



**Opening Speech**  
**of His Excellency CHAM Prasidh,**  
**Senior Minister, Minister of the Ministry of Industry and**  
**Handicraft**  
**Workshop on the Development of**  
**Productive Rural Communities through Social Enterprises**  
**La Varenne Hotel Phnom Penh, February 06, 2017 (9:00AM)**

Dr. Shaikh Tanveer Hossain, APO Program Officer,  
Excellencies, Lauk Chumteav,

Mr. Syed Saquib Mohyuddin, APO Resource Person,

Mr. Etienne Dustin Salborn, APO Resource Person,

Mr. Ashish Gupta, APO Resource Person,

Dear Participants,

Ladies and Gentlemen,

Good morning, I am delighted to be here this morning to the opening of Workshop on the Development of Productive Rural Communities through Social Enterprises (SE).

I would like to take this opportunity to sincerely thank Asian Productivity Organization (APO) for having continuously supported National Productivity Center of Cambodia (NPCC), in its efforts to promote productivity improvement and especially best practices on

social enterprises and their contributions for productive rural communities.

I would like to welcome all distinguished participants, APO officer, and experts from APO member countries and our Cambodian local friends. During these five-day workshop, You will learn the emerging opportunities and challenges of social enterprises in Asia and their impact on rural communities, how to apply development strategies, tools, and techniques in Social Enterprises and share the best practices and success stories of social enterprises and eventually enhance the knowledge and capabilities to strengthen their creative initiatives. In addition, success stories and success social enterprise model programs will be valuable benchmark to learn from APO experts with diverse background and experiences.

Social enterprise is a hybrid type or a fourth sector beside private, public sector and NGOs. According to Dr. Vivian Balakrishnan, Singaporean minister of community development, youth and sports, “Social Enterprises are revenue generating businesses. They are not charities and should not be dependent on charitable donations. Social enterprises are expected to compete fairly with other businesses in the marketplace. Therefore, a passion for social cause alone is not enough. **The key ingredients of any successful businesses are financial discipline and commercial creativity. And they are critical to establishing good enterprises.** However, unlike other normal business, successful social enterprises ultimately pursue a social cause instead of merely returns to shareholders.”

Social enterprise has made remarkable contributions for the community. In Cambodia for example, thanks to Cambodian Center

for Study and Development in Agriculture (CEDAC: Centre d'Etude et de Développement Agricole Cambodgien), five thousand farmer families learned technologies to improve their rice production and build their cooperatives, providing them with links to markets where they can sell their products. As a result, they are starting to earn higher income and can now afford to send their children to school. In Indonesia, **Kedai Balitaku** or Kebal is using "kaki lima", an Indonesian food cart to provide healthy, affordable, and tasty food like the "Bubur Beras Merah" or red rice porridge to poor children in Jakarta. The enterprise has grown to four cooking centers and 22 food carts to help address malnutrition in the area. In Singapore, according to a study carried out by the Lien Centre for Social Innovation in 2007, it was estimated that there are about 150 social enterprises. Taking also into account the 73 established co-operatives, we can see a diverse range of social enterprises with different business models and varied social causes, operating across numerous industries.

I am glad to see today's workshop as it will contribute to the growth of social enterprise sector in Cambodia. There are at least (according to A PhD data collection in 2012) more than 300 NGOs with commercial activities in Cambodia. They include activities in the area of handicraft, hospitality, IT, water, sanitation, health and family planning, rural development, agriculture and solar energy.

There have been various events that we could do to promote social enterprise. Siem Reap's first Social Entrepreneurship Bootcamp on July 2014, was organized by Young Startups and Social Enterprise Cambodia, in partnership with The Hub Singapore and renowned international business school INSEAD, to equip people with skills to "start a sustainable business to meet a neglected social need." In

2012, a conference focus on social enterprise was attended by 350 participants to discuss on challenges and opportunities, business models, marketing strategy, and financing. In Thailand, they have an interesting master plan to promote social enterprise that we could benchmark such as Education Program, SE development & Start-up, and registration. In addition, they also have legislative and financial measure such as SE promotion bill, income tax exemption for registered SE, and SE fund.

In Singapore, they are very active in promoting social enterprise. Social Enterprise Association was launched in 2009 to build a platform to bring together social entrepreneurs, social enterprises, academic institutions and businesses. Moreover, there have been many regular events such as: The Social Entrepreneurship Forum, the Young Social Entrepreneur 2016 Dialogues, the Social Entrepreneur Festival and so on.

**Ladies and Gentlemen,**

This five-day workshop is very fortunate to bring together the professional speakers, participants with diverse background and experience to present and share among you all the success stories and challenges and how social enterprise could do to scale up to a new height. I strongly encourage a fruitful and active discussion during the workshop.

I do hope that all guests will enjoy a pleasant stay in Cambodia.

On this note, it is my pleasure to declare the workshop open. And I wish you a fruitful and rewarding time.

**Thank you!**