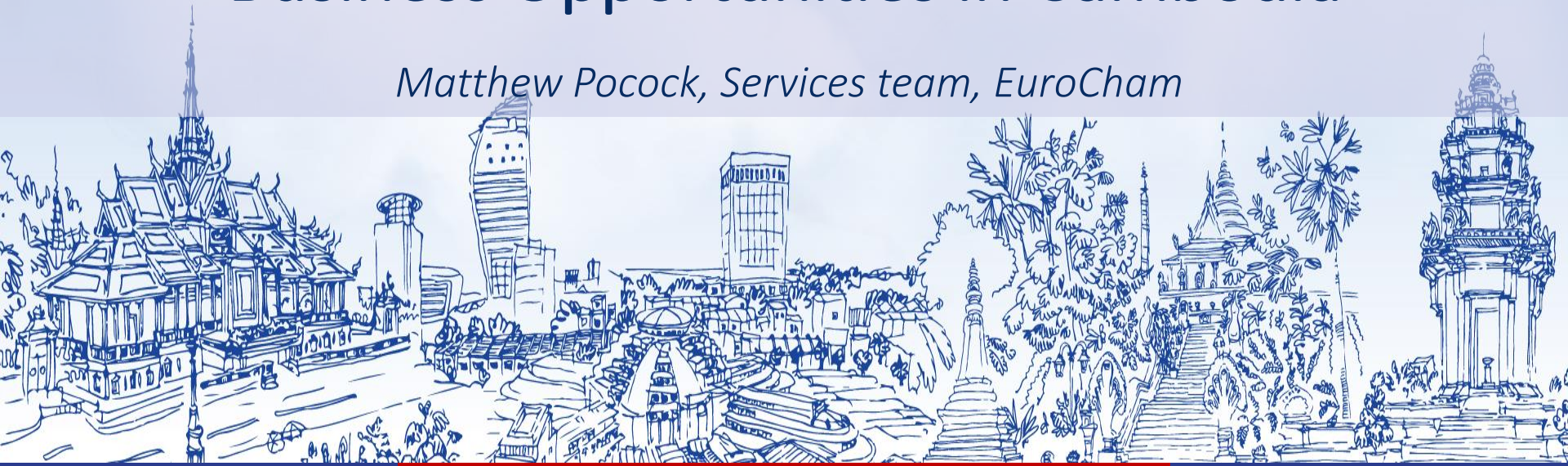




# Business Opportunities in Cambodia

*Matthew Pocock, Services team, EuroCham*



# EuroCham

390 members  
12 committees  
80+ events / year  
8,000+ participants  
42,000 Social Media  
16,000 Email List

Agribusiness	Automotive	FMCG	Garment & Manufacturing
Green Business	Healthcare	Human Resources	Digital and Technology
Real Estate & Construction	Tax	Tourism & Hospitality	Transportation & Logistics



# EuroCham

## About

The European Chamber of Commerce in Cambodia

**EUROCHAM**  
\*\*\*\*\*  
**CAMBODIA**

Since June 2nd, 2011

Established by 3 Founding Chambers



Currently composed of 6 National Chapters



## Missions



### Promote

- **Interests of European businesses operating in Cambodia**
- Cambodia as attractive investment destination
- The **green deal**: energy efficiency, energy mix, HREDD, circular economy, sustainable production, waste management ....



### Support

- Cambodian companies via **export promotion programs**
- **European companies** with access to our extensive network of corporate and individual members



### Advocate

- For the **interests of our members vis-a-vis the Royal Cambodian Government**



### Facilitate

- The **entry of European companies into Cambodia**
- **Access to the European Market**, in particular for SMEs



### Bridge the skills gap

- **Professional training** to companies and employees
- **Expand expertise** within the general workforce

# 1.

## Perception Gap

**EURO**CHAM




**CAMBODIA**

**10 YEARS FOR BUSINESS SINCE 2011**



**Mind the gap...**

A photograph of the Angkor Wat temple complex in Cambodia at sunset. The temple's five towers are silhouetted against a sky with soft orange and pink clouds. The temple is reflected in a body of water in the foreground, which is also filled with lily pads. The overall mood is serene and majestic.

**More than beautiful  
temples....**



**And rural life...**

# Past left behind...





# 2006



# 2022



# Phnom Penh

# Phnom Penh

# 2005



# 2022



2009

# Sihanoukville

2020

# Recovering economy

# 5.3%

Est. GDP Growth 2022  
#2 in ASEAN  
(ADB)



**3.5m**  
workers



**1m**

**4**

**Pillars**  
(# of workers)



**1.2m**



**0.2m**

# Export industries established

57%

...(\$9bn+) of 2022 exports were garment, textiles & footwear (Min. of Commerce/Min. of Economy and Finance)

# Tourism recovering

**\$1.2bn**

of revenue in 2022 (Min. of Tourism)

But still far off  
from **\$4.9bn**

in 2019



Now working to  
diversify...

