENT



TRADE





# PROJECTS

## REGIONAL PROJECTS

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- 1 Swiss Entrepreneurship Program (**Swiss EP**) - Vietnam
- 2 Swiss Import Promotion Programme (**SIPPO**) - Vietnam
- 3 Market Development Facility (**MDF**) - Sri Lanka and the Pacific
- 4 Technical Assistance to **PRISMA** - Indonesia

## CAMBODIA

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- 1 Improving Small Package E-Trade for SMEs (**SeT4SME**)
- 2 Innovation for Sustainable Agriculture (**ISA**)
- 3 Skills Development Programme (**SDP**)
- 4 Enhancing Entrepreneurial Ecosystem and Investments (**3EI**)
- 5 Digital Literacy Initiative Cambodia (**DLI**)
- 6 Digital Learning Materials for TVET (**DLM4TVET**)
- 7 Senior Expert Contact (**SEC**)

## INDONESIA

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- 1 Swiss Skills for Competitiveness (SS4C) programme consists of Skills for Competitiveness (**S4C**) and Sustainable Tourism Education Development projects (**STED**)
- 2 Swiss Import Promotion Programme (**SIPPO**)
- 3 Sustainable Landscape Program Indonesia (**LASR**)

## LAOS

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- 1 Vocational Training and Employment Support Services in Laos (**VTESS**)
- 2 Waste to Value (**W2V**)
- 3 Digital Literacy Initiative Laos (**DLI**)
- 4 Sustainable Consumption and Production in Lao PDR (**SCP Lao**)



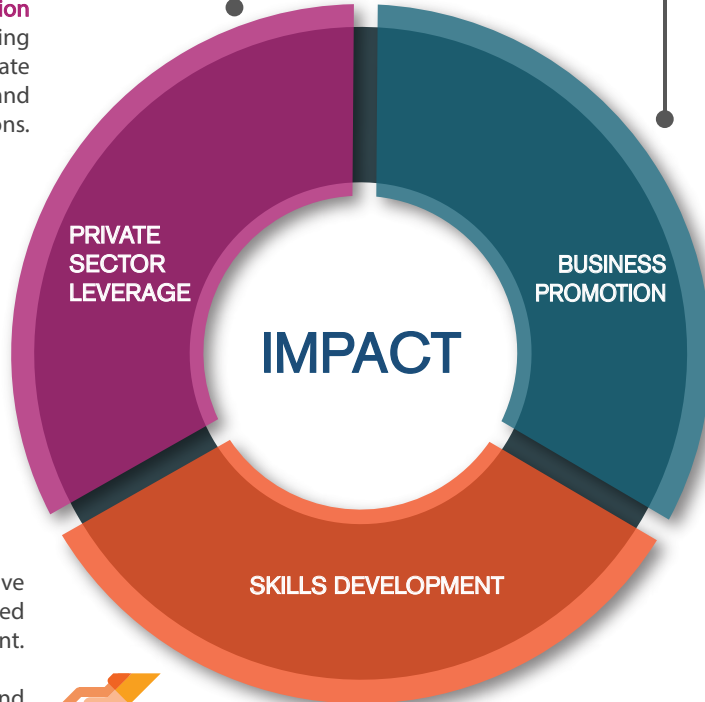
More than **CHF 7,6 million** leveraged by implementing partners from the private sector through cash and in-kind contributions.



**995,074** (32% female-led) smallholder farms and non-agri **MSMEs** accessed improved products and services.

**537,699** (34% female-led) smallholder farms and non-agri **MSMEs** benefited through increased incomes.

**71,196,651 CHF** Additional income generated and 359 jobs created by smallholder farms and non-agri **MSMEs**.



# IMPACT

**7,479 people** (44% female) have accessed and completed programmes in skills development.

**3,306 people** (47% female) found employment or started self-employment and generated an additional annual income of **1,479,400 CHF**.



# REGIONAL MANAGEMENT



Elyv S. Setheono  
BA Coordinator - SEA



Michael Fink  
Country Director Laos



Prashant Rana  
Director South East Asia



Rajiv Pradhan  
Country Director Cambodia



Daniel Weibel  
Country Director Indonesia



Dyan Barutzki  
Communications Coordinator

# SENIOR MANAGEMENT



Andi Aulia  
Country Office - Indonesia



Aris Darujo  
SIPPO - Indonesia



Chansamai Xong  
Country Office - Laos



Christian Volker Ide  
SDP - Cambodia



Christina Rini  
LASR - Indonesia



Erica Chiajui Wu  
DLI - Cambodia



Khamla Souksawat  
Country Office - Laos



Kimchean Prum  
Country Office - Cambodia



Latdaphone Vongkhamheng  
DLI - Laos



Manfred Egger  
VTESS - Laos



Mengcheang Nhep  
SDP - Cambodia



Puji Maharani  
Country Office - Indonesia



Phetsavart Phangphongphakdy  
VTESS - Laos



Rob Hitchins  
MDF - Regional



Setha Rath  
ISA - Cambodia



SokHuy Lay  
3Ei - Cambodia



Sorphorn Souk  
Country Office - Cambodia



Soudsaichay Baudrez  
VTESS - Laos



Vithakone Naophachanh  
Country Office - Laos

# PARTNERSHIPS

Swisscontact builds and strengthens solid partnerships which are essential to achieve the best possible and sustainable outcomes for our beneficiaries.

Partnerships with the private sector and host governments are at the core of our inclusive systems development approach in our projects. We work with governments on regenerative agriculture, trade and export promotion, skills standards, promoting dual vocational training polytechnics and sustainable tourism.

In doing so, we amplify our results through working with the private sector in adapting new business models in their value and supply chains to include disadvantaged sections of society, raising skills standards in key sectors such as hospitality, agriculture mechanization, entrepreneurship promotion and impact investment.



# FUNDERS



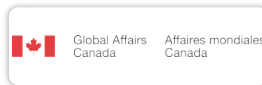
Swiss Confederation

Federal Department of Economic Affairs,  
Education and Research EAER  
State Secretariat for Economic Affairs SECO



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Swiss Agency for Development  
and Cooperation SDC



# PARTNERS



# CONTACTS



CAMBODIA

Phnom Penh THANS CORP Building #46, 7 Flr.,  
Mao Tse Toung Blvd (245), Sangkat Boeng  
Trabek, Khan Chamkarmorn Phnom Penh,  
Cambodia Phone: +855 23 901 156/7

[www.swisscontact.org/cambodia](http://www.swisscontact.org/cambodia)



INDONESIA

AIA Central, 41st Floor, Jl. Jend. Sudirman  
Kav. 48A, South Jakarta, 12930, Indonesia  
Phone: +62 21 2527600

[www.swisscontact.org/indonesia](http://www.swisscontact.org/indonesia)



LAOS

3rd floor, 108 Hill Building, 49 Dongpaina, Ban  
Saphanthong Neua, Sisattanak District,  
Vientiane Capital, Laos  
Tel: +856 21 454148 Phone: +856 21 454148

[www.swisscontact.org/laos](http://www.swisscontact.org/laos)



*We create opportunities*