



01.

Introduction

MR. TOM HESKETH

Business Services Manager, EuroCham Cambodia



Tom has been the Business Services Manager at EuroCham since 2018, where he manages the services team in the implementation of short-term consulting projects, aimed at assisting European SMEs establish business operations in Cambodia. Prior to joining EuroCham, Tom was a consultant at Emerging Markets Consulting (EMC), a Singapore headquartered consulting firm specialised on providing advisory services within the CLMV countries. Before this, Tom worked as a Business Management Graduate Scheme entrant for BT Group Plc., and at Pfizer Pharmaceuticals as a Regulatory Strategist at the company UK headquarters.

2011 / 340+ / 20

Members

Employees

Supported by the
European Union
via the **ICI+**
program since
September 2014

Bridge between
European
investors and
stakeholders in
the Kingdom

OVERVIEW



SERVICES



ADVOCACY



OUTREACH



MEMBERS

Largest
International
business
association in
Cambodia

Supported by the
European Union
via the **ICI+**
program since
September 2014

Bridge between
European
investors and
stakeholders in
the Kingdom



02.

General Trends

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 orange and pink clouds. The temple is surrounded by lush greenery and palm trees. In the foreground, a body of water reflects the temple and the colorful sky. The overall mood is serene and majestic.

Overcoming the perception gap



**More than
a rural
backwater**

Thriving economy



Rising consumption



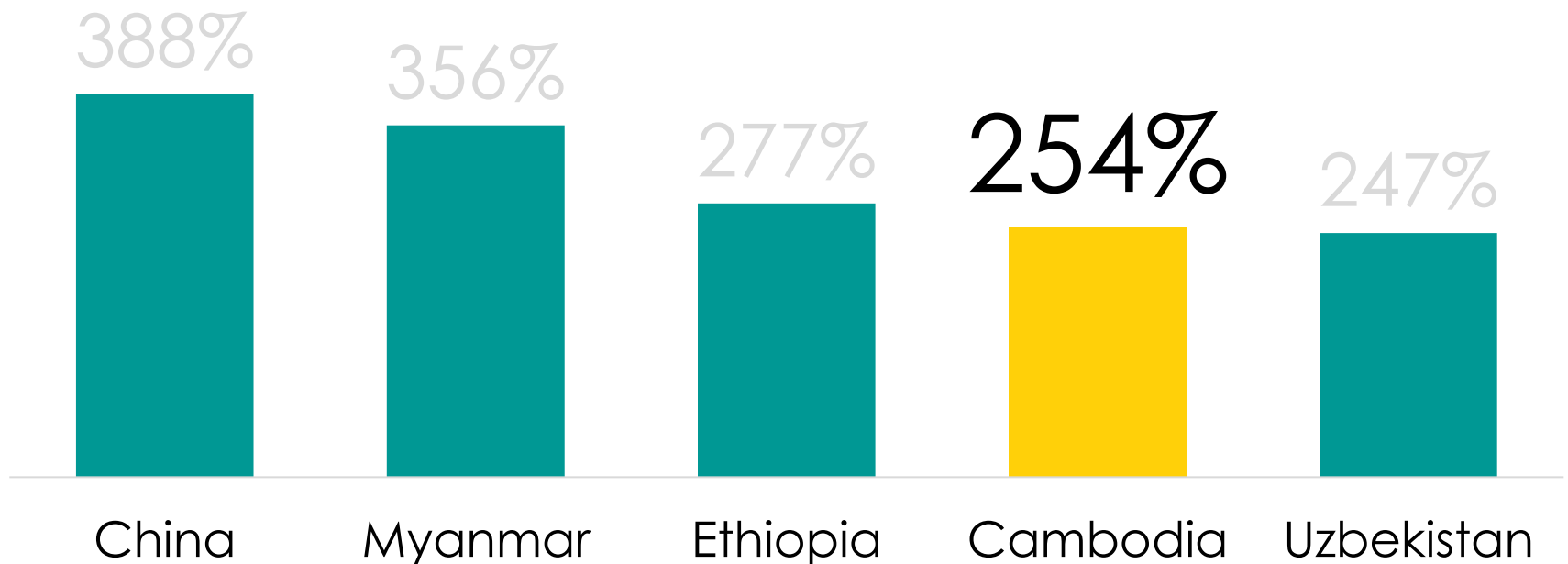
ECONOMY

Currency	Riel (KHR): 1USD ≈ 4,100 KHR. Dollarized economy between 82 to 84%
GDP	\$ 27 billion (2020)
GDP growth rate	-4% (2020)
GDP per capita	\$1,384 (2020)
Official language	Khmer, English widely used
Capital city	Phnom Penh
Major cities	Siem Reap, Sihanoukville, Battambang
Government type	Constitutional Monarchy
Head of State	His Majesty King Norodom Sihamoni
Head of Government	Prime Minister Hun Sen
Population	16.1 million (2020), annual growth 1.5 %, <25 years old: 52%
Economy	Garments, Tourism, Construction, Agriculture
Climate	Wet season: May to October, Dry season: November to April, average temperature: 27°C
Major religion	Buddhism (96.9%)

