

BUSINESS
OPPORTUNITIES
Cambodia

Speaker



Tom Hesketh
Deputy Director
EuroCham Cambodia

t.hesketh@eurocham-cambodia.org



Thomas is the Deputy Director of EuroCham Cambodia, following 3 years as the manager of the Investment Services department. He manages consulting projects across Cambodia and facilitates the market entry of firms interested in the Kingdom.

In particular, his projects have focused on trade & investment promotion into Cambodia for clients such as Swisscontact, Oxfam, GIZ, as well as several embassies and private corporations.

Prior to joining EuroCham, Thomas was a consultant at Emerging Markets Consulting (EMC), where his work included the development and implementation of project methodologies for both development partners and private sector companies, including Save the Children, Plan International, the World Bank, IFC and GIZ.

Before this, he worked in the UK as a Business Management Scheme entrant for BT Group Plc, and prior to venturing into telecommunications, at Pfizer Pharmaceuticals as a Regulatory Affairs Strategist.

1.

Perception Gap

EUROCHAM



CAMBODIA

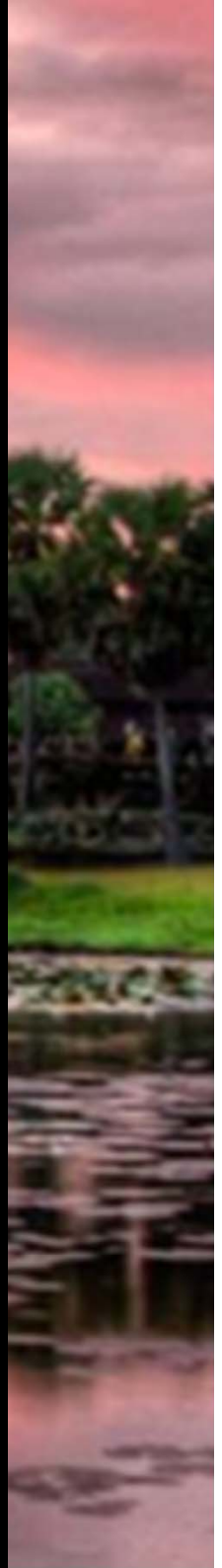
10 YEARS FOR BUSINESS SINCE 2011

PERCEPTION

Mind the gap...

REALITY

More than beautiful
temples....





And rural life...

Past left behind...



