



Cambodia MSME Project Newsletter

Issue 8, January, 2011

www.cambodiamsme.org

Light Hand and Clear Rules for Growing Business

The USAID Cambodia MSME Project assisted the Ministry of Industry, Mines, and Energy to craft a set of rules that improves the Cambodian business environment and will increase investment in Cambodia's industry.

The Law on Factories and Handicrafts gives the Ministry of Industry, Mines and Energy (MIME) authority to regulate almost all industry. While MIME could

Continued on page 7 ➤



Dr. Kimberley Lucas, Director, Office of Food Security and Environment, USAID, visits a newly connected piped water system holder in Prey Veng.

Contents:

- Local Pork Producers Show Their Stuff at the First Local Pork Promotion Fair in Svay Rieng Province.....3
- Local Swine Cooperatives Proving To Be Highly Effective4
- Progress Achieved on Law to Protect Cambodian Businesses against Unfair Trade Practices5
- Facilitating Training to Enhance Value-Added Pork Processing.....6
- USAID Boosts Local Entrepreneurship in Latrine Production8
- USAID Helps Water Companies Significantly Boost Piped Drinking Water Supplies in Six Provinces.....9
- USAID Cambodia MSME Leads the Fight against Blue Ear Disease, Helping Rebuild the Swine Industry11

USAID Cambodia MSME Project's Water Strategy Encourages Investments

How does a USAID project encourage investment in water services in a way that if the funding stopped tomorrow, the investments would continue without them? The answer is to first understand the dynamics of the market and then carefully craft an investment model that provides the right incentives to the right people. In October 2008, the USAID Cambodia MSME Project set off to expand drinking water to 10,000 households within a span of 20 months with \$1.2 million. Armed with a mandate to take a private sector value chain approach, the MSME team scanned the Cambodian

water market and discovered prohibitive cost barriers that kept private sector investments stuck and discouraged homeowners from investing in direct water lines to their homes. The market included more than 200 private water service providers (WSPs) with decent long-term prospects for growth, along with thousands of households wanting piped water, but facing connection costs of more than a month's wages.

By using smart subsidies and encouraging many actors in the water supply chain

Continued on page 2 ➤

USAID Cambodia MSME Project's Water Strategy Encourages Investments

Continued from page 1 



Another happy water customer in Prey Veng

to work together, the MSME Water Investment Strategy (WIS) attracted the attention of the water service providers in ways the project didn't originally expect. Sure, interest by WSPs was high, but would relatively small subsidies encourage them to invest?

The MSME WIS provided carefully crafted simple incentives – a rebate for infrastructure investments, which the WSPs received only after households had running, safe drinking water that met the Ministry of Industry's (MIME) standards. Incentives were the same for all WSPs yet

allowed higher investment in areas that required more piping and treatment to reach the poorer, more-rural households. By offering fixed payments on easily verifiable targets, the WIS avoided worries of artificially inflated costs or of the subsidy program being abused. There was no bidding or negotiations over prices. This led to MSME writing cooperative agreements with WSPs and encouraged them to move quickly to invest. WSPs either obtained financing or self-financed their expansions; giving them every incentive to keep costs low and complete their investments on time.

Compared to other donor-funded water projects in Cambodia, the MSME WIS put the management of the technical and business aspects of the expansions squarely where it belonged, on the shoulders of the entrepreneurs. The WIS provided considerable flexibility in design and contracting, and demanded that WSPs provide their own designs, capital and construction, as well as determining the best deal they could offer to households to connect. The MSME team never drafted regulations, brokered supply agreements with local governments, or needed to take extensive, expensive household studies. A simple concept drove the decision-making: encourage actors across the water supply value chain to build lasting business relationships with designers, suppliers and customers. This concept encouraged them to make good business decisions based on the economic opportunities available to them.

Within 12 months of signing agreements, 17 private WSPs successfully made their services available and affordable, resulting in more than 11,000 households gaining sustainable access to safe drinking water. The average, full capital investment was \$152 per house, of which the WIS promoted an average rebate of about \$70 per household hook-up; this is about 70% lower than the cost of most donor-funded piped-water initiatives. When considering improved operations and management, more than 130,000 mostly-poor rural Cambodians will have clean water piped directly to their homes.