ECONOMY

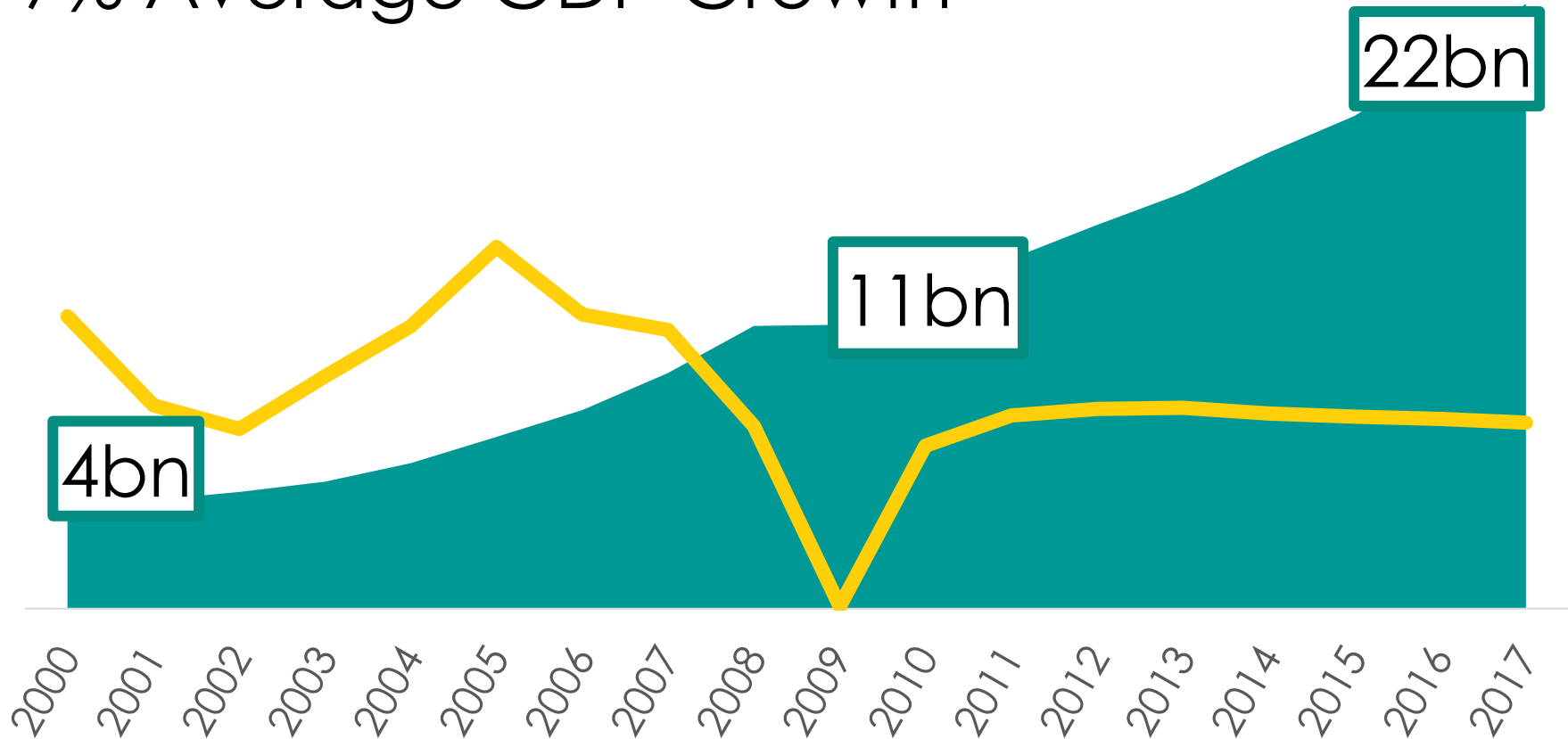
4th fastest growing economy in the world

