

Improving Small Package E-Trade for SMEs (SeT4SME): Launch of the Small Package Exporter Champions (SPEC) Program

Tuesday 28th June.

Event: 40 participants, Raffles Le Royal Hotel

Swisscontact, Khmer Enterprise, and EuroCham in collaboration with the Cambodia Women Entrepreneurs Association (CWEA) are proud to host the first official Workshop on Improving Small Package Exports for SMEs and to officially launch the Small Package Exporter Champions (SPEC) Program.

Swisscontact, on behalf of the Global Alliance for Trade Facilitation (GATF), is working alongside the Cambodian government on the SeT4SME project - Improving Small Package e-Trade for SMEs. The primary objective of SeT4SME is to strengthen the capacity of key stakeholders in the small package export sector.

The SPEC program, implemented by EuroCham, is part of the wider SeT4SME project. Among the beneficiaries will be 5-10 Cambodian SMEs “Small Package Exporter Champions”, selected based on their high potential to increase their export capabilities and provide a vital knowledge transmission link within the ecosystem of Cambodian SMEs.

Join our launch event to learn more about the “Small Package Export” topic, the SPEC program, and how you can get involved in the initiative. We are looking for the Small Package Exporter Champions that can light the way for future Cambodian SMEs!

We’ll hear from trade experts, government officials, and heads of international organizations about the importance of small package exports and seek to understand the challenges and opportunities faced by SMEs as they attempt to start their cross-border trade. The event will also end with a networking lunch.

Workshop: Tuesday 28 th June, Raffles Le Royal Hotel	
01:00pm-1:30pm	Registration
01:30pm-01:50pm	Opening Remarks: <ul style="list-style-type: none"> H.E. Dr. Chhieng Van Munin, CEO of Khmer Enterprise Mr. Rajiv PRADHAN, Country Director of Swisscontact Cambodia Mr. Denis Sainte-Marie, Executive Director of EuroCham Oknha Keo Mom, President of CWEA
01:50pm-02:00pm	Introduction to Khmer Enterprise & Activities in Export Promotion <ul style="list-style-type: none"> Ms. Lisa Chao, Business Network Lead of KE
02:00pm-2:10pm	Introduction to CWEA: Presentation of CWEA SME Support Service and Legal Desk <ul style="list-style-type: none"> Mr. Youerm Boran, Operations Manager of CWEA
02:10pm-02:30pm	Introduction to SeT4SME Project (what do you mean by Small Package Export? Introduction to GATF, Objectives of SeT4SME, why SeT4SME is important and relevant) <ul style="list-style-type: none"> Mr. Kha SOK, Workstream Leader of SeT4SME Introduction to SPEC Program Specifics (who should apply, profiles of mentors, program plan, objectives etc.) <ul style="list-style-type: none"> Mr. Thomas HESKETH, Deputy Director of EuroCham
02:30pm-02:40pm	Presentation: Introduction to the Cambodia Post, and Role of Cambodia Post in Facilitating Small Package Exports. <ul style="list-style-type: none"> Director General of Cambodia Post Representative
02:40pm-02:50pm	Presentation: Ministry of Commerce. <ul style="list-style-type: none"> MoC High Representative
02:50pm-02:55pm	Coffee Break
02:55pm-03:40pm	Facilitated Panel Discussion / Q&A: Promoting Small Package Exports: Challenges & Opportunities <i>Audience Q&A, mentimeter survey of challenges, moderator questions only if needed.</i> <ul style="list-style-type: none"> Moderator: Mr. Thomas Hesketh Mr. Prayag Chitrakar, Country Manager at DHL Express Ms. Has Doungelekhana, Deputy Director General of Cambodia Post Mrs. Bunnak Norm, Director of Villageworks Ms. Monika Nowaczyk, BeeBee & Bongo, Cambodia Knits, Exporting SME / Potential Mentor Mr. Sven Callebaut, International Trade Advisor, MoC Director, TradeWorthy Ltd <p>Questions to be addressed:</p> <ul style="list-style-type: none"> What are the most pressing capacity gaps to be filled? How can Cambodian Small Package Exports be Competitive? What are the use cases for a Small Package Export? Why wouldn't you ship in bulk? What are the use cases for the Cambodia Post Service, for example, samples?

	<ul style="list-style-type: none"> • As an SME, what would be your ideal mentor to help improve your export performance? (Also asked to the audience via Mentimeter). • What support would Cambodian SMEs find useful to take advantage of SP exports? • What would incentivise an SME to take part in the SPEC program?
3:40 pm- 4:15 pm	Group Discussion <ul style="list-style-type: none"> • Discussion led by facilitators for each table • 3-5 Breakout groups come up with 3 different topics for the training of the 2nd workshop Questions: <ul style="list-style-type: none"> • What are the top 3 challenges you currently face in your business for export? • What aspect of small package exporting and logistics do you want to focus on? • What topics do you want to cover in the mentorship program?
04:15pm-04:25pm	Closing & Next Steps – How to Take Part in the SPEC Program
04:25 pm onwards	Networking