The economics-based WIS approach let the MSME Project target each WSP's unique network issues and helped several WSPs transition from money-losing to sustainable operations; profitable businesses with solid growth potential. The WIS is a thoughtful model specifically designed to encourage households and WSPs to invest.

Local Pork Producers Show Their Stuff at the First Local Pork Promotion Fair in Svay Rieng Province

USAID Cambodia MSME gathers entrepreneurs from across the pork product value chain to meet and discuss solutions for their business challenges.

Residents of Svay Rieng used to buy most of their pork from outside their community. But nowadays, swine-raising is a common local business, providing income to many rural households. More pork products at the local markets today are sourced from local raisers.

To promote local pork products a “Local Pork and Pork Product Promotion Fair” was held in Svay Rieng. Partners in organizing the Fair were the Svay Rieng Swine Cooperative, the Provincial Department of Agriculture and the USAID Cambodia MSME Project.

More than 200 participants attended this fun Fair, including provincial government officials and technical officers, swine raisers, community members, traders, pork sellers, household consumers, and restaurant owners. Attendees praised the Fair for being new, fun and informative.

Local pork sellers and producers declared the event a success in promoting local pork products and locally-raised pigs. They also observed that new promotional activities, like this one, encourage local investment and growth in enterprises.

“I was pleased with this chance to display our pork, produced in the community, directly to the people and to help them understand how we raise our pigs,” said Mr. Neang Chantha, Chief of Svay Rieng Swine Cooperative. “Now people know how we raise our pigs and start to believe the quality of our pork meat,” he added.



Consumers buy pork produced in their own community during the Local Pork and Pork Product Fair in Svay Rieng.

“We organized this event not only to promote local pork but also to bring together relevant officials and business persons to discuss the issues of illegally imported pigs and swine diseases,” said

Mr. Thach Ratana, Chief of the Provincial Department of Animal Health. “We support local swine production and try to ensure food safety and the overall well-being of our citizens,” he added.



Mr. Neang Chantha, Svay Rieng Swine Cooperative Leader, welcomes the chance to promote his community pork at the fair.

The Chief was highlighting a recent shock to the local pork product market due to the outbreak of disease called “Blue Ear” in Vietnam, which then spread rapidly to Cambodia. Though some local pigs were found to be infected with the disease, the majority were not.

However, due to a lack of accurate public information, people incorrectly feared that the disease could be transmitted to humans through pork products. This misinformation badly damaged the market as customers remained reluctant to buy pork products. So, the pork promotion fair also addressed this recent shock to the market, by changing this mindset in customers, and restoring their confidence to purchase local pork products.

Local Swine Cooperatives Proving To Be Highly Effective



160 swine business owners in Sandan District, Kampong Thom Province vote for leaders of their business association.

The USAID Cambodia MSME Project facilitates business associations to promote growth, improve public-private dialogue and strengthen the business environment.

Although thousands of USAID Cambodia MSME Project clients have benefitted from increased technical skills, businesses and industries can't grow well unless the local business environment promotes new investment in technologies and processes, including new animal breeds, better feeds, and improved transportation.

Since 2006, the Project has facilitated establishing Community Working Groups (CWG). These dynamic organizations are composed of micro and small business owners who join together as a first step in the process of business association building. Only after the CWG has demonstrated commitment does the MSME Project assist these CWGs to evolve into more sustainable Business

Membership Associations (BMAs). The CWG and BMA processes include assistance to CWG members to establish internal policies for their membership and improve their ability to advocate effectively for pro-business solutions to industry problems. Many times, these solutions require the CWGs to actively participate in public-private dialogues. Experience has demonstrated that these efforts are promoting a healthier business environment for Cambodia's micro, small and medium-sized enterprises.

The experiences of the swine Community Working Groups supported by the MSME Project offer some insight into the impact these activities are having on rural business growth. The first CWG has recently evolved into the Svay Rieng Swine Cooperative. The Cooperative was established in early 2009 with the support of the Svay Rieng Department of Agriculture and the Office of Animal Health and Production. With the dedication of its active membership, this CWG has worked on solving many difficult issues. For example, the group worked to eliminate unofficial fees for pig transportation within the province and

partnered with local officials to develop internal markets for locally-raised pork. The group has become a model for other groups to follow.

