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BUSINESS IN BRIEF

EXPORT FIGURES UP 42% IN 2011

Despite the trade deficit, Cambodia did show strong growth in garment, textile and agricultural exports which has seen a 42.7 per cent year-on-year increase in Cambodia's total exports for 2011; it has exported US\$4.98 billion in goods last year, compared with \$3.49 billion the year before.

Market diversification and a relaxing of rules of origin in the euro zone fuelled last year's growth, insiders and experts say.

Heightened awareness of export schemes among investors, as well as government facilitation, also contributed to growth.

Cambodia obtained duty-free export treatment in the European Union, so now there are more buyers. There was a huge increase in exports to that market last year, noting the importance of exports to the European Union for Cambodia's garment manufacturing sector.

Hiroshi Suzuki, chief economist for the Business Research Institute for Cambodia, agreed that the lowering of trade barriers by the euro zone had been a driving factor for export growth in the past year.

Cambodia's total export of garments and textiles rose about 25 per cent year-on-year in 2011 to \$4.25 billion, compared with \$3.4 billion the year before, data shows.

Of this, garment exports to the European Union rose more than 42 per cent to USD1.3 billion. Exports to the United States, worth USD1.84 billion, rose 11.4 per cent, retaining the country's number-one spot among importers of Cambodian goods.

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CAMBODIA HOSTS ASEAN 2012

Cambodia assumed the Chairmanship of the Association of the Southeast Asian Nations (ASEAN) on 19 November 2011 and thus hosted the 20th Summit from 3 – 4 April 2012.

During the official handover of ASEAN Chairmanship, Samdech AkkaMohaSenaPadei Techo HUN SEN, Prime Minister of Kingdom of Cambodia, highlighted Cambodia's overall priorities, which include among other things, to ensure concrete achievements of the milestones as prescribed in the Roadmap for an ASEAN Community 2009-2015 and progress in the implementation of the IAI Work Plan II (2009-2015), to further advance the work of ASEAN Connectivity, and to enhance cooperation and strengthen partnership with ASEAN Dialogue Partners and other regional groupings.

The Prime Minister also unveiled the ASEAN Chairmanship 2012 theme "**ASEAN: One Community, One Destiny**" and the logo.



"I would like to reaffirm Cambodia's strong commitment to assuming ASEAN Chairmanship in order to continue working towards the realization of the ASEAN Community by focusing on the theme "ASEAN: One Community, One Destiny." SamdechTecho added.

In conjunction with this, Visions of Cambodia will run periodical features on ASEAN until the end of Cambodia's Chairmanship. We start with an introduction of ASEAN and what it stands for, its vision and ambitions.

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CAMBODIA HOSTS...

ASEAN ESTABLISHMENT

The Association of Southeast Asian Nations, or ASEAN, was established on 8 August 1967 in Bangkok, Thailand, with the signing of the ASEAN Declaration (Bangkok Declaration) by the Founding Fathers of ASEAN, namely Indonesia, Malaysia, Philippines, Singapore and Thailand.

Brunei Darussalam then joined on 7 January 1984, Viet Nam on 28 July 1995, Lao PDR and Myanmar on 23 July 1997, and Cambodia on 30 April 1999, making up what is today the ten Member States of ASEAN.

AIMS AND PURPOSES

As set out in the ASEAN Declaration, the aims and purposes of ASEAN are:

- To accelerate the economic growth, social progress and cultural development in the region through joint endeavours in the spirit of equality and partnership in order to strengthen the foundation for a prosperous and peaceful community of Southeast Asian Nations;
- To promote regional peace and stability through abiding respect for justice and the rule of law in the relationship among countries of the region and adherence to the principles of the United Nations

CHARTER

- To promote active collaboration and mutual assistance on matters of common interest in the economic, social, cultural, technical, scientific and administrative fields;
- To provide assistance to each other in the form of training and research facilities in the educational, professional, technical and administrative spheres;
- To collaborate more effectively for the greater utilisation of their agriculture and industries, the expansion of their trade, including the study of the problems of inter-national commodity trade, the improvement of their transportation and communications facilities and the raising of the living standards of their peoples;
- To promote Southeast Asian studies; and
- To maintain close and beneficial cooperation with existing international and regional organizations with similar aims and purposes, and explore all avenues for even closer cooperation among themselves.

FUNDAMENTAL PRINCIPLES

In their relations with one another, the ASEAN Member States have adopted the following fundamental principles, as contained in the Treaty of Amity and Cooperation in Southeast Asia (TAC) of 1976:

- Mutual respect for the independence, sovereignty, equality, territorial integrity, and national identity of all nations;
- The right of every State to lead its national existence free from external interference, subversion or coercion;

- Non-interference in the internal affairs of one another;
- Settlement of differences or disputes by peaceful manner;
- Renunciation of the threat or use of force; and
- Effective cooperation among themselves.