GDP Per Capita Growth, 2000-2016



ECONOMY

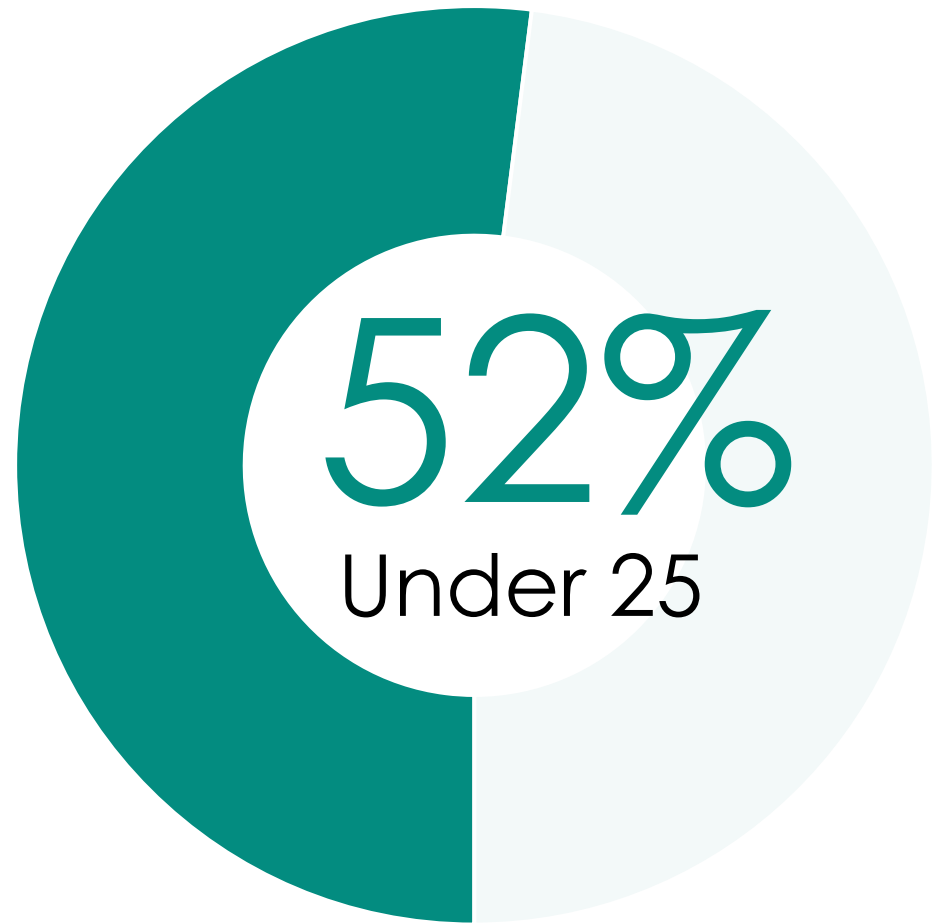
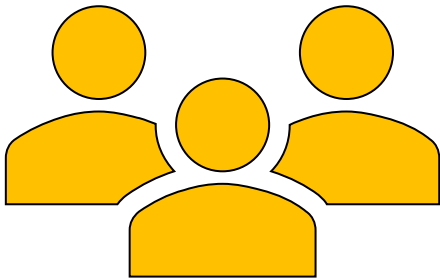
7% Average GDP Growth



