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Introduction

Pursuant to the requirements of the Cambodia Micro, Small and Medium Enterprise 2/Business Enabling Environment (MSME 2/BEE) Contract No. EEM-I-00-07-00009-00, Task Order No. 4, Development Alternatives, Inc. (DAI) is pleased to submit the Quarterly Report covering the period April 1 – June 30, 2010.

Background

The Cambodia MSME 2/BEE project, referred to throughout this document as MSME 2 or the MSME Project, is implemented by a consortium led by DAI. Consortium partners include Nathan Associates, Emerging Markets Consulting (EMC), Equal Access, International Development Enterprise (IDE), Indochina Research Limited (IRL), and Development and Training Services, Inc. (dTS).

The Cambodia MSME 2 project is led by Chief of Party, Mr. Curtis Hundley and supported by Deputy Chief of Party, Ms. Vishalini Lawrence; Value Chain Advisor and Component Team Leader, Mr. Sun Boreth; Private Sector Voice Component Team Leader, Mr. Chet Phirum; and Public Sector Strengthening Component Leader, Ms. Ly Sopheap. The core technical team is comprised of a Technical Advisor, Mr. Kent Helmers and 26 Cambodian Value Chain Advisors, Business Enabling Environment Specialists, Communications Specialists, Natural Resource Management Specialists, Water and Sanitation Specialists, and Monitoring and Evaluation Specialists. In addition, the Phnom Penh office and field offices in Prey Veng, Battambang, Kampong Thom and Kampong Cham are supported by ten Operations, Administrative, Finance and IT staff.

Project Objectives and Approach

The MSME Project operates in twelve provinces in Cambodia: Battambang, Siem Reap, Kampong, Thom, Kampong Cham, Kampong Speu, Kandal, Kratie, Prey Veng, Svay Rieng, Pursat, Takeo and Kampot. The MSME 2 project improves the performance of firms in several value chains, supports public-private dialogue and strengthens the capacity of the public sector through targeted technical assistance. Program strategies include:

1. Leverage and expand the value chain efforts in the swine, aquaculture, tourism and clay tile value chains, where a market exists from which information can flow to improve relationships and expand the incomes throughout the value chain. Employ a similar approach in the wild honey and resin value chains, through an innovative market-led approach to biodiversity conservation;
2. Take an innovative approach to expanding access to safe drinking water and rural sanitation using a value chain approach to engage the private sector and develop sustainable private sector enterprises that will continue the project's efforts after project activities end;
3. Improve the ability of the MSMEs with whom the project engages, to organize effectively among themselves through interest groups, working groups, or associations and then engage with the government to improve their business enabling environment;

4. Assist various levels of the government to create a better business enabling environment by improving their ability to draft and implement good legislation, and helping them effectively communicate with other government agencies and officers and the private sector; and:
5. Facilitate the Garment Industry Productivity Center to create a sustainable Cambodia Development Skill Training Center.

The project improves firm productivity, builds relationships across the selected value chains, and increases investments in enterprises to improve competitiveness. MSME 2 assists enterprises to become and remain cost competitive relative to other national and regional firms, while improving quality and capabilities to provide a consistent supply of quality products to local and national markets. The project facilitates business membership organizations (BMOs) among the MSME clients to develop service based associations that facilitate delivery of technical and business training and help lobby for improvements to the business enabling environment; making their businesses more competitive and profitable.

This quarterly report provides an update of significant activities and achievements in the three Program Technical Components in accordance with activities outlined in the year 2 annual workplan, in addition, the report provides a summary of Operations, Communications and Media Outreach, Monitoring and Evaluation.

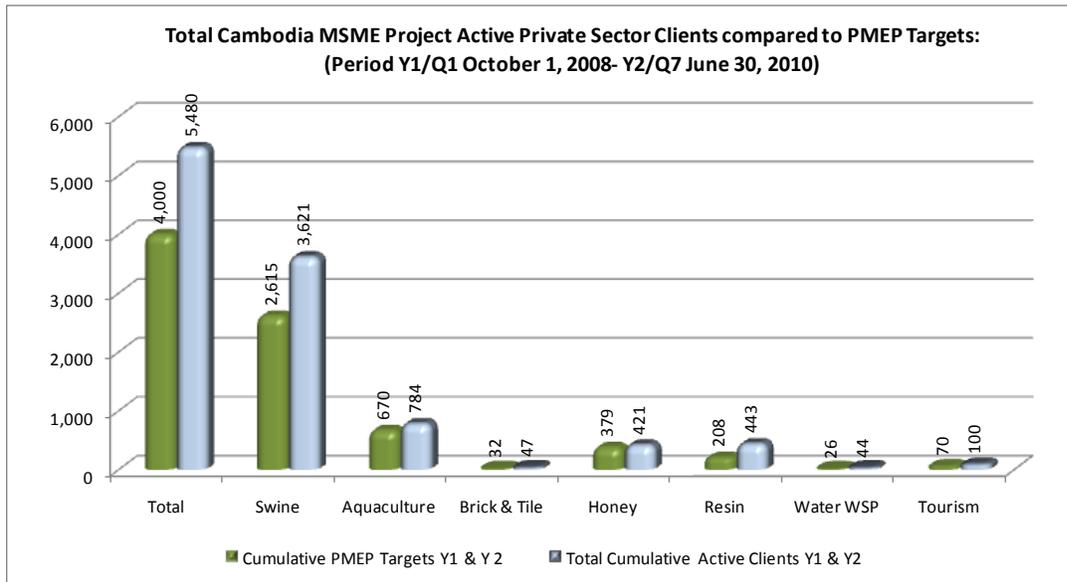
Summary of Project Highlights this Quarter

- This quarter, over 5,000 households, or 25,000 people have gained access to safe water through our unique private sector led approach to connect rural households with potable water. The total to date is 7,063 households or 35, 315 people. The target for 2010 is 10,000 households or 50,000 people, we are confident that we will exceed this target.
- The MSME Tourism team facilitated a Familiarization Trip (FAM Trip) for 19 Tour Operators to four Hidden Treasures Community Based Tourism (CBT) sites in Kampong Speu and Koh Kong. This is an important step to build linkages between the sites and domestic and international tourism markets. Tour operators have provided important feedback to assist the sites develop and tailor their products to attract tourists to these secondary tourism destinations. In addition, some tour operators have agreed to provide free technical assistance to some of the sites.
- In partnership with Dr. Suon Sothoeun, Deputy Director of Department of Animal Health and Provincial Department of Agriculture, facilitated a series of provincial Public-Private Dialogue workshop to disseminate and discuss Slaughterhouse and swine transportation related rules and regulations. Nearly a 100 participants representing both the public and private sector attended these highly interactive PPD forums. This is the first in a series of activities aimed at disseminating information on rules and regulations relevant to our value chain clients.
- The team made significant progress in getting private sector input into the establishment of a new Tourism Marketing and Promotions Board. We facilitated a joint USAID Cambodia MSME Project-IFC session to get input from fifteen major private sector players in the tourism industry on their ideas about how a tourism marketing and promotion board (MPB) could be organized and financed in a way which could meet private sector needs. The session included a presentation by Better Regulations Advisor, Paul Dodds about various legal mechanisms for setting up MPB's. The eleven participants included representatives of 11 participants from CATA (Cambodia Association of Travel Agents), CHA (Cambodia Hotel Association), CRA (Cambodia Restaurant Association), CAA

(Cambodia Airlines Association) and CAMS (Cambodia Airport Management Services). Private Sector input was summarized and presented to Ministry of Tourism (MoT) counterparts.

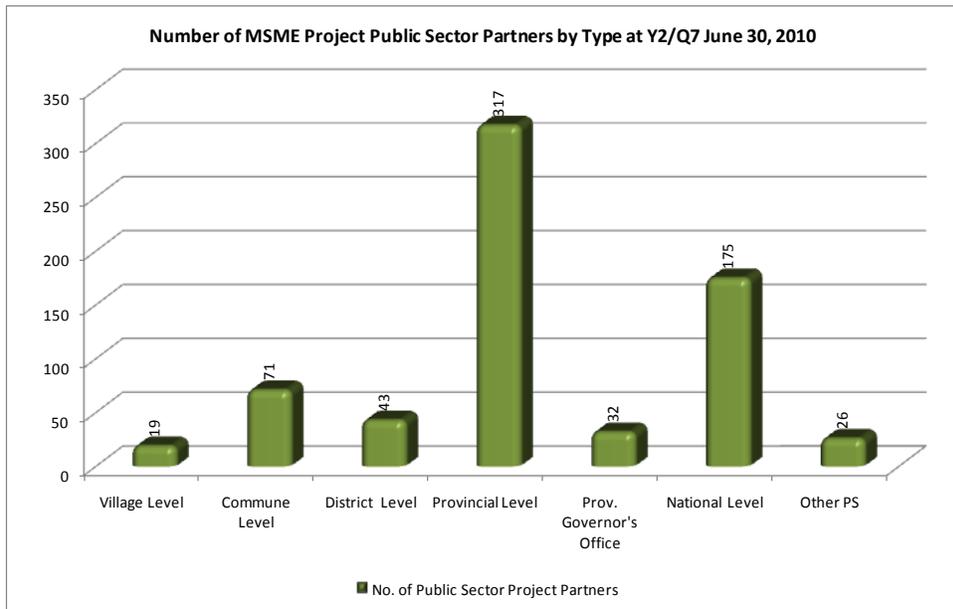
- The Ministry of Commerce led drafting team for the Trade Remedies Laws continues to make steady progress. This quarter, with technical assistance from Andrew Stephens and Steve Parker, Trade Advisors, facilitated a successful dialogue between the government and the private sector on the Trade Remedies Law. The government drafting team and about 30 leading firms met for a full day in a highly interactive meeting. Press coverage was exceptional all week in support of the event.
- Final Concept Note on the Sub-decree on the establishment of a Tourism Marketing and Promotion Board was presented to the Director General of Tourism, H.E. Tith Chantha. The Director accepted all of the team's comments and suggestions without reservation.
- Facilitated two Strategic Communications Training workshops for leading private and public sector clients. The workshop targeting the private sector included 24 representatives of Community Working Groups and Associations from the swine, aquaculture, water supply and tourism value chains. The purpose of this interactive seminar was to prepare a select group of private sector leaders to articulate industry concerns at Public-Private Dialogue forums and to strategically advance industry issues via the media. The training seminar for the public sector included representatives from 6 Ministries and ten provinces and allowed for excellent experience sharing between Ministries and between National and Provincial level officials. This training seminar was facilitated by the Cambodia MSME team in partnership with Equal Access.
- Promoted the transition of CASDEC into a sustainable institution by encouraging HR Inc., a private human resources and training firm, to deliver a transition strategy. Following approval of the strategy by the CASDEC Board of Directors, the Board competitively bid out two contracts. The first contract was to examine the best legal structure for the new entity, the second contract examined the business training market to help assess the types of training services the new institution could provide.

Figure 1: MSME Project Private Sector Clients Compared to PMEP Targets- June 30 2010

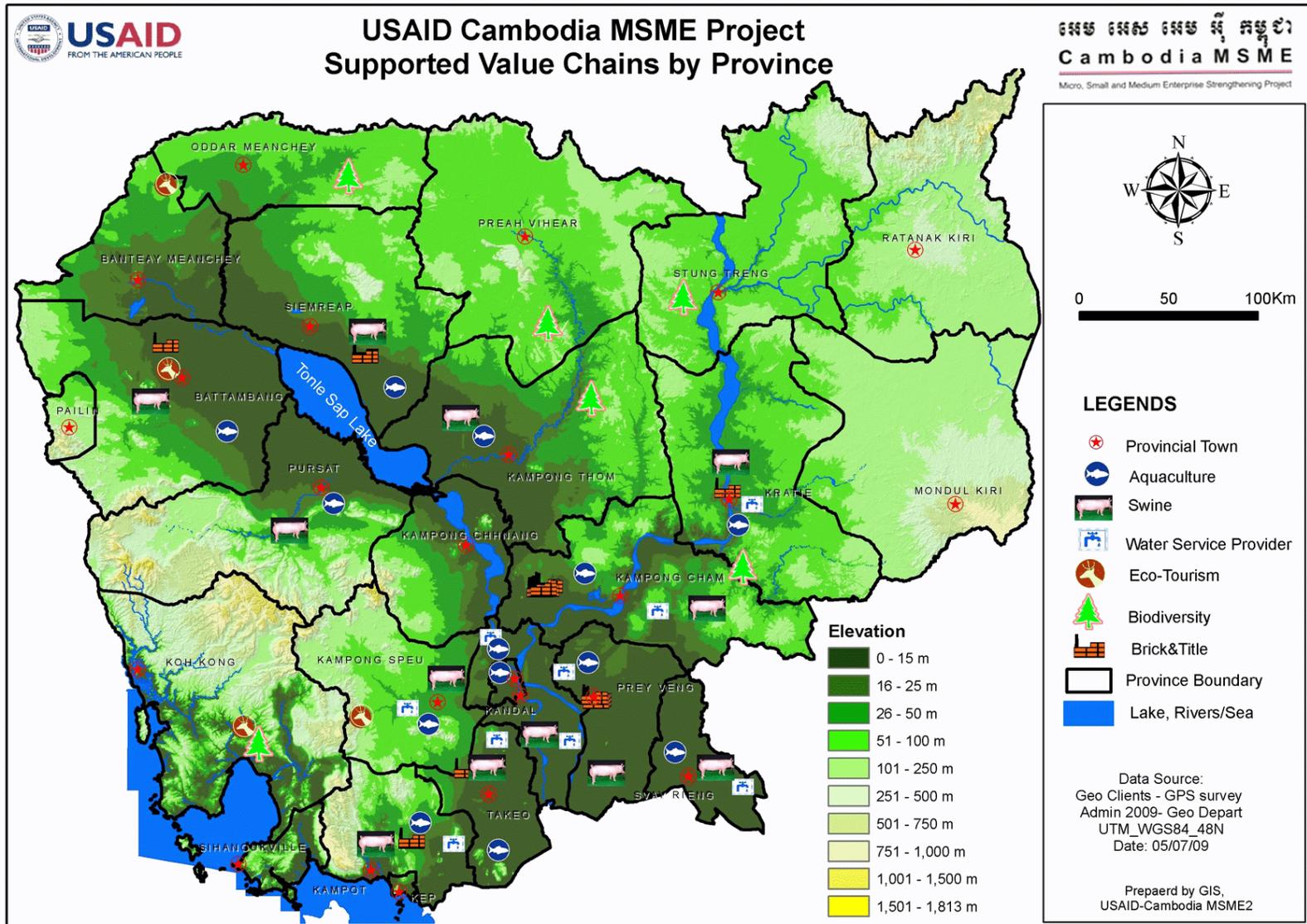


Close partnership with government officials from ten different ministries of the Royal Government of Cambodia, both at the national and sub-national level, has been an invaluable contributor to smooth project implementation. To date, the Cambodia MSME project works closely with 683 public sector officials.

Figure 2: MSME Project Public Sector Partners by Type at June 30,2010



Map 1 Cambodia MSME Project All Value Chains Location Map 2010



Component 1 - Strengthening Value Chains

Aquaculture Value Chain

Summary of Actions, Activities and Accomplishments this Quarter

- Public-Private Dialogue on Registration, Transportation Licenses and Processing Licenses in collaboration with Kampong Thom Fisheries Administration Cantonment.
- Market Assessments for retail market upgrading in Svay Rieng Province.
- Cross-Provincial Exposure Missions on retail market improvements for market managers and vendors from Svay Rieng to Siem Reap province.
- Cross-Provincial Exposure Visit for Aquaculture producers from Battambang and Pursat to Prey Veng province.
- Cross-Provincial Exposure Visit for Aquaculture producers from Siem Reap to Kandal and Kampong Cham provinces.

Activity 1: Build a Better Understanding of and Compliance with Regulations and Rules for Input Supply, Production, Processing, Transport and Sale

MSME Aquaculture producers, traders and processor clients, going about their everyday business activities often ask themselves; “do I need to pay to Government to do this business activity or not?”

They are uncertain, because at times in the past they have had to pay fisheries officers for unknown reasons, with no receipts, and in different amounts, to conduct their business. This unpredictability leads them to think twice about further investments in their businesses.



To clarify legal regulatory payment requirements and to encourage investment in this sector, the MSME project conducted a Public Private Dialogue in collaboration with the Kampong Thom Fisheries Administration (FiA) Cantonment. Participants included private sector aquaculture producers, traders and processors; and public sector fisheries and local government officials. In total 54 participants, including 15 women attended.

Participants were very interested in the presentation by the Director of Kampong Thom FiA Cantonment--in particular, his statement that “Fish producers do not need to pay aquaculture registration and stocking licenses for the fisheries Closed Season”. In addition, the Director expressed

the view that the aquaculture sector needs the support of local officials from the commune to the provincial level to encourage investment. He volunteered that participants facing problems with their business can directly contact his office for assistance.

Participants also questioned Fisheries Officers on the Fisheries Law and regulations, and the officers were able to provide answers. The PP-D was successful in bringing the public and private sector together to build understanding and clarify regulatory requirements for aquaculture businesses in the province.

Activity 2: Build Skills and Networks for Better Access to Markets for Aquaculture Products

The MSME Rural Trade Fairs

The MSME Team contracted with the MATA Group to facilitate and organize Rural Trade Fairs in two additional provinces this quarter, bringing the total number of trade fairs in 2010 to seven:

- **Trade Fair in Takeo Province:** This Trade Fair consisted of 57 display booths including the products and services of 37 MSME clients, other private sector companies and booths for provincial departments, particularly Department of Agriculture. An estimated 22,000 people visited the Trade Fair over two days.
- **Trade Fair in Svay Rieng Province:** This Trade Fair consisted of 68 display booths including the products and services of 45 MSME clients other private sector companies and booths for public sector authorities. An estimated 32,000 people visited the Trade Fair over two days.

Activity 3: Improve Market Perception of Aquaculture Products

Retail Market Improvements:

- Completed two Retail Market Assessments in Svay Rieng Province, at Chi Pu and Bavet Markets, including meetings with market directors, departments of Agriculture and local government on retail market improvement. Stakeholders in these markets are aware of the need for market improvements, including better quality food. However, they need support to plan market improvements. They requested project assistance for capacity building and are very interested in visiting improved markets in other provinces.

Cross-Provincial Exposure Missions

- **Cross-Provincial Exposure Missions on Retail Markets:** Following the Assessments in Svay Rieng, the MSME project selected Chi Pu Market for retail market upgrading. The project sponsored market owners, managers and vendors for a cross provincial exposure visit to Psar Chas Market, in Siem Reap Town. Market owners and fish retailers observed and learned about hygienic and attractive fish product displays, and about market management, to attract consumers and promote a clean market environment. The participants decided to use the Psar Chas model to plan improvements to their own market in Svay Rieng.



- **Cross-Provincial Exposure Visit for Aquaculture producers from Battambang and Pursat to Prey Veng Province:** To build capacity in practical Aquaculture techniques for producers from Battambang and Pursat, the MSME project selected eight leading clients who wanted to improve their fish culture, especially for Tilapia raising, for a visit to Mr. Keo La, a leading aquaculture producer in Prey Veng province. They were very interested in Mr. Keo La's business practices for Tilapia culture. He was able to make more profit from a small investment as he constructed his fish ponds on land. They also learned about the benefits of the Aquaculture Savings Group including loans for member businesses. Participants said that they will seek to apply what they have learned to their own businesses and Community Groups.
- **Cross Provincial Exposure Visit for Aquaculture producers from Siem Reap to Kandal and Kampong Cham Provinces:** Eight Aquaculture entrepreneurs from Siem Reap visited four aquaculture enterprises raising Pangasius fish in Kampong Cham and Kandal provinces. They observed new and improved production techniques, new models of aquaculture management, new feeding technology, and how successful entrepreneurs plan and invest in their businesses.

Other aquaculture outputs

- Worked closely with Merrilene Peramune, short term Business Strategy Development Advisor on two important tasks:
 - Updated the 2007 Aquaculture Value Chain Analysis and Strategy including a revised value chain structure. Produced an updated Aquaculture Value Chain Development Strategy Report 2010.
 - Developed new monitoring tools for tracking aquaculture association development.

Constraints Encountered and Unresolved Issues

Retail market upgrading at Oraing Ov Market has been delayed as the main public sector counterpart from the District Governors office, who was responsible for market upgrading, has departed and has not yet been replaced.

Main Events Planned for Next Quarter

For the next quarter, the main events for the Aquaculture team are:

- Training on food safety for retail market upgrading.
- Assessment of the capacity building needs of fingerling producers for producing specific products to market need (e.g. specific fish species).
- Meeting the Oraing Ov District Governor to explain the retail market upgrading project, discuss nomination of a replacement district government partner and to discuss MSME Project activities.
- Development of a poster of simply guidelines on Aquaculture Registration and Transportation license for Aquaculture Products.

Case Study 1: Aquaculture Input Suppliers Enhance Business Links through Trainings

Embedded Technical Trainings Enhance Linkages between Aquaculture Input Suppliers and Producers

USAID-Cambodia MSME Project facilitates embedded technical trainings to build the capacity of small scale aquaculturists



Mr Narin, Manager of Medivet input supply company, provides technical training and product orientation to aquaculture clients in Siem Reap.

Encouraging linkages between aquaculture input suppliers and aquaculture producers was difficult at first: input suppliers are often wary of working with small-scale local businesses, which traditionally lack technical sophistication and marketing experience. To empower aquaculture micro-entrepreneurs to develop and expand their businesses, the USAID Cambodia MSME project consults small-scale producers on business management and aquaculture techniques.

In 2006, the MSME Project began working with several hundred aquaculture micro-enterprises, which could only sell 5 to 10 % of their product after household consumption. To address key constraints to expanding business above the subsistence level, MSME has convened technical and business trainings, arranged local and international exposure visits to Vietnam, Thailand and the Philippines, and conducted participatory business forums.

One of the MSME project's most important initiatives is to assist input suppliers in setting up embedded technical trainings for producers. The MSME project encourages input suppliers to offer these trainings to their customers to improve quality and output all along the aquaculture value chain. For example, the MSME Project has facilitated connections between Medivet, a medical input supplier, and stakeholders along the aquaculture value chain. Before working with MSME, Medivet sold medicine to individual producers without instruction. Now that Medivet offers embedded technical trainings to groups of aquaculture stakeholders, it has built lasting relationships within the industry, improving communication and information sharing between suppliers, producers, and consumers.

In just a few years of support, the project has converted many of these household consumption ponds into profitable and sustainable businesses. For example, Mr. Sok Sim, a local fish producer in Kampong Cham province, has increased pond production from 4 kilograms per cubic meter in 16 to 18 months to 6 – 7 kilograms per cubic meter in 6 to 8 months. With a 1,000 square meter fish pond, he harvested 7 tons in 2008-2009, triple his previous yield. He is now investing his profits in a new pond for high-value *pangasius* fish, and is expanding his market to Phnom Penh.

The USAID Cambodia MSME Project will continue to build the capacity of aquaculture input suppliers and producers to develop this promising industry.

Swine Value Chain

Summary of Actions, Activities and Accomplishments This Quarter

- Improvement of a retail swine market in Svay Rieng province
- Facilitated seven cross-provincial exposure trips on pig feed making and one on swine farm management
- Facilitated 11 embedded technical trainings, through Prek Leap Agriculture School and four input supply companies, including two new companies
- Facilitated Pork Processing training through Meanchey University in Kampong Cham province
- Organized a USAID field mission to visit swine producers and chicken feed producers
- Produced a film, poster, and booklet on swine feed production
- Worked with Equal Access to broadcast a program on Swine Aujeszky's disease prevention

Activity 1: Build Purchase Loyalty for Cambodian Pork Products

Cross-Provincial Exposure Missions

The team facilitated a cross-provincial trip for market administrators, pork traders, and vendors, and vegetable and fish vendors from Svay Rieng to a market Siem Reap that has been improved through collaboration with the MSME Project. Improvements to attract customers include: good sanitation, a sewer for waste water management and a reconstructed market building with concrete flooring. A month after this trip, the retail pork shop owners from Svay Rieng had improved their stores, and had cleaned messy garbage from around their shops.

Activity 2: Technical and Business Skills Development

Embedded Technical Training

The team facilitated trainings for a total of 499 swine value chain participants (98 females) in this quarter, by Prek Leap of Agriculture School and Centralvet, Vypharvet, Worldvet, BKP, and Phal Heng input supply companies.

Clients in training were those who wanted to improve their knowledge of swine raising and had already raised at least 5 pigs per enterprise. The focus of training was mainly bio-security, disease control, medicine and vaccine use, as some provinces had disease outbreaks. So, the training was important to control the spread of disease, as well as to reduce the mortality of pigs among enterprises. The team also facilitated embedded technical training in swine artificial insemination (A.I.) to improve productivity, to build business links and to increase sales and outreach for service providers in the swine value chain.

The team has built good relationships with swine stakeholders. Some trainees are now directly contacting input companies to ask for information and advice related to their business, such as medicine and vaccine use, prophylaxis, the swine market and pig genetics. During training, participants also shared their experiences on swine raising, disease outbreaks, live pig prices, and disease control.

Building the capacity of input suppliers and VAHWs to improve technical skills of producers

The team facilitated refresher training for 63 District Veterinarians and Village Animal Health Worker (VAHW), including 5 women. Trainers were from the Office of Animal Health and Production (OAHP) and the BKP input-supply company. The aim was to build capacity on bio-security, prophylaxis and treatment and control of swine diseases.

These topics are important to inform and provide good advice to swine producers when treating pigs. Implementing good bio-security at the farm level will reduce the cost of production through lowering treatment costs, will reduce mortality rates, and improve control of epidemic outbreaks. Healthy pigs, combined with good sanitation at slaughterhouses, will ensure improved food safety for consumers.

Artificial Insemination training

A total of 65 (16 women) trained in A.I. techniques by Prek Leap Agriculture School in cooperation with the OAHP. The participants were District Veterinarians, VAHWs, and boar and sow breeders. The objective was to improve the capacity of swine breeders by introducing and training them in this new technique. The benefits of A.I for breeders and producers include: improving pig breed quality, reducing costs of production, increasing sow fertility, and increasing sow resistance to epidemic diseases. Through these breed improvements, more lean meat can be produced during a shorter pig growth cycle. So far, nine participant swine breeders have implemented the new technique, and they are also providing an A.I. service to other swine clients in their communities.

Build Capacity of producer groups to undertake product processing

The team facilitated training by Meanchey University for 19 pork processors including nine women. The aim of training is to produce pork products with improved sanitation, proper packaging and good quality to attract more consumers. Following the training, five processors adopted new techniques that prolong the shelf-life of their products, especially pork sausage.

Facilitate radio broadcasts on Aujeszky's diseases (Pseudorabies):

In partnership with Equal Access, developed a radio episode on swine Aujeszky's disease for national radio broadcast.

Produce Pig feed poster and booklet:

The aim of this booklet and the poster is to demonstrate the benefits of local pig feed making to swine producers and the availability and types of raw materials to produce their own swine feed. Both booklet and poster are due for publication in the next quarter.

Activity 3: Capacity Building to Reduce Input Cost

Embedded technical training

A total of 101 clients (24 women) were trained in how to make their own pig feed, facilitated by leading clients and Provincial Departments of Agriculture (PDA) staff. Five more private swine producers and one more community group are now milling a total of 5,700 kg. of feed.

Cross-Provincial Exposure Missions

Facilitated cross provincial exposure trip on pig feed making:

Before training in pig feed making, facilitated an exposure trip to visit successful feed producing clients to demonstrate how to mix and mill all feed ingredients. Following this trip, clients were trained to make pig feed. Facilitated additional training on other factors that will effect swine growth: pig genetics, farm management, pig care, herd health, and environmental temperature.

