

**OVERSEAS MARKET MISSION TRIP
TO CAMBODIA 2018**

**A Comprehensive Business Insight into Cambodia's F&B sectors
Phnom Penh, Cambodia**

Schedule

Venue: Himawari Hotel / Cambodiana Hotel
Address: 313, Sisowath Quay, Phnom Penh

**Timing is indicated in Cambodian time.*

**Programme details are correct at time of printing but are subject to change without prior notice.*

Date	Time	Contents
Day 1 23 July 2018	07.45 AM	Departure from Singapore Airport Terminal
	08.40 AM	Arrival on Phnom Penh and transfer to Himawari Hotel
	10.00 AM	Hotel check-in
	11.55 AM	Registration of Participants
	12.00 PM	Welcome Address by SGPC
	12.05 PM	Welcome Address by Singapore Cambodia Club (SCC)
	12.10 PM	Welcome Address by Enterprise Singapore
	12.15 PM	Business Exchange with Leading Businessmen in Cambodia, including members of Am-Cham, EuroCham, CCC, SCC, etc.
	12.30 PM	Networking Lunch
	02.30 PM	Site Visit cum Presentation on "Introduction of Cambodia's Economy and Industrial Environment" by Phnom Penh Special Economic Zone of Cambodia
	05.00 PM	City Tour
	06.00 PM	Dinner – Free & Easy

Date	Time	Contents
Day 2 24 July 2018	08.50 AM	Registration of Participants
	09.00 AM	Presentation on “Cambodia’s Human Resource, Manpower Development and Legal Advice” by HBS Law
	10.20 AM	Tea Break cum interacting session
	10.50 AM	Presentation on the “Practical Legal of Doing Business in Cambodia” by HBS Law
	11.40 AM	Presentation on “How to Set Up Business in Cambodia for F&B sector (Rules & Regulations)”
	12.00 PM	Lunch
	02.00 PM	Presentation on “Upcoming Trends & Business Opportunities for F&B industry in Cambodia” by Cambodia Restaurant Association
	04.00 PM	Presentation on “Consumer Spending Behaviors, Patterns & Trends in Cambodia such as food cultural, fashion preference in Phnom Penh” by Cambodian Ministry of Tourism
06.00 PM	Dinner – Free & Easy	

Date	Time	Contents
Day 3 25 July 2018	08.50 AM	Registration of Participants
	09.00 AM	Presentation on “Investment Policies and Opportunities in Cambodia” by the Cambodian Investment Board (CIB) of the Council for the Development of Cambodia (CDC)
	10.30 AM	Tea Break
	11.00 AM	Presentation on “Cambodia Outlook and Financing Tools for Foreign SMEs” conducted by Bank of Cambodia
	12.30 PM	Lunch
	02.00 PM	Understanding of F&B market and performance of Singaporean brands – Selected business owners
	04.00 PM	Site visit to AEON Mall
	06.30 PM	Dinner – Free & Easy

Date	Time	Contents
Day 4 26 July 2018	09.00 AM	Registrations of Participants
	09.30 AM	Sharing Session on “F&B set up experience for Singapore Brands” by Selected Business Owners
	11.00 AM	Site Visit to Local F&B Business – Angkor Beer Factory
	01.00 PM	Lunch
	02.30 PM	Pack up and prepare for Departure
	03.30 PM	Leave Hotel for Airport
	04.30 PM	Check-in for Departure
	06.30 PM	Departure from Phnom Penh Airport Terminal to Singapore
	10.45 PM	Arrival in Singapore

**Details of each organisation can be found in Annex B*

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Phnom Penh, Cambodia**

Organisation Details

Organisation Name	Introduction
Singapore Cambodia Club	<p>The Singapore Club Cambodia's long-term mission is to serve as a 'Home away from Home' for all Singaporeans who stay in Cambodia.</p> <p>SCC provides to its members beyond social events and networking opportunities. Many of the SCC's pioneers have overcome tough challenges in the Kingdom and more importantly, unselfishly helped newcomers do the same.</p> <p><i>Current President: Mr Albert Tan</i></p>
Am-Cham Cambodia	<p>American Chamber of Commerce in Cambodia (AmCham Cambodia) will tirelessly seek to provide to its members whether large or small, multinational or individual, American, Cambodian or of other nationality; our dedicated support and advocacy in fostering the success of their legitimate business activities in the Kingdom.</p> <p><i>Current Chairman: Mr Charles Esterhoy</i></p>
Euro-Cham Cambodia	<p>EuroCham Cambodia was inaugurated on June 2nd, 2011 with the support of three founding European Business Organizations: the Chambre de Commerce Franco-Cambodgienne (CCFC), the British Business Association in Cambodia (BBAC) and the German Business Group, Arbeitskreis Deutsche Wirtschaft (ADW). EuroCham was established with the objectives of promoting the interests of European businesses operating in Cambodia, facilitating the entry of European companies into the market and creating an extensive support network among corporate and individual members.</p> <p><i>Current Chairman: Mr Arnaud Darc</i></p>

