



ASIAN PRODUCTIVITY ORGANIZATION

PROJECT IMPLEMENTATION PLAN

7 July 2016

- 1. Project Code** 16-AG-39-GE-NFP-C-2
- 2. Title** National Training Course on Value Addition to Agrifood Products in Cambodia
- 3. Reference** Project Notification 15-AG-07-GE-TRC-B dated 17 March 2015
- 4. Timing and Duration** 17–20 August 2016 (four days)
- 5. Venue** Phnom Penh, Cambodia
- 6. Implementing Organizations**
 - 1) National Productivity Centre of Cambodia (NPCC)
Ministry of Industry and Handicraft
No. 45 Norodom Blvd., Phnom Penh, Cambodia
Tel: 855-12-814150
Fax: 855-23-222243
e-Mail: npccambodia@gmail.com;
cambodialiaisonnpcc@gmail.com;
peachkong@gmail.com; and
 - 2) Ministry of Agriculture, Forestry and Fisheries (MAFF)
No. 200 Norodom Blvd., Phnom Penh, Cambodia
Tel: 855-23-211351
Fax: 855-23-217320
URL: www.maff.gov.kh
- 7. Number of Participants** 50 participants

8. Objectives

To acquaint participants with recent developments and new tools and techniques in value addition to agricultural and food products for increasing the productivity and profitability of Cambodian SMEs.

9. Background

Cambodia's economy continues to be dominated by agriculture. Major agricultural commodities are rice, rubber, maize, cassava, and soybeans, with rice being the primary crop. Agriculture contributes 34.7% of national GDP, employs about a half of the labor force, and increases national food security. In 2014, agriculture-based exports contributed USD758.4 million to the national exchequer. International investments in the agriculture sector are

becoming more visible. During 2004 and 2012, the annual agricultural sector growth of 5.3% was one of the highest in the world, while yields increased for all crops by 4%. However, value addition to agrifood products remains far from satisfactory.

Value addition to agrifood products has enormous potential for increasing productivity, incomes, and off-farm employment opportunities in developing countries like Cambodia. Value adding can encourage intensive and diversified use of local agricultural raw materials, along with the development of collateral and/or complementary enterprises, and thus can create new jobs, particularly in rural areas. Many producers in Cambodia are, however, suffering from huge postharvest losses due to poor handling and lack of proper storage facilities at the farm level. Small farmers and service providers often do not have sufficient knowledge of value adding-skills, tools, and techniques. There is a need to build agrifood value chains in Cambodia to enhance agricultural productivity, reduce postharvest losses, and increase the profitability of small- and medium-sized farms and agrifood enterprises.

This national training course is a follow-up to the APO multicountry Training Course on Value Addition to Agricultural Products for Increasing Productivity, held in Sri Lanka in 2015. The objective is to create a pool of key stakeholders in Cambodia who understand the skills, tools, and techniques of value addition to agrifood products and are willing to contribute to strengthening the value addition to agricultural and food products along the agrifood supply chains. Hopefully, this project will contribute to the preparation of Cambodian agriculture, agribusiness, and food manufacturing/processing industry to engage fully in the ASEAN Integration Community process that was launched in early 2016.

10. Scope and Methodology

The tentative topics to be covered are:

- a. Basic concept and principles of value addition;
- b. Product development, innovation, and value addition;
- c. Adding value through processing, packaging, and marketing;
- d. Utilization of by-products and farm waste to create new value-added food and nonfood products;
- e. Emerging global trends in new and value-added products with success stories; and
- f. Value addition through quality and safety assurance certification systems.

The course will consist of lectures by international and local resource persons, group discussion sessions, and panel discussion.

The provisional program of activities is as follows:

Day	Date	Time	Activity	Venue	Speakers
Wed.	17 Aug. 2016	Morning	Opening remarks and speech Group photos Briefing overview of the project and NPCC roles and achievement The current status,		NPCC representative Chief guest from MAFF NPCC representative MAFF representative

			processes, procedures, and trends in agribusiness in Cambodia, and key challenges		
			Value addition through processing, packaging, and marketing of agribusiness products in Cambodia and barriers to access to global markets		Representative of agribusiness company
		Afternoon	Former participant Chhoun Monorum shares key learning and inputs made after returning home to strengthen and sustain his organization		Mr. Waheed Ahmed, Manager,(Operations) and Consultant CFI, Pakistan
			Lectures		
			Summing up of day 1		
Thurs.	18 Aug.	Morning	Lectures with group discussion		Mr. Waheed Ahmed
		Afternoon	Lectures with group discussion Summing up of day 2		Mr. Waheed Ahmed
Fri.	19 Aug.	Morning	Site visit		Local coordinator
		Afternoon	Group discussion on learning and observations from the site visit, then dividing into groups to make presentations		Mr. Waheed Ahmed
			Summing-up session		Local coordinator
Sat.	20 Aug.	Morning	Lecture		Mr. Waheed Ahmed
		Afternoon	Action plan proposed by groups		Mr. Waheed Ahmed and local coordinator
			Panel discussion		All local and international speakers
			Closing remarks		NPCC and MAFF representatives

