



**partner for prosperity**



partner for prosperity

# Official Launch: Cambodia Export Diversification and Expansion Programme (CEDEP II):

## Component: Export of Marine Fishery

Mr. SOK Narin, Head of UNIDO Operations  
At Ministry of Commerce  
February 20, 2014



## Outline of presentation

- Overview of the project
- Main Goals
- Outcomes and outputs
- Target areas
- Project structure
- Next milestones



## Overview of project

- 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



# Outcomes and Outputs

## Preparatory Quarter

**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

Output 1: A list of key issues for the marine fisheries product processors and exporters sector is identified together with mitigation proposals

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

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.

Output 4: An Apex Association is created and engaged in G-PSF discussions.



## Outcomes and Outputs (Con.)

Outcome# 2: A group of marine fisheries processors have become export-ready and are increasing their export business including to new markets

Output 1: Technical assistance provided to selected group of processors to conform with SPS compliance requirements (e.g. HACCP, GMP, packaging, etc.) of target markets

Output 2: 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

Output 3: 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.

Output 4: Lessons learned from outputs of outcome 2 are broadly disseminated to the larger community of producer associations in the three coastal areas



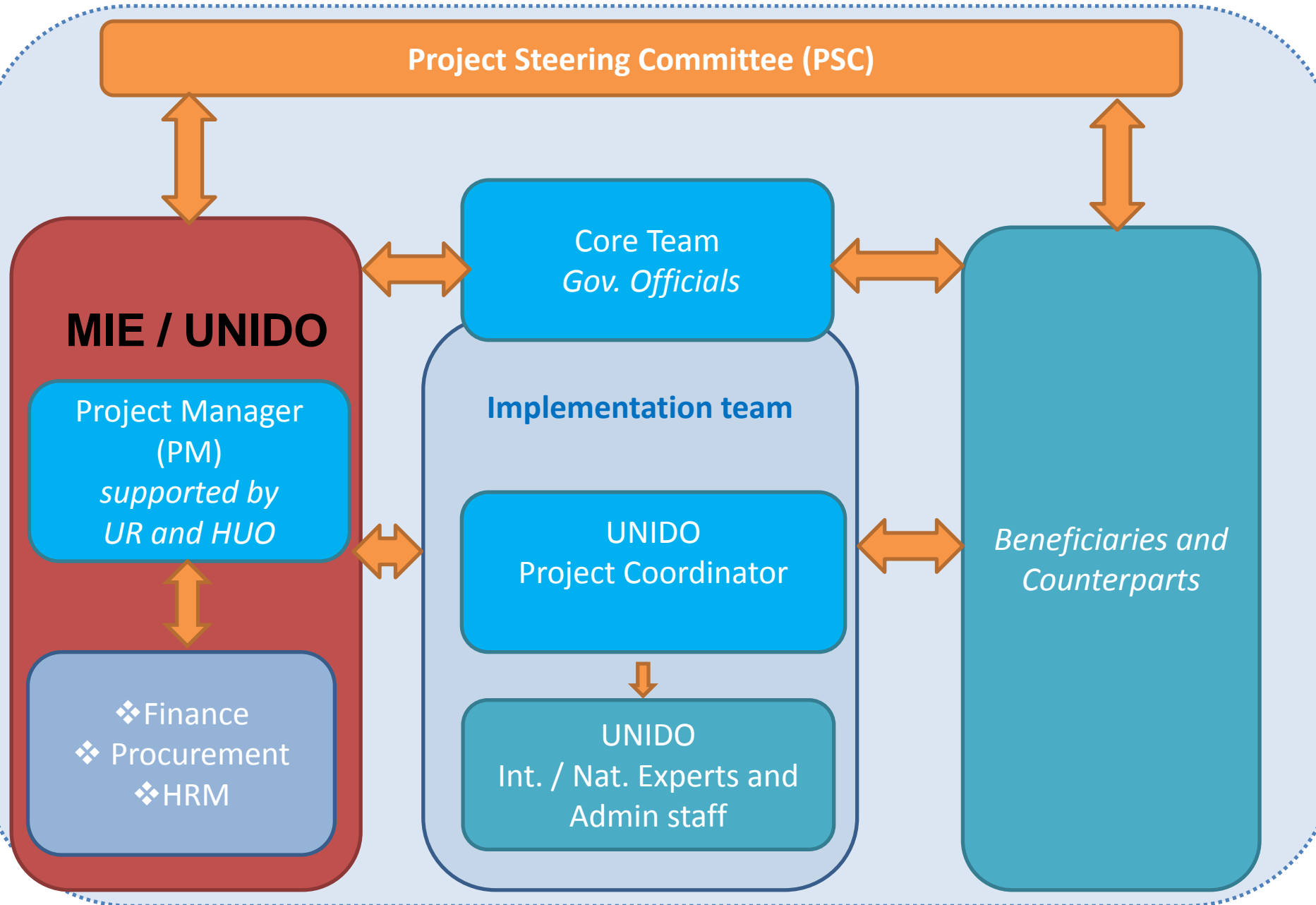
## Target Areas

Three coastal provinces include Koh Kong, Preah Sihanouk and Kampot





# Organizational chart for the Marine Fishery Project in Cambodia



## ROLES AND RESPONSIBILITIES

The Component Steering Committee (CSC) 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.

Project manager, PM : Based on UNIDO's rules and regulations as well as guided by the MoU between UNOPS and UNIDO the PM 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 CSC and Project team. He will ensure proper communication flow and decision making involving the UNIDO Representative (UR) and the Head of UNIDO's Operation (HUO) in Cambodia. Both the UR and the HUO will be directly involved in project monitoring and evaluation.

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

Core Team of max. four Government officials will ensure close coordination of outputs and activities between the project component and its stakeholders/beneficiaries and strengthen the buy-in from the beneficiaries, improve coordination, and create situations of "learning-by-doing."



## Upcoming Milestones:

Activity	Time frame
Formalize and sign implementation letter with UNOPS	March 2014
Inception mission by HQ-based project manager to kick off and start inception phase	Mid-April 2014
Mobilize project team	April-May 2014



partner for prosperity

**T h a n k Y o u!**