ECONOMY

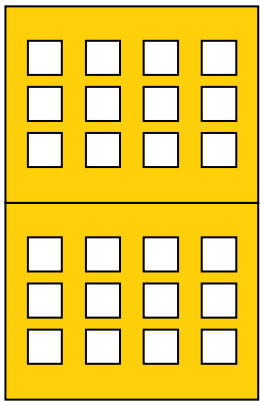
16.1

Million people

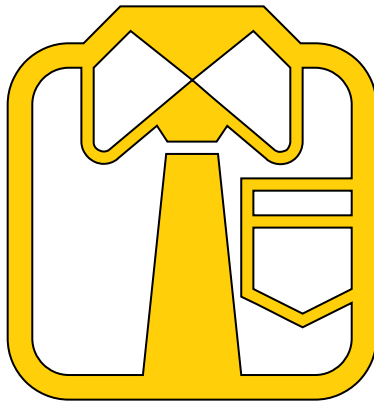


ECONOMY

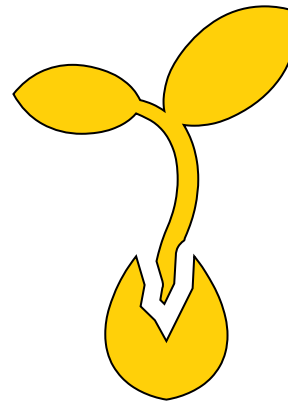
Four drivers of the economy



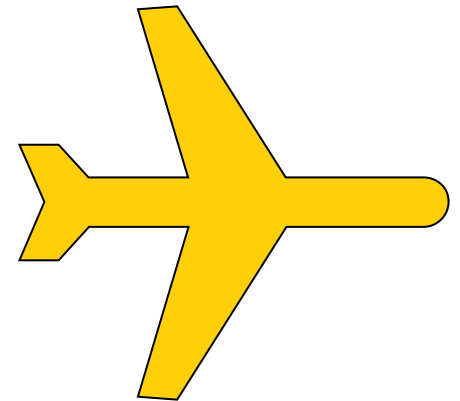
150k



0.8m



3.5m



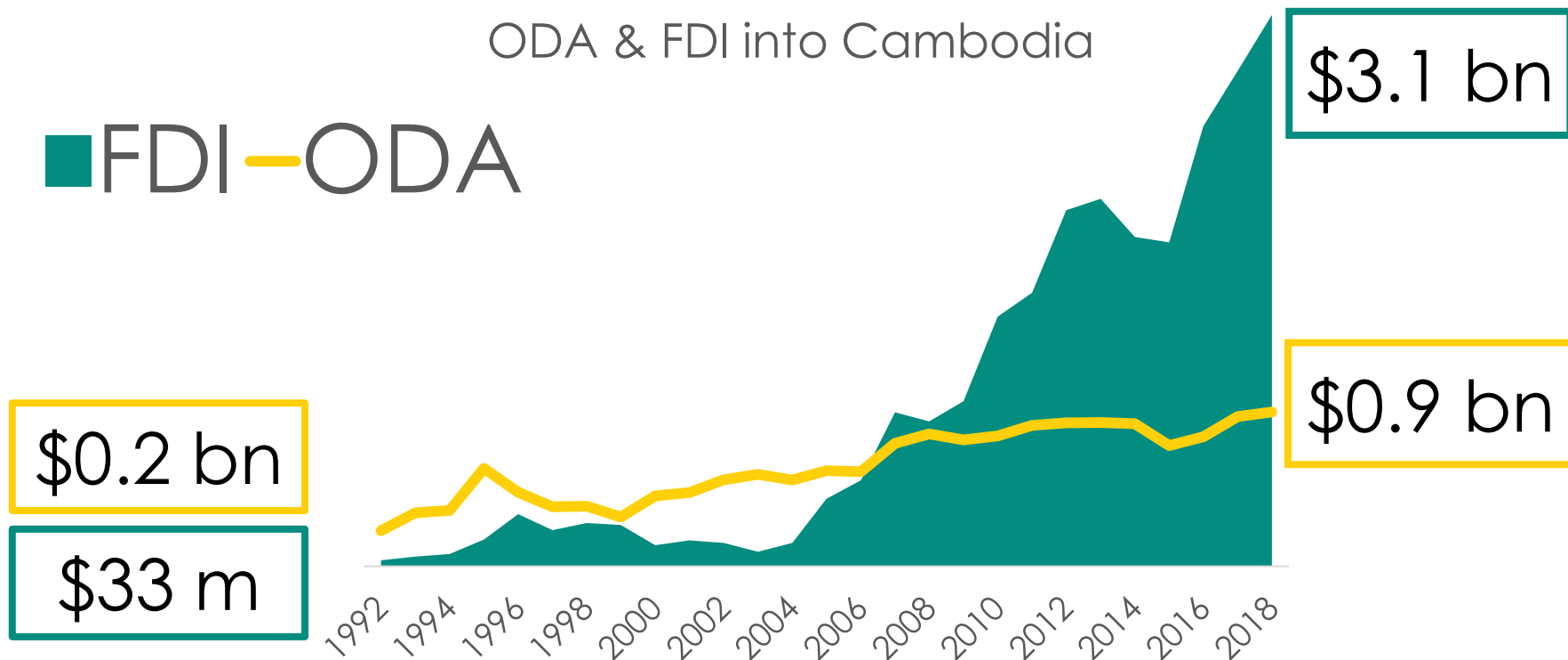
