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Cambodia MSME
Micro, Small and Medium Enterprise Strengthening Project

Scaling up Economic and Political Growth of Rural Swine Enterprises Through Improved Local Made Feed Production.

Vothana Prum and Boreth Sun

DCED Seminar on Trends and Results in PSD
Session 4, Thursday 19 January

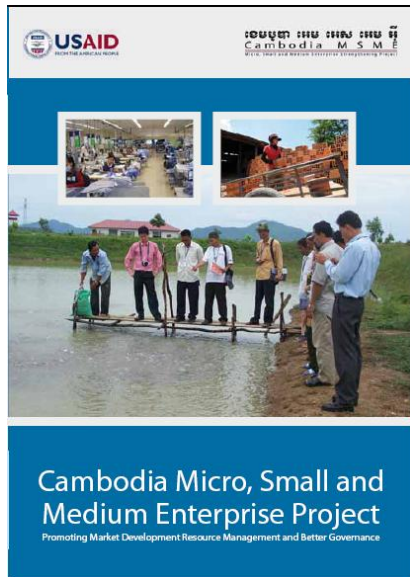
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Overview of MSME Project

- \$26.5 million, two-phase project, over 7 years
- MSME facilitates comprehensive assistance to more than 7,000 firms and 600 government officers – more than **256,000 Cambodians** benefit from Project activities.

