

Training Course

Setting up export promotion services in the agri-food sectors

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Mission Report: August 2022 – January 2023

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Presented to:

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1. Introduction

The project “Support of Regional Economic Cooperation in Asia” (SRECA) deals with the core problem of the missing organizational and technical capacities of relevant local institutions in order to improve the respective conditions for agricultural trade. The target audience are owners and employees of foreign trade-oriented companies in the focus countries Cambodia, Laos, Mongolia and Vietnam, especially from the small and medium-sized sector with focus on regional agricultural trade. The intermediaries through which the project reaches its target group, include specialists and executives from the public sector in the focus countries (e.g. trade and agriculture-related departments of the respective ministries, customs, state trade promotion agencies) as well as the constituted economy (chambers, associations).

The aim of the project is to create the conditions for regional and global agricultural trade in the focus countries. One important component that contributes to the achievement of the project's objectives is the successful support of the partners in public sector and constituted economy in building export promotion services for their small and medium-sized enterprises (SMEs).

After a first training series in March/April 2021, a follow-up project in 2021/2022 including a virtual study tour, sequa was contracted for an in depth coaching with Business Support Organisations that performed well during the first two projects and expressed interest in an individual coaching. These coaching measures were addressed to Cambodia, Mongolia and Vietnam only. The following activities were planned and delivered by sequa:

- Preparation of follow-up coachings, based on the needs of participating institutions
- Conduction of 6-8 virtual coaching sessions for 3-4 participants per BSO
- Feedback Report

This final report covers the complete period of sequa’s assignment from August 2022 to January 2023.

2. Work packages

Based on the ToR, the following services have been offered and delivered by sequa:

2.1 Coaching Concepts

After the selection of the participating BSOs, sequa established coaching concepts for each BSO based on their needs and previous performances.

- | | | |
|-------------|---------------------------------|---------------|
| – Cambodia: | EU Market Requirements | MoC and MAFF |
| – Mongolia: | Market Intelligence, Factsheets | EITC |
| – Vietnam: | Matchmaking at Biofach | VOAA and CRED |

The coaching concepts have been delivered to the SRECA project already, but are attached to this report as Annex 1-3.

2.2 Coachings

The coachings were conducted in an individual manner.

Sequa could continue working with the coaches that have been contracted for the previous coaching project:

Ferry Böhnke for Cambodia, Tove Antonissen for Mongolia, Zura Bazarova for Vietnam. Ferry Böhnke offered coaching sessions for MoC and MAFF separately, Tove Antonisse has been in a one-on-one coaching situation with one staff member of EITC and Zura Bazarova worked together with both institutions.

The objective was to use the knowledge gained in previous projects to now create a first product. The Cambodia BSOs decided to work on their executed research about Market Requirements for Cashew (MoC) and Longan (MAFF) and developed a concept note on how to share the knowledge with interested Cambodian exporters. MAFF prepared an agenda for a workshop on EU requirements for fresh longan, and MoC elaborated an article and one pager on EU market requirements for cashew nuts to be published in the institution's i-bulletin.

EITC did not only develop a factsheet for import Requirements of Leather Food war, but also worked on a template that can be used for other products/product groups as well.

The Vietnamese BSOs made use of the coaching sessions to prepare their matchmaking event at Biofach 2023.

Cambodia: EU Market Requirements

The Training and coaching sessions were planned and implemented in close coordination with the two institutions, focussing on a bilateral and very tailor-made approach in order to best meet their distinct needs and objectives. Joint training sessions in addition allowed to benefit from intra-institutional exchange and synergies.

The first plenary kick-off session was scheduled for 28 September 2022 and covered an onboarding of the new BSO representatives, a recap on previous projects and results and the definition of overall goals, product focus and deliverables.

Both organizations invited were represented by a large number of officers, accounting to 14 participants in total.