Facilitated cross provincial exposure trip on farm management:

The team facilitated a cross-provincial exposure trip to visit a large-scale pig farm in Kandal and a commercial pig feed factory in Kampong Speu for 26 participants . The aim of trip was to improve relationships among small and large scale swine producers and large swine input companies, to understand how to manage enterprises better; to reduce the cost of production and improve genetics; to compete with neighboring countries. After the trip, some producers contacted the large scale producers to buy piglets and sows for breeding stock.

With the Component 2 team, facilitated another cross-provincial trip to visit Swine Cooperatives that are now officially recognized by PDA in Battambang. This group also visited a large swine farm and AI centre in Siem Reap province.

Development Partners Coordination Meetings

Met with GTZ to discuss further collaboration and next activities for swine clients in three GTZ target districts in Siem Reap province. Swine producers in Angkor Chum and Varin districts have the interest and potential to implement swine value chain development activities. For example, Varin district producers are already trained in pig feed making.

Other Activities

Assisted the Component 2 team to facilitate a Public-Private Dialogue (PPD) on slaughterhouse regulations in Siem Reap province.

USAID mission to visit clients in Siem Reap:

The team facilitated a USAID field mission for Mr. Rick Scott and team to visit MSME swine producers and other agriculture stakeholders in Siem Reap. During the mission, the team visited one leading swine producer and Artificial Insemination (AI) service provider in Prasat Bakorng district, Siem Reap province, and other swine producers.

Included was a visit to a broiler/chicken producer who learned about pig feed and chicken feed production techniques with project support. After training, he started using the chicken feed formula to raise 1,000 chicks. Following experimentation, the feed is now as good a quality as commercial feed, but is cheaper by 600-700 Riels/kg. Now, he has expanded to raising 1,700 broilers and 2,000 local chickens, has hired a new farm worker, and is planning to diversify into raising pigs.

The Mission also held meetings with the province Animal Health and Production Office and the Input company BKP. The USAID team was interested in MSME project activities to improve swine productivity through AI and farm management training, and through conducting workshops and exposure visits to other provinces and abroad.

Constraints Encountered and Unresolved Issues

- A key challenge facing the swine industry now is a lack of control of pig diseases from illegally imported pigs from Vietnam. Many of the imported piglets are infected by diseases, notably Blue Ear, and they in turn, infect local pig herds. This problem is widespread in the provinces of Takeo, Svay Rieng, Kampong Cham, and Kampot. Illegal imports of live pigs continue from Vietnam enter the country via taxi, motorbike, and boat.
- Meanwhile local intra-province transportation of live pigs requires licenses to certify pig local area origin (rather than imported from neighboring countries) from local authorities at the village level, and from the Chiefs of PDA and the Office of Animal Health and Production (OAHP). Traders seeking to buy pigs from more than one village in a commune require separate permits to buy from each village. Issuing of licenses causes frustration and delays for traders and they often pay informal fees to avoid or obtain the licenses, thus undermining local pig disease control measures.
- There is currently a lack of domestically produced piglets for sale as prices for fattened pigs are currently high, so big farms are retaining piglets to raise themselves for later sale.

Case Study 2: Slaughterhouse Regulations Public- Private Dialogue

Enhancing the Implementation of Slaughterhouse Regulations through Public- Private Dialogue

The USAID-Cambodia MSME Project promotes Public-Private Dialogue to share information and strengthen private sector voice



Dr. Suon Sothoeun, Deputy Director of the Department of Animal Health and Production, addressing the concerns of local butchers over the enforcement of slaughterhouse laws and regulations during the forum in Takeo province

Proper slaughterhouse management and regulation is essential to guaranteeing Cambodia's livestock quality and public health. Inadequate understanding of sanitation and slaughter regulations is responsible for spreading disease, both between livestock and from livestock to humans. Livestock epidemics cause major economic losses to rural economies, depleting household assets and weakening the draft animals necessary for rice production. Input from all relevant stakeholders and experts, including veterinarians, livestock producers and traders, and public officials, is necessary to eliminate unsafe practices and to increase livestock production to meet the needs of Cambodia's growing population.

To facilitate awareness and dialogue between actors at all levels of the livestock supply chain, the USAID Cambodia MSME Project, in partnership with the Department of Animal Health and Production, sponsored a one-day workshop on the Promotion and Enhancement of Slaughterhouse Management, Animal Sanitation, and Carcass Control in 4 provinces; Takeo, Kampong Thom, Battambang and Svay Rieng. Each workshop attracted over 100 participants, including slaughterhouse owners, swine traders and producers, local authorities, district governors, and law enforcement officials to improve participants' understanding of industry laws and regulations.

The workshop benefited both public and private sector participants, building a mutual understanding of the regulatory environment and implementation process. Mr. Thai Ly, Office Chief of Animal Health and Production, describes the workshop as "a forum where actors in the swine value chain could express opinions on new laws, as well as provide suggestions and request clarification from representatives of relevant departments." Mr. Ly adds: "This workshop is also beneficial for the technical offices, which will better understand their own roles and responsibilities."

Since the adoption of the new regulations, stakeholders note improvements in reporting systems and communication along the supply chain and between departments. Mr. Suon Sothoeun, Deputy Director of the Department of Animal Health and Production, adds: "So far, we have made progress on these responsibilities. However, we must continue to address continuing issues in animal and meat transportation; slaughterhouse building standards; and animal production, management, and control."

Brick and Tile Value Chain

Activity 1: Build Understanding of and Compliance with Regulations for Production and Sale

Brick and Tile Business Forum

A Brick and Tile Business Forum was organized and facilitated by the Cambodia MSME team in collaboration with the Kampong Cham Department of Industry, Mine and Energy (DIME). The aim of this Business Forum was to discuss experiences and share learning from earlier brick and tile cross-provincial and international exposure visits. Topics included how to access to credit for new investment for upgrading brick and tile production systems, market requirements for brick and tile design and size, and product quality standards for construction needs. The Forum included government participants from DIME in Kampong Cham, Kratie, Prey Veng and Kampong Thom, private sector brick and tile manufacturers, construction companies, and the Canada and ANZ Banks. The event was a success, and was attended by 33 participants including 3 women. The Business Forum included the following presentations:

- The MSME team summarized project facilitated activities to date, to support the brick and tile value chain.
- Brief results from five brick and tile manufacturers on achieved productivity and business improvements made as a result of MSME facilitated activities.

Participants were interested in the achieved productivity and business improvements; the discussion that followed included these main points:

- The brick and tile firms that joined the project have achieved an advantage in productivity and product quality upgrading compared to other firms not working with the project.
- Business links and relationships have been strengthened among firms that have joined project activities. For example, after this forum, the manufacturers from Kampong Thom and Siem Reap visited Mr. Veng Nam's firm in Kampong Cham to observe his enterprise and discuss in more detail the means to improve their enterprises.
- The brick and tile manufacturers recognized that this Forum was very useful and they recommended that the project facilitate at least two such Forums per year.
- They also suggested an international exposure visit with the aims of learning how to manufacture good quality color tiles, and to examine new kiln technologies, within the next year.

Other Activities

General observations on progress of client Brick and Tile manufacturers: Client Brick and Tile manufacturers have expanded their businesses a great deal with support of the MSME project. Two notable improvements:

- Clay is now more commonly compressed in brick moulds using mechanical/hydraulic pressing rather than the previous method of manual pressing. This increases, and makes more even, brick strength and quality.
- As a result of changes from manual brick pressing and through other forms of mechanization, labor for Brick and Tile employees is now less of the hard physical labor it was in the past. While few new

extra employees have been hired by the firms to date, existing employees have lighter and better quality employment in these firms.

Case Study 3: Brick and Tile Business Forum

Brick and Tile Producers Collaborate to Renew Industry Growth and Seize Market Opportunities at MSME Business Forum

USAID-Cambodia MSME Project facilitates links among value chain actors in the brick and tile industry to revitalize growth during the global economic downturn



Manufacturers from each province share the challenges they have encountered during the economic recession



Participants check the quality and design of the clay bricks and tiles from each province

The clay brick and tile industry plays a very important role in Cambodia's economy, providing jobs and building infrastructure in the country's rural provinces. Since 2007, the Cambodia MSME project has helped select brick and tile factories increase productivity and improve product quality, providing technical and business advice, conducting cross-provincial and international exposure visits, holding business forums, and addressing the challenges of Cambodia's business environment.

However, the global economic downturn has slowed construction growth and product demand, while imported bricks and tiles continue to squeeze domestic producers out of the market. Some brick and tile factories have decreased production in response to this difficult business environment.

To renew growth in this sector, the USAID Cambodia MSME Project organized a business forum in May 2010 for industry stakeholders in Kampong Cham province. Participants included the Department of Industry, Mines and Energy, construction companies, banks/MFIs, and brick and tile manufacturers from Kampong Cham, Kampong Thom, Kratie, Prey Vieng, and Battambang provinces. The forum provided a chance for participants to share information and improve linkages between brick and tile value chain actors and public officials. Participants also learned how to gain access to credit and market opportunities, and shared ideas on how to develop the sector as a whole.

During the forum, representatives from brick and tile factories gave presentations on industry progress, while government departments and banks presented strategies for supporting sector growth.

The forum successfully built relationships between a range of value chain actors, including kiln producers, mold and equipment workshops, wood and rice husk suppliers, construction materials suppliers, and construction firms/companies. Participants agreed to continue their discussions, and proposed the following events to guarantee future collaboration:

- A semi-annual workshop for information and experience sharing, market development, and relationship building
- An international exposure visit for technical improvement, specifically to study product color, texture and design

As brick and tile producers move forward to address and overcome market challenges, the MSME project will continue to foster dialogue and build capacity for future industry growth.

Honey Value Chain

Summary of Actions, Activities and Accomplishments This Quarter

Activity 1: Introducing Sustainable Harvesting Practice.

Technical Training

The team facilitated 8 technical trainings in Koh Kong province to build capacity of the target communities on new techniques of sustainable honey harvesting and rafter bee-keeping practices, and to facilitate honey community-to-community learning to exchange experiences.

Trainings also covered biodiversity conservation and community-based natural resources management, and improvement of community livelihoods, through NTFP enterprise development using a value chain approach. This has resulted in conservation of honey bee habitats and community forest. A total of 209 villagers (24 women) benefited from training during the quarter, as summarized in the table below.

Table 1: Honey Embedded Technical Training

Honey Groups	Province	District	Commune	# of Villages	Participants	Training Topics	By Whom
Nesath	Koh Kong	Srae Ambil	Chroy Svay	1	20	Sustainable honey harvesting and rafter bee-keeping	MSME
Chroy Svay	Koh Kong	Srae Ambil	Chroy Svay	1	27		
Tany	Koh Kong	Srae Ambil	Chroy Svay	1	43(5 women)	Introduction to sustainable honey resource management	MSME/ PACT
Chroy Svay	Koh Kong	Srae Ambil	Chroy Svay	1	14		
Prang	Koh Kong	Srae Ambil	Dang Peng	1	9	Introduction to honey processing techniques	
Phnom Toap Cheang	Koh Kong	Srae Ambil	Dang Peng	2	46 (8 women)		
Tany	Koh Kong	Srae Ambil	Chroy Svay	1	39 (11 women)	Community based NTFP enterprise organization	
Chroy Svay	Koh Kong	Srae Ambil	Chroy Svay	1	11		

In addition to the technical training, the Biodiversity team including PACT staff conducted 10 further training courses for 10 Honey Groups, to build management capacity. Objectives included enabling better management of financial transactions, networking and analysis of honey value chain players, preparation of business plans and marketing the wild honey product.

Table 2: Honey Embedded Management Training

Honey Groups	Province	District	Commune	# of Vill-ages	Partic-ipants	Training Topics	By Whom
Kondol	Koh Kong	Srae Ambil	Kondol	1	16 (4 women)	Basic Bookkeeping Management	MSME /PACT
Tany	Koh Kong	Srae Ambil	Chroy Svay	1	8		
Chroy Svay	Koh Kong	Srae Ambil	Chroy Svay	1	10 (2 women)		
Kondol	Koh Kong	Srae Ambil	Kondol	1	20	Participatory Value Chain Analysis	
Tany	Koh Kong	Srae Ambil	Chroy Svay	1	23 (1 women)		
Kondol	Koh Kong	Srae Ambil	Kondol	1	15	Business Plan and Marketing	
Tany	Koh Kong	Srae Ambil	Chroy Svay	1	21 (1 women)		
Phnom Toap Cheang	Koh Kong	Srae Ambil	Dang Peng	2	11	Participatory Monitoring and Evaluation	
Kondol	Koh Kong	Srae Ambil	Kondol	1	14		
Prang	Koh Kong	Srae Ambil	Dang Peng	1	11		

Activity 2: Understand Market Requirements and Improve Production and Delivery to Markets**Workshops**

The biodiversity team including PACT staff worked with NTFP-EP/Cambodia NTFP Working Group to organize the First General Assembly of the Cambodian Federation of Wild Honey Enterprises. The workshop provided an opportunity for honey hunters from different corners of the country to learn about existing group/community standards and guidelines, developed and applied from honey collection up to marketing. Collector groups learned about relevant industry/market standards, rules and procedures associated with wild honey enterprise development in Cambodia. They explored the benefits and opportunities for collective market engagement, and how to work together to catalyze a market strategy development process among the emerging community based honey enterprises. The MSME project supported nine honey hunters from all sites in Koh Kong and one local authority official to participate in the assembly.

Assembly participants approved the regulations of the Federation and the community standards and guidelines developed for wild honey. Thirteen executive committee members were elected to manage the Federation. A honey representative from Mondulkiri was elected as the Chief of the Committee while the Deputy Chief was a honey representative from Koh Kong.

‘Wild Honey’ Launching Ceremony

This quarter the biodiversity team including PACT staff facilitated the participation of 9 Honey Group representatives and one Commune Council member from Koh Kong province in the launching of Wild Honey Purchasing Agreements, organized by CEDAC in Phnom Penh. Each Honey Group representative

from Koh Kong, Monduliri, Kratie, and Preah Vihear signed a purchasing agreement of wild honey with Sahakreas CEDAC. In the case of Koh Kong, Sahakreas CEDAC agreed to buy 600-1000 liters of honey at the price of \$8.3 per liter.

Kurata Business Trip

The biodiversity team including PACT staff facilitated a business trip for Kurata, a local Japanese company, to meet with Koh Kong Honey Communities to discuss honey harvesting techniques, honey processing, quality and market requirements. Kurata agreed to buy 200 liters honey in 2010 from Phnom Toap Cheang CF for a price of \$10 per liter.

Resin Value Chain

Summary of Actions, Activities and Accomplishments This Quarter

Activity 1: Assess Sustainability, Design Activities, Engage Value Chain Actors

Interest Group Formation

This quarter, the MSME team conducted new resin target site assessments, and facilitated formation of one new Resin Interest Group in Boeung Pe area in Preah Vihear province. The team also coached members of the Interest Group about biodiversity management and the CF development process, the importance of conservation of resin trees and community forests.

Table 3: Resin Interest Group Formation

IG Formation	Province	District	Commune	# of Villages	Total Participants
Srae Thom	Preah Vihear	Rovieng	Rong Roeung	2	33p (10 women)

Technical Training

The Biodiversity team including PACT staff organized a series of trainings on Sustainable Resin Resource Management and NTFP/Resin Enterprise Development Practices for resin-dependent communities, to strengthen management capacity and bring resin tappers in each community to work together to form resin community enterprise. The team facilitated 6 technical trainings, with a total of 167 resin value chain clients in the Boeung Pe area in Kampong Thom province.

Table 4: Resin Embedded Technical Training

Resin Groups	Province	District	Commune	# of Villages	Participants	Training Topics
Veal Chas	Kampong Thom	Prasath Balangk	Sakream	1	40 (35 women)	Introduction to Sustainable Resin Resource Management
Prix	Kampong Thom	Prasath Balangk	Sakream	1	40 (4 women)	
Trapeang Pring	Kampong Thom	Prasath Balangk	Sakream	1	154 (76 women)	
Srae Veal	Kampong Thom	Prasath Balangk	Sakream	1	30 (19 womens)	
Chroy Svay	Koh Kong	Srae Ambil	Chroy Svay	1	14	
Tany	Koh Kong	Srae Ambil	Chroy Svay	1	43 (5 womens)	

Value Chain and Business Training

The biodiversity team including PACT staff facilitated 10 trainings to build capacity of the resin groups on basic financial management, value chain analysis, business plan development and resin market outlets.

Table 5: Resin Embedded Management Training

Resin Groups	Province	District	Commune	# of Vill-ages	Partic-ipants	Training Topics	By Whom
Samarky	Oddar Meanchey	Anlong Veng	Trapeang Tav	4	16 (5 women)	Participatory Value Chain Analysis	MSME/P ACT
Song Rokhavoan	Oddar Meanchey	Anlong Veng	Trapeang Tav and Koun Kril	6	23 (3 women)		
Phaav	Oddar Meanchey	Trapeang Prasath	Phaav	4	17 (2 women)		
Sang Kruos Prey Chheu	Oddar Meanchey	Anlong Veng	Anlong Veng	3	19 (2 women)		
Samarky	Oddar Meanchey	Anlong Veng	Trapeang Tav	4	18 (5 women)	Business Plan and Marketing	
Songkruos Preychheu	Oddar Meanchey	Anlong Veng	Anlong Veng	6	23 (4 womens)		
Phaav	Oddar Meanchey	Trapeang Prasath	Phaav	4	19 (4 women)		
Trapeang Tralach	Kampong Thom	Sandan	Tumring	1	15 (8 women)	Participatory Monitoring and Evaluation	
Rong Khnay	Kampong Thom	Sandan	Tumring	1	4		
Kbal Takong	Kampong Thom	Sandan	Dang Kambet	2	23 (8 women)		

Natural Resource Management

Summary of Actions, Activities and Accomplishments This Quarter

Activity 1: Develop a common vision of integrated conservation and development in target areas of Cambodia

The Technical Working Group (TWG) and National Community Forestry Program Coordination Committee (NCFP CC)

The Biodiversity team including PACT staff attended the Technical Working Group on Forestry and Environment meeting as well as the National Community Forestry Program Coordination Committee meeting. The TWG meeting focused on the implementation plan for the National Forestry Program (NFP) and the NCFP Coordination Committee meeting concentrated on finalizing the revised Terms of Reference for the committee.

Weekly Coordination Meetings with PACT

The USAID MSME project's biodiversity conservation team has instituted weekly coordination meetings with PACT for the purposes of updating each other on project activities, achievements and challenges, including work together on conflict resolution and planning next activities. The meetings offer the team an opportunity to work together and understand each other better.

Activity 2: Implement Site-specific Actions that Reduce Threats to Biodiversity

Technical Training

The Biodiversity team including PACT staff has provided 4 coaching/training sessions on sustainable Natural Resource Management and CF/CPA Development, in order to build capacity of CF/CPA Management Committees and their members in the Kampong Thom. In addition, the project also supported participation of two Forestry Administration (FA) officials from Sandan in CF Management Plans in order to improve their capacity to help communities in Prey Long, Kampong Thom to develop an effective CF management plan.

Table 6: Reducing Threats to Biodiversity- CF/CPA Development Training

Community Groups	Province	District	Commune	Village	Participants	Training Topics
Trapeang Pring	Kampong Thom	Prasath Balangk	Sakream	Trapeang Pring	95 (51 women)	Introduction to CPA Process/ Sustainable Natural Resource Management
Veal Chas	Kampong Thom	Prasath Balangk	Sakream	Veal Chas	40 (35 women)	
Prix	Kampong Thom	Prasath Balangk	Sakream	Prix	49 (21 women)	
Srae Veal	Kampong Thom	Prasath Balangk	Sakream	Srae Veal	30 (19 women)	

Cross-Provincial Exposure Missions

To improve the management capacity of the Phnom Toap Cheang CF's Management Committee, the Team organized a biodiversity comparative study, bringing 15 committee members from Koh Kong,

including 6 women, to visit two leading CF communities in Siem Reap province: Bosh Thom and Tbeng Lech. The participants learnt about sustainable forest management, NTFP management, benefit sharing, forest protection and community-level conflict resolution. Two FA Siem Reap Cantonment officials also participated, and helped explain about the CF development process and FA support to these communities. The participants also conducted a forest walk inside the community forest.

Wild Honey Bee Year 1 Results Survey in Koh Kong

Crossroads for Development was issued a contract to undertake a monitoring survey to follow up on last year's Baseline Survey. Crossroad has submitted a draft work plan including for field work in Koh Kong, the South Cardamom Mountain landscape, for review by the MSME Biodiversity Team . The team suggested that the honey bee follow-up survey field work would be best done in the honey peak season, especially in the 3rd- 4th week of July. In addition, the MSME team recommended that a consultative workshop be conducted, in order to validate the data collected, and for capacity building of target communities. The MSME team will coordinate field work with target honey communities.

Development of an Ecosystem Health Monitoring Methodology

Live & Learn Environmental Education was awarded a contract to undertake a forest ecosystem health monitoring methodology development. They have submitted a draft work plan together with field work arrangements in our target communities in Prey Long, Boeung Pe and Oddar Meanchey. The MSME team has reviewed and provided comments on the work plan to Live and Learn. The team agreed that field work began in June and will continue through mid-July in Oddar Meanchey, Preah Vihear, Kampong Thom and Stung Treng.

The biodiversity team including PACT staff worked closely with Live and Learn to provide information for all sites and helped to coordinate field work with local communities and local authorities.

Community Mapping of Assets

Honey and Resin Resource Zoning

The MSME team facilitated meetings with community management committees, lead honey hunters and resin tappers, and local authorities to discuss honey and resin area management in Koh Kong and Oddar Meanchey provinces. The team facilitated the development of the ground sketch maps of the honey harvesting and resin tapping boundaries in three CPA/CF areas. The team then went to do zoning, using GPS as a tool to record waypoints. Site descriptions are shown in the table below:

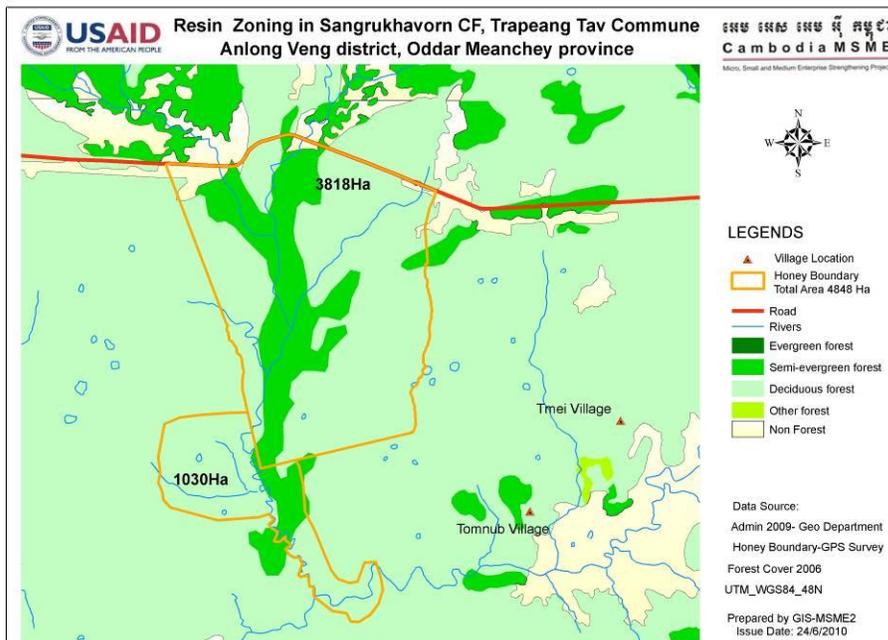
Table 7: Community Honey and Resin Resource Zone Mapping Sites

Target Community	Province	District	Commune	Village	Total Area Zoned (Hectares-Ha.)
Song Rokhavoan (Resin)	Oddar Meanchey	Anlong Veng	Trapean Tav	Thmei and Tumnub	4, 848 Ha.
Thmor Dar Teuk Khiev (Resin)	Oddar Meanchey	Trapeang Prasath	Phaav	Chroak	2, 070 Ha.
Nesath (Honey)	Koh Kong	Srae Ambil	Chroy Svay	Nesath	1, 039 Ha

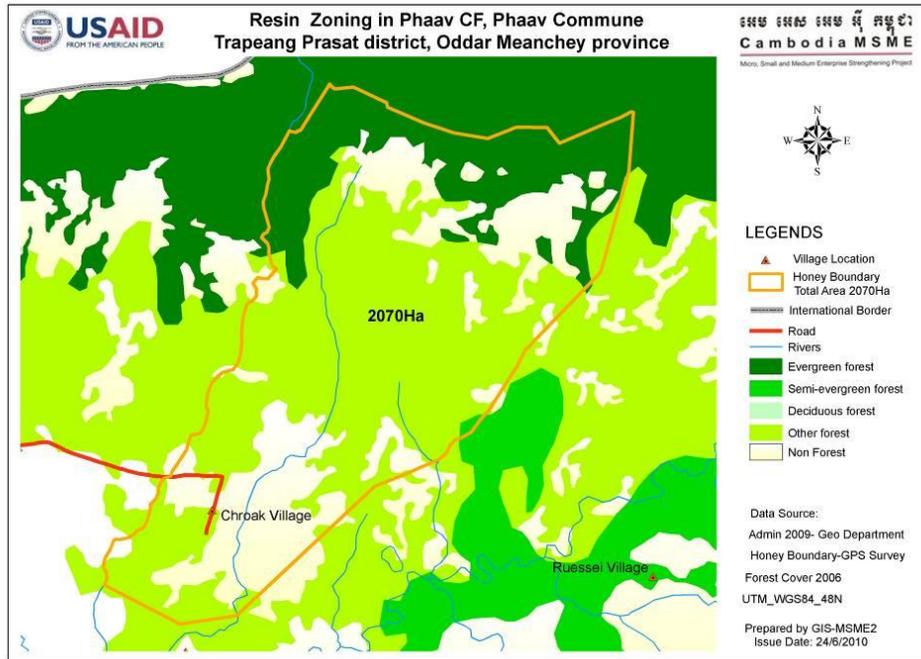
Map 2: Honey Resource Zoning in Nesath



Map 3: Resin Resource Zoning in Sangrukhavorn



Map 4: Resin Resource Zoning in Phaav



Recalculation of Areas of Biodiversity Significance under Improved Management

This is an important consideration for the MSME Project Monitoring Plan (PMP) since we had assumed that the CF/CPA communities were fully forested areas when recording “area of biodiversity significance under improved management”. So, to check and if necessary adjust the calculation of these areas, the MSME team facilitated meetings with nine target communities and undertook ground-checks to recalculate the number of hectares under forest, and other non-forest land uses, such as rice fields and grassland. Results shown in the table below:

Table 8: Community Resource Mapping

	CF/CPA Name	Type of NTFP	Total Hectares	Forest Hectares	Rice field/ Grassland Hectares	Province	Remark
1	Kbal Khla	Resin	2,533	2,400	133	Kampong Thom	ground-checked 19/5/10
2	Svay	Resin	1,788	1,693	95	Kampong Thom	ground-checked 19/5/10
3	Kbal Ou Takong	Resin	2,206	2,158	48	Kampong Thom	ground-checked 18/5/10
4	Trapeang Tralach	Resin	1,952	1,872	80	Kampong Thom	ground-checked 20/5/10
5	Lbos Sros	Resin	1,126	1,108	18	Kampong Thom	ground-checked 20/5/10
6	Kbal Ou Thnong	Resin	3,008	3,004	4	Kampong Thom	ground-checked 18/5/10
7	Chiok Boeung Prey	Resin	1,500	1,457	43	Preah Vihear	ground-checked 15/6/10
8	Peuk	Honey	27,688	25,751	1,937	Preah Vihear	ground-checked 16/6/10
9	Bos Veng	Honey	1,758	1,708	50	Kampong Thom	ground-checked 17/6/10
	Total		43,559	41,151	2,408		

GIS/GIS Software Program Installation and Coaching

The GIS team visited two project offices in Kampong Cham and Prey Veng provinces, to re-install DNR Garmin and MapSource software and coach office managers on how to set up GPS, DNR Garmin and MapSource systems and projections and how to upload or delete waypoints from GPS to GIS for tracking project clients.