2006



2016



Phnom Penh

Phnom Penh

2005



2021

2009



Sihanoukville

2019



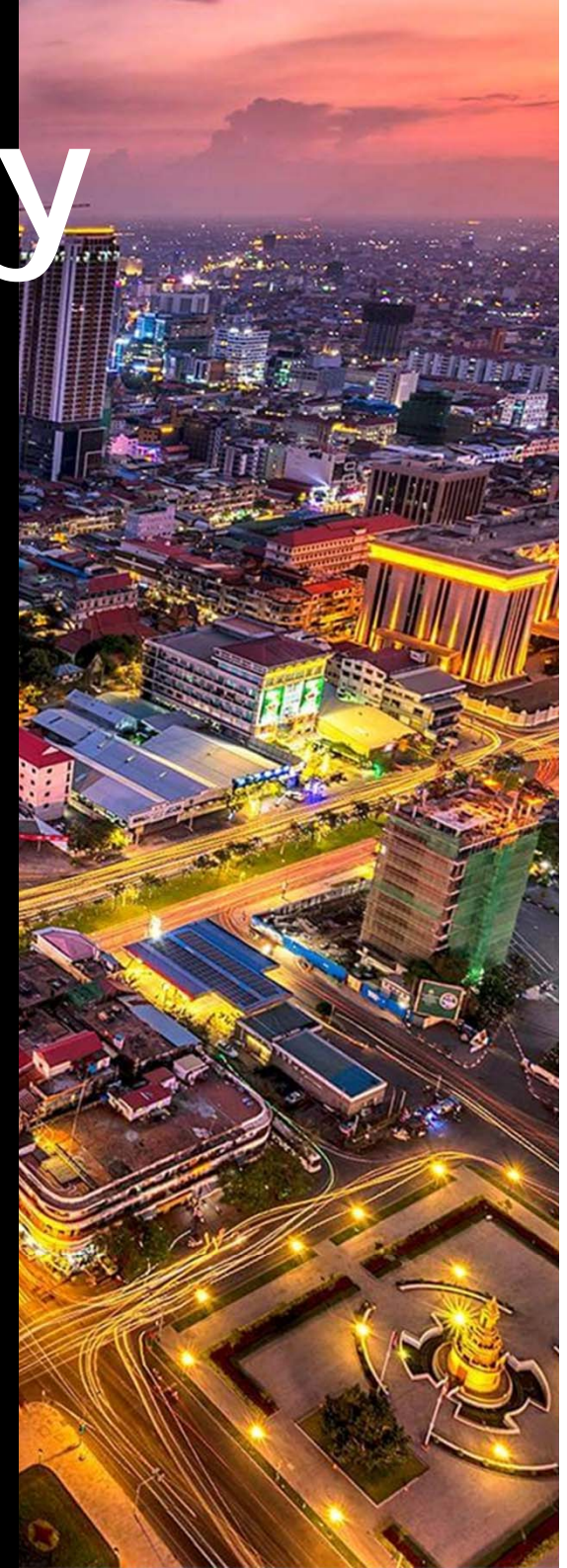
Thriving economy

7.1%

GDP Growth 2019

#1 in ASEAN

(World Bank)





Recovery predicted...

6.2%

GDP Growth 2021
(IMF)

3.5m
workers

0.8m



1.2m

0.2m

Export industries established

74%

...of 2019 exports were garment,
textiles & footwear (National Bank of Cambodia)

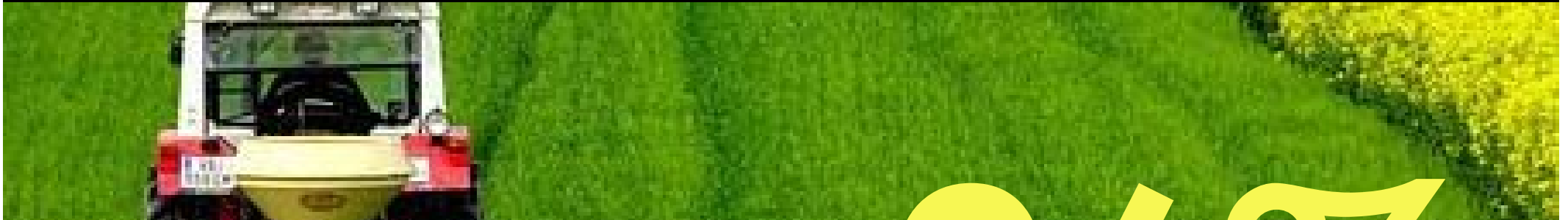
Now working to diversify...



\$241m

...of bicycles were exported in H1 2020
#1 supplier to the EU (GDCE)

And increase its productivity



26%

...of German exports to Cambodia
are machinery (Destatis / GTAI)

And is “leapfrogging”
in several areas...