1.2m

ECONOMY

Less reliant on aid, improving FDI

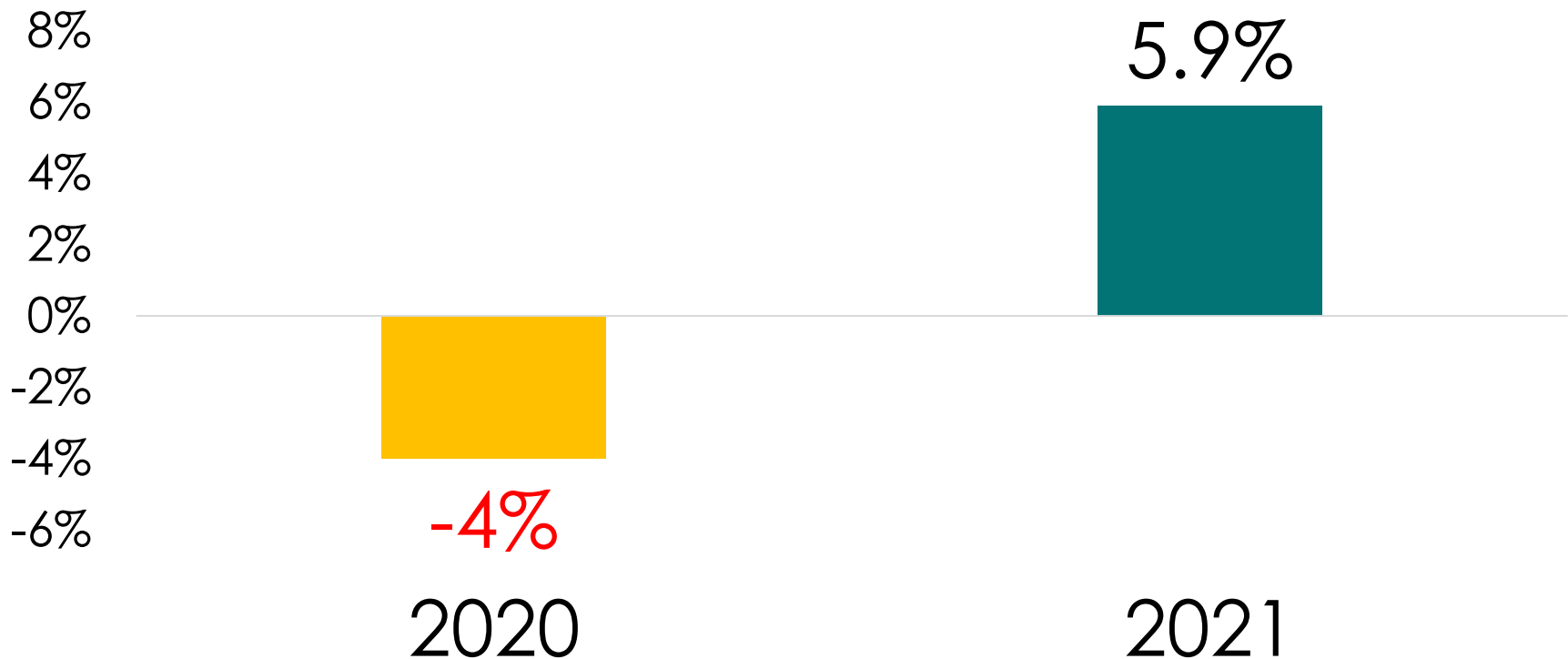
ODA & FDI into Cambodia

■ FDI — ODA



ECONOMY

Impact of Covid-19

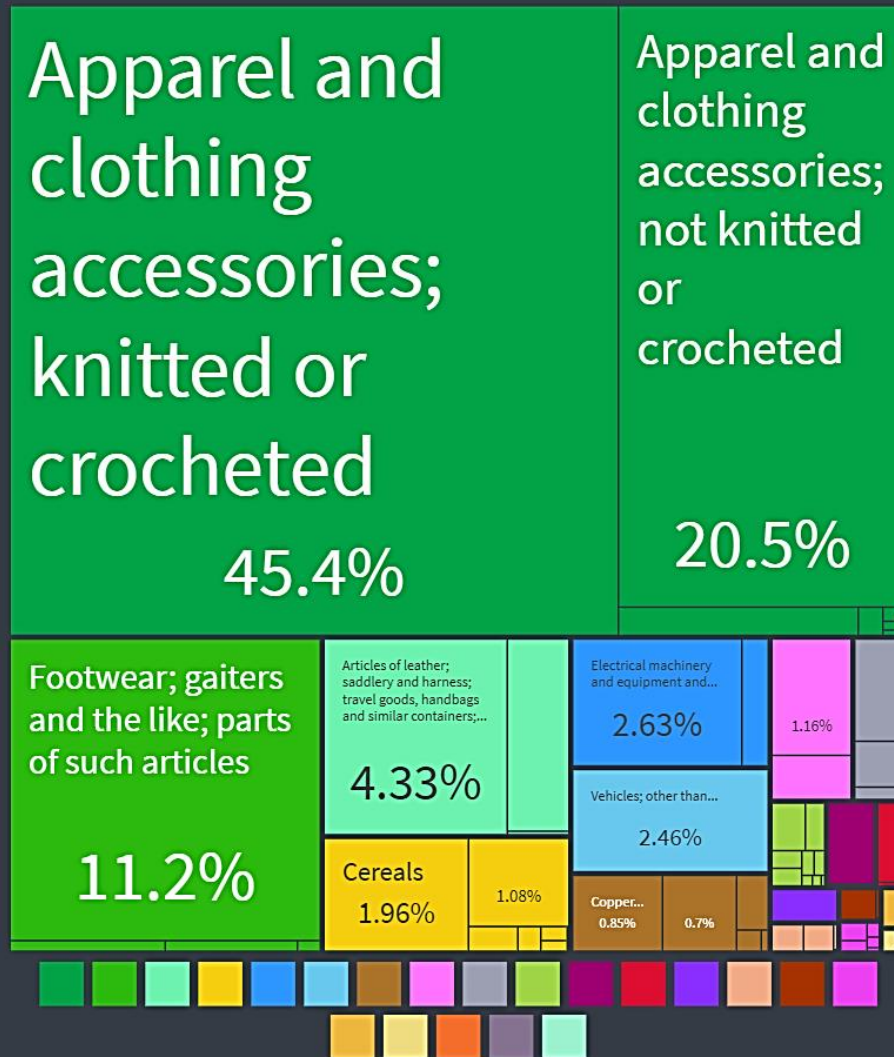


Exports: Garments to EU & US

Exports (2018)

[Click to Select]

