



SESSION 2

Diversifying & Expanding Markets and the Certification Mark

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CONTENT



1. Cambodia's Rice Performance

1. Performance in 2013
2. Performance in 2015
3. Performance in 2017
4. Markets Expansion: MORE from Existing Markets

2. New Establishment: MALYS ANGKOR

1. Summary Rules of Regulations for Use
2. Summary Specifications of Rice under MALYS ANGKOR & Device

3. Next Missions:

1. Encourage Certification Bodies & Users
2. Registration of MALYS ANGKOR outside Cambodia
3. Marketing and Branding Mission





Cambodia's Rice Perform in 2013

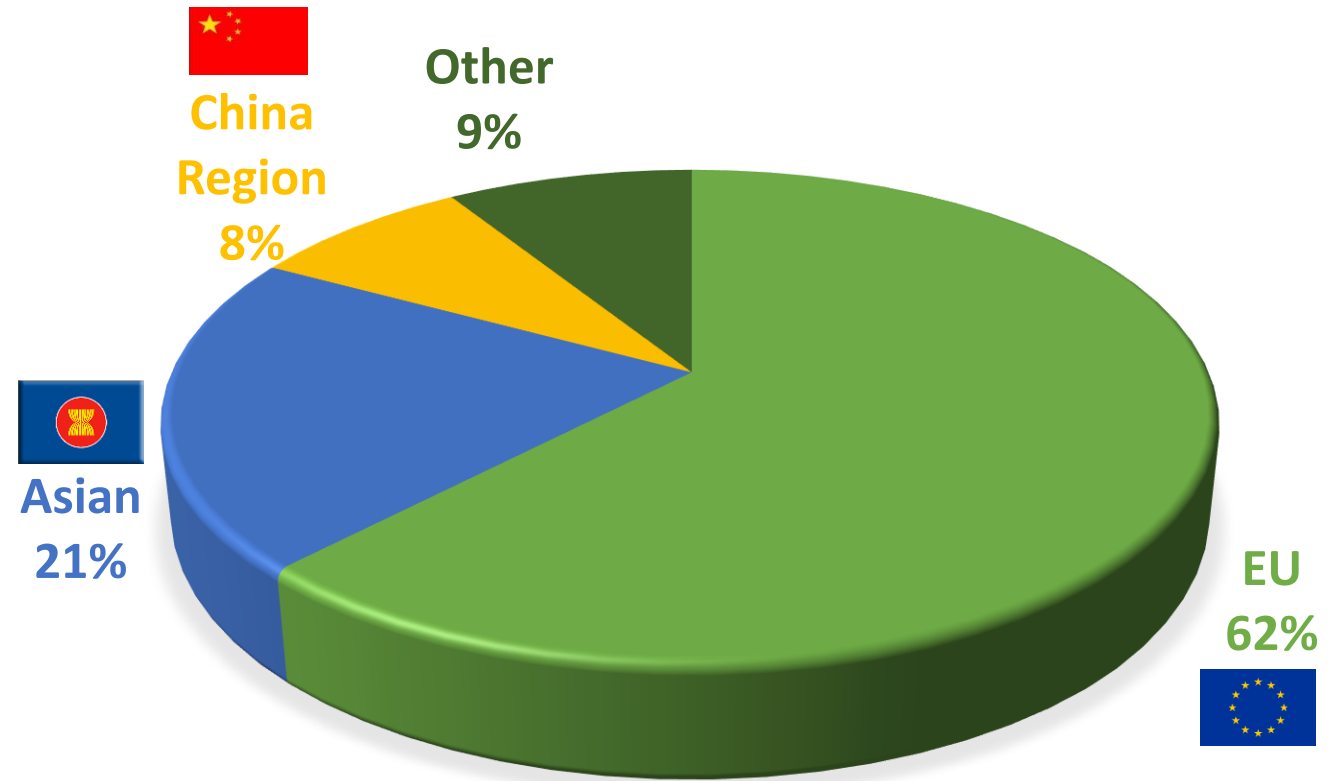


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Year 2013	Quantity (t)
Premium Fragrant Rice	156,777
Fragrant Rice	27,819
Long Grain White Rice	194,267
Parboiled Rice	
TOTAL	378,856