At the end of the session, participants were invited to decide on a product focus and a format for disseminating their research findings on EU market requirements. After some additional email exchange, the following were selected:

a. General Directorate of Agriculture/MAFF

Elaborate a workshop on EU requirements for fresh longan

b. Ministry of Commerce

Elaborate an article and one-pager on EU market requirements for cashew nuts to be published in the institutions i-bulletin

The training and coaching sessions were then set up through individual email following the participants availability. Sessions started early November 2022 and consisted of first planning sessions with the BSOs, a joint workshop, and four coaching sessions:

Activity	Content	Date
Kick Off	Overall objective of the project, selection of product focus, introduction of the team and coach	September 28 th
First Coaching session MAFF	- In depth recap on previous project phases and results - Finetuning overall goals, product focus and deliverable	November 3 rd
First Coaching session MoC	- In depth recap on previous project phases - Finetuning overall goals, product focus and deliverable	November 4 th
Joint Workshop on Finetuning presentations	1,5 h workshop on - Revision of existing presentations: What to add? - Selecting Target group - how to finetune existing presentations and tailor them to the target group - Next steps for disseminating findings - Hand out of assignment template (concept note)	November 17 th
Bilateral weekly jour fix / coaching session	- BSOs will hand in their drafts of the presentation and the concept note prior to the jour fix - Together with the consultant, each BSO will discuss open questions and comments and continue to work on it during this session - Next steps and meetings will be agreed	MoC starting week 47 GDA/ MAFF first session December 1 st

During **the first individual coaching sessions**, coach and institutions updated on the current status of the market research activities, reviewed the existing material on market requirements elaborated in 2021, and decided on the project plan and further procedure.

As both institutions lacked a clear vision of how to make use of and best share their existing findings with Cambodian stakeholders, it was decided to hold a **joint training session in plenum** on 17 November. In this interactive session, priority was given to enabling the institutions to generate a clear understanding of their target groups and respective needs, the appropriate format of dissemination, and additional content needed to well frame the existing findings.

The session closed with the handout of an assignment – a concept note template for in detail planning of the dissemination project.

Over the following weeks, **a series of 3 individual coaching sessions** were held with each BSO on a regular basis. Both institutions were instructed to continuously work on their concept note and their existing presentations between the sessions. The meetings were then used to share feedback, technical knowledge and recommendations as needed.

In **the final wrap up sessions** end of January 2023, the activity was concluded and evaluated. Results were discussed, so were potential next steps towards the implementation of the dissemination concepts.

Mongolia: Market Intelligence

As for the previous projects, **Ms. Badamtsetseg** was assigned to take part for **EITC**. The project started with a kick-off on September 28th to define a first working plan. It became clear, that EITC was looking to develop practical market intelligence documents to make available for their target group. Based on the experience of Badamtsetseg, who knows and understands both sides of the supply chain thanks to her experience with Mongolian companies as well as being the operational manager in the Mongolian Gallery in New York, it was decided to go for short documents (guidelines), divided per topic and developed for each key added-value product group in Mongolia. The set up was developed for all, the ambition for this project to carry out a first set for the product group **Leather Footwear for the EU market** as well as **templates**.

Guidelines and thus the templates to be developed were defined as follows:

- Demand
- Segment
- Labelling
- Sizing
- Export requirements
- Technical requirements
- Pricing
- Studying Competition
- Marketing communication

In order to achieve the goal set for this 2 months project, Badamtsetseg and the coach set out a plan to have weekly catch-ups and work in Google Docs to allow for quick feedback and adjustments in the documents. This proved to be a very efficient way to work, and the contacts per email were several times per week with good progress being made throughout the project.

Badamtsetseg was in the lead, knowing the target group and their knowledge gaps, and the coach contributed with feedback, sources, suggestions and information input and explanations. This too proved to be a good way to work, as the ownership of the project was at all times in the hands of EITC, as intended by sequa.

