

Highlight News / August 24/2021

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ADVISORY INSTITUTE FOR TRADE AND INVESTMENT BY TCC (Aiti)



Cambodian researchers to launch new rice variety shortly



Cambodia News | 23 August, 2021

Cambodian rice researchers will soon release a new rice variety more resilient to climate change that produces significantly better yields than conventional rice types. Just as important in the development of vibrant international market demand, the new variety also delivers better taste after cooking. Cambodian Agricultural Research and Development Institute (CARDI) director Lor Bunna told Khmer Times that the new variety is a fragrant rice hybrid developed by his research team over the course of 10 years. “Until now, we have not yet named it, but our research team [is] working with farmers to test it and we have hopes to release it at the end of this year or early next year,” he said. “This is a variety we hope our farmers will [find a good export market for] with high production. It can be grown in areas with consistent rice water,” he added. Since the 1990s, CARDI has developed and released more than 40 rice varieties to farmers, some of which have been forgotten. Bunna said 44 rice varieties have been developed since the early 1990s. Some however are no longer suitable because of natural, soil and climate change problems. Initially CARDI released only high yield, fast growing varieties to elevate food security in the country. Once food security in the country had been attained, the researchers started conducting development of new fragrant rice varieties in order to

boost exports. Bunna noted that since the 2000s, CARDI has been researching rice varieties that are more resilient to climate change as well as others resistant to flooding and those that can handle hotter than normal temperatures. Two weeks ago, Veng Sakhon, the minister of agriculture, forestry and fisheries, announced a new variety of rice named Phka Mealadei. Bunna said Phka Mealadei is a seasonal, medium-term hybrid rice strain that CARDI has been successfully breeding and has tested on varied agro-ecosystems for 14 years. Cambodia’s milled rice exports to international markets have dropped dramatically recently, but the ministry of agriculture has continued to promote and encourage local farmers to keep growing the commodity. In the first semester of 2021, there were 280,450 tonnes of milled rice exported, a drop of 29.47 percent compared to the same period in 2020. Rice paddy exports hit 1,692,813 tonnes in 2021, a year-on-year increase of about 72 percent. Rainy season rice production in Cambodia has already exceeded its 2021 target yield, according to the agriculture minister. As of last week, farmers had grown more than 2.6 million tonnes, nearly 102 percent of the yearly plan. The amount of ‘light rice’ harvested during the early rainy season rose to nearly 1.3 million tonnes, a year-on-year increase of more than 789,000 tonnes, for an average yield per hectare of 4.2 tonnes. Last year the harvest fell 5 percent short of its target.

Source : [https://www.khmertimeskh.com/50920852/cambodian-researchers-to-launch-new-rice-variety-
shortly/](https://www.khmertimeskh.com/50920852/cambodian-researchers-to-launch-new-rice-variety-
shortly/)

\$2.4 million bag and shoe factory gets CDC's nod



Cambodia News | 23 August, 2021

The Council for the Development of Cambodia (CDC) has approved a new garment factory in Kandal province. Auspicious Bag and Shoes Accessories Co., Ltd. is investing \$2.4 million in the project at Kraing Makak in Ang Snuol district. The CDC says it is likely to create 380 jobs for locals. In recent months the CDC has approved 10 new projects worth nearly \$80 million in total. Most of the factories will produce garments, travel bags and footwear. The CDC announcements come at a time when the industry is suffering from the impact of the Coronavirus pandemic. Factories have been forced to shut temporarily because of local outbreaks and some have shut their doors permanently. Last year 101 factories closed according to the industry ministry, most of them in the garment sector. By mid-May this year 27 factories had closed because of Covid-19 outbreaks and 75 had filed for bankruptcy. The garment industry is Cambodia's biggest employer. There are signs that the worst is over though. Figures from the Ministry of Commerce for the first half of the year showed that Cambodia exported more than \$3 billion worth of goods to the US, the Kingdom's biggest export destination. That represented a 35 percent increase compared with

the same period in 2020. A large proportion of those exports were clothing, bags and footwear. The CDC is the highest decision-making level of the government for private and public sector investment. It is chaired by the Prime Minister and composed of senior ministers from related government agencies. It grew from a recognition that the real economic growth necessary to achieve the country's goals lies in the development of a healthy, thriving private sector.