No. of Export Destinations	66
No. of Rice Exporting Companies	84

CAMBODIA RICE EXPORTING DESTINATION 2013





Cambodia's Rice Perform in 2015

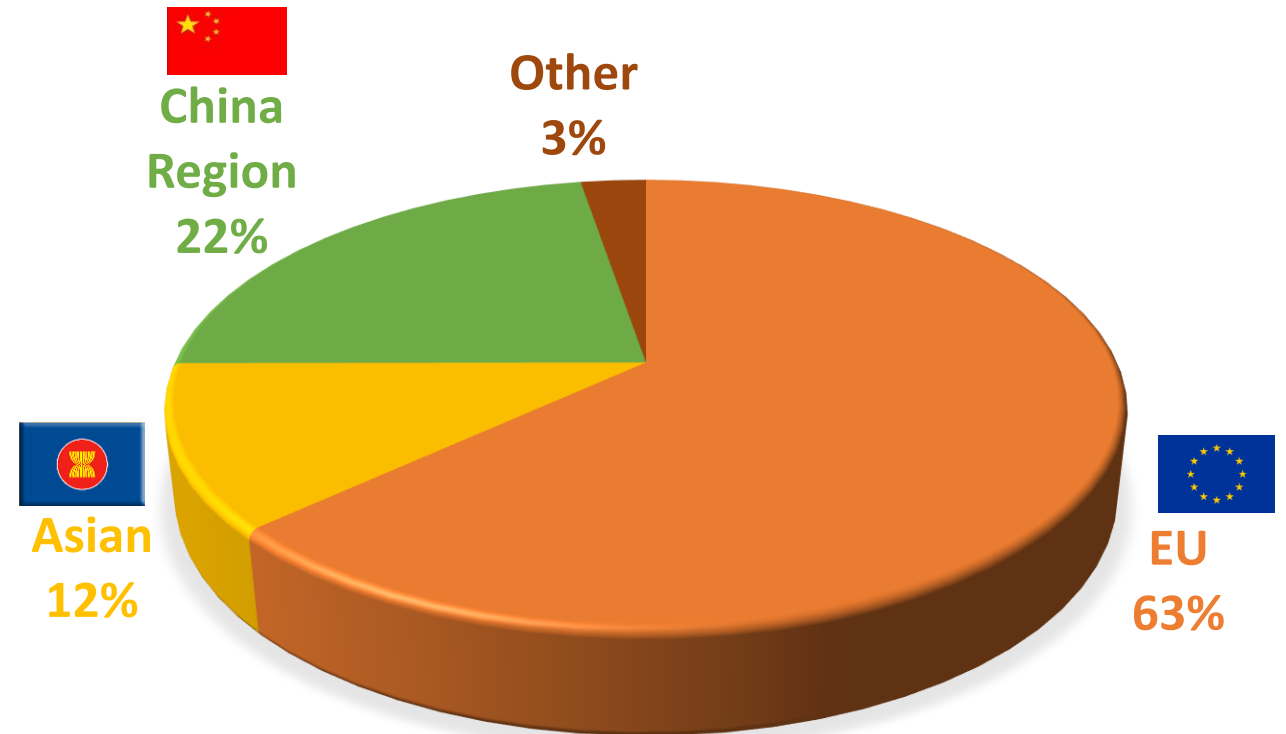


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Year 2015	Quantity (t)
Premium Fragrant Rice	186,758
Fragrant Rice	87,913
Long Grain White Rice	221,862
Parboiled Rice	41,863
TOTAL	538,396