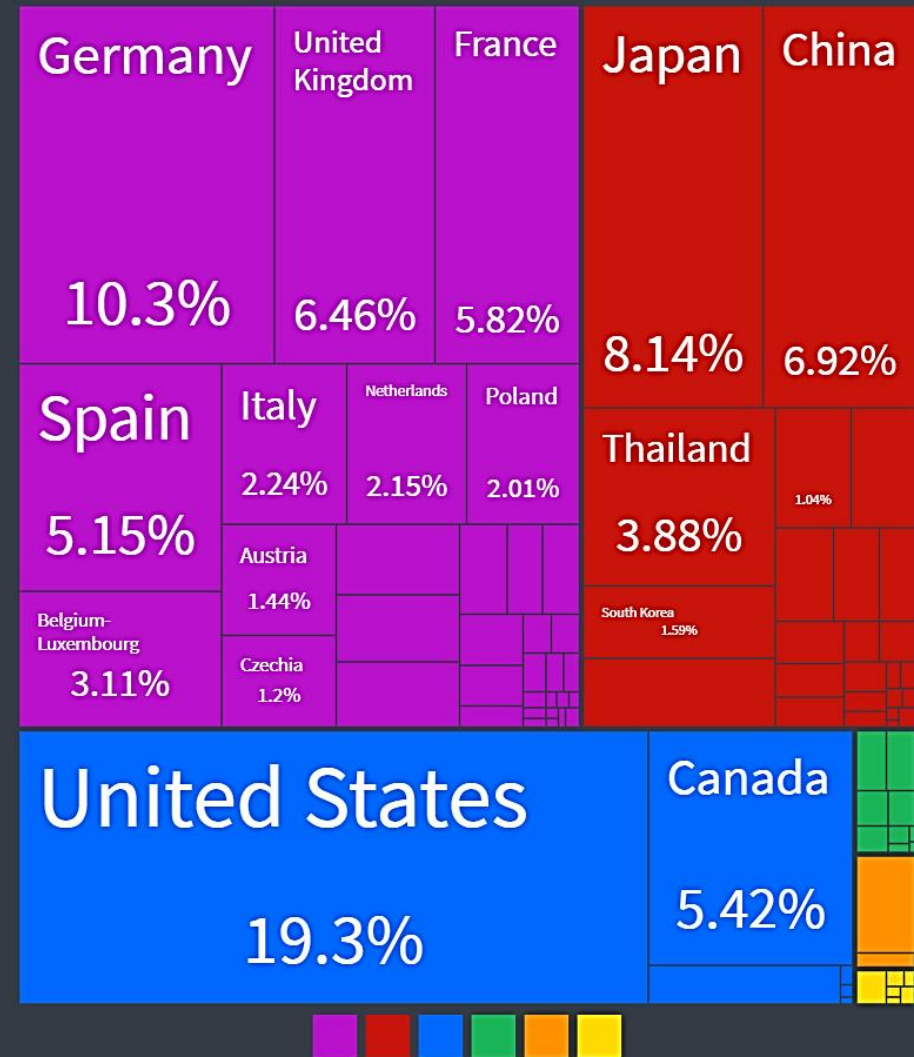
Total: \$19.6B



Destinations (2018)

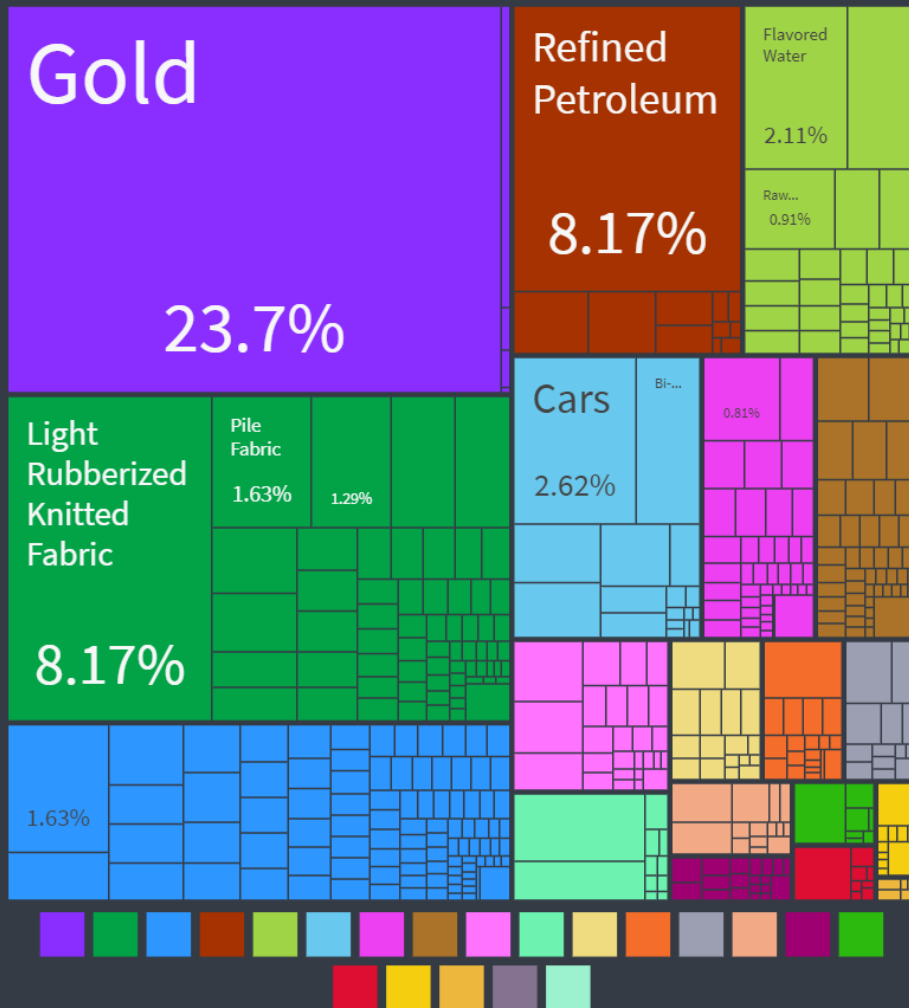
[Click to Select]

