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INSTITUTE



ASEAN
PRIZE
RECIPIENT 2021



សភាពាណិជ្ជកម្មកម្ពុជា
CAMBODIA CHAMBER OF COMMERCE
柬埔寨總商會



กระทรวงพาณิชย์
Ministry of Commerce



LANCANG-MEKONG
COOPERATION
SPECIAL FUND
P. R. CHINA



PROMOTING AGRIBUSINESS AND INVESTMENT IN PROCESSED FOOD SECTOR

March 30-31, 2022
Phnom Penh, Cambodia

LANCANG - MEKONG
BUSINESS FORUM

www.lancangmekongforum.com

01 | INTRODUCTION



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In the Lancang-Mekong (LM) countries, **agribusiness** is the industry driving and backing up the economic and social development. The producing and consuming agriculture products and food in the LM countries have been dramatically changed.

Cambodia is one of the fastest growing economies and the agriculture sector has been playing a major role in economic growth and also promote the agricultural modernization and higher value-added exports

The forum will discuss the challenges and opportunities of agribusiness and processed food sector in Cambodia and LM countries. **The LM Business Forum in Phnom Penh** will promote agribusiness and processed food sector in the LM region.



02 | GOALS & OBJECTIVES



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Picture from: <https://www.e-agrizon.com/agribusiness-market-to-eyewitness-massive-growth-by-2025-cargill-tyson-foods-cnhi-industrial/>
<https://tracktime24.com/Blog/best-leadership-activities>
<https://millie-jack-updates.medium.com/latest-agtech-trends-2020-6-emerging-trends-in-agriculture-169b6d9c5fc>
<https://www.podbusinessnetworking.com/blog/2018/03/making-real-business-connections/>
<http://www.sgl-technology.com/the-benefits-of-processing-agricultural-food/>

03 | BUSINESS FORUM STRUCTURE



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Business Seminar

Day 1 08:30-12.00

→ Onsite & Online

The Panel Discussion

- Post-COVID19 Recovery
- Megatrends and opportunities in LM region and world
- Promoting trade and investment in Cambodia
- Regenerative Agriculture and Green Investment

Experience Sharing

- Trading and investment experience
- Innovative and environment-friendly agro-food products
- Update on new technologies
- Participating in agro-food processing value chain



Business Matching

Day 1 08:30-12.30 (Onsite)

Day 2 08:30-17:00 (Virtual)

→ Onsite & Online

Onsite Business Matching

- Companies/business owners/representatives from P.R. China, Lao PDR, Myanmar, Thailand, Viet Nam, and other countries
- Cambodian companies

Virtual Business Matching

- Pre-Business Matching (online)
- Onsite and Virtual Business Matching
- Post-Forum Evaluation

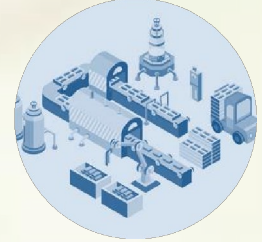


Exhibition

Day 1 Full-day

→ Onsite & Online

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



Structured learning visit

Day 2 Full-day

→ Onsite only

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



04 | BUSINESS MATCHING



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→ Pre-Business Matching (online) Pre business matching will be conducted through the dynamic web portal developed as part of this project.



→ Onsite and Virtual Business Matching

- The onsite one-to-one business matching between Cambodian companies and buyers and investors from LM and other countries
- MI staff and its cooperation partners will provide onsite consultations to B2B parties.

→ Post-Forum Evaluation
The organizing team will send a post-event evaluation, follow up, and provide necessary online consultations required, to facilitate investment projects

www.lancangmekongforum.com

Picture from: <https://tracktime24.com/Blog/best-leadership-activities>
<https://www.podbusinessnetworking.com/blog/2018/03/making-real-business-connections/>
<https://www.officemate.co.th/blog/12-item-work-from-home/>

LMBF Virtual Engagement Hub



<http://matching.lancangmekongforum.com>

Invitation only*

FAQs

Virtual engagement platform for facilitating forum participants to conduct online business matching and showcase products.

The forum participants can:

- ❖ Showcase company profile and display products virtually;
- ❖ Auto-matched by the system based on common business interests;
- ❖ Search potential business partners according to their location, current & target market, business matching interests etc.;
- ❖ Engagement with other participants listed in the platform via
 - Send messages
 - Reserve onsite business matching meetings on March 30, 2022
 - Set-up video calls in the platform on March 31 all day

The platform also guides the participants to quick access

- Forum agenda
- Directory of different categories of participants
- Directory of companies and products

PARTICIPANTS

Around 120
participants

EXPECTED OUTCOMES

Participants should be able to identify potential business partners and obtain updates on the latest technology and product innovation



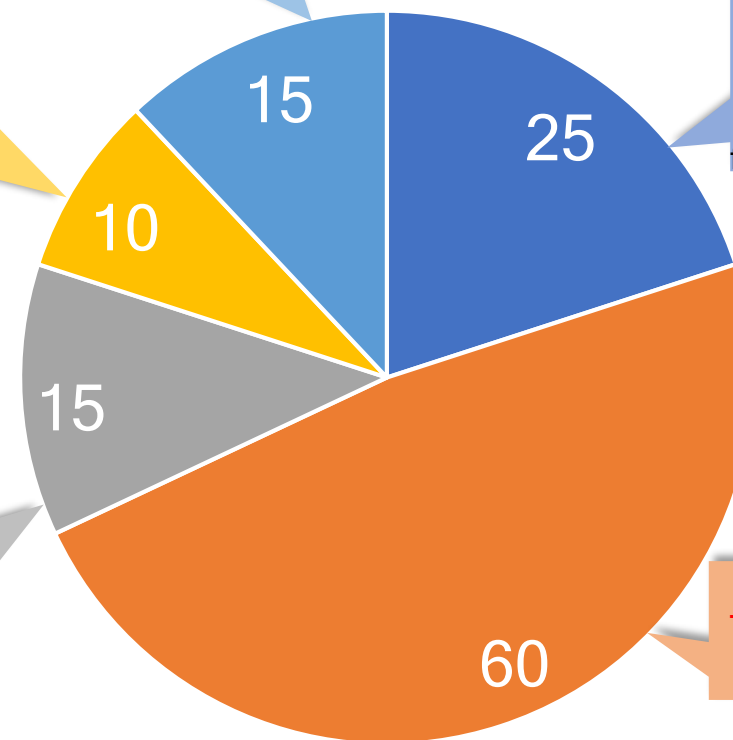
→ Agro-food processing support organizations

→ Members from International Business Chamber in Cambodia

→ Government agencies & intergovernmental organizations

→ Companies owners/senior representatives from other countries

→ Cambodian Companies



Picture from: <https://www.aesanetwork.org/farm-agri-business/>
<https://www.e-agrizon.com/agribusiness-market-to-eyewitness-massive-growth-by-2025-cargill-tyson-foods-cnhi-industrial/>



THANK
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