Activity 3: Strengthen private sector voice to enhance the ability of MSMEs to effect improvements to selected NTFP value chains.

The Biodiversity Team together with the Component 2 Team organized Business Advocacy trainings for five resin target CF communities in the Prey Long forest area in Kampong Thom and Stung Treng. The aim was to strengthen the management committees' and members capacity to successfully advocate for their resin business, and how to effectively respond to their business challenges.

Activity 4: Improve application of the policies and legislation that support better management of forest resources and enhance NTFP value chains

Support the elaboration and approval of CF and CPA Agreement

The MSME Biodiversity Team facilitated several meetings with Forestry Administration (FA), local authorities, CF management committees and CF members together with other local and international NGOs to discuss about organizing the CF Agreement signing for two target Community Forests: Kbal Takong and Kbal Ou Thnong in Prey Long area in Kampong Thom province. Finally, on 30th June, the Team facilitated an official CF Agreement Signing Ceremony, for both CF Agreements, with a total of more than 300 participants including community members and FA, provincial, district and local authorities and environment officials. These agreements are a major step forward in ensuring the conservation of the biodiversity in the Prey Long area.

To date the MSME Project has facilitated a total of 8 CF Agreements and 1 CPA Agreement, officially approved by the Ministry of Environment, or the Forestry Administration Department of the Ministry of Agriculture, Forestry and Fisheries as below:

Table 9: CF/CPA Agreements Officially Approved

No	CF/CPA Name	Province	District	Commune	# of Villages	Agreement Approved by
1	Chiouk Boeung Prey CPA	Preah Vihear	Rovieng	Romany	1	Ministry of Environment
2	Kbal Takong CF	Kampong Thom	Sandan	Dang Kambet	2	Forestry Admin./MAFF
3	Kbal Ou Thnong CF	Kampong Thom	Sandan	Dang Kambet	1	Forestry Admin./MAFF
4	Song Rokhavoan CF	Oddar Meanchey	Anlong Veng	Trapeang Tav and Koun Kril	6	Forestry Admin./MAFF
5	Samarky CF	Oddar Meanchey	Anlong Veng	Trapeang Tav	4	Forestry Admin./MAFF
6	Prey Srong CF	Oddar Meanchey	Anlong Veng	Lumtong	5	Forestry Admin./MAFF
7	Sangkruos Prey Chheur CF	Oddar Meanchey	Anlong Veng	Anlong Veng	3	Forestry Admin./MAFF
8	Trapeang Kroal CF	Kampong Thom	Prasath Balangk	Salavisay	1	Forestry Admin./MAFF
9	Ou Kla Dek	Kampong Thom	Prasath Balangk	Salavisay	1	Forestry Admin./MAFF

Development Partners Coordination Meetings

Working with MoE to support Sakream CPA development in Kampong Thom

After several meetings with communities and local authorities to confirm interest and commitment to establishing a CPA to protect forest resources in Sakream in the Boeung Pe forest area, the Biodiversity team including PACT staff worked with the support of the Ministry of Environment (MoE), to facilitate the establishment of 2 CPAs which comprise of five villages in Sakream commune in Kampong Thom province.

To promote the conservation of biodiversity in these two CPAs, and effectively protect forest resources in their communities, MSME team joined a field trip with MoE officials and facilitated meetings with management committees and local authorities to demarcate the CPA boundaries. Documentation including maps of the two CPAs was submitted to ministry. Shortly after the trip, these two CPAs in Sakream were officially declared established and registered by the Minister of Environment.

Equal Access Radio Program

The Biodiversity team including PACT staff worked with Equal Access to develop a radio program script and conduct interviews on Sustainable Honey Harvesting Techniques, Resin Tapping Techniques, Honey Marketing, and Forest Fire Prevention. A Public Service Announcement (PSA) on Forest Fire Prevention

was produced and broadcast following approval by the Director of the national Community Forestry Office.

Strategic Communication Skills Training

To build capacity of the local government officials who work closely with the project, the MSME team facilitated participation in a unique Strategic Communication Skill training organized by Equal Access Cambodia. Two government officials from FA and MoE and two members of the biodiversity team from PACT and DAI participated. The training provided the tactics and skills in communicating with a wide range of stakeholders as well as how to deal with the media.

ACTIVITIES PLANNED FOR THE NEXT QUARTER

- Prey Long Hydrological Impact Assessment in close coordination with Forestry Administration officials and Advanced Engineering (AE), consulting firm that will conduct the study.
- Develop a Biodiversity Monitoring Methodology and training plan for the three landscapes of Boueng Pe, Oddar Meanchey and Prey Long. The Methodology will be developed by Live and Learn Environmental Education.
- Conduct a Year 1 results survey and report on status of apis dorsata in Koh Kong and measure progress of the project's honey value chain strengthening activities. The study will be conducted by Crossroads to Development.
- Publish and disseminate the Honey Bee Technical and Business Training Manual.
- Develop Year 3 Workplan for the Biodiversity Component with the assistance of Del McCluskey, Managing Director of the Environment and Energy Sector of DAI.

Community Forest Agreements Take Major Step towards Ensuring Conservation of Community Forest Resources

USAID-Cambodia MSME Project introduces a bio-diversity value chain approach to sustain and manage forests for rural livelihoods and species conservation



A Community Forest Management Committee and FA Cantonment plant a tree to celebrate the signing of their CF agreement. The event was attended by H.E Soam Sophat, Deputy Governor of Kampong Thom province and H.E Chea Sam Ang, Deputy Head of FA.

Non-timber forest products and wildlife are vital to the livelihoods of people dwelling in or near forested areas. However, due to overuse, these resources are experiencing a rapid decline in many regions, endangering biodiversity and community incomes.

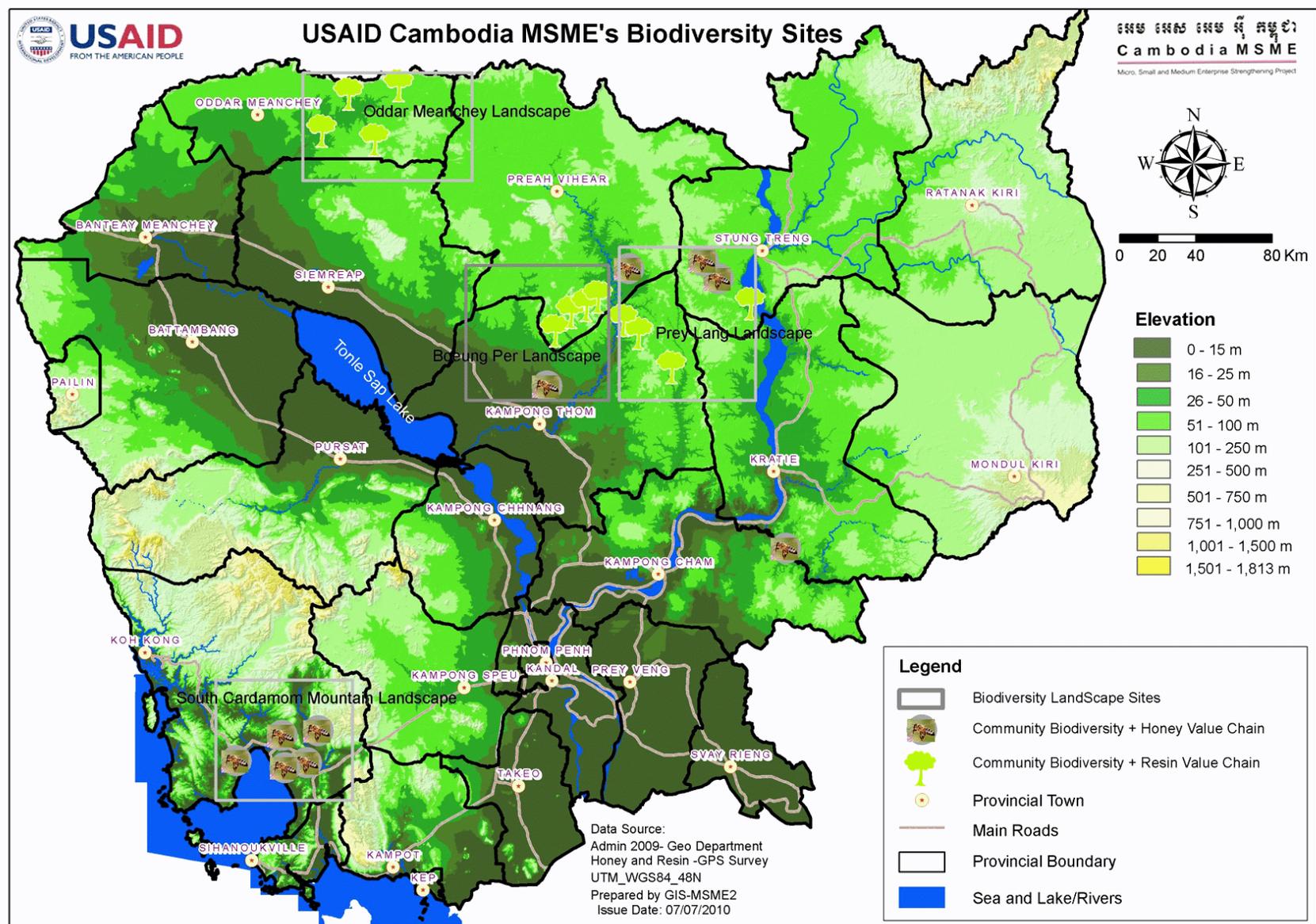
To halt this rapid destruction and to preserve Cambodia's unique biodiversity, the Forestry Administration (FA) has introduced Community Forestry (CF), a nationwide program for decentralized forest management. Members of each CF community work together to write up a 15 year Community Forestry Agreement used to govern conservation activities and the sustainable use of non-timber forest resources. Once a community has come to an agreement, it is signed by the CF Management Committee (CFMC) and FA Cantonment Chief. According to FA data, as of March 2010, 424 CFs have been established across the country, covering a total area of 396,710 hectares.

In June 2010, the USAID MSME2/BEE Project facilitated two key CF agreements in Prey Long and Kampong Thom, for community forests in Kbal Takong and Kbal Ou Thnong. MSME assisted with both the technical and legal aspects of forming a CF agreement, from boundary demarcation and zoning to the development of by-laws and effective management structures. The negotiations included approximately 300 participants, including CFMC members, FA officials, and provincial, district and local authorities.

"We are very excited to have signed this agreement," says In Nam, the Kbal Takong Forest Community Leader. "With the advice of the deputy governor and deputy head of FA, we will be committed to managing the forest in accordance with the laws and regulations of the FA and with the good will of the community."

"We will try to sustainably and effectively manage this forest not only for us," he adds with a smile. "As parents, this forest will also be for our children and generations to come."

Map 5 Cambodia MSME Project Biodiversity Site Location Map 2010



Tourism

Summary of Actions, Activities and Accomplishments This Quarter

- Organized two familiarization trips for leading tour operators to all Hidden Treasure sites. The first trip encompassed the Sites of Chambok, Chipat, Tatai and Peam Krasaop. The second trip encompassed the Sites of Phar Ponleu Selapak and Banteay Chhmar.
- Facilitated discussion on how best to cooperate with site partners and tour operators to improve the tourism services and skills of the communities at the Hidden Treasure Sites, through embedded technical and business training.
- Presented and discussed a concept note for a Sub-Decree on the Tourism Marketing and Promotions Board to the Director General of the Ministry of Tourism, who accepted the ideas put forward.
- Facilitated two training modules on tourism investment for the Provincial Investment Sub-Committee in Kampong Cham: 1) Mobilizing tourism investment; and 2) Understanding tourism investment decision making.
- Conducted a series of radio shows with Equal Access on a range of topics aimed at providing individuals and/or communities with practical information on attracting and hosting tourists, and tourism products and services.

Activity 1: Hidden Treasures Contest Winners Follow-up

Activity 1.2: Design Familiarization Trip to Six Sites for Tour Operators

- Organized two familiarization trips for leading ecotourism operators:
 - The first trip, 4-7 May, included 19 tour operators to the Hidden Treasures Sites of Peam Krosop, Ta Tai, Chi Phat and Chambok.
 - The second trip, 28-30 Jun, included 17 tour operators to the Hidden Treasure sites of Phare Ponleu Selpak and Banteay Chhmar.
- Following these FAM trips, met with five of the tour operator participants (Hanuman Tourism, Asia Adventure, Destination Asia, Kambuja Voyages and Other Ways), to discuss how sites can be integrated into tour packages, suggestions for site and service improvements and tour operators providing embedded training for the Sites.

Activity 1.3: Upgrade Site Standards and Build Capacity

Met with four communities from the Hidden Treasures Sites in Kampong Speu and Koh Kong to:

- Follow up on the cross provincial exposure trip;
 - Receive and provide feedback from the familiarization trip to improve services;
 - How the community can link with the tour operator's current package tours;
 - Priority training needs, and
 - Visitor feedback forms.
- Conducted tourism awareness raising workshops on understanding basic concepts of tourism for two of the Hidden Treasure Sites (Tataikrom and Peam Krasop) with 78 participants attending. The purpose was to help the communities understand the fundamentals of tourism, community-based ecotourism development, and the impacts of tourism. The trainings were well received and positive, as these communities had not received awareness training in the past.

- Met with Tatai Krom community and stakeholders from the Commune Council, Department of Tourism, and local military officials. The meeting was to define roles and responsibilities of each of the stakeholders for developing the site for tourism. The meeting drew positive outcomes with the Community and the local military officials agreeing to the community posting a tourism signboard, and entrance fee counter, and also the need to improve infrastructure at the site e.g. pave the way to waterfall.
- Discussed how to best cooperate and streamline support to improve Hidden Treasure sites' tourism services with site partners which included IUCN, UNDP, Wildlife Alliance, LIVE & LEARN Environmental Education, and Global Heritage Fund
- Organized a number of live shows with Equal Access on Radio National Kampuchea:
 - Topic "Cooking for Tourists" with guest speaker, Head Chef of Romdeng Restaurant.
 - Topic "Tourist Safety and First Aid" with guest speaker, tour operator Destination Asia.
 - Topic "How to Attract Tourists" with guest speaker, CCBEN.
- Participated in a meeting with LIVE & LEARN Environmental Education on ecotourism classification training with participants from Wildlife Alliance and SNV. Information was exchanged and ideas shared about past trainings in Chi Phat and Trapeang Ruong community-based ecotourism sites.
- Discussed with LIVE & LEARN their non-verbal communication tools and training modules, and discussed how to partner to provide training to Sites homestay owners.

Activity 1.4: Provide Services to Sites to Better Understand Customers and Improve Services to Respond to Market Demand

- Facilitated meetings with Committee members of tourism sites on feedback forms and related training. The Sites identified the need for feedback forms to improve on quality of services, and discussed the need to have such a form and related training to understand customer feedback. Sites with existing forms have been reviewed, and await further action in the next quarter. The sites of Chambok, Peam Krasaop and Phar Ponle Selpak all wanted to adopt the feedback forms for their guests, and are looking forward to the next steps. The site of Banteay Chhmar already had a feedback form. They requested the team to review and update the form, as well as provide further training to help them to analyze the results. The Chiphat Community declined, because they already had a form and were satisfied with their current form. The Tatai Community is still at a very early stage of planning and development of tourism, so there is no need yet to introduce such a form at this stage.

Activity 2: Strengthen Tourism Associations

- Facilitated communications training, utilising previous MSME Strategic Communications Training activities by Equal Access for advocacy-type training. Associations to join the training were Cambodian Community-Based Ecotourism Network (CCBEN) and the Cambodian Association of Travel Agents (CATA).
- Met with the CCBEN coordinator and staff to discuss ways in which MSME could provide technical assistance to CCBEN to help them to build the operations and management capacity, that could further assist HT sites. CCBEN requested assistance. Subsequently, attended a CCBEN management

meeting to put forward MSME's proposal for requested technical assistance to CCBEN committee and members.

Activity 3: Follow-up with Provincial Investment Committees for Tourism Investment Planning

- Met with the Kampong Cham Provincial Investment Sub-Committee (PIC) and the Vice Governor of Kampong Cham, in April, to introduce the tourism investment training concept and discuss the development of a tourism investment plan and promotional strategy for the province.
- Facilitated two trainings on tourism investment for the PIC in Kampong Cham for 20 participants at each training, designed to provide the groundwork to understanding tourism investment, and laying the foundation for future activities that will form the tourism investment plan and strategy for the Province:
 - The first training, "Mobilising Tourism Investment", set the scene for tourism investment focusing on tourism investment types, markets, and competitiveness.
 - The second training, "Understanding Tourism Investment Decision Making", provided the groundwork for understanding what makes a good investment and how investors choose investment types and locations.
- Met with the Director General of the Ministry of Tourism, HE. Tith Chantha, with Component 2 team leader to introduce the MSME team's proposed training with the Provincial Investment Subcommittee in Kampong Cham and to seek his agreement for such training. He agreed and said that the Ministry and Department of Tourism in Kampong Cham will assist us in any way they can.

Activity 4: Provide Legal and Regulatory Training Services to Government

- Met with the Director General, Director of Legal Department, Director of Industry, and Director of Planning Department in the Ministry of Tourism with the Component 3 team to discuss tourism regulatory training and to agree on training outline and timeframe.

Activity 5: Marketing and Promotions Board

- Working with the Cambodian Hotels Association and the Cambodian Association of Travel Agents, disseminated a follow-up questionnaire to their members to solicit further details on the private sector's preference for the structure and funding of the marketing board.
- Facilitated a meeting with tourism private sector to gauge a consensus on key funding issues proposed at the Marketing Board Workshop in March. Participants included representatives of the Cambodian Association of Travel Agents, Cambodian Hotel Association, Cambodian Restaurant Association, representatives from key airlines, and Cambodian Airport Management Services.
- With Component 3 team presented and discussed the Concept Note for a Sub-decree on the Tourism Marketing and Promotions Board to the Director General of the Ministry of Tourism, with emphasis on funding requirements and sources of funding. The Component 3 team is working on funding options.

Activity 6: Other

- Facilitated a field visit by USAID to Koh Kong community based eco-tourism sites including Taop Cheang, and Hidden Treasures Sites Chi Phat and Peam Krosop.

Constraints Encountered and Unresolved Issues

- The wide geographical spread of Hidden Treasure ecotourism sites, dispersed from the Northwest provinces of Battambang and Bantheay Meanchey to the Southwest province of Koh Kong, means that field work logistics for servicing the sites require a lot of time, and this constrains the implementation progress.

Main Events Planned for Next Quarter

- Embedded training for Hidden Treasures Sites including tour guiding, homestay improvements, cooking skills and hygiene, handicraft skills, basic business skills, and non-verbal communication.
- Organize a cross provincial trip for the Sites' homestay owners to exchange experiences with other homestay or family-run guesthouse owners about housekeeping, customer management and interaction with guests.
- Coordinate feedback form training to Hidden Treasures Sites on how to collect and analyse data, and utilize data to improve services.
- Coordinate GPS training to develop tourism maps for the Hidden Treasure Sites of Chambok, Peam Krasop and Tatai Krom.
- Organize Hidden Treasures Forum between the Hidden Treasure sites and the tourism private sector in Phnom Penh to promote and update products and services offered, and facilitate an information exchange medium between communities and private sector.
- Facilitate provincial tourism investment training for the PIC in Kampong Cham, incorporating activities utilized to develop a tourism investment plan and strategy for the Province.

Case Study 5: Tourism FAM Trips: Building Relationships between Private Sector Tourism and Hidden Treasure Sites

FAM Trips: Building Relationships between Private Sector Tourism and Hidden Treasure Sites

The MSME Project promotes the expansion of community based and eco-tourism (CBET) by connecting Cambodia's Hidden Treasures to the private sector



Tour operators sightseeing by boat in the Tataikrom community.



Local guide presents Banteay Chhmar temple to tour operators

Community Based Ecotourism (CBET) development in Cambodia is still in its infancy relative to neighbors Laos, Thailand and Vietnam. However, CBET activities, supporting conservation and improving the livelihoods of local people, show great promise in Cambodia, which possesses a wealth of biodiversity and natural and cultural treasures.

To empower Cambodia's CBET sector to attract new visitors and expand services, USAID Cambodia's MSME Project is building relationships between private tour operators and CBET winners of the Ministry of Tourism's *Hidden Treasures Contest*. In May 2010, the MSME team led the FAM Trip, a three-day excursion introducing 19 tour operators to four CBET sites in Kampong Speu and Koh Kong provinces. The visit aimed to present these Hidden Treasure Sites (Chambok, Chi Phat, Tataikrom, and Peam Krosop) to leading tour operators as unique, up and coming locations to be integrated into current packages or developed as stand-alone destinations for the upcoming high season. With the success of the first FAM trip, the MSME team organized a second FAM trip for two more attractions (Phare Ponleu Selpak and Banteay Chhmar CBT) from 28-30 June 2010.

By presenting Cambodia's Hidden Treasures to the private sector, the MSME project hopes to strengthen dialogue between tour operators and community-based tourism committees (CBTCs), improving the quality of CBET sites and services and ensuring the sustainable development of CBET in Cambodia.

"This trip is the best way that we, the Chambok Eco-tourism Community, can be presented to the tour operators. We can receive practical feedback on our products and services so we can renovate our site and improve management," said Mr. Touch Morn, Chambok Eco-tourism Community Leader based in Kampong Speu.

Prior to the FAM trips, the majority of participating tour operators did not lead excursions to the Hidden Treasures communities, focusing primarily on Cambodia's high-profile attractions. "Previously, we targeted cultural sites, such as the Angkor Wat Temples, and organized package tours to Ratanakiri and Mondol Kiri provinces," said Mr. Kim No, Country Manager of Other Ways Tour Company. "But now, we plan to target our package tours to Koh Kong to cover these Hidden Treasure sites."

"With eco-tourism, visitors will stay longer in the country to experience Cambodia's many natural, social, and cultural activities," Mr. Kim added.

USAID will continue to facilitate linkages along Cambodia's CBET value chain to ensure the long-term success of this innovative industry.

Water Supply and Sanitation

Summary of Actions, Activities and Accomplishments This Quarter

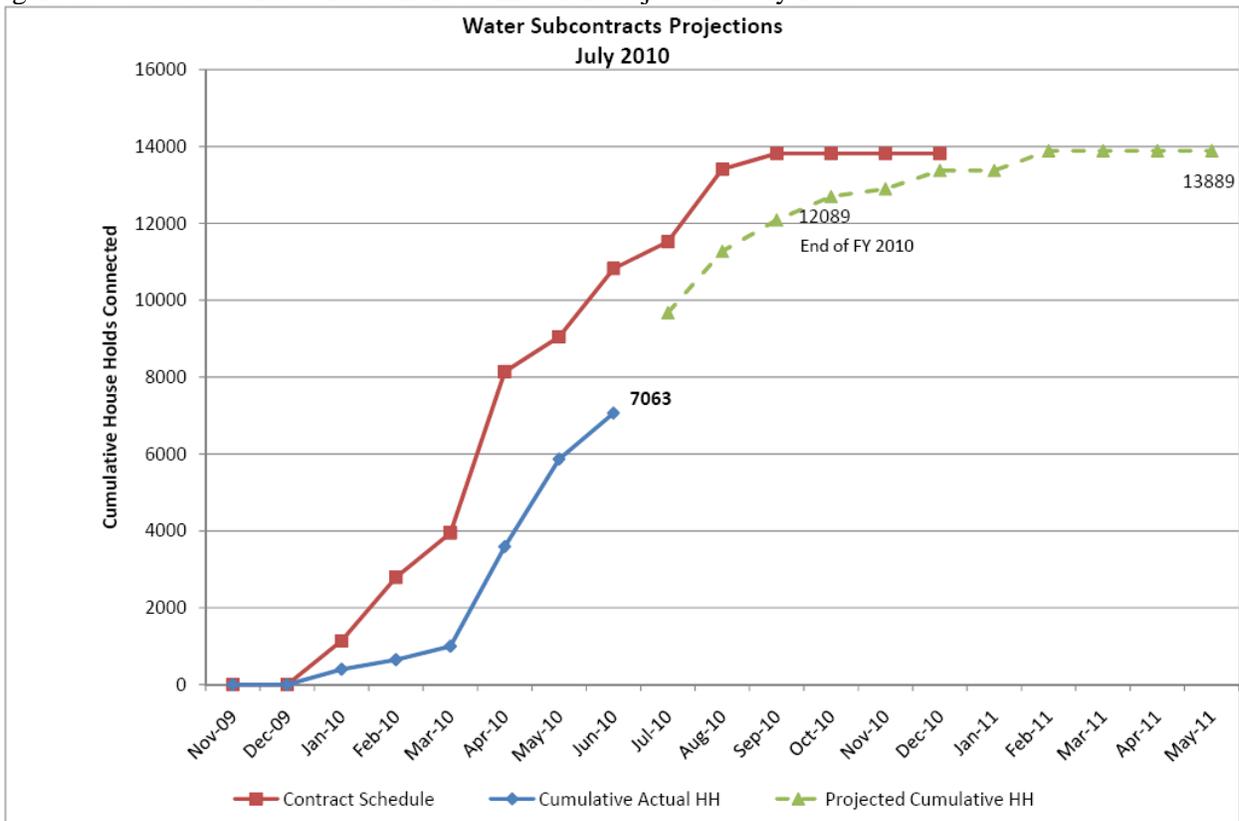
- 5,003 households, or 25,015 people, gained access to safe water this quarter. The total to date is 7,063 households, or 35,315 people, which is 71% of the target.
- 775 latrines were sold this quarter, bringing the total to 1,665 latrines sold, and an estimated 1,152 latrines installed for improved sanitation to date. This is 33% of the target.

Water Investment Strategy

The Water Investment Strategy realized a **340% increase** in access to safe drinking water this quarter. 5,003 households, or 25,015 people, gained access to safe water over the last three months. The total to date is 7,063 households, or 35,315 people, which is 71% of the target.

All 17 subcontracts are performing well. A couple of the smaller and later expansions are already complete. Many of the WSPs set very ambitious targets, so they are finding new ways to attract more customers, and they consistently keep looking for ways to serve more people month after month. Some are specifically targeting poor households that they have not been able to serve in the past. With USAID support, poor households can now connect with lower risk to the local WSPs. Total households with increased access to safe water should reach over 12,000 by the end of next quarter.

Figure 3: Water Subcontract Household Connection Projections July 2010



Real improvement can be seen in WSPs operations and the level of service provided. Especially with regards to water quality, WSPs are gaining the skills and experience required to keep water quality balanced and disinfected throughout the system. WSPs are now flushing out and cleaning their systems more regularly. They are hiring new staff and managing their accounts more closely. The Project is working with WSPs, MIME, customers, and others on ways to sustain this higher level of service after the Project ends.

Activity 1: Create Household Demand for Piped Water Systems

The team facilitated a Business Forum in Bavet, Svay Rieng with the Provincial Department of Industry, Mines and Energy (PDIME) Deputy Director, Provincial Department of Rural Development (PDRD) Deputy Director, and the local Water Service Provider, promoting the advantages of safe piped water system to over 66 village chiefs, leaders, and customers. This event was a first, with the PDRD and PDIME working together to promote safe water use, regardless of technology. MIME Director of Potable Water has expressed interest in continuing similar forums in other provinces.