During the coaching sessions, there were some adjustments needed in order to convey the right information while keeping the guidelines short and attractive to read. In the end, **the foreseen number of guidelines were completed** (in terms of content, EITC layout staff will still do some finetuning),

but with slightly adjusted set up and **adding general information on the EU market**, as well as an **overall exports map** with all steps covered in export preparations, where step 2, market research, was the one zoomed in on the development of the guidelines.

As the aim of the market intelligence service is to reach (potential) Mongolian exporters, to provide information and to assist with coaching, Tove Antonissen proposed working with summarizing infographics which can then be used as visuals for social media, as well as triggers in the guidelines to read on. This was well received and several product-relevant visuals was created that could be used for the development of the infographics.

A set of infographics for each guidelines, in PowerPoint as separate text and visual boxes, allowing for easy adjustment and including tips on how to create infographics as been developed.

On December 7th, 2022, EITC organised an online export event, to which Tove Antonissen was invited as a speaker on the topic of export preparations, This was seen as an excellent opportunity to share the upcoming market intelligences service from EITC, and approached as such with the topic approached from the point of view of the work process and set up the guidelines. To this end, the export map and the structure there was used as a step-by-step approach in the presentation. Based on the feedback from the organisation, the presentation did indeed raise the interest of the audience and as could be seen from the questions received during the session, the topics were relevant and seemed to fit the level of export preparedness of the companies.

Vietnam: Matchmaking at Biofach 2023

According to the expectation management within the kickoff meeting with sequa and GIZ representative in Vietnam on the 27th of September 2022, the following statements were aligned as bullet points for the upcoming coaching sessions:

- Follow up on first and second virtual trainings to give the opportunity to work more in depth
- Follow up on Biofach 2022
- Support in preparation for the Biofach 2023
- Support in the concept of matchmaking event on-site
- Support in targeting the buyers and European market understanding
- Support and preparing companies for the B2B events
- Input on GDPR Regulations

The coaching concept was adjusted to the bullet points of expectation management sessions with the intention of sessions to be more interactive and tailored to the participating BSOs, namely **VOAA** and **CRED**.

The main objectives of coaching sessions were:

- To follow up on latest development of each BSOs at the Biofach 2022
- To support in preparation for the performance at Biofach 2023
- To assist in execution of a real matchmaking event on-site on Biofach 2023

In order to do a follow up on Biofach 2022, Zura Bazarova has sent a short survey to participants prior to the first session to check their experiences and lesson learnt as exhibitors at Biofach 2022.

The coaching sessions were scheduled via doodle survey, submitted by the participants.

Each of BSO had the assignment to submit the concept of the matchmaking concept on-site by the end of the last coaching session.

The first two sessions didn't run smoothly as participants weren't motivated to participate in the brainstorming on goals and objectives of performance at Biofach 2023. Mostly they were interested to get immediately the practical hints how to attract the German buyers.

Therefore it was essential and challenging for the coach to integrate the participants in interactive coaching sessions enhancing their motivation and skills to actively follow the instructions and do the assignments after each coaching session.

As follow up after each coaching session Zura Bazarova has sent thematic input presentation and recommendations based on participants requests. Further on, participants received different templates and "Manual_B2B_Process_Biofach_2023". This manual is a guideline consisting of information regarding the online platforms when it comes to search of potential business partners as well as step-by-step manual in B2B process.

Sequa was glad to see the Vietnamese BSOs working on a matchmaking event in the frame of Biofach 2023 and therefore requested an extension of this project until end of February to be able to also support CRED and VOAA further and during the actual implementation of the matchmaking event on the ground in Nuremberg. Unfortunately GIZ cancelled the financing due to administrative reasons.