**\$750m**

...or 30% of all imports in 2022  
#1 supplier to the EU (EU Commission)



# And increase its productivity



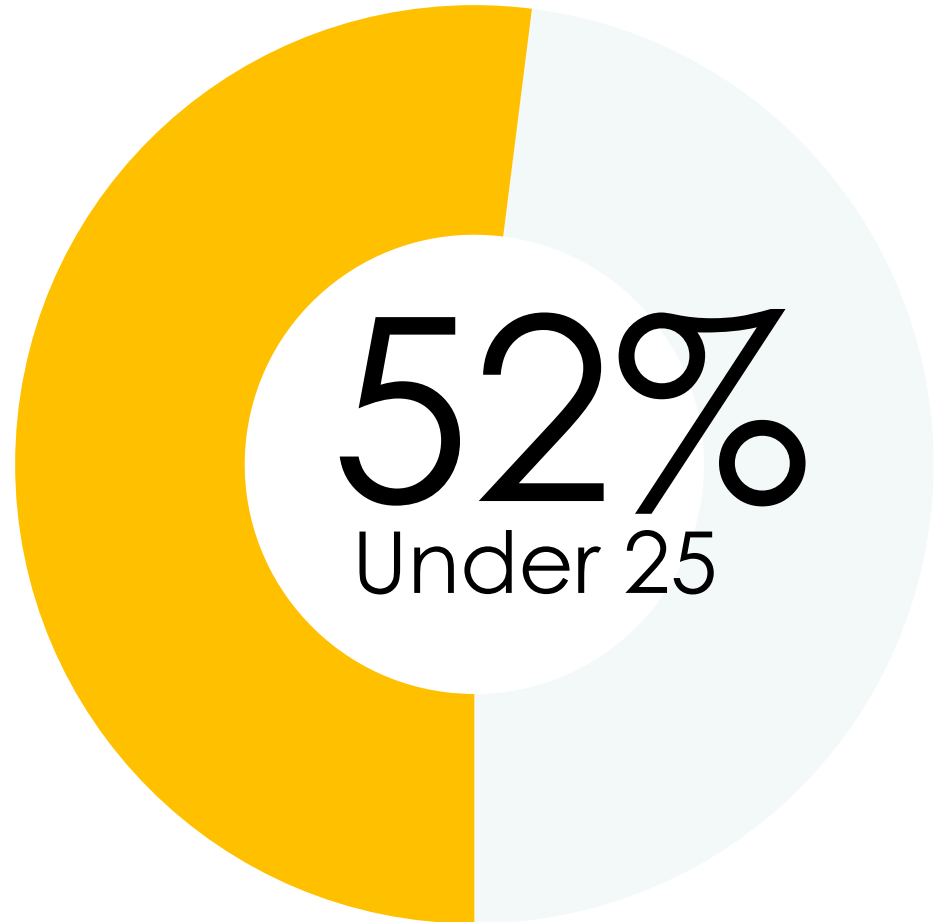
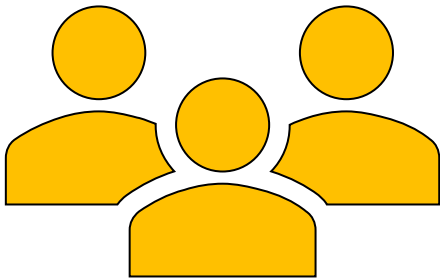
# 50.9%

...of German exports to Cambodia  
are vehicles & machinery (2021, OEC)

# Growing Population

16.7

million people



And is “leapfrogging”  
in several areas...



#2

Global Rank: CB digital  
currency maturity (Bloomberg)

# Rising consumption

# 10%

Rise in consumer spending 2021-2022  
76% of GDP in 2022. (World Bank)

# Slowdown?

## Approved Investment into Construction by Sector and by Year



Source: Ministry of Land Management, Urban Planning, and Construction, Q4 2022

**Sluggish property development project activity continues in Cambodia**

**KHMER TIMES**

*The Phnom Penh Post*

**Build low-cost residences, PM tells real estate developers**

# Opportunities



## IN ADDITION...

- EDUCATION
- PHARMA
- LOGISTICS
- FMCG
- HEALTHCARE
- ICT
- GREEN TECH

# 2.

## Member Perspectives



# European Presence

## Energy / Electronics



TOTAL



SIEMENS



## Finance



Deloitte.