Radio Episode No. 68: Expanding access to piped water, a pre-recorded program, was broadcast highlighting the service being provided by private water service providers and MIME to increase access to safe water. The PDIME Director in Kandal, and one water service provider in Kandal were interviewed during this show.

Activity 2: Strengthen Service Markets for the Water Supply Value Chain

The water team conducted a Cross-Provincial Visit with Provincial DIME Officials (3) and Water Service Providers (6) from Battambang, Pursat and Kandal. The group visited one WSP in Kampong Speu, the MIME water quality testing laboratory, and one public and one private water supplier in Kampot. The group is keen to improve working relationships with other businesses and the government through establishing a working group.

Activity 3: Promote Sanitation Marketing

The second quarter of 2010 showed a greater move towards a sustainable sanitation network. More intensive training among supply chain actors has proven instrumental in improving latrine sales. Latrine producers now seem to have enough experience and confidence to be interested in learning how they can do this work with less dependency on the support of IDE, and with closer working relationships with the government, who have committed to working with the private sector in this manner, long into the future.

The marketing efforts employed by IDE seem to be having great effect, as results from the marketing effectiveness survey have show incredible brand/supplier awareness. Many of these tools, tactics, and dissemination strategies are now being copied by the Ministry of Rural Development, for use in a national scale-up strategy. Work with government has been extremely positive in this and in many other regards, as Sanitation Marketing has proven the most successful program for latrine adoption, to date, in the country. Efforts are being made to leverage the work that has already been done and scale-up operations. A greater focus will now be placed on sustainability and transitioning of different program aspects, both to the private sector and to the government, where suitable.

Other activity highlights include:

- IDE conducted their first Business Forum on May 19th, in Svay Rieng province, which brought together current and prospective latrine producers, input suppliers, government actors concerned with

water and sanitation, and other entrepreneurs. The event was attended by over 80 participants, with many new relationships created between value chain participants.

- IDE has now trained 13 latrine producers in Kandal and Svay Rieng Province, 4 in the last quarter, in a total of 6 districts. IDE does not plan any further training for latrine producers in these districts, although expansion into new districts is very likely. Latrine producers are on-time with their loan repayments (if they still have any remaining) and several have made significant secondary/tertiary investments into their sanitation businesses (mostly for increasing capacity, paying additional staff and transportation investments).
- Meeting in S'ang of all Kandal latrine producers (much like a mini-business forum). Producers discussed ways to leverage buying power with input suppliers, use of sales agents, and future training so that they may be completely sustainable in the future.

Development Partners Coordination Meetings

Professionals and Government leaders from around the region visited two WSPs with whom we work. These field visits were part of the Functional and Sustainable Water Services at Scale Workshop, conducted by IRC International Water and Sanitation Center and SNV- Netherlands Development Organization. Participants were surprised and impressed by the level of private sector involvement in providing water services in Cambodia.

IDE has, and continues to, co-host national workshops to train Provincial & National government partners, UNICEF and other NGO's as to how to incorporate Sanitation Marketing into their annual planning and program activities.

With the Water Investment Strategy and Sanitation Marketing, the MSME Project continues to collaborate with UNC, Lien Aid and World Toilet Organization, partners under the RDMA WaterSHED program.

Constraints Encountered and Unresolved Issues

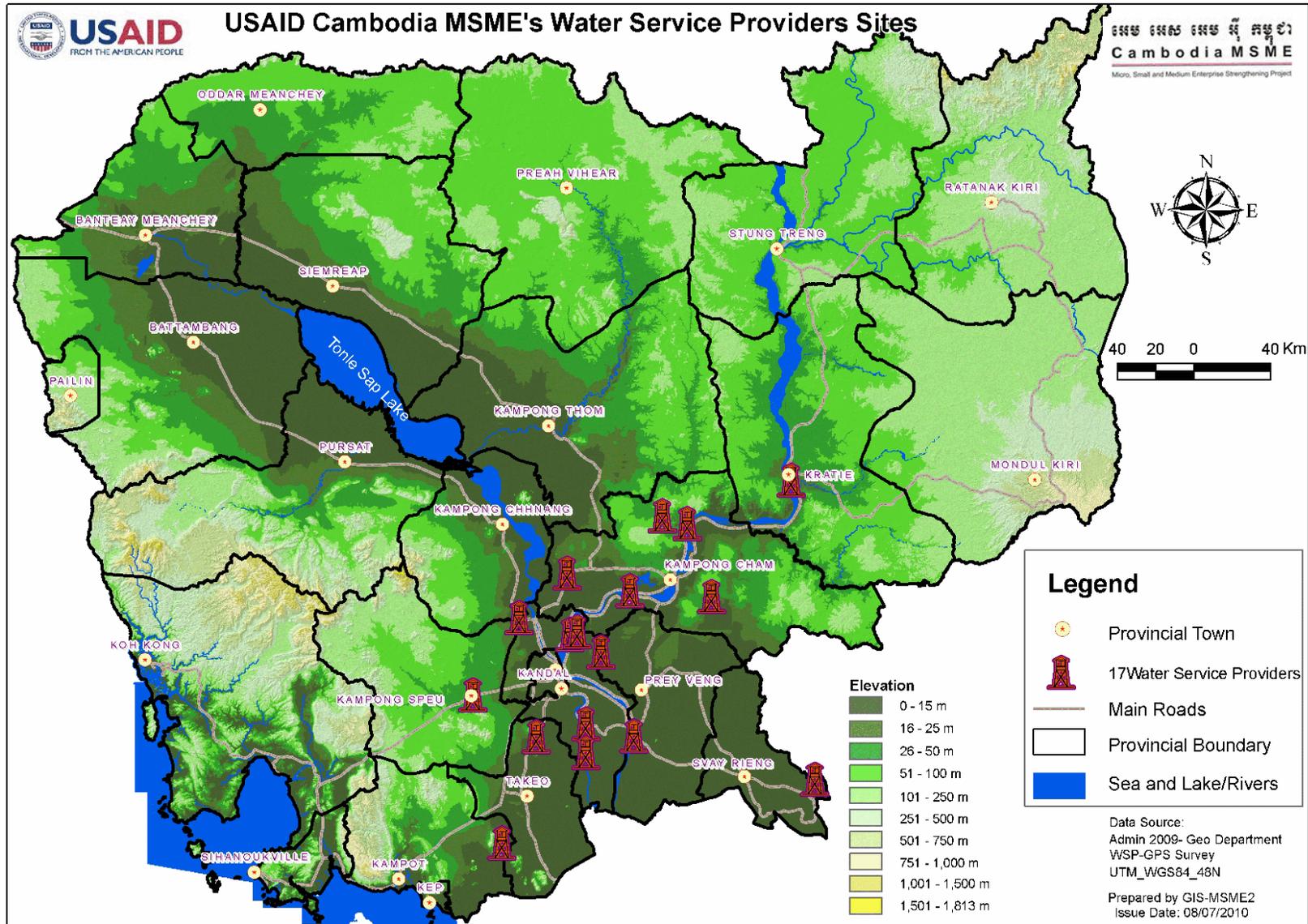
- The rainy season threatens progress for both the water strategy and sanitation marketing.
- Having completed the bulk of their commitments, WSPs face challenges in convincing the last 10-20% of households to connect.

Main Events Planned for Next Quarter

Water Forum in Kampong Speu (July- Date to be determined).

Additional Business Forums and cross-provincial visits will be conducted.

Map 6 Cambodia MSME Water Service Provider Location Map 2010



Garment Industry Productivity Centre (GIPC)

SUMMARY OF ACCOMPLISHMENTS THIS QUARTER

- GIPC captured 20% of the market industry during its first 3 years as an international-donor funded project, as the new entity CASDEC, it has expanded into new sectors, with SME clients now providing 40% of revenue and a platform has been established to launch footwear consulting.
- Revenue is up 12% for the quarter from last year, but still below the requirement for economic sustainability of the organization.
- Training products targeting individuals are expected to improve the labor pool, while adding to CASDEC revenues. There are some challenges in financing and attracting candidates, but networking with other associations and the partnership with Puthisastra University, and the interest of key client factories, suggest future demand in this market.
- We are working to develop a mindset among some factories and SME's to pay monthly fee for productivity consulting and training.

Activity 1: Conduct Marketing Activities and Deliver Productivity and Manufacturing Services

This indicator captures the business activities of the organization (marketing and delivery of services). Our objective as an organization is to improve manufacturing in Cambodia, specifically addressing productivity; in addition, success in marketing and delivering services is critical to becoming a self-sustaining organization.

Task 1.1: Provide training/consulting services to 20 garment factories, including 10 new clients.

With a consistent telemarketing program and the support of the Technical Team, we have been able to visit 14 factories (garment factories and SME) in this quarter and provided assistance (either a free assessment and consultation, or paid service) to 10 firms.

Indicator result: Provided technical assistance to 10 factories, including 7 new factories (3 in Lao PDR).

Task 1.2: Provide training/consulting services to 12 SME clients (including 6 new clients).

Despite their limited ability to pay, SME continues to be a promising market. We provided services to 4 SME's during the quarter including assessment/consultation with 1 new firm.

Indicators: Worked with 4 SME clients – including 1 new client.

Task 1.3: Provide training/consulting services to 3 new sector clients (e.g. footwear or other).

To ensure sustainability, we have expanded services to other manufacturing sectors. Footwear production continues to grow in Cambodia, and is the strongest potential market for our services (after apparel), and food processing is also being explored. The new sectors show interest in training for supervisors and general production management, for quality and efficiency. The footwear factories are proving to be a difficult market, and food processing would demand continuous field work if we want to tackle this sector seriously.

As planned, we have organized an awareness campaign in the footwear industry through a strong introduction by a footwear expert, Peter Dodge. A technical seminar was organized to meet 8 factories interested to learn about our new methods for better production. We have visited 6 firms and have provided an assessment to 1 factory.

Indicators: 1 Footwear factory was assessed this quarter.

Task 1.4: Present the CAD program on quality and consistency through trial use of markers.

The automated plotter is not only used by our client-factories to produce markers and patterns, but also by SME customers who are using it to archive their models and improve the quality of their products. The subscription service introduced in 2008 attracted several clients, but the customer demand, although regular, would prefer a pay-per-use service.

The target for this year is 12 clients: 6 factories and 6 SME's.

Indicators: 6 factory users: including 2 new factories and 3 existing SME's.

Task 1.5: Develop TOT including GIPC technicians (study tours).

We continue to provide skills development to our Technical Team. Our Senior Technicians are now responsible to build the capacity of our new recruits (3 persons), who are progressing in their aptitudes and taking more responsibilities within their role as trainers.

Footwear production expert Peter Dodge (45 years manufacturing experience), delivered training and coached our technical team to adapt their skills to the footwear industry during three weeks in April-May. He also delivered a seminar for the industry, and supported marketing efforts with factory visits, to demonstrate the ability of CASDEC technicians to serve the sector.

Noting some weakness in the technicians' ability to organize and draft reports, such as factory assessments, 4 technical team members attended special training offered by CAMFEBA (Cambodia Federation of Employers Business Association).

Indicators: 2 technicians were trained to lead footwear services; 3 learned Chinese terminology appropriate to the footwear industry, and 4 participated in training in organizing and writing reports. The total number of technicians receiving additional training to develop skills was 6persons.

Table 10 Activity analysis/Indicator summary

Clients served	Oct-Dec	Jan-Mar	Apr-Jun	Jun-Sep	YTD	Target	%
Existing fty	3	2*/3	1*/3		6	10	60%
New fty	6	4	7		17	10	170%
Total gmt fty	9	6	8		23	20	115%
Existing SME	6	0*/3	0*/3		6	6	100%
New SME	1	2	1		4	6	67%
Total SME	7	2	1		10	12	83%
New sectors							
Footwear	1	0	1		2	3	67%
Food-Processing	0	2	0		2	3	66%
Total new sectors	1	2	1		4	3	133%
CAD existing	3	1*/3	1*/4		5	6	83%
CAD new	5	1	3		9	6	150%
CAD total	8	2	4		14	12	116%

*we don't count factories/workshops that registered in the previous quarter.

Obstacles to progress in marketing services:

- Garment factories are still recovering from the market weakness that began in late 2008, and have been reluctant to invest in services;
- The footwear sector is comprised of Taiwan-owned enterprises, which rely exclusively on their expatriate technical support; they are slow to experiment or consider using local expertise.
- CASDEC can support only a limited number of technicians, particularly given the uncertainty of achieving market penetration; we cannot devote anyone to concentrate exclusively on new areas such as footwear.
- We anticipate any new product sector will require that we experiment with new manufacturing processes, but the experimentation risks jeopardizing the organization's reputation for expertise.
- Food processing is a new industry in Cambodia, as well as new to us, and will take time to explore. Given the limited timeframe of supported activities, it is difficult to justify investing time in such an uncertain activity.

Solutions proposed:

- Keep our focus on garment and build confidence in the footwear sector.

- Identify new ways to use existing expertise in new revenue streams. For example, develop a short course/ evening class to give access to training to lower-middle management and to reach factories who do not want to pay for training, nor allow their workers to attend training during working hours.
- Initial contacts with the buyers' community at the ILO Buyers Forum in May is already providing some new factory contacts; we hope to exploit these contacts and that they will push new clients to CASDEC.

Change in objectives proposed

- No changes

Activity 2: Capture New GIPC Revenue

CASDEC revenue for the quarter is \$13,429. 90, an increment of 12% over the same period last year, which we attribute to the diversity of products and our success at bringing key clients back for additional services. Despite economic uncertainty, we note that our regular clients are more and more open to using our services on a monthly basis.

If revenue is compared to last quarter, there is a slight diminution due to the many holidays in April and May. Given the limited working days, revenue per day is acceptable. Consequently, the target for the next three months is an average of \$10,000 per month.

The indicator for revenue growth is the ratio of earnings to payroll and benefits expenses of the Technical Team, with the target for the year at 70%. In this quarter we have been able to exceed this target reaching 72%.

Indicator: Result for the quarter: 91% of salary, 72% of salary and benefits of the Technical Team.

Tasks 2.1: Develop and implement business process for identifying and offering services to new sectors.

Due to lack of time, resources and continuous development of the garment, footwear and SME sectors, a process evaluation of new sectors such as food-processing and packaging was not conducted as planned. The evaluation would measure their need for training (type and periodicity), and their ability to pay (capacity to pay, who we should contact, help needed to pay...).

Indicators: Evaluation of the potential need for services in the footwear and SME sectors was made in 2009 and no other sectors have been evaluated at this time. We would have to evaluate new sectors including food-processing and packaging before entering these markets.

Task 2.2: Implement resource mobilization plan (RMP) to embrace all aspects of sustainability.

As part of the RMP, a Financial Gap Analysis has been completed and has guided a decision by the Board of Directors to seek a private sector partnership as best scenario for CASDEC sustainability.

The next step is to draft the legal organization entity, and to define which markets (non-manufacturing industries) it could embrace to serve with its initial consulting and training services. These feasibility studies will help draft the new CASDEC Business Plan.

Indicators: The selection of the best scenario for CASDEC sustainability took more time than expected. As CASDEC now has a definitive chosen partner, some surveys are to be launched in order to underline

the value and benefit for this merger. A Business Plan is pending, and we expect to have it drafted by the end of September.

Task 2.3: Conduct 4 technical seminars, at least one in a new sector, and one SME focused showroom.

The four planned seminars were completed including one in the new field of Footwear. Participation to these seminars is free of charge. This decision is to facilitate access to new clients, expand markets, build credit and expertise in new sectors and to strengthen our relations with GMAC.

Indicators: Target of 4 seminars -4 seminars done (February, March, April and May).

Task 2.4: Update Business Plan.

As presented in Task 2.2 above, the Board of Directors is considering a private sector firm's proposal to merge with CASDEC. The firm has delayed their business plan as it would like to evaluate the best future scenarios and business opportunities along with examining the current status of CASDEC. Two feasibility studies (one on legal form of organization, and the other a business development survey) have only begun now. In the interim, there are no significant changes to strategy and operations.

Indicators: The Business Plan is delayed until the Transition Plan has been accepted (by end of September).

Task 2.5: Develop joint products/services for the benefit of business associations and GIPC.

This indicator considers GIPC as a business association .As originally created, it was the most appropriate place to record progress towards the self-sustainability of the organization. We have continued to track revenue growth under this indicator but also want to report assistance to other business associations.

The second semester of the Production Management Certificate, in collaboration with University of Puthisastra, commences in July. CASDEC partnered with CAMFEBA, the business association of employers and business owners, to identify course participants. This was valuable support to CAMFEBA's Youth Employment Program. While focusing on the main objective--to increase opportunities for Cambodians to work in manufacturing middle-management and to better serve its members--CASDEC is also creating a pool of middle managers of value to any manufacturing process industries in Cambodia.

Efforts to secure potential work for CASDEC for the Association of Lao Garment Industry (ALGI), in collaboration with their Ministry of Industry and Commerce, continue to advance. As of now, CASDEC is in a good position to become a service provider for this project which will create a Technical Training Center like GIPC for the Lao garment industry. At their request, a proposal and quotation was sent for CASDEC to create a similar consulting and training services structure for ALGI. The Lao Project has a potential budget of \$200,000 and confirmation of work is expected around September.

Indicators: revenue earned overall for CASDEC's self-supporting status (see table below).

Activity Analysis: We over-estimated revenue for the year from development of Joint product/services and we should expect around \$20,000 this year (not including the Lao Project)

Table 11 GIPC Activity 2 Indicator assessment & Progress as per Yearly Objectives

	1 st Quarter	2 nd Quarter	3 rd Quarter	4 th Quarter	YTD	Target
Capture revenue	\$17,500	\$17,500	\$17,500	\$17,500	\$39,800	\$70,000
GIPC Contribution	\$9,551 (\$3,949)	\$16,819 +\$1,546	\$13,430 (\$ 70)	\$14,200	\$39,800	\$54,000 with min. \$13,500/Qter
Business evaluation	Post-Preparation	Preparation Evaluation	Delay in process	Actions and Reco.	NA	Implementation on reco
4 Technical Seminars	Post	2 technical seminars	2 technical seminars	1 technical seminar	4 technical seminars	4 seminars- entrance free of charge
Business Plan	Nil	Postpone to May	Update end Sept	Nil	NA	2 updates : May & Sept.
Develop Join product/service	\$2,000	\$6,850	nil	\$10,800	\$8,850	\$20,000

Obstacles to progress: Obstacles remain the same.

- Lack of support from the main stakeholders such as GMAC, or any private sector association involved in the manufacturing industry.
- The footwear association is not active.
- Individuals are reluctant to invest in their own training, uncertain of the potential for employment in the garment industry. Even with CAMFEBA participation, it was difficult to attract qualified youth to enroll in the pilot Production Management Certificate program. We hope this has been overcome, but will not know until the next course begins in July.

Solutions proposed

- Develop promotional materials for our new services in Footwear, and other manufacturing processes.
- Expand our partnership with CAMFEBA and others to reach more jobseekers and graduate students.
- Coach our marketing staff and technicians on outreach to the footwear and food-processing factories, so they can be more effective with these potential clients.

Change in objectives proposed

- None

Activity 3: Technical and Vocational Training For Employment

GIPC and GMAC partnered with HR Inc in 2007 in a survey of compensation and positions in the garment industry. The survey confirmed that only 20% of workers above the level of operator, including supervisors to top management, are Cambodians. Some believe this is factory selective hiring, but that is not necessarily true. In fact, most GIPC clients claim a strong interest in hiring local skilled workers as their cost is much lower than foreigners' salary and housing benefits.

Further to this, there is a disconnect between employers needs and the education sector, and few schools offer the type of training needed by the industry. The people who are lost in this disconnect are certainly the students, the potential workforce for the industry.

Task 3.1: Deliver 8 technical training programs

The Work and Time Study which use to be our most popular and “ice breaker” training program has been difficult to market, with more factories asking to train supervisors instead., Meanwhile the IE program (which trains production teams to use industrial engineering information in planning and production controls) has attracted one new client, despite its relatively high price. Two SME have also extended their contracts for Production Management consulting services.

CASDEC has created new evening class Short Courses on Design & Pattern Making Line Leadership. These courses aim to overcome resistance from firms who do not wish to pay for training, and do not wish to send their workers to train during working hours. They will allow operators and line leaders to train for higher positions. It is also an opportunity to widen our markets to smaller workshops such as tailors. We hope to partner with Asia Foundation and individual factories to partly contribute to course costs. In parallel, we have established a strong partnership with the Cambodia Microfinance Savings Credits – CMSC, who will be able to provide loans at very low interest for students. The new courses will be launched next quarter.

Indicators: 9 Work and Time Study Courses are planned in this year. None were conducted this quarter; however we have delivered 3 courses that incorporate much of the content of Time and Work Study. We believe that the Work and Time Study will not meet its target this year; however other programs, that include the content, will ensure that the numbers trained remain high.

Table 12 GIPC Activity 3 Technical Training

<i>Course</i>	<i>Quantity</i>	<i>Male</i>	<i>Female</i>	<i>Khmer</i>	<i>Foreign</i>
I.E. Development	1	1	32	33	0
Production Management Coaching	2	1	4	5	0
Production Management Certificate	1	6	2	8	0
TOTAL	5	8	38	46	0

Task 3.2: Measure success/completion, test and follow up in factory

The trainings this quarter were conducted with essentially new trainees. A pattern making and I.E. development program ended in May. The production management certificate concluded mid-April.

Indicators: Out of 48 trainees from last quarter and extend to this quarter, 44 trainees have completed the course.

GIPC Training Impacts

Factories sending staff to training have a productivity assessment before training and a follow-up after training is completed. Following our productivity improvement program, factories were able to increase their production efficiency substantially. We have worked intensively with Akeentex and M&V#4 factories and Smateria workshop where productivity improvements have been achieved as shown in the following table.

For example, Akeentex started with a production efficiency at 35% and following our IE development Components and Structure, they have increased to 48% production efficiency, which is an increase of 37%. M&V 4 started with a production efficiency of 45% and following our IE development Component and Structure, they have increased to 64%, which is an increase of 42%.

Table 13 GIPC Activity 3 Technical Training Impacts on Productivity

Comparison Pre and Post Test	Increase in Production?	% Increase
Follow Up at Akeentex (factory)	Increase in production	37%
Control and coaching at Smateria (SME)	Increase in production	47%*
Follow Up at M&V #4 (factory)	Increase in production	42%

*Smateria increased production this year from 1,256pcs to 1,665pcs/day.

Task 3.3: Implement a 3-month University program in production management

Production Management Certificate implemented in Partnership with Puthisastra University.

Indicators: 8 students completed the pilot Production Management Certificate in April and found jobs in the industry. The second course will commence in July, 2010; we are expecting about 20 students.

Task 3.4: Survey participants to measure impact on income and/or jobs

The participant survey to confirm results has been postponed until September, 2010, but we have confirmed numbers of individuals hired from the Production Management Certificate course and can project results from the others based on prior surveys, using 50% of trainees as the basis. The numbers will be adjusted appropriately after the actual survey is conducted, but we expect it will increase.

Indicators: The target is to reach 30 to 40 trainees per quarter. Based on earlier surveys we are assured that at least 50% of trainees will achieve income or professional growth; we can also confirm that 8 individuals who completed the production certificate program found employment. Therefore, we believe that 25 to 30 people trained during the quarter will contribute towards the target.

Activity Analysis:

Table 14 GIPC Activity 3 Indicator assessment & Progress as per Yearly Objectives

	1 st Quarter	2 nd Quarter	3 rd Quarter	4 th Quarter	Target
Deliver training programs	5	5	3	2	8 technical programs, additional 3more
Number participants	64 part. incl. 58 female	48 including 39 female	46pers incl. 38 female	27pers incl. 35 female	185 with 170 female
Measure success/followup	Completed	28 Completed	nil	Nil	NA
Production Management C.	postpone to January	to graduate in next quart	8 graduates incl. 2 fem.	20-25 students	2 semesters
Survey trainees	Nil	nil	Postponed next quart.	Nil	NA

Obstacles to progress:

- Challenges attracting students, as individuals must generally be sponsored by their employers in an industry that is recovering from economic challenges.
- Lack of support from the main stakeholder, GMAC, who has introduced competitor programs.
- Despite their involvement in working conditions, the donor community has shown limited interest in supporting skills development in the garment industry.
- Negative image (working conditions, low salary) of the garment industry.
- Students' very limited capacity to pay tuition.

Solutions proposed and implemented

- Continue to participate in other initiatives promoting the garment industry.
- Continue to collaborate with GMAC and other business associations to strengthen our relationship.
- Explore offering further courses in different formats (short and evening courses).
- Position training programs to support other community issues- poverty alleviation, human trafficking.

Change in objectives proposed

- No changes

Activity 4: Facilitate and/or Lead Public Private Dialogue

As part of economic good governance, over the past 3 years, CASDEC-GIPC has established among stakeholders its voice as a promoter of industry competitiveness. Moreover, under the Tripartite Strategic

Forum, CASDEC is placed as one of the official coordinator/secretariat bureaus, coordinating between the three key players in the industry: the private sector, unions and official authorities. CASDEC is considered a neutral entity and has been able to facilitate discussion among the three parties.

CASDEC has led public private sector activities to improve the business environment and support good governance dialog in Cambodia since the beginning. However, with sustainability as a critical objective, we anticipate reducing the time invested in these activities.

Task 4.1: Provide leadership to Trade SWAP pillar II/private sector-led government strategies

For the past 2 years, CASDEC-GIPC has been co-leading these efforts with the GMAC Task Team on Garment/Footwear. The objective is to find solutions to help the industry maintain its status and eventually grow. The Sub-decree from the Royal Government, which will allow government authorities to participate in the task team and play a proactive role in response to the private sector needs, has not been approved yet. The Ministry hosting this project is having difficulty raising interest in this working approach among ministries. The implementer of this Project has also nominated CASDEC-GIPC as main Team Leader, but CASDEC has declined nomination. Rather CASDEC wishes to participate as regular participant, due to time constraints and priority vs. sustainability.

Indicators: Four TradeSwap meetings are forecast for the year. Two meetings were held this quarter.

Task 4.2: Provide tripartite Strategic Forum support to GMAC/private sector, unions, and government

This initiative was started 3 years ago by The Asia Foundation. When their project concluded the participants wanted to continue the forum, they asked GIPC to lead. CASDEC-GIPC coordinated the 15th Tripartite Strategic Forum in May 26th, 2010. The goal of this forum is to facilitate the dialogue among the garment industry stakeholders; discuss competitive challenges and weaknesses and how each party can help, and finally; create common goals that will boost the industry competitiveness.

Indicators: Conduct three Tripartite Strategic Forums – One was conducted in May.

Activity Analysis:

Table 15 GIPC Activity 4 Indicator Assessment & Progress

	1 st Quarter	2 nd Quarter	3 rd Quarter	4 th Quarter	Target
Trade Swap Task Team	2	0	2	0	4 Trade Swap meetings
Tripartite Str. Meeting - TSF	1	0	1	1	3 TSF

Obstacles to progress: Same challenges

- The Trade Swap lost its dynamism due to the long waiting period for a sub-decree, still not approved.
- The participants in general are slow to react to actions designated to them. Much follow up has to be done to maintain attention and interest.
- Participation in the TSF is time-consuming and expensive.

Solutions proposed

- No other solution other than keep doing the follow up with participants with a new grid to see progress.
- Find other partners to sponsor the cost and help with the logistic.

Change in objectives proposed

No changes

Activities focus for next quarter

- Find reliable partners (donors to private sector) to contribute to costs for workforce development programs create by CASDEC.
- Continue to develop the footwear field of work.
- Update the Business Plan and incorporate aspects of feasibility studies of the new entity following merge with private firm.
- The GIPC-CASDEC website has been revamped but we need to considers its role following merger and a new corporate identity.
- Continue to develop the short course formats for the industry workforce.
- Continue building up network with Buyers.