Source : <https://www.khmertimeskh.com/50920851/2-4-million-bag-and-shoe-factory-gets-cdcs-nod/>

Covid-19, support for business startups on cabinet agenda



Laos News | 24 August, 2021

Action to contain the Covid-19 outbreak along with further measures and policies to support start-up businesses are among the hot topics being debated by the government cabinet. Chaired by Prime Minister Phankham Viphavanh, the cabinet began its monthly meeting for August on Monday, opening the floor for authorities in charge to report on the steps taken to control the Covid-19 outbreak. Cabinet members are expected to discuss further measures to stem the tide of infections. Laos has been battling second wave of outbreak of Covid-19 since the middle April, but the infection rate is escalating. The number of infection cases is skyrocketing, largely as a result of increasing numbers of Lao migrant workers returning from Thailand, which is experiencing a widespread outbreak of the virus,

and testing positive on entry into Laos. The influx has resulted in treatment and quarantine facilities being overwhelmed, forcing authorities to expand these facilities. As of Monday morning, the total number of cases recorded in Laos stood at 12,621 after 152 new cases were reported that day. Eleven people have died from the virus and 4,305 people are under observation or treatment in hospitals. During their two-day meeting, cabinet members will also review progress of the Laos-China railway and discuss preparations to officially open the railway in December. It was reported recently that construction of the railway, which will link the Vientiane and to the Chinese border, will be finished according to plan and will open for public use on December 2. Authorities say the official opening of the railway will mark the 46th Lao National Day on December 2. The project developer and authorities in charge plan to bring in locomotives, electric multiple unit trains and other equipment to conduct the first trial run of the railway in October. In addition, the cabinet will discuss a draft master plan to promote and develop start-up businesses. The cabinet is also scheduled to debate a draft development plan on the processing industry and handicrafts for 2021-2025. Also on the agenda are a report on the construction unit price and a report on the progress made in attempts by state departments to become financially self-sufficient. The cabinet will also debate amendments to three laws and a newly-drafted law. The three draft amendments relate to the Law on the Government, Law on Telecommunications, and Law on Budget.

The newly-drafted law on advanced technology will also be debated. The four drafts will be submitted to the second ordinary session of the National Assembly's ninth legislature for approval. The cabinet meeting will also discuss a draft decree on casino management. Prime Minister Phankham called on cabinet members to give close consideration to these documents to ensure proper outcomes.

Source : https://www.vientianetimes.org.la/freeContent/FreeContenten_Covid_19_164.php

Mandalay seasonal fruit market records brisk sale



Myanmar News | 23 August, 2021

THE seasonal fruits from various regions are plentifully flowing into Mandalay market these days. The COVID-19 impacts brought positive changes to consumer behaviour in domestic market, said fruit vendors in Nyaungpin market, Aungmyaythazan Township. The seasonal fruits are abundantly harvested for now. The bountiful supply of seasonal fruits including pomelo, custard apple, pineapple, passion fruit, avocado, tangerine, apple, pear, pomegranate imported by Thailand and sunkist fruits are seen in Mandalay market. "Mandalay market sees a greater inflow of fruits imported by Thailand than those from China. Most importantly, the local residents like to enjoy the fruits in the divesting COVID-19 for the health benefits. This is why fruits are highly demanded in the market, especially sunkist fruit, tangerine and pomelo. Normally, the

domestic market sees a brisk sale during Thadingyut and Thingyan festivals,” Daw Yu Yu Win, a vendor, said. Depending on the size of the fruits, the prices stand at K100-K200 each for custard-apple, K600-K800 for apple, K 1,200 for pomegranate, K800 for sunkist fruit, K400 for avocado, K1,000-K1,200 for pear, K400-K500 for pineapple, K2,500 for pomelo of Thailand origin, K1,000 for pomelo of Myanmar origin, K500 for tangerine and K500 for passion fruit respectively. — Min Htet Aung (Mandalay sub-printing house)/GNLM

