

How Can Your Business Benefit from ASEAN Initiatives?



**Micro, Small and
Medium Enterprises (MSMEs)**
is the backbone of ASEAN's economy.



97% - 99%
of firms in ASEAN are MSMEs.

(Source: OECD, 2020; APEC, 2020).



Unlike large companies, MSMEs face constraints to:



**ACCESSING TO
CAPITAL AND
INVESTMENT**




**PENETRATING
EXPORT MARKET**

**These impediments become
more pronounced during the pandemic.**



(Source: Tulus Tambunan, 2019).

The background is a vibrant yellow with scattered colorful confetti in shades of green, red, and blue. On the left, a man with dark hair, wearing a blue shirt, smiles while holding a light-colored mug. On the right, a woman with dark hair, wearing a blue and white patterned top, smiles while holding a large, brown woven basket. The text is centered in the upper half of the image.

With the support of **Cambodia,**

an **SME bank**
is established to
provide financing and
commercial bank
services to support
local MSMEs.

**Helping local MSMEs to grow
and expand their businesses
in the ASEAN region.**



The Master Plan on ASEAN Connectivity (MPAC) 2025 unlocks more opportunities!



By promoting financial inclusion to deliver financial products and services to MSMEs and the wider community.

Learn more at <https://connectivity.asean.org/> #MPAC2025

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