No. of Export Destinations	61
No. of Rice Exporting Companies	80

CAMBODIA RICE EXPORTING DESTINATION 2015





Cambodia's Rice Perform in 2017

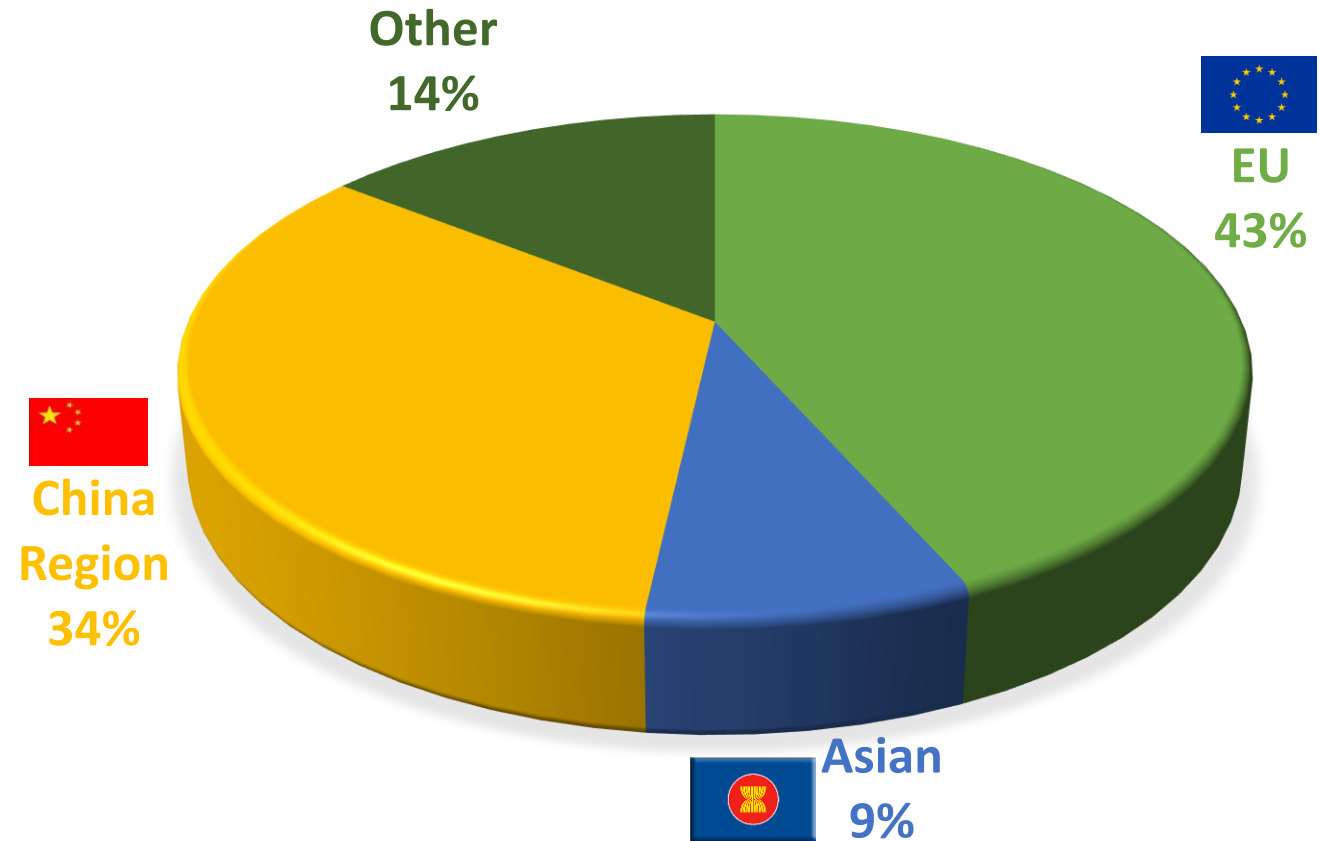


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Year 2017	Quantity (t)
Premium Fragrant Rice	224,552
Fragrant Rice	169,475
Long Grain White Rice	156,654
Parboiled Rice	84,998
TOTAL	635,679

