Mekong Inclusive Growth & Innovation Programme (2017-2020)

MIGIP aimed to develop inclusive growth contributing to job creation and income generation. To achieve this, the programme used Swisscontact's Inclusive Markets Approach, and delivered activities through its partners and supported them by strengthening their business model to be more inclusive and perform market functions effectively.

MIGIP focuses on enterprise development in the agriculture and tourism sectors.

**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 supported the promotion of existing and new technologies giving special emphasis to sustainable agriculture through the following intervention areas:

- increase efficiency of service provision
- improve the quality of crops
- promote the adoption of agriculture technology
- enhance commercial orientation of agriculture technologies

**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 worked in the following intervention areas:

- strengthen destination marketing
- strengthen specific visitor flows
- improve service quality and skills
- enhance destination management structure

**Results at a Glance**

- 21,181 small-holder farmers get access
- 575 tourism-related MSMEs get access
- 8,010,140 USD increased income
- 792 students & low-skilled workers trained
Key Highlights in Tourism:

- **Technical Tourism Industry Working Group (TTIWG)**: a public-private partnership platform established.
- **Kampot Tourist Information Center**: improved with marketing materials & trained staff.
- **5-year Kampot Tourism Marketing Strategic Plan**: developed and published.
- **4 Visitor Flows**: developed and promoted for destination marketing.
- **118 hospitality enterprises**: participated in HoKa, and improved services and income.
- **294 hospitality workers**: trained by HoKa and certified, and they trained 488 staffs.
- **5 tour products**: developed and offered in the market by local tour operators.
- **2 commercial consignments of 14 no-till planters**: imported and commercialised.
- **Locally-manufactured Seed Broadcaster sale increased by 250%**.

"Swisscontact had been momentous in Kampot tourism development in the past years. One of the major achievements was the development of Kampot Tourism Marketing Strategic Plan. We also established Technical Tourism Industry Working Group (TTIWG), the first working group of its kind in Cambodia."

**Mr. Say Sinol, Director, Kampot Department of Tourism**

Key Highlights in Agriculture:

- **Cambodia Conservation Agriculture and Sustainable Intensification Consortium (CASIC)** supported & established by MAFF.
- **Agribusiness Machinery Association in Cambodia (AMAC)** supported & established.
- **Microfinance institute with agriculture company/retailers linkage created to open market**.
- **Locally-manufactured Seed Broadcaster sale increased by 250%**.
- **Agribusiness Machinery Association in Cambodia (AMAC)** supported & established.
- **Tractors sale to service providers through 4S increased by 150%**.

"Swisscontact helped us in creating logo, marketing, deploying field agent to different districts to attract more farmers to buy our locally-manufactured products. We gained more trust among local farmers because of our branding effort."

**Mr. Tiv Noeurn, Owner, Noeurn's Agriculture Machinery Workshop**

707 agriculture machineries sold through 4S model and other marketing efforts.

17 tons produced, 5 tons sold quantity of cover crop seeds.

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