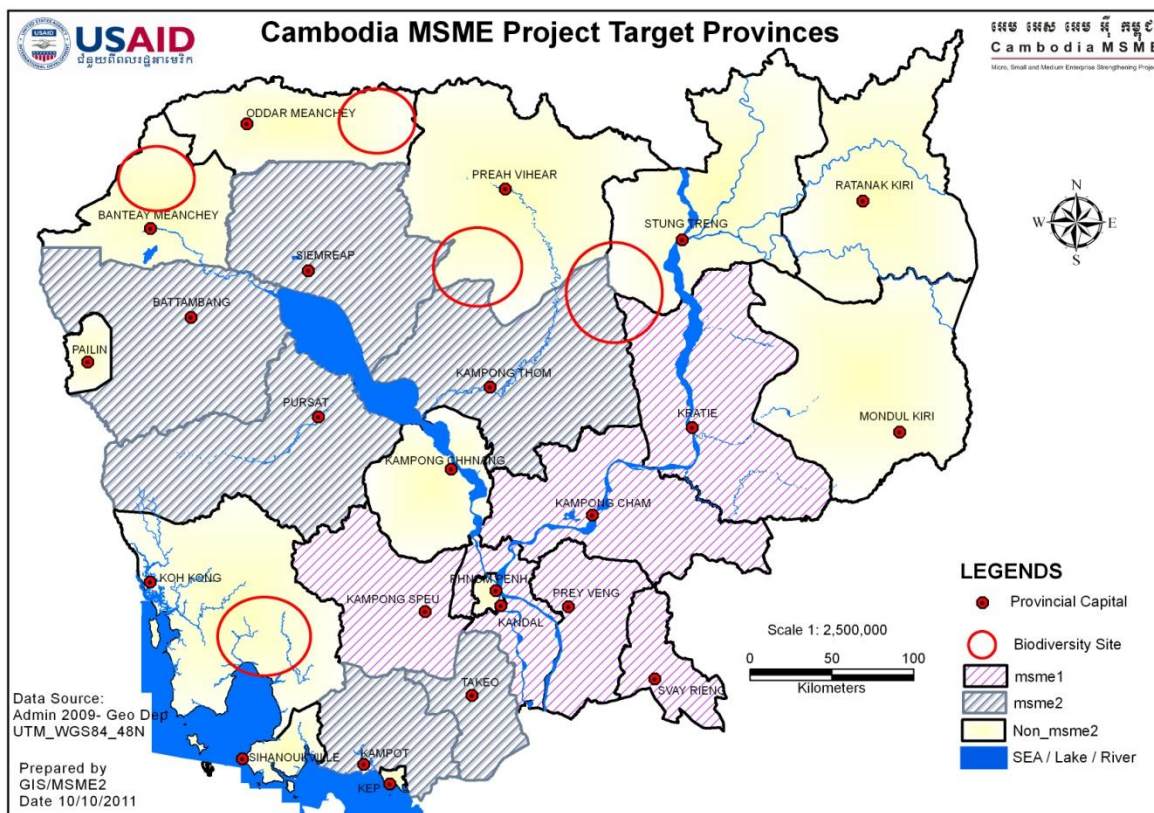
Main Objectives

1. Facilitate improvements in productivity, cooperation, and competitiveness.
2. Facilitate improvements in confidence of the private sector – from fearing the government and other firms; to partnership with the government and other firms.
3. Facilitate improvements in the public sector to move from management by decree and intimidation to partnership in support of economic growth.



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17 Targeted Provinces and 9 Sectors.



- Swine
- Aquaculture
- Clay Roof Tiles
- Honey
- Tree Resins
- Eco-tourism
- Potable Water
- Household Latrines
- Garment Industry

Three Integrated Components:



Value Chain

Build Relationships
Improve
Competitiveness
Identify Technical and
Business Issues and
Solutions



Private Sector Voice

Build Confidence through
Working Groups and
Associations
