



MEKONG
INSTITUTE



ASEAN
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សភាពាណិជ្ជកម្មកម្ពុជា
CAMBODIA CHAMBER OF COMMERCE
柬埔寨總商會



กระทรวงพาณิชย์
Ministry of Commerce



LANCANG-MEKONG
COOPERATION
SPECIAL FUND
P. R. CHINA

Welcome Pack

Agenda | Interpretation | Speaker Profile | Contact



LANCANG - MEKONG BUSINESS FORUM 2022

Promoting Agribusiness
and Investment in
Processed Food Sector

March 30-31, 2022
Phnom Penh, Cambodia

www.lancangmekongforum.com



Dear Delegates,

Thank you for confirming your participation to the 3rd Lancang-Mekong Business Forum 2022 “Promoting Agribusiness and Investment in Processed Food Sector” on March 30-31, 2022. The forum will be organized as a hybrid event with 120 participants attending on site and over 200 participants online.

- **Onsite location:** Regency Ball Room, Hyatt Regency Hotel, Phnom Penh, Cambodia (confirmed by email invitation)
- **Online Channel:** Zoom, and LMBF Virtual Engagement Hub
Join the Business Seminar on March 30, 2022 at 08:30-12:30 via **Zoom**
<https://us02web.zoom.us/j/89058471690?pwd=cmNoRWQ3VS9rNlc1MEJsakVTVGtNQTO9>
Meeting ID: 890 5847 1690
Passcode: 890382

Mekong Institute (MI) warmly welcomes you to the event and we wish you all success in business networking, information sharing and gaining useful information for your business. To brief you on the activities that lay ahead, we attach herewith an information pack that provides an updated agenda and other necessary arrangement.

The event has been designed with a highly interactive format and the results need on your active involvement and participation. For this purpose, we expect you to actively participate in the forum by sharing your insights, experience and ideas for the success of the event. Given the broad range of interested stakeholders, organizations and companies that are attending the event, we are convinced that it will engender fruitful discussions and result in enhanced business networks and new collaborations.

If you have any further inquiries, please do not hesitate to call or email us at the addresses mentioned in the MI Staff Directory.

Thank you very much and welcome once again.

**The Organizing Team of
the 3rd Lancang-Mekong Business Forum 2022
Mekong Institute**

Forum Structure and Activities

Mar 30, 2022
08:30-12:30
(UTC+7 Cambodia Time)

Half-day
Onsite & Online



DAY 1



BUSINESS SEMINAR

To discuss and share trends in processed food sector, innovative products, and trade and investment opportunities in the agro-food processing sector.



Mar 30, 2022
13:30-17:00
(UTC+7 Cambodia Time)

Half-day
Onsite



DAY 1



BUSINESS MATCHING

To provide an opportunity to explore business connections and forge partnership for trade and investment in agrofood processing sector.

Mar 30, 2022
08:30-17:00
(UTC+7 Cambodia Time)

Full-day
Onsite



DAY 1



PRODUCTS EXHIBITION

To showcase innovative food products and emerging technologies for food processing, packaging, and labeling.



LANCANG - MEKONG
BUSINESS FORUM



STRUCTURED LEARNING VISIT

To understand Cambodia's food processing capacity and investment opportunities through learning visits to company and SEZ in Phnom Penh.



DAY 2

Mar 31, 2022
08:30-17:00
(UTC+7 Cambodia Time)

Full-day
Online



Mar 31, 2022
08:30-17:00
(UTC+7 Cambodia Time)

Full-day
Onsite



DAY 2

AGENDA

Day 1: Wednesday, March 30, 2022

Onsite Venue: Hyatt Regency Hotel, Phnom Penh, Cambodia
Time Zone: UTC+07:00 (Cambodia Time)

07:30-08:20 REGISTRATION and COVID-19 ATK TEST (50 mins)

- Please bring COVID-19 Vaccination Certificate /Card, wearing Mask during the entire forum activities, and keep social distancing when queue for registration;
- Please take the COVID-19 ATK test at home/hotel within 24 hours before arriving at the forum venue; please take a photo of the test result with your name and testing date & time, and show the result from your mobile phone at the entrance before come to registration zone;
- The COVID-19 ATK Test will also be arranged at the entrance for those who didn't test in advance.

08:30-09:20 OPENING SESSION (50 mins)

08:30-09:00 Please rise to honor Cambodia with the playing of National Anthem

Welcome Remarks

- **Mr. Zhang Qian**, Deputy Director of Political Division, Embassy of P.R. China in Thailand ([online](#))
- **Mr. Suriyan Vichitlekarn**, Executive Director, Mekong Institute
- **Neak Oknha Kith Meng**, President of Cambodia Chamber of Commerce
- **Mr. Nirawat Rangseekanjana**
Minister Counsellor (Commercial), Office of Commercial Affairs, Royal Thai Embassy in Cambodia

Opening Remarks

- **H.E. Chhuon Dara**
Secretary of State, Ministry of Commerce of Cambodia

09:00-09:10 Group Photo (10 mins)

09:10-09:20 Introduction of the Business Forum (10 mins)

