

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 Agriculture:



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



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



2 commercial consignments of 14 no-till planters imported and commercialised



Locally-manufactured Seed Broadcaster sale increased by 250%



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



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



Key Highlights in Tourism:



Technical Tourism Industry Working Group (TTIWG) a public-private partnership platform established



4 Visitor Flows developed and promoted for destination marketing



118 hospitality enterprises participated in HoKa, and improved services and income



5 tour products developed and offered in the market by local tour operators



Kampot Tourist Information Center improved with marketing materials & trained staff



5-year Kampot Tourism Marketing Strategic Plan developed and published



294 hospitality workers trained by HoKa and certified, and they trained 488 staffs



71 industry professionals trained as national trainer and certified by Ministry of Tourism



“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