MILLED RICE

Activities

This component main objective is to strengthen and diversify the export supply capacity for milled rice. This is complementing the International Finance Cooperation’s efforts to enhanced competitiveness of the Cambodian rice sector and exporting high quality milled rice.

Key Expected Results

• The enabling environment for the Cambodian private sector to meet the Government’s targets for Milled Rice exports is enhanced and sustained through the creation of an Association of Rice Exporters and enhanced G-PS dialogue on Rice exports in Government-Private Sector of other venues;

• Cambodian Rice Millers succeed in identifying several new major import market opportunities (in addition to EU and Russia) and signing contracts for at least three new markets;

• Cambodian Rice Millers succeed in completing export contracts for the three targeted markets by meeting quantities, quality and price demanded by importers, especially with respect to fragrant rice which is developed as the leading Cambodian rice brand and meeting SPS standards demanded by importers.

HIGH VALUE SILK

Activities

The component is designed to promote high value silk exports and increase the competitiveness of the Cambodian silk sector to support export diversification and poverty reduction through employment creation and income growth, particularly for women.
PROGRAM EVALUATION FUNCTION

Activities
The program evaluation function is designed to enable the Government to take a stronger leadership in the management of Aid for Trade so that it can better support implementation of its trade policy through better focused technical assistance. The activities of program evaluation function have been conducted through leading the evaluation of results and impacts of Aid for Trade project through organizing and coordinating independent evaluations; and disseminating results and impacts of arm-length projects to Trade SWAp Governance structure and to the broader community of Cambodia beneficiaries.

Key Expected Results
• Increased export sales of handmade high value silk products by 8 to 12 Cambodian silk exporters to up to 5 selected importing markets and international visitors;
• Improved quality and product design of handmade Cambodian silk products for targeted export markets and international visitors;
• Strategic priorities and action plan jointly defined by public and private stakeholders to increase the competitiveness of the Cambodia silk sector through a sustainable country led institutional mechanism, the national silk board.

BACKGROUND
As noted in the WTO Secretariat Report for Cambodia’s 2011 Trade Policy Review (TPR)* Meeting, “with macroeconomic stability firmly entrenched by the time of Cambodia’s accession to the WTO in 2004, the country embarked on implementing far-reaching reforms to achieve rapid and sustained socioeconomic development. International trade has been crucial to achieving this goal as it has been the driving force behind much of Cambodia’s recent economic growth and poverty reduction, linking its economy more firmly to regional and global markets.”

As noted in the RGC’s report prepare for the aforementioned TPR Meeting, “Cambodia has successfully met the challenges presented by the 2008-2009 world economic crises. However, even since 2008 clearly show the extent of Cambodia’s exposure to external shock. In the period ahead, the Royal Government will be striving to deepen and broaden Cambodia’s integration into the world and regional trading systems. At the same time, the economy’s exposure to negative shocks transmitted through this system must be reduced. The diversification of export products and export markets is the key to accomplishing this goal.”

(*) Source: World Trade Organization (WTO)