Sustainability

- The Board of Directors has agreed to a merger proposal with a private sector company engaged in human resources training and consulting.
- Two feasibility studies are being undertaken to orient organization to new status and markets potential. Results are to be delivered by end of September.
- The private sector company, HR Inc., is drafting a Transitional Plan that will be submitted to Board, DAI and Nathan for final approval and implementation.

Component 2 - Strengthen Private Sector Voice

Summary of Actions, Activities and Accomplishments This Quarter

- In this quarter the Component 2 team focused on strengthening Community Working Groups (CWGs), their linkages with Provincial Departments of Agriculture and building networks with other Development Partners. MSME facilitated a series of discussions between the public and private sector representatives which focused on strengthening communications between the two sectors in order to more effectively address technical and business environment issues. Discussions with the private sector focussed on building business networks at the provincial and national levels.
- The team continued assisting CWGs to develop their statutes and define a long-term vision for each group. A further priority has been to gain official recognition of CWGs through registration with Provincial Departments of Agriculture.
- To promote provincial investment, the team worked with Provincial Investment Sub Committees (PICs) and MSME partner EMC to develop sustainability and dissemination strategies for the Provincial Investment Profiles (PIPs) and Sector Investment Profiles (SIPs). The first phase of this activity will take place in Kampong Cham, Kratie and Svay Rieng provinces. In addition, planning is underway for an international exposure trip to Singapore.
- In partnership with Dr. Soun Sothorn, Deputy Director of Department of Animal Health and Production, MSME facilitated a public-private dialogue on Sub-decree 108 on Slaughterhouse Rules and Regulations. Dialogue participants included traders, district governors, district veterinarians, Provincial Governor and related Provincial Departments. The purpose of the workshop was to help stakeholders better understand the new regulations and the relationship between the public and private sectors.

Activity 1: Strengthen Community Working Groups & Business Membership Associations

Community Working Group Formation

- Facilitated formation of 7 new CWGs (6 in swine and 1 in aquaculture value chains) in Kampot, Kampong Cham, Pursat and Battambang provinces for a total of 195 members, including 18 women.
- Worked with the Provincial Agricultural Extension office to develop Community Working Group statute in order to assist the formalization of existing CWGs and their official recognition by the Provincial Department of Agriculture. The following CWGs have completed the statute and are ready to register with the Provincial Department of Agriculture: Sandan Swine CWG in Kratie Province, Sankor Swine CWG in Kampong Thom Province, Samrong Swine CWG in Takeo province, Kampong Speu Swine CWG in Kampong Speu Province and Snoeng Swine CWG in Battambang Province. Samrong Swine CWG has already been officially recognized by the Takeo Provincial Department of Agriculture.

Cross-Provincial Exposure Missions

- Facilitated a cross-provincial study tour from Kratie to Svay Rieng province for 24 Swine Community Working Group participants, including 10 women and 2 participants from the public sector. Trip participants learned about CWG functions and the registration process with the Provincial Department of Agriculture.
- Facilitated a cross-provincial study tour for swine community working group from Dambea district, Kampong Cham province to visit a cooperative in Khave commune, Takeo province, and a commercial pig farm in Kampong Speu province. Participants included 12 CWG members, including 1 woman.

Other

- In partnership with SANTI SENA facilitated a Business Advocacy Training for a Swine CWG in Prey Veng province for 15 participants, including 7 women.
- Facilitated Saving Scheme development to support business operation of CWG members in order to increase CWG sustainability and development. This quarter results are shown in table below:

Table 16: Community Working Group Savings Schemes

No.	Name/Location	Total Members Fee Share (in Riel)		
		April	May	June
I	Kampong Thom			
	1. Kampong Svay District, Sanko Commune, Sanko A Village (Swine).	29,100,000	30,200,000	31,400,000
	2. Kampong Svay District, Tbeng Commune, Taream Village (Swine)	5,100,000	5,200,000	5,310,000
II	Prey Veng			
	1. Kampong Leav Commune (Swine)	2,330,000	2,700,000	3,070,000
	2. Prey Pnov Commune (Swine)	2,630,000	3,000,000	3,370,000
	3. Chea Kleang Commune (Fish)	587,800	697,800	827,800
	4. Domrey Poun Commune (Fish)	1,050,000	1,200,000	3,650,000
III	Kampong Cham			
	1. Mean Commune (Swine)	11,902,500	12,802,500	13,802,500
IV	Kratie			
	1. Sandan Commune (Swine)	5,300,000	6,100,000	9,395,700
	2. Sambo commune (Swine)	2,150,000	2,500,000	3,000,000
V	Svay Rieng			
	1. Preash Ponlea Commune (Swine)	3,927,000	4,772,000	5,577,000
VI	Siem Reap			
	1. Sonikum Commune (Swine)	1,250,000	1,600,000	1,970,000
VII	Kampong Speu			
	1. Chbamon district (Swine)	18,680,000	21,800,000	33,000,000
	TotalAmount (Since Feb 2009)	84,007,300	92,572,300	114,373,000

Activity 2: Support Provincial Public-Private Sector Dialogue (PPD)

In partnership with the Department of Animal Health and Production, Fishery Administration Cantonment, Department of Industry, Mines and Energy and Provincial Department of Agriculture facilitated 5 Provincial Public-Private Dialogue meetings and 1 Business Forum. These included 4 PPDs on the dissemination of Slaughterhouse rules and regulations, 1 PPD on Fisheries Administration Law

and 1 Brick and Tile Business Forum. The purpose of these meetings was to assist stakeholders to better understand the new regulations and the process for establishing slaughterhouse operations, and to strengthen the relationship between the public and private sectors.

- Facilitated 4 PPDs on the dissemination of Slaughterhouse rules and regulations in the following provinces:
 - Takeo Province: 131 participants, including 5 women (81 private and 50 public sector representatives);
 - Svay Rieng Province: 85 participants, including 8 women (50 private and 35 public sector representatives);
 - Seam Riep Province: 86 participants, including 7 women (34 private and 52 public sector representatives);
 - Battambang Province: 106 participants (52 private and 54 public sector representatives).
- In cooperation with the MSME aquaculture team and Kampong Thom Fishery Administration Cantonments, facilitated a Public-Private Dialogue on aquaculture business and Fishery Law for 54 participants, including 15 women and 8 fishery officials.
- Facilitated the Brick and Tile Business Forum in Kampong Cham province for 36 participants including 4 women. Forum participants included a brick and tile factory owner, a construction company, a construction materials dealer, bank officers and public sector officials from Kratie, Seam Riep, Kampong Thom, Prey Veng and Kampong Cham provinces. The business forum discussed new technologies, financial linkages and market trends in brick and tile sector, as well as a future strategy for the brick and tile industry in Cambodia.

Activity 3: Strengthen Private Sector Voice to Enhance the Ability of Enterprises in the NTFP Value Chain to Improve the Business Environment

- Facilitated two business Advocacy Trainings in collaboration with MSME Biodiversity Team and PACT staff for 27 participants from 4 resin communities in Sadan district, Kampong Thom province.
- Facilitated a business advocacy training for honey community in Stung Treang province for 20 participants, including 1 woman.

Activity 4: Support WSP Working Groups & Facilitate PPD Around Water Issues

- In cooperation with the MSME water team and DIME, facilitated two provincial Public-Private Dialogues in Svay Rieng Province for 66 participants including 3 women. Objective of these dialogues was to help water consumers and local authorities gain better understanding of the clean water system, government policy, and water supply company policies, and strengthen the relationship between the public and private sectors.

Activity 5: Provincial Investment Promotion

- In partnership with EMC, developed Provincial Investment Profiles for 12 provinces to assist those provinces in targeting potential investors. Currently MSME Project is working with EMC again to develop sustainability and dissemination strategy of Provincial Investment Profiles and to facilitate an international study tour to Singapore for Sub Investment Committees in Svay Rieng and Kampong Cham provinces.

- With the Tourism Team, facilitated tourism training at the Kampong Cham Investment Sub committee introducing tourism and tourism promotion and investment concepts to 20 participants from the public sector.
- MSME COP and Value Chain Team Leader visited the provincial governor in Kampong Thom and presented him with the Kampong Thom Provincial Investment Profile.
- In cooperation with EMC facilitated individual meetings with Directors of DOC, DOT, DPA, FA, Swine CWG and Provincial Secretary General to introduce the PIPs and SIPs dissemination strategy in Kampong Cham, Kratie and Svay Rieng provinces.
- In cooperation with EMC facilitated a brainstorming meeting with Kampong Cham, Svay Rieng and Kratie Investment Sub Committees on sustainability and dissemination strategy for PIPs and SIPs. 10 Department Directors participated in this meeting which included representatives from PDA, DIME, DOC, DOT, FA, DOI, DLVT, DLMUPC, Provincial Secretary General and Provincial Chief of Cabinet.
- In partnership with Mr. Peter Brimble facilitated a meeting with Kampong Cham and Svay Rieng Investment Sub Committees on organizing International exposure trip to Singapore.

Other outputs to strengthen private sector voice

- In partnership with Equal Access facilitated two communication skills trainings for private and public sector participants to strengthen their capacity to speak to the media, target the right audience and share information.
 - Facilitated a two-day communication skills training for 24 private sector participants from swine, aquaculture, tourism, WSP and input supply companies.
 - Facilitated a one-day communication skills training for 23 national and provincial level public sector officers, including 4 women.
- Facilitated a brainstorming meeting for 12 big farm owners which included SWOT analysis of the swine sector in Cambodia and a discussion about the development of the National Swine Business Strategy.
- In cooperation with the Department of Agriculture Extension Office, facilitated a meeting with pig farm owners to introduce the Agriculture Cooperative concept.
- Worked closely with MSME consultant, Merrilene Peramune, on developing new monitoring tools for tracking aquaculture association development. In addition, Ms. Peramune conducted an association development training with the MSME Component 2 team.

Translation and Interpretation

Selected translations:

- Water modification 01 and modification Attachment A.
- Tourism training and questionnaire for Cambodian Tourism Marketing and Promotion Board.
- MPB Presentation Part 2.
- Governor's speech for Svay Rieng Trade Fair.

- Prakas on Factory Establishment.
- Prakas on Slaughterhouse Construction.
- Joint Prakas for Service fee of sanitary inspection of animals and animal products.

Selected interpreting:

- Interpreting at a meeting at MAFF.
- Interpreting at a two-day workshop on Trade Remedies May 19-20, 2010.
- Interpreting for tourism workshop in Kampong Cham.

Constraints Encountered and Unresolved Issues

- The new regulation of transport of pigs across provinces still represents a constraint for traders and significantly affects producers' income.
- Trust building among CWG members is difficult and behaviour change takes time.
- Pig smuggling from Vietnam is raising concerns for local producers and will likely affect the Cambodian Swine industry in the long-term if MAFF does not take any action to prevent the smuggling.

Main Events Planned for Next Quarter

- Slaughterhouse Rules and Regulations dissemination is planned in Kampong Thom, Prey Veng and Pursat Province.
- Planning to organize Business Forum on strengthening swine sector in Kampong Cham and Svay Rieng Provinces.
- Planning to organize Water Business Forum in Kampong Cam and Kampong Speu provinces.

Component 3 - Public Sector Strengthening to Improve the Business Environment

Summary of Actions, Activities and Accomplishments this Quarter

- The Component 3 Team continued to provide substantive policy advice and training to key RGC economic rule-makers. The Team also continued to develop its role as a resource, and coordinating force, for donor activities in central areas of the Cambodian economy.
- The Team was involved with many different activities during the quarter, and was able to make progress on many fronts. The benefits of the project's patient, multi-pronged, relationship-oriented strategy of engagement with government, business and other donor funded counterparts is becoming increasingly apparent. Our sense has increased that we are where we need to be, doing what we need to do, with the right people, to achieve policy results to help Cambodia's economic competitiveness. This is a gratifying achievement.
- We built on the success of the Siem Reap Retreat, highlighted in the last quarterly report, by developing a concept note on a possible Sub-Decree on Rules. This concept note will be discussed in a day-long session on July 7, which the policy team will jointly organize with the ADB.
- The Team took leadership to help foster legal transparency, by convening the first ever meeting of the various donor-funded initiatives working on legal publication and legal transparency issues. This has led to improved data sharing among the various projects, and to numerous ideas about how we can help each other to reinforce the work we are respectively doing.
- Work on the Trade Remedies Law continued. A day-long session was developed and implemented by the Team, in which our value chain clients presented their possible trade remedies cases, for consideration by members of the drafting team and invited experts. Sixty people attended the workshop. The Team also developed a much shorter draft of the law, which it is hoped will be a timely and appropriate response to meet the needs of the Cambodian Government for this law. The streamlined draft will also ease the process of agreeing on a final translation.
- Our work with the Ministry of Tourism (MoT) focused on developing a concept note for a possible Tourism Marketing and Promotion Board (MPB). This concept note was presented to the General Director of Tourism, who accepted it without reservation. He then asked the Team to provide additional legal and policy support to help turn this concept note into reality.
- We were pleased to see that our active involvement in the development of the ten year Policy Framework for the Fisheries Administration, was reflected so clearly in the final draft framework. This will shortly be sent to the Prime Minister for his review and approval.
- We were also pleased to see real progress at the end of the quarter on the Draft Law on Animal Health and Production. The FAO draft now seems to be firmly back on the table, with highest level

MAFF support. We have worked closely with the FAO for over a year and a half to achieve this, and anticipate being closely involved with the drafting Team going forward.

- At the request of MAFF, we provided support to the Department of Animal Health and Production to hold provincial level trainings for both RGC officials and private sector representatives on Sub-Decree 108 and related regulations governing slaughterhouses. We were especially glad to do this, as MAFF had included all of our recommendations for low cost, hygienic changes in slaughterhouses in the final regulation on slaughterhouse management.
- We continued actively to track new RGC initiatives, which could impact our value chain clients. So, for example, we prepared detailed comments on a Draft Sub-Decree on Contract Farming. These comments will be circulated to private and public sector participants for discussion.
- Finally, we continued to participate actively in donor coordination meetings, and work with other donor-funded advisors to multiply our impact.

Activity 1: Provide Legal and Regulatory Advisory and Training Services to RGC Counterparts

Draft Law on Trade Remedies:

Work on the draft Law on Trade Remedies continued, both in drafting and in RGC capacity building (see below). At the request of H.E. Sok Sopheak, Director General of the Ministry of Commerce (MoC), the Team reviewed the draft English version of the Law and shortened and simplified it considerably – cutting it from 80 to 45 pages. The feedback from the drafting team was that the complexity of the English language version of the law (which was 84 pages long in Khmer), was proving to be a substantial hindrance to progress. One drafting session was held during this quarter with Steve Parker and Andrew Stephens. The second will be held by the drafting team in the first week of July, after they received the streamlined draft which is 58 pages long in Khmer. Progress on this complex law is slow, but is continuing.

Tourism Marketing and Promotion Board (MPB):

The private sector has long sought the creation of a professionally managed MPB with responsibility for destination marketing for Cambodia. The IFC and ADB have previously hired consultants to work on this, but for various reasons, their work did not yield fruit. The 2009 Tourism Law provides that a Tourism MPB will be created in a public-private partnership. This, plus the presence of a new Minister of Tourism who is committed to forming an international quality and independent MPB, make it now seem much more likely than before that an MPB can be formed. This is one of the MoT's top priorities, where the Component 3 Team can add clear value.

Near the start of the quarter, Director of Tourism, H.E. Tith Chantha, provided the Team a copy of the latest draft sub-decree establishing a Tourism Marketing and Promotion Board for translation, review and comment. This lengthy draft contained language and ideas carried over from several prior attempts to establish a Board, plus ideas from within the Ministry. The Team conducted a detailed review of the MoT draft. Based on this review, we developed a concept note, which represented a major change from the approach being considered in the draft sub-decree. Our concept note would create the MPB as an independent, tax funded agency, with active and meaningful private sector participation. We were pleased that the MoT is so willing to consider an approach could truly help the MPB to be a powerful advocate for Cambodia as a tourist destination.

Fisheries Administration Ten Year Strategic Planning Framework:

The Fisheries Administration (FiA) and its donor funded advisors have been working for a number of months to develop a comprehensive ten year Strategic Planning Framework (SPF) for the FiA. The Component 3 Team has provided comments on various drafts of this SPF, and participated in a number of discussions about it with the FiA, donors and advisors. Early drafts gave little attention to the need to improve the regulatory framework or business environment for fisheries. We raised this in discussions, and provided detailed written comments on various drafts. In part as a result of our raising concerns about regulatory framework and the business environment, the final draft SPF includes improvement in these areas as a core concept, reflected throughout.

Draft Law on Animal Health and Production

We have been working intermittently with MAFF and the FAO since January, 2009 on a comprehensive new Law on Animal Health and Production, which MAFF wishes to present to the Cabinet of Ministries for consideration during 2010. As discussed in prior reports, in November 2008, MAFF and the FAO worked closely developing a well-considered, first draft of a law, designed to satisfy the requirements of the World Organization for Animal Health (OIE). This quarter, we were given the latest MAFF draft, and asked to provide comments on it, which we did—many of which were oriented to urging MAFF to reconsider the FAO draft law.

MAFF has made the decision, apparently at the top level, to have the drafting re-start from the FAO draft. The Team has been asked to assist the MAFF-FAO drafting team, and we now anticipate that this will be a positive collaboration.

Update on Slaughterhouse Regulations:

Almost two years ago, we were asked by MAFF to provide comments on a rule on slaughterhouse operations. We provided numerous comments, including suggestions that MAFF require slaughterhouses to have a separate entry door for live, and exit door for dead animals, tiled slaughter surfaces, ample fresh water and hooks for hanging the slaughtered animals. These few simple changes—which we were told by the FAO were instituted in Vietnam perhaps 15 years ago—can take care of the vast majority of the public health problems arising in Cambodian slaughterhouses. They can also be used to give clear, simple guidance to inspectors and slaughterhouse owners, as Cambodia tries to adopt more risk-based approaches towards regulatory implementation. We are pleased to report that these changes eventually made it into the final rule. If properly phased in, the rule could provide a basis for MAFF to institute gradual, low-cost improvements, with direct public health impact. All meat eaters in Cambodia should hope that, over time, reality becomes more in line with this regulation.

Activity 2: Provide Training and Capacity Building for RGC Counterparts

During the quarter, the Team was very active in providing training and capacity building for RGC counterparts. Our activities included:

- With the Component 2 Team, assisted the MAFF Department of Animal Health to organize a series of Public-Private Dialogue workshops, for both provincial officials and private sector stakeholders, to distribute information about the new slaughterhouse rule. Workshops were held in Svay Rieng, Takeo, Siem Reap, Battambang and Kampot.

- We provided interactive training on the draft Trade Remedies Law. Participating officials were from the Ministries of Commerce, National Assembly and other line ministries (MAFF, MIME, OCOM, General Directorate of Custom and Excise and Provincial Departments of Agriculture). Private sector representatives included academia, lawyers, small and medium enterprises and research institutes. This training was designed to bring private sector actors with real potential trade remedies complaints together with the drafting team, to present them for “diagnosis” and analysis. The day-long session was attended by sixty people, including 26 national level officials, 4 provincial officials, 30 interested academics, attorneys, research institutes, large firms and private sector value chain clients with potential cases. Prior to this day-long session, the Team went to Kampong Cham for a half day preparatory training session for 6 provincial officials and 6 value chain clients, and held a day long preparatory drafting and training session in Phnom Penh for 24 RGC officials.

None of these trainings are “off the shelf” standard offerings. Instead, all were prepared individually, for carefully selected, sophisticated government counterparts—often ones with whom we work closely. The trainings are thus quite time-consuming and difficult to organize. However, as the trainings are typically very much part of a regulatory or legal development process, they cannot be standardized. They have to be tied to the needs of the clients, and designed to spark thought and discussion about how to govern in ways to encourage Cambodia’s competitiveness. The focus is not so much on presentation by experts about established facts—as it is trying to seed participants with a few new, key ideas, and creating a context where open discussion can take place.

Activity 3: Provide Regulatory Impact Analysis

As noted above, the Team provided RGC counterparts with detailed analyses of the drafts they were considering for the Law on Animal Health and Production, and on the Sub-decree draft establishing a tourism MPB. MAFF and the MoT now both seem to be going in very different directions from the original drafts we considered, and in directions much more in harmony with the analyses we provide.

The concept note we provided on the Sub-decree on Rules suggests formalizing a process of regulatory impact analysis (RIA) for all legal acts below the level of sub-decree which might have an impact on SME’s. The session we will organize on the concept note in the first week of July will be an effort to seek the input from both RGC counterparts and the private sector on what they would see as the impact on them if the concepts in the sub-decree were implemented. Basically, the session will be structured as part of a “RIA on RIA”.

We analyzed and prepared detailed comments on a draft sub-decree on contract farming. As part of this, we conducted interviews with several contract farmers and agri-businesses, to get their sense of what the possible impact might be on their businesses from the proposed new regulation. This analysis was shared with USAID and will be shared with MAFF counterparts as well as selected private sector counterparts for their review and input.

The team works closely with the ADB funded advisor who is assisting the RGC to improve its capacity to conduct regulatory impact analyses. Our analysis of draft regulation is limited to legal review, not a full economic RIA, which is beyond the scope of our mandate.

Activity 4: Development Partners Coordination Meetings

Difficulties transporting animals has been a long-term problem for our value chain clients in both the swine and aquaculture value chains. We have a summer intern from a Canadian law school researching the status of MAFF regulations governing inspections and transport of animals. She will be preparing a

set of findings and recommendations on possible improvements. She is working closely together with an ADB legal consultant, who has been analyzing the sanitary and phyto-sanitary (SPS) procedures in Cambodia for compliance with WTO. We had initially hoped to prepare a simple “know your rights” handbook for people transporting animals. Unfortunately, the regulatory and implementation climate is so unclear that it is first necessary to work on a detailed analysis and set of legal recommendations.

Activity 5: Other

As noted earlier, we convened the first coordination meeting of donor funded advisors working on legal transparency issues. The meeting was attended by representatives from the EU, GTZ, UNDP, EWMI, OHCHR (Office of the High Commissioner for Human Rights of United Nations) and the Bar Association. We have followed this up with further meetings with the GTZ expert who is developing a potentially very useful data base which analyzes laws and sub-decrees to determine exactly which agency has been delegated which functions and authorities. This data base has a very narrow distribution, and we hope to work with the GTZ to get the word out to about it to our RGC counterparts, as well as the legal profession, donors and others who might benefit from this resource.

The EU is funding a small project to get many laws and subordinate legal acts on line in a searchable data base format. We have met with the consultant in charge of this project several times, in an effort to see how we might be able to help this ambitious, but underfunded project. We have also begun some initial research into other possible ways to improve the ability to search legal acts in Cambodia. For example, we put out initial feelers to the Google Foundation, which has funded legal transparency projects in India to see if there might be possible interest there.

Development Partners Coordination

We continued to work closely with development partners and their consultants, including:

- The ADB on the Red Tape Survey;
- ADB consultants involved with SPS and Regulatory Impact Assessments;
- FAO and the ADB on the Law on Animal Health and Production;
- IFC on inspections, the sub-decree on rules and outreach to private sector tourism;
- World Bank’s advisor on trade remedies and the World Bank’s manager of the Multi Donor Trust Fund on our project’s interface with Trade SWAP;
- UN, EU and GTZ funded consultants on legal transparency;
- IFC and the Ausaid CAVAC project on contract farming; and JICA on chemicals use and its effect on aquaculture.

Constraints Encountered and Unresolved Issues

We have had extreme difficulty recruiting qualified legal experts to join the Team. The pay constraints placed on our hiring continue to make it difficult to make competitive offers to the talented people we would like to recruit. This major, unresolved constraint seriously hampers our ability to achieve greater results, as it has for the past two years. The Team has never been fully staffed, and retention is difficult.

Main Events Planned for Next Quarter

- In cooperation with ADB and the SME secretariat of the Ministry of Industry, Mines and Energy, the Team will organize a day-long training on July 7, 2010 to discuss the concept note on the Sub-decree on Rules. The government officials and the representatives of the private sector will be invited for morning and afternoon sessions respectively. Its goal is to both present some basic ideas about regulatory impact analysis, to foster public participation in rulemaking and legal transparency, and to elicit participants opinions on the ideas presented in a structured way.
- After the training, the team will work closely with MIME to help craft a draft Sub-decree on Rules, which incorporates as many ideas as possible from the concept note and feedback from the public and private sector during the training.
- Continue to work with the Ministry of Tourism on the legal framework to establish a Marketing and Promotion Board and on the other agenda, if agreed, to conduct rule drafting training.
- Continue to coordinate with the drafting team of the Trade Remedies Law to speed up the reviewing of the draft in Khmer.
- Continue to collaborate with the Department of Animal Health and Production (DAHP) of MAFF, ADB and FAO to provide input on the draft Law on Animal Health and Production. The report and recommendations from the summer intern on the animal transportation will be studied and communicated to DAHP.
- Circulate the team's comments on a draft sub-decree on contract farming to MAFF and provide input in the final draft sub-decree.
- The team will respond to the request from Fishery Administration to provide technical assistance to draft Prakas on Chemical Use in Aquaculture Activities after clarifying their objectives and methodologies.
- Continue to play a good coordination role with development partners (ADB, FAO, JICA, GTZ, EU, World Bank, CAVAC).
- Hire two more Legal Advisors for the Team.

Operations and Administration

General Operations

- During this quarter a significant number of people visited Cambodia MSME web site. 1729 hits were registered.
- Cambodia MSME web site is currently undergoing a redesign process. MSME team is working closely with MANICH on improvement of the content and layout design.
- In this quarter, the operations, administration, and finance teams supported a total of **14** cross provincial trips, **5** workshops, **2** forums in the provinces, and at least **11** trainings, which included communication training for private and public sector representatives in coordination with Equal Access.
- The team prepared a concept design for the new office space and undertook the expansion of the office, office renovation and move with new sitting arrangements for staff.
- Assisted the GPS Coordinator and M & E team in collecting client geographical (XY) coordinates with the provincial office managers. Over 50%.of client coordinate data has been completed.
- The Operations Manual has been revised and record mapping exercise to ensure the accuracy of project files has been implemented in accordance with DAI policies and procedures.
- The team conducted a spot check on financial documentation at Equal Access, IDE and IRL.
- Corporate rate agreement has been made with hotels in Siem Reap and Intercontinental Hotel in Phnom Penh.
- Preparation of payments for water subcontractors is underway.
- Standard recruitment procedure is currently being developed.

Procurement

- Selected vendors for Website design and Communications Materials design and printing.
- Prepared modifications for 5 water subcontracts.
- Purchased furniture for new office.
- Issued purchase orders to the following subcontractors:
 - Crossroads Development
 - Meta Art Cambodia for Video documentary production
 - Bee Unlimited to validate and review the Bee Manual
 - Live and Learn for biodiversity monitoring survey
 - MANICH Enterprise for web site design
 - First Cambodia Co ltd. for network wiring of the new office

Current status of these procurements is listed on the table below:

Table 1: Summary of Large Service Procurements in this Quarter

Work	Company Selected	Status
Natural Resource Management Training for Communities in CF and CPAs ██████████	Pact, Inc	On going
Video Documentary on Animal Feed Production ██████████	META Art Cambodia LTD	Ongoing
Wild Honey Year 1 Results Survey ██████████	Crossroads to Development	Ongoing
Development of a Biodiversity Monitoring Methodology ██████████	Live & Learn Environmental Education	Ongoing
Strategy Development Advisory support to the National Swine Strategy development process ██████████	Emerging Markets Consulting	On going

Workshops

- Dissemination of Sub Decree No. 108 and other Prakas related to Slaughterhouse Management, and Controlling Animal, Meat and Animal's Product Sanitation (Takeo and SiemReap)
- Trade Remedies Drafting Team on May 19, 2010
- Public-Private Dialogue on Protecting Cambodia Businesses Under WTO on May 20, 2010
- Communication Skills Training for Private Sector on June 17-18, 2010
- Communication Skills Training for Public Sector on June 22, 2010

Staffing

The following full-time staff were recruited and started work in this quarter:

Table 2: Summary of Staff Recruited in this Quarter

Employee	Position
Ms. Choeun Sokhom	Senior Project Accountant (expect start on July 19,2010)
Mr. Ko Sary Vathna	Driver (expect start in July 2010)
Ms. Hep Seka	Legal Advisor (expect start in August 2010)

The Project launched an internship program, hiring both Cambodian and expatriate interns. There are two Cambodian interns from University, who will assist M&E team for 4 months, and 3 international interns, who will support the Component 3 team, M&E and Communication team and Water team respectively.