ASEAN COMMUNITY

The ASEAN Vision 2020, adopted by the ASEAN Leaders on the 30th Anniversary of ASEAN, agreed on a shared vision of ASEAN as a concert of Southeast Asian nations, outward looking, living in peace, stability and prosperity, bonded together in partnership in dynamic development and in a community of caring societies.

At the 9th ASEAN Summit in 2003, the ASEAN Leaders resolved that an ASEAN Community shall be established. At the 12th ASEAN Summit in January 2007, the Leaders affirmed their strong commitment to accelerate the establishment of an ASEAN Community by 2015 and signed the Cebu Declaration on the Acceleration of the Establishment of an ASEAN Community by 2015.

The ASEAN Community is comprised of three pillars, namely the ASEAN Political-Security Community, ASEAN Economic Community and ASEAN Socio-Cultural Community.

Each pillar has its own Blueprint, and, together with the Initiative for ASEAN Integration (IAI) Strategic Framework and IAI Work Plan Phase II (2009-2015), they form the Roadmap for and ASEAN Community 2009-2015.

ASEAN CHARTER

The ASEAN Charter serves as a firm foundation in achieving the ASEAN Community by providing legal status and institutional framework for ASEAN. It also codifies ASEAN norms, rules and values; sets clear targets for ASEAN; and presents accountability and compliance.

The ASEAN Charter entered into force on 15 December 2008. A gathering of the ASEAN Foreign Ministers was held at the ASEAN Secretariat in Jakarta to mark this very historic occasion for ASEAN.

With the entry into force of the ASEAN Charter, ASEAN will henceforth operate under a new legal framework and establish a number of new organs to boost its community building process.

In effect, the ASEAN Charter has become a legally binding agreement among the 10 ASEAN Member States. In this day and age, nations are discovering that they can get much more done economically when they form blocks that share regional interests. That's why the European Union and OPEC exist. There are blocks in South America and in Africa as well, so it was only natural that the countries of Southeast Asia, who have so much in common when it comes to their economies, cultures, and climates, would do the same.

The block representing South East Asia is known as ASEAN – the Association of Southeast Asian Nations. The block consists of ten member states:



Thailand, Indonesia, the Philippines, Vietnam, Malaysia, Singapore, Myanmar, Cambodia, Laos, and Brunei.

These nations are small and tend to be dominated by the big regional powers such as Australia, China, Japan, and India, so as a block they stand a much better chance of being able to compete on a world stage, especially when it comes to economic issues. That's the theory behind ASEAN.

The ASEAN is active in four areas. One of the most important is the ASEAN economic community, which aims to create one single market out of the current ten, encourage fair trade and regional economic growth, and standardize employment training and professional qualifications to allow for easier cross-country cooperation and hiring.

Their economic efforts are focused on a number of key sectors, most notably energy, agriculture, finance, transport, mineral exploitation, tourism, telecommunications, and science and technology in the efforts to make Southeast Asia a world leader in these areas.

ASEAN has other functions in addition to its economic goals, however. ASEAN also provides a political security community which aims to eliminate conflict between countries in the region, a sociocultural community that aims to develop a common identity among Southeast Asian peoples and promote development which is culturally and socially responsible, and finally ASEAN also engages in external relations with other blocks, countries, and international organizations with the aim of promoting the region's interests on a world stage through dialogue and partnerships.

Currently ASEAN has relationships with the United States, Russia, Canada, Japan, China, Australia, India, Korea, Pakistan, and the EU. ASEAN countries host many events and summits each year to pursue the group's collective goals. Events like investment fairs help to attract foreign capital to Southeast Asia while tourism forums help member states to attract more travel dollars to its economy.

Other events, such as customs enforcement seminars, health care workshops, product working groups, and meetings with representatives from other nations help to create the infrastructure and knowledge that will support a newly strengthened economy.

Speaking at this auspicious occasion, Samdech Techo Hun Sen said it has been more than 10 years since Cambodia became a full member of ASEAN, we are proud that during this period Cambodia was able to make considerable progress.

"ASEAN membership has allowed Cambodia to strengthen integration with the region and international community. At the same time Cambodia has been strictly fulfilling her role in ASEAN to build a peaceful, prosperous and harmonious regional community, as well as transform ASEAN into a model of regional cooperation with global importance," stressed the Cambodian premier.

As the Chair of ASEAN, this year Cambodia will make utmost effort within its capacity to closely cooperate with other member countries for achieving various priorities of ASEAN toward the building of "ASEAN: One Community, One Destiny," he said.

"I strongly believe that the 'Phnom Penh Agenda' (which spells out our priorities for 2012) will help bring ASEAN even closer toward achieving this goal. I sincerely hope that all esteemed Leaders of ASEAN will extend cooperation for ensuring the success of the implementation of the proposed agenda," he said.

