

**KINGDOM OF CAMBODIA**  
**National Religion King**

Ministry of Commerce  
Department of International Cooperation (DICO)  
Project Workshop Concept Note

Phnom Penh, May 1<sup>st</sup>, 2015

<b>Title</b>	Dissemination Regional workshop on: Trade SWAp, EIF CEDEP I&II Project finding, Monitoring and Evaluation, Results and Impacts	
<b>Beneficiary</b>	Provincial Department of Commerce and relevant stakeholders	
<b>Date, Venue and number of workshop</b>	1. May 28 2015, Rattanakiri Province 2. July 29 2015, Battambang Province	
<b>Target Provinces</b>	1. May 28 2015	2. July 29 2015
	<ul style="list-style-type: none"> <li>• Steung Treng</li> <li>• Preah Vihear</li> <li>• Kratie</li> <li>• Rattanakiri</li> <li>• Kampong Cham</li> </ul>	<ul style="list-style-type: none"> <li>• Battambang</li> <li>• Bantay Meanchey</li> <li>• Siem Reap</li> <li>• Pailin</li> <li>• Pursat</li> </ul>
<b>Target Participants</b>	<ul style="list-style-type: none"> <li>• <b>Provincial:</b> <ul style="list-style-type: none"> <li>✓ Department of Commerce</li> <li>✓ Chamber of Commerce</li> <li>✓ Department of Agriculture, Fishery and Forestry</li> <li>✓ Department of Industry and Handicrafts</li> <li>✓ Department of Women Affairs</li> <li>✓ Department of Rural Development</li> </ul> </li> <li>• <b>Phnom Penh:</b> <ul style="list-style-type: none"> <li>✓ Department of International Cooperation of Ministry of Commerce (MoC)</li> <li>✓ Core Team of CEDEP I&amp;II</li> <li>✓ Department of Private Sector (MoC)</li> <li>✓ Department of Trade Promotion (MoC)</li> </ul> </li> </ul>	
<b>Implementers</b>	DICO/NIU of MoC and Project stakeholders	

## 1. Introduction

Royal Government of Cambodia (RGC), through Ministry of Commerce was receiving an assistant of the Enhanced Integrated Framework (EIF) programme including Cambodia Export Diversification and Expansion Programme (CEDEP), which managed by the Department of International Cooperation (DICO), is the Aid for Trade for least developed countries. The EIF for the Trade-Related Technical Assistance (TRTA) to least developed countries (LDCs) is a process, it was first established in 1997 to support the LDC

government in trade capacity building and integrating trade issues into overall national development strategies.

The EIF is built on the principles of country ownership and partnership, it has allowed the country to enhance its national capacity to formulate, implement, manage and monitor a pro-poor trade policy that were consistent with and supported to the National Strategic Development Plan (NSDP) and its Millennium Development Goals (MDGs). Trade expansion and trade-related investment are critical ingredients to achieving the economic growth objective stated in the RGC Rectangular Strategy. The competitiveness of Cambodian exporters can increase only if the RGC contributes to improve the business environment, by implementing trade reforms and improving governance in the trade sector.

To pick up on all the opportunities above, MoC has acted as Secretariat of the Trade Sector Wide Approach (SWAp) and has put in place National Institutional Arrangements (NIA) that ensure increased ownership of the country's Aid for Trade agenda through the SWAp mechanisms. In particular, it can count on robust institutional arrangements such as the Sub-Steering Committee on Trade Development and Trade-Related Investment (SSC.TD-TRI), the SWAp Implementation Committee and the SWAp Pillar Working Groups.

This important role of Ministry of Commerce of project ownership and its reform have played an integral part in the project and have enable the MoC to take on the work more successfully within the project implementation. A full capacity of government official is a constructive tool of a successful project achievement, economic growth and long-term development in the country. The trade related assistant have the potential for creating employment, increasing productivity, attracting new technology and expanding trade capacity for Cambodia.

As one of the success pilot country for EIF, Cambodia MoC/DICO have gains experiences and advantages through countless project implementations, in addition, they account for numbers of projects in different sectors, but for EIF CEDP I&II are mainly focused on the capacity building and export diversification of Cambodia products. The role and important of EIF CEDEP project in the Cambodia Aid for Trade was three fold. First facilitates the movement of Cambodia export, which is of important to the LDCs countries like Cambodia since the majority of them are still mainly supplied commodities not a real export. Second, trade capacity building that need to be considered as a constraint for enhanced cooperated activities, make it necessary to build on the already established trade facilities and develop them further. Third, the preparation of the AEC (ASEAN Economic Community) integration, understanding the free trade areas (free flow of goods and services) and market strategies of the AEC.

