



KINGDOM OF CAMBODIA
NATION RELIGION KING



Cambodia Export Diversification and Expansion Programme (CEDEP)

Awareness-Raising Workshop for Provincial Departments

May 28, 2015

Supported by:



Thou Panha
EIF NPM
MoC/DICO



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1. Rationale and link to SWAp
2. Expected Outcomes and Impacts
3. Budget and M&E
4. Sustainability Strategy





REFRESHER



- ✓ What does SWAp stand for ?
- ✓ What does TDSP stand for ?
- ✓ What is AFT ?
- ✓ What procedures will be automated in 2015 in MoC ?
- ✓ What is EIF ?





SECTION I

RATIONALE AND LINK TO SWAP





Background



***Rectangular Strategy
2013-2018 focus on
economic diversification***

***CTIS 2014 identified
10 Potential Export
Products***

***WTO Trade Policy Review (TPR) in
November 2011 stressed need for
export diversification***

***Implementation by
UN agencies
(difficult with TDSP)***



EIF contribution to Trade SWAp



Reform and Cross-Cutting Issues for trade Development.

Pillar Goal I:

Strengthening competitiveness in existing export industries and promoting export diversification by improving formulation and implementation of trade policies and regulations

Product and Service Sector Export Development.

Pillar Goal II:

Strengthen the supply capacity of the 19 product and service sectors identified in the 2007 Cambodia Trade Integration Strategy (CTIS)

Capacity Development.

Pillar Goal III:

Strengthening and Cambodian Trade Stakeholders to implement, update and manage RGC's trade development agenda and to negotiate the country's interests in trade and trade-related investment forums.

CEDEP I

CEDEP II

TIER 1



CEDEP Contribution to SWAp



- From Trade SWAp Pillar 2, CEDEP targets:

- | | |
|--|-----------------|
| <input type="checkbox"/> Milled Rice (CEDEP I) | IFC |
| <input type="checkbox"/> High Value Silk (CEDEP I) | ITC |
| <input type="checkbox"/> Cassava (CEDEP II) | UNDP |
| <input type="checkbox"/> Marine Fisheries (CEDEP II) | UNIDO |
| <input type="checkbox"/> Tourism (CEDEP II) | SHIFT 360 (NGO) |
| <input type="checkbox"/> Corn | |
| <input type="checkbox"/> Garment | |
| <input type="checkbox"/> Processed Food (CEDEP III – PLANNED) | |
| <input type="checkbox"/> Manufacturing Assembly Clusters (CEDEP III – PLANNED) | |





SECTION II

OUTCOMES AND IMPACT



EIF Tier 2: Cambodia Export Diversification and Expansion Programme (CEDEP)



CEDEP I

Exports of Milled Rice, High Value Silk, SWAp M&E

Approved: August 6, 2012

Funds available: USD2'407'714 (EIF), USD975'715 (others)

Implemented by: IFC (rice), ITC (silk), MoC/DICO (M&E)

End date: 2015-2016 (*)

Core team: 10 members

Mid-Term Evaluation: October 2014

CEDEP II

Exports of Cassava, Marine Fish products, RACA, SWAp M&E

Approved: January 13, 2014

Funds available: USD3'283'589 (EIF), USD3'099'055 (**)

Implemented by: UNDP (Cassava), UNIDO (Fish), Shift 360 (RACA), MoC/DICO (M&E)

End date: 2017(*)

Core team: 15 members

Mid-Term Evaluation: October 2015

(*): Depends on actual MoU signature date - (**): Subject to change



Milled Rice Impacts and Outcomes



- **Milled Rice impacts:**
 - ✓ Rice being the largest employment sector of the Cambodian economy, development of milled rice exports will have a positive impact on poverty reduction, especially through income growth in many regions of the country. The competitiveness of Cambodian rice exports is increased, resulting in better earnings of rice millers and farmers in the milled rice supply chain, led by its higher value fragrant rice segment.
- **Milled Rice outcomes:**
 - ✓ Enabling Environment for the Cambodian Private Sector to meet the Government's targets for Milled Rice exports is enhanced
 - ✓ Identifying new major import market opportunities for Rice Millers;
 - ✓ Clinching and completing export contracts by meeting quantities, prices, and quality requested by importers for Cambodia Rice Millers.

