



A photograph of the Angkor Wat temple complex in Cambodia at sunset. The temple's iconic five towers are silhouetted against a sky with soft pink and orange hues. The temple is surrounded by lush greenery and palm trees. In the foreground, a body of water reflects the temple and the colorful sky. A semi-transparent blue gradient covers the left side of the image.

# OVERCOMING THE PERCEPTION GAP



# THRIVING ECONOMY

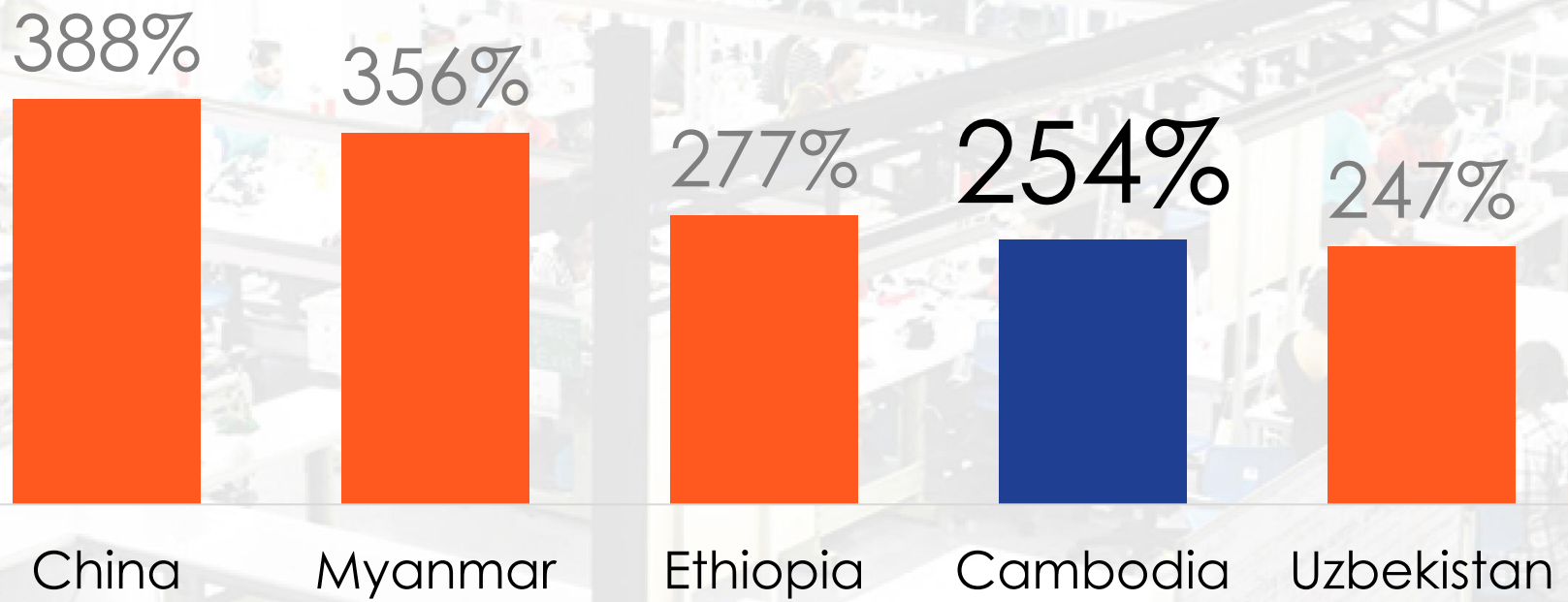




# ECONOMY

4<sup>th</sup> fastest growing economy in the world

