



# Newsletter

Cambodia Trade Sector Wide Approach





# FOREWORD



I am pleased to present this issue of the Trade Sector Wide Approach (Trade SWAp) newsletter prepared by the Department of International Cooperation of the Ministry of Commerce. The purpose of the Trade SWAp is to provide Government with tools to improve its coordination and overall management of Aid for Trade as well as monitor progress of the Cambodia Trade Integrated Strategy.

One of the key activities to promote and support Trade SWAp is raising awareness and building capacity of SWAp implementing agencies and the general public related to the development of Cambodia's trade sector. Trade sector development is a key driver that contributes to the poverty reduction strategy and Cambodia's Millennium Development Goals, key components of the Government's Rectangular Strategy and National Strategic Development Plan.

This newsletter focuses on Cambodia's cross-cutting trade agenda and sector wide approach to promote economic diversification and export as a way to integrate into global and regional markets and reduce poverty. It provides summary of activities completed in the past months as well as information on upcoming events to inform and share with the stakeholders our progress as well as achievements.

We would like to express our sincere gratitude to leaders of the Ministry of Commerce and to other key ministries in the Royal Government of Cambodia for their continued guidance and support, which is a key to the success of Trade SWAp. We also give special thank to Trust Fund contributors, namely Enhanced Integrated Framework (EIF), EU, DANIDA, UNIDO for the Trade Development Support Programme and the 3 donors supporting the Enhanced Integrated Framework (EIF) programme as well as to all implementing agencies for their support and involvement in this endeavor.

We hope that you will find this semester newsletter informative, and we encourage you to share it with your friends and colleagues. We would like to hear your feedback and suggestions by sending an email to [chhiengpich@gmail.com](mailto:chhiengpich@gmail.com). You can also download this newsletter in Khmer and English, as well as other useful trade documents on our website: <http://www.moc.gov.kh/tradeswap/> and our dedicated facebook page: TDSP&EIF.

H.E. Dr. TEKRETH Kamrang  
Secretary of State, Enhanced Integrated Framework Focal Point for Cambodia  
Ministry of Commerce





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**Address**  
Lot 19-61  
MoC Road (113 B Road)  
Phum Teuk Thla  
Sangkat Teuk Thla  
Khan Sen Sok, Phnom Penh 12102  
Kingdom of Cambodia  
Tel: +855 23 213 067

**Contributors**  
Mr. CHHIENG Pich  
Dr. Renato M. LEE  
Mr. Sven CALLEBAUT  
Mr. PRAK Tepvichet  
Mr. PANHA Thou  
DICO Communication Unit

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**H.E. SUN CHANTHOL, SENIOR MINISTER FOR THE MINISTRY OF COMMERCE,  
CHAIRS THE 21<sup>ST</sup> SUB-STEERING COMMITTEE ON  
TRADE DEVELOPMENT AND TRADE RELATED INVESTMENT (SSC-TD-TRI) MEETING**

On Tuesday June 3, 2015, at Angkor Wat Conference Room, Ministry of Commerce, H.E. SUN Chanthol chaired the 21st SSC-TD-TRI meeting to review the progress update of Trade Sector Wide Approach (Trade SWAp), Trade Development Support Program (TDSP), and the Enhanced Integrated Framework (EIF), which was attended by over 80 participants from development partners, implementing agencies, line ministries, and the various departments/units at the Ministry of Commerce.

In the opening remarks, H.E. SUN Chanthol, expressed his appreciation with reforms undertaken by the Ministry of Commerce over the past year, especially on the Online Business Registration project which has kicked start on 12 May 2015 and is expected to be completed by the end of this year. He said that by completion of this project, Cambodia can move up at least 20 rankings in Ease of Doing Business Index. He informed the meeting that with a strong support and commitments of RGC, Cambodia is preparing to host the World Economic Forum in 2016. He also informed the meeting that the long delayed project of ACAC (Academy of Culinary Arts of Cambodia), the first ever PPP project, has recently been approved by the EIF Board. He further added that the next step is to get MoU signed between Shift360 and UNOPS and to appoint all of the Board of Directors.

Besides the updates provided for the Trade SWAp, TDSP and EIF, this special session has approved two new projects proposals: (i) Support for the Arbitration Council and Dispute Resolution in Cambodia submitted by Arbitration Council Foundation (AFC), and (ii) Strengthening the Operational Capacity of the National Commercial Arbitration Center (NCAC) submitted by NCAC. These two projects are aimed at building confidence of the investors and business communities on arbitration services in Cambodia. Special session of the 21st SSC meeting has also approved in principle on the list of Ten Clusters for future Technical Assistance mobilization, which was contained in the initial findings of the Medium Term Planformulation. The Medium Term Plan was prepared as a result of the review conducted on the achievements and results of the Cambodia Trade Integrated Strategy 2014 -2018, as well as in identifying the various gaps in terms of technical assistance provided for each of the indicative actions for the 20 Outcomes identified in the CTIS. The development partners have expressed their support and agreement to the list of ten clusters for possible technical assistance mobilization.



H.E. SUN Chanthol (right), Senior Minister for MoC, Mr. Julien Clark, Senior Trade Economist, World Bank - Cambodia, (2nd), Mr. Egbert WALTER, Counsellor, Deputy Head of Co-operation (EU) Cambodia, Mr. Daniel GONZALEZ-LEVASSOR, Attache, Trade and Private Sector Development (EU)

As a follow-up from the previous meeting of the SSC, wherein the Senior Minister reiterated the need to form a national cassava federation in Cambodia, the meeting also discussed the recent developments on the cassava sector. H.E. Mao Thora, Secretary of State, Ministry of Commerce, provided an update on the formation of cassava association in the various provinces. He also discussed on the various export opportunities of cassava at the border and other parts of the country. The cassava association will provide great opportunities for cassava producers, processors and exporters, specifically in terms of price stabilization in

*“Unstable prices, small market size, lack of standardized warehouse, and high operation costs for cassava productions” become the key discussion items to ensure sustainable growth and income in the sector, for short term mechanism, CEDEP-II Cassava component is designed to provide responses to those challenges,..!*

the export market, greater bargaining power of traders, and direct marketing of the produce from the farm to the export market. The meeting was also attended by companies and newly established cassava association, where they have expressed the various issues related to trading, among them includes: the high cost of transportation, logistics, access to finance, lack of warehousing facilities, and trade facilitation in this particular sector.

## VANUATU DELEGATIONS LEARN FROM CAMBODIA'S IMPLEMENTATION OF ENHANCED INTEGRATED FRAMEWORK (EIF)



Photo: DICO/2015

In the welcome remarks, H.E. Dr. TEKRETH Kamrang, Secretary of State and EIF Focal Point, Ministry of Commerce, expressed pleasure that various countries in Asia, Africa, and the Americas have recognized Cambodia's experience when they expressed desire for Cambodia to share its recent experiences in trade development. The Secretary of State, Ministry of Commerce, also pointed out, "it is no secret that ever since our selection as a then EIF pilot country, we have spared no

*"We came here to learn from the vast experience of Cambodia in the implementation of the Enhanced Integrated Framework (EIF)," said Mr. Willie Luen, Principal Trade Development Officer, Ministry of Tourism, Trade, Commerce and Ni-Vanuatu Business, speaking for his team. "This is our first visit to Cambodia and we are pleased to be able to learn from the rich experience of this country in the area of Aid-for-Trade and the implementation of the EIF," he said during the meeting with H.E. Dr. TEKRETH Kamrang, Secretary of State, Ministry of Commerce on January 21, 2015 at the MoC.*

effort to increase ownership of our own development."