No. of Export Destinations	63
No. of Rice Exporting Companies	84

CAMBODIA RICE EXPORTING DESTINATION 2017



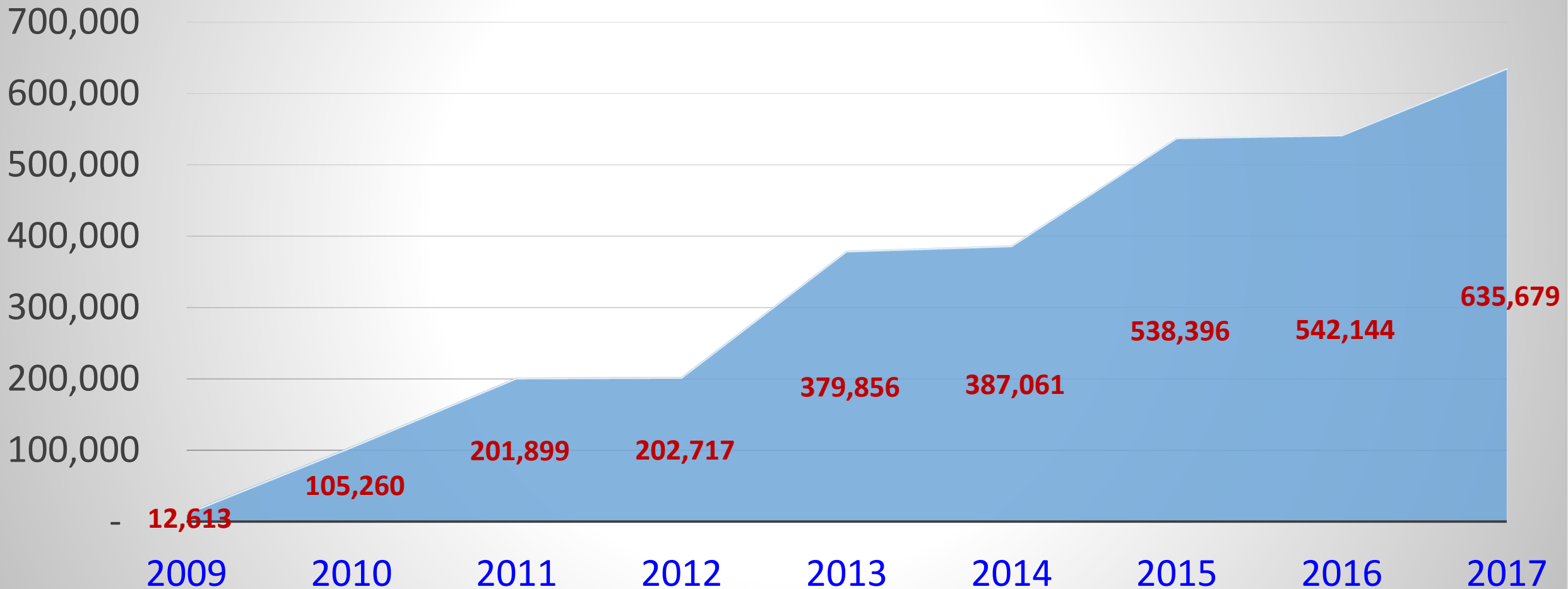


Cambodia Rice Export 2009-2017



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CAMBODIA RICE EXPORT 2009-2017 (Mt)



CONCLUSION OF 2017

1. Total Export increase 12 % from 538KT-635.8 KT
2. Growth in traditional mkt peak and beg. to drop
3. Growth in new emerging mkt (2015 start) continue to show exponential growth
4. New markets emerge : African Nations, and EuroAsia , Russia

2017 : Product Varieties

- 1. Jasmine Rice grows stably @ 10-15% annually
- 2. WR export unexpected drop from 41% to 24.5% of total export
- 3. Parboil continue to grow

- The STAR OF 2017

- SKO 2013-27 KT , 2015-88 KT, 2017-170 KT (also preferred by both mkt and farmers)



What is next ?