The following coaching sessions took place:

Nr.	Date	Topic	Participants
1 st session	08.11.2022	Follow up on Biofach 2022	Dang Thi Bich Huong, Nguyen Thi Hong Ngoc, Tran Thi Hoa (VOAA), Hoang Thu Quynh (CRED) Hoang Thi Thu Huong (GIZ)
2 nd session	11.11.2022	Embracing new goals, defining milestones in participation in Biofach 2023	Dang Thi Bich Huong, Nguyen Thi Hong Ngoc, Tran Thi Hoa (VOAA), Hoang Thu Quynh (CRED) Hoang Thi Thu Huong (GIZ)
3 rd session	28.11.2022	Networking – how to get in contact – strategy	Dang Thi Bich Huong, Nguyen Thi Hong Ngoc, Tran Thi Hoa (VOAA), Hoang Thu Quynh (CRED)
4 th session	27.12.2022	Support and preparing companies for the performance at Biofach	Dang Thi Bich Huong, Nguyen Thi Hong Ngoc, Tran Thi Hoa (VOAA), Hoang Thu Quynh (CRED)

5 th session	11.01.2023	Group work on concepting the matchmaking event on-site	Dang Thi Bich Huong, Nguyen Thi Hong Ngoc, Tran Thi Hoa (VOAA), Hoang Thu Quynh (CRED)
6 th session	18.01.2023	Finalizing the concept of matchmaking event on-site	Dang Thi Bich Huong, Nguyen Thi Hong Ngoc, Tran Thi Hoa (VOAA), Hoang Thu Quynh (CRED)
7 th session	30.01.2023	Presentation of the matchmaking concept, and wrap up	Dang Thi Bich Huong, Nguyen Thi Hong Ngoc, Tran Thi Hoa (VOAA), Hoang Thu Quynh (CRED)
8 th session	07.02.2023	GDPR aspects while organising matchmaking events	Dang Thi Bich Huong, Nguyen Thi Hong Ngoc, Tran Thi Hoa (VOAA), Hoang Thu Quynh (CRED)

2.3 Results

Cambodia

The **General Directorate of Agriculture (GDA)** started off with a team of 5 officers and quickly bundled forces in Ms Dr. Socheath Ong (Deputy Director of Department of Plant Protection, Sanitary and Phytosanitary (DPPSPS) and Mr Bunthan Tray (Officer). While Mr Bunthan had joined all previous phases and was well familiar with the content, Ms Socheath needed some time to catch up but then quickly became key speaker of the team. Both were main contributors and would join most meetings jointly. At a later stage, Dr. Monthivuth Ker (Director of Plant Protection, Sanitary and Phytosanitary Department) was involved in the decision making and budget planning.

In the beginning, the team was struggling with a choice on the product focus and potential format for dissemination, but then finally decided to continue with fresh longan. Choice was made for a workshop to be the ideal format for sharing results with their MAFF colleagues in the regional offices, farmers and exporters. This, however, required quite some effort and reminder e-mails from the coach.

In the weeks following the joint training, exchange with GDA ran smoothly and the institution was able to continuously shape the concept note. Recommendations from the coach were adhered to, while at the same time aligning the project to internal processes and needs.

The **MoC** team comprised representatives from the two departments *Trade Promotion* and *Trade Training and Research Institute (TTRI)*. The nine staff group was headed by Mr Tha Rithy, Deputy Director of TTRI. While the group would quickly boil down to three, Ms Socheath and Mr Rithy would be the main contact person for the sequa coach with Mr Ly Rithy being another key contributor.

Choice for product and format of dissemination was made quickly in favour of the existing EU market requirements for cashew nut and a publication of an article and one pager in the i-Bulletin. Here Mr Ly Rithy as the editor of the bulletin would play a major role.

Communication ran smoothly and the group was able to quickly advance on the concept note. Coaching sessions were used to discuss on the potential content and plan concrete steps towards implementation. Ending 2022, the team had elaborated a very good and feasible concept for complementing and disseminating their findings on EU requirements. A first draft of the i-bulletin article was planned for January 2023 and supposed to be presented to the management for final approval.

Starting the new year, however, team MoC decided to pull out and put the project on hold, thus not to proceed towards publication. Reasons communicated included the concerns of losing relevance, as a similar content had been published by GIZ and EUROCHAM earlier that year. Besides, day-to-day duties were seen as heavily limiting the team's resources. Adding to this, Mr Tha Rithy communicated his decision to leave the MoC for his master studies in South Korea.

