



PROJECT IMPLEMENTATION PLAN

31 August 2017

1. **Project Code** 17-AG-39-GE-NFP-C-04
2. **Title** National Workshop on Enhancing Innovation, Productivity, and Quality in Agriculture and Agrifood Business in Cambodia
3. **Reference** Project Notification 16-AG-28-GE-SMN-A, dated 10 May 2016
4. **Timing and Duration** 27–29 September 2017 (three days)
5. **Venue** Phnom Penh, Cambodia
6. **Implementing Organization**
National Productivity Centre of Cambodia (NPCC)
Ministry of Industry and Handicraft
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7. **Number of Participants** 100 participants
8. **Objectives**
 - a. To enhance participants' knowledge and understanding of innovation, productivity, and quality in agriculture and the agrifood business;
 - b. To share innovative technologies and best practices for increasing the productivity, quality, and profitability of agrifood SMEs; and
 - c. To enable participants to disseminate and utilize the knowledge, insights, technologies, and best practices to enhance the sustainable productivity and competitiveness of agriculture and agrifood business SMEs in Cambodia.

9. Background

Agriculture is of critical importance to the Cambodian economy. It provides employment for more than 50% of the country's workforce and raw materials for the agroprocessing and food industry. It is also the chief source of livelihood of the rural poor. However, agriculture in Cambodia is in general subsistence in nature. It can be best characterized by low productivity,

high postharvest losses, inconsistent quality and safety of agrifood products, and preponderance of small farms and agribusiness SMEs. Inappropriate use of agrochemicals is another important concern. There is a need to transform current subsistence farming into a productive, sustainable, competitive agriculture and agribusiness sector.

The main impediments to the commercialization of agriculture are poor infrastructure; limited capacity of institutions and enterprises such as small farms and SMEs for adopting innovative ideas, new technologies, and best practices; poor quality of agricultural inputs and extension services; and lack of farmers'/producers' organizations. The NPCC considers that enhancing the capacity of agricultural/rural institutions and agrifood industry SMEs to understand and adopt innovations, new farming and agribusiness models, advanced technologies such as digital technology, and best practices will be critical for creating an agriculture and agrifood industry known for high productivity, consistent quality and safety standards, and innovative products. Such a transformation could enable Cambodia to tap the export potential created as a result of the initiatives of the ASEAN Economic Community, a market projected to be worth USD3 trillion by 2020. It offers an excellent opportunity for Cambodian farmers, agribusiness SMEs, and other stakeholders in agrifood supply chains.

The prospects for achieving that transformation are bright in Cambodia as the sustainability of agriculture and national food security are given high priority in the national development strategy and plans. They are further supported by the country's three-pronged strategy to develop agriculture which consists of productivity enhancement, diversification promotion, and transition from subsistence farming to commercial agriculture.

10. Scope and Methodology

The tentative topics to be covered are:

- a. Innovative ideas and concepts in agriculture and agribusiness;
- b. Reduction of waste through the development of by-products;
- c. Value-added innovative thinking to meet requirements for export;
- d. Understanding the productive mindset required to produce quality products;
- e. Challenges in meeting international agrifood quality standards and regulations under importing countries' requirements; and
- f. Strengthening the agriculture and agrifood sectors in Cambodia to obtain a greater market share of the projected USD3 trillion ASEAN economy by 2020.

The national workshop will consist of presentations by international and national resource persons, group discussions and exercises, and field visit.

The tentative program is given in Appendix 2.

11. Requirements of Participants

Key persons in SMEs in agriculture, agrifood manufacturing organizations, and the food industry; officers of farmers' associations, cooperatives, and agricultural extension and government agencies; NPCC consultants; academics and researchers in universities and research institutes; managers and entrepreneurs of agrifood businesses; representatives of agriculture-related NGOs; and other stakeholders in value-added agriculture responsible for promoting innovation, productivity, and quality in agriculture and agrifood businesses.

12. Resource Persons

The APO will assign one overseas resource person, while the implementing organization will engage a local resource person(s) from relevant agencies and organizations.

13. Financial Arrangements

To be borne by the APO

- a. All assignment costs of one overseas resource person.
- b. Implementation costs up to a maximum of USD9,600 for making local arrangements. An itemized breakdown of the implementation costs is attached (Appendix 1).

To be borne by the host country (Cambodia)

- a. Implementation costs exceeding the APO share of USD9,600.
- b. Project management fees and personnel costs of the implementing organization in Cambodia.
- c. Any other local implementation costs not covered by the APO.

14. Roles and Responsibilities

The roles and responsibilities of the NPCC and APO are:

NPCC

- a. Inviting local participants and arranging mass media coverage;
- b. Assigning local resource persons;
- c. Making copies of the conference materials;
- d. Organizing a three-day national workshop program in Phnom Penh, Cambodia; and
- e. Bearing part of the cost in excess of USD9,600.

APO

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

15. Procedures for Project Implementation

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

- a. A temporary advance of up to 50% of the total APO share will be remitted to the NPCC, if necessary.
- b. The proposed project will be carried out by the NPCC.
- c. The NPCC will make the agreed expenditures and settle the entire account by providing all necessary proof of payment to the APO after completion of the program. The proof of payment, e.g., bills, payment records, and receipts issued by third parties, must be submitted together at one time, written in clear English, and with English translation of all documents not originally written in English. The final payment will be made based on the actual expenditure after the NPCC submits the comprehensive report. In general, internal evidence is not accepted as proof of payment and will not be reimbursed.