Encourage Private and
Public Sector Relations
and Dialogue
Manage Issues to
Resolution



Better Regulations and Business Environment

Train Government to
Write Better Regulations
Encourage Private Sector
Input into Regulations
Pry Open Economic
Space

Swine Enterprise Demographics

- 70% of rural families (micro firms) raise swine.
- 24% of these firms are represented by women.
- 90% of firms are within 30 km of markets.
- 67% of enterprise owners are literate.
- Average family size is 5.2 persons.
- Most firms have more than one income-making business – swine, fish, rice, retailing, input supplies, veterinary, trading, and so on.



Challenges in the swine value chain

- ☐ Access to Quality Feed
- ☐ Upgrade to better Breeds
- ☐ Bio-security and Disease
- ☐ Linkage to Markets and information
- ☐ Competition with imports

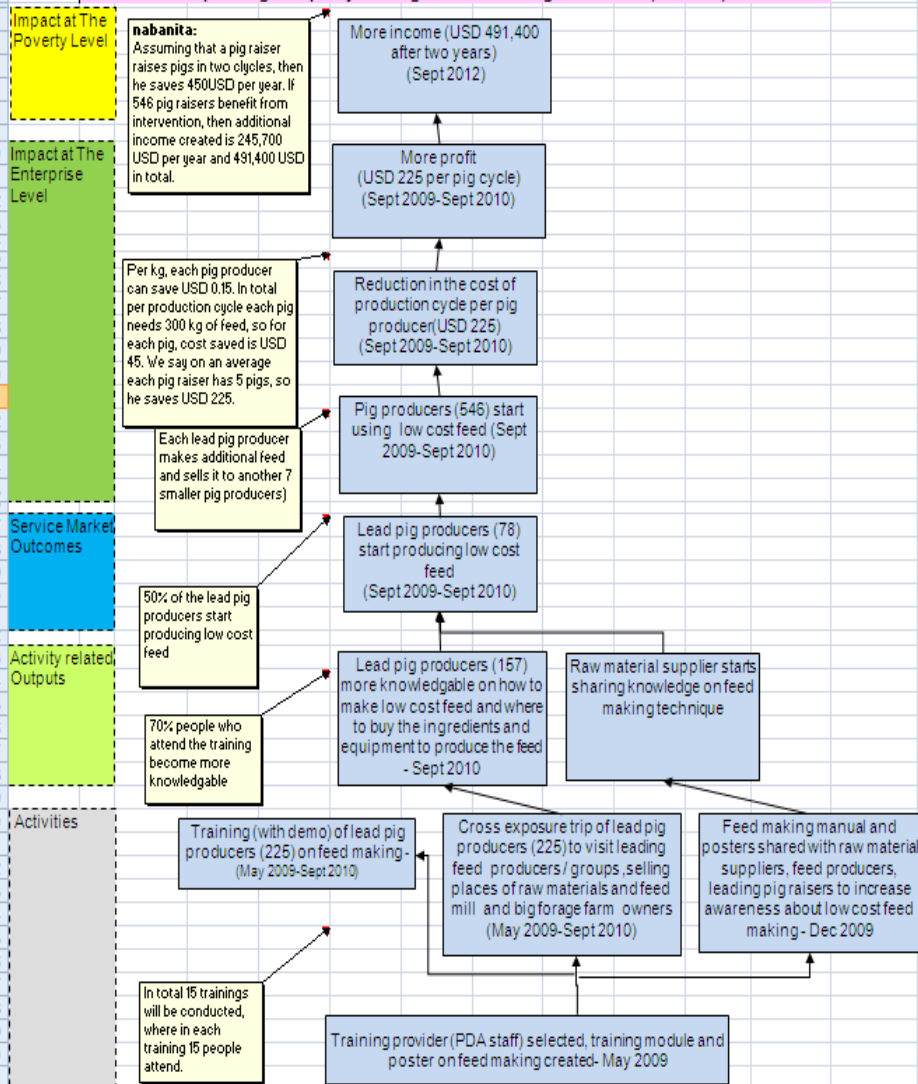
Two Critical Issues to Enterprise Growth