Given serious time constraints, however, progress was slower than expected. Nonetheless, GDA finally presented a solid concept note for a dissemination workshop to be held in the longan off-season, more specifically May 2023.

Mongolia

The final output expressed as deliverables in this relatively short project is impressive. The total deliverables add up to

- 7 Market guidelines:
 - o Overall: Export Map)all markets and product groups
 - o General EU information (all product groups)
 - o Leather footwear:
 - Demand
 - Segments
 - Competition
 - Market requirements
 - Pricing
- 6 Templates
 - o General Market information and product specific for Demand, segments, competition, market requirements, pricing
- Infographics
- Presentation on export preparations

The guidelines on Leather footwear have been concluded in a 29 pages ready to be polished document, which is attached to this report as annex 5.

Vietnam

As final result, VOAA and CRED handed in a matchmaking concept, which is attached to this report as annex 6.

A list and brochure of co-exhibitors has been established, a mailing towards potential interested importers have been send out and the participation at Biofach has been prepared by the team. **The**

matchmaking event will take place on February 14th and 16th. Sequa is looking forward to seeing the results, even though the trade fair is not covered within the scope of this project.

2.4 Feedback and Recommendations towards the participants

Cambodia

Overall, the training and coaching were much appreciated by both institutions as adding to the general knowledge and skills of the participating officers. Working on the concept note helped to structure and plan their project in detail and finally provide a clear guideline for implementation. Given the short duration of programme and the very limited resources of the teams, however, implementation remains pending.

For this some key challenges will need to be addressed and senior representatives in both institutions will have to take strategic decisions towards implementing. Below our considerations for next steps:

- Allocation of sufficient manhours to the project is a must. Once more, it seemed that officers would work on this project during extra hours while still being fully charged with their regular duties. This certainly slowed down the progress during the project and clearly limited the tangible and concrete outcomes. Still, the concept notes provide a very good and realistic roadmap for implementation, once resources are made available.
- As the discussion with GDA / MAFF revealed, there is no budget made available for further dissemination yet. Moreover, annual budgets are set and regarded as tight in general. If internal budget were to be tapped, then high level strategic discussions on potential roll out of workshop activities will be necessary, but very likely postpone the implementation to 2024. As an alternative, we would encourage both institutions to present the concept and existing material to potential donors and seek for external funding.
- The MoC presented a very good and advanced concept and the withdrawal from the activity is a pity. Even though similar content has been made available by GIZ and EUROCHAM (in a more comprehensive way), we see great benefit in the envisioned publications via the i-bulletin. Both article and one-pager would rather complement to existing documents than compete. Different to the EUROCHAM publication, they were intended to be much more focussed on key insights and could provide a very easy access to EU market info for Cambodian entrepreneurs. MoC's publication could refer to both their own research findings and the useful knowledge published elsewhere.
- Most participants were very dedicated and committed and apparently enjoyed working on their project. The content elaborated are regarded as extremely useful for their target group. Accordingly, we can state that both institutions took ownership of their project, despite limited resources. Real expertise and understanding of the content, on the other side, will yet need to be improved. Until last, questions remained related to the interpretation of EU regulations and key concepts remained unclear.
- While this sequa assignment focused on building capacities towards dissemination of knowledge (i.e. market intelligence findings), officers still lack the technical expertise and in depth knowledge which they are supposed to share with their audience as stipulated in the concept note. For this, a thoroughgoing comprehensive training on EU market requirements would be highly needed, but did certainly exceed sequa's mandate at any stage of the SRECA programme. As an

alternative, institutions may seek support from external experts for elaborating and delivering the content according to their needs.

Mongolia

The work process, progress and final results were of unusual high standards in this project. The ambitions were set high from the very beginning, and the only way to achieve them were by full commitment from everyone involved – which was happily the case.

