



Launch of the Small Package Exporter Champions (SPEC) Programme: Improving Small Package E-Trade for SMEs (SeT4SME)



EuroCham is implementing the SPEC programme in collaboration with Swisscontact, Khmer Enterprise and the Cambodian Women Entrepreneurs Association (CWEA). Over the past decade, EuroCham has established itself as the largest Western business association in Cambodia. Enjoying a strong relationship with the Royal Government of Cambodia and other key stakeholders, we represent over 300 members, advocate for improved ease of doing business, and promote themes such as consumer protection, green energy transition, SME support, trade & export promotion and many more.

What is the SPEC Program?

The SPEC program is an exciting new pilot to train & showcase Cambodia's top exporting MSMEs. MSMEs who join will receive mentorship, the chance to win cash prizes, and be able to take part in future flagship activities by Khmer Enterprise, Swisscontact, EuroCham, CWEA and more.

Quotes

“With the current business trend and big change on the business norms, plus the fact that majority of the local producers of Cambodia in ‘handicraft and food products’ produce limited volume, a small package shipment is always better and simpler alternative choice at this point of time, than bigger shipments. This will enable the small producers of Cambodia, to get the chance to be in the global market efficiently. As we all know, consumers right now, respond better to small packages, everywhere in the world. This also helps promote retailers to explore and be visible across the border.”

Okhna Keo Mom, President, CWEA.

“We are happy to design the SPEC program with Khmer Enterprises, CWEA and Eurocham. I am confident that the role models in SPEC will help other SMEs to expand their market internationally and efficiently enhance the small package export activities in the country. SMEs that join this program will be able to gain substantial knowledge of rules and procedures as well as the practicalities of exporting small packages to their target destinations. We hope the piloting that we are doing on SPEC is proven and SPEC continues as a key program for small package exports in Cambodia.”

***Rajiv Pradha, Country Director, Swisscontact Cambodia
Global Alliance for Trade Facilitation Coordinator, Cambodia***

“EuroCham is excited to be part of this new, novel program to promote exports from Cambodia, we hope this pilot sows the seeds for a successful initiative for many years to come.”

Tom Hesketh, Deputy Director of EuroCham Cambodia.

“Digital business has become one of the new strategies for Cambodia’s retail sector to find a new market. Khmer Enterprise hopes this business trend will open door to more small packages shipments from SMEs to the international market.”

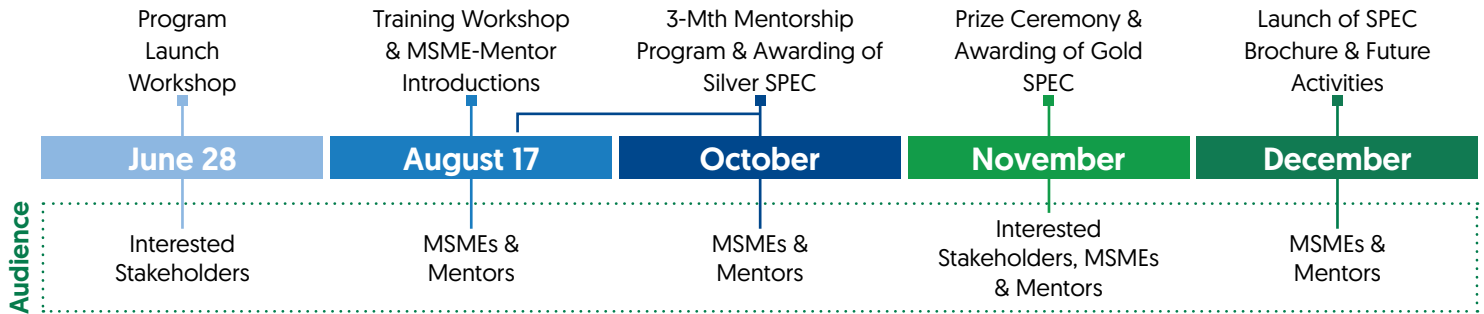
H.E. Dr. Chhieng Vanmunin, CEO of Khmer Enterprise.