Total World Trading Volume : 42 Mln ton/yr/avr

Cambodia Position @ 630,000 Tons

Where to expand ?

- Regionally
- Globally



- **Double Focus on Strong Growth Market Years Ahead**
- - CHINA (100KT -200 KT in 2017- & upto 300KT in 2018)
- - Russia & EuroAsian
- Middle East (IRAQ, IRAN ...)
- Medium to high income African Nations
- Gabon, IRAG, SA.....
- **BUILDING A STRONG CAMBODIAN BRANDS**



Certification Mark for Cambodian Premium Aromatic Rice: MALYS ANGKOR



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- Own by Cambodia Rice Federation
- Users (such as millers & exporters)
- Applicants must show their compliance to standard
- Traceability system applied, from quality of seeds and good agricultural practice to the markets.
- Expect premium price for this certified quality.
- Share benefits throughout the value chain.





Summary Rule of Regulations for Use



Management System Audit

- Management Check
- HACCP Audit

- Legal Documents
- HACCP Plan & Audit
- Required Management Guideline
- Implementation of the Guideline

Production Audit

- Proof of Product Quality Control
- Laboratory Testing

- Record of sourcing (Paddy)
- Record of Rice Quality Control
- Record of Pest Control
- Laboratory Testing Reports etc.

Product Inspection

- Pre-Shipment
- Final Inspection & Loading
- Laboratory Testing

- Every Shipment Checks
- Quality Check during production
- Final Quality Check before loading, Container check, Supervision of loading
- Seal Sample to send for lab test



Summary Specifications of Rice under MALYS ANGKOR & Device



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- Rice Variety: Cambodian Premium Aromatic Rice wet-season photoperiod-sensitive rice varieties such as:
 - ✓ Rumduol
 - ✓ Phka Romeat
 - ✓ Phka Romdeng
- Purity: min 92%
- Yellow Kernel: max 0.1%
- Chalky Kernel: max 3.0%



Grade	Classification of Grain Length (%)				Grain Composition (%)			Number of paddy rice /Kg	Other Composition (%)	Number of all other types of rice kernel, not exceeding (%)				Milling Degree	Purity (%)
	ELG	LG	MG	SG	Whole kernel	Broken kernel	Small broken kernel			Damage kernel	Red Streaked kernel	Chalky kernel	Yellow kernel		
Certified Rice under Malys Angkor & Device	≥ 70	-	-	≤ 5	≥ 70	≤ 3	≤ 0.1	1	≤ 0.1	≤ 0.1	≤ 0.1	≤ 3.0	≤ 0.1	Extra Well Milled	≥ 92



OUR NEXT MISSIONS





Our Next Missions



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- Cambodia Rice Federation to accredit certification bodies.
- Certified rice mills/exporters will apply for MALYS ANGKOR, and supplying rice certified MALYS ANGKOR
- Improve standard and motivate for higher standard
- Malys Angkor & Device will be registered about 100 countries in 2018-2019





Marketing and Branding Mission



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CAMBODIA RICE FEDERATION





In Store Marketing

- Posters
- Leaflet
- Wobbler
- Small booklet to put on the packaging





PR & Media

- Country brand Ambassador
- Food Bloggers
- Food Magazines
- Food TV show
- Food Radio Show





Cooking
Contest
Central



Events & Contests

- Tradeshaw
- Activation in Malls and Supermarket
- Photo Contest co branding with Canon to win travel to Cambodia
- Contest with Airlines to win free ticket to Cambodia
- Cooking Contest





THANK YOU