ASEAN has undergone a major transformation since its founding, from a region wracked by conflict, misery, and poverty to a region of peace, stability and development, said Samdech Techo Hun Sen, adding that after more than four decades of development, ASEAN today has become a closely-integrated political and economic entity, and influential player in Asia and an indispensable strategic partner of major countries and organizations in the world.

Cambodia is certainly proud of having made positive contribution to ASEAN according to its capacity and ability in bringing about such progress, he said.

Nevertheless, along with the success and achievement made so far, ASEAN is facing some challenges that need to be addressed in order to realize the objective of "ASEAN: One Community, One Destiny", he said.

Indeed, uncertain global financial and economic situations, especially the fragility of economic recovery of developed countries, coupled with severe debt crisis in Europe still pose a great threat to the sustainability of socio-economic development of ASEAN achieved over the last 4 decades and the success of our effort towards realizing a full ASEAN community, said the Cambodian prime minister.

The ongoing social and political turmoil in the Middle East and North Africa remain a threat to global security and is exerting an upward pressure on the already high oil prices, while food security, energy, climate change, natural disasters, terrorism, transnational crime and maritime safety remain the world's challenges, said Samdech Techo Hun Sen.

BUSINESS IN...



Garment exports to all other countries, including Japan and Canada, increased 38 per cent, hitting USD 980 million last year from USD 645 million in 2010, according to the data.

Exports to Japan alone increased by 100 per cent last year. The sharp increase in the Kingdom's total exports in 2011 marked vital progress of its market diversification, Peter Brimble, senior country economist at the Asian Development Bank, said.

"It shows that Cambodia is still quite competitive, and was able to take advantage of the improved access to the European market under the [Everything But Arms] concession," Brimble said.

"I also feel that it reflects the beginning of Cambodia's move towards diversification away from low value-added garments to higher value-added garments and other manufactured products – and especially the growing inflow of Japanese investors that we saw very prominently last year."

Total agricultural exports rose by more than 100 per cent, reaching \$422 million last year from \$197 million in 2010.

Chan Sophal, president of the Cambodian Economic Association, said awareness of local exporters and the government's call to export one million tonnes of milled rice by 2015 had also contributed to the increase.

"We [exporters] have prepared ourselves to meet [importer] requirements. That's why we see increases in both garment and agricultural exports," he said.

Regarding uncertainty in the EU and US economies, no one has voiced real concern on potential impact on Cambodia's exports, saying the sovereign-debt crisis in Europe would not hurt the Kingdom.

EXPORTS TO KOREA RECORDS HUGE INCREASE

Cambodia's exports to South Korea rose by more than 100 per cent last year. Agricultural and garment exports largely accounted for the surge.

KOTRA data shows total exports were worth US\$87.3 million in 2011, compared with \$43.4 million the previous year.

Total imports from Korea also rose 35.4 per cent to \$450.7 million, compared with \$333 million a year earlier.

KOTRA director-general Kwang Ho Lee said the largest increases had been in the vehicle and automotive-parts sector.

Lee said rising rubber, seafood, agricultural and garment exports last year had had significant consequences for the economy. Cambodia had exported 30 tonnes of shrimp and crab to Korea last year, but rubber remained the Kingdom's biggest export, he said.

CAMBODIA'S TRADE WITH CHINA IN 2011 UP 73.5 PCT.



The bilateral trade between Cambodia and China amounted to 2.5 billion U.S. dollars last year, up 73.5 per cent from a year earlier, according to the Chinese embassy in Phnom Penh.

"The growth of trade between China and Cambodia is the highest among the bilateral trade between China and other ASEAN countries," said the report.

Cambodia's export to China totalled 184 million U.S. dollars, increased 96.8 per cent, and China's exports to Cambodia reached 2.31 billion U.S. dollars, up 71.8 per cent.

BUSINESS IN...

Cambodia's main imports from China were garment raw materials, machinery, motorcycles, cars, foodstuffs, electronics, furniture, medicines and cosmetics.

The items the country exported to China were agricultural products, rubber, fishery, timber and textile.

CAMBODIA'S TRADE WITH THAILAND GROWS 21 PCT. IN 2011

The bilateral trade between Cambodia and Thailand increased 21 per cent in the past year after the two country's border dispute eased. The two-way trades had amounted to USD3.08 billion, a 21 per cent rise from USD2.54 billion U.S. dollars in a year earlier, according to Thai embassy in Phnom Penh.

Of the figures, Thailand exported to Cambodia was USD2.9 billion US dollars last year, up 24 per cent from USD2.34 billion U.S. dollars in a year earlier, whilst Cambodia exports to Thailand was just USD176 million, down 18 per cent from USD214.7 million.

Thailand's main products exported to Cambodia include vehicles, petroleum, processed goods, building materials, fruits, and vegetables, and Cambodia primarily exports agricultural products, second hand garments, recyclable metal, and fish to Thailand.

