



2015 ANNUAL NIU RETREAT

Cambodia Export Diversification and
Expansion Programme (CEDEP II)

COMPONENT: MARINE FISHERY

by

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BACKGROUND

- Name: *Cambodia Export Diversification and Expansion Program Part II (CEDEP II): Marine Fishery Component*
- Duration: 3 years
- Budget: US\$1,303,942
- Funded by:
 - 988,953 EIF
 - 188,000 Private Sector
 - 71,000 GoC
 - 55,989 UNIDO
- Counterpart: Ministry of Agriculture, Forestry and Fisheries through Department of Fisheries Post Harvest Technologies and Quality Control of Fishery Administration, government agencies and relevant private sectors

MAIN GOALS

1. To better structure the sector of small and medium-sized processors and exporters in Marine fishery products
2. To identify a group of small and medium-sized processors to receive technical support required for improvement their export readiness
3. To disseminate lessons learnt gained from the project implementation

GENERAL ORGANIZATIONAL STRUCTURE OF CEDEP PROJECTS

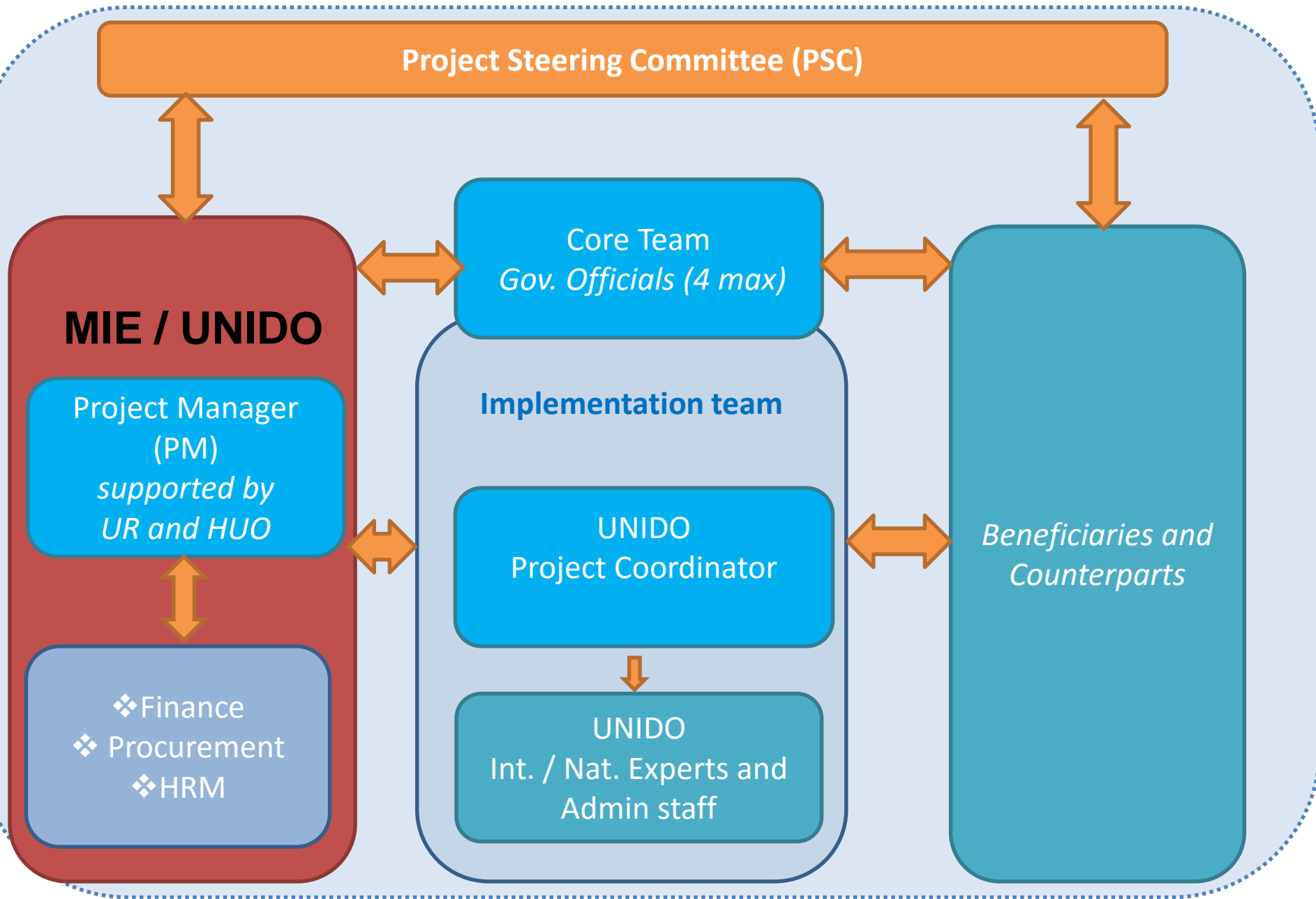
Steering Committee (SC) will provide coordination and advice for the implementation of the respective component including helping in assessing progress and performance against outputs and outcomes, reviewing changes in the operating environment including related project risks, and endorsing annual work plans.