Two interns working with the Finance and Administration Team will stay with the project until the end of year 2010.

The Project mobilized the following short term technical assistance in third quarter:

Table 3: STTA Mobilized During the Project's this Quarter

Consultant	Main Objective
Andrew Stephens	Legal Advisor: To support the development of trade remedy laws and implementing regulations that will provide Cambodia with the capacity to handle unfair trade and damaging surges of imports through WTO-compliant procedures, as follows: <ol style="list-style-type: none"> 1. Law on Anti-Dumping; 2. Law on Countervailing Duties; and, 3. Law on Safeguards.
Eleanor Turner	Project Coordinator: To provide training on financial procedures and guidelines to new MSME Accountant and conduct a spot check of financial documents with subcontractors and at provincial offices.
Andrea Chartock	Tourism Advisor: To support Tourism Value Chain strengthening activities particularly as they relate to technical assistance to the six winners of the 2010 Hidden Treasures (HT) Cambodia Contest and the 6 months work plan.
Steve Parker	Trade Economist: To facilitate and advise the team for the third Trade Remedies Stakeholder workshop

Constraints Encountered and Unresolved Issues This Quarter

Staffing Constraints:

- The candidate for the Senior Project Accountant position has been selected and has received training. However, the candidate rejected the MSME offer 2 weeks prior to anticipated start date. MSME made an offer to the second candidate who will start during the fourth week of July 2010.
- The recruitment process for Legal Advisor post is delayed as the team is waiting for additional supporting documentation from the preferred candidate. Finding Cambodian legal advisors has been very challenging since project inception.

Activities Planned for the Next Quarter

General Operations

- Planning support for international study tours.
- Will continue to manage and maintain water subcontracts including payments.
- Will continue to manage and keep track of payment purchase orders.
- Preparing the standard procedure for recruitment.

Procurement

- Prepare modification of water subcontracts.
- Printing Newsletter, Posters, brochures and Bee manual.
- Workshop on Sub-Decree on Rules for SME's.

Staffing

- In the next quarter, the project will seek to fill the following positions:

Table 4: Project Positions to be Filled in the next Project Quarter

Person	Position
Hep Seka	Legal Advisor
Choeun Sokhom	Senior Project Accountant (Will start on 19 th July)
TBD	Biodiversity Specialist

TBD	Tourism Coordinator
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- The Operations and Administration team will mobilize the following short-term consultants in the fourth quarter of the project 2:

Table 5: STTA Anticipated to be mobilized in next Project Quarter

Person	Position/ Objective
Del McCluskey	Biodiversity and Water Advisor will advise the team on the Year 3 workplan for water and biodiversity component.
Keith Dokho	Support Tourism team and prioritize Year 3 workplan for Tourism
Bryanna Millis	Application of CIBER tool to the Aquaculture Value Chain
Shannon Sarbo	Poverty Assessment Tool Advisor
Phan Duc Hieu	Speaker on Workshop on Sub-Decree on Rules for SME's to share experiences from Vietnam on the impact that the law on laws has on the work of the ministries.
Steve Smith	To facilitate strategic planning of Cambodia MSME Project's activities for Year 3 and 4. The consultant will work closely with the Cambodia MSME technical and Management team to review project progress to date and provide recommendations to the management team concerning future direction of program activities.

Communications and Media Outreach

Summary of Actions, Activities and Accomplishments this Quarter

The Cambodia MSME project's integrated Communications and Media Outreach Program has three main objectives:

1. **Promote a branded approach to all project outreach activities.** A branded approach to the MSME Project will strengthen project themes and messages and help attribute project outputs, results, and impact to USAID, support from the American People, the Royal Government of Cambodia and key project stakeholders. Communication material includes USAID and Royal Government of Cambodia branded technical training posters, manuals, newsletters and video documentaries.
2. **Nationwide and local information dissemination and dialogue strategy.** The project will use pre-recorded and live radio programming to provide information and generate dialogue about technical, business and governance issues. Radio is a powerful tool in rural Cambodia for publicizing key project activities, themes and messages to micro, small and medium enterprises, as well as national, provincial and district government officials.
3. **Communications and media capacity building for public and private sector to provide BMOs** and key government officials and agencies with skills to better communicate with one another and the general public on issues related to economic development and better governance.

Develop Radio and TV Broadcasts

Broadcasting Summary of MSME Project, from April through June 2010

Pre-recorded Programs:

The following table provides the radio station frequency, location and period of broadcast for the programs that were broadcast during this reporting period:

Table 17: Broadcasting Summary- Pre-recorded Programs

No	DATE	FM STATION	LOCATION	# OF BROADCASTS
1	04/04/10 –27 /06/10	FM 95 MHz	Phnom Penh	Episode 58 - 70
2	07/04/10 – 30/06/10	FM 102 MHz	Phnom Penh	Episode 58 - 70
3	03/04/10 – 26/06/10	FM 92.70 MHz	Battambang	Episode 57 - 69
4	02/04/10 – 25/06/10	FM 91 MHz	Battambang	Episode 57 - 69
5	05/04/10 – 28/06/10	FM 105.5 MHz	Siem Reap	Episode 57 - 69
6	03/04/10 – 26/06/10	FM 98.5 MHz	Kratie	Episode 57 - 69
7	03/04/10 – 26/06/10	FM 93.25 MHz	Kampot	Episode 57 - 69
8	02/04/10 – 25/06/10	FM 103.75 MHz	Svay Rieng	Episode 57 - 69
9	03/04/10 – 26/06/10	FM 98.5 MHz	Pursat	Episode 57 - 69
10	03/04/10 – 26/06/10	FM 88.5 MHz	Kampong Thom	Episode 57 - 69
11	05/04/10 – 28/06/10	FM 92.5 MHz	Kampong Cham	Episode 57 - 69

Program Topics

- A Forum on “Promoting and Boosting Piped Water Use”at Steong Trorng district, Kompong Cham province (April)
- Trade fair in Takeo (April)
- Trade fair in Svay Rieng (April)
- A Forum on “The implementation of the Fisheries Law on Aquaculture Business” in Kompong Thom (May)
- The Community Forestry agreement signing ceremony for Kbal Ta Kong community and Kbal Ou Thnoug, Prey Long area, Kompong Thom (June)
- A Forum on “Promoting and Boosting Piped Water Use” in Bavet town, Svay Rieng. (June)
- A Forum on “Technical Fish Raising and Its Market” in Prey Veng (June)

Audience interaction with the program through SMS

In each pre-recorded radio program, an SMS quiz is used to create immediate interaction points for listeners. The following table shows the number of SMS messages received from April to June 2010. Quiz questions were designed to ensure that the listeners are learning from the program topics and remembering vital information that they can later use. Some examples of questions asked are:

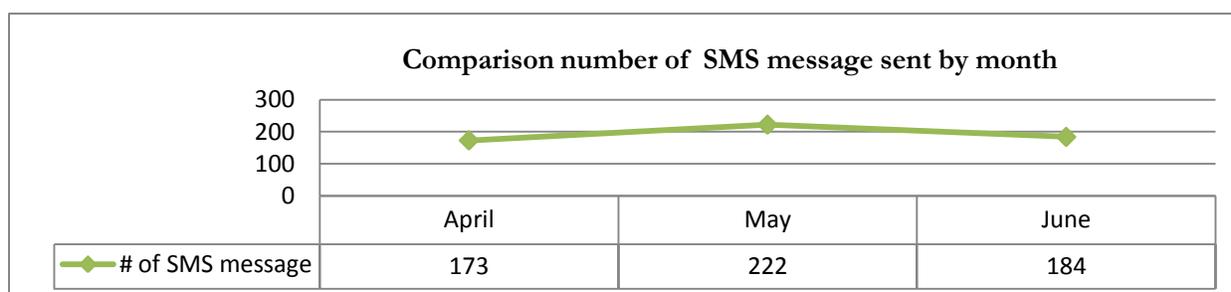
1. Who should you contact to help protect community forests?
2. What should be done to prevent swine from getting Mycoplasma?

Table 18: Number of SMS Messages received in last quarter

	April	May	June	Total
# of SMS messages	173	222	184	579

The graph below shows the number of SMS messages sent to the program has fluctuated slightly during this three-month period.

Figure 4: Radio Quiz SMS Response Counts



Public Service Announcements

The following Public Service Announcements (PSAs) were produced and broadcast during the quarter:

Table 19: The broadcast of radio Public Service Announcements (April – June 2010)

No	Date	Radio Station	Location	No. of Broadcasts in Quarter
PSA Latrine: 21 December 2009 – 07 April 2010				
1	01/04/10 –07 /04/10	FM 102 MHz	Phnom Penh	13 times
2	01/04/10 –07 /04/10	FM 98.70 MHz	Svay Rieng	12 times
PSA Water: 1 April 2010 – 20 May 2010				
1	01/04/10 –20 /05/10	FM 102 MHz	Phnom Penh	150 times
2	01/04/10 –20 /05/10	FM 93.25 MHz	Kampot	150 times
3	01/04/10 –20 /05/10	FM 98.5 MHz	Kratie	150 times
4	01/04/10 –20 /05/10	FM 92.5 MHz	Kompong Cham	150 times
PSA Biodiversity: 6 June 2010 – 21 August 2010				
1	06/06/10 – 30/06/10	FM 95 MHz	Phnom Penh	36 times
2	06/06/10 – 30/06/10	FM 105.5 MHz	Siem Reap	36 times
3	06/06/10 – 30/06/10	FM 88.5 MHz	Kompong Thom	36 times

4	06/06/10 – 30/06/10	FM 100.5 MHz	Stung Treng	36 times
5	06/06/10 – 30/06/10	FM 99 MHz	Preah Vihear	36 times
6	06/06/10 – 30/06/10	FM 91.5 MHz	Oddar Meanchey	36 times
7	06/06/10 – 30/06/10	FM 98.5 MHz	Pursat	36 times
8	06/06/10 – 30/06/10	FM 99.5 MHz	Koh Kong	36 times

Radio PSA topics:

- PSA 1: Build a latrine now.
- PSA 2: The advantages of having a latrine.
- PSA 3: Using piped water.
- PSA 4: Preventing forest fires – This PSA was produced in the last quarter but will be broadcast in the third quarter of 2010, starting in early July.

Live Round Table Discussions

Table 20: MSME Radio Program Broadcasts on Provincial Radio Stations

No	DATE	FM STATION	LOCATION	TOPICS		
				April	May	June
1	02/04/10 –25 /06/10	FM 91 MHz	BTB	- R28 ® - R29 ® - R30 ®	- R31 ® - R32 ®	- R33 ® - R34 ®
2	06/04/10 –29 /06/10	FM 105.5 MHz	SIR	- R28 ® - R29 ®	- R30 ® - R31 ®	- R32 ® - R33 ® - R34 ®
3	04/04/10 –27 /06/10	FM 98.5 MHz	Kratie	- R28 ® - R29 ®	- R30 ® - R31 ® - R32 ®	- R33 ® - R34 ®
4	05/04/10 –28 /06/10	FM 93.25 MHz	Kampot	- R28 ® - R29 ®	- R30 ® - R31 ® - R32 ®	- R33 ® - R34 ®
5	06/04/10 –29 /06/10	FM 103.75 MHz	SVR	- R28 ® - R29 ®	- R30 ® - R31 ®	- R32 ® - R33 ® - R34 ®
6	02/04/10 –25 /06/10	FM 98.5 MHz	Pursat	- R28 ® - R29 ® - R30 ®	- R31 ® - R32 ®	- R33 ® - R34 ®
7	08/04/10 –17 /06/10	FM 88.5 MHz	K.Thom	- R28 ® - R29 ®	- R30 ® - R31 ®	- R32 ® - R33 ®
8	06/04/10 –29 /06/10	FM 92.5 MHz	K.Cham	- R28 ® - R29 ®	- R30 ® - R31 ®	- R32 ® - R33 ® - R34 ®
9	07/04/10 –23 /06/10	AM 918 KHz	PNP	- Live R29 - R30 ® (Recorded at EAC)	- Live R31 - Live R32	- Live R33 - Live R34

Notes: ®: Rebroadcast / Repeat

R: Round table/call in discussion

Round table discussion topics:

- Round table topic No. 28 (RNK): Pattern making training for garment workers/ “I am Precious” Contest.
- Round table topic No. 29 (RNK): Attracting tourists and keeping tourism sites clean.
- Round table topic No. 30 (Recorded at EAC): Honey resource zoning.

- Round table topic No. 31 (RNK): Cooking for tourists.
- Round table topic No. 32 (RNK): Safety for tourists and first aid.
- Round table topic No. 33 (RNK): Successful women entrepreneurs.
- Round table topic No. 34 (RNK): Business group formation.

Equal Access works with project radio station partners to monitor, track and document the live radio programs. Equal Access reviews feedback data provided by each station about the types of calls received, the types of callers interacting with the program and the discussions that took place. In the past quarter, the roundtable programs were only recorded live in Phnom Penh at the state radio broadcaster Radio National of Kampuchea (RNK). Equal Access chose to broadcast only at RNK because it was difficult to find guest speakers in each partner radio station location and guest speakers were deemed necessary to the programs. However recordings of each RNK live program was rebroadcast on provincial partner stations. In addition, episode 30 of the roundtable programs was recorded in the Equal Access studio because it was broadcast during the Khmer New Year holiday week when RNK studios are closed. Therefore there were no live callers to the program, only a roundtable discussion between Equal Access presenters and guest speakers. The following data has been extrapolated from the feedback forms but includes data from RNK only as there were no live programs (and thus no callers) at the provincial stations:

Caller Audience Statistics

A total of 205 persons were callers to the programs.

Table 21: Number of Callers

No	Station	Province	April		May		June		Total
			Callers	Missed calls	Callers	Missed calls	Callers	Missed calls	
1	AM 918	PP	20	45	7	37	22	74	205

Roughly 70% of all callers were male and 42% were aged between 18 and 25 years.

Table 22: Caller's Sex and Age

Month	Sex		Age						
	Male	Female	[18-25]	[26-35]	[36-45]	[46-55]	[56-65]	>66	N/A
April	11	9	11	3	2	1	0	0	3
May	7	0	2	2	1	1	0	0	1
June	16	6	8	1	5	6	0	0	3
Total	34	15	21	6	8	8	0	0	7

Table 23: Caller's Profession

No	Profession	April	May	June	Total	Percentage
1	Officer	1	1	2	4	8%
2	Student	3	1	2	6	12%
3	Farmer	12	4	18	34	69%
4	Chef	0	1	0	1	2%
5	Worker	1	0	0	1	2%
6	Tailor	2	0	0	2	4%
7	Small business owner	1	0	0	1	2%

Table 24: Caller's Location

No	Province	April	May	June	Total	Percentage
1	Kampong Cham	10	4	5	19	39%
3	Takeo	4	1	0	5	10%
4	Prey Veng	2	2	4	8	16%
5	Svay Rieng	1	0	0	1	2%
6	Kampong Chhnang	1	0	3	4	8%
7	Kampong Thom	1	0	4	5	10%
8	Kratie	0	0	4	4	8%
9	Kampot	0	0	1	1	2%
10	Preah Vihear	0	0	1	1	2%
11	Vietnam	1	0	0	1	2%

Note: Calls were received from around the country because RNK can be accessed through both FM and AM frequencies. The AM frequency has a much bigger range than FM. In addition, RNK FM broadcasts are relayed to different points around the country beyond Phnom Penh. This allows callers from locations as far reaching as Preah Vihear and Vietnam to call into the show hosted in the RNK studio in Phnom Penh.

Table 25: Why did callers contact the program?

No	Purpose of caller	April	May	June	Total	Percentage
1	To answer a question	2	0	0	2	4%
2	To share ideas or experiences	12	5	3	20	41%
3	To request a song	3	0	2	5	10%
4	To ask questions	4	3	15	22	45%

Almost all callers asked questions or called to share ideas or experiences with the program. Callers were especially eager to share ideas about the tourism related topics. Ms. Sopheak, a caller from Takeo province, remarked in her call; *“Keeping good sanitation at tourism sites is very important as is security, so please help keep the tourism sites clean, keep good sanitation, good roads and be friendly to tourists in order to attract them to visit. I want to suggest the program broadcast this topic more often, so listeners will become more knowledgeable and help to improve their living standards.”*

Table 26: Number of calls received by topic (including missed calls)

Episode	Title	Calls
28	Pattern making training for garment workers/ “I am Precious” Contest	30
29	Attracting tourists and keeping tourism sites clean	35
30	Honey resource zoning (Khmer New Year holiday episode)	---
31	Cooking for tourists	20
32	Safety for tourists and first aid	24
33	Successful women entrepreneurs	47
34	Business group formation	49

Caller comments and program impacts

From a live show:

Many listeners were interested in talking to Mr. Kim Hourt, Business Membership Organization Coordinator, about the topic of “Business Group Formation”. Callers asked questions such as:

- “How do you form a business group?”
- “How many members should be in a group?”
- “How should the group be managed?”

Some callers shared their stories and expressed their frustrations trying to form a successful business group. These callers, from provinces such as Kampong Thom, Battambang, Kampot, and Takeo, received valuable advice from Mr. Hourt, the guest speaker.

Inspiring new business start-up:

Triev Phalin, of Kampong Cham province, has been a regular listener to the MSME radio program, *Success Starts With You*, since the start of the USAID Cambodia MSME Project. Before he started listening to the radio programs he had never considered a career as a swine farmer. He had witnessed others in his area run unsuccessful swine businesses and chose not to follow suit. He did not want to waste his time and money like his neighbors had. However, after listening to the radio episodes on swine raising, Phalin started to rethink his opinion.

He contacted one of the experts that were featured on the show to ask for some advice. The expert met him in his home province and gave him advice on raising swine, preventing and curing disease and how to care for the animals. Following this visit, Phalin made the decision to begin his own swine business. He has also formed a local community group called the “Agricultural Development Farmer Community”, which he hopes will allow other farmers to share experiences, resources and advice and avoid the mistakes he had witnessed swine farmers make time and again in the past. He likes the SSWY program, remarking that it is a good program, especially for people living in remote areas as they have low levels of education and knowledge on how to raise livestock like swine using proper and effective techniques. He also remarked that the show could also help them with marketing and business management problems that might arise in the future as their businesses continue to grow.

Audience Feedback

Table 27: Audience Live Talk Show Feedback on Issues and Guest Speakers

Objective	Issues Raised in the Live Talk Show	Remarks
<i>Round table 28: Pattern making training for garment workers/ “I am Precious” Contest</i>		
To inform listeners about the relationship of training of pattern makers and of the pattern making competition.	--Why the pattern making training program was launched by GIPC. --Who is eligible to join? --Competition conditions --How to become a pattern maker.	Many callers were not able to reach the program because time was devoted to allowing the guest speaker to share tips and inform the listeners about the pattern making training. Ms. Eang Lay, a caller from Kampong Cham said, “I want to be a designer, so I think that garment sector makes me become more creative in designing. I like listening to this program and always support this program.”
<i>Round table 29: Attracting tourists and keeping tourism sites clean</i>		
To inform listeners of the importance of site cleanliness in attracting tourists and what services should be provided for sustainable tourist operations	--Reasons why sanitation (picking up trash, making public toilets available) is important to attracting more tourists. --What things need to be provided to tourists, i.e., clean sanitary latrine, clean water, etc.	Most callers called to the program to share comments or ideas relating to the topic. Questions asked included; --How can we attract tourists to visit Cambodia? What methods should be used to attract them? --What is the most popular tourism place in Cambodia?
<i>Round table 30: Honey resource zoning (Khmer New Year holiday episode)</i>		
To inform listeners about honey resource zones and what advantages this provides to honey collectors	--The meaning of honey resource zoning --What is the process of identifying honey zoning areas? --What people can do to conserve honey collection areas --Who to contact in your area to mark honey collection zones	This roundtable talk show was a pre-recorded show at the Equal Access studio so no call-in show was conducted.

<i>Round table 31: Cooking for tourists</i>		
To inform listeners about how to cook for tourists, what foods to prepare, and to provide some recommendations to restaurant owners in areas frequented by foreigners	--Encourage listeners to maintain good hygiene while cooking for tourists. --Maintain appropriate prices and good service quality --Understand what foods are appealing to foreign tourists	Some of the questions asked included: --What are the favorite foods of foreigners? --What can the chef or restaurant staffs do to attract more tourists?
<i>Round table 32: Safety for tourists and first aid</i>		
Educate listeners to plan accordingly for medical emergencies involving a tourists	--Encourage tourism providers to think about safety and health issues of tourists. --Encourage tourism businesses to keep first aid supplies on site	One caller commented " I would like to suggest that listeners can help take care of tourists when they come to visit our country and help them when they have an accident." Other ideas shared by calleres included posting signs to help tourists easily find help in emergencies.
<i>Round table 33: Successful women entrepreneurs</i>		
To provide positive examples of successful women entrepreneurs to serve as positive role models for other business owners	--How the entrepreneurs cope with the challenges of running their own business --How women can help each other in their business enterprises --How to balance a career and a family	Over 47 listeners tried to call to our program but only 11 were able to speak due to the high volume of callers.
<i>Round table 34: Business Group Formation</i>		
To inform listeners about the concept of business association groups, how to form a group, the structure of business association groups, and the advantages to business association group members.	--What is the purpose of business associations? --How is a business association set up? --What happens after a group has been formed.	There were up to 49 listeners who called into the program to make comments. Many callers wanted to know more about setting up business association groups and how to make them successful.

Capacity Building on the Effective Use of Media and Communications for Private Clients and Gov't Officials

MSME Communications Training Reports

Private Sector Training

The USAID Cambodia MSME Strategic Communication Training Workshop for private sector professionals was held in Phnom Penh on June 17-18. There were over 40 participants from Kampong Cham, Kampong Speu, Kandal, Siem Reap, Kratie, Kampot, Prey Veng, Pursat, Battambang, Kampong Thom, Svay Reng, a tourist company in Phnom Penh, and DAI staff.

The purpose of two-day workshop was to introduce participants to the importance of strategic communications and how to effectively communicate their messages and information to targeted audiences. Participants were taught about strategic communications concepts and also led through an exercise to educate them about communications strategies. The workshop also included a session about presentation skills and providing interviews to the press. Participants also discussed strategies for communicating effectively with government officials. Training objectives were:

- Building skills to achieve private sector goals through strategic communications with government and with other business partners (constituents for business associations).
- Improving strategic communications skills from strategy design to implementation.
- Preparation of draft communication plans and action items

Government Sector Training

The USAID Cambodia MSME Strategic Communication Training Workshop for Government Officials was held in Phnom Penh on June 22. There were 22 government officials from ministries and other provincial departments of Cambodia, and seven participants from the Cambodia MSME project.

The training program was designed to help improve communication between government officials and the business community, potential investors, industries, and the general public to cooperatively achieve common goals and create a strong business environment in Cambodia. Participants engaged in frank and open discussions about communications strategies, the challenges of strategic communication within government bureaucracies, and the achievements and challenges individual participants have seen in their work. The training objectives were:

- To build skills to improve effectiveness of government through strategic communications with the private sector.
- To ensure that those with communications responsibilities have the skills and clear guidelines for how to communicate with the private sector.
- Practice communication skills through the use of the media and other methodologies.

Other media and communications outputs

Table 28 Project Communications and Outreach Materials

TOPIC	NUMBER
Project Newsletter:	<p>Produced English and Khmer language Newsletter issue # 6, (1,000 copies English, 1,000 copies Khmer) which covered the following topics:</p> <ul style="list-style-type: none"> • Partnering with the Private Sector to Expand Access to Safe and Clean Water. • Indonesia Visit Offers a Learning Opportunity and Experience Exchange on NRM and Honey Business Best Practices. • Three MSME Clients Win Champion Awards in National Agricultural Competition. • Honey Resource Zoning to Protect Bio-Diversity Conservation Areas. • Establishing a Tourism Marketing and Promotions Board for Cambodia. • Swine video now adopted for practical training by universities and community NGOs across Cambodia. • Sanitation Success in Svay Rieng province. • New Production Management Certificate Trains Cambodian Garment Manufacturing Managers. • Private-Public Sector Partnership Improves Provincial Business Environment. • Water Promotion PPD Workshop in Kampong Cham. • Highlight of Cambodia MSME Rural Trade Fairs 2010.
Newspaper Articles Publication	<ul style="list-style-type: none"> • One article on Public-Private Dialogue on Protecting Cambodia Business Under Trade Remedies Law is published in Raksmeay Kampuchea Daily. • One article on Public-Private Dialogue on Protecting Cambodia Business Under Trade Remedies Law is published in Phnom Penh Post. • One article on Community Forestry Agreement Signing in Sandan, Kampong Thom is published in Kampuchea Thmey Daily.
Television Broadcasting: Mobile Broadcasting	<ul style="list-style-type: none"> • One article on Community Forestry Agreement Signing in Sandan, Kampong Thom is aired on National Television of Cambodia (TVK).
Radio Broadcasting	<ul style="list-style-type: none"> • One article on Public-Private Dialogue on Protecting Cambodia Business Under Trade Remedies Law is aired on FM 102 radio. • 1 article on Public-Private Dialogue on Protecting Cambodia Business Under Trade Remedies Law is aired on VOA radio (Voice of America).
Technical Manuals	<ul style="list-style-type: none"> • Documented, Designed and Layout Local Feed Making Manual. • 1000 copies of the manual will be printed in quarter 4, 2010.
Project's Brochure	<ul style="list-style-type: none"> • Selected photos for updating the brochure and will be printed out in the next quarter.
Videos	<ul style="list-style-type: none"> • Produced a promotion video on local feed making in Kampong Trach. The Film, lasted 25 minutes, is about Kampong Trach Khmer Farmer Community to receive knowledge, skills and experience from the Project through technical trainings, local and international exposure visits and they established community to produce local feed for their community.
Flyer	<ul style="list-style-type: none"> • 100 MSME radio program leaflets
Other	<ul style="list-style-type: none"> • Designed and layout Local Feed Making Poster. • 1000 copies will be printed in quarter 4, 2010.
Press Release	<ul style="list-style-type: none"> • N/A

Monitoring and Evaluation

Summary of Actions, Activities and Accomplishments this Quarter

This quarter, the Monitoring And Evaluation group completed the following main outputs:

- 1,049 clients' profiles, including 960 private sector clients and 89 public sector clients were entered into the project's Technical and Administrative Management Information System (TAMIS).
- Completed evaluations of all seven rural trade fairs.
- Assisted Bio-Diversity Team and PACT to update all training conducted in quarter No. 7 in TAMIS.
- On the job training to all relevant teams staff members on TAMIS operation.
- Conducted training on SPSS operation to two local M&E Interns.
- Completed the TraiNet report on the outputs of the quarter No. 5, No. 6 and No. 7 in TAMIS.
- Assisted Tourism team members to produce a spreadsheet for evaluation of FAM trips.
- Assisted the Component 2 team to conduct clients' training assessment of Strategic Communication Training.
- With the Component 3 staff drafted a Legal/Advisory form in TAMIS.
- With Equal Access gathered and uploaded radio show programs into TAMIS: live shows episode 28 through 32, pre-recorded shows 32 through 70 and four public services announcement (PSA).
- Presented Monitoring Indicator achievements for Q6, 2010 to all staff.
- Assisted local GIS specialist to export updated TAMIS client data for mapping.
- Coordinated with the Water Team to produce a sample frame of 6,000 WSP water connected households for a water survey by partner IRL.