## Logistics



## Agri & F&B



## Others



SOFITEL  
HOTELS & RESORTS





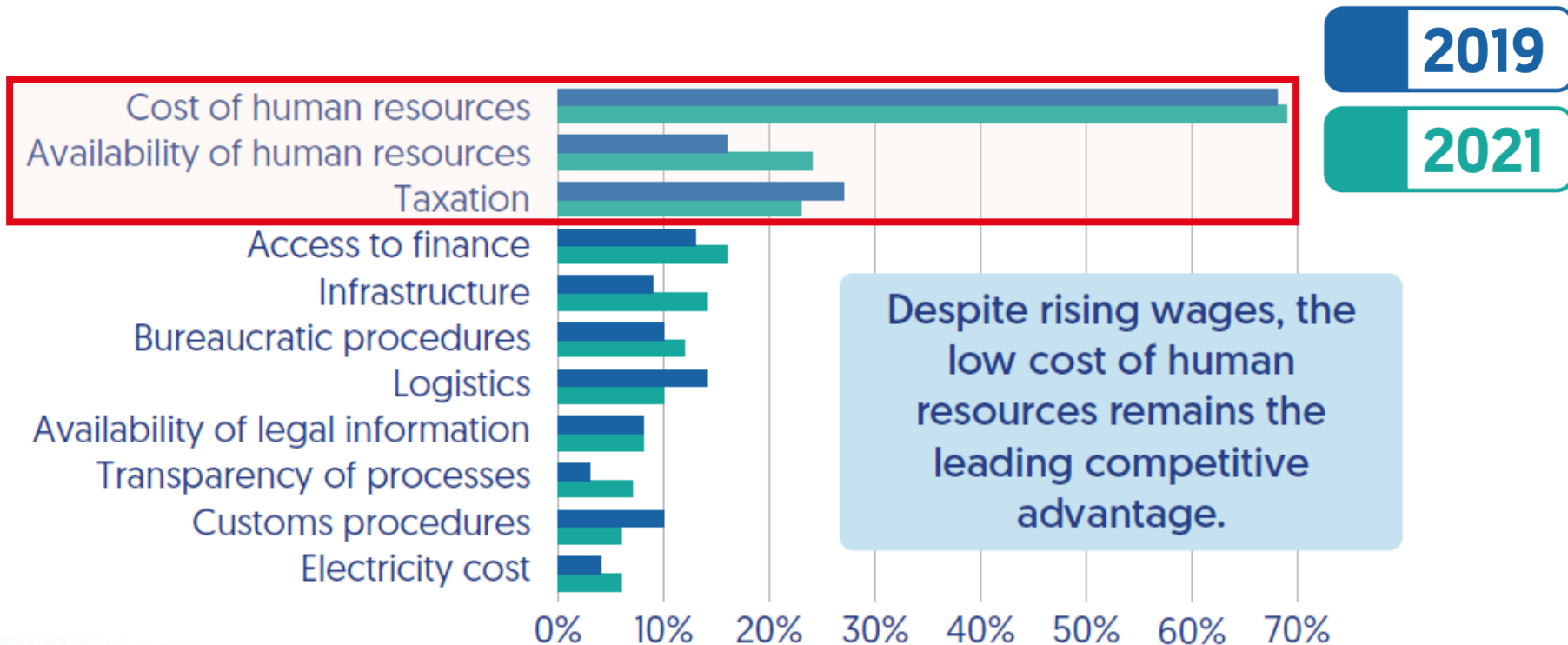
# Perspectives

- ✓ **Business friendly environment**
- ✓ Nondiscrimination
- ✓ **Investment incentives**
- ✓ Special economic zones
- ✓ Easy to repatriate profits
- ✓ **Government open to dialogue**
- ✓ Strong recent reform record
- ✓ **Strategic location**
- ✓ Preferential market access
- ✓ Competitive HR costs
- ✓ Quality of life
- High energy costs
- Infrastructure challenges
- Lengthy procedures
- Skills gap
- Logistics costs
- Competitive neighbors