Weekly catch-up sessions by Zoom, easy work process through Google Drive and above all a will to success made this a success. Conduct coaching sessions is easy when the project owner is willing to invest time, also in busy times when time was not found during working hours, has a high level to begin with and is a fast learner and open for new ideas. The ambition to continue the development of market intelligence guidelines is there from EITC, and Ms. Badamtsetseg Altantsogr is capable of carrying out the task, however the question remains if she will have sufficient time to do so.

In an ideal situation, she would be supported by an assistant or junior, who would be able to take off some of the workload from her and carry out some of the research and work for the upcoming market intelligence guidelines.

Adding to this, it would be even better to do so with the support of a coach to fall back on and to ensure the quality of the market intelligence. With the high level and good understanding of the work by Ms. Badamtsetseg Altantsogr, the role of the coach could be limited, yet offer the opportunity to spread the knowledge and skills broader within the EITX while at the same time not rely fully on only one person in the process of doing so.

Vietnam

Comparable to the situation within EITC, more support is needed to the trade fair team organising the country pavilion of Vietnam at Biofach. However, sequa is confident, that the trade fair participation and matchmaking event will be a success.

3. Annex

Annex 1: Coaching Concept Cambodia

Annex 2: Coaching Concept Mongolia

Annex 3: Coaching Concept Vietnam

Annex 4a: Result Cambodia: Concept note MoC

Concept Note on Sharing Findings on EU Market Requirements

Awareness of EU market requirements is essential for companies who wish to export their products to the European Union. As a Business Support Organisation you can support them by sharing your knowledge and market intelligence – through different service products like workshops, trainings or guides and one-pagers.

In this assignment, you will work as one team per organization, and plan the elaboration of the service product on EU Market Requirements to be shared with the target group.

Submit your (draft) concept note to boehnke@importpromotiondesk.de before next meeting!

Name of your organization:	Ministry of Commerce
Country:	Cambodia
Product Focus:	Cashew Nut
What will you share:	-Product 1: A info-graphic (One page for i-Trade bulletin) -Product 2: A short article publishes in i-Trade bulletin)

Project Idea/ Need	<i>What exactly do you plan to do?</i> -A page of info-graphic will be designed base on what the team has been researched on Cashew Nut -Putting a short and precise information relates to size, color, chemistry usage for planting, rules and regulations requires by EU, packaging and labeling, and additional market requirements, e.g. voluntary certifications for food safety (HACCP, ISO, IFS etc.), organic or social standards -Providing a short precising article about Cashew nut export to EU -Publishing in the i-Trade bulletin in the particular topic relate to Agricultural trade -Providing an insightful relate to Cashew Nut products
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Target Group(s)	<p><i>Who shall benefit from it?</i></p> <p>For the info-graphic: -Agricultural Business operates (collectors, traders, exporters, processors) in Cambodia -Small and medium farmers</p> <p>For the article: -Student or Researcher relates to this field -Government agencies -Donors</p>
Desired Outcome	<p><i>What shall be the outcome for both you as an institution and the target group you support?</i></p> <p><i>For the Institution:</i></p> <ul style="list-style-type: none"> • Providing a depth understanding relate to Cashew Nut product • Align with the institution goal about publishing the info-graphic and short article • Can be a guideline for our institution to research on others products <p><i>For the target group / companies:</i></p> <ul style="list-style-type: none"> • SMEs or farmers will know about the requirements of EU for Cashew Nut products • They will know how to comply with these rules and regulations for exporting their products • Awareness of potential product which is good for export and return a high income
Lead & Team	<p><i>Who is in charge of coordinating this project? Who will contribute?</i></p> <p>Under-secretary of state who is respond for i-Trade bulletin</p>
Estimated budget	
Potential Content	<p><i>Which key bullet points do you want to address?</i></p> <ol style="list-style-type: none"> 1. Short Introduction on EU market for cashew nut <ul style="list-style-type: none"> • Volume of Cashew Nut exports to EU by Cambodia 2. Overview of EU Requirements: <ul style="list-style-type: none"> • Control of Contaminants in foodstuff • Control of pesticide residues • Health control of Genetically Modified (GM) food and novel food • Traceability, compliance and responsibility in food and feed • Labeling of Foodstuffs • Additional Requirements (general) / voluntary certifications • Health control of foodstuffs of non-animal origin 3. Practical hints on how to meet EU requirements
Date of publication/ implementation:	<p>Not yet sure about the date</p>
<p>Approximate Timeline</p> <p><i>Include all tasks for the elaboration of the final document / workshop and the internal organisation!</i></p>	

