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Opportunities for Indian SMEs in the Mekong Region

Thailand
• **Automotive components**: Indian SMEs could leverage the competitive advantage of Thailand and join its value chain network by trading, investing in, and/or acquiring Thai makers of automotive parts.
• **Information technology and IT-enabled services (ITES)**: Indian firms could provide embedded services in high-tech manufacturing exports, such as automotive, electronics, and white goods, as well as in core IT services for banking, finance, logistics, and public services.

Cambodia
• **Pharmaceuticals and medical equipment**: India is a major supplier to the region already. Indian SMEs could use Cambodia’s special economic zones or SEZs to set up manufacturing units and expand their market.
• **Auto components**: Indian SMEs could use strong incentives offered to investors to set up facilities and link with East Asian auto value chains.
• **IT and ITES**: IT services are India’s highest services export and are highly regarded in Cambodia. IT expertise of Indian SMEs could meet Cambodia’s demand for digitalization of business and government services.
• **Tourism**: Explore opportunities in the leisure industry and/or meetings, incentives, conferences, and exhibitions (MICE) market segments.

Viet Nam
• **Pharmaceuticals**: Indian pharmaceutical companies make up 25% of registered foreign drug companies. Indian SMEs could set up manufacturing units locally and expand their market.
• **Automotive components**: Indian SMEs could use strong incentives offered to investors to set up facilities and link with East Asian auto value chains.
• **Garment and textile**: Viet Nam’s burgeoning garment and textile industry provides opportunities for Indian SMEs.
• **IT and ITES**: India’s large pool of technical IT SMEs could meet the demand for quality IT products and services that cannot be met by Vietnamese counterparts.

*Source: ADB country studies.*
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