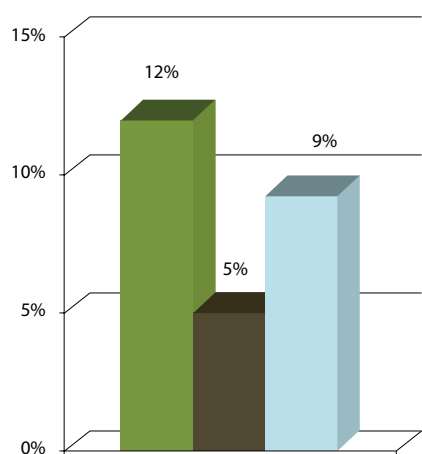
Other swine cooperatives have formed in Kampong Cham, Kampong Speu, Kampong Thom, Kampot, and Takeo provinces. Mr. Chheung Romchep, leader of the newly established Sanko Agriculture Meanchey Cooperative in Kampong Thom, expressed his hope that his group can help spur growth in members' swine businesses. "We have 120 members in the cooperative at the moment," Mr. Chheung explained. "We are excited to have come together to establish this group. We are sure that with more members we will have strength and voice for our business development," he said. Jointly as a registered cooperative, they are now applying for a license to build a slaughterhouse, so that they can secure a market for their locally produced pigs.

"We would like to thank the USAID Cambodia MSME Project for supporting us and bringing us new ideas, knowledge and skills," he continued. "We have learned a lot from our participation in the project."

USAID Helps Water Companies Significantly Boost Piped Drinking Water Supplies in Six Provinces

The Cambodia MSME Project's Water Investment Strategy partnered with 17 established water service providers to install 14,000 new connections, most of which went to poor households.

MSME Connections as a Percentage Expansion of Households With Piped Drinking Water since 2008.



6 Major Target WSP Provinces/ 46% of national Households

- MSME % Expansion of Rural HH with Piped Water
- MSME % Expansion of Urban HH with Piped Water
- MSME % Expansion of All HH with Piped Water

As of September 2010, with assistance from the USAID Cambodia MSME Project, rural water service providers (WSPs) have connected a reliable and safety-tested source of drinking water to more than 8,900 rural and urban provincial households in six provinces. Through these investments, the WSPs invest, gain new customers and become viable enterprises. Families benefit from improved health, reliable and affordable water supply, and reduced labor.

“How significant are these achievements for the six provinces in which the Project works and for Cambodia?”

To find an answer the MSME team compared new connections with provincial 2008 census results, which enumerated the number of households with piped water as their main source of drinking water. The significance of the new connections can then be viewed as a percentage expansion in households with existing piped water from 2008 to 2010.

MSME works with 17 piped-water service providers in six main provinces where almost half (46%) of the nation's households live (see table below). In 2008, there were almost 1.3 million households in these six provinces, of which only 95,000 or 7% reported piped

water as their main source of drinking water (i.e., 43% of urban and 5% of rural households).

In this context, the new connections are very significant for these six provinces, boosting the numbers of households with piped water by 9% overall, by 5% in urban areas and 12% in rural areas. This expansion has been achieved within nine months by the MSME Water Team of four engineers working with less than 10% of the WSPs in the country.

The contribution of new piped water connections varies by province and between rural and urban areas as shown in the following table. Expansions in piped water access, of 10% or more, have been achieved in two of the six provinces, in rural areas of three provinces, and in the urban areas of two provinces. Other areas have not yet been reached, but local water company capacity for future expansion has been increased.

In addition to new connections, an additional 13,600 households (68,000 people) with existing connections benefited from improved water quality through the construction of new treatment plants, or improved operation and management systems, facilitated by the Cambodia MSME Project.



Facilitating Training to Enhance Value-Added Pork Processing

The USAID Cambodia MSME Project works with businesses across the entire swine supply chain to improve the value at each step and provide Cambodian consumers quality, safe products.

Rice is the primary income source for Cambodian farmers, but with an estimated 70 percent of farmers owning at least one pig, swine raising is a close second. Businesses involved across the swine supply chain – farm input dealers, producers, traders, and sausage makers – face challenges competing against more efficient regional producers.

Reducing high input costs, growing healthy, leaner pigs, and fighting surges of swine and meat products imported at or below production costs from Thailand and Vietnam is a daunting and constant struggle.

