



# Trade Sector Wide Approach (Trade SWAp) Retreat 2013



## The Role of the Private Sector

CAMBODIA



Supported by:



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

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# EuroCham's Background



Founded in June 2011 by 3 National Chambers:



Chambre de Commerce Franco-Cambodgienne (CCFC)  
→ 145 Members



British Business Association in Cambodia (BBAC)  
→ 100 Members



Arbeitskreis Deutsche Wirtschaft (ADW)  
→ 20 Members

- Direct Members
- New Statute: One bigger, stronger and more effective Chamber
- Additional/New Chambers may join (Dutch)
- New Chapters may be created (Italian, Danish, Belgian, etc.) [www.moc.gov.kh/tradeswap](http://www.moc.gov.kh/tradeswap)

# EuroCham's Objectives



To create  
networking  
opportunities

To attract  
investments  
and Business  
Development  
and Support  
Services

To lobby and to  
provide a  
channel of  
communication

# EuroCham's Business Development and Support Services

Focus on a range of services aimed at helping companies to start up and/or do business more effectively in Cambodia

1. Sector Analysis
2. Field Survey
3. Customized market study
4. Research and selection of contacts
5. Organization of trade missions
6. Companies' Registration

EuroCham is eligible to apply for financial instruments made available by the European Commission



# EuroCham's Advocacy Mandate



## Our Goal:

Provide an effective advocacy forum for our Members to address common issues

## Our Committees:

- Identify common issues and develop recommendations
- Write position papers that will form the basis of EuroCham's White Book and advocacy mandate
- Are not legal entities, but internal groups working under EuroCham's umbrella
- Are autonomous; set their advocacy goals and decide their internal working procedure
- Can initiate relevant events

# EuroCham's Advocacy Mandate Our Sectorial Committees

## 1. Pharma Group

[http://eurocham-cambodia.org/index.php?option=com\\_content&view=article&id=81&Itemid=92](http://eurocham-cambodia.org/index.php?option=com_content&view=article&id=81&Itemid=92)

**PHARMA GROUP** **EUROCHAM CAMBODIA**

*"Our priority is patient first"*

Under EuroCham authority, the Pharma Group represents the biggest pharmaceutical companies in Cambodia which commit to bring to all Khmer patients the medicines with the highest international standards of quality, efficacy and safety.

Founding members:

Bayer HealthCare, BSK, SANOFI

Associated members:

DKSH, M&E, ZILLIG PHARM

## 2. Green Biz Committee



## 3. Transportation and Logistics

## 4. Real Estate and Construction

- An alternative to the GPSF
- Sectors which felt they couldn't be properly represented

# EuroCham's Boarder Role in Private-Public Sector Dialogue

- Public-private dialogue as the first step to identify bottlenecks for private sector investments
- More dialogue may enable RGC to more efficiently allocate A4T and/or "I4T"
- The private sector could be involved at different levels of RGC's trade development policies
- Sectorial Committees could become means for the development of more public-private partnerships to enhance trade sector development



# Thank You!

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