The following charts give an overview of project activities implemented this quarter across value chains. They also indicate that one of our key challenges is increasing women's participation in project activities.

Figure 5: Trade Fairs Estimated Visitor Numbers April- Q7 2010

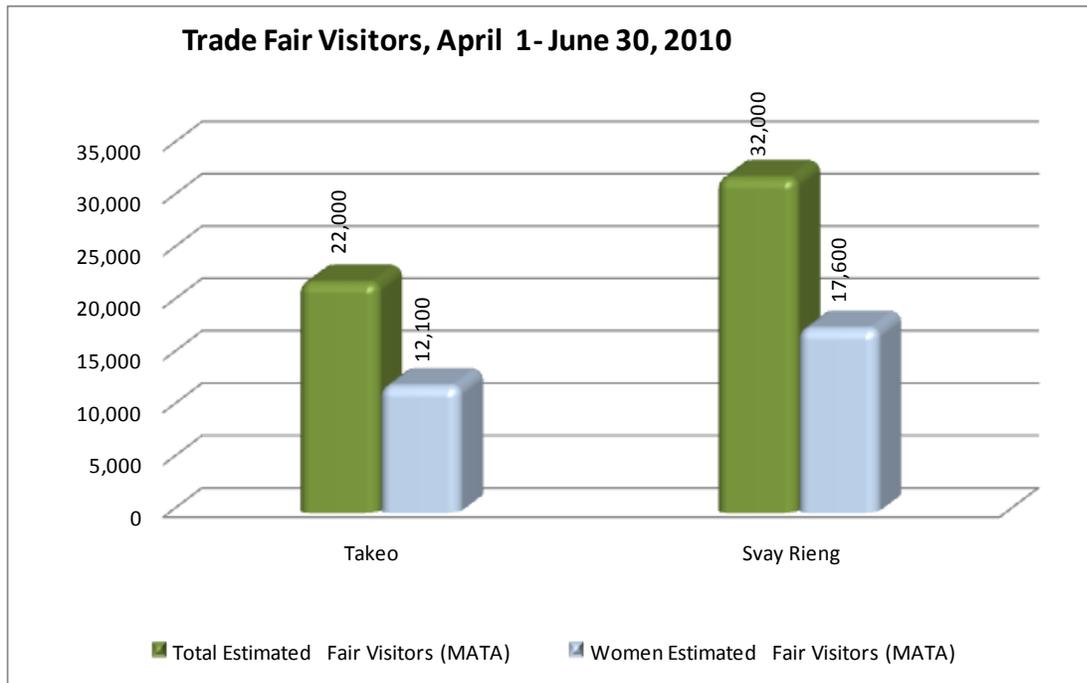


Figure 6: Embedded Technical Training Participants Q7 2010

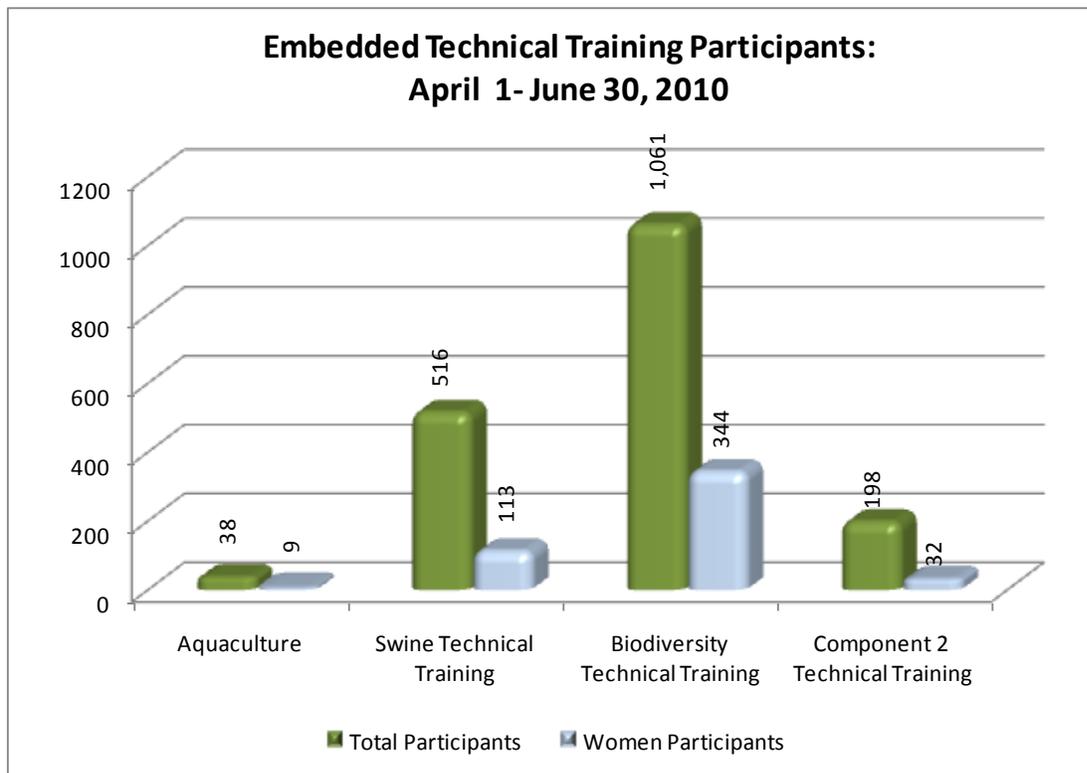


Figure 7: Workshop Participants Q7 2010

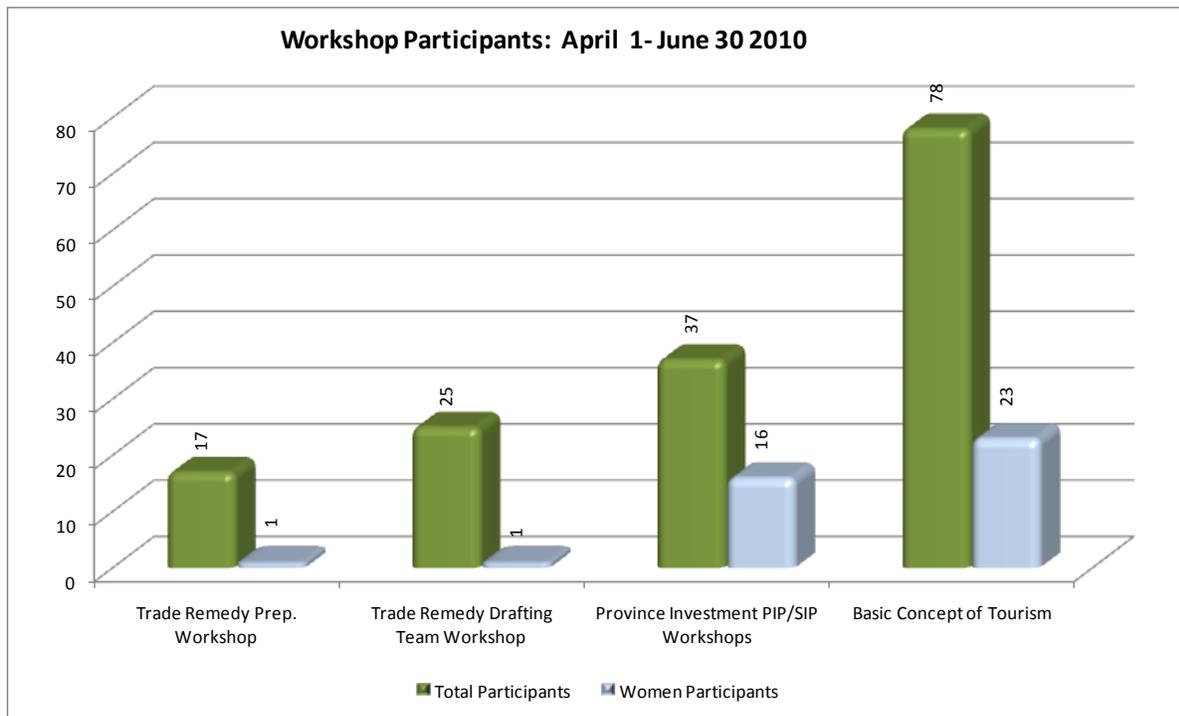


Figure 8: Public-Private Dialogue Participants Q7 2010

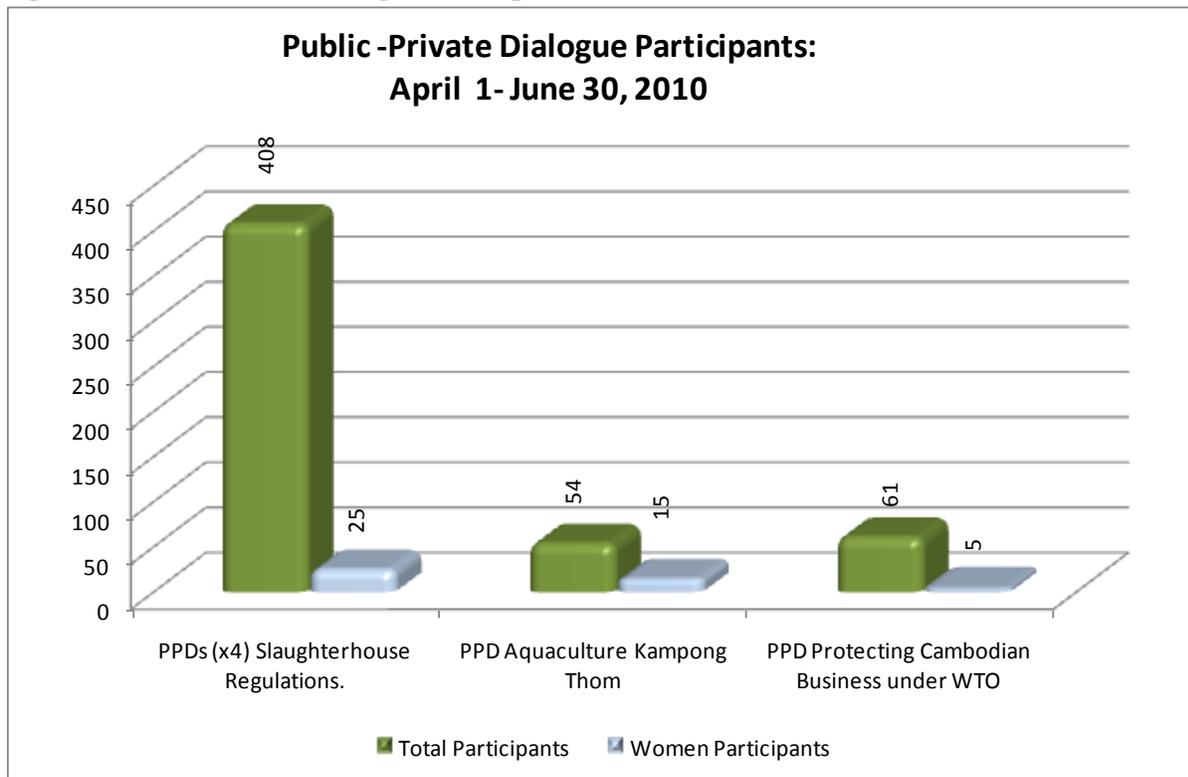


Figure 9: Cross-Provincial Exposure Trip Participants Q7 2010

**Cross-Provincial Exposure Trip Participants:
April 1- June 30, 2010**

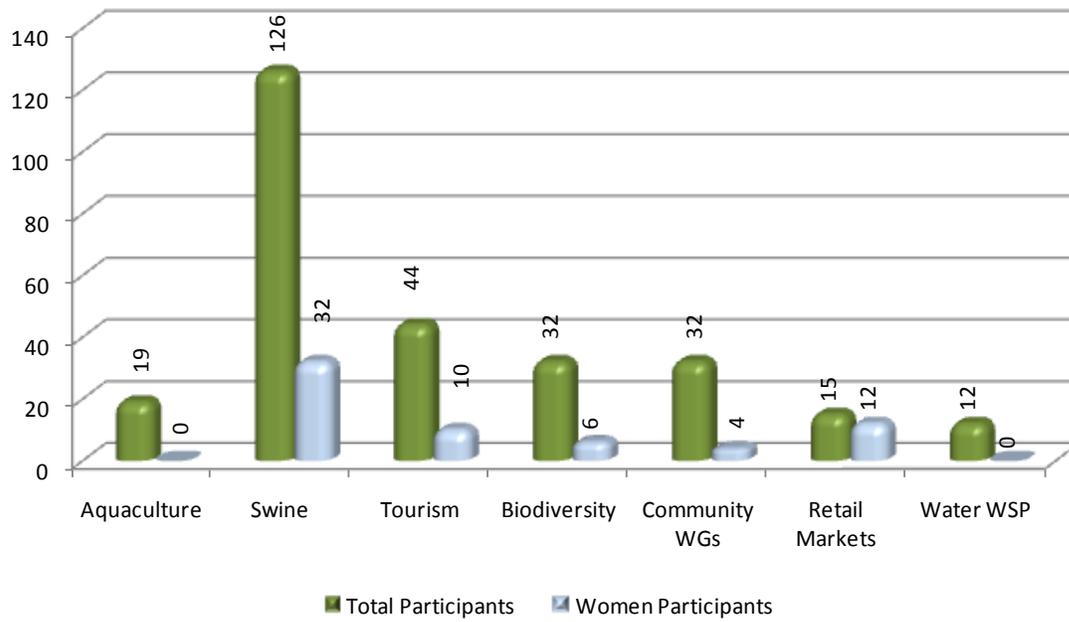


Table 29: Monitoring Indicators Quarter 7, April through June 2010

INDICATORS	UNIT	QUARTER #7	Y1+Y2		
		ACHIEVED	PLANNED	CUMMULATIVE ACHIEVED TO DATE	%
COMPONENT I: STRENGTHEN SELECTED VALUE CHAINS					
Number of enterprises benefiting from USAID development assistance*/**	No.	960	4,000	5,480	137 %
Number of aquaculture enterprises benefiting from USAID development assistance*/**	No.	91	670	784	117 %
Number of swine enterprises benefiting from USAID development assistance*/**	No.	569	2,615	3,621	138 %
Number of honey enterprises benefiting from USAID development assistance*/**	No.	42	379	421	111 %
Number of resin enterprises benefiting from USAID development assistance*/**	No.	191	208	443	213 %
Number of tourism enterprises benefiting from USAID development assistance*/**	No.	30	70	100	143 %
Number of brick and tile enterprises benefiting from USAID development assistance*/**	No.	10	32	47	147 %
Number of water enterprises benefiting from USAID development assistance*/**	No.	27	26	44	169 %
Number of provinces supported by MSME 2/BEE	No.	12	12	12	100 %

INDICATORS	UNIT	QUARTER #7	Y1+Y2		
		ACHIEVED	PLANNED	CUMMULATIVE ACHIEVED TO DATE	%
Percentage change in value of sales of project assisted enterprises*	%	Mid-term evaluation	40%	Mid-term evaluation	
Percentage change in income of project assisted enterprises	%	Mid-term evaluation	35%	Mid-Term Evaluation	
Percentage change in investments by project-supported SMEs	%	Mid-term evaluation	35%	Mid-Term Evaluation	
Number of people with increased economic benefits derived from sustainable natural management and conservation	No.	1- 7,265 2- 5,638	1-3,000; 2-2,000	1- 8,869; 2- 7,077	325 %
Number of people receiving USG-supported training in natural resources management and/or biodiversity conservation	No.	1- 456 2- 298	1-900; 2- 300	1. 1,569 2. 446	162 %
Number of hectares in areas of biological significance under improved natural resource management**	HA	61,809	75,000	85,426	114 %
Number of private sector water service providers	No.	0	26	17	65 %
Number of people with improved access to drinking water supply as a result of USG assistance**	No.	25,015	50,000	35,315	71 %
Sales of point of use latrines	No.	775	5000	1,665	33 %

INDICATORS	UNIT	QUARTER #7	Y1+Y2		
		ACHIEVED	PLANNED	CUMMULATIVE ACHIEVED TO DATE	%
COMPONENT 2: STRENGTHEN PRIVATE SECTOR VOICE					
Number of laws and regulations, etc. reviewed, changed or promulgated with private sector input	No.	4	5	6	120 %
Number of provincial PPD forums developed and utilized as a result of USG assistance**	No.	5	12	17	142 %
Number of Community Associations that are at least 50% self-funded by dues paying members	No.	4	8 (cumulative)	12 (cumulative)	150 %
Number of MSMEs participating in policy advocacy meetings and PPDs	No.	1- 522 2- 59	1-1100 2-220	1- 1,863 2- 360	167 %
Number of community working groups that have clear market linkages in NTFP value chains	No.	3	30	20	67 %
Number of project activities including of WSPs	No.	2	4	8	200%

INDICATORS	UNIT	QUARTER #7	Y1+Y2		
		ACHIEVED	PLANNED	CUMMULATIVE ACHIEVED TO DATE	%
COMPONENT 3: STRENGTHEN THE PUBLIC SECTOR TO SUPPORT the Business Enabling Environment					
Number of laws and regulations reviewed, analyzed or modified to improve the business enabling environment with USG assistance.	No.	3	12	30	250 %
Number of relevant officials at the national and provincial levels demonstrating basic knowledge required for effective regulatory drafting, communications, investment promotion and public-private dialogue related to the implementation of policies or regulations that are relevant to the project's MSME clients	No.	248	190	426	224 %
Improved legal and regulatory transparency, including increased communications of normative acts and regulatory procedures/fees	No.	3	9	4	44 %
Number of policies, laws, agreements or regulations promoting sustainable natural resource management and conservation	No.	1	10	8	80 %

INDICATORS	UNIT	QUARTER #7	Y1+Y2		
		ACHIEVED	PLANNED	CUMMULATIVE ACHIEVED TO DATE	%
GARMENT INDUSTRY PRODUCTIVITIES CENTER (GIPC)					
Number of factories/firms receiving USG assistance to improve management practices	No	10; 7	35; 22	56; 17	119 %
Number of PPDs in the garment sector	No.	3	1	8	800 %
Ratio of income from GIPC training service to salaries of the technicians**	%	72%	145%	150	103 %
Number of participants in vocational trainings	No.	1- 8; 2- 38	1 – 25; 2-285	1- 54 2- 266	155 %

* DCED indicator/requirement

** Operational Plan Indicator

Annexes

PACT Report

Summary of Activities and Accomplishments

The following table lists the original objectives, activities and achievements over the quarter:

Table 30 Pact Summary of Activities

Component	Objectives	Summary of Activities and Achievements to date
Preparation of Training Materials	To develop training materials (in English and Khmer) for community capacity building on Forest/NTFP Management, NTFP Enterprise Development and Participatory Monitoring	The training module on Introduction to Honey Processing Techniques was finalized.
Site Selection	To identify 18 CF/CPA sites appropriate for project implementation	17 CF/CPA sites were selected (one site was dropped by mutual agreement). These sites included: five CF/CPA sites in Kg. Thom province (Prey Kbal Takong, Kbal Ou Thnung, Trapeang Tralach, Rang Khnay, Brasath Tbeng Kong), three CPA sites in Preah Vihear (Chiok, Ou Por, and Bangkeun Phal), three CPA, one CFI and one CF in Koh Kong province (Chrouy Svay, Tany, Prang, Phnom Tob Cheang, and Kondol), four CFs in Oddar Meanchey province in five communes (Phaav, Samaky, Song Rokavorn, and Sangkrouy Preychheu). There are outstanding issues with one site (five villages) in Kg. Thom, two sites in Preah Vihear Province, and one site in Koh Kong Province for which solutions are currently being facilitated.
	To compile background information on each site, including CF/CPA development status	Updated CF/CPA profiles delivered in first quarter with resin tapper profiles for four resin groups (with potential) and a honey hunter profile for one honey group in Koh Kong province.
	To conduct a preliminary assessment of NTFP potential in each site	Conducted a PRA assessment on resin resources. A sketch map was prepared of the resin area in four villages in Brasath Tbeng Kong CPA, Kg. Thom Province. (See attachment below)
Delivery of Training: Community based Honey and Resin Enterprise Development	To build the capacity of the community to effectively operate a resin/honey-based enterprise	During the quarter, 32 training courses on resin and honey were conducted with a total of 806 participants . Figures on each course are below. <ul style="list-style-type: none"> Delivered six trainings on “Introduction to Sustainable Resin Management” to four villages in Brasath Tbeng Kong CPA (Kg. Thom) including Veal Chas, Prix, Trapeang Pring, and Sre Veal and 2 communities in Koh Kong namely Chrouy Svay, and Tany. There were 318 participants including 139 women, eight local MoE staff, and eight commune council members. Delivered two trainings on “Introduction to Sustainable Honey Management” to two CPAs including: Chrouy Svay, and Tany in Koh Kong Province. There were a total of 57 participants including five women, five local MoE’s, and one commune councils. Delivered two trainings on “Introduction to Honey Processing Techniques” to two honey groups, Prang and Phnom Tob Cheang, in Koh Kong Province. There were 55 participants participated including eight women, one local MoE staff, and one commune council member.

		<ul style="list-style-type: none"> Delivered two training sessions on “Community-based NTFP enterprise Organization” to two CPAs, Chrouy Svay, and Tany, in Koh Kong Province. There were 50 participants including 11 females, and three local MoE representatives. Delivered three training sessions on “Basic Financial Management” to three honey groups, Kondol, Tany, and Chrouy Svay CF in Koh Kong Province. There were 34 participants including six women, and one local authority attending. Delivered six training sessions on “Participatory Value Chain Analysis” to two honey groups and four resin groups, Kondol, and Tany CPA in Koh Kong Province. Samaky, Sorng Rokavorn, Sangkros Prey Chheu, Phavv, Oddor Meanchey Province. There were 118 participants including 12 women, three local FA’s, and nine local authorities attending. Delivered five training sessions on “Business Plan and Marketing” to two honey groups and three resin groups, Kondol, and Tany CPA in Koh Kong Province. Samaky, Phaav, and Sorng Rokavorn, Oddor Meanchey Province. There were 96 participants including 12 women, five local FA’s, and four local authorities attending. Delivered six training sessions on “Participatory Monitoring and Evaluation” to three honey groups and three resin groups including, Phnom Tob Cheang, Prang, and Kondol in Koh Kong Province. Trapeang Tralach, Rang Khnay, and Prey Kbal Takong in Kg.Thom Province. There were 78 participants including 16 women and one local FA representative attending.
Delivery of Training: CF/CPA training and coaching	To build the capacity of CF/CPA practitioners in the target provinces on CF/CPA implementation using participatory methods.	<ul style="list-style-type: none"> During the period a total of four courses on CPA were conducted with a total of 214 participants. Conducted four training courses on “Introduction to CPA Process” to Prix, Trapeang Pring, Sre Veal, and Veal Chas, in Kg. Thom Province. There were a total of 214 participants, including 126 females, four local MoE officers, and six commune council members. Conducted CPA Management Committee Election for Kondol CPA, Koh Kong Province. There were a total of 368 participants, including 157 females, two commune council members, and two local MoE officers.
Project Database	To keep and manage information and data of 18 CF/CPA sites	<p>Pact/CFP tracks its work by maintaining the following data:</p> <ul style="list-style-type: none"> Training Reports (narrative) Database on training activities, including # of participants (male & female), maps, and steps reached through the CF Development process Training evaluations by participants Resin tapper profiles and Honey hunter profiles Profiles of nine CFs and eight CPAs
Monitoring and assessment of training	Certify achievement of each step in the process of both the community-based enterprise and CF	Monitoring of CF and NTFP activities was conducted two times in the field.
Legal Tenure and Policy Development	To complete and submit documents for legal tenure to FA or MoE for 17 communities	<ul style="list-style-type: none"> Chi Aok CPA was approved by the MoE. Samaky, Sorng Rokavorn, Prey Srong, Sangkros Preychheu, Prey Kbal Takong, and Kbal Ou Thnung CF were approved by the FA Cantonment. Work is ongoing to follow up CF/CPA Agreements in Tropreang Tralach CF, Rong Khnay CF, Phaav CF, Phnom Tob Cheang CF, and Prang CPA. Continued to support CPA development in Kondol, Brasath Tbeng Kong, and Bangkeun Phal CPA.

Program Output Achievements:

3.1 Community- based NTFP Enterprise Development Training

The CFP team has assisted 16 among 17 communities to establish community-based NTFP enterprises including five community-based honey enterprises and 11 community based resin enterprises, through providing relevant training courses. CFP training teams conducted a total of 32 courses for the management committees and the enterprise members.

Introduction to Sustainable NTFP Management

Six training courses were provided to one CPA with four villages with resin resources and one CPA and one CFI with honey resources. The participants in the four villages were interested in organizing a resin group. As a result four resin groups were organized with 93 resin members. Furthermore, there were two common resin tree species in the area, namely: *chheutil krahom* (*Dipterocarpus alatus*) and *trach* (*Dipterocarpus obtusifolius*). These tree species produce liquid resin. *Trach* resin tree species produced a good quality of resin, but the more abundant *chheutil krahom* produced lower quality resin. According to a sketch map, among four villages, Veal Chas villagers collect their resin outside CPA areas.

Additionally, two honey groups were organized with 61 honey members. There were five honey species in the Chrouy Svay area, namely: *Apis dorsata*, *Apis cerana*, *Apis florum*, *Triga sp.* and *Apis andreniformis*. And there were two honey species in Tany CPA including: *Apis dorsata* and *Apis cerana*. The villagers collected the honey during the rainy season, starting from June to October. Fourteen flower species were identified as important bee fodder in the areas. Among the 14 flower species, there were four main flower species including: *Meleleuca cajeputi* (*Smach*), *Lumnitzera* (*Kronheb*), *Syzygium Zeylanicum* (*Smach Deong*), and *Ternstroemia penangiana* (*Smao Phlung*).

Community-based NTFP Enterprise Organizing

Two training sessions were delivered to CPA communities deemed having sufficient honey resources. As a result two honey groups were organized with five people selected for a management committee in each group. Furthermore, the management committee members, local MoE representatives, local authorities, and villagers have drafted Honey Group Regulations which the CFP team will assist in formalizing.

Basic Financial Management

Three training sessions on Basic Financial Management were delivered to three Honey Groups. A majority of the participants understood well the key financial terms and the roles and responsibilities of the committee members in financial management. Importantly, they could perform bookkeeping exercises and check invoices and receipts with confidence. Additionally, they could prepare a simple financial report with accuracy.

Participatory Value Chain Analysis

Six trainings on Participatory Value Chain Analysis were delivered to four Resin Groups and two honey groups. As a result, the participants understood the benefits of participatory value chain analysis and they were active in sharing ideas related to the market chain and challenges. The resin group members identified four main actors in the chain including: resin collectors, resin committee members, local traders in the villages, and wholesalers. There were four main wholesalers in Anlong Veng town, Siem Reap, Tuol Krous (Anlong Veng district), and Battambang. The local traders bought the resin product from the villagers at a relatively low price. Therefore, villagers earn only small net profits from their collection.

The resin committee members in Sorng Rokavorn are now determined to negotiate a better price with the local traders in the future when they have the resin product to sell.

During the training, the resin groups identified three main issues: First, the price of resin which is essentially dictated by the traders, has dropped and it has become difficult for the community to maintain its resin enterprise. In addition, there was a lack of resin market information for resin groups. Finally, a lack of investment capital and high transportation costs were a common issue raised by each resin group.

