



### The Challenge

- Many SMEs in Vietnam work with outdated and inefficient technology
- Efficient, cost-saving technologies that enhance energy and water efficiency of SMEs exist, but...
- Technology suppliers lack knowledge of market opportunities in SME sector and a trained SME-sales team.
- SMEs are not aware of the benefits of investing in cleaner technology.
- SMEs lack the capital to invest in cleaner technology.

### The Path to Improvements

The MEET-BIS project promotes sustainable production of urban based SMEs in Vietnam by ensuring them access to affordable water & energy efficiency technologies, through:

- Developing eight SME business innovation packages for energy & water efficiency
- Partnering with technology suppliers based in Hanoi to target the SME sector, and building their capacity to address the SME market
- Supporting financial institutions to develop financial products for SMEs
- Communicating the commercial viability of the technologies to SMEs.

### In a Nutshell

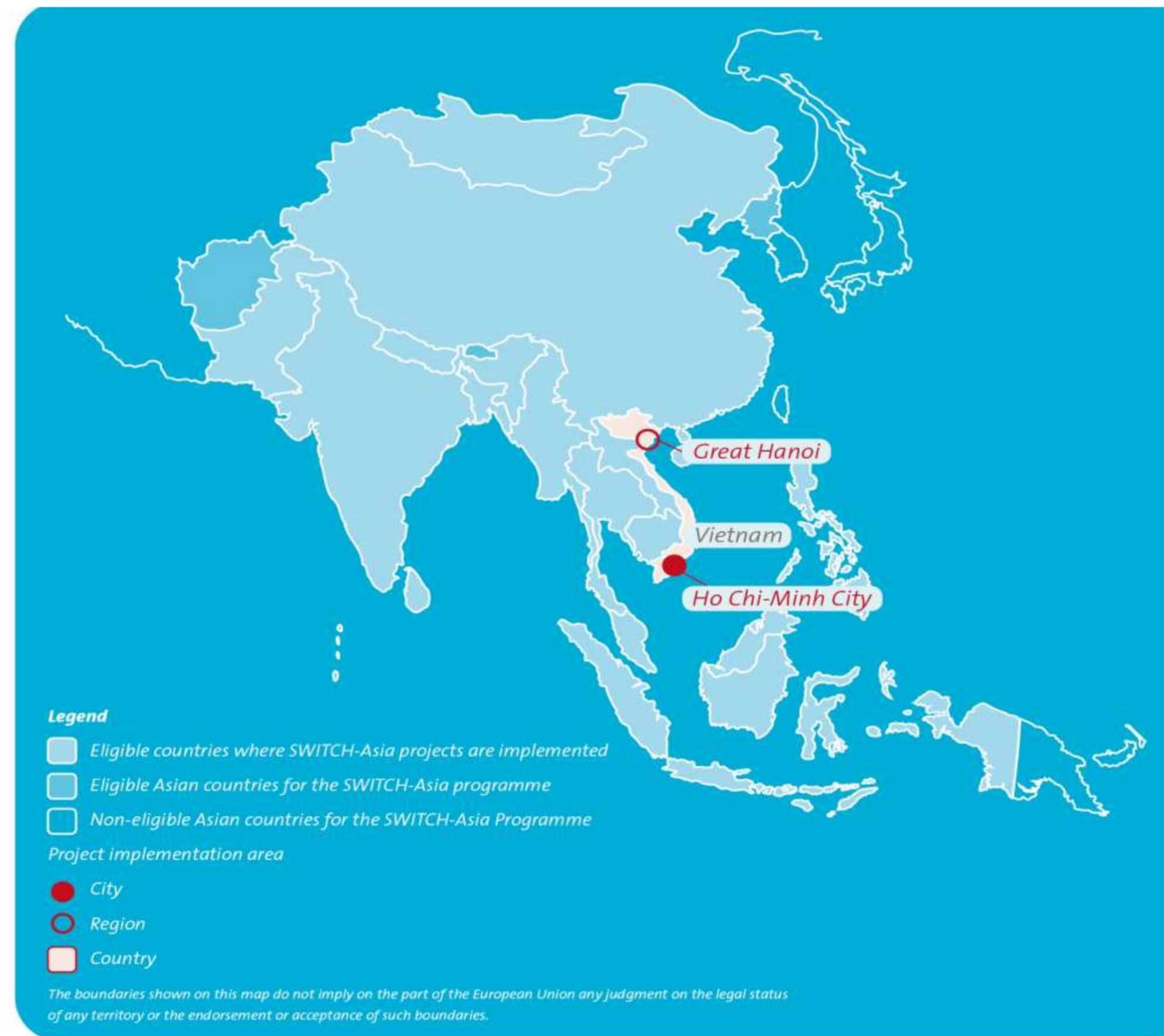
The SWITCH-Asia “MEET-BIS VIETNAM” project seeks to promote sustainable production of urban based SMEs in Vietnam by supporting development of sustainable markets for affordable water & energy efficiency technologies.

The project works with private sector suppliers to develop commercially attractive business innovation packages targeting SMEs. These business innovation packages consist of a technical and financial solution.