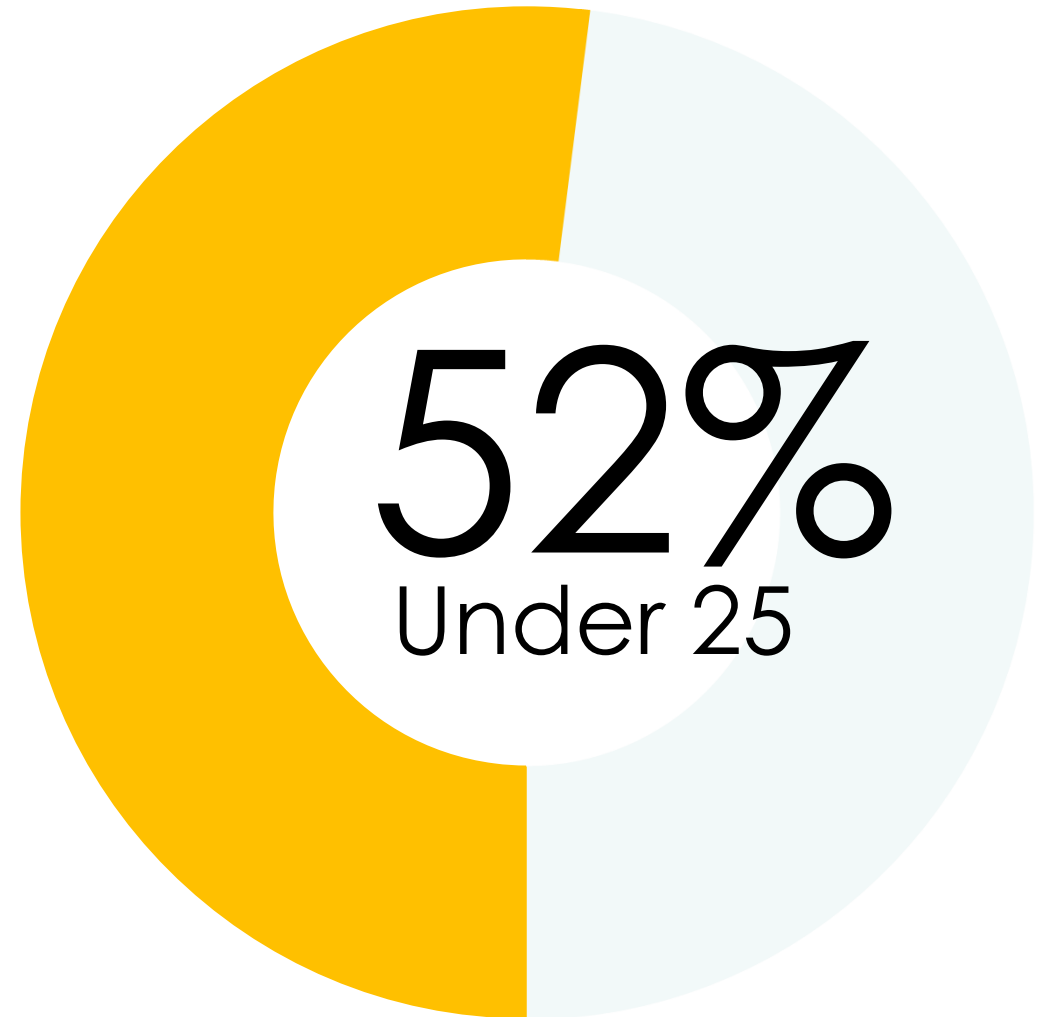
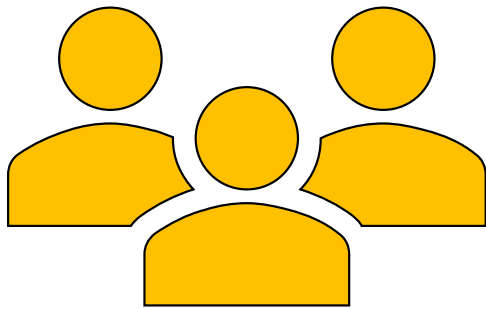
#2

Global Rank: CB digital
currency maturity (Bloomberg)

Growing Population

16.5

million people



Rising consumption



17%

Rise in disposable income 2016-2018
\$553 per year avg. (Cambodia NIS)

"Retail Bonanza"



The Commune
Community Mall | 1,292 sqm



Boeung Snor Food Village
Community Mall | 12,000 sqm



TK Central
Retail Podium | 3,540 sqm



SCG Design Village
Retail Outlet | 1,752 sqm



The Lane by One Park
Community Mall | 12,045 sqm



The Green Mall
Community Mall | 6,864 sqm



Lucky Mall
Coming Soon...



The Olympia Mall Phase 2
Shopping Mall | 18,392 sqm



Chip Mong Sen Sok Mall
Community Mall | 17,013sqm



K Mall
Community Mall | 17,013 sqm

+187,000 SQM from 20 Projects
+48% to total retail supply

2.

Member Perspectives

EUROCHAM



C A M B O D I A

10 YEARS FOR BUSINESS SINCE 2011

European Presence

Energy / Electronics



SIEMENS



Finance



Deloitte.