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AILAND

hang Island

Mak Island

Kul Island

Ile Kong

Ile Smaach

Ile Rong

Ile Rong Sam Lem

Ile Prins

Ile Tang

Gulf of Thailand

D a n g r e t

LAOS

Attapu

ROTANAK KIRI

STUENG TRAENG

MONDOL KIRI

VIETNAM



- National Capital (940,000 in 1999)
- over 100,000
- other chief town of province
- other city

Sa Kaeo

ODDAR MEAN CHEY

BANTEAY MEAN CHEY

Si Sophon

Baat Dambang

BAAT DAMBANG

Chanthaburi

Trat

Chaîne des Cardamones

KAOHKONG

Ile Kong

Ile Smaach

Ile Rong

Ile Rong Sam Lem

Ile Prins

Ile Tang

Samraong

SIEM REAB

Siem Reab

Pousaat

KAMPONG CHHNANG

KAMPONG SPUEU

Kampong Spueu

Kampong Spueu

Kampot

Kampot

Krong Kaeb

Krong Kaeb

SIEM REAB

PREAH VIHEAR

KAMPONG THUM

KAMPONG THUM

KAMPONG CHHNANG

PHNOM-PENH

PREY VEAENG

KANDAAI

KANDAAI

TAAKAEV

TAAKAEV

TAAKAEV

PREAH VIHEAR

STUENG TRAENG

KAMPONG THUM

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KANDAAI

KANDAAI

TAAKAEV

TAAKAEV

TAAKAEV

ROTANAK KIRI

Buôn Ma U

Tây Ninh

Thu Dầu Một

Biên Hòa

Hồ Chí Minh

Long Xuyên

Cao Lãnh

Biên Hòa

Hồ Chí Minh

Long Xuyên

Cao Lãnh



High Value Silk Impacts and Outcomes



- **High Value Silk impacts:**
 - ✓ Increased competitiveness of the silk export sectors will have a positive impact on poverty reduction through employment creation and income growth, especially among women. The focus on high value silk exports will contribute to developing Cambodia's image of an economy that can compete not only on price but also on quality.
- **High Value Silk outcomes:**
 - ✓ Ensure that improved quality and product design of handmade Cambodian silk products meet market demand requirements for targeted export markets and international visitors;
 - ✓ Increase export sales of handmade high value silk products and production networks to five selected importing markets and international visitors;





VIETNAM

- National Capital (940,000 in 1999)
- over 100,000
- other chief town of province
- other city



Cassava Impacts and Outcomes



Impacts:

□ Cassava is Cambodia's second largest crop employing several hundred thousand farmers. The competitiveness of Cambodian cassava increases resulting in opening of new markets (geographical and products) and improved pricing of its exports

Outcomes:

□ The needs of the cassava export sector are better understood and the sector is structured to better focus the policy dialogue with the Government and improve the enabling environment

□ A group of cassava processors has been identified and made export-ready and has succeeded in developing competitive exports to new markets

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- National Capital (940,000 in 1999)
- over 100,000
- other chief town of province
- other city



Marine Fisheries Exports Impacts and Outcomes



Impacts:

- ❑ Fisheries, including marine fisheries, are one of Cambodia Government's priority sectors for export diversification. The sector employs thousands of people.
- ❑ The competitiveness of Cambodian marine fisheries exports increases resulting in opening of new markets (geographical and products) and improved pricing of its exports.