***“It looks harder to do business in Cambodia from the outside than the inside”***

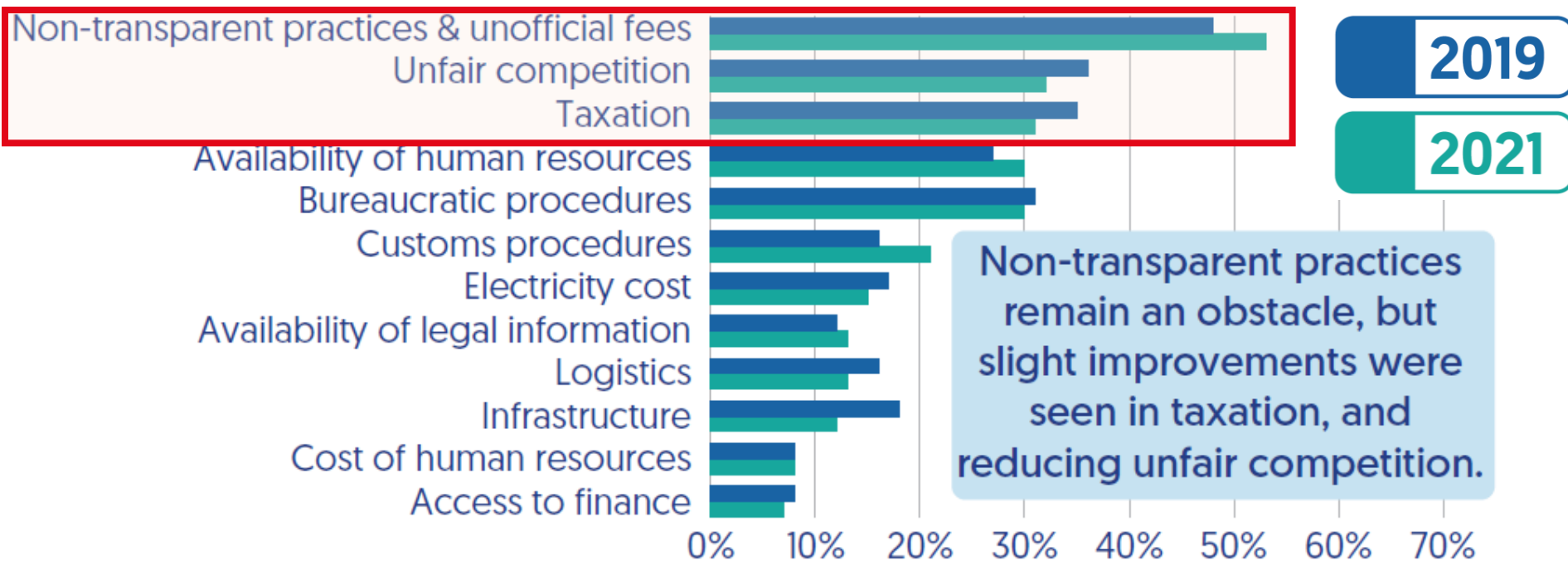
# Advantages

Which of the below do you feel are Cambodia's main competitive advantages over other ASEAN countries [except Singapore & Malaysia]?



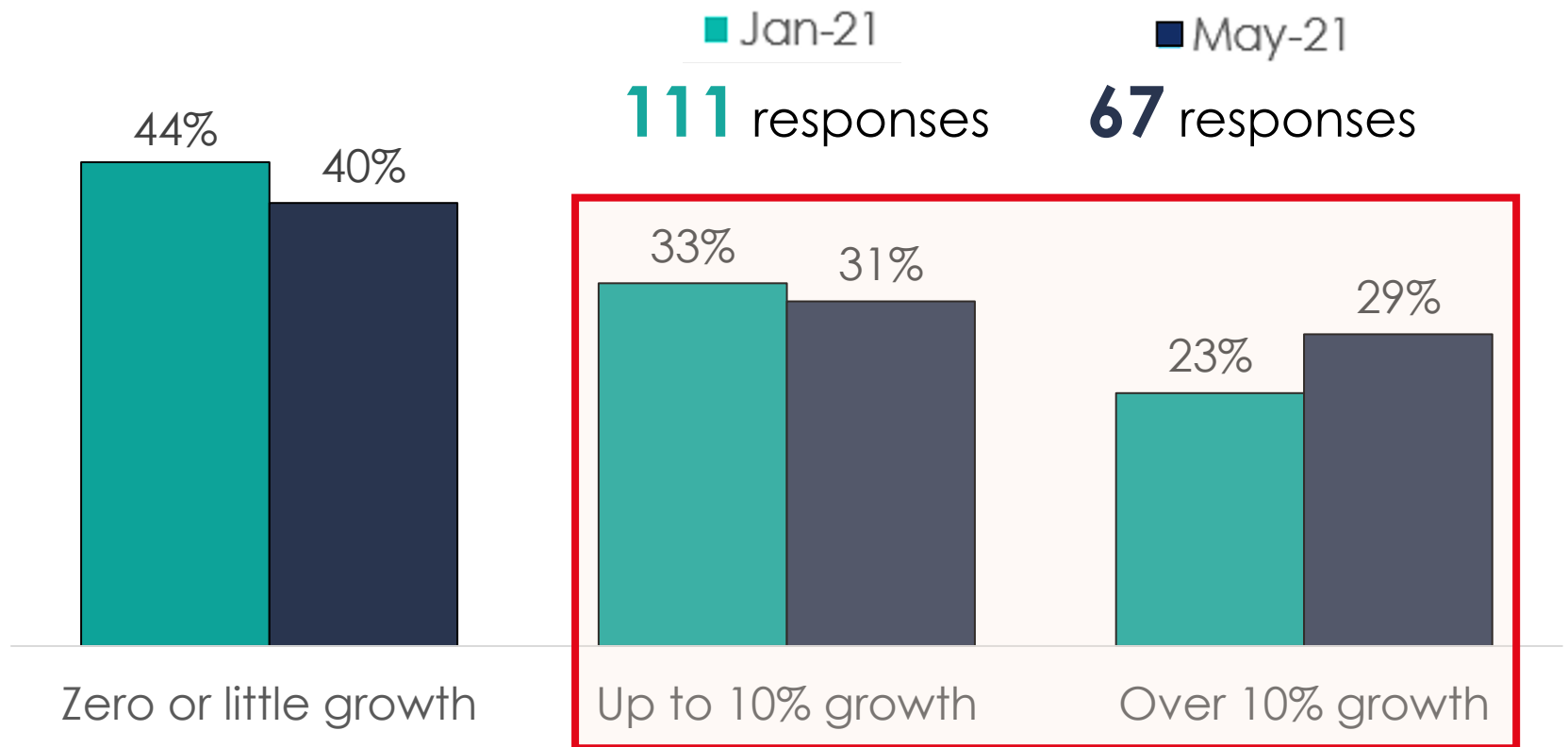
# Obstacles

What have been the main obstacles your company has encountered during the past 12 months in Cambodia?



# Future Growth

What is your company's growth forecast in the next 12 months?