- What would be the steps / tasks needed for preparation and dissemination of the document?
- When do you do what?
- Please add lines when needed !

Activity	Who?	Time
<i>Finalising ppt presentation on EU requirements</i>		<i>December 2022</i>
<i>Example: Presenting concept and content (presentation) to the management</i>		<i>4 months before publication</i>
<i>Example: Final Planning of the Workshop Agenda</i>		
<i>Finalise Concept Note</i>		<i>End of December</i>
<i>Drafting content overview / structure for i-bulletin</i>		<i>Start Week 51</i>
<i>Allocate tasks /articles to team members</i>		
<i>Draft the structure for the article on EU requirements</i>		
<i>Draft the content / first version of the article of EU requirements</i>		
<i>Drafting additional content / articles on cashew nuts for the i-Bulletin edition</i>	<i>i-bulletin team</i>	
<i>Draft a first version of the info-graphic one-pager</i>		
<i>Seeking Approval for Publishing from management with i-bulletin team</i>		

Only for Workshops or Trainings: Potential Agenda

Time	Topic / Activity

Annex 4b: Result Cambodia: Concept note MAFF

Concept Note on Sharing Findings on EU Market Requirements

Awareness of EU market requirements is essential for companies who wish to export their products to the European Union. As a Business Support Organisation you can support them by sharing your knowledge and market intelligence – through different service products like workshops, trainings or guides and one-pagers.

In this assignment, you will work as one team per organization, and plan the elaboration of the service product on EU Market Requirements to be shared with the target group.

Submit your (draft) concept note to boehnke@importpromotiondesk.de before next meeting!

Name of your organization:	MAFF
Country:	Cambodia
Product Focus:	Fresh Longan (<i>Dimocarpus longan</i> Lour)
What will you share:	Workshop

Project Idea/ Need	<p><i>What exactly do you plan to do?</i></p> <ul style="list-style-type: none"> - <i>Format of the workshop (duration, virtual vs. onsite, hybrid?) or</i> - <i>Format of the document (digital, print etc.)</i> - <i>How and where will you share it?</i> - <i>Is it paid or free of charge?</i> - <i>What should be the frequency for this publication or workshop?</i> - <i>Why do you want to share it?</i> - <i>Why can you be of help for the companies?</i> <p>Two options for sharing the existing content on Eu market Requirements</p> <ol style="list-style-type: none"> 1. Integrate the Presentation on EU market requirements as a module into an existing / another workshop (e.g. combine with phytosanitary aspects etc.) 2. Go more into detail on technical aspects and develop a full training on EU market requirements <p>The workshop will hold 2/3day in Battambang province (workshops usually run 3 days, but depends on budget and availability of participants from private sector)</p> <p>Other option: Invite private sector for just 1 day so they can get input on EU requirements and have other participants for the full 2-3 days</p> <p>Presenter will share their slides in Khmer language to the audience.</p>
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	<p>The participants from provinces will provide the per-diem, food, travel and accommodation</p> <p>The workshop also provides the leaflet/method book</p> <p>The workshop aims to share or provide the knowledge, information or market requirement how to export fresh longan to EU</p>
Target Group(s)	<p><i>Who shall benefit from it?</i></p> <p>30 to 40 participants</p> <ul style="list-style-type: none"> - Private sector (Own farm, Industrial, company...) - PDAFFs (Technical) - Farmers - Agricultural cooperatives
Desired Outcome	<p><i>What shall be the outcome for both you as an institution and the target group you support?</i></p> <p><i>For the Institution:</i></p> <ul style="list-style-type: none"> • Ability and Strength to Talk to the EU on Market Access • GDA is MAFF's key initiative for carrying out the strategic plan. • Boost economic expansion <p><i>For the target group / companies:</i></p> <ul style="list-style-type: none"> • Boost economic expansion • Create first awareness on EU requirements to encourage participants to continue detailed research • Enable target group to align with EU market requirements • Potentially prospect EU as a new target market • Open market opportunities
Lead & Team	<p><i>Who is in charge of coordinating this project? Who will contribute?</i></p> <p>Director of Plant Protection, Sanitary and Phytosanitary Department. Dr. Monthivuth Ker & team</p>
Estimated budget	<p>15,000 USD (will be planned in detail, including per diems for farmers and cooperatives, not for private sector representatives); Currently no funds available</p>
Potential Content	<p><i>Which key bullet points do you want to address?</i></p> <p>EU Market requirements for Fresh Longan</p> <ul style="list-style-type: none"> • Legal Market requirement <ul style="list-style-type: none"> ○ Contaminants ○ MRL ○ Phytosanitary requirement • Additional Standard requirements (e.g. food safety or social certifications: GlobalGAP, EU - Organic, SMETA etc.) • Quick market briefing on fresh longan <p>Potential topics to combine for the complete workshop (also consider interesting topics beyond your own expertise, that can be delivered by external experts):</p>