Before leaving for equally significant appointments during the day, H.E. Dr. Kamrang asked the Vanuatu visitors, "please don't be afraid to challenge us, ask candid questions and be critical, as this is the only way for us all to improve our practices." She ended her remarks by saying that "we are eager to discuss with you the broader challenges of the effective continuation of the EIF Global programme, bearing in mind the forthcoming EIF Global Platform as well as the 5th Global Aft Review taking place this year."

## MINISTRY OF COMMERCE OFFICIALLY INAUGURATES AUTOMATION SYSTEM FOR CERTIFICATE OF ORIGIN APPLICATION

H.E. Sun Chanthol, Senior Minister and Minister of Commerce, officially launched the Automation of the Certificate of Origin (C/O) Processing System application at 8 a.m., March 31, 2015 at the Angkor Wat Conference Hall, Ministry of Commerce (MoC). About 100 participants from relevant departments within MoC, other key ministries, traders, and representatives of media agencies joined this launch.

MoC is currently automating most of the systems in doing business in order to facilitate trade and improve Cambodia's ranking in "Ease of Doing Business". The first among the various systems to be automated is the Certificate of Origin Processing System, wherein exporters need to apply at the Export-Import Department of MoC. The ministry is currently using the interim solution in processing the Certificate of Origin of traders.

With the launch, H.E. Sun Chanthol said "there will be a great improvement in the current manual system to the new automated system, wherein face to face interaction with traders and government officials will be reduced. Along with the C/O system will be the use of electronic payment of the charges through Acleda, Canadia and FTB banks." He added

that "the real objective of the automation of C/O is to ensure speedy processing of the Certificate, to make it shorter than before and to make it more efficient and more accurate."

On behalf of the development partners, Mr. Alassane Sow, World Bank's Country Manager, said that "the automation of the Certificate of Origin Processing System is a great achievement for the Ministry of Commerce, taking into account the length of time that this System was conceived until such time that it has been launched today." On the other hand, Ambassador Jean-François Cautain from European Union in Cambodia added that it is "a new development which helps Cambodia to improve trade facilitation and to export more."

H.E. Sun Chanthol expressed his appreciation to the Development Partners for their financial support to develop this automation of the CO system. He urged the staff of MoC to conduct the system training to the private sector to ensure that the system can be used effectively and productively.

With an automated CO system in place, it will help to shortcut the whole process of issuance, reduce face-to-face interaction among traders and officials approving the C/O, reduce transportation costs to C/O processors, save time for

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### Continued from P.7. MoC officially...

both government officers and applicants; and speed up both internal and external processes substantially."

The Certificate of Origin is an official document used to certify the origin of the product components whether wholly obtained, produced or manufactured in a country. It is generally an integral part of import documents required by the importing countries.

Aside from the C/O Processing System, MoC will soon have other automated system on the various trade and business processes such as business registration, registration of trademarks and intellectual property rights, and the issuance of Certificate of Sanitary and Phyto-Sanitary (SPS) to traders in cooperation with the General Department of Agriculture.



Photo: DICO/2015

### STATE OF THE ART E-LEARNING PLATFORM BROUGHT TO THE MINISTRY OF COMMERCE OFFICIALS BY TRADE TRAINING AND RESEARCH INSTITUTE

Ministry of Commerce, Trade Training and Research Institute (TTRI) organized a half day training on eLearning Platform for the Ministry of Commerce Officials, on Thursday 21 May 2015, at the Ministry of Commerce. Thirty officials from Phnom Penh and Provincial Department of Commerce were introduced to the eCampus by TTRI Director Mr. Suon Vichea and MoC Adviser Sven Callebaut. Participants learnt about the variety of course and course levels, were able to be signed up and registered for their first online course and were taken through the different pedagogic tools available on the platform.

Learning needs not be static or class-based only. As the MoC Trade Training and Research Institute (TTRI) continues building its training offer, it vows to bring flexible learning opportunities to MoC officials by developing an eLearning catalogue. To introduce this to MoC, TTRI organized a half-day introductory session to the WTO own eLearning platform called "eCampus" ([ecampus.wto.org](http://ecampus.wto.org)).

TTRI would use MoC IT training room to organize regular



Photo: DICO/2015

Mr. Sven Callebaut, Advisor, Aid-for-Trade and Capacity Development, introduced MoC officials to e-learning platform of the World Trade Organization on May 21, 2015 at the Ministry of Commerce

on-line and off-line training sessions, starting with the WTO eCampus platforms and steadily developing a wider offer addressing MoC, RGC and private sector needs. Discussions are on-going with development partners on the development and adaptation of training materials to eLearning methods.

### CEDEP II ACAC COMPONENT - IMPLEMENTATION KICK-START MEETING

On Wednesday May 20, 2015, at the Ministry of Commerce, Department of International Cooperation, Ministry of Commerce (DICO/MoC) organized an Implementation Kick-Off Meeting for Cambodia Export Diversification and Expansion Program II – Academy of Culinary Arts of Cambodia Component (CEDEP II ACAC), presided over by H.E.Dr. TEKRETH Kamrang, Secretary of State, Ministry of Commerce, with participation of representatives from SIDA, Ministry of Tourism, Cambodia Restaurant Association, Shift 360, Cambodia Hotel Association, and Cambodia Chef Federation.

The purpose of the meeting was to (i) to clarify the role of each partner in the project implementation: MoC, MoT, SIDA, EIF, UNOPS, SHIFT360, the Swiss and Cambodian Private Sector, as well as other partners (Board members), (ii) to discuss and finalize the ACAC Board composition and ToR, the project steering committee composition and the creation of dedicated committees under the ACAC Board, (iii) to review the status of remaining EIF Board recommendations and preparation of the MoU between Shift 360 and UNOPS, and (iv) to plan the formal launch of ACAC.

In her welcoming remarks, H.E.Dr. TEKRETH Kamrang,

*Continued on P.9*



Ms. Kristina Kuhnel (middle), Counsellor, Head of Development Cooperation (Embassy of Sweden), Mr. Sven Callebaut (left), Advisor, AFT & CD (MoC), Mr. Chhieng Pich (2nd to left), Director for DICO/TDSP & EIF, H.E. Dr. TEKRETH Kamrang (2nd to right), Secretary of State, MoC, and Mr. Pierre Tami, CEO Shift 360 (right)

Photo:DICO/2015

### Continued from P.6. CEDEP II ACAC

Secretary of State, Ministry of Commerce, expressed her thanks to all partners for their efforts to make this project happen, and she requested all relevant partners to make sure that this baby would be given enough care of by all his godfathers and godmothers.