Auto



Logistics



Agri & F&B



Others



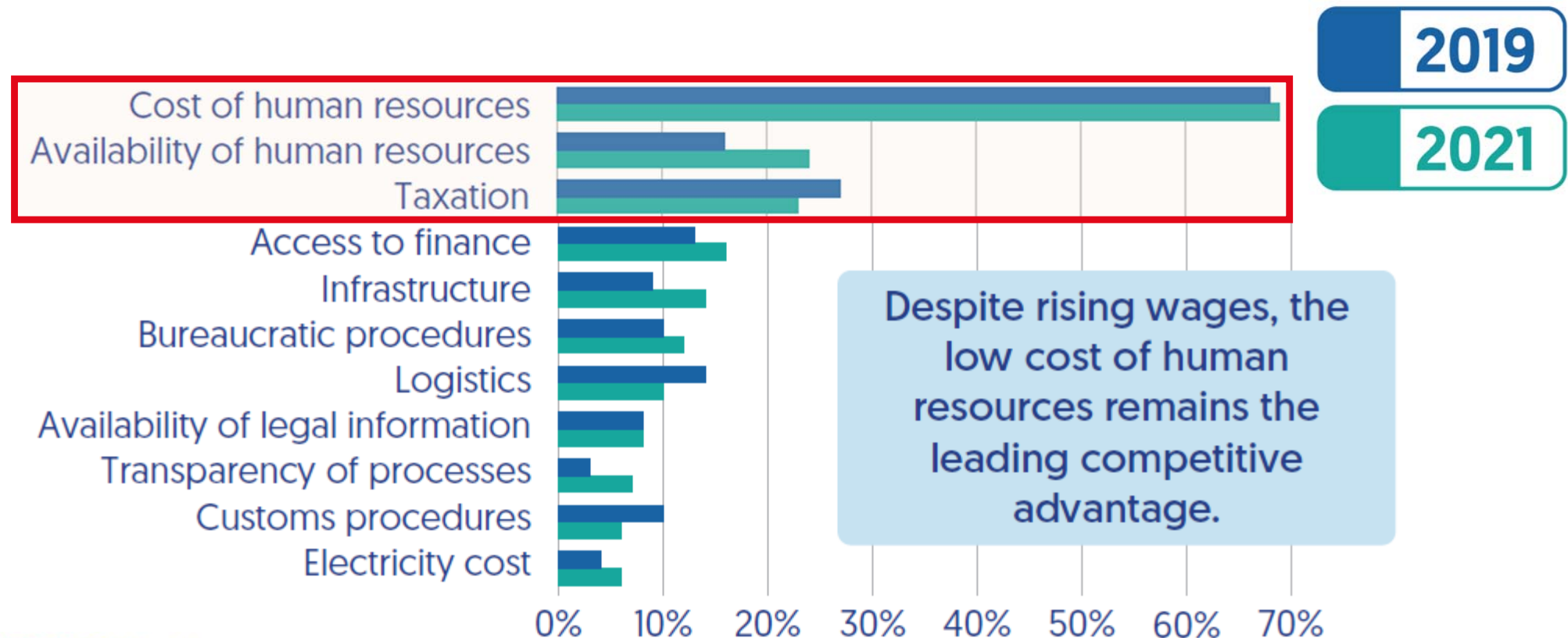
Perspectives

- ✓ 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
- EBA partial withdrawal
- Skills gap
- Logistics costs
- Competitive neighbors