Date of publication/ implementation:	May, 2023
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Approximate Timeline

Include all tasks for the elaboration of the final document / workshop and the internal organisation!

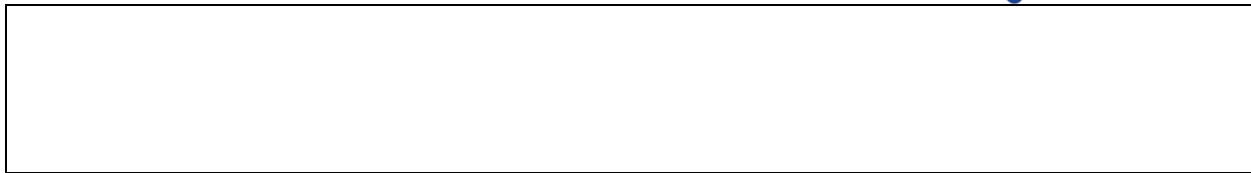
- *What would be the steps / tasks needed for preparation and dissemination of the document?*
- *When do you do what?*
- *Please add lines when needed !*

Activity	Who?	Time
Brainstorm on additional topics for the overall workshop		Second half December
Draft tentative agenda for the workshop		Second half December
Define potential speakers for the topics		Second half December
Finalize Concept Note		Second half December
Finalizing ppt presentation on EU requirements	Dr. ONG Socheath	Second half December
Get director's suggestions and content for workshop + funding opportunities		End of December
Finalizing agenda of the workshop		
<i>In case you have external speakers: reach out to externals to define content and conditions (ToR)</i>		
Detailed budget and logistics planning		
Apply for funding with MAFF management or donors (if need be)		
Approval of funding		
Logistic planning for workshop		
Define exact date of the workshop		
Define and finalize content for the workshop		
Invite the participants		<i>1-2 weeks before workshop</i>
Implement the workshop		<i>Ideally May 2023</i>

Only for Workshops or Trainings: Potential Agenda

Time	Topic / Activity	Speaker

Additional Support needed for:



Annex 5: Result Mongolia: Export guideline to Europe for Leather Footwear

Annex 6: Result Vietnam: Matchmaking Concept

Annex 7: Participating Institutions

Country	Participating institution
Cambodia	Ministry of Commerce (MoC)
	General Directorate of Agriculture (MAFF)
Mongolia	Export International Trade Center (EITC)
Vietnam	Vietnam Organic Agriculture Association (VOAA)
	Regional Biotrade – Vietnam component (CRED)