Also presented during the meeting were overview and status of recommendations, by Mr. Chhieng Pich, DICO Director, ACAC stakeholders role and duties, by Mr. Sven Callebaut, Trade Policy Advisor, Board Composition and Role, Project Steering Committee, Board Committees, and Mr. Pierre Tami, CEO Shift 360.

For the next important steps, DICO would coordinate to set up Project Steering Committee (PSC), a core team

composed of government officials supporting project implementation and acting as liaison officers between Shift 360, ACAC and their respective ministries, and other related businesses.

In conclusion, H.E.Dr. TEKRETH Kamrang, offered special thanks to SIDA, in particular to Ms. Kristina Kuhnel, for her support, dedication and patience all through these years, on top of their financial contribution. Taking that opportunity, she also informed SIDA that DICO was in the process of preparing its 2016-2020 Aid for Trade programme, and that the Ministry of Commerce looked forward to nurturing its relationship with SIDA, which, hopefully, would take other forms in the near future.

### CASSAVA PROCESSORS AND EXPORTERS EXTOL THE MINISTRY OF COMMERCE IN FORMING ASSOCIATION



Photo:DICO/2015

*I am happy with the established cassava association under the leadership of the Ministry of Commerce; this is a new hope for us as cassava processors; and this association would provide us opportunities to access market, help us prevent from non-stop fluctuation of cassava price shacking by silo, said Mr. Men Aun, a cassava farmer from Komrieng district, Battambang province, during the event of organizing of cassava association led by the Ministry of Commerce, coordinated by UNDP-Cambodia on 9th April 2015.*

Two cassava associations have been established recently in Battambang Province under the auspices of the Ministry of Commerce and the United Nations Development Program in Cambodia. The two associations were formed in Komrieng District on 9 April 2015 and and Sampovlun District on 10 April 2015.

The cassava associations were formed in order to ensure that price of the products are protected in the export market. The establishment of the cassava association were also undertaken to gather all stakeholders, such as farmers, traders and exporters, in promoting cassava and its by-products, gaining better opportunities in price negotiation, creating more values within the existing and new cassava

value chains, and using in-country export facilities that will lead to the creation of more jobs in the sector.

H.E Mao Thora, Secretary of State of the MoC was at the helm of the process in the establishment of cassava association in the provinces. He said that the formation of cassava associations in the various districts and provinces of the country will lead the way to the establishment of a Cassava Federation at the national level, which will assist the members in cassava production, marketing and promotion, distribution, and collection. He further added that "having cassava associations at the local level and a cassava federation at national level will provide a complete bottom-up structure that will strengthen the cassava sector in Cambodia. The new formalized structure

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*Continued from P.9. Cassava processor...*

in the cassava sector will replace the traditional system of association, which was generally fragmented and are too much dependent on neighboring foreign traders, and to provide collective capacity in building and setting up direct export routes for cassava products.”

The newly-elected president of the cassava association in Sampovlun District, Mr. Dy Korn expressed that “the cassava association will make communications easier among all actors, specifically to association members. With the formation of the association, each actor is no longer alone but will work together to improve cassava production and to find out ways to sell cassava products at a satisfactory price. The cassava association will also serve as the voice of the farmers, traders, and exporters on the various needs and issues that need to be discussed with the government, and to strengthen their negotiating power with buyers.” He further informed that “at this critical time, the sector needs to be well organized with committed, capable and competent representatives that will work with the government and other stakeholders on the various aspects leading to better production, access to market, and higher export volume.



Photo:DICO/2015

H.E.Mao Thora, Secretary of State, Ministry of Commerce (2nd from right) spoke to exporters and processors during the the establishment of cassava association at Komreang distict, Pailin province on April 09, 2015

The Cassava Sector Component is one of the Components under the Cambodian Export Diversification and Expansion Project (CEDEP II-Cassava), and working hand-in-hand with Pillar II of Trade SWAp, a strategic policy mechanism developed by the MoC and managed by the Department of International Cooperation (DICO). The CEDEP II-Cassava is funded by the Enhanced Integrated Framework and implemented by UNDP-Cambodia.

**CASSAVA PROCESSORS AND EXPORTERS FROM 7 PROVINCES SHARE EXPERIENCE AND CONCERNS WITH THE MINISTRY OF COMMERCE IN PHNOM PENH**

*“With this dialogues, I hope that the Ministry of Commerce would assist us to deal the problem of unstable price of cassava, small market size of the cassava products, and lack of standardized cassava warehouse ” we are facing today, Mr. Ny Khor, said during the dialloque meeting at the Ministry of Commerce in May 2015.*

On Tuesday, 05 May 2015, at Angkor Wat conference room, Ministry of Commerce, H.E Mao Thora, Secretary of State of MoC, chaired cassava dialogue between the Government and cassava associations, cassava export companies, and farmers from the provinces of the seven provinces of Battambang, Pailin, Kampong Cham, Thbong Khmom, Bontey Meanchey, Kratie and Stueng Treng. The dialogue was aimed at providing opportunities for participants to raise their concerns related to cassava production, cassava export processing and other relevant issues, including their recommendations and suggestions. The dialogue was also conducted to find ways in promoting the direct formal exportation of cassava products from Cambodia to foreign markets.

During the dialogue, H.E. Mao Thora, updated the participants with the more recent information on cassava production, export, challenges and other issues, as well as suggested some strategies to address the issues and challenges. The participants were also informed on the requirements of the Chinese market on cassava products through the SPS agreement, which Cambodia received last year.

Among the issues and challenges discussed during the dialogue were the fluctuation of the price of cassava in



Mr. Ny Kan, the newly chairedman of cassava association from Sampovlun District, Pailin province

Photo:DICO/2015

the export market, small size of cassava export market, techniques in planting and harvesting cassava as compared to market requirement, the standard warehousing for cassava dry chip, and high transport and shipment cost.

Mr. Ny Kan, the newly elected chairman of the Cassava

*Continued on P.11*



The dialogue between the Government and cassava exporters and processors at the Ministry of Commerce on May 05, 2015 at the Ministry of Commerce

Photo: DICO/2015

Association which was recently established by the Ministry of Commerce in Sampovlun district, Pailin province, said that “cassava and corn were the main products in his district, and most of the cassava and corn seeds were imported from Thailand and Vietnam.” He informed the participants that the “unstable price of cassava, small market size of the cassava products, and lack of standardized cassava warehouse” were among the key challenges for their sustainable income. Taking the dialogue as an opportunity, he also thanked the Ministry of Commerce for the support in identifying some strategic export policy for cassava, as well as in initiating the dialogue on cassava.

