



MIGIP Products

Cambodia
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Message from Country Director

On behalf of Swisscontact Cambodia, it is my great pleasure to present to you this Mekong Inclusive and Innovation Growth Programme, MIGIP Product Booklet. This is a result of the hard work of the MIGIP team.

In our quest to improve the lives of the people that we are working for and with, we analyse the root causes of the problems and identify the right kind of intervention solutions. These solutions ensure that goods and services are delivered by the actors in the system and not by the projects themselves. Once the projects are over, the knowledge is primarily captured in case studies and lessons learnt. However, we see that there is a need to capture our experiences beyond case studies.

At Swisscontact, we follow an Inclusive Systems Development (ISD) approach to identify interventions. This approach highlights the design of the interventions using a 'business model' thinking. This thinking is built on the premise that there needs to be some kind of change to strengthen or innovate the business model. Hence, every intervention requires a partner to ensure the ownership and the continuity of the change.

Our main roles, in any project, typically revolve around identifying the business model, providing technical assistance and building capacity of the system actors to bring about the change. We work with the partner (system actors) to ensure that the business model is being implemented. Once the business model is established and working, we do not need to work further on the particular problem of the people whose lives we intend to change. However, the process of establishing/strengthening the model is important to us, particularly so the process can be replicated in other projects and countries. The products that we illustrate in this booklet are the compilation of the processes of the various interventions that have been carried out in MIGIP. We have gone further and branded each product, which by default is an intervention.

We will develop 'how-to' documents for each brand, following our Learning Product Guidelines, and training packages for implementing each brand. This way, we feel that the knowledge transfer goes beyond case studies and lessons learnt.

We present to you our brands, and in case you are interested, we would be more than happy to discuss the implementation/promotion of the brands with you. I would like take this opportunity to thank our partners for working closely with us on the interventions that have allowed us to design these products.

Rajiv Pradhan
Country Director, Swisscontact Cambodia
Program Manager, MIGIP

Swisscontact

Swisscontact – the Swiss Foundation for Technical Cooperation – is an independent, non-profit foundation based in Zürich, founded in 1959 by leading figures from the Swiss private sector and Swiss universities. It is exclusively involved in international development, active in more than 36 countries with 110 programmes with more than 1,400 staff members. At the heart of all of Swisscontact's work stands the private sector and its crucial role in achieving more inclusive economic growth. Swisscontact approaches this through 4 thematic areas: a) Skills; b) Enterprises; c) Finance; and, d) Environment. Swisscontact has been present throughout South-East Asia for more than 30 years.



Mekong Inclusive Growth and Innovation Programme (MIGIP)



Agriculture

To increase production through sustainable intensification and to increase the competitiveness of agriculture sector, the use of improved technology and techniques are necessary. Hence, MIGIP is supporting the promotion of existing and new technologies giving special emphasis to sustainable agriculture; leading to more market driven employment and income generation. To achieve this vision in agriculture, MIGIP is working on the following areas:



Increase efficiency of service provision: by improving functions that support agricultural technology such as access to finance, information services and extension services



Promote adoption of agriculture technology: by increasing awareness of various agriculture technologies



Improve quality of crops: by working on various mechanisms with the private sector and other market actors to transfer knowledge to small holder farmers



Enhance commercial orientation of agriculture technologies: by facilitating stakeholder research on the commercialisation of agriculture technology particularly on sustainable agriculture.

Tourism

To increase the competitiveness of the tourism sector, MIGIP focuses on strengthening destination management structure, processes, marketing, and skills through public-private partnerships at the sub-national level. To achieve this vision in tourism, MIGIP is working on the following intervention areas:



Strengthen destination marketing: by developing sub-brands through the Visitor Flows marketing strategy



Improve service quality and skills: by providing in-house trainings aligned with the national standards for low-skilled workers



Strengthen specific visitor flows: by supporting local businesses to develop new products and activities targeted to specific market segments



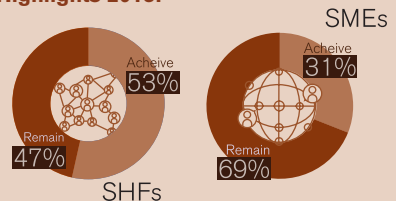
Enhance destination management structure: by promoting public-private partnership in destination management.

Mekong Inclusive Growth and Innovation Programme (MIGIP) is a four-year programme (2017-2020) funded partly by Swiss Agency for Development and Cooperation (SDC). MIGIP focuses on enterprise development in the agriculture and tourism sectors. The aim of the programme is to develop inclusive growth contributing to job creation and income generation.

Objective:

To increase income of 3,200 farmers and 300 SMEs.

