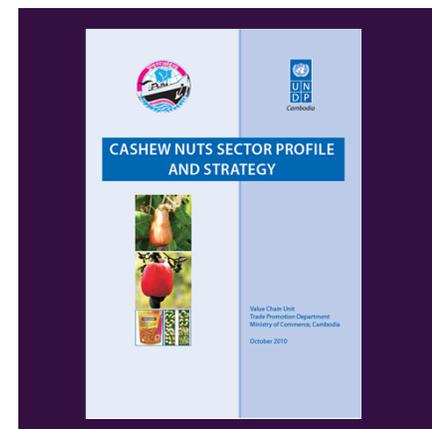
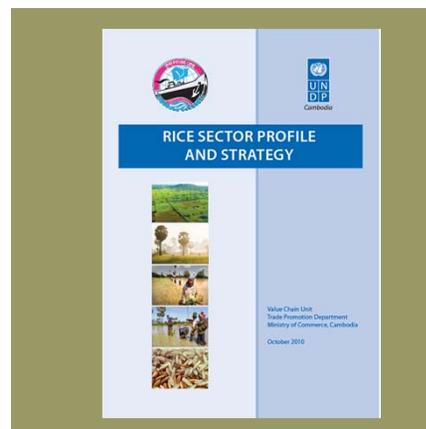
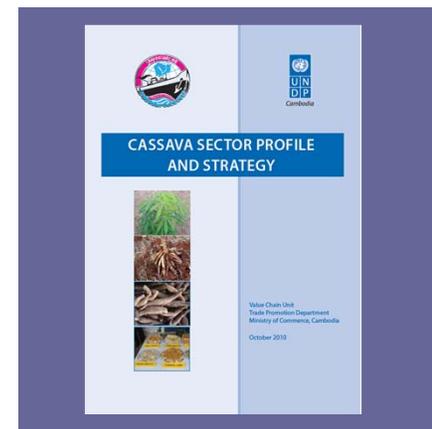
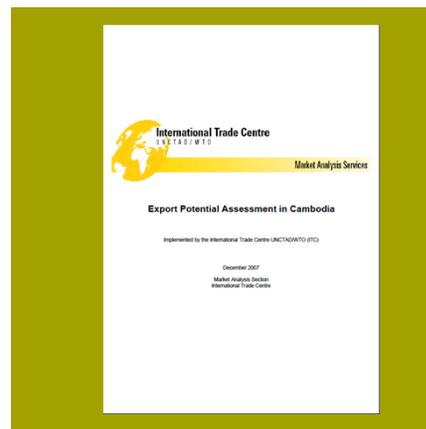
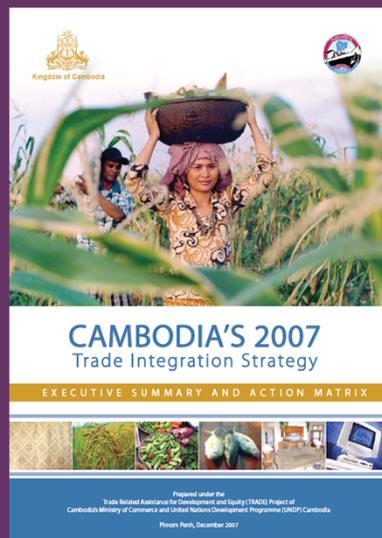




Workshop on TRADE Project Achievements 2006-2010

Phnom Penh,
Cambodia
27 January 2011

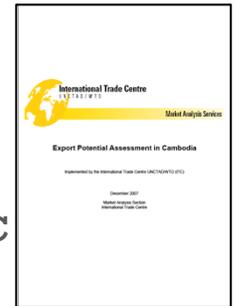


Value Chain Information Unit
Dr. Michael Freudenberg

Value Chain Information Unit

■ Background:

- 2006-2007: TRADE project financed an ITC Export Potential Assessment for 19 sectors as an input for 2007 Update of Cambodia's Diagnostic Trade Integration Study (DTIS).
- August 2009 – September 2010: TRADE project asked ITC to assist in establishing a Value Chain Information Unit at MoC



■ Main objective:

- Create sustainable human and institutional capacity within the Ministry of Commerce to manage a fully operational Value Chain Information Unit
- Provide up-to-date information on the 19 priority sectors identified in Cambodia's 2007 Trade Integration Strategy.

■ Main target groups:

- Cambodian policy-makers and development partners to develop sector policies and program effective technical assistance to those sectors.
- Private sector: producers, traders and investors (both domestic or foreign) to expand the supply and export capacity of those sectors

■ Two teams at MoC:

- The Value Chain Unit: 5 staff from TPD (Trade Promotion Department)
- MoC Research team: The Senior Minister requested in February 2010 that additional staff from other MoC Departments be trained to produce sector profiles (10-12 motivated persons)

Activities and achievements

1. Capacity building on tools and techniques

Members were trained on various tools and techniques:

- ✓ Where to find national and international data sources on production, yield, prices, exports, imports, tariffs, ...
- ✓ How to use market analysis tools (ITC's Trade Map, Market Access Map)
- ✓ How to extract, manipulate and analyze data
- ✓ How to design questionnaires for interviews
- ✓ How to undertake value chain analysis, market analysis, and SWOT analysis
- ✓ How to write and present the results

2. Research on three sectors

- ✓ Conducted literature review for three sectors (cashew nuts, cassava, rice)
- ✓ Identified relevant data sources and statistics
- ✓ Designed questionnaire for interviews with farmers, collectors and processors (can be used for future studies)
- ✓ Undertook desk research and field trips
- ✓ Developed a template for sector profiles (can be used for future studies)
- ✓ Conducted three sector studies (desk research and field trips)

3. Dissemination of results

- ✓ Discussed main findings and recommendations in Pillar 2 task teams (cashew nuts, rice)
- ✓ Wrote three Sector Profiles
- ✓ Created internal draft Manual on "How to conduct market research and value chain analysis" (can be used to update existing or undertake new sector profiles)
- Not done: On-line dissemination at MoC



Lessons learned and way forward

Main issues	The way forward
<p>Financial problems, leading to limited impact (to support Pillar 2 task teams) and problems of motivating staff:</p> <ul style="list-style-type: none">Absence of a medium-term planning: Value Chain Unit was created less than 18 months before the end of the TRADE projectUnclear financial arrangements: End of salary supplements	<p>Financial security and commitment to a long-term perspective: Given weak human capital and the institutional setup of MoC, it is necessary to have a commitment that lasts several years.</p> <p>2010/11: Financing through TDSP for one more year, but the issue remains: How to motivate staff without salary supplements?</p>
<p>Human resources:</p> <ul style="list-style-type: none">Unclear selection criteria for the team members,Reduction in the number of team members.Two teams with different leaders and objectives	<p>Commitment by MoC: We need a clear commitment that the team members are indeed available for value chain work.</p> <p>How many staff? From which departments?</p>
<p>Limited inter-ministerial cooperation:</p> <p>Information on particular sectors is very difficult to obtain from other relevant Ministries.</p> <p>Trade-related issues that are in the area of expertise of MoC are only the visible part of the iceberg, while the larger, invisible part concerns the real issues -- supply side, infrastructure, institutions etc.—that are in the domain of other Ministries (industry, agriculture, water resources, etc.).</p>	<p>Broader institutional setup:</p> <p>Put the value chain work in the government on a broader institutional basis, where relevant ministries work together and take co-ownership.</p> <p>Where to locate the Unit? Who takes the lead?</p>



Thank you for your attention

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