

World's Best Rice 2012

Right Quality - Right Price

All Natural - No GMO

Premium Fragrant Rice

Original Cambodian

Specialities

New Opportunities in

Trade & Investment

Consumers' Choice

New Suppliers -

Increased Capacity



Cambodia Rice Sector Support Project

Overall Goal of the Project

To transform the Cambodian rice market by increasing quality along the value chain (from use of high quality seed to improved milling operations) and facilitating access to high value export markets.

THE GOAL WILL BE REACHED BY WORKING ON THE FOLLOWING COMPONENTS:

Improving paddy quality

Aim: Increase 16,500 farmers 's access to improved inbred planting seed for high value rice varieties through seed multiplication by 5 partner mills, 12 dem plots and field days and 16 radio program-topics by 2015. 16,500 farmers to adopt improved seed over 3 years improving their yields by 25%, from 2.5 to 3.1 tons per hectare.

Improving milling efficiency

Aim: Increase the efficiency and output quality of 60 rice mills/re-processors through adoption of mill equipment upgrades, mill management software, food safety systems, improved mill operation and maintenance, clean technologies for energy efficiency and waste reduction by 2015. At least 70% of the recommended changes will be implemented.

Export Promotion

Aim: Develop and implement a strategy to increase Cambodian rice exports from 2.5 percent of surplus production in 2010 (51,200 tons) to 10 percent of the current rice surplus (250,000 tons) by 2015. The project also aims to reduce the price differential between Thai and Cambodian fragrant rice (USD 1000 vs USD 800 FOB) from 20 to 15 percent by 2015

PROJECT DURATION: JULY,2012-JUNE,2015 (3 YEARS)

	INDICATORS	TARGETS	RESULTS BY JUNE, 2011	RESULTS/TARGET (%)
IMPACT	SALE REVENUE (U\$ MILLION)	11.5	PROJECT JUST APPROVED ON JULY 1, 20-12	
	VOLUME OF RICE EXPORT DEALS FACILITATED (TONE)	81,000		
OUTCOME	# OF SME CONTRACTS SIGNED	54		
	# OF ENTITIES OBTAINING CERTIFICATION	4		
	# OF PEOPLE REACHED	16,500		
OUTPUT	# OF WORKSHOPS, TRAINING SESSIONS, ETC	114		
	# OF WOMEN PARTICIPANTS IN WORKSHOPS, TRAININGS, ETC..	72		
	# OF TRAINING MODULES DEVELOPED	13		

Cambodia Export Diversification and Expansion Program (CEDEP)

Component I: Milled Rice

IMPACT GOALS:

Increased exports of milled rice & increased competitiveness measured by reduction of price gap to global leader

OUTCOME GOALS:

1. Enabling Environment Established
(Functioning Industry Association / Effective G-PS Dialogue)
2. New Major Export Markets Identified and Explored (Missions)
3. Successful (meeting all regulatory and market requirements)
Export of Fragrant Rice to Three of the New Target Markets

Cambodia Export Diversification and Expansion Program (CEDEP) Component I: Milled Rice

Pre-implementation - 2012

- First Technical Working Group initiated and saw formulation of Cambodian Rice Standards through all phases
- Promotion of Cambodia, Export Promotion of Cambodian Rice:
 - ✧ TRT Networking Event Dubai, UAE
 - ✧ THAIFEX - World of Food Asia 2012, Bangkok, Thailand
 - ✧ TRT - World Rice Conference 2012, Bali Indonesia:
- Cambodian Jasmine Rice: **World's Best Rice 2012**
- Export Promotion Working Group set up: 12/12/12
- FCRE inaugurated: 15 December 2012



Cambodia Export Diversification and Expansion Program (CEDEP)

Component I: Milled Rice

First Quarter 2013

- Roadmap for Branding Strategy developed
- Cambodian Rice Standards English Edition
- Cambodian Rice Exporters in FaceBook, Twitter, LinkedIn

- Three EPWG meetings:
 - ❖ Training Needs Assessment of CRX finalised
 - ❖ Primary Export Target Markets identified
 - ❖ Export Portfolio of Cambodian Rice established

- Outlook: Preparation for Export Promotion of Cambodian Rice
 - ✧ THAIFEX - World of Food Asia 2013, Bangkok, Thailand
 - ✧ Trade Fairs in China
 - ✧ 'Rice Festival' in Siem Reap ('domestic export promotion')
 - ✧ TRT – World Rice Conference 2013
 - ✧ One new market exploration mission



Why Cambodian Rice?

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Cambodian Rice

White Gold