"The two countries' trade growth has been bouncing back after it had slowed down in the first half of last year due to border dispute," Iranian Wongmongkol, director of the Thai Embassy's Foreign Trade Promotion Office in Phnom Penh, said..

"We expect to see at least another 20 per cent growth this year as the two countries' relations have currently seen significant improvement."

CAMBODIA TRADE WITH VIETNAM CLIMBS 54 PCT.

Cambodia's total exports to Vietnam had risen 54.87 per cent in 2011 year-on-year, officials said.

Official data from the Vietnamese embassy's Trade Promotion Office showed that bilateral trade between Cambodia and Vietnam grew 54.75 per cent to \$2.829 billion in 2011, compared to \$1.828 billion in 2010.

Of this trade, Cambodian exports to Vietnam rose to \$429 million in 2011, compared to \$277 million the year prior. Total imports from Vietnam increased 54.63 per cent to \$2.4 billion from \$1.552 billion.

Chan Nora, secretary of state at the Ministry of Commerce, said the government wanted to promote trade with neighbouring countries by making it easier for countries to trade directly across borders, especially by facilitating traders' successful passage through border checkpoints.

The government is working towards a "one-stop window" for exports, officials have said in the past. "Our crop exports to Vietnam rose sharply last year after Thailand suspended buying from us. So, our farmers have had to sell to Vietnam," he said.

Cambodia's most-imported Vietnamese products included seafood, vegetables, coffee, confectionery, plastics, clothes, footwear, glass, steel, computers and spare parts, transportation vehicles, and mobile phones. Vietnam's Cambodian imports included aquatic products, corn, tobacco, rubber, wood products, and steel, according to the data.

OVERVIEW OF AGRICULTURAL SECTOR OF CAMBODIA

Since the nineties, the Royal Government of Cambodia (RGC) has subsequently set out and actively implemented its strategies and national development plans focusing on the promotion of agriculture and rural development basis to poverty alleviation for the people through the enhancement of agricultural productivity in ensuring foodsecurity, employment and family income generation.

In consequence, agricultural surplus were produced, especially rice for domestic consumption and export. Due focus was given to implement the RGC policy, especially in carrying out the Agricultural Strategic Development Plan (ASDP) 2009 - 2013 in line with the NSDP as well as Rectangular Strategy - II. Year 2010 was the 3rd year of implementing Rectangular Strategy - II of the RGC for the 4th Legislature of the National Assembly under the guidelines of policies set forth by the Prime Minister Samdech Techo Hun Sen.

The agricultural sector remains the main contributor of national economic growth. The promotion of agricultural productivity and diversification, land reform and land mine clearing, and fisheries and forestry structural reforms are the core contributors to economic growth and poverty reduction for the Royal Government of Cambodia.

The relevant line ministries and institutions, with technical assistance from development partners, strived to change the farmers'



mind-set towards modern agricultural practice, and started to produce encouraging improvements despite several challenging conditions such as drought.

Throughout the crop season of 2010-2011, MAFF (Ministry of Agriculture, Forestry &

Fisheries) promoted several forms of agricultural production, especially for strategic crops, namely rice, rubber and other commercial and cash crops, animal husbandry and fisheries, and harvests produced surplus meeting both domestic demand and availability for export for several commodities despite global food shortage.

Progress made in the agricultural sector certainly defined an improvement in poverty alleviation for the RGC as well as increasing GDP with stabilization of the national macro - economy. The RGC had also made substantial improvement in land use management and distribution including prevention of illegal land encroachment.

Under the SAW (Strategy for Agriculture & Water), the RGC intensified collaboration with development partners to boost agricultural productivity, ensure food security and better quality of products for domestic and overseas markets.

It is also noted that management of government institutions has gradually improved through the implementation of reform programs and good governance. Because of the potential and the importance of agricultural sector, the private sector, both local and foreign, has step forth to increase investment this sector.

Rice crop increased by 8.6% from last year while agricultural extension services have been actively expanded to provide better technical know-how to the farmers.

Following last year's launching of the RGC's Rice Policy, MAFF has moved forward in taking due measures to achieve the target set forth.

Forecast 2012 rice crop is so far the utmost best performance of Cambodia and the country looks forward to striving to become gradually an important player in global rice export.

RICE

Currently the world's 15th biggest rice producer, Cambodia is targeting annual rice exports of 1 million tonnes within five years. The country plans to raise rice production to 9 million tonnes of paddy by 2015, up from the current 7 million tonnes.

To achieve this target, Cambodia needs more foreign investment in order to construct rice mills. At present, most of the Kingdom's rice is sent to Vietnam to be milled and re-exported. The Royal Government has introduced a number of measures aimed at boosting the country's rice – export capacity. It is urging local banks to provide money for rice-related business and has pledged to guarantee 50 per cent of commercial bank lending to producers. Capital at the Rural Development Bank has been doubled to \$36 million, and licence requirements for exporters are being scrapped.



