

“Agribusiness Machinery Association in Cambodia AMAC”



Phnom Penh, Cambodia
November 23rd, 2020



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AMAC Team Introduction (meeting attendees)



Mr. Thou Chav
CEO, TropiCam Cambodia

Current president of the association. Helping manage the newly established association.

Ms. Sopheara Ek
Managing partner, BDtruS

Consultant group, working to develop SoP, strategy, and workplan for the association.

Ms. Vathana Chamroeun
Secretary of the association

Working to support administration of the association as the secretary.

Mr. Soveth Ream
Project Officer, Swisscontact

Currently working to support and coordinate association related workplans.



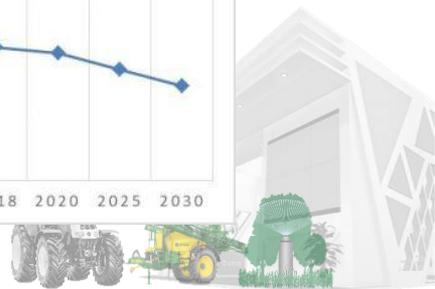
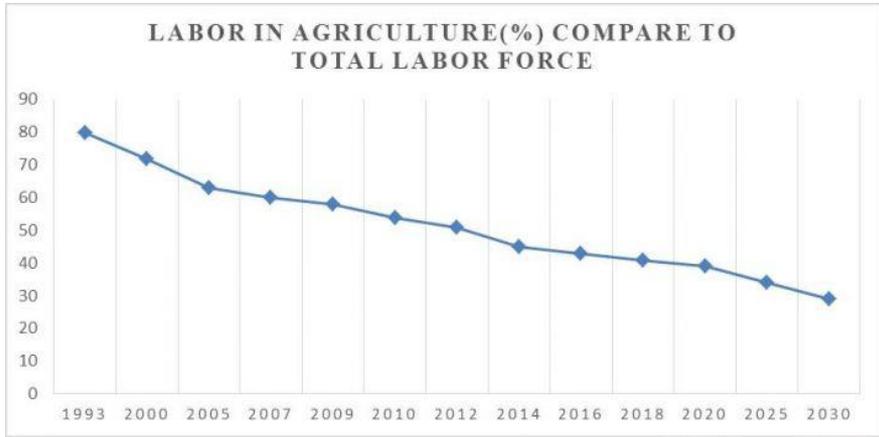
Fact Sheet

- Population: 16 million
- GDP growth rate in 2019: 6.8% (constant price)
- GDP per capita: US\$1,723
- Share of agriculture to GDP in 2019: 22.1%

Potential Agricultural Mechanization – Cambodia

In 2016, rice farm cultivation area is around 3.052 million hectares.

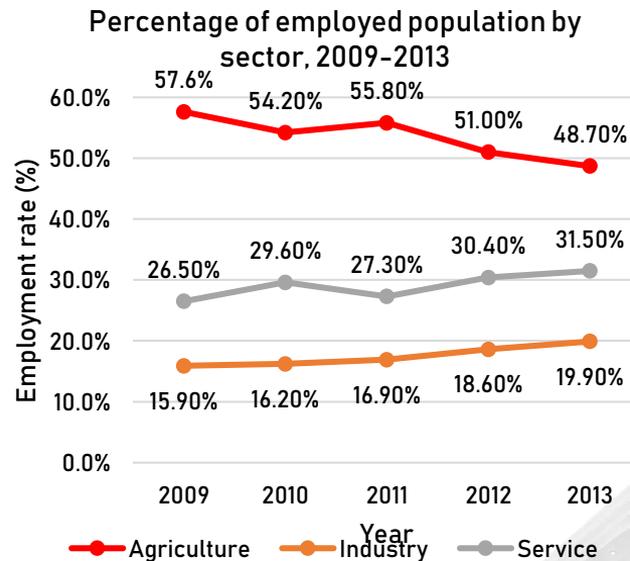
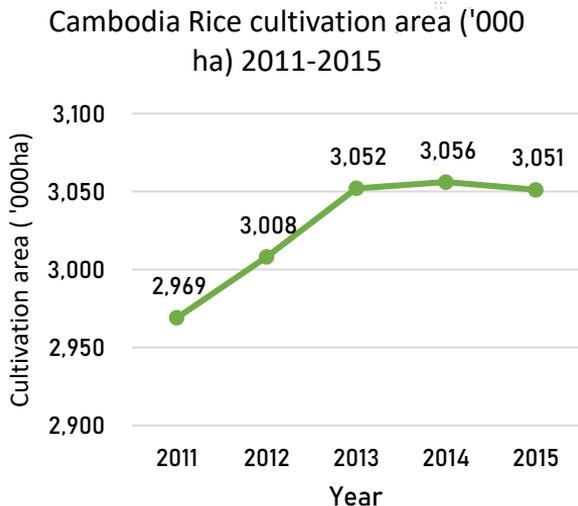
29% Labour Force Remained by 2030