Mr. Madhurjya Kumar Dutta
Director of Trade and Investment Facilitation Department, Mekong Institute

09:20-12:30 BUSINESS SEMINAR

09:20-09:30 Keynote Speech (10 mins)

- **Post COVID-19 Recovery – promoting agribusiness and investment in agro-food processing sector in Cambodia**

Mr. Suriyan Vichitlekarn, Executive Director, Mekong Institute

09:30-10:30 I. Panel Discussion (60 mins)

- **Megatrends and opportunities of agro-food processing sector in Lancang-Mekong region and world – products and marketing innovation, technologies, trade, and investment** (10 mins) [Online](#)

Dr. Akeanong Jangbua, Director of Food Innopolis, National Science and Technology Development Agency (NSTDA), Thailand

- **Policy support, incentives, and SEZs arrangement for trade and investment in agro-food processing sector in Cambodia** (10 mins)

Mr. Suon Sophal, Director of Public Relations and Promotion of Private Investment Department, The Council for the Development of Cambodia (CDC), Cambodia Investment Board

- **Readiness of Cambodia to catch up the megatrends and opportunities in agro-food processing sector** (10 mins)

Mr. Kann Kunthy, Vice President of AMRU Rice

- **Regenerative Agriculture and Green Investment** (10 mins)

Mr. Rajiv Pradhan
Country Director (Cambodia), Swisscontact, Swiss Foundation for Technical Cooperation

- **Q&A** (20 mins)

Moderator: Mr. Madhurjya Kumar Dutta

Director of Trade and Investment Facilitation (TIF) Department, Mekong Institute

10:30-11:00 **Networking**, refreshments and visiting the on-site **Exhibition** of processed agro-food products from LM countries and beyond (30 mins)

11:00-12:20 **II. Experience Sharing (80 mins)**

Trade and Investment Experience Sharing

- Chinese invested agriculture processing hub and cold chain logistics in Cambodia (10 mins)
Ms. Yang Ling, Hun Ty Co., Ltd.
- Cambodian agro-food processing and exporting (10 mins)
Ms. So Kunthy, Moringa Khmer Agricultural Biotechnology Co., Ltd.

Business and Products Innovation

- Cambodian Agro-Food Products Innovation (10 mins)
Ms. Poohrich Sinwat, Manager of Strategic Development and Marketing Department, C.P. Cambodia Co., Ltd.
- Cambodian Innovated Agro-Food Start-up (10 mins)
Mr. Phal Rattana, Commercial Manager, Misota Food Import and Export Co., Ltd.
- Innovative Packaging and Marketing for processed agro-food products (10 mins)
Mr. Ky Seng Hoir, representative of Ung Sok Try (UST) Plastic Bottle Manufacturer
- Smart Logistics for agro-food processing industry (10 mins)
Oknha Sin Chanthay, Executive Director, Linehaul Express (Cambodia) Co., LTD, and President of Cambodia Logistics Association

Q&A (20mins)

Moderator: Mr. Madhurjya Kumar Dutta

12:20-12:30 **Introduction of Business Matching Arrangement**
(10 mins)

12:30-13:30 Working LUNCH, 2nd floor, Hyatt Regency Hotel
(60 mins)
Visiting EXHIBITION
Preparing for On-site BUSINESS MATCHING

13:30-13:55 Confirmation of Business Matching Meetings (30 mins)

14:00-17:00 BUSINESS MATCHING (3.30 hrs.)

14:00-14:20 **Business Matching Slot No. 1** (20 mins)

14:20-14:40 **Business Matching Slot No. 2** (20 mins)

14:40-15:00 **Business Matching Slot No. 3** (20 mins)

15:00-15:20 **Coffee Break**

15:20-15:40 **Business Matching Slot No. 4** (20 mins)

15:40-16:00 **Business Matching Slot No. 5** (20 mins)

16:00-16:20 **Business Matching Slot No. 6** (20 mins)

16:20-16:40 **Business Matching Slot No. 7** (20 mins)

16:40-17:00 **Business Matching Slot No. 8** (20 mins)

18:30-20:30 **Business dinner**
** By invitation only **

Day 2: Thursday, March 31, 2022

Meeting point:: Hyatt Regency Hotel Lobby, Phnom Penh, Cambodia
Time Zone: UTC+07:00 (Cambodia, Lao, Thailand and Viet Nam Time)

08:30-17:00 STRUCTURED LEARNING VISIT (SLV)

** 30 seats / Invitation only **

- 09:30 • Depart from the assembly point
- 10:30-12:00 • Visit Royal Group Phnom Penh Special Economic Zone
- 12:00-13:30 Lunch
- 14:00-15:30 • Visit to Lyly Food Industry Co., Ltd.

VIRTUAL BUSINESS MATCHING

Via LMBF Virtual Engagement Hub, 200 companies

- Follow email instruction to access LMBF Virtual Platform
- Appointment before March 30, 2022
- Start 1:1 video call on Mar 31 ONLY
- Explore companies list and reserve 1:1 Meetings until April 15

SPEAKERS

We do not provide hard copy of speakers profile, please kindly scan the QR code as below to access the digital version by March 30, 2022.