- Keeping Economical Space Open
- Ensuring Political Space and Voice in Decisions

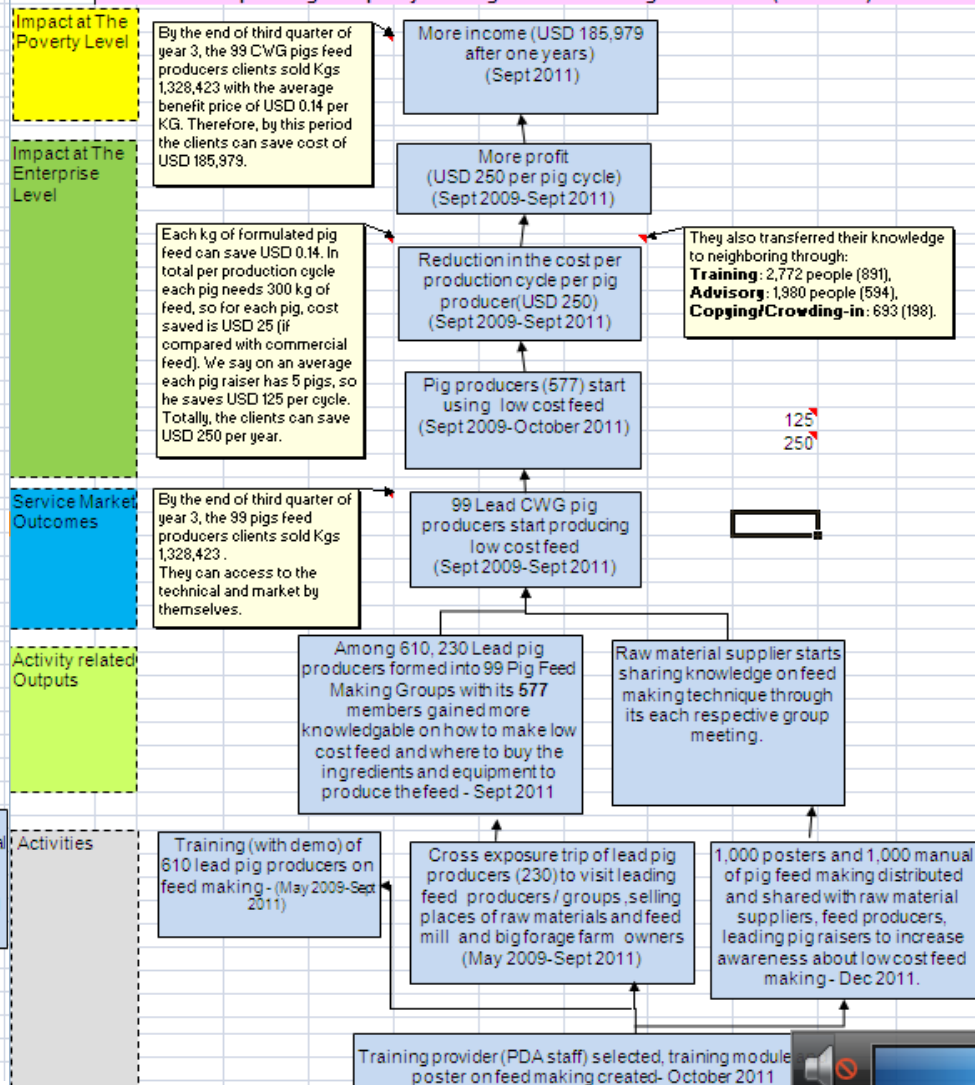


MSME Project's Value Chain Approach

Impact Logic: Capacity Building of to Reduce Pig Feed Costs (Dec 2011)



Impact Logic: Capacity Building of to Reduce Pig Feed Costs (2009-2011)






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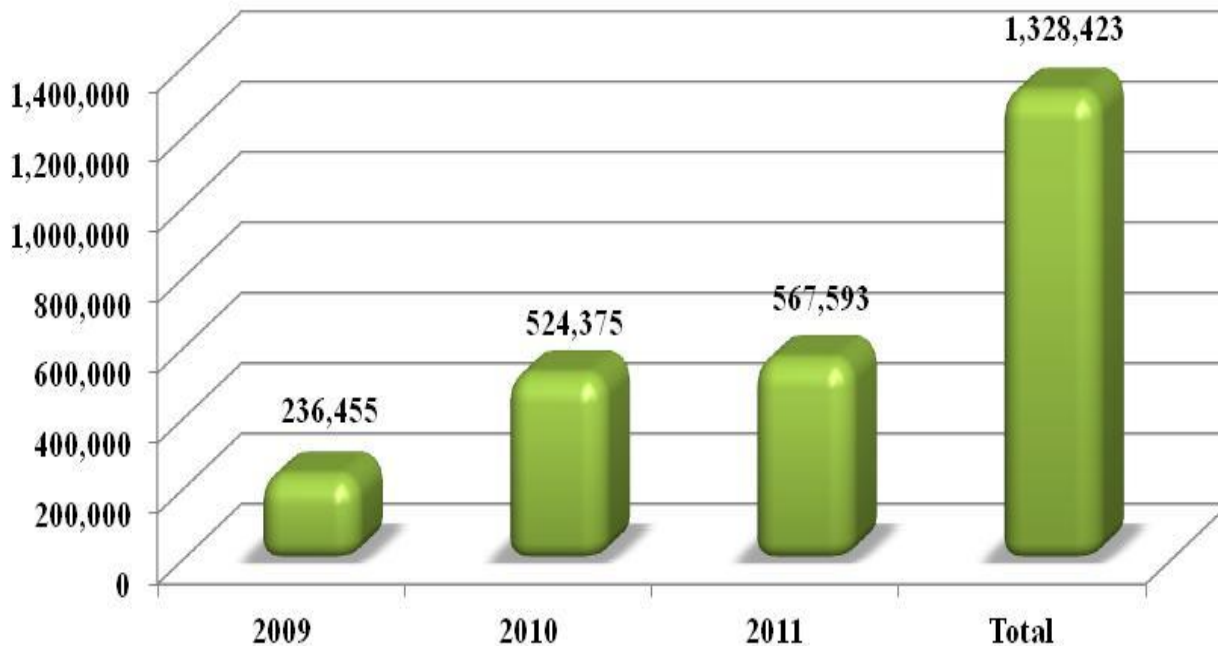
UNDERSTANDING OF THE KEY WORDS

Local Made Feed Vs Commercial Feed.

