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# High Value Silk Component Cambodia Export Diversification and Expansion Program (CEDEP) I

**Project performance: as for January 2014**

Date: 26 May 2014



# Silk Component at a glance

**Objectives:** To enhance the competitiveness of the silk sector and to increase exports of high value silk products with a beneficial impact on poverty reduction and employment, particularly among women

**Main beneficiaries:** Silk businesses

**Duration:** October 2012 - October 2015

**Budget:** USD 1,004,347

**Funding:** EIF Tier 2

**Main Implementing Entity:** ITC with a Project Coordination Unit (PCU) based at the Ministry of Commerce



# Results and key milestones achieved

## Coordination and management

- SCSC held its second meeting in June 2013
- Work plan for Year 2 including budget planning produced
- Regular progress and financial reports submitted
- Inputs provided to CTIS and Trade SWAp Roadmap 2013-2018
- Set of project communication tools developed, regularly updated
- Promotion of the project and Cambodian High Value Silk e.g. EIF Exhibition at the 4<sup>th</sup> Global Aid for Trade Review



# Results and key milestones achieved

## Outcome 1. Market Development

### Market information and intelligence collected and disseminated

- Import markets for Cambodian high value silk and buyers' requirements assessed and market opportunity reports produced
- Companies' strengths and needs assessed
- Recommendations for streamlining HS reporting of Cambodian high value silk exports formulated
- Full-fledged silk sector value chain analysis report compiled

**Variance:** Assessment of the Australian market will start in Year 2



# Results and key milestones achieved

## Outcome 1. Market Development *(continuation)*

### Export markets

- 40 representatives - 31 women - from silk companies improved understanding of buyers' requirements and costing/pricing
- 11 companies developed export plans and implementation started
- Companies' marketing materials improved
- + 100 buyers prospected
- Trade fair preparation, participation and follow-up facilitated i.e. NY Now 2013 in New York with cost-sharing
- + USD 11,000 on-the-spot new sale exports of Cambodian silk products + USD 28,000 after-the-fair exports



# Results and key milestones achieved

## Outcome 1. Market Development *(continuation)*

### Tourism market

- Improvement of companies showrooms and shops
- Trade fair preparation, participation and follow-up facilitated in Angkor Handicraft Fair in Siem Reap
- USD 12,000 new sales to tourists/shops in Siem Reap



## Case story

### Ambiente Trade Fair, February 2014

- Co-sponsored with SIPPO
- 4 companies
- Confirmed orders: \$ 65,424
- Expected after trade fair: \$ 44,680
- 20-30 buyers met by company
- New product collections
- Long-term partnerships initiated with leading European fair trade wholesalers



# Results and key milestones achieved

## Outcome 2. Product Development

### Product innovation and design development

- 40 representatives - 31 women - from 22 companies learned how to improve product design and development according to market demand
- Corporate brand images developed for 9 companies
- 4 Cambodian silk companies developed 7 new product collections





# Results and key milestones achieved

## Outcome 2. Product Development *(continuation)*

### Product quality

- Weaver survey and productive capacities of weaving communities assessed
- Improved understanding of quality requirements through study tour to Vietnam
- Silk yarn sourcing facilitated through study tour to Vietnam, study on silk yarn suppliers, purchasing of silk yarn for testing

**Variance:** Focus on exporting companies in project Year 1.

Information collected and needs assessed will be used to adapt training to weavers according to market needs and requirements





# Results and key milestones achieved

## Outcome 3. Sector Coordination and Strategy

- Legal advisor recruited to review and finalise the sub-decree as well as other legal documents which will facilitate the establishment of the Silk Board and Secretariat
- Draft royal decree and revised draft sub-decree for the creation of the Silk Board ready for review by the Council of Ministers

**Variance:** The project is reaching its mid-term implementation stage; creating and operationalizing the NSB by mid-2014 will ensure that 12 months remain available to implement project outputs 3.2 and 3.3



# Follow-up to the recommendations of the SCSC during its previous meetings

Recommendations	Status
Encourage the participation of project beneficiaries in SCSC meetings	Participation of project beneficiaries in all SCSC meetings Presentations by project beneficiaries during the 2 <sup>nd</sup> and 3 <sup>rd</sup> SCSC meetings
Develop project communication to disseminate information on activities and achievements	Set of communication tools developed, regularly updated, along project communication strategy
Explore synergies with trade promotion activities conducted by MoC/Trade Promotion Department (TPD)	Exhibition of Cambodia High Value Silk during trade fair in Japan in cooperation with TPD
Explore synergies and exchange good practices with CEDEP I/Milled Rice Component managed by IFC	Cambodia High Value Silk displayed during the 1 <sup>st</sup> Cambodia Rice Festival in partnership with IFC
Establish the Silk Component Core Team and National Silk Board as soon as possible	On-going



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# High Value Silk Component Cambodia Export Diversification and Expansion Program (CEDEP) I **Workplan for Year 2**

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Date: 13 February 2014



# Work plan: Key milestones for 2014

## Coordination and Management

- SCSC meetings held to monitor project implementation
- Work plan for Year 2 validated by the SCSC
- Bi-annual activity and quarterly financial progress reports produced
- Inputs and information provided for CEDEP I mid-term evaluation

## Outcome 1. Market Development

- Companies improved their marketing capacities and tools, and implemented their export plans through training and coaching
- New sales generated through preparation, participation and follow-up to trade fairs and communication with buyers
- Sales outlets/showrooms targeting international visitors and tourists improved
- Specific promotional activities conducted towards tourists
- Information collected disseminated



# Work plan: Key milestones for 2014

## Outcome 2. Product Development

- Companies improved their product design and developed new product collections according to brand books through training and coaching
- Study tour for designers conducted to relevant fashion schools/buyers
- Silk weavers improved their weaving and dyeing techniques, product quality through training workshops, product specification cards, etc.
- Linkages between exporters and weavers (vertical integration) and among weavers (horizontal integration) strengthened
- Purchasing of silk yarn facilitated

## Outcome 3. Sector Coordination and Strategy

- Establishment of the National Silk Board facilitated
- Silk Sector Strategy and Plan of Action developed through participatory workshops (in 2015)