Source : <https://www.gnlm.com.mm/mandalay-seasonal-fruit-market-records-brisk-sales/>

Agro exports surge to US\$ 4.2 bln during Oct-July period



Myanmar News | 23 August, 2021

The agricultural exports soared to US\$4.22 billion in the past ten months (Oct-July) of the current financial year 2020-2021, in spite of the downward trend in other export groups triggered by the COVID-19 impacts. The figures reflect an increase of \$913.5 million this FY. The agro exports topped \$3.3 billion in the corresponding period of the 2019-2020 FY, according to the trade figures released by the Ministry of Commerce. The agricultural exports climbed up even though the main trade partner China shut down all the border in wake of COVID-19 surge in Myanmar. The coronavirus pandemic impacted the foreign demand for other export groups; agricultural products, fishery, livestock, minerals, forest products, finished industrial goods

and other goods. In the exports sector, the agriculture industry performed the best, accounting for 35 per cent of overall exports. The chief items of export in the agricultural sector are rice and broken rice, pulses and beans and maize. Fruits and vegetables, sesame, dried tea leaves, sugar, and other agro products are also shipped to other countries. Myanmar agro products are primarily exported to China, Singapore, Malaysia, the Philippines, Bangladesh, India, Indonesia, and Sri Lanka. Sometimes, the export market remains uncertain due to unsteady global demand. The country requires specific export plans for each agro product, as they are currently exported to external markets based upon supply and demand. The G to G pact also ensures the strong market for the farmers. Contract farming systems, involvement of regional and state agriculture departments, exporters, traders, and some grower groups, are required in order to meet production targets, the Agriculture Department stated. The Commerce Ministry is working to help farmers deal with challenges such as high input costs, procurement of pedigree seeds, high cultivation costs, and erratic weather conditions. – KK/GNLM

Source : <https://www.gnlm.com.mm/agro-exports-surge-to-us-4-2-bln-during-oct-july-period/>

Vietnamese coffee industry to go global



Vietnam News | 23 August, 2021

HÀ NỘI — Though COVID-19 has brought challenges to the coffee industry, businesses can

nevertheless seek to adapt by exploring innovative and value-added ideas for Vietnamese coffee. Coffee experts gathered at the RMIT University's International Business Forum 2021 last week to share how to promote the local commodity to the world. According to the experts, Việt Nam has consistently ranked among the world's largest coffee producers and exporters in recent years. Even before COVID-19 and later throughout the crisis, many Vietnamese coffee businesses have made efforts to diversify their export markets, improve quality, leverage the potential of specialty coffee, and expand online marketing and distribution channels. RMIT International Business Senior Lecturer, Abel Alonso, said: "Responding to the current crisis through value-adding efforts and activities is crucial for Viet Nam's coffee industry. Besides the established coffee house culture, many hospitality and tourism activities are making coffee their central product, especially in the post-COVID era." "Stakeholders in this industry should understand that future development requires increased focus on value-adding activities and raising awareness of Viet Nam's specialty coffee, as success stories from other countries like Peru demonstrate," he said. Based on a couple of recent studies related to Viet Nam's coffee industry, RMIT Tourism and Hospitality Management lecturer Vũ Thị Kim Oanh emphasised the efforts made by Vietnamese coffee stakeholders in the journey to bring Vietnamese coffee to the world. "Many