Other government plans include strategies to build irrigation systems, provide technical services, land reform, financing, marketing, developing farming communities and improving institutions.

According to the Ministry of Commerce, 4,369 tonnes of milled rice was exported from January to June 2009. But in the first half of 2010, the ministry says 107,291 tonnes of milled rice was exported – an increase of 2,356 per cent. This represents a value of \$13.438 million, up from

\$2.193 million in 2009. Prior to the Pol Pot era, Cambodia produced 500,000 imperial tons of rice in excess of domestic demand.

Total paddy production was 2.38 million tons, which represented 1.1 per cent of world paddy production. But as a result of the civil war, Cambodia was left unable to produce enough rice to even feed its own people. Not until 1995 did the country



PEPPER

In 2009 half of the year's total Kampot pepper output of 14 tonnes remained unsold by year end. But since gaining Geographical Indicator (GI) status early in 2010, stocks sold out within months of being officially registered. According to World Trade Organisation guidelines, GI strictly regulates every aspect of a product's properties to assure both its high quality and regional distinctiveness.

Prior to receiving GI status, Kampot pepper sold for around \$3 per kilo, but this has now risen to \$5.75 per kilo. Around 17 tonnes

of pepper was produced in the 2010 season on 9.75 hectares of farmland in Kampot province. Only 10 tonnes met the GI quality standard, of which around 6 tonnes were exported abroad. In the 1930s almost all of the pepper consumed in France came from Indochina. Kampot pepper in particular was of exceptional quality and rapidly became 'the spice of choice for French restaurants'.

SUGAR

In June 2010 Cambodia sent 10,000 tonnes of raw sugar to the United Kingdom – the Kingdom's first shipment of sugar to an overseas market in over 40 years. It was exported by Koh Kong Sugar Industry whose plant opened for operation in January 2010.

The company says it expects to harvest between 200,000 and 250,000 tonnes of sugarcane in 2010 and plans to increase its export volume to between 20,000 tonnes and 25,000 tonnes of raw sugar to Europe's markets in 2011.

The plant has the capacity to crush 700,000 tonnes of cane per year, with an expected raw sugar output of about 70,000 tonnes of sugar per year.

Koh Kong Sugar Industry is a \$60 million joint venture between three partners – Thai investor Khon Kaen Sugar Industry Public Ltd holds 50 percent, Taiwanese investor Vewong Corporation holds 30 percent, and Cambodian investor Ly Yong Phat holds 20 percent.



BATTAMBANG RICE BOWL OF CAMBODIA

Battambang is a relaxed and laid back town sitting on the banks of the Sangker River just to the south west of the Tonle Sap Lake, Battambang is primarily a farmer and trader town, the area is known locally and internationally as the “Rice Bowl” of Cambodia.

This is because the economy of Battambang is extremely efficient in the production of rice, and additionally because of the comparative advantage and local endowments in the region. An estimated 2,400 square kilometres of land is used in rice production, with the figure growing consistently each year. The abundance of Land results in over 500,000 tonnes of rice being produced annually; around 300,000 tonnes of that rice is traded locally and internationally and makes a refreshing change from the tourist town of Siem Reap as it still has a very local, untouristed, provincial atmosphere.

Much of the town’s architecture is French colonial and traditional Cambodian with very few buildings over three stories. There is a new shopping mall building nice most shops sell cloth and food at evening time.

The main streets are shared by cars, motorbikes, bicycles, and horse carts making Battambang a pleasant place to explore for a day or two. The Battambang Museum, located on the riverside, contains some interesting Angkor - era artifacts taken from the surrounding countryside, and there is a small exhibition hall next door which often has interesting displays.

Battambang is also home to some of the most interesting pagodas in Cambodia, such as Wat Sangker, Wat Kandal, and Wat Damrei Sor, and they are certainly worth visiting as you stroll around enjoying the colonial architecture and laid - back ambiance.

Phnom Banan, Battambang - The countryside surrounding Battambang is quite beautiful, including many old pagodas such as Wat Kor, and Wat Ksach Puoy, the Angkorian era ruins



of Phnom Banan and Wat Ek Phnom, caves, waterfalls, mountain viewpoints, and even the Khmer Rouge period killing caves at Phnom Sampeau.

As you leave the town the scene quickly becomes one of small villages, within just a few kilometres of town the countryside is filled with stilted houses, ancient covered bridges, and rice paddies that stretch to the horizon, broken by occasional hills intriguingly named after local folklore such as Crocodile Mountain, Duck Cage Hill, and Turtle Mountain.

During the dry season as the waters of the Sangker River recede the river banks are planted with a wide range of fruit and vegetables making the local village markets, such as Ksach Puoy, a great place to purchase local produce.