To promote sustainability, encourage investment and support Cambodian businesses to compete, the USAID Cambodia MSME Project promotes value-adding investments across supply chains. Encouraging improvement and investment in businesses such as local sausage makers ensures markets for Cambodian-raised swine. Due to the increasing popularity of locally-made sausage products, the MSME team worked to enhance the technical and business skills of pork processors, who had a clear stake in buying locally-grown pigs and in keeping Cambodia's swine value chain competitive.

In 2009, the MSME team identified a group of pork processors who wanted to grow their businesses, but didn't know how. The MSME team facilitated meat processing, packaging and hygiene skills training with the Royal University of Agriculture and followed



Mr. Jason Foley, Director of International Development Policy at USAID in Washington, D.C., Mr. Curtis Hundley, Project Manager and Mr. Preap Prathna, Senior Value Chain Coordinator of the USAID Cambodia MSME Project, encourages Mr. Foley as he tries his hand at sausage making in the processing factory of Ms. Chhor Kim Eng in Siem Reap Province.

up by facilitating training to improve marketing, packaging and other business skills.

An example is Ms. Chhor Kim Eng, a pork processor in Chong Kaosou village, Siem Reap province who initially hesitated to participate with the MSME Project because she didn't see a need to improve. Her opinion changed when, after attending an initial training and improving her company's product, she saw her sales and profits grow significantly.

With a better product and improved packaging, and new nicely-printed brochures and business cards, Ms. Chhor introduced her improved products at the 2009 USAID Cambodia MSME Rural Trade Fair in Kampong Thom. She sold more than 250 kilograms of pork and beef sausages in two days and met more than 100 new clients.

"All my employees working in the shop are now wearing caps, gloves and clean clothes," Ms. Chhor Kim Eng said. "Now,

more customers know our products. Before working with the MSME team, we used to produce and sell about 100 to 150 kilograms of sausage per day, but now I'm producing and selling about 200 kilograms per day for the markets in Siem Reap and Phnom Penh. We will expand our sales to more provinces and cities," she added.

Encouraging pork processors to improve and expand their businesses means they increase their production quantities and improve relationships with local pork traders, making the entire industry more competitive.

Facilitating training to pork processors that improves and expands their sales lets them improve relationships with local pork traders. Local pig producers then increase their market share of locally produced swine.

Light Hand and Clear Rules for Growing Business

Continued from page 1 ➤



H.E. Meng Saktheara opens one of several workshops focused on improving regulations that make compliance easier for the private sector while also improving product quality and safety and improving Cambodia's competitiveness.

have used the wide scope of the law to create hurdles for business, H.E. Meng Saktheara, Director General of Industry wanted to regulate with a clear, pro-business view. His goals were to maximize investment in industry, focus MIME officers on improved public safety, and minimize regulatory overlap.

MIME and USAID's Cambodia MSME Project team jointly developed two regulations to implement the Law – one for new industry and one for existing industrial operations. Using USAID-funded advice effectively, MIME made many policy choices, often limiting its own potential power, to make rules work for both business, and the public safety and health.

Most ministries issue temporary permits and retain power to decide if an activity can continue, usually without clear standards for renewal decisions. This creates risks for investors because they can lose their right to do business without cause. After discussion with the USAID Cambodia MSME team, MIME granted all factories and handicrafts permanent establishment permits. All the firms need to do in the future is provide MIME with information to be used in national reporting, an annual renewal fee and remain in compliance with written safety rules. MIME is doing everything it can to minimize reporting requirements.

The new Law would have allowed MIME to regulate handicrafts business and factories differently, but did not give guidance on how they should differ. Sensing this would deter investment, MIME used its rulemaking power to exempt thousands of small handicrafts businesses entirely from the Law, and limiting provincial officials' discretion to charge unnecessary fees.

MIME also opted to make life easier for thousands of other entrepreneurs, by setting a high threshold between "factories" and "handicrafts" businesses. MIME now allows most "handicrafts" businesses with less than \$50,000 invested to be established and operate with minimal MIME discretionary decision making. Most businesses will only need to complete a simple notice filing and meet written safety and health regulations.

While the Law permitted MIME to criminalize failures to comply with the Law and rules, MIME decided to promote administrative sanctions over criminal ones, and only resort to criminal

prosecution when absolutely merited. This should improve the investment environment and help Cambodia's economy grow.

The collaborative drafting process was especially fruitful. After the Cambodia MSME Team prepared a concept note and draft rule, the MSME team met repeatedly, over a period of months, with the MIME drafting team, in small group meetings to discuss the proposed rules.