**To full-fill the government wishes to show its ownership of the project** to the country as a whole and to tap on the project component Mid Term Evaluation and annual work plan for year 2015, DICO/NIU of MoC is planning to conduct two regional workshops. The first workshop will be held on **28 May 2015 in Rattanakiri** province, and second workshop on **29 July 2015 in Battambang** province. The workshop will be based on the finding of the project results and impacts and sharing experiences of the CEDEP projects. This workshop will become the basic tool for building trade capacity within the regions.

## 2. Justification

**This workshop was aimed to disseminate the CEDEP project results, progress and its finding based on the Mid-Term Evaluation throughout the region. The two provinces (Rattanakiri and Battambang) was chose to hold the workshop due to its central location and workshop facility,** which is easy to invite the target provinces that will be participate in this regional workshop and/or organized the field trip for this event as some beneficiary of the CEDEP project are already based in that provinces. Moreover, the location of the workshop is one of the eco-tour destination, which enable us to attract the attention of the participants according to our busy workshop schedule.

Providing the last regional workshop experience, the previous regional workshop on December 2014 was held in Sihanouk Ville province due to similar situation, as it was the central location of the target provinces and its workshop facility. On the other hand, the beneficiary, which related to the project are based there.

According to the last workshop experience, we have learnt the gap between the Ministry and its provincial department are still a big concern in either the aspect of workflow, procedure, information sharing and communication. The provincial department need more technical assistant in capacity building skills in order to bring the gap more closer in between the ministry and its provincial department.

This intervention will contribute to the RGCs objective of capacity building development not only within the ministry, but also throughout the region. The scope of the project workshop will most likely falls within the trade development focus of the CEDEP projects and its products, which will related to all the target participants, with review of Aid for Trade; namely by providing targeted support for processing and marketing in Cambodia's agriculture sector.

## 3. Objective

The objectives of the workshop are as follows:

- Share experiences and assess progress, results, achievements in the implementation of the CEDEP projects based on the Mid Term Evaluation report and finding
- Promoting the project result finding, progress, achievement by using Mid-Term Evaluation report and CEDEP technical narrative report
- Helping stakeholders to evaluate the progress, which has been achieved, or the gaps which continue to exist, between the results obtained from the CEDEP and its project development goals
- Understanding the role and function of EIF CEDEP projects and the important factor of AFT for Cambodia as a whole
- Identify the common interest of participants among the CEDEP products
- Understanding the benefit of CEDEP products and project in relation to poverty reduction
- Identify ongoing donor support, implementation gaps and priorities of other supply-side constraints to global trade, including economic infrastructure and productive capacities;
- Identify elements for national and regional AFT strategies and contribute in articulating Cambodian common position on the implementation of AFT

- Identify the need of capacity building within the region for future project implementation; and
- Identify the cooperation between the public and private sector toward the programme
- Identify the Cambodian ability in preparation for AEC integration

#### 4. Expected Outputs

- The progress in regional and national trade facilitation programmes, activities, achievements, results and implementation of CEDEP programme updated
- Mid-Term Evaluation finding and report are disseminated
- Mid-Term Evaluation report translated in Khmer and published
- All the participants are aware of the current situation of Trade SWAp programme especially CEDEP projects
- The important of Mid-Term Evaluation are being considered by the participants
- Ongoing donor support, funding gaps and priority areas in trade facilitation, economic infrastructure development and productive capacities identified;
- Elements for national and regional AFT strategies and Cambodian common position articulated; and
- Project role, function, arrangement and the others aspect of the projects objectives are covered and understand

#### 5. Format of Workshop

The format of the workshop are set as follow:

First half of the workshop (from 8 am to 12 noon)

- The RGC's National Development Strategy, MoC reforms and roles in project implementation and the project ownership will covered by LCT Kamrang (MoC Secretary of State and EIF Focal Point) and Mr Chhieng Pichh (DICO/NIU Director).
- Trade facilitation issues , AFT and elements of EIF CEDEP programme by Capacity Development Advisor
- Project implementation, results, achievements and its possible impacts, by EIF Programme Manager
- Mid-Term Evaluation finding, report and recommendation by CEDEP II M&E national consultant
- Project involvement, lesson leant, capacity building and its benefit will be express by representative from L/O and core team.
- Others issues related to the benefit and the beneficiary of the implementation of EIF CEDEP programme, and the cooperation between public and private sector will be share by project core team and beneficiaries

Second haft of the workshop (from 1:30-4 pm)

- Contribution to the workshop by project beneficiaries
- Questions and answers session by the responsible beneficiaries teams
- The wrap-up of the whole workshop session. Within this regards, the arrangement of the project workflow between MoC and the regional departments will be review.