In the late afternoon light the rural scenery is simply breath-taking. You will also witness local products in the making – silk weaving, rice paper, noodles and fish paste.



HEMOCITIES / PROVINCES BATTAMBANG BATTAMBANG MAIZE / CORN



BATTAMBANG MAIZE/CORN

Farmers in Battambang cultivate besides rice also other commercial crops such as maize in order to improve their standard of living. The most popular seeds are 888, AAA due to its high yield. Maize producers formed an association and set up a trading company for collecting the crop during harvest season. Cultivation area is 91,628 ha, yields are approximately. 458,140 tons per year, the largest maize producing areas are the districts of Banon, Ratanakmoundol, Sampov Loon, Phnom Prek, and Sam, Domestic market and export to Vietnam and Thailand.

BATTAMBANG COTTON

Cotton is a plant used in processing industries for garments. It is growing in tropical and sub-tropical areas around the world. Cambodia has two distinct seasons, the dry and the rainy season, which provides very good conditions for cotton cultivation. Besides Battambang, also Kampong Cham has cotton cultivation to supply local processing factories under a system of contract farming. Cultivation area in Battambang is 200 ha. Battambang Province started to plant cotton crops in 2006 by an investment company from China. Market Export to China and Vietnam, Harvest season Cultivation starts in April, collection of the crop is done from August to February.

BATTAMBANG CASSAVA

Cassava is an agricultural product that can be processed into various other products such as ethanol, animal feed, cassava starch and cassava flour for human consumption. In 2005, comprehensive cassava cultivation started in Battambang. The cultivated period is from April to December.

BATTAMBANG PADDY RICE

Similar to other provinces in Cambodia, Battambang's farmers produce various varieties of paddy rice such as Neang Khune, Neang Minh, Jasmine and Phkar Khney. Battambang is of highest importance in Cambodia for producing and supplying rice for domestic consumption and export to overseas markets.

Battambang's white rice is very famous and popular for many years, especially the varieties Jasmine, Phkar Khney and Neang Khune.

- Cultivation area is about 245,127 hectares.
- Yields are 735,281 tons per year.
- Markets and export to Malaysia, EU and USA.



INTERVIEW WITH HIS EXCELLENCY HOR NAM BORA

Ambassador of Cambodia to UK - Denmark - Finland - Ireland
Norway Sweden - Ethiopia and Permanent Representative
to the African Union.



In an interview with Visions of Cambodia, Ambassador Hor Nam Bora reflects his visions and views on Cambodia's bid for a non-permanent seat on the United Nations Security Council, seat allocated to the Asia regional group for the two-year period running from January 2013 to December 2014; the election will be held during the 67th Session of the General Assembly in October 2012.

CAMBODIA TO THE UNITED NATIONS SECURITY COUNCIL FOR THE PERIOD 2013-2014

1. Why does Cambodia seek election to the Security Council?

Cambodia takes great pride in submitting itself as a candidate for the United Nations Security Council and is seeking election for a non-permanent seat allocated to the Asia regional group for the two-year period running from January 2013 to December 2014.

Cambodia has already received firm pledges of support from the nine other nations in the ASEAN region and now looks forward to receiving the backing of the wider U.N. community.

Since becoming a full member of the United Nations in 1955, Cambodia has benefited greatly from the U.N.'s leadership and support.

Twenty years on and with its economy growing robustly under the inspired leadership of Prime Minister H.E. Samdech Hun Sen, Cambodia would like to have the opportunity of showing its appreciation to the United Nations by taking a much more active role in serving the international community.

Cambodia has always faithfully and strongly committed itself to the core purposes and principles enshrined in the United Nations Charter. In Cambodia's own foreign policy which is based on the principles of neutrality, cooperation, friendship and peaceful co-existence with other countries around the globe.

Cambodia would represent a new voice; one of the world's smaller countries but one with big ambitions. Not only for its own people but for the wider international community, the developing countries. From being a country which has required the services of United Nations peace-keeping troops, Cambodia now feels both pride

and humility in being in the position where it offers its own troops to assist with U.N. missions in Sudan, Chad, the Central African Republic, Lebanon and, most recently, in South Sudan.

2. What would Cambodia do on the Security Council if elected?

If elected, Cambodia is totally committed to working tirelessly in the best interests of the international community and undertakes to serve in the best interests of all member nations, carrying out its duties and responsibilities in the spirit of transparency, partnership and universality.

Cambodia has been transformed from a war-torn nation grateful to receiving assistance from UN forces to one which now proudly contributes to UN peace-keeping missions in other troubled countries.

Cambodia is a strong supporter of multi-lateralism and the United Nations' stance of encouraging disarmament and the

non-proliferation of weapon and believes passionately that it can make a valuable contribution to the work of the United Nations Security Council.

Cambodia would use its position on the Security Council to press for significant reforms to the way the United Nations operates to create a more transparent, coherent and effective organisation.