Outcomes:

- ❑ 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;
- ❑ A group of marine fisheries processors have become export-ready and are increasing their export business including to new markets



RACA Impacts and Outcomes



Impacts:

- ❑ Tourism is Cambodia's second largest export sector in income term and, most likely, the largest one in employment terms. The sector has an important role to play in contributing to employment and income growth in the economy
- ❑ With increasing availability of skilled Cambodian personnel for the hospitality industry, Cambodia is able to meet its ambitious development target

Outcomes:

- ❑ Hotel and restaurant operators are able to improve the quantity and quality of their offering through improvements in the number and quality of trained Cambodian kitchen staff available in the labor market;
- ❑ A governance and financial model has been put in place to ensure long term sustainability of RACA independent of Development Partners financial support





Evaluation Impact and Outcomes



- Evaluation impact:
 - ✓ Enhancing the Government's ability to lead and drive its Aid for Trade as a means to strengthen the effectiveness of the mainstreaming of Trade in its development policies and the development of its institutions. This is consistent with Cambodia's Trade SWAp Goal #5.
- Evaluation outcomes:
 - ✓ Strengthening the NIU's capacity to evaluate impacts, results, and progress of technical assistance under Trade SWAp;
 - ✓ Strengthening the NIU's capacity to disseminate progress and results of technical assistance under Trade SWAp.



Role and Impact for Cambodian Provinces



Role

- ✓ Help select relevant counterpart and stakeholders
- ✓ Provide and disseminate information
- ✓ Share specific needs
- ✓ May join relevant missions and training

Impact

- ✓ Increased visibility of province products and services for export
- ✓ Value added to the products
- ✓ Employment creation
- ✓ Revenue increase



Why an Evaluation Function Component ?



Rationale

Outcomes

Activities

Role of Core Team Members



Evaluation Component Impact and Outcomes



- Evaluation impact:

- ✓ Enhancing the Government's ability to lead and drive its Aid for Trade as a means to strengthen the effectiveness of the mainstreaming of Trade in its development policies and the development of its institutions. This is consistent with Cambodia's Trade SWAp Goal #5.

- Evaluation outcomes:

- ✓ Strengthening the NIU's capacity to evaluate impacts, results, and progress of technical assistance under Trade SWAp;
- ✓ Strengthening the NIU's capacity to disseminate progress and results of technical assistance under Trade SWAp.
- ✓ Increase mainstreaming of trade in line ministries policies and strategies

Evaluation outputs and activities

Outcome 1: Strengthen the NIU's capacity to monitor and evaluate progress made under Trade SWAp, including evaluating impacts and results of technical assistance.

Output 1: A mid-term **independent** evaluation of the Tier 2 project is organized and carried out.

Output 2: A final **independent** evaluation of the Tier 2 project is organized and carried out.

Evaluation outputs and activities

Outcome 2: Strengthening the NIU's capacity to disseminate progress and results of technical assistance under Trade SWAp.

Output 1: Findings of project results and impacts are explained and disseminated once a year through five regional workshops.

Output 2: Findings from evaluations (mid-term and final) are published and disseminated within Cambodia and to the international community.



Core team ToR



1. Basic Functions of the core team:

The main function core team members is to act as focal point between DICO (MoC) and the departments and individuals participating in the CEDEP project implementation in their ministry. This involves communicating back and forth with DICO, but also gathering inputs for main project activities.





Core team ToR



2. Main duties & responsibilities:

Internal Coordination:

- Gather inputs from relevant departments within ministry for regular CEDEP meetings
- Circulate information from D/ICO to the relevant departments within his/her ministry
- Inform relevant departments of project funding and training opportunities
- Help organize meetings and consultations with key ministry stakeholders, in particular for EIF related guests (UNOPS, and EIF Executive Secretariat).



Core team ToR



Coordination with DICO (MoC) and MIE:

- Regularly meet relevant DICO officials to keep abreast of progress under the EIF programme implementation,
- Participate in training organized by D/ICO for NIU, in particular those related to project management and coordination functions,
- Participate in key meetings organized by D/ICO in the Trade SWAp,
- Assist the EIF team in DICO in planning the EIF project assistance to his/her ministry, in particular as regards regular capacity development activities (assessment, retreat, training workshop, seminars).



Core team ToR



M&E:

- Ensure a clear understanding of main relevant departments within the ministry on monitoring and evaluation objectives, purposes and key performance indicators of the EIF programme,
- Gather relevant information from the ministry to contribute to regular M&E reports compiled by D/ICO,
- Participates in the regular reviews of the M&E framework.





Core team ToR



Communication:

- Contribute to the CEDEP communication outputs,
- Suggest stories for SWAP newsletters,
- Provide information to D/ICO to populate the Trade SWAp website,
- Participate and/or contribute to the preparation of press events on CEDEP implementation.