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

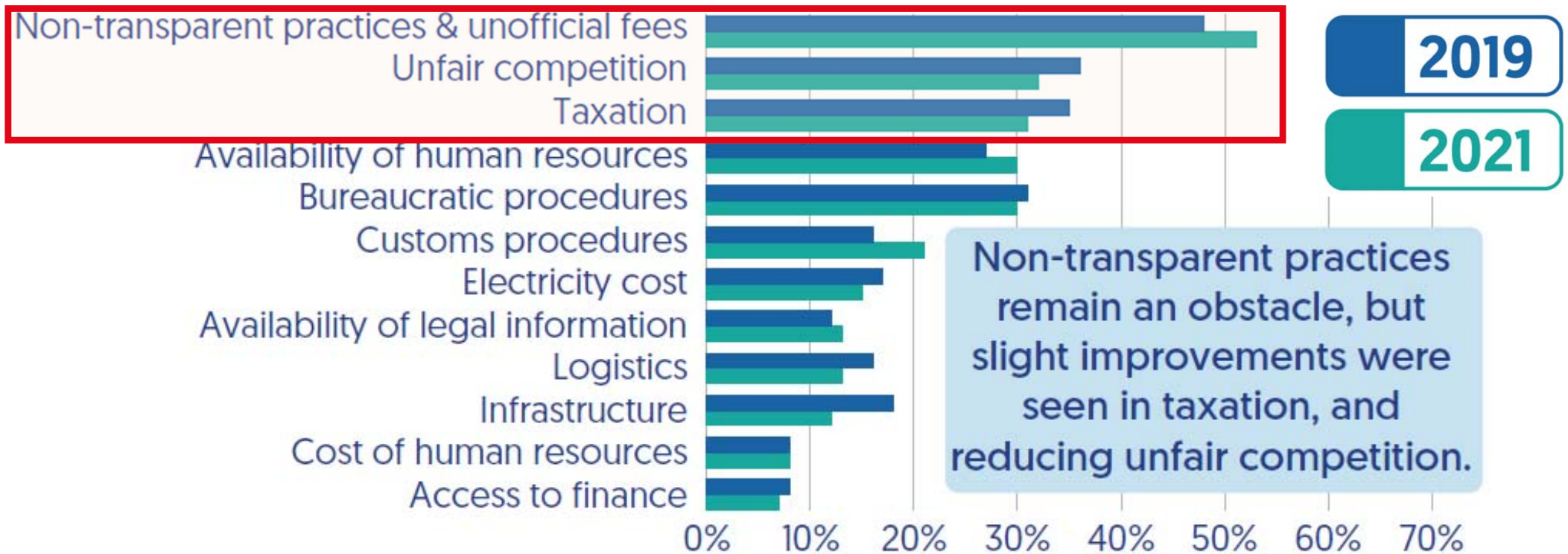
Advantages

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



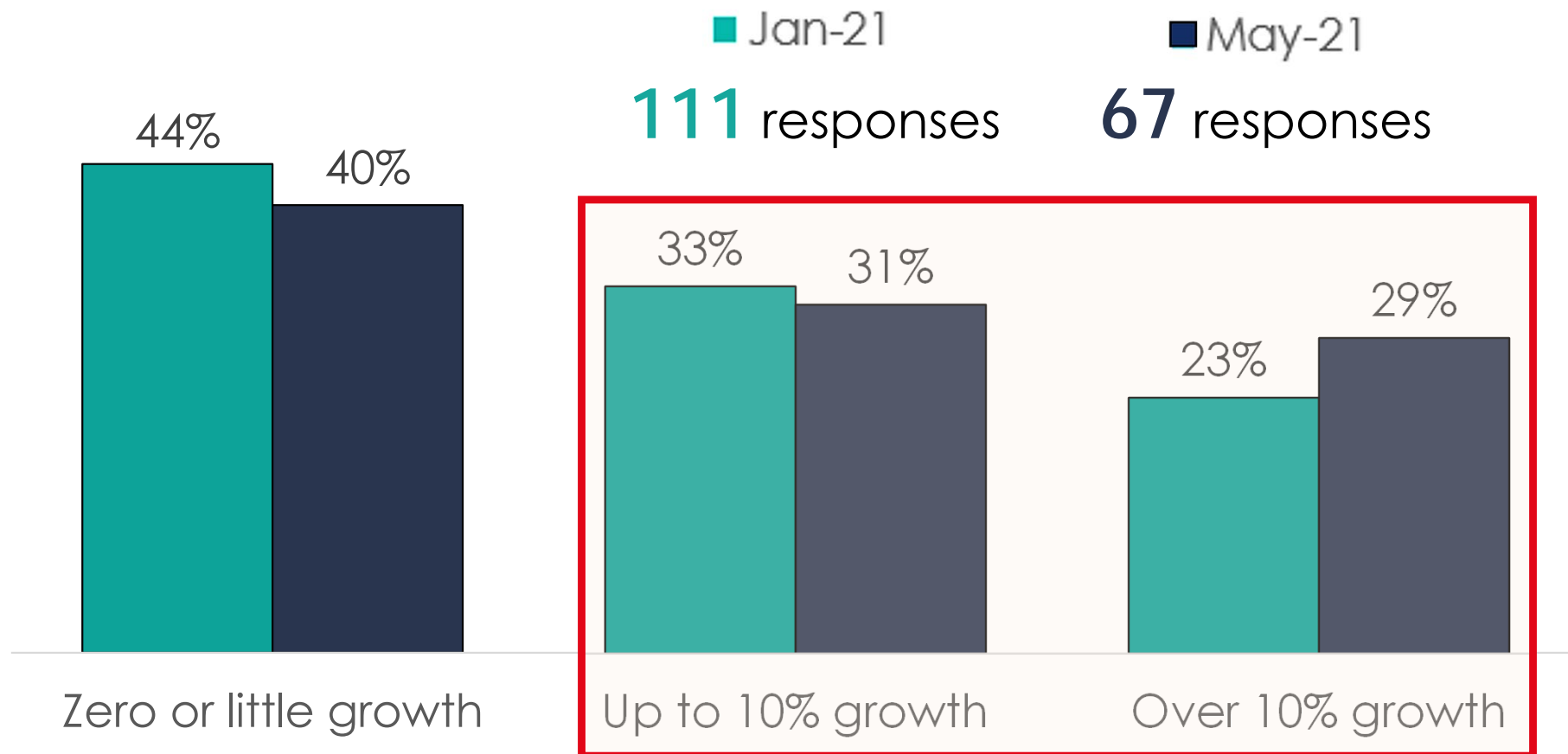
Obstacles

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?



56% expected growth in Jan 21 → **60%** in May.

3.