"In these sessions, we would very much teach each other," H.E. Meng Saktheara said. "Having a draft rule helped us to understand how to fit our rulemaking into the Law's structure. The sessions about the proposed draft, helped my staff become much more analytical and critical, and build their skills to prepare further regulations themselves."

After some initial Cambodia MSME support, the MIME drafting team finalized the rule themselves and simplified it in a way that works better for MIME, and keeps the Government hand light, effective and clear.



Participants in the private public sector dialogs included national and provincial government officers and private sector businesses across several industries. The dialog enhanced understanding of proposed regulations and allowed the Ministry of Industry, Mines, and Energy to incorporate comments by all stakeholders into the final drafts.

USAID Boosts Local Entrepreneurship in Latrine Production



Competitors are not alone in their optimism and satisfaction with the Easy Latrine. Mr. Seng Heng, one of the MSME Project's original latrine producers has invested over \$7,500 to purchase a delivery truck.

Easy Latrine success attracts new competitors to enter the Svay Rieng sanitation market.

Imitation is the highest form of flattery. As a testament to their success, Cambodia MSME Project-trained latrine producers are seeing many imitators competing for the growing sanitation business in Svay Rieng province. During the past two months, three new competitors have set up businesses locally and are challenging existing firms. This is the story of three new business owners; Mr. Kong Ra, Mr. Chea Samoeun, and Mr. Chhay Saron.

Mr. Kong Ra lives in Tasous commune of Svay Chrum district. He entered the latrine market after participating in an MSME Project-facilitated Business Forum Meeting in Svay Rieng town. Mr. Kong initially did not participate in the Easy Latrine training program. He chose instead to differentiate himself from other Easy Latrine producers. He would charge a higher price than the average \$30 that other producers charged. But emulate, he did. He purchased an Easy Latrine and copied everything so precisely that even his customers could not tell the difference from the original. But after observing the support Easy

Latrine producers received in the form of training and marketing support, Mr. Kong decided to join the program. Mr. Kong is optimistic about the Easy Latrine because: 1) most poor households can afford it; 2) it is very easy to produce and deliver; 3) profitability from sales is good even at the lower average price; 4) he gets invited to participate in meetings with other business owners to share information; and 5) past Easy Latrine marketing activities have created market demand. Mr. Kong is so confident of the success that he has set up production in two communes.

Mr. Chea Samoeun and Mr. Chhay Saron appreciate the profit-making opportunities in the latrine market. Both are from the commune of Chrey Thom in Svay Rieng, a region of the province with significant latrine sales and pent-up demand. Mr. Chea added latrines to his existing concrete business after his uncle, the deputy village chief in Doung Kar village, participated in an MSME Project pre-commune sanitation workshop and immediately recognized the business opportunity. Mr. Chea designed his own wooden mold for the chamber box and ordered a ring mold from Phnom Penh. Together, he and

his wife produce a less expensive latrine and beat the competition on price. With the upcoming harvest season and an anticipated increase in sales, Mr. Chea is planning to hire employees to help meet production demand. He will also begin participating in the Easy Latrine training and marketing support program.

Mr. Chhay Saron, unlike Mr. Kong Ra or Mr. Chea Samoeun, did not have any experience with concrete production, but saw the profitable opportunities producing and marketing the Easy Latrine. After conducting market research by interviewing villagers and observing demand for quality, low priced latrines, Mr. Chhay entered into a joint venture with his construction-experienced neighbor. They borrowed an Easy Latrine and used reverse-engineering to replicate the entire Easy Latrine set. They hired one laborer full time and paid for transportation to deliver each latrine. In the first month, the venture sold 20 latrines on credit to villagers who promised to pay after the harvest season.

The USAID Cambodia MSME Project, implemented by Development Alternatives, Inc. (DAI), facilitates technical and marketing assistance to entrepreneurs active in the sanitation and latrine value chain through its consortium partner, International Development Enterprises (IDE). More than 10,000 latrines will be installed as a result of USAID assistance.



Many latrine producers are investing more than \$2,000 so they will have materials in stock for the upcoming rice harvest season when customers have cash-in-hand to purchase latrines.

Progress Achieved on Law to Protect Cambodian Businesses against Unfair Trade Practices

The USAID Cambodia MSME Project assists the Cambodian government and includes the private sector to write and enforce laws that improve trade.