# 3.

## Further Information

**EURO**CHAM



**CAMBODIA**

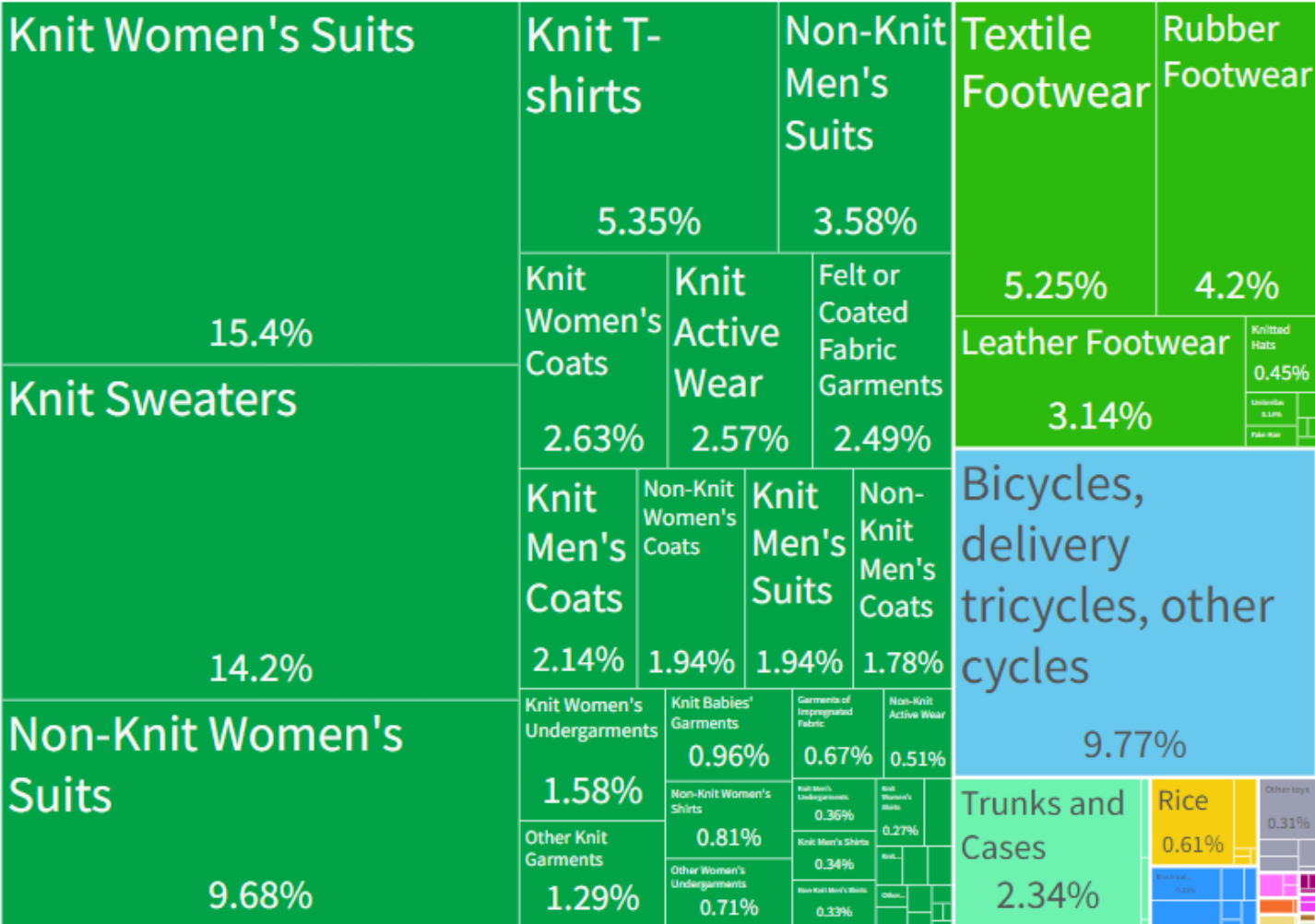
**10 YEARS FOR BUSINESS SINCE 2011**



# German Imports

Exports to Germany (2021)

