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Trade Sector Wide Approach (SWAp)

Website: [www.moc.gov.kh/tradeswap/](http://www.moc.gov.kh/tradeswap/)

**MEDIA ADVISORY**

## **Cambodia Trade Integration Strategy 2014-2018 (CTIS)**

- WHAT:** Official Launch of Cambodia's Trade Integration Strategy (CTIS) 2014 - 2018
- WHO:** Samdech Akka Moha Sena Padei Techo Hun Sen Prime Minister of the Royal Government of Cambodia, Deputy Prime Ministers, Senior Ministers, Ministers, State Secretaries of State, High-ranking government officials of all ministries, National Assembly, Senate, Ambassadors, representatives of Development Partners, Academic Institution, Non-Governmental Organization.
- WHEN:** Tuesday, 18<sup>th</sup> February 2014 at 7:30am. Please kindly see attached agenda.
- WHERE:** **Government Peace Palace**, Phnom Penh, Cambodia
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### **Dear Reporters and Journalists,**

You are officially invited to attend the official launch of Cambodia's Trade Integration Strategy aka CTIS 2014-2018. Free admission will be granted to international and national reporters and journalists who are interested in discovering and understanding what Cambodia's Trade Development will be for the next 5 years. The CTIS study and roadmaps have been developed in parallel with the NSDP 2014-2018 and rectangular strategy Phase III; its features stock taking and forward-looking recommendations on trade competitiveness, regional integration, bridging skill gaps and enhance government capacity to mainstream trade.

The official launch will be presided over by Samdech Akka Moha Sena Padei Techo Hun Sen, Prime Minister of the Royal Government of Cambodia, with key addresses by HE Sun Chanthol, Senior Minister, Minister of Commerce as well as key development partners' representatives.

Cambodia Trade Integration Strategy 2014-2018 (CTIS 2014-2018) is the country's third generation DTIS. Once again, Cambodia's leadership among LDC countries is in display. Cambodia is the first LDC country to update its original DTIS for the second time. Since 2007, Cambodia's trade development strategy has taken the form of a Trade Sector-Wide Approach (Trade SWAp) that allows all partners to work together towards a shared vision, under the leadership of the Royal Government of Cambodia. The CTIS 2014-2018 provides robust recommendations to ensure Cambodia fully benefits from the AEC and increases its preparedness and readiness for this critical milestone.

The CTIS 2014-2018 has benefited from funding support from the Enhanced Integrated Framework (EIF), and technical support from Asian Development Bank (ADB), the United Nations Development Programme (UNDP) and the World Bank. Cambodia Trade Integration Strategy 2014-2018 (CTIS 2014-2018) includes analysis, recommendations, and benchmarks for effective trade in goods and services development over the next five years.

### **CONTACT:**

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