The global financial crisis has not stopped Cambodia from focusing on the eight United Nations' Millennium Development Goals adopted by world leaders in 2000 and set to be achieved by 2015.

As part of its campaign to tackle poverty and reduce child mortality, the Royal Cambodian Government has catapulted increasing food production to the top of its agenda. It plans to substantially improve agricultural methods and irrigation to massively increase rice production with the aim of becoming one of the world's top rice-exporting countries.



Amb Hor Nam Bora pictured at the UNSC in New York



Amb Hor Nam Bora on diplomatic missions pictured with the Prime Minister of Bhutan.



Amb Hor Nam Bora on diplomatic missions pictured with HE Dr Jean Ping, Chairperson of the African Union Commission.



Amb Hor Nam Bora on diplomatic missions pictured with the Prime Minister of Equatorial Guinea.



Amb Hor Nam Bora on diplomatic missions pictured with the Prime Minister of Morocco.

"DISCOVER THE ISLANDS IN CAMBODIA..."

THE ULTIMATE DESERT ISLAND BEACH HOLIDAY"

Why not tour the Cambodian islands, one of the few places left in the world where you can enjoy beautiful stretches of white sand beach all to yourself. The south coast of Cambodia is a desert island hotspot with no less than 61 tropical Cambodian islands set against the turquoise waters of the Gulf of Thailand. With direct holidays to Cambodia rising in popularity so too is demand for hotels in Cambodia and where better to stay than the ultimate desert island beach holiday on a Cambodia island.

The word for island in Cambodian is 'Koh' and like many places in Cambodia, many of Cambodia's islands take their name from a legend. The most popular include;

- **Koh Kong** – you can only day trip to this military-run island close to the border with Thailand
- **Koh Russei** – the most popular stopoff on the Three Island Boat Tour, Bamboo Island is just an hour's boat ride from Sihanoukville. Here you swap TV and mobile coverage for turquoise painted beach bungalows, a great seafood lunch and a spectacular sundowner
- **Koh S'dach** – King's island sits in the Gulf of Siam half way between Ko Kong and Sihanoukville, a daily stop on the bullet-boat service. For an unadulterated experience of a Cambodian fishing village, a Koh S'dach guesthouse fits the bill. The main beach is home to golden sands and crystalline waters ideal for snorkeling and don't forget to sing your heart out at the beach's premier karaoke bar!
- **Koh Tonsay** translates as Rabbit Island just 20 minutes from Kep, once French Cambodia's premier resort in the 1920's. Today its palm fringed beaches house a series of bamboo huts on stilts for visitors to enjoy island living at its best.

Alternative Cambodia Islands to Visit

Koh Polaway, Koh Sess, Koh Thass, Koh Tral, Koh Traolach, Koh Treas, and the Kampong Som Group of Islands are the lesser known and completely undeveloped, often deserted of Cambodia's islands but nearly all offer stunning scenery and secluded tropical beaches.

It has only been over the past couple of years, in response to demand from Cambodia tour visitors in search of a shipwrecked island experience that basic holiday accommodation has become available on a cluster of Cambodia's islands namely those closed to Sihanoukville

Cambodia's most popular coastal beach resort. Early in 2007, Cambodia news sources reported on the Cambodian government's intention to develop Cambodia islands into a tourism hotspot.

From November to February the islands to the south of Sihanoukville, Koh Kteah, Koh Crhalo and Koh Ta Kiev are more sheltered and enjoy good snorkeling.

Koh Ta Kiev is already being developed by a Malaysian company who won a 99 year lease to develop 30-40% of the island into an eco-tourism resort with beaches, a golf course, marina and theme park. The island is also home to Jonty's Jungle Camp camp, offering the ultimate eco-friendly, "back to nature" experience staying in quality tree-house accommodation, you can trek deep into the jungle, acclimatize in the sauna/steam room or simply just laze in your hammock.

Part of the Kampong Som Group of Islands, you can chill out completely at the beach bungalow resort on Koh Rong Saloem, the island is worth the extra 2-2½ hours travel time if only to experience its beautiful sheltered beaches on the north side and a dream diving experience. Further away, 55km southwest are the interesting and relatively unexplored waters around Koh Tang and Koh Prins with some of the best diving shipwrecks and exciting underwater species. Also a minimum 3 day trip is Koh Rong, is 75km west and home to Condor Reef, Koh Rong has wonderful empty beaches, including one which stretches for 5km with nothing to be seen but sand and sea.

New Tourist Holiday Resorts on Cambodia Islands

Recently the Cambodia Government granted leases to six Cambodian companies to develop five different island resorts. One resort is set for an island near Kampot province whilst the remaining Cambodia island properties will be located off Sihanoukville.