Highlights 2018:



Development Plan:

- To commercialise sustainable agriculture
- To promote destination management using a visitor flow approach
- To catalyse private sector and government actors to develop the agriculture and tourism sectors in Cambodia.



Co-funded by:



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Introduction

Since its inception, MIGIP has implemented 28 interventions in agriculture and tourism sectors. This booklet presents eleven of the interventions that have been captured as products/brands. When the other interventions are ready to be branded, a product profile will be prepared for them and will be included in the MIGIP Product Booklet.

For each product, this booklet details: i) why it is needed; ii) what it accomplishes; and, iii) who would find the product most useful. Locations where these products have been used can be found on our website. Please follow the product's QR code.

If you are interested to learn more about any of the products, please feel free to write to:
[*info.cambodia@swisscontact.org*](mailto:info.cambodia@swisscontact.org)

DIMT



Decision to Import
Manufacture Technologies

Decision to Import/Manufacture Technologies (DIMT)

Why?

Many key actors in technology commercialisation, such as importers and manufacturers, face high risks and difficulties in investing in new innovations with a slow demand trend, despite proven long-term benefits.

What?

DIMT helps importers and manufacturers make better decisions to either import or manufacture new technologies through four stages, identification of potential importers and manufacturers, exposure to the long-term benefits, convincing, and connecting the market systems.

Who?

DIMT is designed to influence the decision of importers and manufacturers.



Technology Market
Segmentation

Technology Market Segmentation (4S)

Why?

The practicality of sustainable intensification agriculture practice in Cambodia can be ensured only with the adoption of the right technologies and techniques. However, the private sectors and suppliers, who play a vital role in the integration of technology into the farmers' common practices, still lack a proper marketing strategy to target potential market segments.

What?

4S is a four-step marketing strategy which uses farmer segmentation and target marketing to effectively promote agriculture technology. The 4S consists of four stages: searching for potential farmers; setting-up meetings to demonstrate the demand of technology; illustrating service profitability; and, showcasing the actual technology.

Who?

4S maximises the opportunities for the private sector to increase the sale of agriculture technologies while ensuring the sustainability of local farming practices.





Knowledge Transfer (KNOTRA)

Why?

Continuously connecting farmers to technical experts and extension services is a crucial intervention for farmers who are prone to climate change and other factors which directly affect farm productivity.

What?

KNOTRA engages experts and extension service providers from both public and private sectors to provide adaptive farming knowledge, products, and technologies to lead farmers who will further transfer the knowledge and techniques to their peers. This peer-to-peer knowledge dissemination takes place at the lead farmers' farms through individual and group support, and hub day approaches.

Who?

KNOTRA enables public and private sectors to promote their products and services to the local farmers via lead farmers.



Hub & Spoke (HUSO)

What?

Exposure and adoption of new technologies and techniques required for Cambodia to transform its agriculture practice towards sustainable intensification requires a paradigm shift, especially for traditional farmers accustomed to increasing production through land expansion.

Why?

HUSO combines hubs, private-owned resource centres, and spokes, farmer-led certified resources centres, to jointly address the critical need for extension services by engaging the private sector to assist local farmers with getting access to appropriate technologies and techniques. The hubs/spokes are established through a four-stage process consisting of: identifying potential locations of hubs and spokes; setting-up model farms with best practices; launching hubs and spokes; and, connecting the hubs in spokes in sync.

Who?

HUSO allows private companies to run the hubs equipped with technical experts and certified spokes that help them to, in turn, get a better connection to target groups of farmers.





e-Monitoring (EMON)

Why?

Traditional Monitoring and Results Measurement (MRM) can be a very complicated process, especially when it is not properly managed and streamlined. With a touch of technology, EMON integrates all MRM processes from data entry to analysis to visualisation in one place.

What?

EMON combines most recent application software features from Microsoft Office 365, such as PowerApps and Power BI, to provide an interactive experience during data entry, easy access to data points, and visually dynamic graphs for monitoring.

Who?

EMON is a platform for intervention teams who can now monitor and measure their results in real time.



Public Private Partnership in Tourism (4P-T)

Why?

Inclusive and sustainable growth of Cambodia's tourism sector needs with strong and active public-private partnerships in tourist destinations, which are popping up throughout the country. A platform where issues can be raised and decisions be made in a collaborative manner is essential for management enhancement.

What?

4P-T engages the public sector with private businesses in tourist destinations through Tourism Working Groups (TWG), an entity generally established by a provincial government to coordinate provincial tourism functions including: i) marketing; ii) skills development; iii) product development; iv) community development; and, v) research and data collection.

Who?

4P-T is contextualised and designed for the government and destination management organisations.





Community Development (COMDEV)

Why?

