

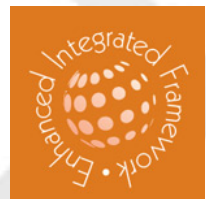


International  
Trade  
Centre



# High Value Silk Component

## Cambodia Export Diversification and Expansion Program (CEDEP I)



# CEDEP I at a glance

**Relevance:** Contributes to the Trade Sector-Wide Approach (Trade SWAp) of the Royal Government of Cambodia (RGC)

**Management:** Programme of the RGC led by the Ministry of Commerce (MoC) with 3 components:

- [High Value Silk](#) managed by ITC
- Milled Rice managed by IFC
- Evaluation Function managed by MoC

**Duration:** 3-year programme launched in October 2012

**Funding:** EIF Tier 2



# Background to the High Value Silk Component



- Development of a silk sector strategy in 2005
- Cambodian Sector-wide Silk Project
  - **Phase I** (July 2007-January 2009) funded by NZAID, UNDP, SECO
  - **Phase II** (March 2010-March 2012) financed by NZAID

# Goal

Promote high value silk exports and increase the competitiveness of the Cambodian silk sector to support export diversification and poverty reduction through employment creation and income growth, particularly for women



# Beneficiaries

- **Silk businesses** exporting to international markets or export-ready
- **Silk weavers**, mainly women, organized in village-based communities
- Line **Ministries** and Government Departments involved in the silk sector



# Strategic objectives

- **Market development:** Develop overseas markets for silk producers and their networks of weavers in rural villages
- **Product development:** Strengthen the ability of exporters, and their networks of weavers, to improve product design and quality to meet market requirements
- **Sector coordination and strategy:** Formulate a Silk Sector Export Strategy to help position and market high-value Cambodian silk exports under the leadership of a National Silk Board



# Achievements

## 1. Market development

- List of 53 exporters finalized, 30 were interviewed and 14 selected as target group;
- 6 Cambodian silk exporters - including 5 women - learned how to deal and negotiate with buyers, better market their products, adapt product design according to market demand, during 4 training workshops on: i) fair participation, ii) fashion trends, iii) costing and pricing, iv) logistic challenges; as well as customized advisory services, direct coaching and mentoring;



# Achievement (cont.)

## 1. Market development

- Heimtextil Fair (Frankfurt, Germany, 9-12 January 2013), identified as a unique opportunity for Cambodian silk exporters since they:
  - Benefited from co-sponsorship from Swiss Import Promotion Programme (SIPPO) which provided support for booth and accommodation, based on cost-sharing with companies;
  - Were visible at one of the biggest international trade fairs for quality design home textiles, taking place at a strategic moment of the year when most buyers place orders;
  - Better understood and learned about international market requirements through contacts with buyers and participants from other countries;





# Achievement (cont.)

## 1. Market development

The project since, by participating in this fair, ITC :

- Assessed SMEs' supply capacities as complementary information to baseline data collection (conducted under Activity 1.1.3), and gathered lessons learned to better design future project activities. Specific areas of focus for training and coaching were identified such as negotiation skills, pricing, sewing and weaving techniques;
- Benefited from economies of scale through co-sponsorship from SIPPO, thus getting more results with less investment from the project;

As a result of preparatory work conducted with beneficiaries for Heimtextil trade fair participation:

- 1 company/product catalogue produced;
- 3 promotional articles produced and published on the Internet,
- 9 new product collections - home and scarf collections - developed and adapted by exporters,
- 600 buyers contacted via e-mail dispatch.



## Achievement (cont.)

- 7 companies confirmed to join Lifestyle Vietnam 2013;
- 5 preparatory training workshops have been conducted for those who will and will not join the fair;
- Contact buyers in advance before joining trade fair



# Achievements (cont.)

## 3. Sector coordination and strategy

- Sub-decree of Silk Board has drafted and submitted to Council of Minister;



*Thank You*

