

Sourcing niche products from Cambodia



Bianca Untied

Coordinator Global Business Network (GBN) Programme Cambodia

implemented by

giz Deutsche Gesellschaft
für Internationale
Zusammenarbeit (GIZ) GmbH

in cooperation with

ADW
Asiatik, ein deutsches Wirtschaftsbüro
Europäisches Büro, GIZ, Cambodia



Sourcing from Cambodia



- ❖ Identify Cambodian products with export potential to Europe
- ❖ Develop user-friendly product fact sheets
- ❖ Export training course targeting companies in October 2020
- ❖ Matchmaking event on natural ingredients for foods, pharmaceuticals and cosmetics in December 2020
- ❖ Training of Trainers on EU import requirements in November 2020
- ❖ Online information seminars that introduce Cambodia to German businesses

Bilateral and regional GIZ programmes in Cambodia



Health, Social Protection

- Healthy learning with Fit for School
- Social health protection
- Multisectoral food and nutrition security in Cambodia



(Rural) Economic Development

- Improving livelihoods and food security in Cambodia
- Regional economic development programme; MSME support programme
- Strengthening regional structures for SME promotion in ASEAN
- Sustainable Fisheries and Aquaculture



Governance

- Promoting sustainability in the textile and garment industry in Asia (FABRIC)
- Decentralisation and administrative reform programme
- Support to the identification of poor households programme



Trade Promotion, Regional Integration

- ASEAN regional integration support – trade-related technical assistance
- Facilitating trade for agricultural products in ASEAN
- Consumer protection in ASEAN
- Promotion of competitiveness within ASEAN



Sustainable Infrastructure

- Sustainable mobility in medium-sized metropolitan regions in ASEAN
- Stone conservation in Angkor
- Project Development Programme

Support programmes provided to the private sector

I Support to pilot projects



develoPPP

Upscaling Programme

II Corporate finance



Co-financing of feasibility studies

Corporate finance – loans, mezzanine finance

Business Support Services (BSS)

III Know-how from Germany



Senior Expert Service

Integrated Experts

Alumniportal Deutschland

Chamber and Vocational Training Partnerships

develoPPP.de

What is supported?

- ❖ Sustainable pilot investments in which development objectives and business interests match
- ❖ Financial or technical support
- ❖ German and other European companies, companies in developing and emerging countries can apply four times a year
- ❖ Criteria: 800K EUR annual turnover, 8 employees, at least 2 operative business years

EXAMPLE

The Pepper Hill, Kreativmarkt Handelsgesellschaft, GIZ

- Reintroduce eco-friendly, traditional pepper-farming-methods in Kampot area
- Establish access to international markets

Know-how from Germany – Senior Experten Service

What does the Senior Expert Service offer?

- ❖ SES has more than 12,000 experts with expertise in more than 50 sectors of industry who provide advice and hands-on support nearly all around the world
- ❖ Their volunteer assignments usually last 3 - 6 weeks; max. duration: 6 months
- ❖ Project handling costs, cost of international travel
- ❖ Local expenses to be paid for by applicants

Lyly Food, Senior Expert Service

- ❖ Training regarding HACCP certification
- ❖ Training on a new production line



Example

Further information



Sector Briefs

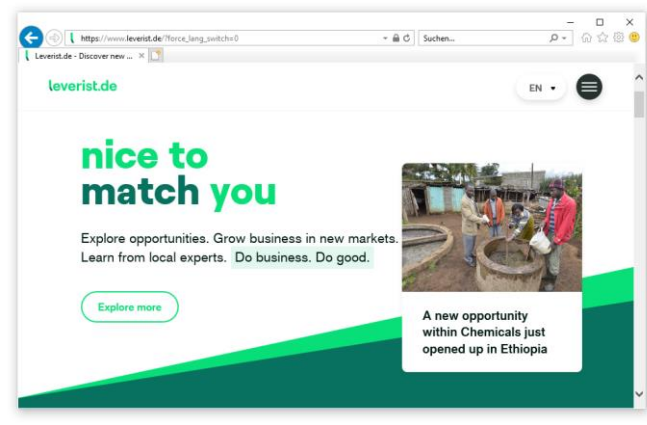
- Construction
- Waste management
- Agriculture and food processing
- Renewable energies with focus on solar energy in the commercial and industrial sector
- Water supply and waste water treatment
- Sustainable mobility
- *Health Care*

<https://www.giz.de/en/worldwide/71954.html>

Neue Märkte - neue Chancen



leverist.de



Contact details

German development cooperation can be a helpful partner for your business abroad!



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