GDP Per Capita Growth, 2000-2016

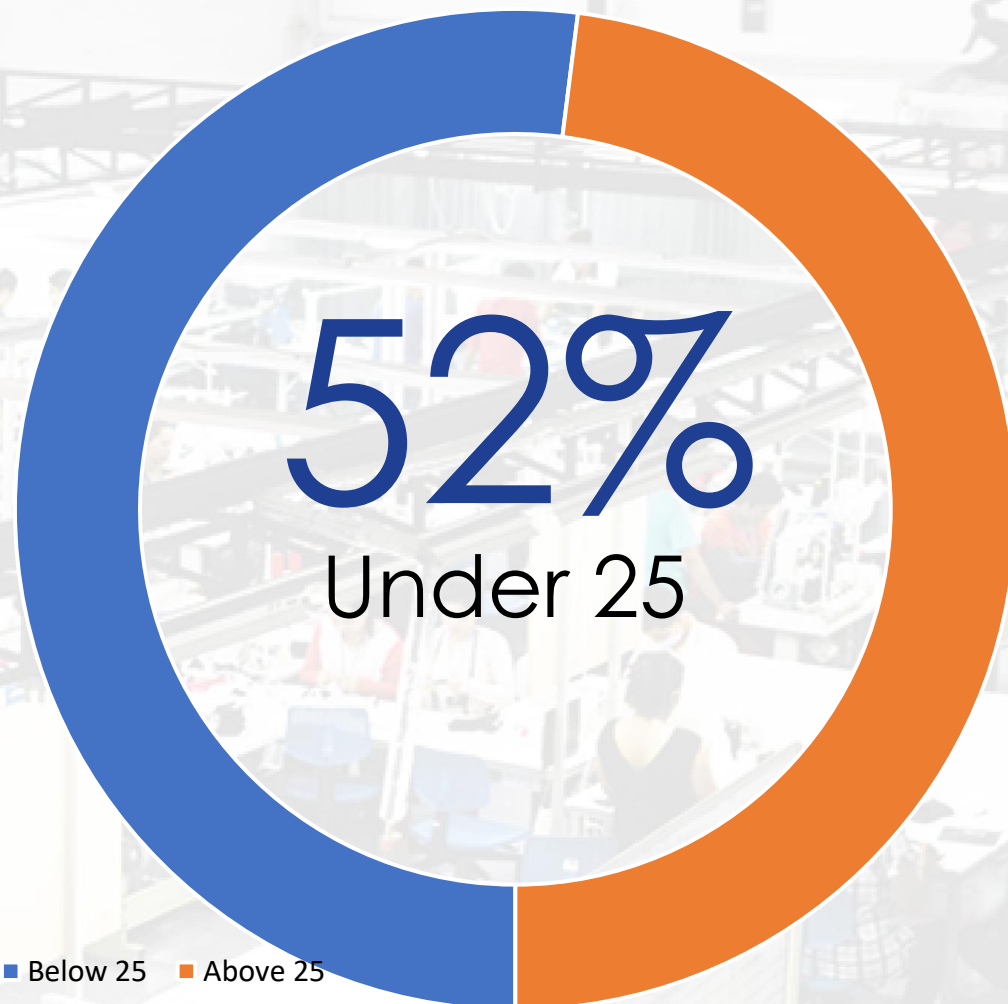


Source: International Monetary Fund

# ECONOMY

16.1

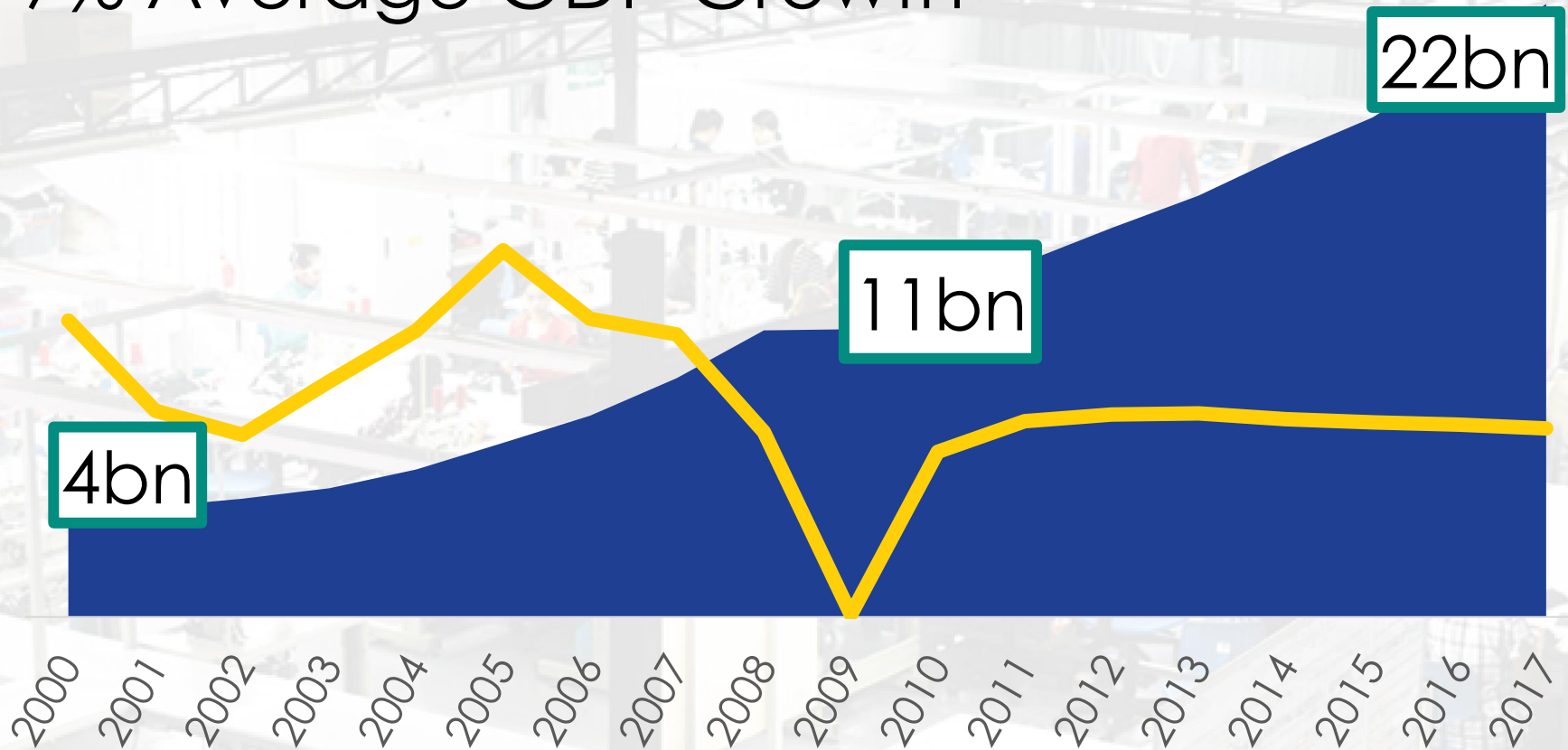
Million people



Source: World Bank

