

## **CLMV Support Program**

This is a trade project aimed to support CLMV Countries (Cambodia, Lao PDR, Myanmar and Vietnam) to increase their export capacity by producing five result-based activities. Included seminar, group discussion and field trip, translation and publishing and disseminating the latest rule and regulation on importing food into Japan. This was implemented in Phnom Penh, Cambodia.



*H.E. CHHUON Dara, Secretary of State  
Ministry of Commerce, Cambodia*



*Interview in the local TV program*



*Group photo session*



*Government officials from Lao and Myanmar*

1. **Period:** 25 - 28 October 2016
2. **Venue:** Phnom Penh, Cambodia
3. **Objectives:**
  - To support CLMV countries to increase their export capacity by strengthen the products development, information sharing, the know-how and knowledge-building on export business to Japan; and contribute towards achieving a goal of ASEAN for greater regional integration.
  - To provide opportunities for the Cambodia exporters and manufacturers, in particular for start-up companies to learn about the market requirements in Japan as well as, law & regulations for import products, logistics/transport mechanism from Cambodia to Japan and examination of products quality in laboratories.
  - To address the key issues facing CLMV countries by sharing experiences on the successful cases and best practices among the participants.
  - To enhance the understanding of the production system and management by the field trip to Japan Farm Products, Yusen logistic operating by Japanese and Ly-Ly Company in Cambodia.



#### **4. Activities:**

- A first kick-off workshop/training program was conducted in Cambodia addressed the key issues in promoting export capacity that reflect much to the areas of their need such as agricultural and agro-industries products, food and beverage and logistics into Japan by the Japanese expert for emerging companies in Cambodia.
- The program was comprised of one seminar covering 8 topics from the government policy on agricultural products to the case studies on export business to Japan, one workshop of group discussion covering specific in-depth topics and one field trip to industrial zone and production sites.
- A networking function was also organized to facilitate exchange and cooperation among the participants and other relevant guests such as JETRO, Japanese Embassy and local agriculture associations were also invited.

#### **5. Results/impact of the activities:**

- This is the first time for the Centre to implement the workshop in Cambodia on agriculture/food-related products by inviting the CLMV officials/experts including a Japanese expert to share the knowledge and information on business practice. Total number of participants were 241 for two and half day-workshop and 72 for field trip.
- H.E. Mr. Chhuon Dara, Secretary of State of Ministry of Commerce of Cambodia has expressed his appreciation to the ASEAN-Japan Centre for its encouraging and support activities in enhancing the export capacity for CLMV that is in-line with that ASEAN Economic Community 2025 Blue-Print heading II and sub-heading D.4 narrowing the development gap among member states and also response to the needs of Cambodia entrepreneurs. He further expressed that the workshop is serving as the indicator of showing the vital and unabated role of the Ministry of Commerce of Cambodia as facilitator to promote the export capacity for Cambodia exporters and manufacturers.
- Group discussion was conducted during the program with the participants. Each group of Cambodia, Lao PDR, Myanmar and Vietnam exchanged the views and comments on how to improve the export business to Japan. Various ideas and suggestion were offered to help farmers/producers gain more productive results as well as to understand food safety, and the necessity to set up the laboratories with upgraded facilities.
- Media coverage: Two TV program, Cambodia National TV (KTV and SEA TV)



- Questionnaire survey to the participants was conducted on the final day, of which results will be reflected in the next program to be held in Lao P.D.R. in FY2017.
- Certificate of attendance was awarded to all the participants at the end of the program.
- It was affirmed among the participants that this workshop can serve as a platform for CLMV countries to enhance their capacities on export and also a means to continuing mutual prosperity for CLMV and Japan.

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