- d. The NPCC will submit a project completion report and a statement of expenses supported with receipts, etc. related to the project to the APO within one month of project completion. The report will provide details on how the project was carried out in the country; program of activities; benefits and advantages to local agriculture sector, implementing organization(s), and host country; and follow-up action plans, among others.

16. Final Project Output and Outcome

Upon completion of the project, the NPCC will undertake the following:

- a. Submit a project completion report on the national workshop to the APO and disseminate the report on the proceedings of the workshop to relevant government bodies such as the Ministry of Agriculture, Forestry and Fisheries (MAFF) of Cambodia and universities within one month after project completion.
- b. Submit a statement of expenses as prescribed in item 15-d.
- c. Submit documents and e-links relating to promotional materials on the national program, e.g., newsletters, brochures, bulletins, news clippings, and videos in English or the local language with an English translation of the main points.
- d. Disseminate the knowledge and experience gained to the public and private sectors and NGOs through publications and consulting and training services.
- e. Monitor the follow-up actions undertaken by the participants or participants' organizations and report to the APO

Upon completion of the project the participants or their organizations will undertake the following:

Government agencies such as the agriculture department and universities:

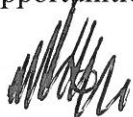
- a. Include innovative techniques and technologies in extension programs
- b. Coordinate various agencies in support of extension and agrifood industry programs

Participants:

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

Expected outcomes:

- a. Developing productive, innovative mindsets on innovative ways of farming, agroprocessing, and production/manufacturing of agrifood products gained through practical lessons and insights enabling the production of high-quality agrifood items for the export market
- b. Enhancing the sustainable productivity of farms and agrifood SMEs with improved quality of agrifood products, resulting in better farm profitability and employment opportunities



Santhi Kanoktanaporn
Secretary-General

Appendix 1

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National Workshop on Enhancing Innovation, Productivity, and Quality in Agriculture and
Agrifood Business in Cambodia
27–29 September 2017

Estimated APO Share

No.	Item	Cost (USD)
1	Meeting package for 3 days (including meals for participants, conference room, and audiovisual equipment)	Up to 6,000
2	Translation (of workshop materials) and interpretation (English to Khmer and vice versa)	Up to 2,100
3	Conference kit (including supplies and materials, photocopying, stationery, and video documentary)	Up to 1,200
4	Bus rental for site visit	Up to 300
Total		Up to 9,600
Notes: 1. The APO will make a reimbursement based on the actual expenses up to a maximum of USD9,600. 2. The NPCC is required to submit to the APO receipts issued by third parties for all expenses incurred in implementing this national project.		

Appendix 2

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National Workshop on Enhancing Innovation, Productivity, and Quality in Agriculture and Agrifood Business in Cambodia
27–29 September 2017

Tentative Program

Date/Time		Activity	Speaker/Facilitator
Wed., 27 Sept. 2017	9:00–9:30	Opening ceremony Group photo	NPCC Director VIP
	9:30–10:00	Coffee break	
	10:00–10:30	APO video on Agriculture Innovations in Japan	
	10:30–11:00	Presentation 1: Roles and responsibilities of the NPCC and its achievements	NPCC Deputy Director
	11:00–12:15	Presentation 3: to be decided	APO Expert
	12:15–12:30	Q&A	
	12:30–13:30	Lunch break	
	13:30–14:00	Presentation 4: Sharing experience learned from the program in Australia	By previous participant
	14:00–15:30	Presentation 5: Case study of innovation and technology used in rice mills	By previous participant
	15:30–15:45	Coffee break	
	15:45–16:15	Presentation 6: Innovation used to increase productivity in the agriculture sector in Cambodia	By representative, MAFF of Cambodia
	16:15–16:45	Presentation 5: Case study of innovation and technology used in horticulture and crops for farmers	By representative, Royal University of Agriculture
	17:00–17:15	Q&A and wrap-up	
Thurs., 28 Sept. 2017	9:00–17:00	Site visit (details to be provided later)	NPCC Secretariat
Fri., 29 Sept. 2017	9:00–10:30	Presentation 7: Innovation in the food and agribusiness sector: Case of plant factories in Australia	APO expert
	10:30–10:45	Coffee break	
	10:45–12:15	Presentation 8: to be decided	Local expert
	12:15–12:30	Q&A	Local coordinator
	12:30–13:30	Lunch	
	13:30–14:30	Group discussion: 1) Identify issues and challenges in promoting innovation, productivity, and quality in agriculture and	

		formulate action plans needed to address those issues and challenges and roadmap to implement the proposed actions	
	14:30–15:30	Presentation of discussion output by each group in a plenary session	NPCC choice
	15:30–15:45	Coffee break	
	15:45–16:45	Summing-up session: Review the workshop highlights and respond to the participants' questions to fill in information gaps	APO expert & APO officer
	16:45–17:00	Closing ceremony <ul style="list-style-type: none"> · Vote of thanks by participants · Closing remarks 	One selected participant & NPCC Director