SECTION III

BUDGET AND M&E





CEDEP I Budget



Components	Budget Request from EIF Tier 2	Government contribution	Private Sector contribution	In-Kind Contribution from MIEs	Total Program Cost
Milled Rice	\$1,112,847		\$408,000	\$159,725	\$1,680,572
High Value Silk	\$1,004,347	\$167,400	\$40,000	\$178,150	\$1,389,897
Evaluation Function + Core Teams	\$290,520	\$22,440			\$312,960
Total	\$2,407,714	\$189,840	\$448,000	\$337,875	\$3,383,429

Budget from EIF Tier 2

Year 1: \$802,571

Year 2: \$802,571

Year 3: \$802,572



CEDEP II Budget



Components	Request from EIF Tier 2	Government contribution	Private Sector contribution	In-Kind Contribution from MIEs	Contribution from other Donors	Total Program Cost
Cassava	\$997,026	\$40,885	\$128,000	\$137,574	na	\$1,303,485
Marine Fisheries Products	\$988,953	\$71,000	\$188,000	\$55,989	na	\$1,303,942
RACA	\$950,000	\$144,000	\$270,767	\$140,400	\$1,900,000	\$3,405,167
Evaluation Function + Core Teams	\$347,610	na	na	\$22,740	na	\$370,350
Total	\$3,283,589	\$255,885	\$586,767	\$356,703	\$1,900,000	\$6,382,944

Budget from EIF Tier 2

Year 1: \$1,204,499
Year 2: \$1,039,545
Year 3: \$1,039,545

Other DPs Contribution

Evaluation Component Budget Lines (CEDEP I and CEDEP II)



- ✓ Mid-term and final evaluation costs
- ✓ Awareness raising and dissemination of CEDEP activities and results in provinces
- ✓ Communication materials
- ✓ Capacity building activities for core team
- ✓ Participation in events organized/coordinated by MIEs in Cambodia and overseas



CEDEP I MID-TERM EVALUATION



- ✓ Completed in October 2014
- ✓ Confirmed high relevance, high efficiency of the project
- ✓ Sustainability depends on institutional capacity enhancement of CRF and NSB
- ✓ Recommended one-year extension for two export components to attain expected outcomes





SECTION IV

SUSTAINABILITY STRATEGY





CEDEP I Sustainability Strategy



- **Milled Rice:**

The creation of *the Cambodian Rice Federation (CRF)* is intended to be a structure through which further support can be provided by the Association to existing and new exporters.

- **High Value Silk:**

The creation of *the National Silk Board*, together with a Secretariat, is intended to create permanent structures that can take on the work and agenda developed under this CEDEP I component. The National Silk Board will ensure that public and private stakeholders work jointly towards increasing export competitiveness and expansion of the silk sector and deepening its development impact.

- **Evaluation Function:**

It is expected that the M&E capacity built under this project, the EIF Tier 1, the TDSP and other donor supports will all add up to long term sustainability.



CEDEP II Sustainability Strategy



- **Marine Fish Products:** The creation of a sustainable, export-oriented, private sector in the Marine Fisheries is one of the emerging priorities under the *Strategic Planning Framework for Fisheries: 2010-2019*. FiA has been working on structuring and strengthening product-specific processors associations in the three main coastal provinces. In addition the TDSP project seeks to strengthen FiA's role as competent authority for compliance with import regulations of target markets.
- **Cassava:** The creation of one (or several) Association(s) of Cambodian Cassava Processors and Exporters with its (their) own working groups is intended to provide (a) structure(s) through which further support can be provided by the Association(s) to existing and new exporters.





CEDEP II Sustainability Strategy



- **ACAC (formerly RACA):**

Outcome #2 of this project component is devoted specifically to ensuring long term sustainability of the Royal Academy of Culinary Art. As indicated elsewhere, the Academy will be established as a Public-Private partnership. This model has been selected in part because it is used widely and successfully for this type of vocational/technical training center in many places around the world and because it provides the most solid foundation for financial sustainability.





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