Why Are We Establishing This Program?

Over the past decades, Micro Small and Medium Enterprises (MSMEs) operating in Cambodia have been the backbone of the Cambodian economy, representing 99% of the country's private sector – in addition, 65% of MSMEs are owned by women. However, these smaller businesses only account for 10% of Cambodia's exports, compared to 30% in comparable ASEAN countries.

With this realization in mind, the Small Package Exporter Champions (SPEC) was established with the intention to fill gaps where exporting knowledge is limited, and where customs clearance requirements are complex or poorly understood. The SPEC program provides an opportunity to provide MSMEs with technical capacity and robust mentorship to guide them in their exporting journey while, addressing the main barriers to cross border small package trade.

There are 5 key components:



**Exact dates are subject to change.*

What Will We Do?

Small Package Exporter Champions (SPEC) is a pilot programme and our aspiration is that it will be continued well after this pilot. SPEC Program combines awareness raising, capacity building and expert mentorship and a certificate system. The goal is to increase knowledge capacity and exports for our top SPEC champions and smoothen the process for, and awareness of small package exports from Cambodia.

- **Part 1: Launch!** The first part of the project will involve an awareness-raising workshop with key stakeholders about the benefits of Small Package Exports, and the SPEC Program.
- **Part 2: Silver SPEC Training** - We will hold a dedicated training workshop for selected MSMEs, and MSMEs will be paired with their mentor based on their needs. MSMEs who take part will be awarded the Silver SPEC Certificate.
- **Part 3: Mentoring** - The training will be followed by a targeted Mentorship Program attended by the 5-10 Cambodian SMEs selected as potential export champions. The mentorship program will last 3 months, and we expect at least 4-6 mentor-MSME meetings to occur for each pair.
- **Part 4: Pitch & Prizes Event** - Relax and enjoy the fruits of your labour! We will hold an Awards Ceremony for successful graduates to pitch and showcase their export successes. SPECs will give a 5-minute presentation, and there will be cash prizes for the top 3 (\$1,500, \$1,000, \$500), and those who pass the mentorship program will receive their Gold SPEC certificate.
- **Part 5: Capacity Trainings**- We'll be undertaking further targeted training in collaboration with CWEA.
- **Part 6: To the Future!** Each SPEC will be interviewed, a brochure & future activity will be designed to showcase the achievements of Gold SPECs, promote their businesses and work to pass on knowledge gained to the next generation of MSMEs.

Who Should Join the SPEC Program & Workshops?

We are looking for:

1. Companies [particular SMEs] with high commitment and quality products to export, and who want to lead the way for future Cambodian companies – our Champions!

Small Package Exporter Champions

We are looking for driven companies to be our SPEC Champions. They should be medium-sized companies with existing products to export to participate in our program.

Criteria for MSMEs include:

- Has existing local products to export
- Some experience in exporting products
- Small or medium-sized company and registered
- Run by local or foreigner
- Has the potential to increase exports
- Commitment to participation in the mentorship program

- Be able to share knowledge to their peers
- The mentee will get support from the mentors to start to export their products or improve their export performance

Potential champions must join the program with the determination to complete it. Enthusiasm to upscale export performance and transmit acquired knowledge to future SMEs will also be required.

2. Mentors who are looking to contribute to business owners' growth and development, particularly by helping them export their products to international markets.

Mentors

We are looking for mentors who are leading logistics providers, export and trade experts, website developers, institutional representatives, and other MSMEs with an established export history.

The mentor will have come from the private or public sector preferably with several years of experience in export and trade promotion.

We want to be able to offer our SPEC mentee with the following (not exhaustive) skillsets:

- General Leadership / Business Strategy
- Website / UI Design
- Sales & Marketing
- Product Packaging
- Product Management / Design
- Branding
- Certification
- Fulfilment Services

- Logistics & Supply Chain Management
- Financing
- Logistics for E-commerce
- Customs processes for exports

They will guide SPECs on the specific needs of the mentees and address issues raised, as well as share their experiences on what it takes to export their products to outside markets.