Tany and Kondol honey groups identified four main actors in the honey market chain including: honey collectors, honey committee members, honey consumers, and wholesalers. This year the main wholesaler to buy honey was Sahakreas CEDAC with a purchase of 600-1000 liters depending on supply (approximately 400 liters from Phnom Tob Cheang, 200 liters from Prang, 100 liters from Tany, 100 liters from Kondol, and 100 liters from Chrouy Svay). In this way, all communities will have a chance this year to develop their skills in processing and selling their honey to a high standard. Kurata Pepper is also making a purchase of 200 liters from Phnom Tob Cheang. Furthermore, the communities identified two main issues: lack of honey processing materials and investment capital.

Business Plan and Marketing

Five trainings on Business Planning and Marketing were delivered to three resin groups and two honey groups. As a result, they drafted a three-year business plan with the costing section and resin volume differing in each community. The break-even cost for the three resin groups was between 1100-1700 riel. The Sangkrouy Prey Chheu and Phaav resin groups could produce a high volume of resin, as much as 20,000-30,000 kg per year. But Samaky resin group had a small amount of resin trees; therefore the group could produce only 1000-2000 kg per year. The resin quantity projection in the business plan will change depending on the investment capital. If the resin groups have sufficient funds, they will buy a large amount of resin. Currently, the resin selling price in the villages was 1200-1500 riel, 1700-2000 riel in Anlong Veng, and 3000-3300 riel in Siem Reap.

Tany and Kondol honey groups were newly established in this year. The honey groups found it difficult to estimate the honey volume they might be able to produce, but estimated approximately 150-200 liters of honey per group this year. The break-even cost was \$6.5 per liter.

Participatory Monitoring and Evaluation

Six courses on Participatory Monitoring and Evaluation were delivered to three resin groups and three honey groups. As a result, a majority of the participants was able to explain the concepts of monitoring and evaluation and understand the benefits of conducting project monitoring and evaluation. Importantly, the honey committee members were very active in preparing monitoring and evaluation plans. They have now prepared the project monitoring and evaluation plan to cover 2010 to 2011.

However, the resin committee members have had difficulty understanding the concept of an indicator. Therefore they were less active in developing the project monitoring and evaluation plan. Pact's M&E expert is being asked to review this particular module to help search for ways to make the concepts more accessible to villagers.

3.2 Progress in CF/CPA Development

The CFP team has assisted 17 communities through the 8-steps of community forestry establishment by providing training relevant to each step. Utilizing the training modules and materials prepared and

adapted under the program, CFP training teams conducted four courses on Introduction to CPA Process for Brasth Tbeng Kong CPA. As a result of these trainings, most of participants in Prix and Trapeang Pring villages had a clear understanding of the usefulness of CPA establishment, and 85% of Prix's villagers and 64% of Trapeang Pring's villagers made a thumb print to join the CPA establishment.

Furthermore, some of the participants in Sre Veal and Veal Chas villages did not understand clearly the CPA process. They needed more coaching on CPA process. After additional coaching a total of 60 % of Veal and Veal Chas villagers agreed to join in the CPA establishment. Pact will try to find ways to make the CPA process more readily comprehensible.

The CPA team organized CPA Management Committee Elections for Kondol CPA. As a result a total of 20 sub-CPA management committee members were elected for four villages including Kondol, Prolean, Thnung, and Tamkong villagers. A total of seven CPA management committee members were elected for Kondol CPA.

3.3 Meetings

- A task force member from Koh Kong Province attended a honey task force meeting in Phnom Penh. The task force group reviewed and finalized the Regulations of the Cambodia Wild Honey Enterprise Federation. Furthermore, a representative from CEDAC presented the result of honey inspection in each province and discussed a honey buying agreement in year 2010.
- Pact attended the Technical Working Group on Forestry and Environment meeting in May as well as the National Community Forestry Program Coordination Committee meeting. The TWG meeting focused on the implementation plan for the National Forestry Program and the NCFP CC meeting concentrated on finalizing the revised Terms of Reference for the committee.

3.4 Workshops

- Nine honey group committee members and one local authority attended a 1st General Assembly meeting. As a result the participants approved community standards and guidelines and the federation's regulations were developed. There were 13 Federation's Executive Committee members elected. The chief of the committee members was a Mondulkiri honey group representative. And the deputy chief of the committee was a Koh Kong honey group representative.
- A honey group representative and one commune council member from Koh Kong Province attended the Launching Ceremony of ' Wild Honey' organized by CEDAC. Each honey group representative from Koh Kong, Mondulkiri, Kratie, and Preah Vihear signed a purchasing agreement with Sahakreas CEDAC. In the agreement, Koh Kong honey groups will sell honey in amount of 600-1000 Liters. And the selling price is \$8.3 per liter.

Constraints Encountered and Unresolved Issues

- During this quarter, there are three remaining site issues that made it impossible for the CFP team to implement the training program activities. These include Prasath Tbeng Kong CPA with five villages in Kg.Thom province and Ou Por CPA, and Bangkeung Phal CPA in Preah Vihear Province. MoE did not allow the CFP team to work on the areas if DAI/Pact did not negotiate a specific MoU with the MoE. MSME project staff are currently facilitating with the MoE.

- The three new honey groups in Koh Kong Province lack honey processing materials and investment capital. They tried to filter honey using a net, but they are concerned that the honey quality will not be so good. Furthermore, this year the weather was so hot so the amount of flowers decreased which affects the bees' ability to produce honey.
- During the resin processing business, the net profit that the resin groups receive was low, because of high transportation costs for the products. Communities or traders paid unofficial fees to local government officers for transporting their products. Moreover, the official tax fee for government was 300 riel per kilogram. Hence, these add up to high costs for the resin groups. MSME has been requested to assist in facilitating an official request letter to MAFF for tax exemption.

Other Activities

- The CFP team cooperated with Equal Access to develop a script on Sustainable Honey Harvesting Techniques. The script was broadcast on the radio.
- MSME project staff worked with Equal Access to develop a public service announcement on Forest Fire Protection. The message on forest fire protection was approved by the Director of Community Forestry Office.

Main Events Planned for Next Quarter

- Delivery of 16 trainings on CPA Development and 20 trainings on NTFP enterprise development to Brasath Tbeng Kong CPA.
- Delivery of 5 trainings on CPA Development to Bangkeun Phal CPA and 6 trainings on NTFP enterprise development to Ou Por CPA.
- Delivery of 3 trainings on NTFP enterprise to Chrouy Svay CFi, 6 trainings on NTFP enterprise to Sangrokavorn, Kbal Ou Thnung, Samky and Sangkrous Prey Chheu.
- Monitor honey quality.
- Follow up honey transportation to CEDAC and Kurata.
- Monitor resin business activities.
- Monitor financial management of honey and resin groups.

Table 31 CF / CPA Legal Status

Site Name	Formal Request to FA/MoE	Membership Registration + List	CF/CFP Management Committee Election – <i>deika</i> recognition	CFMC By-Laws	CF/CPA Regulations	GIS Map + Minute	CF Agreement – signed by Cantonment & Community
Koh Kong province							
Tob Cheang CF (3,065 ha)	Complete	Complete	Complete	Complete	Complete	Complete (no minutes)	Submitted to FA
Prang CPA (859 ha)	Complete	Complete	Complete	n/a	Complete	Complete (no minutes)	Submitted to MoE
Kodol CPA	Complete	Complete	n/a	n/a	n/a	n/a	n/a
Chrouy Svay CFi	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Tany CPA	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Kg. Thom province							
Kbal Ou Thung CF (2,891 ha)	Complete	Complete	Complete	Complete	Complete	Complete	Complete final draf
Prey Kbal Takong CF (2,204 ha)	Complete	Complete	Complete	Complete	Complete	Complete	Complete final draft
Tropeang Tralach CF (1,015 ha)	Complete	Complete	Complete	Complete	Complete	Complete	Complete draft
Rang Khnay CF (1,120 ha)	Complete	Complete	Complete	Complete	Complete	Complete	Complete draft
Brasath Tbeng Kong CPA (11,138)	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Preah Vihear province							
Chi Aok CPA (1,500 ha)	n/a	Complete	Complete	Complete	Complete	Complete	Complete
Ou Por CPA	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Bangkeun Phal CPA	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Oddor Meanchey province							
Samaky CF (1,079 ha)	Complete	Complete	Complete	Complete	Complete	Complete	Complete
Sorng Rokavorn (18,164 ha)	Complete	Complete	Complete	Complete	Complete	Complete	Complete
Sangkrous Preychheu CF (4,151 ha)	Complete	Complete	Complete	Complete	Complete	Complete	Complete
Phaav CF (2,025 ha)	Complete	Complete	Complete	Complete	Complete	Complete	n/a

Key Events Calendar July to September 2010

JULY 1 – 2

- **6/30-7/1**: Forum on sanitation for fish raising in Prey Veng province.
- **7/1**: CF agreement signing ceremony for two target CFs, including Kbal Takong and Kbal Ou Thnong in Prey Long area, and Sandan in Kg. Thom province.
- **7/1**: Second aquaculture public-private dialogue between fish producers, fish traders and fisheries officers on aquaculture technique and aquaculture products market.
- **7/1**: Rebroadcast a live talk show at RNK, topic No. 34: Business group formation at FM 88.5 MHz of Kg. Thom province on Thursday July 1, from 11:00 to 12:00 noon.
- **7/1-4**: Broadcast a pre-recorded business program, episode No.70: Sustainable resin tapping techniques at some FM partners.
- **7/1-4**: Broadcast PSA 1 & 2 on Latrine and Sanitation.
- **7/2**: Broadcast a radio PSA on preventing forest fires.
- **7/4**: Broadcast a pre-recorded business program, episode No. 71: Honey marketing strategies.

JULY 5 – 9

- **7/4-10**: Broadcast a radio PSA on preventing forest fires.
- **7/5-7**: Create promotion and announcement for live talk show topic No. 35: Accessing piped water supply system, and broadcast at RNK.
- **7/5-9**: Produce a radio pre-recorded business program, episode No. 72: Swine Aujeszky disease.
- **7/5-11**: Broadcast a pre-recorded business program, episode No. 71: Honey marketing strategies in some FM partners.
- **7/6**: Swine public-private dialogue on dissemination of transportation license and slaughter house regulations.
- **7/6-7**: Discussion with fish traders and producers in Kg. Cham province on market linkages for aquaculture products.
- **7/7**: Conduct a live radio business program, episode No. 35: Accessing piped water supply system at RNK.
- **7/7**: Tourism investment training (Module 3) organized in Kg. Cham province.
- **7/8**: Swine technical training for VAHWs on bio-security and disease control in Kg. Speu province.
- **7/8**: Swine Business Forum on how to improve the swine industry, Kg. Cham province.
- **7/8**: Technical training for swine CWG members on savings groups in Kampot province.
- **7/8**: Aquaculture meeting with Director of FiA Cantonment to discuss guidelines for aquaculture registration and obtaining permission letters, to support the business operation of aquaculture clients.
- **7/9-11**: Rebroadcast a live radio business program, topic No.35: Access to piped water supply at RNK at FM 91 MHz of Battambang province on Friday July 9; FM 98.5

MHz of Pursat province on Friday July 9, FM 98.5 MHz of Kratie province on Sunday July 11.

- **7/11:** Broadcast a pre-recorded business program, episode No. 72: Swine Aujesky disease at FM 95 MHz.
- **7/11-13:** Conduct a live radio business program, topic No. 35 at FM 98.5 MHz of Kratie province, FM 92.5 MHz of Kg. Cham province, FM 103.75 MHz of Svay Rieng province and FM 93.25 MHz of Kampot province.

JULY 12 – 16

- **7/12-18:** Broadcast a pre-recorded radio business program, episode No. 72: Swine Aujesky disease at some FM partners.
- **7/13:** Organize a public-private dialogue on safe piped water, sanitation and new pipe connection to improve access to clean water in Kg. Speu province.
- **7/13-15:** Rebroadcast a live radio business program, topic No. 35 at RNK at FM 105.5 MHz of Svay Rieng province and FM 88.5 MHz of Kg. Thom province.
- **7/13-15:** Embedded aquaculture technical training on ExM organic product use in fish pond culture in Moung Reussey district, Battambang province.
- **7/14:** Honey bee follow-up survey in Koh Kong province.
- **7/14:** Resin interest group formation in Preah Vihear province.
- **7/14-15:** Organize tourism discussion to gather feedback on the FAM trip and identify next steps with PPS and Banteay Chhmar.
- **7/15:** Swine technical training on swine AI and collaboration meeting with GTZ- Siem Reap province.
- **7/15:** Workshop on “Strengthening the Swine Industry” in Kg. Cham province.
- **7/15:** A meeting with PISC and EMC on Provincial Investment Profiles and Sector Investor Profiles phase II activities in Kampot province.
- **7/15:** Aquaculture meeting with Thmor Koul Market Director on market upgrading in Battambang province.
- **7/16:** General Assembly of Kg. Speu CWG in the collaboration with Kg. Speu PDA.
- **7/18:** Broadcast a pre-recorded radio business program, episode No. 73: Sustainability of safe water supply at FM 95 MHz.
- **7/18-25:** Broadcast pre-recorded business program, episode No. 73: Sustainability of safe water supply at some FM partners at provinces.

JULY 19 – 23

- **7/19-21:** Create a live talk show promotion and announcement, topic No. 36: Honey marketing strategies and broadcast at RNK.
- **7/20-21:** Aquaculture Public-Private Dialogue follow-up with aquaculture producers, traders and processors at Steung Sen district, Kg. Thom province.
- **7/20-22:** 3rd training on Talk Show for radio presenters.
- **7/20-22:** Tourism GPS training to develop tourism map for Chambok, Peam Krasop and Tataikrom.

- **7/21:** Honey cross-provincial trip for honey groups from Chroy Svay and Ta Meak to Phnom Toap Cheang CF in Koh Kong province.
- **7/21:** Meeting of Cham Kar Leu CWG management committees to set up their statutes.
- **7/21:** Conduct a live radio business program, topic No. 36: Honey marketing strategies at RNK.
- **7/21-25:** Broadcast a radio PSA on Tourism.
- **7/22:** Embedded swine technical training on pork processing in Battambang province.
- **7/22:** Embedded swine technical training on pig feed-making in Svay Rieng province.
- **7/22:** Embedded training for Cham Kar Leu CWG members on Savings Group in Kg. Cham province.
- **7/22:** Aquaculture discussion with Director of Kg. Cham FiA Cantonment on application of rules and guidelines to support aquaculture sector and schedule for public-private dialogue on aquaculture in fisheries laws.
- **7/22-25:** Rebroadcast a radio live talk show, episode No.36: Honey marketing strategies at RNK at some FMs partners in provinces.
- **7/23:** Meeting with Director of Kg. Cham Fisheries Administration Cantonment to validate draft poster of simple guidelines on aquaculture registration and transport license for aquaculture producers.
- **7/23:** Meeting with PISC and EMC on PIPs and SIPs phase II activities in Siem Reap province.
- **7/23:** Coordinate tourism internship for Chefs in Banteay Chhmar, Chambok, Chi Phat and Peam Krasop (5 chefs from each community and will stay at the restaurant for one week)
- **7/23-25:** Rebroadcast radio live talk show, episode No.36: Honey marketing strategies at RNK at some FMs partners in provinces.
- **7/23-29:** Rebroadcast a live radio talk show at RNK, No. 36: Honey marketing strategies at some FM partners in the provinces.
- **7/25:** Broadcast a pre-recorded business radio program, episode No. 74: Legal documents for running an aquaculture business at FM 95 MHz.
- **7/25-31:** Broadcast a pre-recorded business program, episode No.74: Legal documents for running an aquaculture business at some FM partners in provinces.
- **7/25-31:** Broadcast PSA 1 & 2 on latrine and sanitation.

JULY 26 – 30

- **7/26-31:** Broadcast a radio PSA on tourism.
- **7/27:** Organize tourism investment training (module 4) in Kg. Cham province.
- **7/28:** Honey cross-provincial trip for honey groups from Steung Treng to Koh Kong province on rafter bee keeping, honey harvesting and packaging.
- **7/29:** Embedded swine technical training on swine disease to VAHW/ Vets-Battambang province.
- **7/29:** Swine cross-provincial trip on A.I from Svay Rieng province to Kg. Speu province.

- **7/29:** Meeting with PISC and EMC on PIPs and SIPs phase II activities in Battambang province.
- **7/29:** Aquaculture Public-Private Dialogue on practical issues in application of rules and simple guidelines on aquaculture registration and transportation licenses in Kg. Cham province.
- **7/30:** Swine Public-Private Dialogue on dissemination of transportation license and slaughterhouse regulations in Kg. Thom province.

AUG. 2 – 6

- **8/3:** Tourism meeting with Tataikrom community to develop proposal to UNDP in Koh Kong province.
- **8/3-4:** Aquaculture consultation and development of fish CWG by-laws at Chhouk district, Kampot province.
- **8/4:** Small business training for swine CWG in Kampong Leav district, Prey Veng province.
- **8/4:** Tourism cross-provincial trip for Tataikrom community to visit Chi Phat community.
- **8/4:** Honey cross-provincial trip for honey group to CBET in Koh Kong province.
- **8/5:** Tourism meeting with Chi Phat community to discuss community development project focusing on agriculture activities, Koh Kong province.
- **8/5:** Embedded swine technical training in Varin district, Siem Reap province.
- **8/5:** Embedded swine technical training on swine feed making in Tramkak district, Takeo province.
- **8/5:** A brainstorming workshop with provincial investment sub-committee and EMC on PIPs and SIPs dissemination strategy in Siem Reap province.
- **8/5:** Meeting with new aquaculture CWG in Chhouk to discuss further activities and to find regulation support from office of aquaculture in Kampot province.
- **8/8:** Broadcast a pre-recorded radio business program, episode No. 76: How to work with tour companies at FM 95 MHz.
- **8/8-15:** Broadcast a radio pre-recorded business program, episode No. 76: How to work with tour companies.

AUG. 9 – 13

- **8/10:** Organize tourism investment training (Module 5) in Kg. Cham province.
- **8/10-13:** Aquaculture cross provincial exposure trip for fish producers (who stopped using night soil for fish feeding) from Angkor Treit commune, Svay Antor district, Prey Veng province to Kg. Cham province.
- **8/11:** Cross-provincial trip to build capacity of Takeo CWG to a cooperative in Svay Rieng province.
- **8/12:** Embedded swine technical training on swine feed making in Staung district, Kg. Thom province.
- **8/12:** Embedded swine technical training on A.I in Baray district, Kg. Thom province.

- **8/12:** A brainstorming workshop with provincial investment sub-committee and EMC on PIPs and SIPs (tourism, swine, and aquaculture) dissemination strategy and sustainability in Battambang province.
- **8/15:** Broadcast a radio pre-recorded business program, episode No. 77: Artificial insemination and markets for piglets at FM 95 MHz.

AUG. 16 – 20

- **8/16:** Embedded Tourist Guide technical training for Chambok community, Kg. Speu province.
- **8/16-22:** Broadcast a radio pre-recorded business program, episode No. 77: Artificial insemination and markets for piglets at FM 95 MHz at some FM partners.
- **8/17:** Embedded tourism guide technical training for Peam Krasop community, Koh Kong province.
- **8/17:** Organize tourism Hidden Treasure forum between the HT sites and private sector in Phnom Penh.
- **8/18:** Resin PPD in Oddar Meanchey province.
- **8/18:** A brainstorming workshop with provincial investment sub-committee and EMC on PIPs and SIPs (tourist, swine, and aquaculture) dissemination strategy and sustainability in Kampot province.
- **8/18-22:** Conduct a live radio business program, topic No. 38: Artificial insemination and markets for piglets at RNK and some FM partners.
- **8/19:** Embedded tourism guide technical training for Banteay Chhmar community, Banteay Meanchey province.
- **8/19:** Embedded swine technical training on swine feed making in Kandieng district, Pursat province.
- **8/19:** Embedded swine technical training in Angkor Chum district, Siem Reap province.
- **8/19:** Advocacy training for Sankor swine CWG members, Kg. Thom province.
- **8/19:** Meeting with Agri-Extension Officers of Kg. Thom province to discuss about official registration process of Sankor swine CWG.
- **8/22:** Broadcast a radio pre-recorded business program, episode No. 78: Registration of agriculture development communities at FM 95 MHz.

AUG. 23 – 27

- **8/23-25:** Create live show's promotion and announcement, topic No. 38: Artificial insemination and markets for piglets and broadcast at RNK.
- **8/23-26:** Conduct a live radio business program, topic No. 38: Artificial insemination and markets for piglets at the rest FM partners
- **8/23-29:** Broadcast a radio pre-recorded business program, episode No. 78: Registration of agriculture development communities at the rest FM partners.
- **8/24:** Embedded tourism technical training on non-verbal communication for home-stay owners in Banteay Chhmar community, Banteay Meanchey province.

- **8/25:** Honey cross-provincial trip for honey groups from Kg. Thom province to Koh Kong province.
- **8/25:** A public-private sectors dialogue on safe pipe water, sanitation and new pipe connection condition in Kg. Cham province.
- **8/26:** Embedded swine practical training on sample collection and diseases control in Kg. Speu province.
- **8/26:** Embedded swine technical training on A.I in Staung district, Kg. Thom province.
- **9/26:** Embedded financial management training to aquaculture CWG on Saving in Chea Klang, Prey Veng province.
- **8/26:** Embedded technical training on food safety for retailers and traders in Oraing Ov market, Kg. Cham province.
- **8/27:** Embedded tourism technical training on a non-verbal communication for home-stay owners in Chambok community, Kg. Speu province.
- **8/29:** Broadcast a radio pre-recorded business program, episode No. 79: Preventing swine from bacterial infections (Bio-Security) at FM 95 MHz.

AUG. 30 – SEPT. 3

- **8/30-31:** Create a live show's promotion and announcement, topic No. 39: Maintaining tourism service quality (including the hospitality) and broadcast at RNK.
- **8/30-31:** Broadcast a radio pre-recorded business program, episode No. 78: Registration of agriculture development communities at the rest FM partners
- **9/1:** Organize tourism investment training (Module 6) in Kg. Cham province.
- **9/1:** Organize a workshop on WSP net-working and association building, in Phnom Penh.
- **9/1-3:** Aquaculture cross-provincial trip for Thmor Koul retail market, Battambang province to visit Psar Chas, Siem Reap Town.
- **9/1-5:** Broadcast a radio pre-recorded business program, episode 79: Preventing swine from bacterial infections (Bio-Security).
- **8/1-8:** Broadcast a pre-recorded radio business program, episode No. 75: Slaughter house management, Hygienic checking of animals, meat and animal products at all FM partners in the provinces.
- **9/1-9:** Conduct a live radio program, topic No. 39: Preventing swine from bacterial infections (Bio-Security) at FM partners.
- **9/2:** Embedded swine technical practical training on sample collection and disease control in Kg. Speu province.
- **9/2:** Embedded swine technical A.I training in Kravanh district, Pursat province.
- **9/2:** Embedded business advocacy training for CWG in Trapaing Chornng, Bakan district, Pursat province.
- **9/2:** Embedded small business training for CWG in Snoeung commune, Banan district, Battambang province.
- **8/2-4:** Create promotion and announcement of live talk show, topic No. 37: Slaughter house management, Hygienic checking of animals, meat and animal products and broadcast at RNK.
- **8/4:** Conduct a live radio program, topic No. 37: Slaughterhouse management, Hygienic checking of animals, meat and animal products at RNK.

- **9/5:** Broadcast a radio pre-recorded program, episode No. 80: Honey purity at FM 95 MHz.

SEPT. 6 – 10

- **8/6-12:** Rebroadcast a live radio program (conducted at RNK), topic No. 37: Slaughterhouse management, Hygienic checking of animals, meat and animal products at some FM partners in the provinces.
- **9/6-12:** Broadcast a radio pre-recorded program, episode No. 80: Honey purity.
- **9/7-9:** Conduct tourism site service quality assessment following several trainings in Chambok, Peam Krasop, Tataikrom and Chi Phat.
- **9/8:** Resin business forum in Sandan district, Kg. Thom province.
- **9/8:** Embedded technical training on business advocacy in Oddar Meanchey province.
- **9/8:** Honey cross-provincial trip on market linkages for honey buyers from Siem Reap province to Bosh Veng CF in Kg. Thom province.
- **9/9:** Swine workshop on building networks among swine actors for improving breeds in order to link commercial farmers with small farmers in Kg. Cham province.
- **9/9:** Embedded swine technical training on bio-security and disease control in Kirivong district, Takeo province.
- **9/9:** A workshop on “strengthening the swine industry” in Kg. Cham province.
- **9/9:** Embedded financial management training to aquaculture CWG on saving in Chea Klang, Prey Veng province.
- **9/9:** Embedded aquaculture technical training on food safety for retailers and traders in Chi Pu market, Svay Rieng province.

SEPT. 13 – 17

- **9/12:** Broadcast a radio pre-recorded business program, episode No. 81: Maintaining tourism service quality at FM 95 MHz.
- **9/13-15:** Create promotion and announcement for radio live talk show, topic 40: Maintaining tourism service quality and broadcast at RNK.
- **9/13-19:** Broadcast a radio pre-recorded program, episode No. 81: Maintaining tourism service quality.
- **9/15:** Honey cross-provincial trip for honey group from Koh Kong province to Phnom Penh.
- **9/15:** Embedded financial management training to swine CWG in Chbar Morn, Kg. Speu province.
- **9/15-23:** Conduct a radio live show, topic 40: Maintaining tourism service quality at FM partners.
- **9/16:** Swine cross-provincial trip from Siem Reap and Kg. Thom provinces to Kg. Speu and Takeo provinces.
- **9/16:** Swine workshop on swine feed- making and network-building among swine actors for improving swine feed in Kg. Cham province.

- **9/16:** Embedded business advocacy training for CWG in Mean commune, Kg. Cham province.
- **9/16:** Embedded aquaculture technical training on ExM organic products for fish pond culture in Batheay district, Kg. Cham province.
- **9/19:** Broadcast a radio pre-recorded radio program, episode 82: Forest fire prevention at FM 95 MHz.

SEPT. 20 – 24

- **9/20-26:** Broadcast a radio pre-recorded program, episode No. 82: Forest fire prevention at FM partners.
- **9/21-23:** Tourism cross-provincial trip for home-stay owners in Chambok, Chi Phat and Banteay Chhmar to visit other projects in Kg. Thom province.
- **9/22:** Embedded technical financial management training for CWG in Sankor, Kg. Thom province.
- **9/23:** Embedded swine technical training on A.I in Dambae district, Kg. Cham province.
- **9/23:** Swine cross-provincial trip from Pursat province to Kandal and Kg. Speu provinces.
- **9/23:** Form aquaculture community working group in Borseth district, Kg. Speu province.
- **9/26:** Broadcast a radio pre-recorded business program, episode No. 83: Model agriculture development communities (including how to spend money correctly) at FM 95 MHz.

SEPT. 27 – 30

- **9/27-30:** Broadcast a radio pre-recorded business program, episode No. 83: Model Agriculture Development Communities (including how to spend money correctly) at FM partners.
- **9/28:** Embedded tourism investment training (Module 7) in Kg. Cham province.
- **9/28:** Embedded business advocacy training for swine CWG in Sotnikom, Siem Reap province.
- **9/29:** Conduct a live radio Talk Show, topic No. 41: Sanitation of fish raising at RNK.
- **9/29:** Honey provincial consultative workshop to validate honey bee follow-up survey in Srae Ambil district, Koh Kong province.
- **9/29:** Embedded technical Saving Group training for swine CWG in Dambae district, Kg. Cham province.
- **9/30:** Embedded swine technical practical training on sample collection and diseases control in Svay Rieng province.
- **9/30:** Swine cross-provincial trip from Svay Antor district, Prey Veng province to Kandal province.