Thank you for your understanding.



<https://drive.google.com/drive/folders/1Bdr9SMUuWJSW2R5Rd10Ejl88APIX4t84?usp=sharing>

Please also feel free to scan following QR code to join the Telegram or WhatsApp group for long-term networking among forum participants.



Telegram



WhatsApp

Simultaneous Translation Service

March 30, 2022 at 08:30-12:30 | Available for Online and Onsite Participants

Simultaneous Translation Service will be provided both at onsite and via online during the Business Seminar Session in the morning of March 30, 2022.

1. On-site Forum Location:

Regency Ballroom, Hyatt Regency Hotel, Phnom Penh, Cambodia

- Please request simultaneous interpretation equipment from registration table.
- Most of speakers will present in English and few speakers will present in Khmer;
- A total of 40 sets are available and will prioritize non-Khmer or English speakers.



2. On-line channels: Zoom and the LMBF Engagement Hub

Please access the meeting link at least 30 mins before the forum start to complete registration and to test your devices.

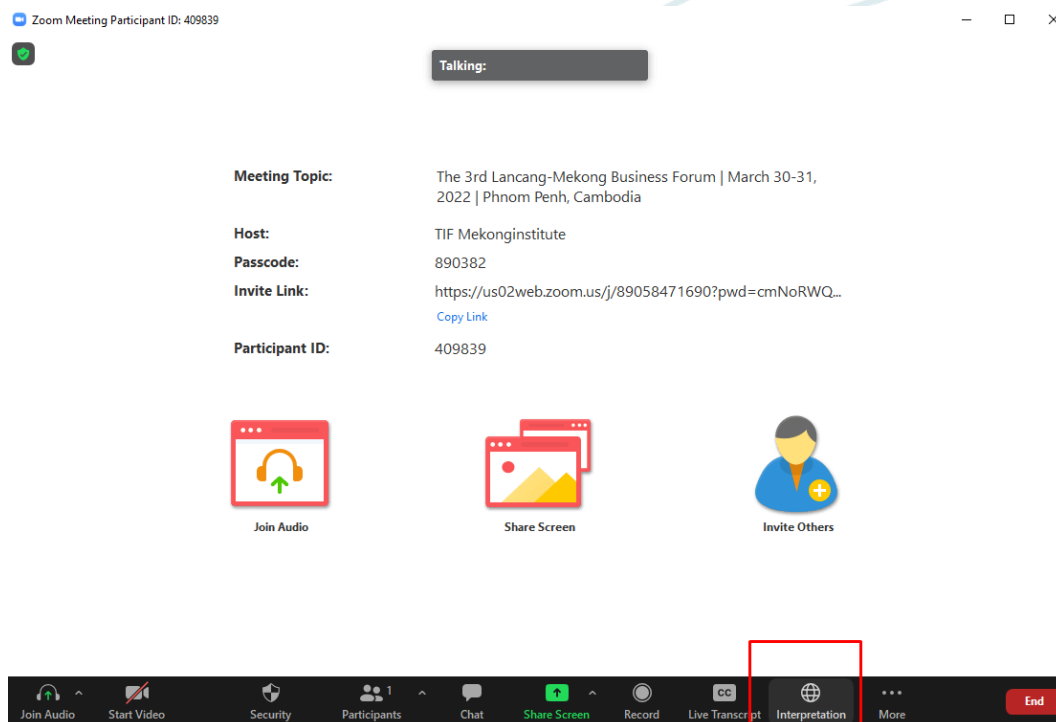
Join Seminar via Zoom:

<https://us02web.zoom.us/j/89058471690?pwd=cmNoRWQ3VS9rNlc1MEJsakVTVGtNQOT09>

Meeting ID: 890 5847 1690

Passcode: 890382

- ❖ Click the “Interpretation” button once complete registration to choose your language: English-Khmer and English-Chinese



CONTACTS

For more details, please visit the forum official website: www.lancangmekongforum.com, or please contact:

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About the Mekong Institute

The Mekong Institute (MI) is an intergovernmental organization that contributes to regional cooperation and integration through capacity development, dialogue, and advocacy for the acceleration of sustainable socioeconomic development and poverty alleviation in the Greater Mekong Subregion (GMS).

Founded and represented by Cambodia, P.R. China, Lao PDR, Myanmar, Thailand, and Viet Nam, MI's strategies are aligned with the core tenets of the GMS Cooperation Program Strategic Framework 2030, ASEAN Economic Community, and the 2030 Agenda for Sustainable Development.

MI supports these frameworks through the implementation of projects across the areas of Agricultural Development and Commercialization, Trade and Investment Facilitation, and Sustainable Energy and Environment, while addressing issues of social inclusion and vulnerability, digital economy and innovation, and labor mobility to cement holistic and sustainable development impacts in the subregion and beyond.

MI is the recipient of the ASEAN Prize 2021 for its long-established efforts toward accelerating sustainable socio-economic development in the region, improving the lives of ASEAN people.