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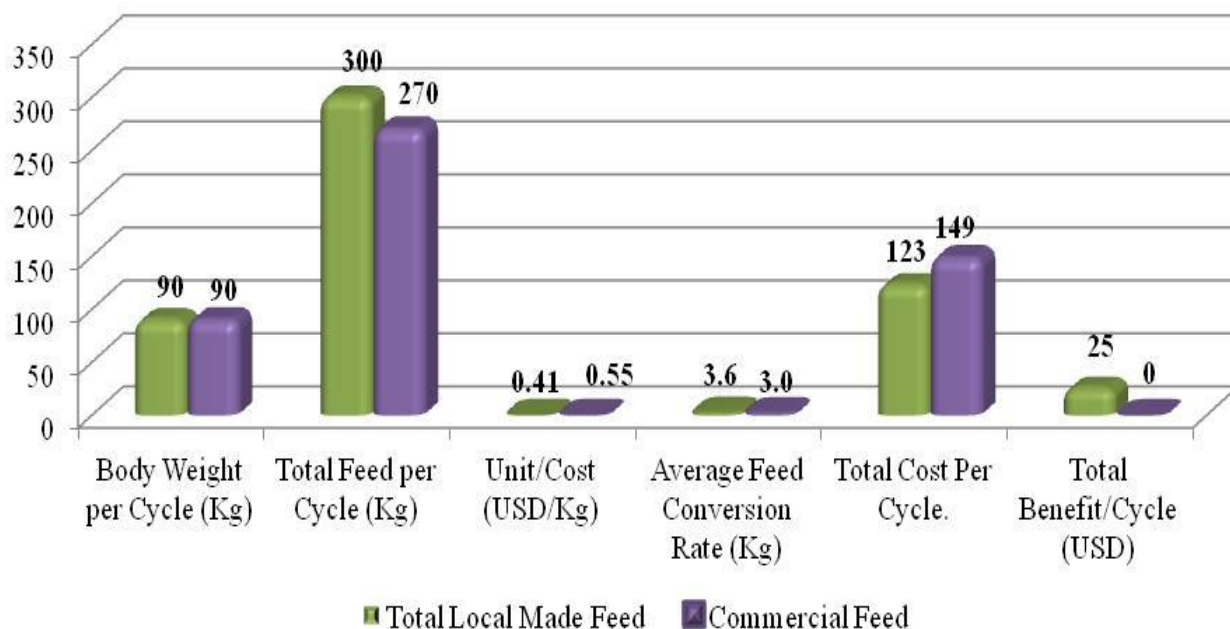
Impact of Local Made Feed.

Total Local Made Feed by Each Year (Kg)