## 6. Proposed Workshop Facilitators

The facilitators of the Workshop will be headed by LCT Tek Reth Kamrang, Secretary of State of MoC, EIF Focal Point, supported by NIU and DICO Director Mr Chhieng Pich, Mr Sven Callebaut, Capacity Development Adviser and Mr Thoun Panha, EIF Program manager, Mr Bun Vuthy, M&E national consultant. The workshop will be moderated by National M&E consultants Mrs kannha Mao, with contribution and experience sharing to the workshop by L/O, Core team and beneficiary of the project including : Dr Chhoun Chamnan, Director of Processing Technology and Quality Department of MAFF, Mr Lun Tina, Chief of International Cooperation and Project Coordination Office of MAFF, Mr Um Seri Vuth, Chief Officer of Productivity Promotion Department of Ministry of Industry and Handicrafts, Miss Po Rathana, M&E officer of DICO (MoC), Miss Phal Yita, Cassava core team of TTRI, and projects beneficiaries.

The Facilitators' Team concerns themselves with all the tasks needed to run a productive workshop and to support the workshop in all related topics and material of Aid for Trade implementation.

Facilitators serves the needs of the workshop group with the common purposes, whether it be making a decision, solving problem, sharing experiences, project related progress or simply exchanging ideas and information.

## 7. Proposed Participants for Provincial Officers

The following participants will attend both regional workshop of the project finding:

<b>Workshop 1: 28 May 2015 (5 provinces)</b>	<b>Workshop 2: 29 July 2015 (5 provinces)</b>
<ul style="list-style-type: none"> <li>• 1 Department of Commerce</li> <li>• 1 Department of Agriculture, Fishery and Forestry</li> <li>• 1 Department of Industry and Handicrafts</li> <li>• 1 Chamber of Commerce</li> <li>• 1 Department of Women Affairs</li> <li>• 1 Department of Rural Development</li> </ul>	<ul style="list-style-type: none"> <li>• 1 Department of Commerce</li> <li>• 1 Department of Agriculture, Fishery and Forestry</li> <li>• 1 Department of Industry and Handicrafts</li> <li>• 1 Chamber of Commerce</li> <li>• 1 Department of Women Affairs</li> <li>• 1 Department of Rural Development</li> </ul>
<b>Total participants: 30</b>	<b>Total participants: 30</b>

## 8. Proposed Participants from MoC and Line ministries

The following participants will attend both regional workshops of the project finding:

<b>Workshop 1: 28 May 2015</b>		
<b>Department of International Cooperation (DICO)</b>	<b>Projects Beneficiaries</b>	<b>Core Team, and Trade Promotion Department (TPD) of MoC</b>
<ul style="list-style-type: none"> <li>• 1 Management Level- EIF Focal Point (LCT Kamrang)</li> <li>• 1 DICO/NIU Director (Mr Chhieng Pich)</li> </ul>	<ul style="list-style-type: none"> <li>• 1 Sek Meas Rice Co., Ltd, Kompong Cham province</li> </ul>	<ul style="list-style-type: none"> <li>• 1 TPD</li> <li>• 25 Core team</li> </ul>

<ul style="list-style-type: none"> <li>• 5 DICO Consultants (Sven Callebaut, Thoun Panha, Kannha Mao, El Choun, Bun Vuthy)</li> <li>• 3 DICO staffs for assisting and preparing the workshop (Mam Many, Serey Roth, Doung Vanna Rith,)</li> <li>• 1 DICO financial assistants (Loch Soknea)</li> <li>• 3 DICO drivers</li> </ul>	<ul style="list-style-type: none"> <li>• 1 Cassava Association, Kompong Thom province</li> <li>• 1 Mekong Blue Silk, Steung Treng province</li> </ul>	
<b>Total participants: 14</b>	<b>Total Participants: 3</b>	<b>Total participants: 26</b>

<b>Workshop 2: 29 July 2015</b>		
<b>Department of International Cooperation (DICO)</b>	<b>Projects Beneficiaries</b>	<b>Core Team and Private Sector Department (PSD) of MoC</b>
<ul style="list-style-type: none"> <li>• 1 Management Level- EIF Focal Point (LCT Kamrang)</li> <li>• 1 DICO/NIU Director (Mr Chhieng Pich)</li> <li>• 5 DICO Consultants (Sven Callebaut, Thoun Panha, Kannha Mao, El Choun, Bun Vuthy)</li> <li>• 3 DICO staffs for assisting and preparing the workshop (Hao Ann, Chan Srey Phous, Long Kemvichet)</li> <li>• 1 DICO financial assistants (Sek Chandara)</li> <li>• 3 DICO drivers</li> </ul>	<ul style="list-style-type: none"> <li>• 1 Battambang Rice Investment Co., Ltd (BRICo), Battambang province</li> <li>• 1 Golden Silk, Banteay Srey distric, Siem Reap province</li> <li>• 1 Cassava Association, Battambang province</li> </ul>	<ul style="list-style-type: none"> <li>• 25 Core team</li> <li>• 1 PSD</li> </ul>
<b>Total participants: 14</b>	<b>Total Participants: 3</b>	<b>Total participants: 26</b>

**Total participants for each workshop: participants: 73**

## **9. Language**

The workshop will be conducted in Khmer and English.

