



World Association for Small and Medium Enterprises

**Comprehensive Report**  
**on**  
**Vietnam-India Collaboration in**  
**Cross-Border E-Commerce**



## Introduction

The Vietnam-India Collaboration in Cross-Border E-Commerce seminar, organized by the Embassy of Vietnam in India in association with World Association for Small and Medium Enterprises (WASME), Marwah Studios and the Global Trade and Technology Council of India (GTTCI), marked a significant milestone in fostering trade relationships between the two nations. With key speakers and industry experts participating, the event highlighted opportunities, challenges, and innovations in the cross-border e-commerce sector.



Dr. Sanjiv Layek, Executive Secretary of the World Association for Small and Medium Enterprises (WASME), played a pivotal role in discussing the importance of fostering trade via e-commerce collaborations. WASME, as a co-host of the event, underscored its commitment to empowering MSMEs by leveraging digital commerce as a transformative tool for international trade.

## Objectives of the Seminar

The seminar aimed to:

- Strengthen Vietnam-India trade relations through e-commerce collaborations.
- Explore the role of digital platforms in enhancing cross-border trade.
- Address challenges faced by businesses in leveraging e-commerce for global expansion.
- Share case studies and best practices for effective collaboration.
- Engage industry leaders, policymakers, and entrepreneurs in meaningful discussions.



## Key Highlights of the Event

### Opening Remarks

Introduction and Theme Remarks: Mr. Bui Trung Thuong, Trade Counsellor, Embassy of Vietnam, emphasized the need for strong bilateral ties in digital trade.

**Welcome Remarks:** Dr. Sandeep Marwah, Founder & Chairman of Marwah Studios, set the tone for the event by highlighting India's digital potential. Opening Remarks: Mr. Do Quoc Hung, DDG, Department of International Market Development, MOIT, elaborated on Vietnam's trade policies.



**Dr. Sanjiv Layek's Address: Fostering Trade via E-Commerce Collaborations**

Dr. Sanjiv Layek, representing WASME, delivered an insightful speech on the role of MSMEs in global trade and how digital platforms are shaping new economic paradigms. Key points from his speech included:

- The increasing importance of MSMEs in cross-border trade.
- Digital transformation as a catalyst for MSME growth.
- Policy recommendations for enabling seamless e-commerce operations.
- Potential collaborations between Indian and Vietnamese businesses.



**Vietnam-India Collaboration on Cross-Border E-Commerce**

Dr. Gaurav Gupta, from GTTCL, provided an overview of emerging trends and regulatory frameworks impacting digital trade between India and Vietnam.

**Presentation: Vietnam's E-Commerce Ecosystem - A Gateway to Global Markets**

Ms. Pham Thanh Huong from MOIT outlined Vietnam's robust e-commerce infrastructure and its global outreach potential.

**Case Studies & Innovations in E-Commerce Collaboration**

Indian experts presented practical case studies demonstrating how businesses in both nations could effectively collaborate to optimize digital trade channels.

**Industry Perspectives and Business Insights**

- Mr. Shantanu Srivastava (MD & CEO, Ishan International Ltd) shared first-hand experiences of doing business in Vietnam.
- Mr. Anuj Bhaiya (Chairman, Export Committee - IIA) discussed India's digital economy and how it enables cross-border trade.



## Interactive Sessions and Conclusion

- A Q&A session facilitated engaging discussions between industry leaders and students.

### ***Vote of Thanks was delivered by Ms. Hoang Thi Yen from the Embassy of Vietnam.***

- The event concluded with a Networking Lunch hosted by Dr. Sandeep Marwah, providing a platform for deeper engagement and business networking.

### ***WASME's Role in Promoting MSME Participation in Digital Trade***

- As a global organization dedicated to supporting small and medium enterprises, WASME emphasized:
- Capacity building for MSMEs through digital literacy programs.
- Policy advocacy for smoother e-commerce regulations.
- Establishing business linkages between Indian and Vietnamese entrepreneurs.
- Hosting knowledge-sharing platforms to empower emerging businesses.

## Conclusion

The seminar successfully fostered discussions on expanding Vietnam-India trade relations through digital commerce. With insights from key industry experts, including Dr. Sanjiv Layek, the event provided actionable recommendations for stakeholders. The role of WASME in bridging gaps and facilitating MSME integration into global trade ecosystems was highly appreciated. Going forward, continued collaboration between Vietnam and India in digital commerce is expected to unlock new economic opportunities for businesses in both nations.



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