Core Team: is composed of designated government officials to ensure close coordination of outputs and activities between the projects and its stakeholders/beneficiaries and strengthen the buy-in from the beneficiaries, improve coordination, and create situations of “learning-by-doing.”

Project Coordinator: is responsible for the day to day implementation work ensures that (i) the project follows the annual work plan approved by the SC, (ii) the planned results are achieved and (iii) the timeline of the activities is respected. He/she leads the core team, is responsible for the quality of the project’s deliverables, organization of the SC meetings and prepares the project’s progress and final reports. The programme manager reports directly to the PM.

Project Manager: is responsible and accountable for the implementation of the project and the proper use of the resources allocated by the donor and other stakeholders. The PM will be responsible for the proper coordination between the stakeholders via SC and Project team.

Organizational chart for the Marine Fishery Project in Cambodia



EXPECTED OUTPUTS AND OUTCOMES	ACHIEVEMENTS	STATUS
<p>Preparatory Stage</p>	<p>1) Marine Fisheries component steering committee established and ToRs developed for SC done</p> <p>2) Identification of the pilot group of processors and exporters for Outcome 2 done</p> <p>3) Identification of baseline data of the sector and for the pilot processors and exporters to be involved in Outcome 2 done</p> <p>4) Identification of available studies done</p> <p>5) Further review of ongoing sectoral support to harmonize activities and avoid overlapping and duplication. done</p> <p>6) Year 1 activity plan prepared done</p> <p>7) Initial identification of key external experts (for SPS needs and SPS technology; for environmental issues associated with processing, for market/export development; possibly others – e.g. packaging, trade facilitation); preparation of ToRs for those done</p> <p>8) Consultations with Associations begin to identify agenda to be developed under Outcome 1, Output 1 done</p>	<p>Completed</p>

EXPECTED OUTPUTS AND OUTCOMES	ACHIEVEMENTS	STATUS
<p>Outcome 1: The needs of the marine fisheries product export sector are better understood, the sector is better structured, the policy dialogue with the Government is enhanced, and the enabling business environment is improved.</p>		
<p>Output 1 : A list of key issues for the marine fisheries product processors and exporters sector is identified together with mitigation proposals</p>	<p>Under development</p>	<p>Partial</p>
<p>Output 2 : Basic studies of the marine fisheries product value chain and target export markets are prepared specifically for small and medium-sized processors. Export value chain focused on identification of potential export market, SPS requirements for key export markets, and capacity building programme.</p>	<p>1)- Consultants identified and recruited. 2)- Questionnaire to be used in assessment finalized 3)-Marine fishery value chain survey was conducted in May 2015 4)- Focus Group Discussion conducted in June 2015</p>	<p>Almost completed</p>
<p>Output 3 : The current ISC and FiA standards for marine fishery products are reviewed and updated if/as needed. Additional standards are developed if needed.</p>	<p>1) Consultants identified and recruited. 2) Literature review and consultation with stakeholders completed in June 2015. 3) Debriefing of preliminary result conducted in July 2015</p>	<p>Partial</p>
<p>Output 4 : An Apex Association is created and engaged in G-PSF discussions.</p>	<p>1) Met with Young Entrepreneur Association of Cambodia to discuss how the Apex could be formed. 2) Contacted Private Sector Development of the Ministry of Commerce to seek possible collaboration in forming the Apex.</p>	<p>Partial</p>

EXPECTED OUTPUTS AND OUTCOMES	ACHIEVEMENTS	STATUS
<p>Outcome 1: A group of marine fisheries processors have become export-ready and are increasing their export business including to new markets</p>		
<p>Output 5 Technical assistance provided to selected group of processors to conform with SPS compliance requirements (e.g. HACCP, GMP, packaging, etc.) of target markets</p>	<p>1) SPS survey to start in July 2015</p>	<p>Partial</p>
<p>Output 6 Economically sustainable remedial solutions addressing negative environmental impacts of fish processing implemented among participating firms of selected group of processors, based on needs identified through survey</p>	<p>1) Consultants identified and recruited. 2) Consultation with stakeholders conducted in June 2015 3) Questionnaire for field survey being developed 4) Survey to be started in mid-July 2015.</p>	<p>Almost completed</p>
<p>Output 7 At least three new markets developed and facilitated among the pilot processors group through technical assistance, including support in areas of trade facilitation, identification of new potential markets (through direct visit or participation to trade fairs, buyer-seller markets, etc.), improvement in packaging and branding requirements, etc.</p>	<p>1) Trade facilitation manual being developed</p>	<p>Partial</p>
<p>Output 8 Lessons learned from outputs of outcome 2 are broadly disseminated to the larger community of producer associations in the three coastal areas</p>	<p>N/A</p>	<p>To be started in 2016</p>