<p>Cooperation Committee for Cambodia (CCC)</p>	<p>The Cooperation Committee for Cambodia (CCC) is a leading membership organisation with nearly 170 Local and International Non-Government Organisations (NGOs) in Cambodia. CCC has been playing a unique role since 1990 as an enabling agent to facilitate Civil Society Organisations (CS) to collectively, responsibly and accountably work together for good governance, enabling environment and sustainability of CSOs in Cambodia.</p> <p><i>Current Executive Director: Mr Soeung Sarouen</i></p>
<p>Phnom Penh Special Economic Zone of Cambodia</p>	<p>Phnom Penh Special Economic Zone (Phnom Penh SEZ) was established in 2006 on the outskirts of the capital Phnom Penh. The more than 70 companies located in Phnom Penh SEZ today (10/2014) are enjoying a wide range of support from government institutions based on site - minimizing administrative efforts and providing direct access to fast solutions.</p> <p>Phnom Penh SEZ offers reliable, flood-safe infrastructural facilities such as generation and distribution of power, water supply, sanitation and sewage systems, telecommunication networks as well as a health clinic, dormitories, restaurants, banks, and office and residential units.</p> <p>Totalling more than 357 ha in size, Phnom Penh SEZ was to be developed in three phases, of which two are completed and the third is currently being made available to interested companies.</p> <p><i>CEO: Mr Hiroshi Uematsu</i></p>
<p>Cambodian Restaurant Association</p>	<p>The Cambodian Restaurant Association was created in February 2010 with the aim to develop, improve and bring innovation to the Cambodia's Restaurant Industry. The Cambodia Restaurant Association is a non – profit association established in accordance with the Law of the Kingdom of Cambodia.</p> <p><i>Current President: Ms Lina Hak</i></p>
<p>Cambodian Ministry of Tourism</p>	<p>The Ministry of Tourism of Cambodia has its pivotal role in managing and developing the tourism field of the Kingdom of Cambodia.</p> <p><i>Minister: H.E. Mr. Thong Khon</i></p>

<p>Cambodian Investment Board- The council for the development of Cambodia (CDC)</p>	<p>The council for the development of Cambodia (CDC) was established in 1994 by the law on Foreign investment in the kingdom of Cambodia. This law made the CDC the highest decision-making level of the government for private and public-sector investment. It is chaired by the Prime Minister and composed of senior ministers from related government agencies. The Cambodian Investment Board (CIB) and the Cambodian Special Economic Zone Board (CSEZB) are the CDC's operational arms for private sector investment.</p>
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Corporate Details

Organisation Name	Introduction
HBS Law Cambodia	<p>HBS Law is a highly regarded multi-service law firm. We work with a broad client base which includes major international and Asian companies. Our team has solid expertise to assist foreign and local clients in a wide range of sectors, to include:</p> <ul style="list-style-type: none"> • Commercial & Criminal Litigation • Corporate Registration and Tax • Construction, Insurance and Telecommunication • Energy and Infrastructure • IP and Labor
National Bank of Cambodia	<p>The National Bank of Cambodia (NBC), located in Phnom Penh, is the central bank of Cambodia. The bank's duties include, inter alia, the management of monetary and exchange policies, the regulation of banks and financial institutions, and the control of the national currency, the riel. The bank was established in 1954 after the Indochina Printing Institution closed when Cambodia obtained its independence from France. The National Bank of Cambodia is also known as the "Red Bank" or "Banque Rouge".</p> <ul style="list-style-type: none"> • 21 branches elsewhere in the country
AEON Mall	<p>AEON Mall, the first large-scale modern shopping mall in Cambodia, recently celebrated its third year of operation in the Kingdom. Phnom Penh can expect a rapid growth of retail supply as Japanese group AEON is expanding its presence in the Kingdom with a second location, AEON 2, announced for 2018 with 70,500 square metres of retail space</p>
Angkor Beer Factory	<p>Angkor Beer is a Cambodian Beer. It is named after the iconic Khmer Angkor temples near Siem Reap and is the most widely consumed beer in Cambodia. Along with Klang Beer, Bayon Beer, Angkor Extra Stout and Black Panther Premium Stout, it was brewed at the Cambrew Brewery in Sihanoukville. Their story began in 1002 with our flagship Angkor Premium Beer, which has since come to be known as Cambodia's most loved beer.</p>
Park Café	<p>Park Café Food & Beverage Co., Ltd is one of the leading restaurants in Phnom Penh and they start from 2004. Till date, they have 7 branches to provide food and beverage service to customer and they plan to add more in 2018.</p>

Swensen's Cambodia	Swensen's came to Singapore in 1979 and won the hearts of many with delicious ice cream sundaes in a warm, unpretentious ambience and a casual atmosphere. Friends and family meet in the cosy and comfortable booth seats with trademark tiffany lamps for relaxing meals or to celebrate special occasions. Swensen's has developed over the years to become a restaurant chain offering not only ice cream, but fun and friendly casual- dining with a wide selection of hearty food, desserts, beverages, ice cream cakes and takeaway novelties. In 2018 they had expended in Cambodia and opened their first outlets. To date, they have opened 7 outlets allocated in different provinces in Cambodia
Topaz Restaurant	For more than 20 years, Topaz has been a landmark for French fine dining in the heart of Phnom Penh, where we celebrate time- honoured traditions and cutting-edge gastronomy in a stylish, contemporary setting that reflects the richly cultured, vibrant and dynamic capital city that it calls home. Personally selected ingredients, dedication to service and the deepest pride in being among the best are at the heart of every dish we serve.
Gloria Jean's Coffees	Gloria Jean's Coffees is the First International Coffee franchise to operate in Cambodia and serving the best gourmet coffees for more than 6 years now! It is Australian owned and locally operated, they serve a wide variety of coffees, teas, coffee chillers, fresh fruit, pastries, sandwiches, and sweets. They had 7 outlets currently and expecting to open more in the future.
LSH CAMBODIA	With its strong experience after more than 16 years of operating in Cambodia market, LSH has gained a good knowledge of this market evolution and trends. They are specialised in supplying & sourcing food & non-food products, they offer consolidation services to customers in the provinces.
Ah Mah Homemade Sponge Cake (阿嬷老字號) Cambodia	Hailing from Malaysia, Ah Mah Homemade Sponge Cakes is the latest addition to the spree of castella cake shops that have been popping up in Singapore. Mr Ryan has taken the franchise to open the first outlet in Cambodia last year.