

GENERAL INFORMATION

THE EAST-WEST ECONOMIC CORRIDOR WEEK 2007 (EWEC Week 2007)

Da Nang City, Viet Nam, 27 August - 1 September 2007

1. Background

As an important pillar corridor in the Mekong sub-region and also a trans-national transport artery along an east-west alignment in mainland Southeast Asia, the 1,450-kilometer East-West Economic Corridor has been developed for facilitation of cross-border trade, investment and export-oriented production. The EWEC stretches across four GMS countries (13 provinces) from Mawlamyine in Myanmar through Khon Kaen, Kalasin, Kuchinarai and Mudahan in Thailand and Savannakhet of Lao PDR to Quang Tri, Thua Thien Hue and Da Nang in Viet Nam. The Corridor offers great opportunities for development and cooperation, among others, namely sub-regional cooperation acceleration, better access to raw materials and potential market of the Mekong sub-region, increased cross-border trade, investment and tourism flows, etc...

With the completion of the 2nd Mekong International Friendship Bridge, the road infrastructure of EWEC has get through and EWEC became the first economic corridor coming into full play in the Mekong sub-region. The development of EWEC transportation network will help greatly facilitate economic growth in the region. Seaports in the EWEC countries, particularly Da Nang seaport (Viet Nam) should have higher capacity to accommodate increasing logistic demand and economic growth of the region and to reduce costs.

The further investment in infrastructure, tourism is also a priority in the EWEC countries, since the Corridor represents a key destination where unique sights can be seen. The EWEC is endowed with abundant natural, cultural and historical resource that provide enormous potential for tourism development. The Corridor is home to two World Heritage Sites designated by the United Nations Educational, Scientific and Cultural Organization (UNESCO), namely Hue Citadel in Thua Thien Hue Province (Viet Nam) and Sukhothai in northern Thailand, and is extremely close to two more, namely My Son and Hoi An in Viet Nam.

While the public sector takes the lead in launching the Corridor, long-term development and particularly financing will require a genuine public-private partnership. The full participation of the public and private sectors in the EWEC countries is crucial to ensure local people in the Corridor to truly get benefit from the EWEC cooperation. The involvement of private investors, therefore, is vital for the EWEC's evolution.

The 3rd EWEC Senior Official's Meeting adopted an the EWEC Promotion Initiative, which calls for further activities to enhance the awareness of EWEC's development potential. In an effort to put the Initiative into life, Viet Nam is to organize a series of activities called as " the EWEC Week 2007" to be scheduled in Da Nang City, Viet Nam, from 27th August to 1st September 2007.

2. Objectives

- To enhance public awareness of the EWEC's development potentials and strengthen closer public- private partnership as well as local cooperation among EWEC provinces.

- To provide a distinctive opportunity for business circles and development partners within and outside the EWEC to explore potentials, advantages and benefits of the EWEC as well as possibility to establish future business link- up.

- To provide a platform for discussion on economic potential and benefits as well as shortcomings, thereby proposing viable solutions and measures to deal with existing bottlenecks and problems in order to accelerate and enhance effective use of the EWEC.

3. Key activities

- EWEC Trade- Investment & Tourism Promotion Forum

- EWEC Trade Fair and Exhibition held during the EWEC Week.

- Caravan Field Trip along the EWEC for on-site experience and better understanding of investment opportunities in the region (from Da Nang to Savanakhet and Mukdahan).

- Cultural/traditional festival and sport activities among the EWEC countries.

4. Participants

4.1. Vietnam

- Deputy Prime Minister and Foreign Minister H.E. Mr. Pham Gia Khiem.

- High- level officials from Ministry of Foreign Affairs and relevant Ministries (trade, investment, transportation, customs, tourism...).

- Chairman of People's Committees of Da Nang, Thua Thien Hue and Quang Tri Provinces and selected adjacent provinces (Ha Tinh, Quang Binh, Quang Nam, Quang Ngai...).

- Business sectors.

4.2. EWEC countries

- Head of Delegation: a Minister or Ministerial- level official.

- The EWEC countries' Ambassadors to Vietnam.

- Officials from relevant Ministries and governmental agencies (trade, investment, transportation, customs, tourism...).

- Governors of the EWEC provinces in their respective countries.

- Business sectors: Each EWEC country nominates **at least 30- 40 businesses** preferably to attend the EWEC Week, including the EWEC Trade Fair and Exhibition.

4.3. GMS countries

- Ambassador to Vietnam.

- Interested businesses and investors.

4.4. Development Partners:

- Japan:

- + Ambassador to Vietnam.

- + High- level officials from governmental agencies (MOFA, JBIC, JETRO, JICA)

- + Representatives of the Embassy, JBIC, JETRO, JICA resident missions in Vietnam.

- + Interested businesses and investors.

- ADB: high- level officials of ADB Head-quarter and ADB's Country Director in Vietnam.

4.5. Other countries/ international institutions

- Representatives of Embassies of selected countries in Hanoi and interested investors.

- Representatives of Missions of selected international institutions in Hanoi (WB, IMF, UNDP, etc...).