11. Requirements of Participants

Participants will be managers and product development officers of SMEs in agribusiness and food manufacturing industries, officers of SME associations, NPCC consultants, and extension officers of government agencies and NGOs including staff in charge of training farmers rural entrepreneurs.

12. Resource Persons

The APO will assign one overseas resource person. Local resource persons from relevant agencies will be assigned by the implementing organizations.

13. Financial Arrangements

To be borne by the host country (Cambodia)

- a. Implementation costs exceeding the APO share of USD10,000.
- b. Project management fees and personnel costs of the implementing organizations, including transportation of the facilitator(s) and project team to and from the project venue, personnel service fees for the development of the program, and honorarium for the local resource person(s) if applicable.
- c. Any other local implementation costs not covered by the APO.

To be borne by the APO

- a. All assignment costs of one overseas resource person.
- b. Implementation costs up to a maximum of USD10,000 for making local arrangements. An itemized breakdown of the implementation costs is attached (Appendix 1).

14. Roles and Responsibilities

The roles and responsibilities of the implementing organization and APO are:

Implementing organization

- a. Inviting local participants and arranging mass media coverage;
- b. Assigning local resource persons;
- c. Making copies of the conference materials;
- d. Organizing a four-day national training program in Phnom Penh, Cambodia; and
- e. Bearing the balance of project implementation costs if the total amount exceeds USD10,000.

APO

- a. Providing financial support for organizing the national conference as detailed in section 13;
- b. Assigning one overseas resource person for the national conference; and
- c. Coordinating with the overseas resource person and implementing organization.

15. Procedures for Project Implementation

This project is to be implemented in close collaboration with the APO Secretariat, referred to as the APO in this document.

- a. A temporary advance of up to 50% of the total APO share will be remitted to the NPO of Cambodia, if necessary.
- b. The proposed project will be carried out by the NPO as the implementing organization.
- c. The NPO will make the agreed expenditures and settle the entire account by providing all necessary proof of payment to the APO after completion of the program. The proof of payment, e.g., bills, payment record and receipts issued by third parties, must be submitted together at one time, written in clear English, with English translations for all documents not originally written in English. The final payment will be made based on the actual expenditure after the NPCC submits the comprehensive report. In general, internal evidence are not accepted as proof of payment and will not be reimbursed.
- d. The NPO of Cambodia will submit a project completion report and a statement of expenses supported with receipts, etc., related to the project to the APO within one month of project completion. The report will provide details on how the project was carried out in the country; program of activities; benefits and advantages to local agriculture sector, implementing organization(s), and host country; and follow-up action plans, among others.

16. Final Project Output

Upon completion of the project, the NPO of Cambodia will undertake the following:

- a. Submit a project completion report on the national conference to the APO and disseminate the report on the proceedings of the conference including recommendations to relevant government bodies such as the MAFF of Cambodia within one month after project completion.
- b. Submit a statement of expenses supported by receipts/bills within one month after project completion.
- c. Submit documents and e-links relating to promotional material on the national program, e.g., newsletters, brochures, bulletins, news clippings, written in English or the local language with an English translation of the main points.
- d. Disseminate the knowledge and experience gained to the public and private sectors through publications, consulting and training services, etc.



Mari Amano
Secretary-General

Project Code: 16-AG-39-GE-NFP-C-2

Estimated APO Share of Costs for the
APO National Training course on Value Addition to Agrifood Products in Cambodia

(Phnom Penh, Cambodia, 17–20 August 2016)

No.	Item	Cost (USD)
1	Meeting package for 4 days (including meals for participants, resource speaker conference room, and audiovisual equipment)	Up to 5,800
2	Translation (of materials), interpretation (English to Khmer and vice versa)	Up to 2,400
3	Roundtrip bus rental for field visit	Up to 250
4	Conference kit (including supplies and materials, photocopying, stationery, and video documentary)	Up to 1000
5	Miscellaneous expenses (including local costs other than above)	Up to 550
Total		Up to 10,000
Notes:		
1. The APO will make a reimbursement based on the actual expenses for a maximum of USD10,000.		
2. The NPCC is required to submit to the APO receipts for all expenses incurred in implementing this national project.		