Further Information

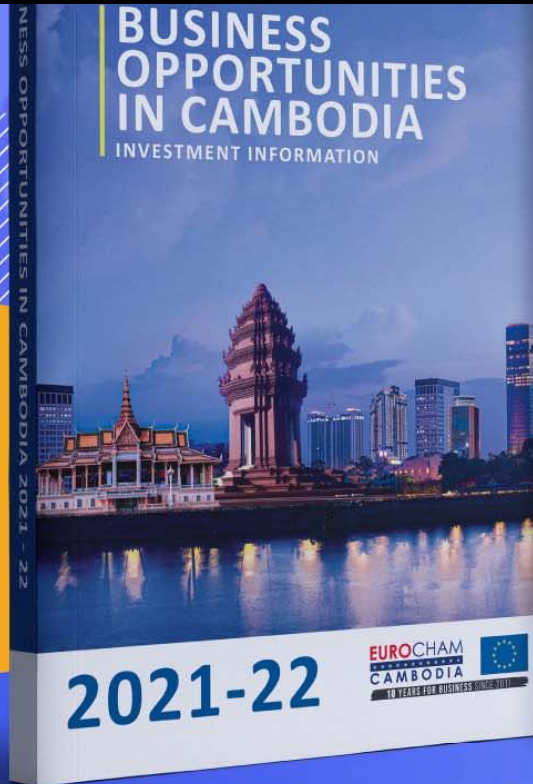
EUROCHAM



CAMBODIA

10 YEARS FOR BUSINESS SINCE 2011

New Publications..



**BUSINESS
OPPORTUNITIES IN
CAMBODIA 2021-22**
Investment Information



**BUSINESS
CONFIDENCE
SURVEY 2021**
In the Time of Covid-19

Opportunities

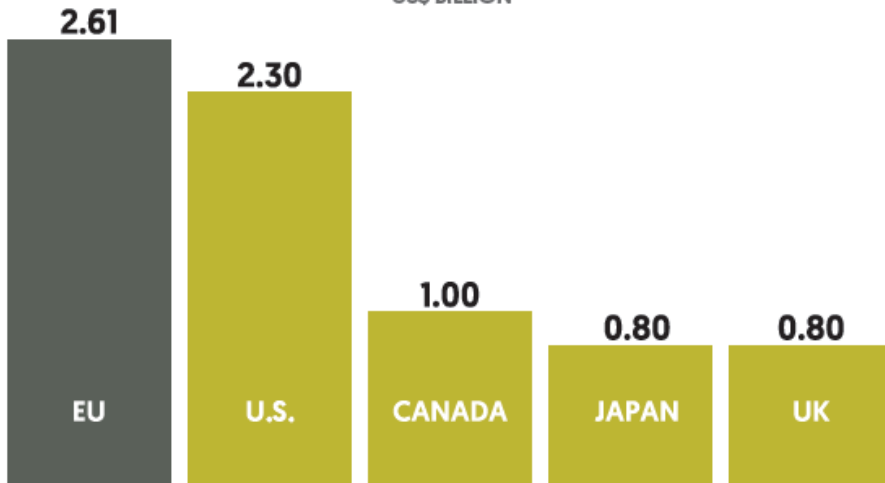


IN ADDITION...