# ECONOMY

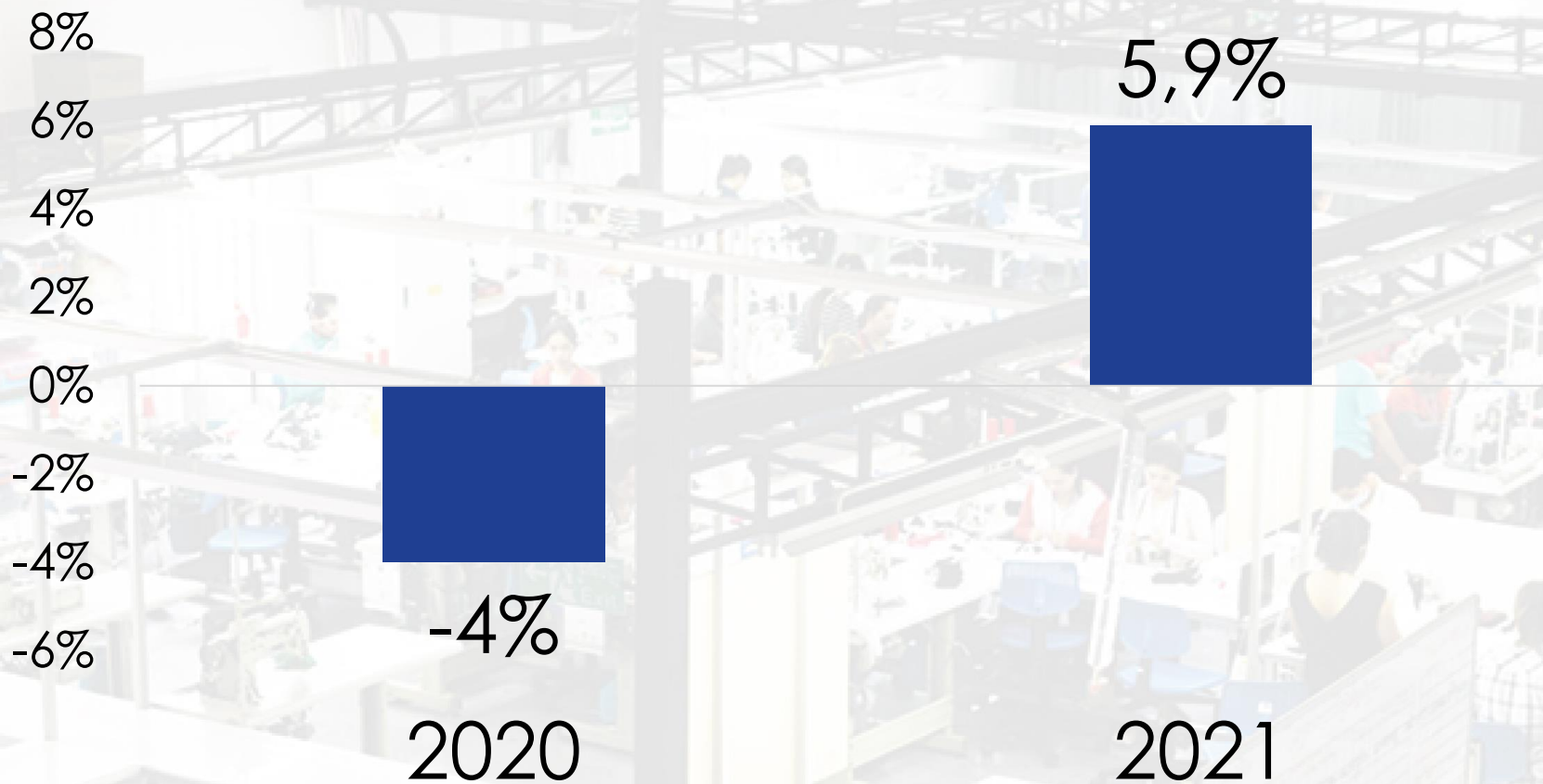
7% Average GDP Growth



Source: World Bank

# ECONOMY

## Economic Growth Forecast



Source: Asian Development Bank

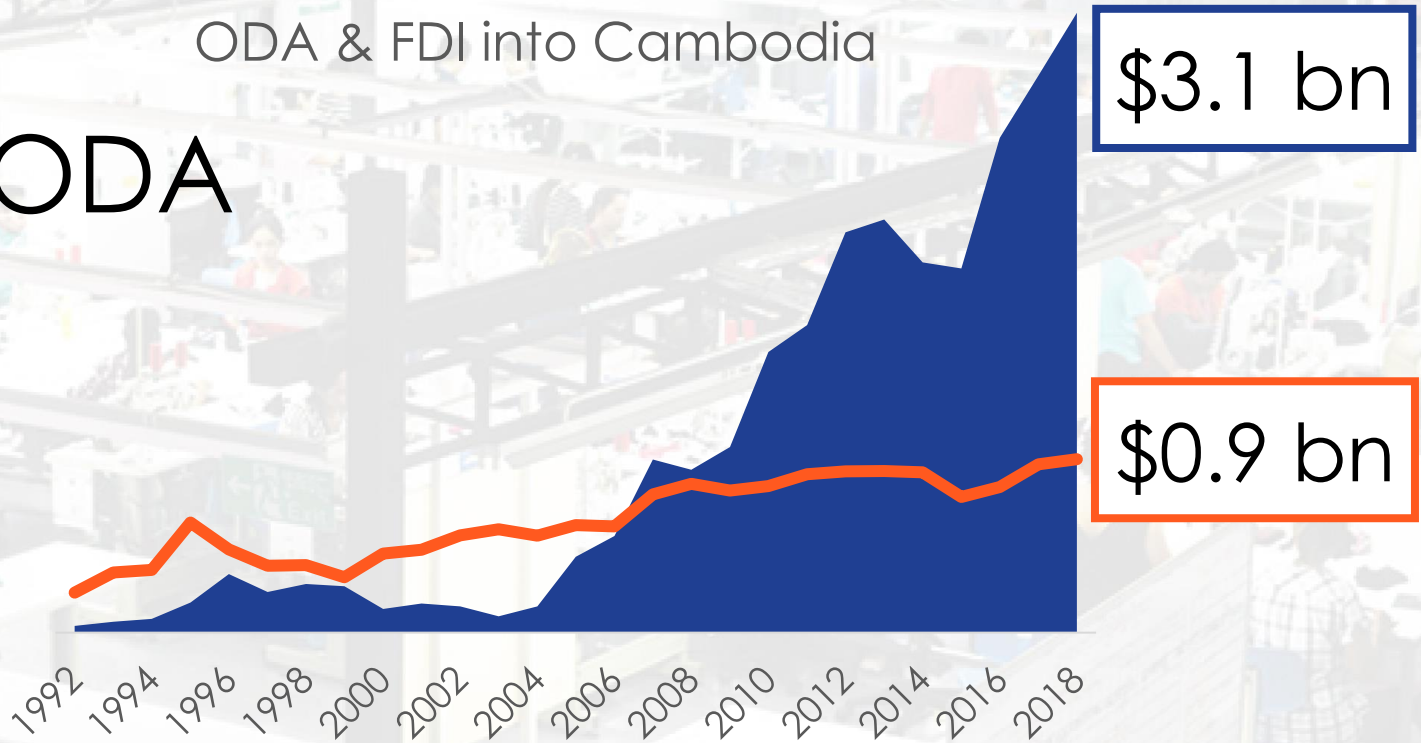
# ECONOMY

Less reliant on aid, improving FDI

ODA & FDI into Cambodia

■ FDI — ODA

\$0.2 bn  
\$33 m

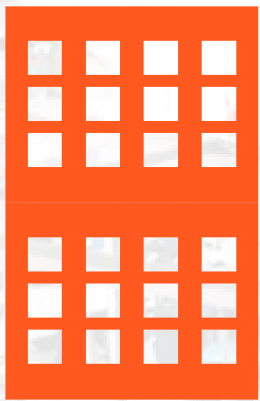


FDI: Foreign Direct Investment  
ODA: Official Development Assistance  
Source: World Bank



# ECONOMY

Four drivers of the economy  
Number of employees (*ante COVID*)



