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The 20th Sub-Steering Committee on Trade Development and Trade Related Investment (SSC-TD-TRI)

26 February 2015

Cambodia Export Diversification and Expansion Program (CEDEP) I

High Value Silk Component

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Silk Component at a glance

(The Contribution to Trade SWAp Roadmap)

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

Duration: October 2012 - **October 2015**

Budget: USD 1,004,347

Funding: EIF Tier 2



Key milestones and Results

Outputs for Outcome 1. Market Development	Activities/ Results/Achievement as today
<p>#1: Export potential and key export markets for high value handmade silk products identified and supply capacity analyzed.</p>	<ul style="list-style-type: none"> ▪ 5 reports assessing key import markets (EU, Japan, Korea, US and Australia) for Cambodian High Value Silk shared to companies and project team; ▪ Finding of market surveys and assessment of buyers' requirements disseminated and used for capacity building to 20 companies during workshop in May 2014 and December 2014;

Key milestones and Results

Outputs for Outcome 1. Market Development	Activities/ Results/Achievements as today
<p>#2: Marketing capacities of selected exporters strengthened and export marketing tools elaborated.</p>	<ul style="list-style-type: none"> ▪ 13 companies elaborated their 3-year export plans for developing their products and markets with advisory support from project team; ▪ 2 training workshops on customer relationship management, order handling and trade fair preparation and follow up provided to 20 silk businesses; ▪ 10 companies coached to improve photo shooting; ▪ 12 companies improved quality of their marketing materials (logo, flyer, catalogue, showroom renovation);

Key milestones and Results

Outputs for Outcome 1. Market Development	Activities/ Results/ Achievements
<p>#3: Export and sales opportunities created in selected foreign and tourist market.</p>	<ul style="list-style-type: none"> • 13 companies received direct support to participate in 9 trade fairs (Heimtextil 2013, Ambiente 2014 and 2015, Lifestyle Vietnam 2013, NYGF 2013 and 2014, Maison et Objet 2014, Tokyo Lifestyle Living 2014 and Angkor Handicraft Fair; • Database of more than 300 prospective buyers established • Cambodian silk producers reported 20-30% profit increase during MTE • Preliminary result from last Ambiente trade fair from 13-17 February 2015, the Cambodian companies counted 98 buyer contacts and expect to get a turnover of 80.000 \$ from the trade fair; • Documents and surveys produced in the framework of the project are disseminated to Cambodian silk businesses and project partner through drop ba;

Key milestones and Results

Outputs for Outcome 2. Product Development	Activities/ Results/Achievements
<p>#1: Skills and exporters in product innovation and design development strengthened</p>	<ul style="list-style-type: none"> - Project has provided continuous support to 13 companies beneficiaries to develop their corporate brand image, swatch books, new products design and collections in addition to training workshops; - 3 study tours for 12 companies organized back-to-back with trade fair in NY 2014, Paris 2014 and Frankfurt 2015; - 13 companies developed their corporate brand image through individual brand books and swatch catalogue; - Product selection, product adaptation and product development are provided to each companies for trade fairs; - In total, about 120 new product designs have been developed for 13 companies since the beginning of the project;

Key milestones and Results

Outputs for Outcome 2. Product Development	Activities/ Results/Achievements
<p>#2: Improved vertical integration of silk value chain and enhanced technical skills of weaving communities to enable production of high quality handmade silk products in larger quantities.</p>	<ul style="list-style-type: none"> ▪ 65 persons from 12 companies were trained on chemical and natural dye, tie dye, super soft washing, and weaving; ▪ Each company of 11 companies identified 5-6 new weavers' groups. 6 companies already added more than 8 weavers' groups to their existing groups after 2 study organised by project in March and May 2014; ▪ Templates for production sheets shared with 13 companies for preparing product record for trade fair preparation;

Key milestones and Results

Outputs for Outcome 2. Product Development	Activities/ Results/Achievements
<p>#3: Quality and traceability of silk yarn imports ensured</p>	<ul style="list-style-type: none"> ▪ Follow up to the study tour in Vietnam December 2013, a Vietnamese supplier came to Cambodia in March 2014 and established business contact with 7 silk companies; ▪ 5 companies sourced 10 kilos of silk yarn for warp and 10 kg of viscose thread from the supplier with corresponding to their fabrication needs; ▪ After reporting result, 2 other companies are planning to visit Vietnam in search of high quality yarn and one non- target company asked for contact to source better yarn as well;

Key milestones and Results

<p>Outputs for Outcome 3. Sector Coordination and Strategy</p>	
<p>#1: Silk Board and Silk Secretariat have been created. Working Groups of stakeholders have been formed around key silk sector development issues.</p>	<ul style="list-style-type: none"> ▪ The Royal Decree and Sub-Decree were drafted by the MoC with ITC's support; ▪ MoC/Private sector department drafted Prakas for silk committee instead of Decrees which is under discussion with MIE;
<p>#2: Effective implementation management and reporting framework established</p>	<ul style="list-style-type: none"> ▪ Once NSB established
<p>#3: Effective implementation management and reporting framework established</p>	<ul style="list-style-type: none"> ▪ Once NSB established



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Thank you for your attention!

