



គម្រោង វិស័យ ស្វ័យ ត្រួត កម្ពុជា

Cambodian Sector-wide Silk Project

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Background

- Phase I supported by NZAID, UNDP, and SECO: Feb. 2008 to Jul. 2011
- Phase II exclusively supported by New Zealand Aid Programme: March 2010 to March 2012
- The objective of the project is to increase competitiveness of the Cambodian Silk Sector and to alleviate poverty among 39 communities by upgrading the weavers' technical skills, ensuring reliable supply of raw materials, tools and equipment and increasing export.

Project achievements

- Phase I:
 - Upgrade weaver technical skill for 29 communities: 425 weavers have improved skill and revenue;
 - Ensure reliable supply of raw material, tools and equipment: 10 purchasing units created at village level and 4 warping preparation service centers established
 - Updating of Cambodian sericulture stock taking report
 - Assessment and analyse of the existing weavers' associations in Cambodia
 - Strategic plan 2009 – 2012 for weavers' association
 - Development and operation of weavers' association (KSV)

Cont.

- 47 weavers were trained on improved design skill
- 12 silk business/exporter capacitated on product design and business marketing improvement to attract more international buyers
- 9 trainings conducted to silk exporters on promotional marketing and exports
- Trade fair participation in Thailand (BIG & BIH Fair, Bangkok) and France (Lyon)
- Flexible size silk clothes with large size looms with Cambodian Craft Cooperation (CCC) – 10 new large size loom (5 of 1.5 meters and 5 of 2 meters), 1 warping machine for large looms, 10 weavers trained and product prototype promoted at CCC sell outlets
- Quality assurance label training workshops conducted with participants of silk exporters, producers and related stakeholders

Cont.

- Phase II: built on the success of phase I
 - 415 weavers from 29 existing communities were provided enhanced skills
 - 183 weavers for 10 new communities were given basic and enhanced skills
 - 84 weavers (from 11 communities) trained on product specification and connected to KSV's sale networks
 - Around 60 weavers were exposed at local trade fair
 - Communities' products were brought to exhibit at local and international trade fair (Lifestyle Vietnam 2011) to seek more market for weavers
 - 148 weavers from 11 communities are able to meet export requirement through several export and enterprise management trainings
 - Increased cooperation within the communities by setting up 5 warping service centers and 4 AZO free dyeing service centers

Cont.

- 180 weavers capacitated on design such as color mixing and Ikat design, Jacquard or embedded embroidery and combination of skill and process training following with product assignment after training
- 2 design workshops conducted to 21 participants from 11 companies/associations
- Customized advisory services provided to companies for new designs and collection and thanks to support of the project, around 4-5 design have been successfully exported
- Companies supported in preparation of marketing materials including product catalogue, brochure, etc;
- Business match-making
- Additional 4 purchasing units created and both existing and new PU were regularly monitored their operation

Cont.

- Launching of project website to share all related information of silk sector
- Establishment of Silk Board-Working Group and draft SB road map
- New silk project proposal submitted to EIF secretariat
- Silk yarn sourcing from China facilitated
- 7 companies supported to get Export Market Access Fund to join Lifestyle Vietnam 2012

Challenges

- All raw materials are mostly imported including silk yarn, only 2% local silk production
- Large share of silk yarn imported from Vietnam (informal trade)
 - Poor and inconsistent quality
 - C.O. is a problem
- Reluctance to product innovation
 - Existing contractual agreements with local middlemen
 - Strong cultural/traditional production processes
- Urbanization and rural exodus: the young generation works in garment factory
- Weaving is often considered at secondary occupation

Lesson Learnt

- Importance of market-driven approach
- Product specialization among weavers to meet buyer's requirements (quality and quantity)
- New products/designs needs time and requires an intensive cooperation between silk exporting companies and weavers – timeframe 6 months from export to export
- Vertically integrated production chain (i.e. KSV, CCC)
- Weavers' capacity to develop new products is hampered by the traditional methods of craftsmanship

Lesson learnt cont.

- Experience underscores the importance of a long-term commitment and continuous follow up support and monitoring of the field based activities
- Innovation in the production chain need to be simple and affordable
- Potential of additional income generation through tourism activities (organize tour visit to weaving sites)

The way forward of Cambodian silk sector

- Creation of Cambodian Silk Board (SB) for long term support to the sector
- Continue support to the sector via CEDEP I

Sustainability

- the innovations introduced by the project are in most case **affordable, simple, easy to understand** and **immediately applicable**
- The **technical skill** trainings provided to weavers will be **used** even **after termination of the project**
- The creation of **Silk Board Working Group** and development of draft road map leading to the **creation of National Silk Board** ensuring that **public and private** stakeholders **work jointly** toward increasing export competitiveness
- The **Government aims to enhance the competitiveness** of the sector through Cambodia Export Diversification and Expansion Program (**CEDEP**)



THANK YOU



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