Total: \$19.6B

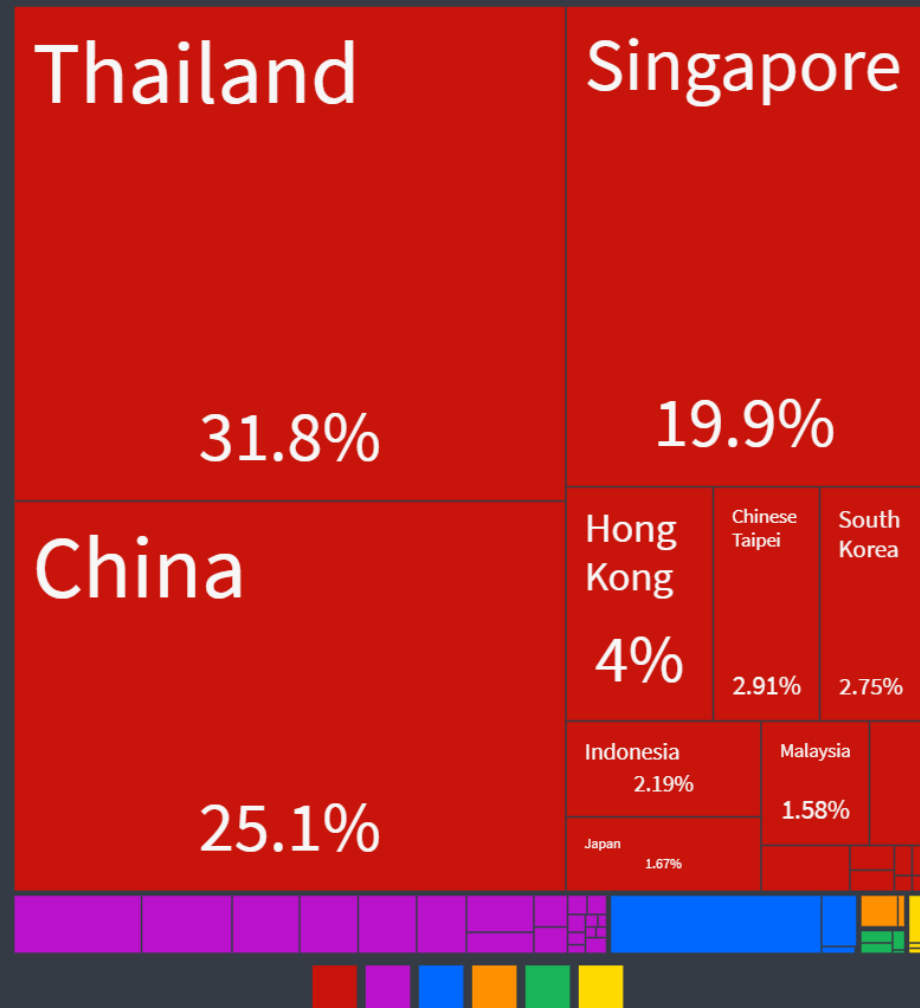


Imports: Gold, Petrol and Textiles

Imports (2018)
[Click to Select]
Total: \$24B

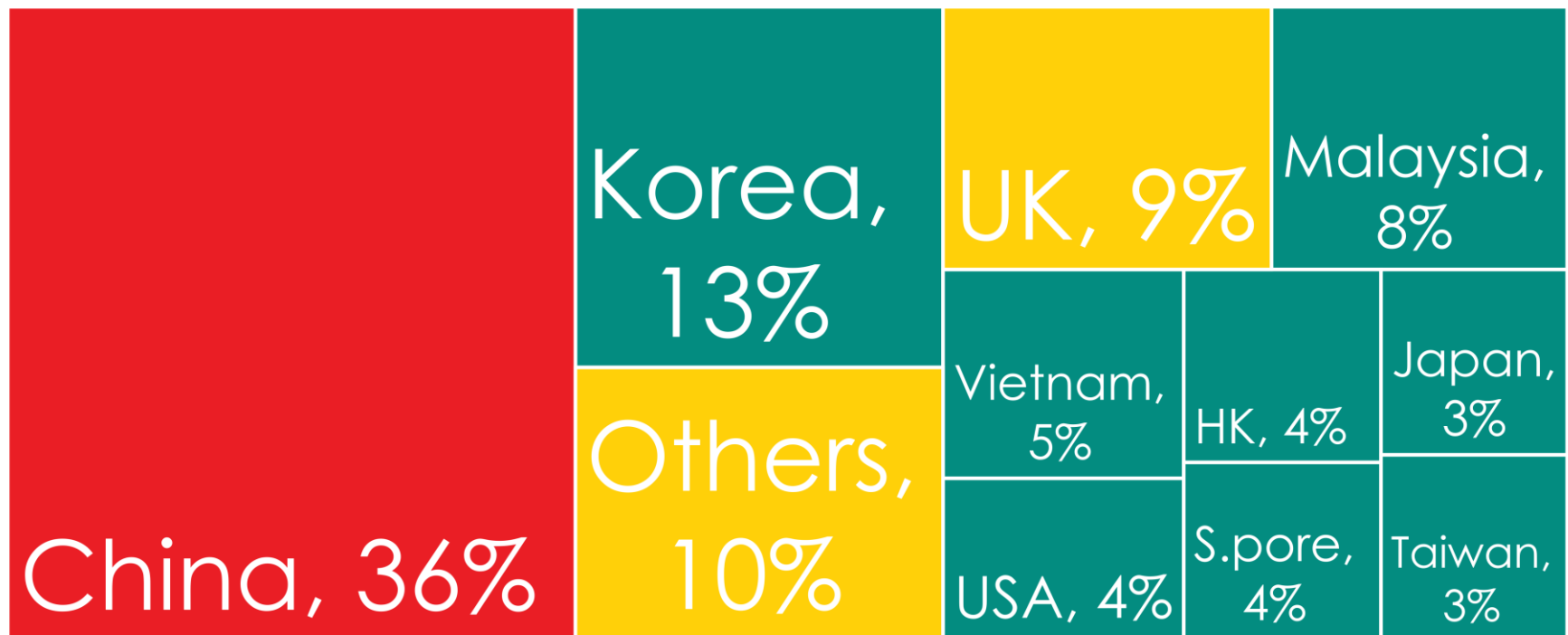


Origins (2018)
[Click to Select]
Total: \$24B



ECONOMY

\$ 34.6 bn In FDI (1994 - 2017)



TRADE AGREEMENTS

Cambodia now needs to diversify its export products and destinations.

Key Part of the Cambodian Trade Integration Strategy 2019-2023.

Agroprocessing, light manufacturing, bicycles, automotive parts and... **NICHE PRODUCTS**

TRADE AGREEMENTS

- 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: Worlds Largest Trade Deal



03.

Niche Products

Silk Products

337%

Growth in exports (2004-2014)

Silk Products



Golden silk, produced through traditional hand weaving, is at the heart of Khmer culture.

1300_s Cambodian sericulture dates back to the 13th century.

66-87% estimated share of female workforce.

337% growth in exports (2004-2014)

Top Suppliers:



Kampong Speu Palm Sugar

400%

Increase in EU exports (2017-2019)

Kampong Speu Palm Sugar



One of Cambodia's most famous exports, with Geographical Indication status (GI) in the EU.

5 Unique Selling Points: Low Glycemic Index, GI Status, certified organic, healthy, eco-friendly.

