

មគ្គុទេសក៍វិនិយោគក្រុងកំពង់ចាម  
**KAMPONG CHAM'S  
 INVESTMENT**

Kampong Cham, the leading industrial agriculture in the eastern heart of Cambodia, is the dragon of the Mekong River with abundance labor force and where agriculture innovation and ideas are a thriving marketplace

**KEY FACTS**

**1,089,900**  
**POPULATION**

51.09% female, 260,822 family, 35.7% under the age 17 years old, 54% are from 18 to 60 (workforces), adult (18-45) with literacy 94.31%. 69.7% of the population main livelihood is from Agriculture.

**2,409**

Registered Businesses (up to 2018)

Total business establishments 31,745 in Kampong Cham Province (based on 2011 Economic Census)

**256,862**  
**AGRICULTURE LAND &  
 CULTIVATED AREA (ha)**

137,194 ha for Rice Paddy (dry & wet), 57,580 ha for Subsidiary & Industrial crops, and 62,088 ha for Fruit & Permanent Crops

**Connections &  
 Infrastructure**

Located at the crossroad with well-developed infrastructure and connections for business and innovation to thrive

- **WATER** - Kampong Cham Port on the mainstreams of the Mekong 105km up from Phnom Penh
- **LAND** - Connecting four main National Road #6A, 6, 7, and 8. There are 195 petrol stations across the province.
- **UTILITY**: Electricity Coverage 91.27% with tariff range from 0.12 to 0.1819 per kwh depending on size and nature of businesses.
- **FINANCIAL SERVICES** - all the major banks have their present in the province. Both online, cards and offline payment and disbursement are available.
- **PROFESSIONAL SUPPORT SERVICES** - with closed proximity to Phnom Penh, most businesses can obtain the professional support services such as legal, financial, and other professional supports from Phnom Penh services

**260k** **FACEBOOK  
 USERS**

in Kampong Cham (3% of the total Facebook users in Cambodia)

**27.8%** **BUSINESS  
 TECHNOLOGY  
 ADOPTION**

Based on primary data collection in January 2019. It was conducted in Krong Kampong Cham with 553 businesses. 8.5% using accounting software.

**>50%** **UNDER THE  
 AGE OF 25**

With abundance labor force and high adoption rate of technology

**WHY KAMPONG CHAM?**

**The highest priorities  
 in Economic  
 Development**

In the three year Rolling Provincial Investment Program (2019 – 2021)

**46.77%**

Of the total budget (USD 521 million) is allocated for Economic Development in the Kampong Cham province

**USD 348m**

Annual turnover made by the business establishment in the province (estimated at 2.74% of the total turnover)

**Economic  
 Momentum**

**USD 1.61**  
**BILLION GDP (2017)**  
 7.27% of the national GDP

**7.9%**

Average growth from 2013 to 2017; while, the national average is 7.1%

**USD 1,478**

Provincial GDP per Capital. This is higher than the national GDP per Capita (\$1,384.23)

**Opportunities**

Diversified new tourism potential remain untapped and becoming the champion for local tourist.

Sustainability . Innovation . Inclusion

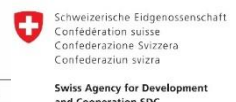
This brief report summary is part of a larger investment guide prepared by:



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## CORE SECTORS

There are three core sectors that currently have a substantial presence (>80%) in the Kampong Cham's economy, in term of employment, and/or GDP contribution, and, as such, should be supported and enhanced.

## Wholesale & Retail

**58.73%**

OF TOTAL BUSINESS ESTABLISHMENT

**41.38%**

OF JOB CONTRIBUTION

**USD 387.31m**

2017 ANNUAL TURNOVER (60.81% of the total turnovers). It is based on 2011 Consensus data and GDP growth rate from 2011 to 2017

Retail & wholesale sector is diverse and includes various subsectors such as agriculture products/ produces trading, food & beverage, motor vehicles & parts, consumers/ industrial electronics, building materials, clothing, and general merchandize. Wholesale & Retail in Kampong Cham is dominated by agriculture related trading.

## Travel, Hospitality, Accommodation & Food Services

**USD 72.78m**

ANNUAL TURNOVER (14.21% of the total turnovers)

(16 hotels, 123 guesthouse, 99 restaurants & coffee shop, 87 KTV, 14 tourist attraction sites – 4 of which are historical sites) 2018 data.

**14.3%**

OF TOTAL BUSINESS ESTABLISHMENT

**12.45%**

OF JOB CONTRIBUTION

There were 520k tourists (97% is local tourists) coming to Kampong Cham. Kampong Cham attract only 0.3% of the total international tourists arriving in Cambodia.

## Manufacturing

**USD 39.76m**

ANNUAL TURNOVER (11.43% of the total turnovers)

**13.23%**

OF TOTAL BUSINESS ESTABLISHMENT

**22.55%**

OF JOB CONTRIBUTION

Business establishment in Manufacturing sector mostly related to agriculture productions or related products. Despite the low proportion of the total business establishment, manufacturing contributes the highest in term of job creation, which is mainly from garment & footwear factories. Innovative investment in this sector would bring both economic and social development in the province.

## THE OPPORTUNITY AREAS

There are three opportunity areas that offer high potential for employment and industry development. These are poised for growth due to their strong existing activity, growth potential, ability to play to KPC's comparative strengths and workforce assets.

### 1. MSME MANUFACTURING CLUSTER WITH SPECIAL EMPHASIS ON AGRO PROCESSING/ PRODUCTION

Due to abundance labor force, agriculture resources, closed proximity to Phnom Penh and well-developed infrastructures, the main priority would be (but not limited to):

- Agro processing based on the industrial and permeant crop
- Food & Beverage Manufacturing
- High Value Products from the existing raw material
- Outsourcing Center

### 2. INNOVATIVE AGRICULTURE PLATFORM

Opportunities to position as innovation hub for fruit, industry and permanent crops with investment in (but not limited to)

- Agriculture research & development facilities/ centers.
- Shared Agriculture technology centers
- Agriculture technology startups

### 3. NEW TOURISM

Leveraging the natural comparative strengths of the province's agricultural resources, Mekong River and geographical location at the crossroad among majestic Siem Reap and exotic northern provinces, the new tourism for **local tourists** should be championed and promoted. This includes (in the order of priority):

- Agriculture Tourism
- Education Tourism
- Cultural Tourism
- Ecotourism

## WHAT SHAPED THIS INVESTMENT GUIDE?

### Scope of the Guidebook

- Focus on Kampong Cham province
- Outside Inspiration & Data
- Inclusive Development
- Focus & Connections to other plans

### Objectives

- Assist local entrepreneur to make better business decision (growth decision)
- Attract investors from outside Kam Pong Cham
- Provide the baseline for future policy recommendations & provincial economy strategy
- Showcase the best public-private partnership

## FURTHER READING & REFERENCE

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