- EDUCATION
- PHARMA
- HEALTHCARE
- RENEWABLES
- ICT
- GREEN TECH

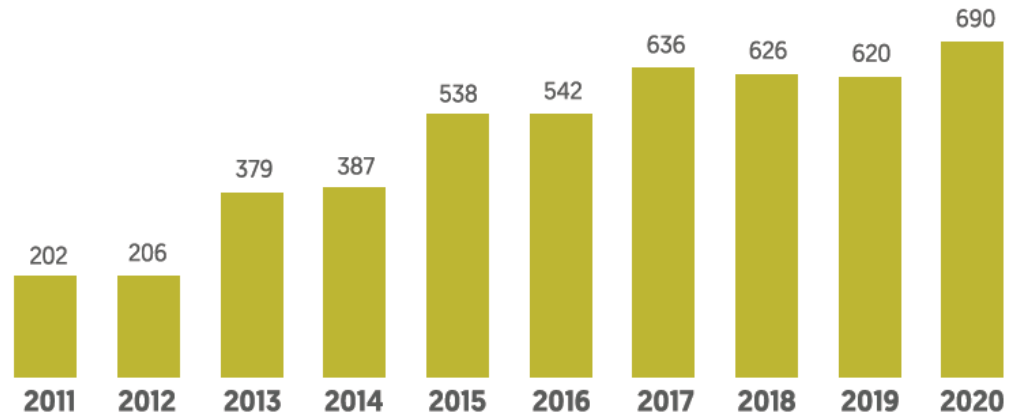
Business Guide

GARMENT EXPORTS US\$ BILLION



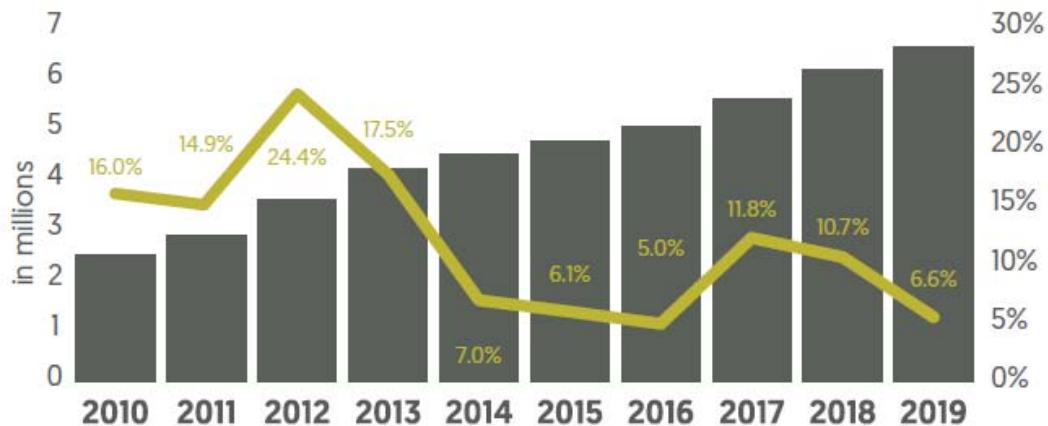
*The data does not include exports of footwear and travel goods

CAMBODIA RICE EXPORTS ('000 TONS)