Koh Dek Koule is the only private island resort in Cambodia to be fully developed. The Mirax resort as it is named, perches high on the island of Koh Dek Koule and is the height of luxury and privacy in its twelve exotic custom suites, furnished with one-of-a-kind antiques, Chinese gravures and local hand-woven silks. The presidential suites cost \$3,000 a night while the standard suites pitch in at a mere \$360 per night.

On Koh Pos (Snake Island), a group of Russian investors recently received approval to build a US\$300 million tourist resort. In the meantime, it's convenient location just 800 meters of Sihanoukville's Victory Beach means you can currently enjoy day trips to tiny Koh Pos Beach, known for its birds and monkeys. Koh Koang Kang (Koh Tas) is a little further away (1 hour) with good beaches and snorkeling.

Koh Thmei, Koh Ses and neighboring Ta Kiou Island opened in January 2007 as Paradise Island resort, all sit offshore the Ream National Parkland, 18km down the coast from Sihanoukville and is home to birds, endangered wildlife and marine habitat.

The Song Saa Island Resort completes in 2010 covering Koh Ouen and Koh Bong – two small adjacent islands that are a 30-minute boat ride from Sihanoukville International Airport. The Song Saa Island Resort is an exclusive 20 villa resort to meet top end market demand for luxury hotels. The ultimate Cambodia island experience will incorporate a waterfront infinity edge pool, rainforest spa/wellness center, sailing and diving centre on the beach and a large over water restaurant and bar.

Decades of isolation have left the Cambodian islands a preserved, pristine wilderness. Today a Cambodia islands tour offers an unrivalled experience of over 440km of unspoilt, virgin coastline. A divers dream of picture-postcard bays, powder soft sandy beaches against a backdrop of lush rainforest canopy and not a whole lot else. Visit the Cambodia Islands now and indulge in your own desert island fantasy.

CAMBODIA'S TOURISM ON THE RISE

The MOT is maintaining its successful Cambodia, Kingdom of Wonder branding campaign, which was launched in 2008. Cambodian Ambassador to UK reiterated the Royal Government policy that identified tourism as one of the four main pillars of economic growth in the country. "Cambodia tourism is cultural and natural tourism."

One major appeal is the capital Phnom Penh, stretched along the Mekong River, though the opportunity to make excursions to the World Heritage site at Siem Reap is also a major draw, given that it is home to the world-famous temple of Angkor Wat, as well as the royal sites of Angkor Thom (Temple of the Trees) and Ta Prohm. The Siem Reap International Airport actually receives more tourist arrivals each year than does its Phnom Penh counterpart.

Cambodia expects to develop further as a tourist destination due to its proximity to the main air hubs of Singapore and Bangkok, along with regional connections via Ho Chi Minh City in Vietnam and Incheon/Seoul in Korea. In keeping with the nature of its tourism assets, the MOT is continually promoting four key tourism segments – culture, ecotourism, city and beach – to diversify its tourist market.

Visitors are being encouraged to combine a visit to the Angkor temples complex in Siem Reap with Cambodia's capital Phnom Penh, and the southern coastal zone of Kep, Kampot, Sihanoukville and Koh Kong. The north-eastern provinces of Ratanakiri, Kratie and Stung Treng are been promoted as ecotourism regions.



CAMBODIA'S BEACHES

INDEPENDENCE BEACH

Independence Beach was named after the Independence hotel. Although used by weekenders it is less crowded than the other beaches. Long and narrow this beach is better at low tide. The northwest end is better because it's wider there. A seafood restaurant and fresh water lake can be found there but don't swim there as you might meet an old crocodile. A grassy park with many kinds of statues is there for your relaxation as well as a few monkeys along the road to the Independence hotel.

VICTORY BEACH

Victory Beach is divided by a rocky point. The southern beach (shown) is also known as "Hawaii Beach" and is home to a good seafood restaurant and a lot of peaceful sand. The northern side is where the shipping port and a park are located. A great place to watch the big ships come and go. Budget bungalows & restaurants can be found close by.

SOKHA BEACH

Sokha Beach is the most popular beach. It is a high quality beach with many facilities available. So wide that even at high tide

it can be enjoyed. Grass and shade from the palm trees will add to your enjoyment. The southern end which is a short walk offers a rocky point which you may do some snorkelling and even staying dry you might see some marine life at low tide.

OCHHEUTEAL BEACH

Ochheuteal Beach is developed at one end and quite and peaceful on the other end of this long and narrow beach. Many nice hotels can be found on the developed end along with some great seafood restaurants. Sand fleas can sometimes be a problem so bring some repellent just in case. There are some decaying old buildings that are worth a look at the quiet end of this beautiful beach.

SIHANOUKVILLE MOUNTAIN

This 132m peak offers a spectacular view of the city, the islands and the beaches from Ores to the port. Take Rte 4 about 2.5km north of town. Make a right turn at the brewery and follow the road up the hill, about 200m past the pagoda. Walk out on the rocks. Excellent sunset spot.