A well-constructed community comprising of key players from public and private sectors and local communities is the core component of a thriving Community Based Tourism (CBT). While private actors serve as the main driver in product and service supply, the public sector works as the coordinator to ensure the sustainability in community growth.

What?

COMDEV is a community development strategy which utilises the private sectors as a driving force to promote, commercialise, and enhance CBT under the coordination of public-private Tourism Working Groups (TWGs).

Who?

COMDEV assists the government and development agencies to mainstream appropriate business models in local tourism communities.



e-Training Needs Assessment (ETNA)

Why?

Hospitality training providers in Cambodia face the challenges in identifying the training needs of the industry due to the absence of practical assessment tools and proper curriculums. Swisscontact, in collaboration with National Committee for Tourism Professional (NCTP) under Ministry of Tourism has designed the e-Training Needs Assessment (ETNA) to fill the missing gap.

What?

ETNA is a web-based survey platform which uses an online survey based on ASEAN Common Competency Standards for Tourism Professionals. The results from the surveys enable training providers to develop tailored curriculums and training materials for low-skilled workers in the hospitality industry that are officially recognised by Ministry of Tourism under the Cambodia Qualification Framework (CQF).

Who?

ETNA serves as an official assessment tool for training providers who want to design and develop in-house hospitality training in Cambodia.





Hospitality for Kampuchea (HoKa)

Why?

With only 30% of 620,000 hospitality workers having received official training, Cambodia needs to focus on improving workforce quality in the industry, especially in its rural provinces. In response to the need for industry-oriented training for low-skilled workers, trainers, and service providers, HoKa was initially developed by Swisscontact and the Ministry of Tourism.

What?

HoKa is the first in-house training program designed within the Cambodian Qualification Framework (CQF) to allow low-skilled workers, who are left out of the education system, to earn a higher certificate or degree of qualification for their career pathways. HoKa's unique key elements include customisation, localisation, application practicality, and official certification.

Who?

HoKa helps hospitality training providers and/or hospitality professionals to focus on improving the capacity and qualification of low-skilled workers.



Product Development (PRODEV)

Why?

Innovative, high-quality and demand-based tourism products are the selling points for today's tourism industry. However, local tour operations in Cambodia generally lag behind on the know-how of market-led product design, which results in a passive competition and low-quality products.

What?

PRODEV is a streamlined process that helps local businesses to effectively design tourism products by linking the industry supply and demand within a tourist destination through a four-stage process including assessments of product/service availability, demand analysis, identification and development, and commercialisation of the right products.

Who?

PRODEV allows tour operators to look beyond current market potency and design products answer to current and market demands.





Visitor Flows (VIFO)

Why?

Supply-driven product development and marketing have been a common practice in Cambodia's tourism industry. This practice limits the experiences of visitors by restricting them to a small pool of existing products and services available, leading to the decline of the industry growth in the long run.

What?

VIFO strategically promotes a tourist destination by combining various of tourism products and services to ensure visitors enjoy a full range of experiences during their stay at the destination. The model involves assessing of key flows, planning a marketing campaign, sensitising the importance of visitor flows, and launching the flows as sub-brands of the destination.

Who?

VIFO creates a foundation on which tourism management organisations/working groups can leverage the profitability through destination promotion.



Product Development Team

1. **Rajiv Pradhan**, Programme Manager
2. **Chia-Jui Wu**, MRM Manager and Tourism Technical Officer
3. **Sorphorn Souk**, Business Development and Communication Manager
4. **Neha Shrestha**, Sector Coordinator
5. **Mos San**, Sector Coordinator
6. **Putsalun Chhim**, MRM Officer
7. **Mara Loeung**, External Relations Officer
8. **Vearyda Oeu**, Communication Officer
9. **Kvanthai Ing**, Intervention Lead
10. **Mee Moeurk**, Intervention Lead
11. **Chanmaleang Kim**, Junior Project Officer
12. **Marady Meas**, Junior Project Officer
13. **Sun Hour Mork**, Junior Communication Officer
14. **Kemseang Nhe**, Junior Officer
15. **Dennamanith Premprey**, Junior Project Officer
16. **Darabondeth Seng**, Junior Project Officer
17. **Sorkunthika Srou**, Junior Project Officer
18. **Pritesh Chalise**, Programme Associate
19. **Socheaty Meach**, Programme Associate

Private and Public Partners





Contact:



Swisscontact | Swiss Foundation for Technical Cooperation
THAN'S CORP Building, 7th Floor, #46, Mao Tse Young Blvd (245)
Sangkat Boeng Trabek, Khan Chamkarmorn, Phnom Penh, Cambodia
Website: www.swisscontact.org/cambodia
info.cambodia@swisscontact.com