



Media Advisory

Making TRADE 2006-2010 work to reduce poverty

WHAT: Workshop to present achievements of TRADE project
WHO: H.E. Cham Prasidh, Senior Minister, Minister of Commerce
H.E. Pan Sorasak, Secretary of State, Ministry of Commerce
Ms. Elena Tischenko, Country Director, UNDP Cambodia
WHEN: Thursday, 27 January 2011; 8:45 AM – 12:30 PM
WHERE: Ministry of Commerce, Lot 19-61, MoC Road (113 B Road), Phum Teuk Thla Sangkat Teuk Sen Sok, Phnom Penh

Dear Reporters/Editors,

You are invited to the above-mentioned workshop to present the achievements, challenges and lessons of the Trade-Related Assistance for Development and Equity (TRADE) Project.

From 2006 onward, TRADE has been implemented by the Ministry of Commerce, with support from the United Nations Development Programme (UNDP).

TRADE has helped put Cambodia at the forefront of countries seeking to use international trade as a driver for poverty alleviation and human development. Another main goal of the project was to enhance Cambodia's export capacity in several strategic sectors. In particular, the project worked with rice millers and Government officials to explore new markets for rice, leading trade missions as far afield as the EU and West Africa.

His Excellency Cham Prasidh, Senior Minister, Minister of Commerce, will preside over the ceremony and give key note address highlighting both achievements and lessons learned from the project.

For more information, please contact:

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