Total: \$1.89B

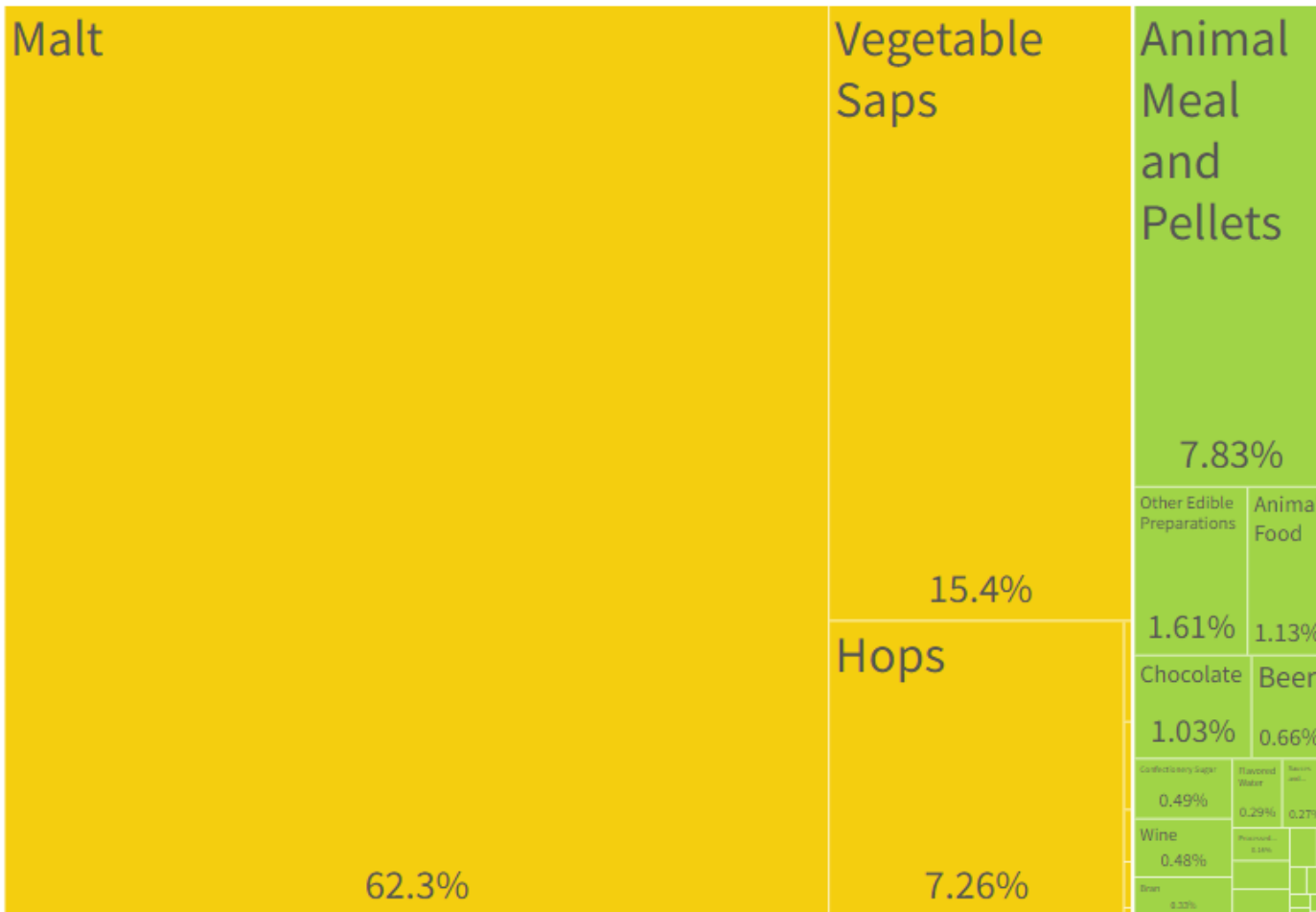


Source: OEC (2021)

# German Exports of Vegetables and Foodstuffs

Imports from Germany (2021)