27 export destinations (Incl. EU).

400% increase in EU exports (2017-2019)

Top Suppliers:



Pepper

487%

Growth in exports (2015-2019)

Pepper



24,000 tons produced (2018).

\$9.3 m total value of exports (2019). Germany top importer.

487% growth in exports (2015-2019)

Cultivated since the 13th century, Kampot pepper is world-renowned for its distinctive flavour, and possesses GI status in the EU.

Top Suppliers:



Alcoholic Beverages

\$14.7m

Spirits Exports in 2019

Alcoholic Beverages



“

Handcrafted with native botanicals foraged from the banks of the Mekong River.

Using spring water from the Kampot mountains to add unique taste and rich mineral content for a full bodied, sippable gin.

”

Seekers Dry Gin

11 native plants foraged from the banks of the Mekong River.

Sombai Spirits

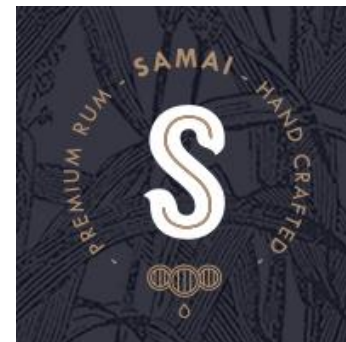
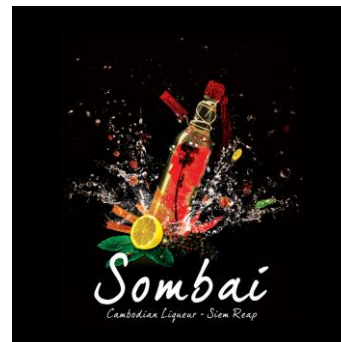
8 different flavours (combination of fruits and spices). Sold in beautiful, hand-painted bottles.

Samai Rum

Hand-crafted, using high-quality, locally grown ingredients and a process that pays tribute to age-old rum making traditions.

Top Suppliers:

SEEKERS



Many more...



វីលេជវើក(ខេមបូឌា)ឯ.ក
VILAGEWORKS CAMBODIA CO., LTD.

CULT.

CAMBODIA'S

ULTIMATE

LIFESTYLE

TRADE