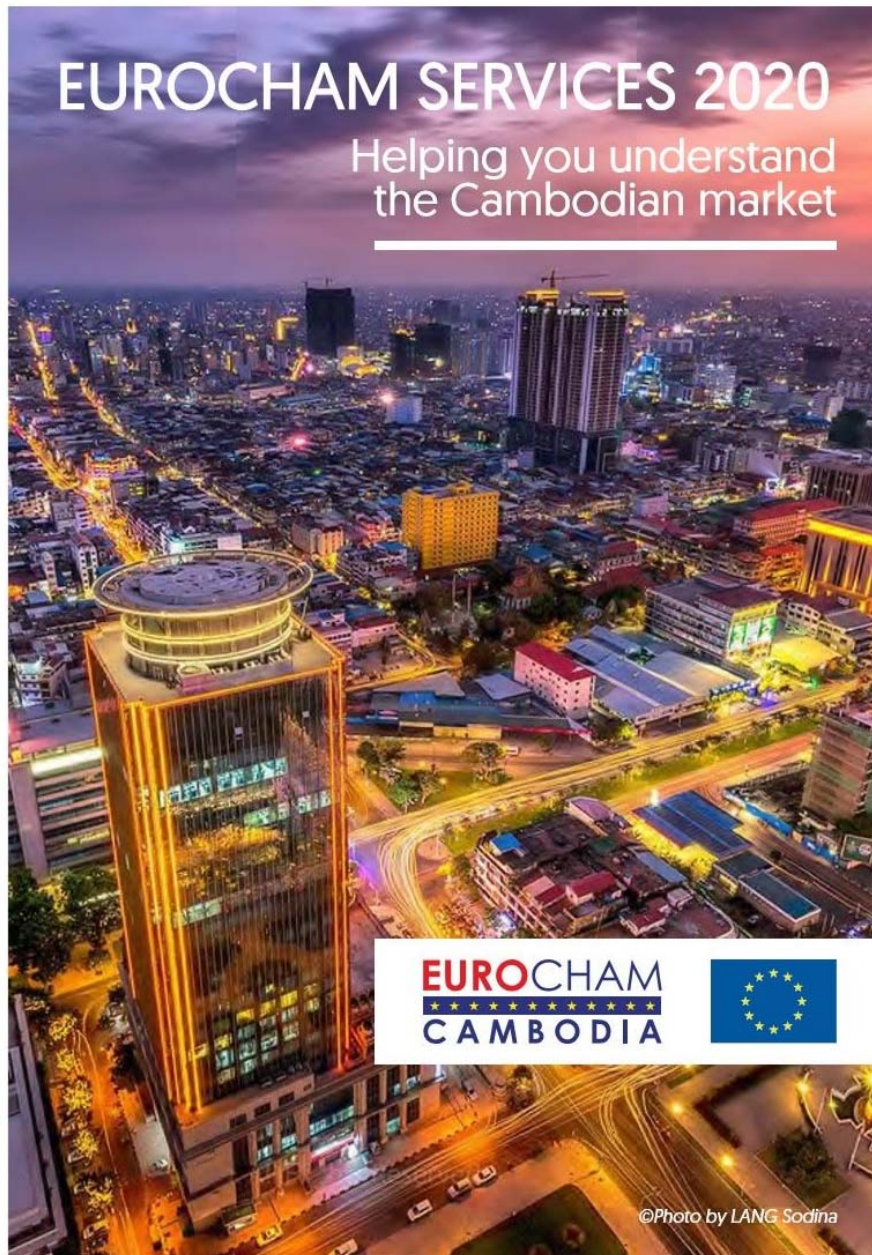
Source: Ministry of Agriculture, Forestry and Fisheries

CAMBODIA INTERNATIONAL TOURIST ARRIVALS

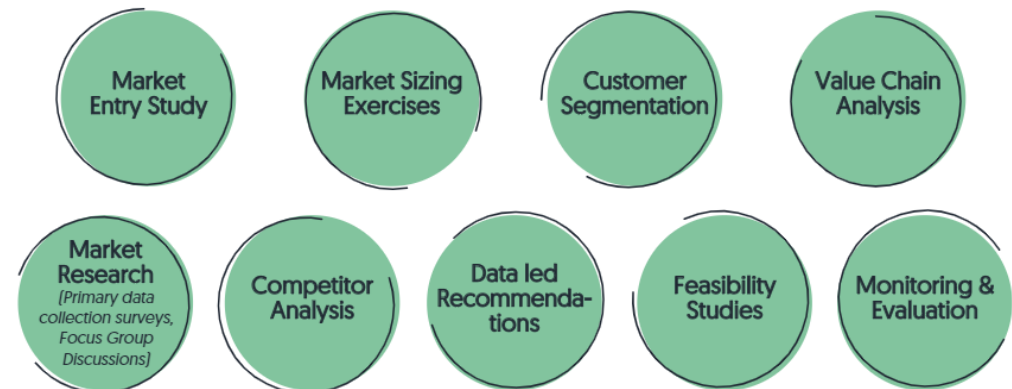


KEY INDUSTRY STATISTICS

Market Entry Services



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



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

*Thank you for
listening!*

26th May
2021

GTAI / AHK
Webinar

Note: all stock images used are from PixaBay.com