

# 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, is smiling and holding a light-colored mug. On the right, a woman with dark hair, wearing a blue and white patterned top, is smiling and 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.**