During the past 18 months, an inter-ministerial drafting team, coordinated by the Ministry of Commerce (MOC) under the leadership of H.E. Sok Sopheak, Director General for International Trade at the MOC, has drafted a Khmer-language trade remedies law addressing anti-dumping and import surges. The draft law is now 90 percent complete in English, and more than half done in the Khmer language translation.

When Cambodia joined the WTO, the nation agreed to follow international rules on trade and to allow competitors in other countries to sell products in its markets. The international rules allow Cambodia to protect Cambodian consumers and businesses against unfair import surges and product dumping. These terms include selling products in Cambodia below the cost of the same products in the exporting country and exporting products into Cambodia in volumes that destroy Cambodian industry.

To defend against dumping and unfair import surges under WTO, the Cambodian government must first develop a law establishing trade remedies and then build a skilled team to enforce the law. The result of a good law is protection of Cambodian business investments that allow Cambodians time to become more competitive.

Through its Cambodia MSME Project, USAID has worked with thousands of Cambodians in the swine and fish business who struggle to compete with drastic increases in low-cost, Thai and Vietnamese imports. Although we do not know if Cambodian agricultural producers are victims of WTO-violating



H.E. Sok Sopheak chairing one of the effective Interministerial Trade Remedies Drafting Team meetings. The approach of having all government stakeholders in one team should decrease the time it takes to draft and implement the Trade Remedies Law.

dumping or import surges, we do know that until the Cambodian government develops a WTO-compliant legal and institutional basis for investigating and prosecuting trade remedies cases, Cambodian businesses will remain defenseless.

In response to a request from the Ministry of Commerce, as well as concerns expressed by hundreds of persons involved in the swine and fish business, USAID is assisting the government to develop WTO-compliant trade remedy legislation and skills. USAID is committed to assisting an inter-ministerial drafting team to write a law and build WTO-enforcement capacity.

The drafting team members hope to present the new law to the Office of

Council of Ministries for consideration in mid-2011. The 18 members of the team have worked closely with American WTO attorneys and economists, based in Vietnam and Laos, as well as attorneys working with Cambodia MSME.

Some of the most productive work has taken place in a series of meetings in Cambodia and Vietnam that have enabled busy government officers to devote many hours to concentrated collaboration, crafting a Khmer-language draft law that satisfies WTO requirements. A USAID-funded mission to Egypt is being planned for the team members who have been involved throughout the drafting process, to provide a valuable perspective and contribute to building the core skills needed to enforce the law.

With USAID's on-going and focused support, the government will gain its rightful place at the world trade negotiating table and Cambodian businesses will be better protected against unfair trade practices. In time, government officers and business representatives will be able to use the new WTO-compliant law in a fair, transparent way to defend Cambodia's economy against illegal dumping and unfair import surges.



Participants actively engage in a public sector-private sector dialog on protecting Cambodian businesses under WTO. The discussion focused on understanding the cases presented by business people, in the context of WTO trade remedies. Private-sector participants included businesses with potential trade remedies cases, business association leaders, lawyers, economists, and academics.

USAID Cambodia MSME Leads the Fight against Blue Ear Disease, Helping Rebuild the Swine Industry



The USAID Cambodia MSME Project organized a TV Round Table Discussion at TVK, where private sector participants raised their concerns about swine industry business growth with government officials.

The USAID Cambodia MSME Project encourages entrepreneurs from across the swine value chain to meet and discuss solutions for their business challenges.

An epidemic of swine disease in Thailand and Vietnam, called “Blue Ear,” (i.e., Porcine Reproductive & Respiratory Syndrome-PRRS) spread into Cambodia in May. By early August 2010, the disease was found in nearly all provinces of Cambodia and had killed thousands of local pigs, crippling the swine industry, and bankrupting firms.

The spread of the disease is a serious issue for the swine industry, recognized early by the USAID Cambodia MSME Project, which has worked hard to improve the industry since 2005. To prevent the spread of the disease and to rebuild the devastated industry, the Project urgently introduced strategies to help combat “Blue Ear”. The core strategy was to coordinate the activities of the private

sector with the Provincial Departments of Animal Health and Production and Agriculture (DAHP and PDA), in every province. The MSME Project facilitated awareness raising workshops and public-private dialogues (PPDs), promoted media advocacy, and asked input supply companies to include “Blue Ear” in all their trainings.