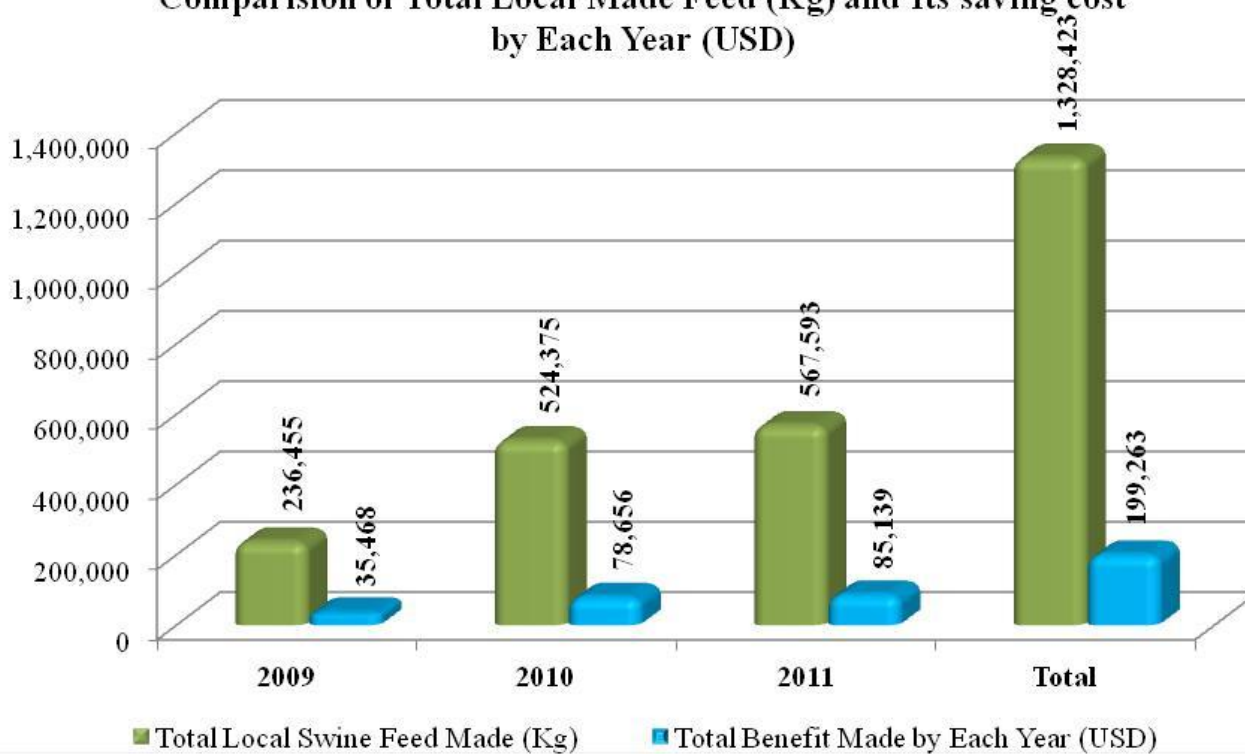
Impact of Local Made Feed.

Economic Analysis of A Swine Raising between Local Made Feed and Commercial Feed Per Cycle.

