



## PROJECT IMPLEMENTATION PLAN

16 January 2019

- 1. Project Code** 18-AG-39-GE-NFP-C-04
- 2. Title** National Conference on Developing Sustainable and Competitive Agribusiness in Cambodia
- 3. Reference** Project Notification 18-AG-12-GE-WSP-B dated 5 December 2017 and Project Notification 18-AG-39-GE-NFP-C dated 20 March 2018
- 4. Timing & Duration** 5–7 March 2019 (three days)
- 5. Venue:** Phnom Penh Era Hotel  
Address: No. 44, Street 163, Sangkat Olympict  
Khan Chamkarmorn, Chamkar Mon, Phnom Penh, Cambodia  
Phone: + 855 23 222 122  
Fax: +855 23 223 110  
E-mail: info@phnompenhera.com
- 6. Implementing Organization** National Productivity Centre of Cambodia,  
Ministry of Industry and Handicraft  
Address: 45 Preah Norodom Boulevard, Khan Daun Penh,  
Phnom Penh, Cambodia  
Phone: +855 (023) 211 141  
Fax: + 855 (023) 428 263  
e-Mail: www.mih.gov.kh
- 7. No. of Participants** 70 participants
- 8. Objectives**
  - a. To formulate a general roadmap with extension programs for driving the agribusiness sector into the future;
  - b. To implement the extension programs including innovative techniques and technologies; and
  - c. To successfully implement participants' action plans for the implementation of concepts, techniques, technologies, and best practices in their own farm, enterprises, and companies.

## 9. Background

Agribusiness has a huge economic, social, and environmental impact in many countries. This applies to Cambodia as well. The sector provides livelihood and employment to over half of the households in Cambodia, contributes substantially to the exports of the country, and at the same time contributes to greenhouse gas emissions. Opportunities in agribusiness in Cambodia are expanding due to the rapidly growing population, urbanization, and demand for food in global markets. However, rice, a low income-generating commodity, is the main crop produced and exported. There is still less diversification in commodities being produced compared with its neighboring countries in ASEAN. Furthermore, productivity levels for agricultural commodities pale in comparison with those of its neighbors. Agribusiness

technologies and strategies used also lag behind those in most of ASEAN, making products less competitive. While global and regional development is opening up opportunities in export markets, agribusiness companies in Cambodia need to raise their productivity and competitiveness to benefit from them. The enabling environment should be improved, and the roles of the government, academia, and NGOs supporting the sector should be defined to optimize synergy. This could be achieved through the development of a roadmap for the sector and capacity building of various stakeholders.

## 10. Scope and Methodology

The tentative program of activities of this national conference is as follows:

<b>Day 1: 5 March 2019</b>		
<b>Time</b>	<b>Topics/Activities</b>	<b>Speakers/Facilitators</b>
09:00–10:00	Opening Ceremony <ul style="list-style-type: none"> <li>• Welcome Remarks by NPCC</li> <li>• Opening Remarks by Ministry of Agriculture</li> <li>• Introduction of keynote speaker</li> <li>• Keynote address by Chief Guest</li> </ul>	
10:00–10:30	<ul style="list-style-type: none"> <li>• Group photo</li> <li>• Coffee break</li> </ul>	
10:30–11:00	NPCC presentation on roles and responsibilities of the NPCC and overview of the APO	
11:00–12:00	Global trends in agribusiness and implications for Cambodia	APO Resource Person (Dr. Ralph Christy)
12:00–12:15	Q&A	
12:15–13:30	Lunch break	
13:30–14:00	Current government policies and programs to support agribusiness	Official from Ministry of Agriculture or academia
14:00–14:30	Credit and financing facilities for agribusiness	Official from National Bank (TBC)
14:30–15:00	Successful agribusiness model: Rice milling and exporting company	CEO of rice company (TBC)
15:00–15:30	Successful agribusiness model: Black pepper production and export	CEO of black pepper company (TBC)
15:30–15:45	Q&A	
15:45–16:00	Coffee break	
16:00–16:45	Strategy formulation for enhancing the competitiveness and sustainability of agribusiness	APO Resource Person (Dr. Ralph Christy)
16:45–17:00	Q&A and wrap-up	
<b>Day 2: 6 March 2019</b>		
<b>Time</b>	<b>Topics/Activities</b>	<b>Speakers/Facilitators</b>
07:30	Assemble at hotel	
8:00–10:00	Travel from Phnom Penh to Kirirom	
10:00–12:00	Briefing and visit to farm and factory	
11:00–12:00	Innovations in agribusiness to improve productivity and sustainability	
12:00–13:30	Lunch break	
13:30–14:30	Travel from Kirirom to Phnom Penh	
<b>Day 3: 7 March 2019</b>		
<b>Time</b>	<b>Topics/Activities</b>	<b>Speakers/Facilitators</b>