“With the DAHP and PDAs, the MSME Project conducted 15 workshops, training sessions and PPDs since the outbreak started,” said Mr. Chet Phirum, Team Leader of Private Sector Voice Component. “We have addressed the issue directly with at least 1,500 leading swine value chain actors and provincial officers in the provinces.”

“Our message focuses on introducing bio-security to the farm to prevent disease spread,” he said. “We found that PRRS is more likely to destroy the small-sized swine enterprises where biosecurity is

easily compromised,” he claimed.

MSME and media partner, Equal Access, worked with the national broadcasters TVK television and RNK radio, to facilitate a series of informative programs about the destructive disease. These programs were designed to help Cambodians learn how to prevent the spread of the disease on their own pig farms, and provided correct information about the disease to millions of people in the country.

“I was happy to be a guest speaker on the TV round table discussion at TVK,” said Mr. Neang Chantha, of Svay Rieng Swine Cooperative. “I talked about how people can work together in a community when such an epidemic disease occurs. I also introduced a strategy to the government on bio-security control at the borders, where epidemic diseases can be transmitted from one country to another,” he said.

“I was inspired by the TV show,” said Mr. Seung Virak, of Samrong Agriculture Development Cooperative, Takeo province. “Our cooperative lost many pigs when the disease came to our district. I am happy to see that our leading swine raisers can introduce these issues on the show, and request government help,” he said.



Bio-Security is introduced to commercial pig farm to prevent the wide spread of epidemic diseases.

Success Starts With You! Program Broadcasting Schedule

No.	FM Stations Chanel	Program	Broadcast Time	Mon	Tue	Wed	Thu	Fri	Sat	Sun
Phnom Penh										
1	FM 95 MHz	Pre-Recording	12h05 - 12h35 pm							x
2	FM 102 MHz	Pre-Recording	01h00 - 01h30 pm			x				
3	AM 918 MHz	Live talk show	04h00 - 05h00 pm			x				
Pursat Province										
4	FM 98.5 MHz	Pre-Recording	09h00 - 09h30 pm						x	
	FM 98.5 MHz	Live talk show	09h00 - 10h00 am					x		
Battambang Province										
5	FM 91 MHz	Pre-Recording	12h00 - 12h30 pm					x		
	FM 91 MHz	Live talk show	12h30 - 01h30 pm					x		
6	FM 92.70 MHz	Pre-Recording	11h30 - 12h00 pm						x	
Siem Reap Province										
7	FM 105.5 MHz	Pre-Recording	08h30 - 09h00 am	x						
	FM 105.5 MHz	Live talk show	08h00 - 09h00 am		x					
Kampong Thom Province										
8	FM 88.5 MHz	Pre-Recording	01h30 - 02h00 pm						x	
	FM 88.5 MHz	Live talk show	11h00 - 12h00 pm				x			
Kampong Cham Province										
9	FM 92.50 MHz	Pre-Recording	05h00 - 05h30 pm	x						
	FM 92.50 MHz	Live talk show	05h00 - 06h00 pm		x					
Kratie Province										
10	FM 98.5 MHz	Pre-Recording	11h00 - 11h30 am						x	
	FM 98.5 MHz	Live talk show	11h00 - 12h00 pm							x
Svay Rieng Province										
11	FM 103.75 MHz	Pre-Recording	03h30 - 04h00 pm					x		
	FM 103.75 MHz	Live talk show	02h00 - 03h00 pm		x					
Kampot Province										
12	FM 93.25 MHz	Pre-Recording	11h30 - 12h00 pm						x	
	FM 93.25 MHz	Live talk show	12h00 - 01h00 pm	x						

Note: The pre-Recording program broadcasts on a **weekly basis**.
The live talk show broadcasts on a **bi-weekly basis**.

Contact Information:

Room 588, Floor 5, Building F, Phnom Penh Center,
corner st.274/3, Tonle Bassac, Phnom Penh, Cambodia
Tel: 855-23 222 496, Fax: 855-23 222 495
www.cambodiamsme.org

Disclaimer:

The authors' views expressed in this publication do not necessarily reflect the views of the United States Agency for International Development (USAID) or the United States Government.

The Cambodia MSME project is implemented by DAI (www.dai.com)