Total: \$31M

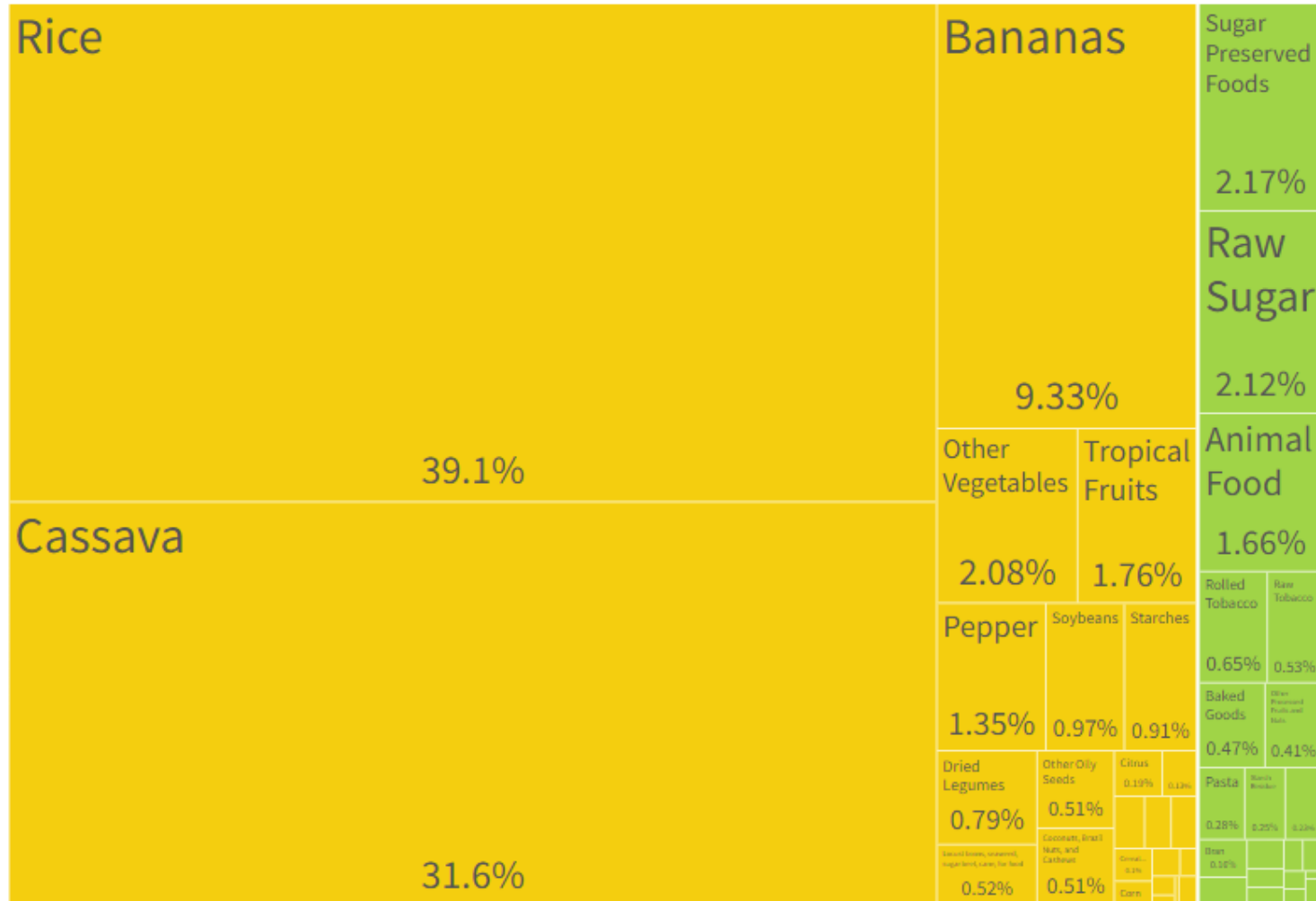


Source: OEC (2021)



# German Imports of Vegetables and Foodstuffs

Exports (2021)  
 [Click to Select a Product]  
 Total: \$2.14B



Source: OEC (2021)

# Publications



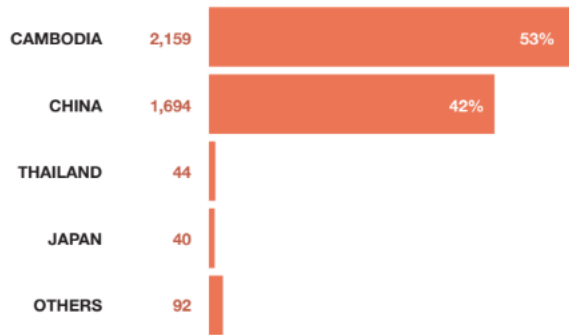
**BUSINESS  
OPPORTUNITIES IN  
CAMBODIA 2021-22**

**BUSINESS  
CONFIDENCE  
SURVEY 2021**

# Key stats

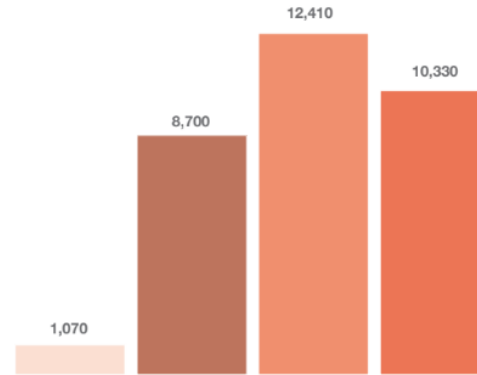
## TOP 4 INVESTING COUNTRIES

in million USD (in 2022)



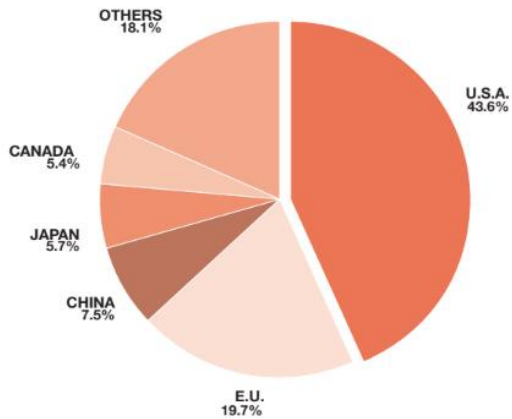
## SHARE OF INVESTMENT BY SECTOR

million USD (cumulative 2018-2022)



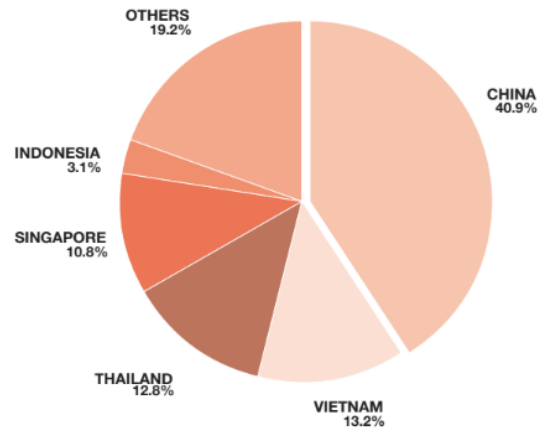
## MAJOR EXPORT COUNTRIES

in per cent (in 2022)