09:00–10:00	Role of incubation centers in the development of agribusiness	International Resource Person (TBD)
10:00–10:15	Coffee break	
10:15–11:00	Innovations in agribusiness to improve productivity and sustainability	APO Resource Person (Dr. Ralph Christy)
11:00–12:00	Value chain approach to enhancing the competitiveness of agribusiness	International Resource Person (TBD)
12:00–12:15	Q&A	
12:15–13:30	Lunch break	
13:30–14:00	Case presentation: Key issues and challenges faced by agribusiness companies in Cambodia: Case of Kirirom Fruit Processing Company	CEO of Kirirom Food Company (TBC)
14:00–16:00	Group workshop: Roadmap for the future of agribusiness <ul style="list-style-type: none"> <li>1. Critical issues and challenges for agribusiness in Cambodia</li> <li>2. Capacity development needs of agribusiness managers and executives in Cambodia</li> <li>3. Infrastructure and support service needs</li> <li>4. Key areas for investment</li> </ul>	Facilitators: APO Resource Person and NPCC
16:00–16:15	Coffee break	
16:15–17:00	Group presentations and discussions	
17:00–17:30	<ul style="list-style-type: none"> <li>• Summing up</li> <li>• Distribution of certificates</li> <li>• Closing</li> </ul>	NPCC, Ministry of Industry and Handicraft

## 11. Resource Persons

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

## 12. Requirements of Participants

Relevant persons from the Ministry of Agriculture, state agricultural universities, agriculture agencies, and agribusinesses, especially SMEs, state enterprises, NGOs, and NPCC staff.

## 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 international resource person.
- b. Implementation costs up to a maximum of USD 10,000 for making local arrangements.

An itemized breakdown of the implementation costs is attached (Appendix 1).

#### **14. Procedures for Project Implementation**

This project is to be implemented by the local implementing organization in Cambodia in close collaboration with the NPCC and 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 local implementing organization in Cambodia, if necessary.
- b. The proposed project will be carried out by the implementing organization.
- c. The local implementing organization in Cambodia will make the expenditures for the assigned items and settle the entire account by providing all necessary proof of payment, e.g., bills, payment records, and receipts issued by third parties, which must be submitted together at one time, written in clear English, and with an English translation of all documents not originally written in English. In general, internal evidence is not accepted as proof of payment and will not be reimbursed. The final payment will be made based on the actual expenditure after the implementing organization submits the project completion report.
- d. The local implementing organization in Cambodia will submit a comprehensive project completion report including a statement of expenses 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; a registration list of participants and resource persons; statement of the expenses related to the APO's contribution to the project; number and type of participants; benefits and advantages to the national agribusiness sector, implementing organization, and host country; recommendations and follow-up action plans; selected photos; and summary of the onsite evaluation of the program by the participants, resource persons, and implementing organization along with the original evaluation forms completed by them. Other forms of documentation may also be submitted as part of the comprehensive project completion report.

#### **15. Final Project Output and Outcomes**

Upon completion of the project, the local implementing organization in Cambodia in collaboration with the NPCC 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 Ministry of Agriculture, Cambodia, within one month after project completion.
- b. Submit a statement of expenses supported by third-party 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, news articles, brochures, bulletins, and 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, consultancy services, training courses, etc.
- e. Monitor the follow-up actions undertaken by the participants or participants' organizations and report them to the APO.

Expected outcomes:

At the time of the assessment workshop conducted by NPCC at the end of 2019,

- a. One roadmap would have been formulated by the government for driving future sustainable agribusiness development in Cambodia highlighting the needs, opportunities, challenges, and key strategies to achieve the goals and objectives of stakeholders.;
- b. At least 5 extension programs would have been done.; and
- c. At least 80% of satisfaction rating by the participants for their implementation of action plans would have been obtained.

## **16. Follow-up Action Plans**

After completion of the national conference, the participants or their organizations will undertake the following:

Government agencies such as the Ministry of Agriculture, and universities:

- a. Include innovative techniques and technologies in extension programs; and
- b. Coordinate among various agencies in support of awareness, extension, and promotion of agribusiness.

Participants:

- a. Submit action plans to the NPCC for the implementation of concepts, techniques, technologies, and best practices in their own farms, enterprises, or companies;
- b. Inform the NPCC of the expected outcomes of successful implementation; and
- c. Submit requirements for government agency assistance for their own action plans.

  
Dr. Santhi Kanoktanaporn  
Secretary-General

**Appendix 1.**

Estimated APO Share of Costs  
(Phnom Penh, Cambodia, 5–7 March 2019)

<b>No.</b>	<b>Item</b>	<b>Cost (USD)</b>
1	Meeting package for 3 days (including conference room and audiovisual equipment)	Up to 7,200
2	Translation (of materials) and interpretation	Up to 800
3	Transportation for field visits	Up to 800
4	Conference kit (including supplies and materials, photocopying, stationery, and video documentary)	Up to 1,000
5	Miscellaneous	Up to 200
<b>Total</b>		<b>Up to 10,000</b>
<b>Notes:</b> 1. The APO will make reimbursement based on the actual expenses for a maximum of USD10,000. 2. The NPCC is required to submit receipts to the APO for all expenses incurred in implementing this national project.		