### The Project and its impact

- In the MEET-BIS project, **750 SMEs** will invest in cleaner production technologies.
- Ten years after the project, **6250 SMEs** have invested in cleaner production technologies.
- The project leads to cost savings for SMEs and reduced CO<sub>2</sub> emissions and air pollution.
- The project establishes 8 partnerships with international & local technology suppliers.



#### 1. Technical solutions

The project supports technology suppliers with identifying the market opportunity in the SME sector and building sales and installation capacity aimed at SMEs.

#### 2. Financial solutions

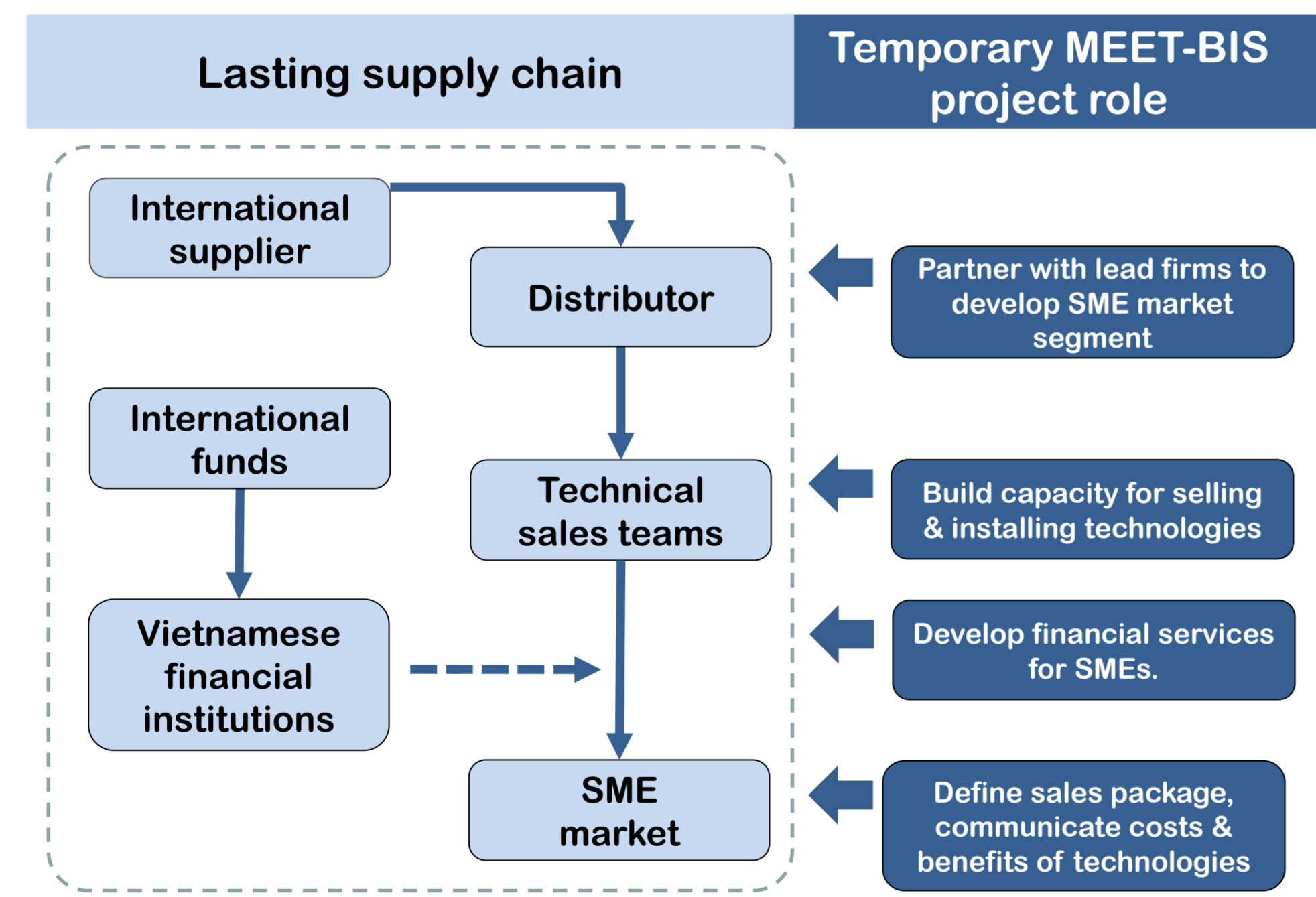
The project also involves financial institutions to develop financial products that enable SMEs to finance these investments.

#### 3. Marketing

At the SME side, the project communicates the costs and benefits of the water & energy efficiency technologies.

MEET-BIS is active in Vietnam in the greater Hanoi region.

The MEET-BIS project team is open to exchange ideas and share experiences.



### The Outreach Strategy

- The costs/benefits of most promising technologies for selected SME sectors are described in sector fact sheets.
- International & local technology suppliers are provided support to develop their market and reach out to sell to Vietnamese SMEs
- Marketing materials for the SME market are developed and sales staff is trained
- Financial institutions are supported in tailoring financial services to SMEs and in partnering with lead firms to develop their product offer.



#### Contact:

ETC – Remco van Stappershoef  
 P.O. Box 64  
 3830 AB Leusden  
 T. +31 33 4326025  
 r.van.stappershoef@etcnl.nl