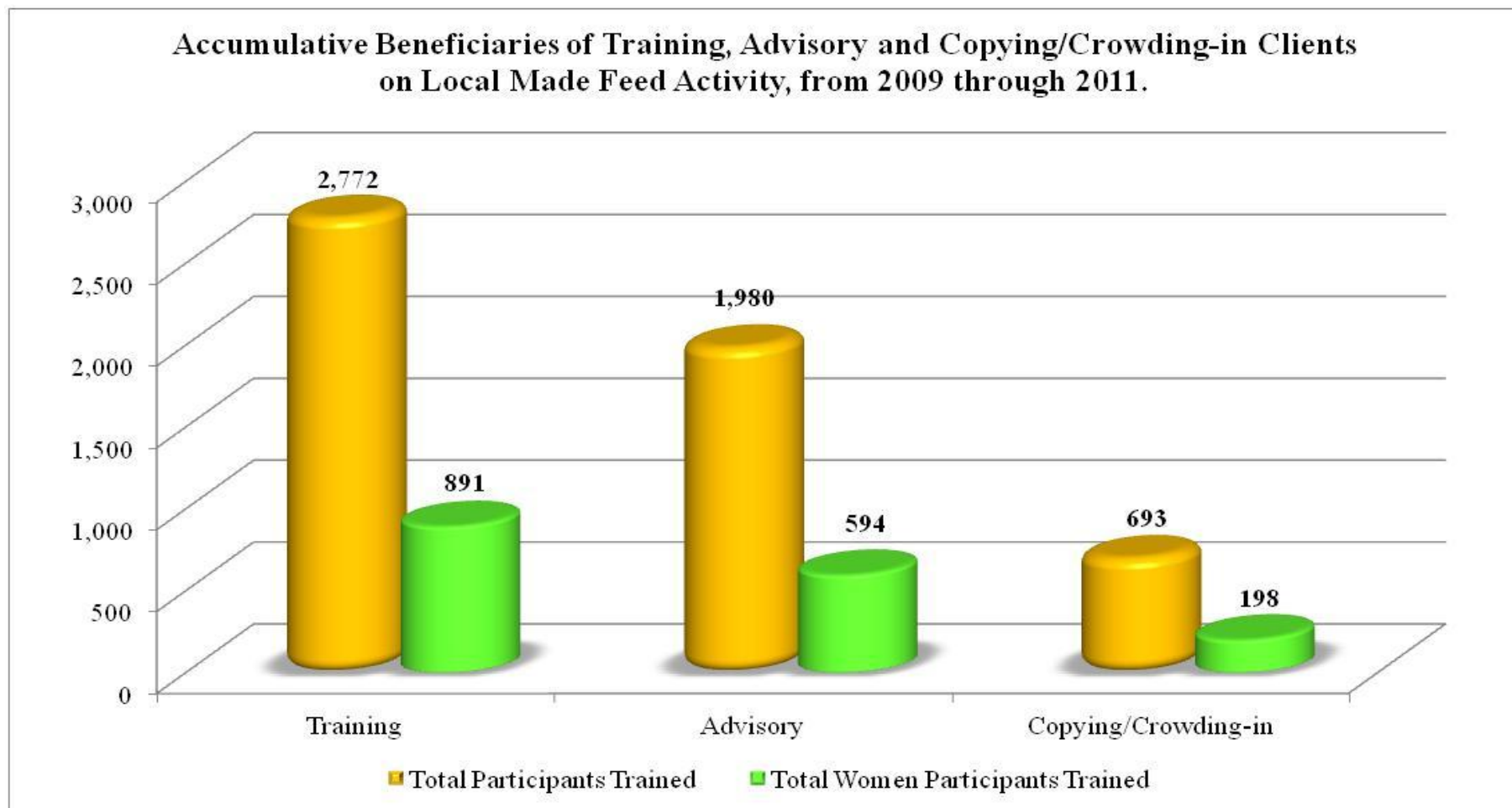


Impact of Local Made Feed.

Comparison of Total Local Made Feed (Kg) and Its saving cost by Each Year (USD)