## **10. Proposed Budget for 28 May 2015 and for 29 July 2015**

The proposed budget are being attached in and Excels format.

## 11. Agenda of The Workshop

TENTATIVE AGENDA		
7.30 – 8.00	<ul style="list-style-type: none"> <li>Registration of participants</li> </ul>	<ul style="list-style-type: none"> <li>MC and moderator of the workshop by Mrs Kannha Mao, EIF National M&amp;E consultant (CEDEP I)</li> </ul>
8.00 – 8.10	<ul style="list-style-type: none"> <li>Welcome Remarks</li> </ul>	<ul style="list-style-type: none"> <li>Governor of Rattanakiri Province</li> </ul>
8.10 – 8.20	<ul style="list-style-type: none"> <li>Opening remarks and MoC reform information</li> </ul>	<ul style="list-style-type: none"> <li>LCT Tekreth Kamrang, Secretary of State, EIF Focal Point, Ministry of Commerce</li> </ul>
8.20 – 9.00	<ul style="list-style-type: none"> <li>Supporting the reform process: RGC's National Development Strategy, Role in the project and project ownership condition and ability</li> <li>Possible role of provincial department within the project</li> </ul>	<ul style="list-style-type: none"> <li>Mr. Chhieng Pich, Director, DICO, Ministry of Commerce</li> </ul>
9.00 – 9.15	<b>COFFEE BREAK</b>	
9.15 – 9.40	<ul style="list-style-type: none"> <li>Supporting economic diversification: The EIF CEDEP (objectives, results)</li> <li>Trade facilitation issues: AFT</li> </ul>	<ul style="list-style-type: none"> <li>Mr. Sven Callebaut, AFT Adviser, DICO</li> </ul>
9.40 – 10.10	<ul style="list-style-type: none"> <li>Project implementation, results, achievements and its possible impacts</li> </ul>	<ul style="list-style-type: none"> <li>Mr Thoun Panha, EIF Programme Manager</li> </ul>
10.10 – 10.30	<ul style="list-style-type: none"> <li>Mid-Term Evaluation finding, and recommendation</li> </ul>	<ul style="list-style-type: none"> <li>Mr Bun Vuthy, CEDEP II, M&amp;E National Consultant</li> </ul>
10.30 – 11.00	Questions and Answer	Responsibility: Mr Chhieng Pich, supported by Mr Sven and Mr Thoun Panha

11.00 – 12.00	<p>Contribution to the workshop by core team :</p> <ul style="list-style-type: none"> <li>• Project involvement experience and its benefit</li> <li>• Lesson learn and next step</li> </ul>	<p>Responsibility: Core Team (12 min for each presenter)</p> <ul style="list-style-type: none"> <li>➤ Dr Chhoun Chamnan, Director of Department of Process Technology and Quality of MAFF (Marine Fishery)</li> <li>➤ Mr Um Serivuth, Chief Officer of MIH (Rice)</li> <li>➤ Mr Lun Tina, Chief of ICP Coordination office of MAFF (Cassava)</li> <li>➤ Miss Rathana Po, M&amp;E officer of MoC (Silk)</li> <li>➤ Miss Phal Yita, TTRI of MoC (Cassava)</li> </ul>
12.00 – 1.30	<b>LUNCH BREAK</b>	
1.30 – 2.00	<p>Questions and Answers session followed from the core team contribution above.</p>	<p>Responsibility: Core team</p>
2.00 – 3.00	<p>Contribution to the workshop by project beneficiaries:</p> <ul style="list-style-type: none"> <li>• Project involvement, benefit and achievement to date</li> <li>• Lesson learn and next step</li> </ul>	<ul style="list-style-type: none"> <li>• Responsibility : Project beneficiaries (15 min for each presenter) <ul style="list-style-type: none"> <li>➤ Sek Meas Rice Co., Ltd (Kompong Cham)</li> <li>➤ Mekong Blue Silk (Steung Treng)</li> <li>➤ Cassava association (Kompong Thom)</li> <li>➤ TPD, MoC (for workshop 1)</li> <li>➤ PSD, MoC (for workshop 2)</li> </ul> </li> </ul>
3.00 – 4.00	<ul style="list-style-type: none"> <li>• Questions, answers</li> <li>• Wrap up of the workshop</li> </ul>	<p>Responsibility:</p> <ul style="list-style-type: none"> <li>• Project beneficiaries</li> <li>• Mr Chhieng Pich, DICO Director</li> </ul>