WORK PLAN FOR THE PERIOD
July-Dec 2015

No.	Key Activities	Timeframe												Lead/ Implementing Agency				
		2015						2016										
		7	8	9	10	11	12	1	2	3	4	5	6					
1	Output 1: An agenda of key issues for the marine fisheries product processors and exporters is identified , and mitigation proposals developed (including but not limited to, harvest, supply, linkages between supply and processors; availability of standards; SPS needs; environmental issues; export opportunities, cold chain infrastructure; legal framework, etc....)	X	X															PMU
2	Output 2: Basic studies of the marine fisheries product value chain and target export markets are prepared with a strong focus on small and middle-sized processors. The studies focus on key components of the export value chain including identification of potential export market, SPS requirements for key export markets, and capacity building need. (Most value chain studies in the sector focus on inland fisheries.)	X	X	X														
2.1	Value chain sector study and capacity building assessment prepared	X	X															Intl consultant
2.2	Value chain study and needs assessment translated into Khmer	X	X															PMU
2.3	Value chain study is disseminated through workshop(s).		X	X														PMU/intl consultant

No.	Key Activities	Timeframe												Lead/ Implementing Agency			
		2015						2016									
		7	8	9	10	11	12	1	2	3	4	5	6				
3	Output 3: The current ISC and FiA standards for marine fishery products are reviewed and updated if/as needed	X	X	X	X												
3.1	ISC and FiA standards and importing requirements are reviewed. If needed, update/development is done in collaboration with ISC/MIH officials identified	X	X	X													Intl consultant
3.2	Workshop(s) organized to disseminate information about standards and/or import requirements (standards are typically published in printed form in both Khmer and English and on website too)			X	X												Consultant, PMU
4	Output 4: An Apex Association is created and engaged in G-PSF discussions.							X	X	X	X	X	X				
4.1	Based on potential to establish Apex association, activities are identified and carried to help set up the association such as legal text, identification of specific services to be provided by the Association to its member, financial arrangements to ensure long term sustainability, etc.							X	X	X	X					PMU	
4.2	Preparation of legal text including, but not limited to, internal regulation of the association, member selection criteria, etc.									X	X	X	X			Department of private sector development, MoC, and PMU	
4.3	Workshop organized to disseminate the documents and form the organizational structure of the association												X	X		Department of private sector development, MoC, and PMU	

No.	Key Activities	Timeframe												Lead/ Implementing Agency		
		2015						2016								
		7	8	9	10	11	12	1	2	3	4	5	6			
5	Output 5: The selected group of processors is supported through technical assistance to help reach SPS compliance (e.g. HACCP, GMP, packaging, etc.) with requirements of target markets.	X	X	X	X	X										
5.1	Survey of SPS needs/requirements carried out	X	X	X												National consultant
5.2	Group training on SPS measures is organized for target groups of collectors/processors				X	X										National consultant
5.3	On-site training/technical support is organized at individual processor selected in target groups				X	X										National consultant
5.4	Implement food safety management system for certification (HACCP, GMP, CQS)				X	X										National consultant, target group, Certifying body
6	Output 6: Economically sustainable remedial solutions addressing negative environmental impacts of fish processing are implemented among firms in the selected group of processors, based on needs identified through survey.	X	X	X	X	X	X									
6.1	Survey of environmental issues and mitigation needs carried out		X	X	X	X										Int'n consultant
6.2	Workshops are organized to disseminate findings of environmental survey and develop implementation plan				X	X										PMU, consultant
6.3	Group training on environmental mitigation is organized for target groups of collectors/processors					X	X									PMU and consultants

No.	Key Activities	Timeframe												Lead/ Implementing Agency
		2015						2016						
		7	8	9	10	11	12	1	2	3	4	5	6	
8	Output 8: Lessons learned from outputs under outcome 2 and disseminated broadly to the target community of producer associations in the three coastal areas.													
8.1	Dissemination workshops for local producer associations to disseminate lessons learned from outputs and activities under Outcome 2													
8.2	Fisheries TWG is informed about SPS, environmental needs, trade facilitation issues, market development, branding, and other issues of the sector identified through the project													
8.3	Meeting with local and national media (press, radio, TV) to explain results and lesson learned from outputs and activities under Outcome 2													

LESSON LEARNT

- 1) Better project structure with clear responsibilities, and efficient resources would support the implementation going effectively and timely for success of the project.
- 2) Effective coordination is key success for multi-sectoral partners project.
- 3) Participatory from all stakeholders especially local communities is one of the most important factors for achieving set goals of the project

KEY CHALLENGES

- Time constrains.
- ToR for core team does not match with actual practice.



**THANK YOU
FOR YOUR
ATTENTION**