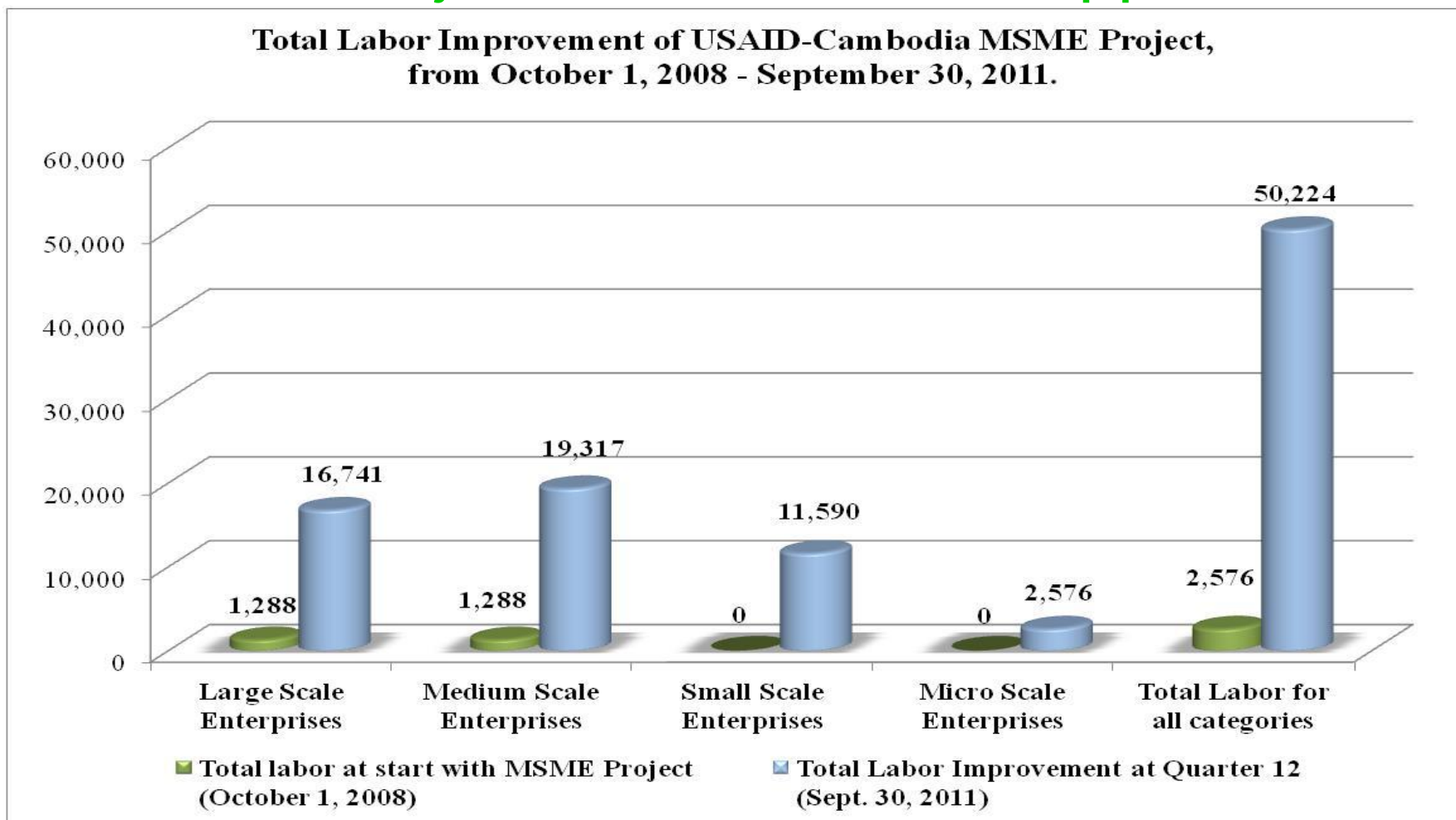
MSME Project's Value Chain Approach



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MSME Project's Value Chain Approach

**Total Labor Improvement of USAID-Cambodia MSME Project,
from October 1, 2008 - September 30, 2011.**



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C a m b o d i a M S M E
Micro, Small and Medium Enterprise Strengthening Project

The MSME Rigorous Database System (TAMIS)

The MSME TAMIS

Technical and **A**dministration **M**anagement
Information **S**ystem.

Developed By DAI

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TAMIS TOOLS

Technical Programs, include:

1. Interest Groups Formed
2. Trainings Conducted
3. Local and International Study Tours Facilitated
4. Workshop Facilitated
5. Trade Fairs Facilitated
6. Public-Private Sector Dialogue Forums
7. Business Membership Association Meetings
8. Client profiles
9. Media and Publications

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TAMIS TOOLS

- 10. Community Meetings
- 11. Business Forums
- 12. Community Working Group Formed
- 13. Legal/Regulatory Advisory Forums;
- 14. Success Stories
- 15. Radio/TV Broadcasts,
- 16. Sub-Forms for tracking the clients' annual business progress

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Micro, Small and Medium Enterprise Strengthening Project

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Thank You !



USAID-CAMBODIA MSME TEAM

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