stakeholders in the industry have taken specific actions to contribute to bringing Vietnamese coffee to the world. For example, tour companies, hotels, and coffee businesses have collaborated to build an experience model of a "coffee path", "from farm to cup", or "from seed to cup" for visitors," Oanh said. Sharing experience from Les Vergers du Mekong company, known for its Folliet coffee brand, General Director Lê Văn Đông said that strong market knowledge, a focus on reducing adverse environmental impact, and technology application have been key to their sustainable success for the past two decades. "We manage our supply chain very carefully. For instance, we have designed a traceability app, and frequently hold workshops and provide support to farmers so that our international quality standards are maintained. We also use eco-friendly packaging and are piloting organic farming. These are the basis for our competitive advantage and high sales," Đông said. Speaking at the forum, Trần Nhật Quang founder and CEO of Đà Lạt-based Là Việt Coffee, highlighted the potential of 'in-country export'. When building their factory in Đà Lạt, Là Việt combined their production facilities with a coffee shop in one space, so that visitors can enjoy their coffee while learning through visitation about the production process and products. "We have a two-hour tour of our factory and the roasting and brewing experience. We also have a one-day tour, which offers an in-depth experience for international tourists interested in local farming. This tourism

model was very successful prior to COVID-19, and we intend to continue with it when travelling is enabled again," Quang said. Quang now has coffee stores in the most tourists in Việt Nam in Đà Lạt, Hà Nội and HCM City. According to Nguyễn Văn Minh, Deputy Chairman of the Việt Nam Farms and Agricultural Enterprises Association, the coffee industry has been and will continue to be a mainstay in Viet Nam's international business. "Việt Nam is gearing towards a smart, organic and value-adding agricultural sector. The coffee industry is part of this trend. Việt Nam can improve the value of its coffee gradually by innovating, applying technology and creativity in new products, and attracting prestigious investors," he said. The International Business Forum is organised by RMIT annually since 2017 to bring together leading international and Vietnamese experts, policymakers and academics to discuss key themes in international business with a Vietnamese context. Initiated by RMIT Associate Professor Nguyễn Quang Trung and chaired by Dr Abel Alonso, the annual forum aims to enhance the exchange of knowledge, useful experiences and best practices among domestic companies, multinational corporations, and key stakeholders in international business in Việt Nam. — VNS

Source : <https://vietnamnews.vn/economy/1017801/vietnamese-coffee-industry-to-go-global.html>

Vietnam aims to become world's seafood processing hub by 2030

By 2030, the domestic market for processed seafood would reach VND40-45 trillion (\$1.75-1.97 billion), which would contribute to seafood exports of US\$14-16 billion per year. Vietnam targets to become one of the world's seafood processing hubs and among the top five seafood exporters by 2030. The move was revealed in the Government's development strategy for the seafood industry in the 2021-2030 period, targeting a modern and sustainable production model that is capable of meeting strict requirements from international markets for further integration into global supply chains. Under the plan, the production capacity of processed seafood is set to expand by an average of 6% per annum in the next 10 years, while the export turnover of processed products would account for over 40% of the total, with shrimps making up 60%, followed by catfish (10%), tuna (70%), squid and octopus (30%). For this goal, the Government expected over 70% of processing facilities to possess mid to advanced production technology capabilities and establish large-scale seafood corporations with international competitiveness. By 2030, the domestic market for processed seafood would reach VND40-45 trillion (\$1.75-1.97 billion), which would contribute to seafood exports of US\$14-16 billion per year. In the coming time, a key priority for the industry would be to promote sustainable production that is in line with international practices and requirements on produce



traceability to prevent potential trade frauds. Vietnam would continue to promote investment into the industry to upgrade technological production and capabilities towards enhancing food safety, quality and diversification, focusing on those with high added-value such as shrimps, catfish, or tuna. For the first six months of this year, Vietnam's seafood exports stood at \$4.1 billion, as the country is on track to realize the export target of \$9 billion in 2021, with the US and EU as two major export markets.

Source : <http://hanoitimes.vn/vietnam-aims-to-become-worlds-seafood-processing-hub-by-2030-318398.html>