The cassava exporters, processors and farmers raised several suggestions and recommendations to the government, such as follows: (i) ensuring stable price through access to secured and direct markets; (ii) assurance in providing product quality that are within international standards, which will require more bank financing to improve storage facilities and adopt new drying techniques, (iii) managing supply chain by gathering all players having land, available finance, plantation facilities, human resources and

### Continued from P.10. cassava processor...

knowledge to work together through associations or under one umbrella mechanism, (iv) support from the government and all stakeholders to recently established cassava associations so that they can function effectively, (v) financial support initiative for exporters, traders and farmers, (vi) reduction of unnecessary export procedure to make it short and user-friendly, (vii) reduce unnecessary costs and provide exemption from VAT and other taxes to make Cambodia cassava products more competitive, (viii) lower transportation and shipment costs, (ix) lower electricity cost, (x) establishment of a new port that will handle export of agricultural commodities, such as cassava, and (xi) promoting other production processing of cassava as consumable products within the country.

In his conclusion remarks, H.E. Mao Thora promised that the inputs gathered from the meeting would be reported to the upcoming SSC meeting on 03 June 2015, and that the cassava sector will be given priority in the other discussions that will be held related to the preparation of Cassava Export Measures.

The Cassava component under CEDEP II focuses on understanding the current condition of Cambodia cassava processing sector, upgrading the understanding of export opportunities and requirements, using some information to help restructure the sector, and provide the foundation in organizing cassava processor and exporter association. This component is funded by the Enhanced Integrated Framework (EIF), with the Department of International Cooperation (DICO) of the Ministry of Commerce (MoC) as the National Implementing Unit (NIU), and being implemented by UNDP Cambodia for a total period of three years.

### MILLED RICE TRADE ASSISTANCE OPENS GLOBAL MARKET FOR CAMBODIAN RICE EXPORTERS: AMRU RICE CO., LTD.

*“If we looked at the 2008, AMRU Rice had capacity to export only one container per month, but AMRU Rice now is able to increase double volume of jasmine rice export, i.e. increased from one to five containers per week, not per month like over the past, said Mr.Song Saran, CEO & President for AMRU Rice.*

AMRU Rice, also known as Amret Rungroeng Group Limited, is a private company of milled rice exporter ([www.amrurice.com](http://www.amrurice.com)), which provides financing to Cambodian rice farmers, has recently established a production and exporting facility to effectively distribute Cambodian rice to the world market. By focusing on quality control, environmental awareness, and customer service, CEDEP I milled rice component facilitated AMRU Rice to participate in international trade and food fair in Europe and the USA. The experience and lessons learned from the various global market events and trade fairs provided more confidence and trust to AMRU Rice, having evolved from family rice export company to be one of the

leading Cambodian rice exporters.

In 2013, AMRU Rice exported nearly 50,000 mt, which is 260% higher compared to 2012. This achievement in rice exportation by AMRU Rice was facilitated by the CEDEP I milled rice component, specifically in having access to new market demand information in Asia, particularly in China, Malaysia, and Europe. AMRU Rice is targeting to export 75,000 mt per year for its jasmine rice, including new product lines: brown rice and packaging line. Recently, AMRU Rice will try to improve the standards of the fragrant jasmine rice by setting up the laboratory to control its quality as per request by importers in some of the international trade fairs that they

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*Continued from P.11. Milled rice trade...*

have participated. The company's strong background in business, marketing, management, accounting and finance, will further boost and scale up its activities in the export market, with further technical support to be extended by CEDEP 1 Milled Rice Component.

The CEDEP I Milled Rice Component has continued to support several Cambodian rice exporters, most of which are members of Cambodian Rice Federation (CRF). By working with CRF, the CEDEP I Milled Rice component was able to continuously promote Cambodian rice to the global market; by registering Cambodian rice at the Live Rice Index, a global



Mr. Peter Cederblad (middle) and IFC and DICO team visited AMRU Rice on March 11, 2015



Mr. Song Saran, CEO & President for AMRU Rice Co.,Ltd

Exhibitors	
C12	Aheco African Food & Cosmetics
A06	AMRU RICE (CAMBODIA) CO., LTD
F06	ASSAN FOODS
C02	Beagley Copperman
G04	Catering Area
B12	Columbus Concepts
G11	East End Foods PLC
D01	Erciyes Halal Food
C06	Exotic Food Co., Ltd
D06	Grace Foods UK
A03	Hax Trading B.V. / Jumbo UK Ltd.
A02	Heuschen & Schrouff OFT B.V.
E10	Kampung Kearifan (JAVARA)
D12	Kollectiva Aegean Flavours PC
F02	Koningsvogel
A01	Korhan Pazarlama ve Dis Ticaret A
A10	Maras Ijs
E10	Ministry of Trade of the Republic of Indonesia
E10	Namnaf Mandiri, CV
A05	Networking Area
G10	Nivo Im - en Export Beverwijk B.V.
B01	Novarroz - Produtos Alimentares,
D02	Oriental Merchant Europe
C08	Polak+Co. Import/export b.v.
E10	PT. Abiyasa Tunggal
E10	PT. Aimfood Manufacturing Indor

than US\$74 million to 77 countries, and secured contracts for fragrant rice at a value of more than US\$ 53 million for 284 SME rice exporters.

Mr. Song Saran, CEO & President for AMRU Rice Co. Ltd., said that "with the support from IFC -CEDEP I milled rice component, AMRU Rice was able to expand its investment with existing and new customers, participate in food fairs and trade fairs, and recognition of its quality by an ISO certificate." He further added that "looking back in 2008, AMRU Rice was able to export only 1 container per month, but now the company has improved its export volume of jasmine rice to about five containers per week, and not per month as per cycle of previous trading." AMRU Rice was also been able to contribute to the poverty reduction by establishing farmer community network in the provinces of Kampong Thom and Battambang as pilot projects. AMRU Rice provided training to farmers on how to use organic fertilizers in their jasmine and paddy rice farming. The farmers were delighted with ARMRU Rice for providing training in the use of organic fertilizers, otherwise, the company would not buy from them if they will not use organic fertilizers since the company only exports organic rice. AMRU Rice buys from the farmers their organic rice at a price higher by around 5 to 10 per cent as compared with others.

price index; and by developing a national brand name. The result of these efforts by CRF and the CEDEP 1 Milled Rice Component is the exportation of rice amounting to more

**CAMBODIAN EXPORTERS AND PROCESSOR FROM CAMBODIA CASSAVA ASSOCIATION ATTEND THE WORLD TAPIOCA CONFERENCE 2015, PATTAYA, THAILAND**

**Pattaya, Thailand:** Cambodian exporters and processors from Cambodia Cassava Association attended the World Tapioca Conference 2015 which was held in Bangkok, Thailand from 22-26 June 2015. The UNDP Project Team, the main implementing agency (MIE) of the Cassava Component under the Cambodia Export Diversification and Expansion Programme (CEDEP) II led the Cambodian delegation to the Conference. Others in attendance include the presidents and vice-presidents of Cassava Associations in Sampovlun and Tombe districts, the president of Long & Sokha Import and Export Co.Ltd, and two core team members.

The Conference was aimed at providing more opportunities to cassava exporters and processors to have better understanding and better knowledge of the global market for cassava. The Cambodian delegation was able to use the Conference as an opportunity to establish linkage with the Thai business system, specifically in the cassava sector, since Thailand is the leading and the biggest cassava exporter and importer in the world.