## MAJOR IMPORT COUNTRIES

in per cent (in 2022)

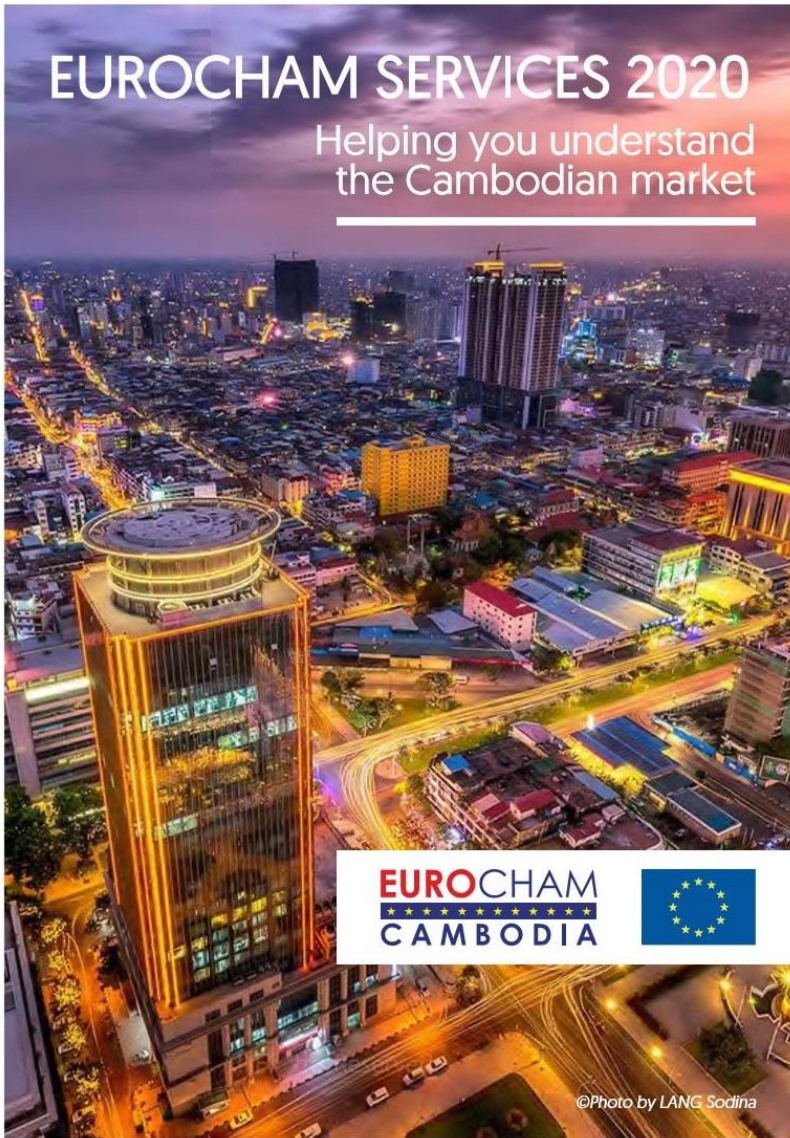


Source: Australian Handbook on Investing in Cambodia (2023)

# Market Entry Services

## EUROCHAM SERVICES 2020

Helping you understand  
the Cambodian market

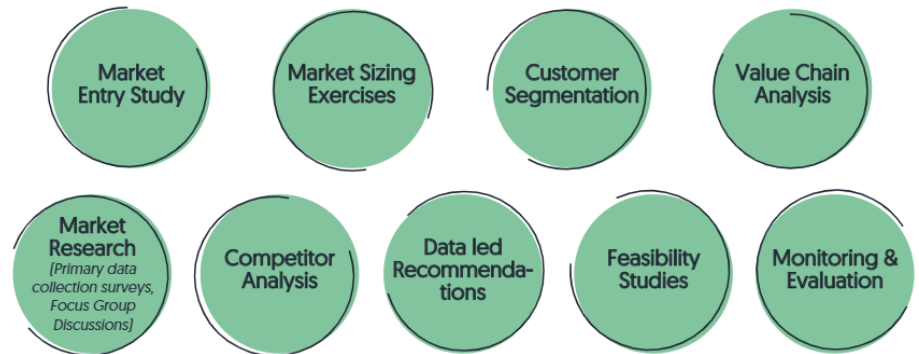


**EUROCHAM**  
\*\*\*\*\*  
**CAMBODIA**



©Photo by LANG Sodina

- ✓ Bespoke consultancies
- ✓ Contact lists
- ✓ Business partner research
- ✓ Primary data collection
- ✓ B2B meetings
- ✓ Trade missions



<https://www.eurocham-cambodia.org/publications>



If you wish to learn more about the Cambodian market,

please reach out to us at:

[m.pocock@eurocham-cambodia.org](mailto:m.pocock@eurocham-cambodia.org)



# EUROCHAM CAMBODIA

Thank you for listening!