Criteria for mentors include:

- English speaking, fluency in Khmer language preferred
- Committed to the company's growth
- Track record of export history or expertise
- Specific area of expertise relevant to exports
- Experience with and strong network in the Cambodian start-up ecosystem
- Insights into product trends and ecosystems outside of Cambodia
- Ability to contribute thoughtfully to improve company exports
- The mentor will support the mentee either start to export their products or improve their export performance

Detailed Timeline

Date	Topic	Description
June 28th	Workshop 1: Launch of the Small Package Exporter Champions (SPEC) Programme: Improving Small Package E-Trade for SMEs [SeT4SME]	<p>The official launch of the SPEC Program commences, and participants will get an overview and objectives of the program itself. The recruitment process begins, and potential SPEC champions will get a chance to ask questions as well as knowing the criteria to become a SPEC champion.</p> <p>After this workshop, EuroCham will recruit potential SPECs and Mentors, and by the application form, understand the key areas the potential SPECs would like support with. Mentors will be recruited based on this list, mentor guidelines will be drawn up, and mentors will be onboarded as to mentoring expectations.</p>
August 17th (TBC)	Workshop 2: Training Workshop Introducing Mentors and Champions: Preparing for Mentorship [Tentative]	<p>The second workshop will train the potential SPECs on relevant topics surrounding customs management / small package exports / their use cases. The 5-10 SPEC champions will then develop high-level mentoring objectives, and then be paired with an appropriate mentor. The MSMEs who attend this training will receive the title of Silver SPEC.</p> <p>During the workshop, each potential SPEC will be introduced to his or her pre-selected mentor.</p>
Aug - Oct	3-month Mentorship Commences	<p>The goal of the mentorship program is to accelerate the personal and professional development of the mentees. This is achieved by providing mentees with guidance, advice, and feedback from mentors. During the mentorship program, mentors will support the MSMEs with the objectives they decided in Workshop 2.</p>
Nov 16th	Workshop 3: Prize Giving and Award Ceremony	<p>The third workshop will be the Awards Ceremony that celebrates the achievements of the SPEC champions. Each SPEC will present a 5-minute pitch of achievements against mentor objectives.</p> <p>Pitch format:</p> <ol style="list-style-type: none"> 1. Key learnings on the program 2. Key achievements against mentoring objectives 3. Overall export performance / Strategy <p>Cash prizes will be awarded to the top SPECs: 1st, 2nd, and 3rd place winners. Winning SPECs will be decided by a mentimeter poll that judges & facilitators vote on. All MSMEs who took part in the mentorship program will receive their Gold SPEC certificates, and the workshop will end with networking.</p>

**Note, trainings marked with an * are not compulsory to graduate from the SPEC program.*

Why Should You Take Part? MSMEs

By taking part you will:

1.	Gain access and insights on how to export your products internationally
2.	Be paired with mentors who are looking to contribute to business owners' growth and development, particularly by helping them export their products to international markets
3.	Create opportunities to make the small packaging export process easier
4.	Receive certification and recognition as SPEC Silver and SPEC Gold Champions
5.	Gain Increased understanding of the customs and declaration processes
6.	Chance to win cash prizes and attend the Awards Ceremony
7.	Be seen as a flagbearer for future Khmer Enterprise (MEF) activities
8.	Be included in brochures and publications from organising institutes
9.	Receive targeted trainings
10.	Expand and gain access to network of industry professionals and business owners

Mentors:

1.	Gain access and insights on how to export your products internationally
2.	Receive a small stipend for completing 4-6 meetings
3.	Be paired with inspiring mentees looking to grow their businesses in defined areas
4.	Receive certification and recognition as a Gold SPEC Mentor
5.	Expand and gain access to network of industry professionals and business owners
6.	Be part of the steering committee for future Export Promotion activities & SPEC programs

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