During the Conference, the Cambodian delegation informed the participants from other countries about cassava

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Business matching between Cambodian and Thai delegation in Pattaya, Thailand on June 24, 2015

Photo:UNDP/2015

production in Cambodia, including recent trends. During the meeting and field visit, the participants discussed with Thai counterparts on the possibility of being invited in some training programs related to cassava trading and future cooperation between the two countries to address cross-border barriers and concerns on the quality of cassava-based products.

This Conference was considered by the Cambodian delegation as a unique opportunity for them to be connected to the world cassava trading system, acquire new knowledge and technology in planting cassava, and inform to the world that Cambodia can also be a cassava supplier. The Cambodian delegation was also able to share updated information with the Thai Cassava Trade Associations and businessmen, and establish relationship with buyers from other countries.

Participants of the Conference were impressed with the quantity of cassava available in Cambodia for export. Conference participants and the Cambodian delegation agreed to share more of their trading system and expectations, and promised to work closely with each other for win-win production and export of cassava.

*Continued from P.12. Cambodian...*

Under the leadership of the Ministry of Commerce and funded by the Enhanced Integrated Framework (EIF), the Cassava Component of CEDEP 2 will serve as a starting point and open the trading doors to the cassava sector in Cambodia with its neighboring countries and other potential markets. With its status as the third largest producer of cassava in the Southeast Asian region and with the possibility of expanding its production in the future, Cambodia is seen as the next biggest supplier of cassava to its neighboring countries. In the long-run, Cambodia is expected to work more, expand and improve its relationship with buyers, in order to enhance its image as a reliable supplier of cassava within the region, and improve its capacity to meet buyers' expectation.



Field trip to Rayong Field Crop Research Center, Muang district, Rayong province, Thailand, June 25, 2015

Photo:UNDP/2015

**SEVENTY PROVINCIAL OFFICIALS RECEIVE UP-TO-DATE INFORMATION AND DOCUMENTATIONS ON CAMBODIA TRADE INTEGRATION STRATEGY GOALS, POLICIES AND LATEST RESULTS**

Cambodia has experienced with remarkably rapid growth of foreign direct investment and good environment for trade, but we need to prepare ourselves for the Asian economic integration at end of 2015, said H.E.Dr. TEKRETH Kamrang, Secretary of State for the Ministry of Commerce, on Thursday May 28, 2015 at Rattanak City Hotel, during the dissemination workshop, organized by DICO/MoC on "Trade SWAp, EIF CEDEP I&II Project finding, monitoring and evaluation, results and impacts".

The dissemination workshop presided over by H.E. Ngem Samoeun, Deputy Provincial Governor of Rattanakiri province, and the participants from eight different ministries, EIF core team, provincial chambers of commerce and provincial departments of commerce is to disseminate information on key actions, projects findings through mid-term evaluation report, project results and its impacts

under Enhanced Integrated Framework (EIF) Cambodia Export Diversification and Expansion Program (CEDEP I&II) currently being implemented by MoC.

During the workshop CEDEP I core team members are given the opportunity to share their experiences, by telling what benefits and advantages are obtained through their participation in CEDEP projects and how they have contributed to implement the project recent mid-term evaluation.

In her opening remarks, H.E.Dr.TEKRETH Kamrang informed the participants that "in terms of private firms' competitiveness in a globalized and integrated world, under the leadership of H.E. SUN Chanthol, Senior Minister of Commerce, Ministry of Commerce is building trust and good relationship with potential countries in ASEAN and European countries to

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H.E. Dr. TEKRETH Kamrang, Secretary of State, Ministry of Commerce, gave welcoming remark to audiences during the regional dissemination workshop on May 28, 2015 at Rattanakiri province

Photo:DICO/2015

### *Continued from P. 13. Seventy provincial...*

attract more foreign investment in Cambodia. The Ministry of Commerce has spearheaded a number of far-reaching automation reforms to improve current operations, such as the automation of certificate of origin, the Automation of Business registration, the establishment of the Trade Information Website, among others". Those reforms offer much benefits to the private sector like saving cost for related operation, and reducing time to meet government officials".

She expressed her appreciation for the participation of officials from the provincial departments of commerce to this workshop, as they are responsible for assisting the Government and the private sector to compete nationally and regionally in terms of attracting investors, who in turn could help improve trade facilities, techniques and know how, she added.

On behalf of the provincial Governor, H.E. Ngem Samoeun, deputy provincial stressed that the regional dissemination workshop is really important for provincial level as well as sub-national institutions to be updated for

current situation of trade development, the Government's policy to promote and enhance participation of officials at sub-national institutions SME, and private sector in increasing productivity, diversifying potential products of Cambodia for more export markets.

During the Workshop, copies of the Cambodia Trade Integration Strategy (CTIS) 2014-2018 were distributed to participants, along with the Trade SWAp Newsletter, the TDSP planner, and other brochures on trade. The Cambodia Trade Integration Strategy (CTIS) 2014-2018, which was officially launched by Samdech Hun Sen in February 2014, is Cambodia's third generation of DTIS and provides robust recommendations to ensure that Cambodia integrates in the ASEAN economic bloc and fully benefits from the ASEAN Economic Community (AEC). It captures key areas for reform and progress to support the development of Cambodia's trade sector with recommendations in the areas of trade competitiveness, regional integration, and in bridging skill-gaps in technical vocational education and training.

### **PETER CEDERBLAD (SIDA) LAUDS IMPLEMENTATION OF ENHANCED INTEGRATED FRAMEWORK (EIF) IN CAMBODIA**

Mr. Peter Cederblad, Partnership Coordinator from EIF Executive Secretariat lauded Cambodia's EIF Program implementation in Cambodia during the opening ceremony of SIDA's Study Visit conducted today, March 10, 2015 at the Ministry of Commerce's Bayon Room.

Representing the Swedish International Development Cooperation Agency (SIDA) from Stockholm, Sweden, Mr. Peter Cederblad exchanged views and experiences in running the EIF portfolio with Mr. Chhieng Pich, Director of the Department of International Cooperation of MOC, and other representatives from development partners in Cambodia, who are also providing implementation support to EIF Tier 1 and Tier 2 projects.

Mr. Chhieng Pich, DICO Director and concurrently the Project Director of TDSP and EIF, provided a warm welcome to SIDA's representative and informed him that "Cambodia has been identified as a country with relevant experience to share on EIF implementation." He added that several foreign delegations and missions from least developed countries



Photo:DICO/2015

Mr. Peter Cederblad (middle), Partnership Co-ordinator (EIF-ES), Mr. Chhieng Pich (right), Director for DICO/TDSP&EIF (MoC) and Mr. Sven Callebaut, Advisor, Aid-for-Trade and Capacity Development (left)

and economically-advanced countries have visited Cambodia to take a look on how Cambodia runs the Trade SWAp, including its Roadmaps. He was also happy to note that a high-level official representing SIDA took the initiative to interact with Cambodian officials and donor partner representatives on how EIF is being implemented on the

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ground, specifically for CEDEP 1's Milled Rice (IFC) and High Value Silk (ITC) Components, including that of CEDEP 2's Cassava Component.

