



Statement by  
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Executive Director of the Executive Secretariat for the EIF

**Official launching of the Cambodia Trade Integration Strategy 2014-2018**  
**Government Peace Palace, Phnom Penh, Cambodia**  
**18 February 2014**

*Excellency Prime Minister of the Kingdom of Cambodia, Samdech Akka Moha Sena Padei Techo HUN Sen,*  
*Excellency Senior Minister Sun Chanthol,*  
*Distinguished Guests,*  
*Ladies and Gentlemen,*

On behalf of the Enhanced Integrated Framework (EIF), I would like to express our sincere thanks to the Royal Government of Cambodia for extending an invitation to the Executive Secretariat for the EIF and the EIF Trust Fund Manager to participate in the official launching of the Cambodia Trade Integration Strategy (CTIS) 2014-2018. For the EIF, which has had the pleasure to sponsor the first CTIS in 2001, the second CTIS in 2007 and now the third CTIS, the launch today symbolizes tremendous progress that Cambodia has achieved in the areas of trade development and integration. This progress has been clearly reflected in the Government's capacity in leading the update of the CTIS, in elaborating a clear Trade SWAp Roadmap and in shaping the country's vision towards regional integration, economic diversification and skill development. We highly value the country ownership, especially the strong leadership of His Excellency Prime Minister, Senior Minister of Commerce, Secretaries of State and all line Ministries in driving Aid for Trade and the EIF programme in the country, which, in our view, is worth emulating by other EIF countries. This is manifested, among others, in an excellent CTIS document that we are going to launch today.

***Excellencies, Distinguished Guests, Ladies and Gentlemen,***

As we all can see in the 462-page CTIS document, the value of the CTIS update lies not just in a robust analysis but also in clear plans on how to devise an operational strategy to deliver effectively on what is truly an ambitious

agenda. In this regard, we highly appreciate the Government's two-pronged initiatives: First, updating the Trade SWAp Roadmap to incorporate the CTIS Action Matrix with a clear indication of strategic outcomes, medium- and short-term actions and key performance indicators. This is indeed a very good tool to implement the CTIS, and we encourage the country to share this initiative with other EIF Countries.

Second, synchronizing the CTIS update with the process of developing a new National Strategic Development Plan (NSDP IV) and the Rectangular Strategy III ensure that key findings, recommendations and prioritized actions of the CTIS are mainstreamed in the NSDP IV. At the same time, we are happy to note that the new priorities identified by the Government have been reflected in the CTIS update and its Trade SWAp Roadmap. We congratulate the Royal Government of Cambodia for this important outcome and once again, we encourage the country to share this good practice with the EIF family.

***Excellencies, Distinguished Guests, Ladies and Gentlemen,***

The launch of the CTIS today is a stepping stone for an important course of actions ahead, which is the implementation of the Trade SWAp Roadmap. This implies the mobilization of resources and building institutional capacity for implementation, coordination, monitoring and evaluation (M&E). In this aspect, we have been working with the country to prepare the necessary ground for CTIS implementation.

In concrete terms, the EIF Tier 1 project aimed at supporting the Government of Cambodia to strengthen institutional capacity in trade policy formulation, trade mainstreaming and Aid for Trade coordination as well as resource leveraging is now in its fourth year of implementation. This is in line with expected outcomes of the Trade SWAp Roadmap Pillar 3.

In addition, to support the Cambodia Export Diversification and Expansion Programme (CEDEP) as specified in the Roadmap Pillar 2, the EIF Board has approved two Tier 2 projects with a total funding close to US\$5.7 million. These Tier 2 projects aim at supporting five out of ten prioritized sectors in the Trade SWAp Roadmap, which include: high value silk, milled rice, cassava, marine fishery products and tourism. The high value silk and rice project (called CEDEP I), has yielded concrete results in bringing Cambodian silk and rice brands to international markets within one year of its implementation. The CEDEP II, which covers cassava, marine fishery products and tourism, will be launched in a couple of days. These Tier 2 projects will address sectoral

constraints and weaknesses identified in the CTIS as well as actions prioritized in the Trade SWAp Roadmap's Pillar 2, thus contributing to the overall objective of expanding and diversifying Cambodia's export base, entering new markets and moving up value chains.

However, as indicated in the CTIS 2014-2018, there is still a long way to go to harness the true potential of Cambodia as a trading nation. The EIF funding is of catalytic nature to enable the country to leverage more resources from development partners and from the Government to tackle the issues in a holistic manner and to sustain the results achieved. We look forward to working closely with development partners, donors on the ground and the Government in this endeavour.

***Excellencies, Distinguished Guests, Ladies and Gentlemen,***

Moving forward, there is another important aspect that we would like to bring to your attention, which is the monitoring and evaluation of Aid for Trade on the ground. Further detailed work on this would be very interesting for us to see. A full M&E system for the Trade SWAp is expected to be strengthened and carried out by relevant authorities and stakeholders. The EIF has been supporting the Department of International Cooperation of the Ministry of Commerce to undertake this responsibility, and we stand ready to intensify this support.

The CTIS is supposed to be a living reference document for in-country trade development support. We strongly encourage the country to periodically take stock of the implementation and review progress made. We also call upon all partners to use the CTIS as the entry point for Aid for Trade and in-country trade-related assistance.

Once again, we would like to congratulate the Government team and all partners for accomplishing the CTIS 2014-2018. We would like to take this opportunity to reiterate our commitment to the country in translating the CTIS's goals into concrete deliverables and a future where trade works for all.

Thank you for your attention.