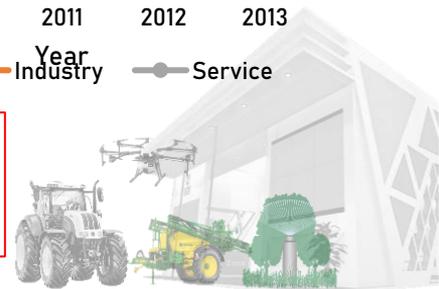
Technology is needed to supplement decreasing labor in agriculture

3.8M
ha Total Arable Land

3M
ha Rice Cultivation Area



-2.23%
Agriculture Employment Rate



Potential Agriculture Machinery Business Volume in Cambodia

Agriculture Mechanization

40.1%

has been fulfilled

(Source: GDA)

TOTAL BUSINESS VOLUME of major
technologies

\$3.3B

Agriculture Mechanization

59.9%

Need of Cambodia

Existing investment cost of technology

\$1.3B

Total potential investment opportunity

\$2.0B

There is Business Potential for Agriculture Mechanization in Cambodia



Potential Agricultural Mechanization – Cambodia



With the labour force shortage and new agricultural technology supplement needed. AMAC created to promote the use and adaptation of new agricultural technology.



Introduction to AMAC

- Agribusiness Machinery Association in Cambodia (AMAC has successfully registered and officially recognized on **February 19, 2020**.)
- AMAC is the first initiative and newly established association related to **agribusiness machinery in Cambodia**



AMAC Introduction workshop to private companies

AMAC currently has 4 founding/board members and advised by Department of Agricultural Engineering of The Ministry of Agriculture, Forestry, and Fisheries (Mr. Kosal Ngin, director of DAEng).



Introduction to AMAC (1)

AMAC was developed by a group of private sector with the technical support from the Department of Agriculture and Engineering of the Ministry of Agriculture, Forestry, and Fisheries, and technical and financial support from SwissContact.



1st Board Members meeting with government sector (DAEng)



AMAC introducing to ReCAMA 2019 in Qingdao, China.



AMAC Objectives

- To involve with Royal Government of Cambodia in enhancing Cambodian economy accordingly to The Rectangular Strategy of Cambodian government.
- To collaborate with Ministry of Agriculture, Forestry and Fishery and related institutions in research and development by exchanging crucial information and knowledge of the agricultural machinery for farmers and Smallholder Farmers in the market.
- To gather agricultural machinery distributors/dealers in district level for sharing knowledge, new machinery information or technologies through attending agricultural tech exhibition in targeted locations.



AMAC Objectives

- To connect/build networks with other international agricultural machinery associations in order to study new technologies through attending training, exhibition and study tours.
- To build friendship, solidarity and unity between Cambodian agricultural machinery traders/dealers to consult, provide information on trade, and participate in humanitarian activities.



Activities

Due to the Covid-19 pandemic, AMAC has not been implemented many activities as planned.

No.	Activities	Status
1	Office and Secretariat team	Done with the support from SwissContact
2	Board meetings to discuss about the direction of the association	Conducted few times with the support from DAENg and SwissContact



Activities (1)

No.	Activities	Status
3	Conduct the first meeting with business associations in Cambodia in order to identify the areas for the cooperation	Done
4	Develop the strategic plan and SOP	On going
5	Collaborate and partner with the government agencies, development partners, private sector, and business associations in Cambodia and other countries	On going



Activities (2)

No.	Activities	Status
6	Host the first national level agricultural machinery Exhibition	To be scheduled – the schedule is delayed due to COVID-19



Activities (1)

No.	Activities	Status
6	Host the first national level agricultural machinery Exhibition	To be scheduled – the schedule is delayed due to COVID-19



01 Concept of Exhibition

- The Agricultural Machinery Exhibition will be the first of its kind to showcase agricultural technologies in Cambodia.

Objective:

- 1. To provide a platform for agricultural machinery manufacturers to showcase their products.
- 2. To provide a platform for agricultural machinery users to learn about the latest technologies and products.
- 3. To provide a platform for agricultural machinery users to learn about the latest technologies and products.
- 4. To provide a platform for agricultural machinery users to learn about the latest technologies and products.

Partners



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

**Swiss Agency for Development
and Cooperation SDC**



Interest in Joining ReCAMA

Joining ReCAMA is a great opportunity for AMAC, Since AMAC is a newly developed association ReCAMA can be a key initiative for scaling-up the availability, adaptation and sustainable use of agricultural machinery, especially, to connect other private companies for news on agriculture technology, regional training and exhibition.





Thank You!