In his presentation on the overview and progress of EIF Program implementation in Cambodia, he informed the SIDA representative and other participants on the Government's Rectangular Strategy's relationship with the aid-for-trade (Aft) program in Cambodia. He also presented the national implementation arrangements for Aft, the Trade SWAp integrating framework, the Aft programs and projects, and the main achievements of EIF in Cambodia. He also briefed Mr. Cedebblad of Cambodia's experience with the IF and with the EIF from the time it was selected as a pilot country in the year 2000. At the Program level, he also shared some lessons learned in implementing the EIF program and provided some useful recommendations on the way forward for Cambodia and other LDCs in terms of overall program governance structure. He also discussed the preparatory activities being carried out by Cambodia in the forthcoming

EIF Global Platform Meeting to be conducted next week in Geneva, and the proposed EIF program extension.

Representatives from the International Finance Corporation (IFC) presented the activities that they have undertaken related with the Milled Rice Component of CEDEP 1, while the representatives from the International Trade Center discussed on the High Value Silk Component's achievements. On the other hand, Mr. Sven Callebaut, Aid-for Trade Adviser of MOC, outlined the achievements, challenges, and the way forward for the EIF program implementation in Cambodia.

Before the meeting was ended, the SIDA representative promised to ensure that Cambodian Aft and EIF programs will be properly represented at the EIF Program Secretariat, and future additional technical support will be considered.

For the second day of the SIDA representative's visit to Cambodia, ocular inspection and observation will be undertaken at AMRU Rice (Cambodia) Co. Ltd., and Carma Rice Limited. Mr. Cedebblad will also visit the silk weaver beneficiaries of the ITC's High Value Silk Component.

#### WTO DIRECTOR-GENERAL ROBERTO AZEVEDO EXPRESSED HIS APPRECIATION OF CAMBODIA'S TRADE CAPACITY BUILDING AND JOB CREATION IN SILK SECTOR



H.E. Dr. TEKRETH Kamrang (the 3rd to left), Secretary of State, Ministry of Commerce, was at the Donor Global Platform on Rural Development, in June 2015 at the WTO Headquarter, Geneva, Switzerland

Photo:WTO/2015

**Geneva:** from 29 June to 02 July 2015, H.E. Dr. TEKRETH Kamrang, Secretary of State, Ministry of Commerce, led the Ministry of Commerce's delegation to attend the Fifth Global Review of Aid for Trade: "Reducing Trade Costs for Inclusive, Sustainable growth", held at the World Trade Organization (WTO) Headquarter, Geneva, Switzerland. The delegations included H.E. Pan Sorasak, Secretary of State, Mr. Chhieng Pich, Director for Department of International Cooperation, Ministry of Commerce, and Mr. Sven Callebaut, Advisor, Aid for Trade and Capacity Building, Ministry of Commerce.

High trade costs act as a brake on the trade integration of many developing countries, and in particular least-developed countries. To release the brake and deliver the inclusive, sustainable growth envisioned by the emerging UN's Post-2015 Development Agenda, concerted action is needed. This year's Global Review would analyze actions already undertaken by developing countries, regional communities and their development partners to reduce trade costs and survey the extent of the challenge remaining, and how it can be addressed in the context of the proposed Sustainable Development Goals.

One specific action that the trade and development community can take to address high trade costs is to ensure the timely implementation of the WTO Trade Facilitation Agreement (TFA). OECD figures suggest that support for trade facilitation is growing and more funding is becoming available. Many developing countries, however, remain concerned that they would not be able to access support to implement the TFA. The Review would survey in detail lessons from past and on-going support for border and customs modernization efforts, with the aim of ensuring that support for the TFA is effective and sustained, including the support provided through the WTO's Trade Facilitation Agreement Facility.

During the special session "on the margin of the 5th Global Review of Aid for Trade, H.E. Dr. TEKRETH Kamrang, Secretary of State, EIF Focal Point, Ministry of Commerce was invited to share Cambodia's recent experience of working together

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with the World Bank Group in Cambodia. The session titled "The World Bank Group's Trade and Competitiveness Global Practice: Building Capacity & Reducing Trade Costs in Developing Countries" featuring high level panelists from Lesotho, Jamaica and Cambodia as well as the World Bank and the WTO. H.E. Dr. TEKRETH Kamrang outlined Cambodia's recent trade and economic performance, and how combined efforts by the Royal Government of Cambodia, the private sector and development partners, such as the World Bank, have fueled Cambodia's strong economic growth over the past 20 years

In addition to this event, the Ministry of Commerce representing Cambodia was invited to share its experience in 5 other plenary sessions during the 4-day Global Review. This interest in Cambodia's trade development agenda is a clear indicator that Cambodia's recent achievements continue to be highly regarded among development partners and multilateral institutions."

During the opening remark at the launch of the new phase of the Enhanced Integrated Framework (EIF), Director General Roberto Azevedo expressed his appreciation for Cambodia's effort to make Aid for Trade a success, especially trade capacity building and job creation in silk sector.

He said "I've actually brought proof of the excellent work that



Mr. Roberto Azevedo, WTO Director General, at the launch of the new phase of EIF at WTO Headquarters in June 2015, Geneva, Switzerland

*is being done. The silk tie I'm wearing was produced with the support of the EIF and expertise from the ITC in Cambodia. The EIF Steering Committee and Board Chairs are also wearing accessories made by the same project. And I think you'll agree that they all look pretty sharp! With EIF support, the government of Cambodia identified the silk industry as a strategic sector for poverty reduction. And with the backing of the EIF's tools and expertise, they set out a clear roadmap to develop the sector."*

The 5th Global Review high-level meeting offers the opportunity to recommit the trade and development community to continued action by developing countries and their development partners to reduce trade costs and support other Aid-for-Trade objectives, so affirming the role of trade in the Sustainable Development Goals and Financing for Development.

### MINISTRY OF COMMERCE INVOLVES PRIVATE SECTOR IN CAMBODIA IN DOING BUSINESS WITH THE UNITED NATIONS

The Ministry of Commerce organized a one-day seminar on "Business Opportunities with the United Nations", chaired by H.E. MAO Thora, Secretary of State, Ministry of Commerce, and was attended by over 60 participants from the private sector, on Thursday June 4, 2015.

The seminar was organized in order to disseminate information about the procurement procedures and the opportunities to do business with the United Nations among private companies in Cambodia. The speakers in the seminar include: Mr. Chhieng Pich, Director of Department of International Cooperation, and concurrently Project Director of TDSP and EIF, Ministry of Commerce; Dr. Dmitri G. Dovgopoly, Director of the United Nations' Procurement Division; and Ms. Christine Ryker, Senior Staff Assistant of UN's Procurement Division.