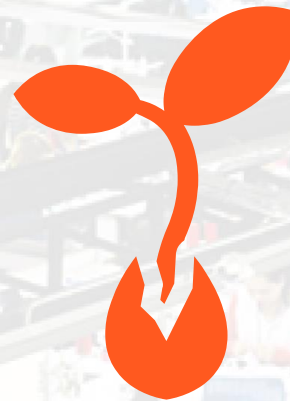
Construction

150k



Garment

0.8m



Agriculture

3.5m



Tourism

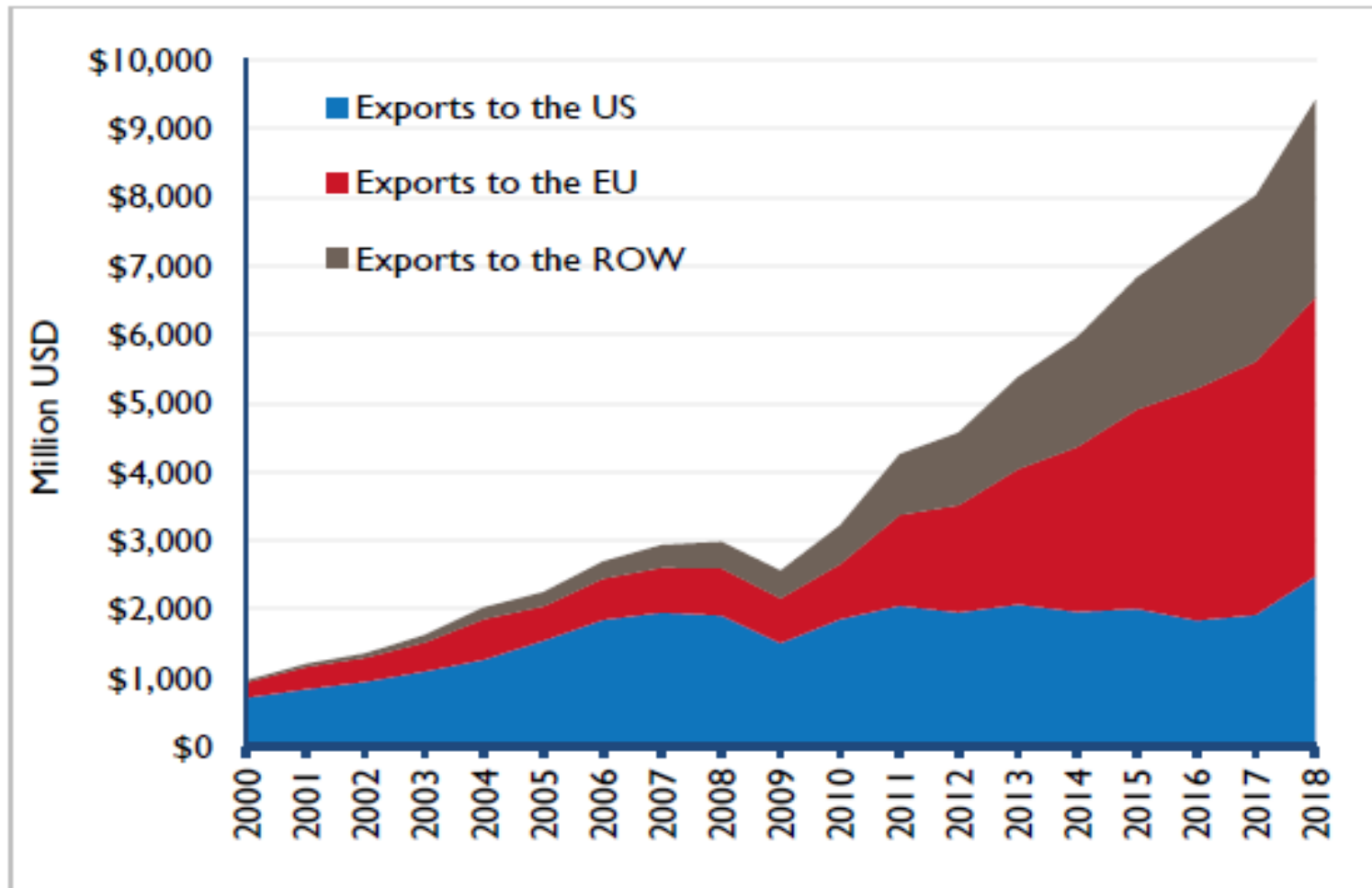
1.2m

Source: Open Development Cambodia



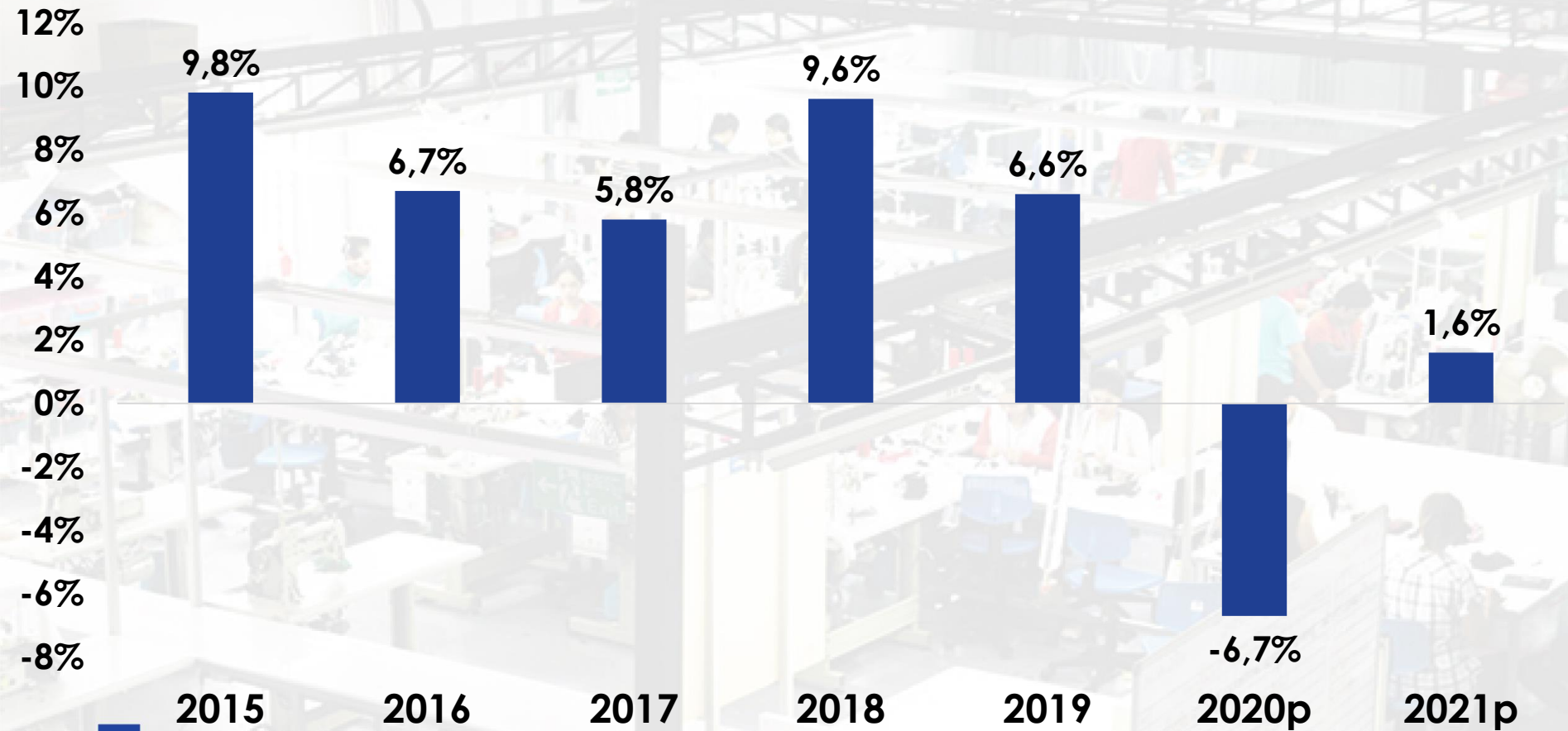


# Garment is pillar of the exports



Source: Ministry of Economy and Finance

# Growth of the garment sector



Source: Ministry of Economy and Finance



# Bicycle “made in Cambodia”



# A Success Story

- 1.5 million bicycles exported between Jan-Sep;
- 360,000 bikes were sold to Germany
- Increasing demand in the US and worldwide
- Bicycle export market did not decline during the COVID-19 pandemic
- Cambodia is more competitive than other countries in SEA
- China+1 sourcing strategy



# Towards industrial diversification



# Trade agreements or preferential schemes with importing countries

- EU with “Everything But Arms” scheme (Partial withdrawal affects 20% of the exported products)
- The ASEAN-China Free Trade Area (ACFTA).
- Canada’s Market Access Initiative for Least Developed Countries
- The ASEAN-Japan Comprehensive Economic Partnership (AJCEP)
- The US with the Generalized System of Preference (GSP) status.
- FTA with China
- *FTA negotiation with South-Korea*



# RCEP: world's largest free trade deal