In his opening remarks, H.E. MAO Thora, Secretary of State, MoC, stressed the importance of the private sector in improving the economy of the country. He informed the participants that the Ministry of Commerce has already introduced various reforms to improve business transactions with the private sector such as the automation in the issuance of the Certificate of Origin and on-line business registration. The Secretary of State reiterated that the seminar was undertaken

as one of the improvements in trade facilitation efforts that will provide the link between the private sector and public sector, as well as international agencies such as the UN, in doing business through the provision of their commodities and service. However, he added that the relevant public ministries and the UN had their internal mechanism and regulations on procurement, which the private sector is



Photo: DICO/2015

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required to fulfil. He warned that private companies will face certain difficulties if they do not have experience in doing business with the UN system.

Following the opening remarks, Dr. Dmitri Dovgopoly, Director of the UN's Procurement Division, said that private companies will be required to apply as suppliers and contractors and should be pre-qualified, as per the harmonized procurement procedures and policies of the United Nations under the principles of fairness, integrity and transparency, effective international competition, and best value for money. With the facilitation of Ministry of Commerce, he added, that the seminar will provide information on the basic mechanism of procurement and other principles that the private companies need to understand.

In detail, Ms. Christine Ryker, Assistant to the Director of the UN's Procurement Division, introduced the participants to

the various procedures in the procurement process of the United Nations such as the use of the United Nations' Global Marketplace (UNGM) website, which provides information about online registration process as a potential vendor to 29 UN organizations, access to business opportunities and Tender Notices, as well as how to subscribe to the tender alert service. She provided the procurement procedures for Goods and Services, the two major items that the United Nations usually procure. Among the Goods usually procured by UN and other allied organizations include: food, pharmaceutical supplies, vehicles, computers and software, shelter and housing, telecommunications equipment, chemicals, building materials and security equipment. On the other hand the services include: air charter services, security service, engineering services, construction, freight services, consultancy services, and telecommunication services.

**EIF CORE TEAM AND LIASON OFFICIALS FROM GOVERNMENT LINE MINISTRIES RECEIVE TRAINING ON TRADE AND DEVELOPMENT, MONITORING AND EVALUATION, AND COMMUNICATION**



Photo: DICO/2015

organized regular training activities on English language, IT, project cycle management and monitoring and evaluation; similarly several L/O had opportunities to participate in overseas training on project procurement, project management and project development."

Regarding the topics of the workshop, she said "DICO has initiated this series of training workshop with the aim at increasing our project partners understanding, skills, knowledge and experience of Aid for trade and trade-related technical assistance." For this time, the training workshop focused on result-based project management, logical framework approach, and the role of trade in development. The next workshop will tackle the basis needs of L/Os, reflecting the changing nature of Cambodia's development and knowledge progress in building capacity over the year. Training needs of NIU, L/O and core team members will be re-assessed soon in order to update the NIU annual capacity development plan.

**Siem Reap:** On 15-16 January, 2015, the Department of International Cooperation, Ministry of Commerce (DICO/MoC), held a 2 day-training workshop on "Trade & Development, Monitoring and Evaluation and Communication, presided over by H.E.Dr. TEKRETH Kamrang, Secretary of State of the Ministry of Commerce and EIF Focal Point for Cambodia. The workshop took place at the Empress Angkor Hotel, Siem Reap province, and included 40 participants from EIF core team, Liaison officers and NIU officials. The aim of the workshop was to provide core team and L/O under EIF understanding, skills, knowledge and experience of Aid for trade and trade-related technical assistance in general and the TDSP and EIF programmes in particular.

In her opening remarks, H.E.Dr. TEKRETH Kamrang, outlined the role of the EIF in building capacity of Cambodian officials in MoC and key line ministries as part of the Government's role to mainstream trade. She also said that "in the past year, DICO

H.E.Dr. Kamrang also emphasized her satisfaction for the attendance of L/Os, and outlined their role in the overall success of the SWAp: the 25 EIF core team members were the links between the project implementing entities and the beneficiaries, and she said that "their contribution in terms of monitoring and evaluation, communication and outreach would be critical, and feedback and suggestions and comments would very much welcomed".

Other trainers in the workshop included: Mr. Chhieng Pich, Director for Department of International Cooperation focusing on "Brief overview of Trade SWAp, TDSP and EIF;" Mr. Sven Callebaut, Capacity Development Advisor, "Essentials of Trade and Development, SWAp contribution to trade sector development, the CEDEP Programme and CEDEP I Mid-Term Evaluation"; "preparation of EIF project progress

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report and project completion report"; Dr. Renato Lee, "Trade SWAp, TDSP and EIF monitoring, and getting indicators: output, outcome and impact;" Mr. Chey Tech, M&E consultant, "Pre-evaluation of the training, fundamental of monitoring and evaluation, and post-evaluation;" Mr. Prak Tepvichet, National Implementation Advisor, "Introduce to project cycle management;" Mr. El Chuon, EIF National Communication Consultant, "Project communication and dissemination of project results;" and Ms. You Porny, TDSP Communication Consultant, "Writing feature story and press release."

During the Workshop, copies of the Cambodia Trade Integration Strategy (CTIS) 2014-2018 were distributed to participants, along with the Trade SWAp Newsletter, the TDSP planner, and other brochures on trade.

The EIF Tier 1 project for Cambodia, with a funding of close to USD1.5M for five years, has supported the objective of the Ministry of Commerce to improve its capacity to generate, implement, monitor and evaluate Aid-for-Trade projects.



Photo: DICO/2015

The EIF Tier 1 is a key contribution to the objectives of the Cambodia Trade Integration Strategy 2014-2018 (CTIS 2014-2018) Pillar 3 on capacity development for trade. Funding provided by the EIF Tier 1 project has been used to help DICO put in place robust National Implementation Arrangements for aid-for-trade, to coordinate and mobilize Aid-for-Trade resources and to increase the mainstreaming of trade in policy and strategy formulation.

### PROJECT IMPLEMENTING AGENCIES RECEIVED TRAINING ON COMMUNICATION

**Keppon province:** 59 staff from Implementing Agencies of Trade Development Support Program (TDSP) and Enhanced Integrated Framework (EIF) participated in one-day training on communication supported by the TDSP in Keppon province on 13 February 2015. The focus of the training was on news and news feature writing. While the participants may not have had formal training in journalistic writing, they were exposed to the basic skills in reporting news about development projects, particularly about projects implemented under the TDSP and EIF.

The participants were introduced to the fundamentals of communication as a tool for the promotion of development efforts. The training, however, highlighted the importance of writing news materials about projects being implemented by the Implementing Agencies (IAs). The IAs are expected to contribute news materials that could be used in their own respective website.

The training participants were welcomed by H.E. Dr. TEKRETH Kamrang, Secretary of State, Ministry of Commerce, who said that "this training is important because it gives us an opportunity to transfer knowledge from our experts to the beneficiaries of our development projects." The training course was designed to also provide the participants update information about the operations of the TDSP and EIF of the Ministry of Commerce.

Facilitators of the training included Mr. Chhieng Pich, Director of the Department of International Cooperation at the Ministry of Commerce (MoC), who provided update information on TDSP and EIF; Mr. El Chuon, National Communication Consultant for EIF, who made a presentation on basic communication for promoting development projects; and



Photo: DICO/2015

Mr. Chhieng Pich, Director for DICO & TDSP/EIF (MoC), provided updated information about the operations of TDSP & EIF of Ministry of Commerce in February 2015 at Keppon province.

Ms. You Porny, national communication consultant for TDSP, who discussed various skills needed by writers in doing news and news feature reports. The participants were provided time to study project backgrounds provided by TDSP as basis for their assignment to write news leads and news feature leads, which were later reviewed during a plenary session for all participants. On the basis of this, the Communication Unit provided a brief review of the rules and skills in news writing.

As part of the training, Mr. Kim Lydet, Chief Finance Officer of DICO and Mr. Chey Tola, National Finance Consultant of TDSP, also discussed accounting and financial management and procedures at the National Implementing Unit, which is also the Department of International Cooperation, MoC. The intention of this session was to familiarize the participants regarding financial transaction requirements of TDSP Projects.

**H.E. DR. TEKRETH KAMRANG, SECRETARY OF STATE, PARTICIPATES IN THE EIF GLOBAL PLATFORM FROM 17-19 MARCH 2015 IN THE WTO SECRETARIAT IN GENEVA, SWITZERLAND**

Cambodia has been a pilot country and a success story of the Enhanced Integrated Programme (EIF) ever since its creation in 2000. The EIF programme is the main Aid-for-Trade programme for Least Developed Countries like Cambodia. In Cambodia, the programme, managed by the Department of International Cooperation (DICO), Ministry of Commerce, has been able to generate funding to support export diversification for the rice, cassava, fisheries and silk sector for a total of roughly US\$9 million for the past 7 years.

The Ministry of Commerce was invited to share its experience and expertise during the EIF Global Platform taking place this week (March 17-19) in the WTO Secretariat

in Geneva, Switzerland. H.E. Dr. TEKRETH Kamrang, Secretary of State and EIF Focal Point, was selected as a panelist for different sessions focusing on resource mobilization, DTIS update and the role of the Ministry of Commerce in supporting economic diversification.

The Global Platform aims to endorse the next phase of the EIF programme (2016-2021) and mobilizes additional resources to support export diversification, trade facilitation and regional integration projects. The Ministry of Commerce has submitted a proposal to support other key sectors of the economy through the Cambodia Export Diversification and Expansion Programme (CEDEP) in line with its Aid-for-Trade strategy during the EIF Global Platform."

**STUDENTS FROM THE GRADUATE SCHOOL OF INTERNATIONAL STUDIES (GSIS), KOREA UNIVERSITY, LEARN AFT FROM THE MINISTRY OF COMMERCE**

On January 20, 2015, at the Ministry of Commerce, H. E. Sun Chanthol met with 12 undergraduate and graduate students from the Graduate School of International Studies (GSIS) in Republic of Korea led by Professor Moonsung Kang, Associate Dean of GSIS.

The purpose of the visit was to get a better understanding about Aid of Trade (Aft) issues in Cambodia and the role of the Ministry of Commerce in enhancing Aft activities and setting policies. Professor Moonsung expressed his thanks and appreciation for the warm welcome and the opportunity for the students to meet and ask questions.

The students took the opportunity to raise questions for further understanding of the country's economy and the roles of the RGC as it pertains to private sector engagement. Minister Sun encouraged the students to learn more about the Ministry of Commerce's team involved in cooperation for Aid of Trade.

After the meeting with Senior Minister, professors and students were provided presentations on "Translating

RGC development priorities into Aft: CTIS, SWAp, Aft Governance Framework by Mr. Chhieng Pich, Director for DICO;" "Translating Aft Goals into programs and projects: TDSP, EIF, ADB, and other donors support by Mr. Sven Calebaut, Capacity Development Advisor;" and Monitoring progress and reporting on achievements: SWAP, TDSP and EIF M&E by Dr. Renato Lee, M&E advisor."



GSIS students took group photo with Senior Minister for MoC, and H.E. Dr. TEKRETH Kamrang, Secretary of State for MoC, and with Senior MoC's officials at the Ministry of Commerce. Photo/DICO/2015

**THE RESULTS OF MARINE FISHERY VALUE CHAIN STUDY RELEASED**

Cambodia Export Diversification and Expansion Programme (CEDEP) II Marine Fishery component organized a Focus Group Discussion (FGD) on Marine Fishery Value Chain on 24th - 25th June 2015 at Moon Julie Hotel, Preah Sihanouk Ville. The purpose of the FGD is to present and validate the preliminary findings of the marine fishery value chain study to relevant stakeholders in order to gather further inputs from them. The findings came from the series of interviews with relevant stakeholders along the value chain as a result of field assessment in coastal provinces during the month of May 2015.

The FGD was attended by representatives from EIF core team members of the Marine Fishery component, Department

of International Cooperation (Ministry of Commerce), Department of Export-Import (MoC), Department of Private Sector Development (MoC), Department of Planning, Trade, and Statistics Information.

The FGD was focused on value chain development strategies and solution, role of sector association: view of private sector, role of sector association: view of government, the current status of control mechanism, licensing, and registration.

The Ministry of Commerce has commissioned United Nations Industrial Development Organization (UNIDO) to implement CEDEP II Marine Fishery component for 3 years, with funding support under Enhanced Integrated Framework (EIF) Tier 2.

## UPCOMING EVENTS

### KEY ACTIVITIES UNDER EIF PROGRAM

1. *Official Visit of the Ministry of Commerce Delegation to Swiss Hotel Management Academy of Lucerne (SHL), ACAC Official Partner, July 03, 2015*
2. *Launch of the Final Phase of EIF Tier 1 in Cambodia, August 01, 2015*
3. *EIF NIU Retreat, Sihanouk Ville, Cambodia, August 05 - 06, 2015*
4. *Ministry of Commerce - Development Partners Informal Business Luncheon, August 18, 2015*
5. *SWAp Awareness-Raising Workshop for Provincial Officials, in Battambang, Cambodia, August 27-29, 2015*
6. *Release of Five Project Proposals for AfT 2016-2020 Programme, end September 2015*
7. *CEDEP II Mid-Term Evaluation, October 2015*
8. *Regional Exchange Programme Cambodia/Laos/Bhutan/Myanmar (tbc), end October, 2015*
9. *WTO Ministerial Conference, Nairobi, Kenya, December 15-18, 2015*
10. *CTIS Stock Taking and Presentations of AfT 2016-2020 programme (tbc)*

### KEY ACTIVITIES UNDER TDSP PROGRAM

1. *Kick Start Process of Assisting ISC in Applying for Rice Conformity Assessment Body, August, 2015*
2. *Several-Awareness Raising and Training Workshops on Labor Arbitration, August - December, 2015*
3. *Training for Judge, Lawyers, Officials on Commercial Arbitration, November - Decdember 2015*
4. *Conclusion of CrimsonLogic Implementation on C/O Automation, July 2015*
5. *Three Value Chain Studies Released by TTRI, October 2015*
6. *Equiping GDCE to Expand Asycuda World to Nine New Sites, August, 2015*
7. *Training on Strategic Communication*
8. *Closing Some Projects under TSDP*





**Department of International Cooperation**  
**Ministry of Commerce**

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