

Highlight News / March 14, 2022



- Cambodia-EU trade up 4.6 percent to \$4.98 billion last year
- Cambodia exports footwear to China under RCEP
- Govt, China partner to rebuild IT training institute
- Manufacturing sector attracts over \$138 mln in October-February
- Việt Nam's e-sports present golden opportunities
- Vietnam cold storage market forecast to hit US\$295 million by 2025



ADVISORY INSTITUTE FOR TRADE AND INVESTMENT BY TCC (AITI)

Cambodia-EU trade up 4.6 percent to \$4.98 billion last year



Cambodia News | 11 March, 2022

Bilateral trade between Cambodia and the European Union (EU) was valued at 4.5 billion euros (\$4.98 billion) in 2021, up 4.6 percent from a year earlier, said a joint press release on Thursday. Main products Cambodia exported to EU are agricultural products, including milled rice, textiles, footwear, travel goods and bicycles, while key items the kingdom imported from EU include construction materials, food and beverage, electronics and pharmaceutical products, among others. The joint press release was issued at the end of the 11th Cambodia-EU Joint Committee Meeting, which was held here in a hybrid format and co-chaired by Cambodian foreign ministry's secretary of state Luy David and Paola Pampaloni, deputy managing director for Asia and Pacific of the European External Action Service. The meeting discussed economic recovery measures, bilateral trade and investment relations, technical cooperation, market access issues, and the ongoing efforts to further improve the business environment, including the new Law of Investments, and diversify Cambodia's economy, it said. "The two sides also committed to further strengthen cooperation to ensure that Cambodia's investment climate remains open, well facilitated, competitive, and conducive to sustainable socio-economic development," the release said. "The meeting also exchanged view on regional and global

trade development including updates on economic integration in ASEAN (the Association of Southeast Asian Nations) and across the wider Asia-Pacific region, EU-ASEAN regional trade relations and the updates on WTO reforms, among others," it added. The next meeting will be held in 2023 in Brussels, the release said. Xinhua

Source:<https://www.khmertimeskh.com/501039659/cambodia-eu-trade-up-4-6-percent-to-4-98-billion-last-year/>

Cambodia exports footwear to China under RCEP



Cambodia News | 11 March, 2022

Cambodia has exported footwear products to China under the Regional Comprehensive Economic Partnership Agreement, which took effect on January 1 this year. Kith Meng, President of the Cambodia Chamber of Commerce and Chairman of the Asean Business Advisory Council, mentioned the development during a meeting held virtually on Thursday with Satvinder Singh, Deputy Secretary-General for Asean Economic Community for 2021-2024. "The Kingdom of Cambodia is a leading country in using the comprehensive economic partnership agreements to export footwear products to China," Meng said. He said that eleven countries of the RCEP ratified the pact till now. RCEP covers approximately 30 percent of the world's population, accounts for about 30 percent of the global gross domestic product, and represents around 28 percent of global trade. In the meeting, Meng also

raised the priority directions of the Asean Business Advisory Council in accordance with and supporting the common theme of Cambodia, the Asean Chair. He noted the involvement of the Asean Business Advisory Council in the development of micro, small and medium enterprises, the implementation of the Asean Tourism Corridor Framework, the Digital Economy and the solution of logistics and supply chain issues. Meng indicated that the recommendations for trade facilitation proposals proposed by the private sector include the need to implement common principles of Asean non-tariff measures, establishment of expert advisory groups on non-tariff measures, update the necessary goods, promote the adoption in the principle of the low-cost delivery programme and opening of the Asean Commodity Code the same in all Asean countries

Source:<https://www.khmertimeskh.com/501039486/cambodia-exports-footwear-to-china-under-rcep/>

China partner to rebuild IT training institute



Laos News | 14 March, 2022

The Ministry of Technology and Communications is partnering with the China Railway Construction Group Co., Ltd. to rebuild Laos' Institute of Information and Communication Technology. The agreement for the new building was signed in Vientiane on Friday which was attended by representatives from both sides. The institute plays an important role in the development of human resources in the post and communication fields and

ICT engineering, and runs a range of training activities. Construction of the new facility will be funded by a grant from the Government of the People's Republic of China with a maximum value of 85.72 million yuan (156.30 billion kip). According to a Memorandum of Understanding signed between the Government of the People's Republic of China and the Government of Laos on April 22, 2020, the project was initiated through the compilation of data and a feasibility study carried out by China's Institute of Design and Electronic Engineering. This project is the first of its kind to be carried out by the Lao side, who was responsible for selecting the winning company through a bidding process, with the bid winner to carry out building design and subsequent construction. Through appropriate procedures by the project owner and a fair bidding process held on December 23, 2021, the project implementation committee selected the China Railway Construction Group Co., Ltd. as the bid winner. Construction of the new institute is scheduled to take 20 months. It is estimated that construction will be completed by the end of March and the building will be completed and handed over in November 2023. Speaking at the agreement signing ceremony, Deputy Head of the Institute of Information and Communication Technology, Mr Padapxay Xayakhoth, said the new building will comprise a five-storey ICT training centre with a total area of 5,524 square metres. It will

house classrooms, laboratories, offices, a library and a conference room. The building will be equipped with the necessary teaching and learning materials, laboratory equipment and examination facilities. While the building is under construction, teachers and students will be trained and tested in readiness for the opening of the new institute, Mr Padapxay said.

Source: https://www.vientianetimes.org.la/freeContent/FreeContent_Govt_50.php

Manufacturing sector attracts over \$138 mln in October-February



Myanmar News / 12 March, 2022

The majority of foreign enterprises eye the manufacturing sector for investments, pumping the estimated capital of US\$138.6 million into 25 projects in the past five months of the current mini-budget period (October 2021-March 2022), as per the statistics released by the Directorate of Investment and Company Administration (DICA). The manufacturing enterprises and businesses that need a large labour force are prioritized, according to the Myanmar Investment Commission. At present, labour-intensive enterprises are facing financial hardships amid the COVID-19 negative impacts and political changes. Myanmar's garment export drastically dropped on the back of a slump in demand by the European Union market in the previous months. Consequently, some CMP garment factories permanently and temporarily shut down

and left thousands of workers unemployed. Nonetheless, the industry is returning to normal after the COVID-19 vaccination programme for the workers, as per the HIS Markit's September report. Myanmar's manufacturing sector is largely concentrated in garment and textiles produced on the Cutting, Making, and Packaging basis, and it contributes to the country's GDP to a certain extent. Myanmar has drawn foreign direct investment of more than \$530.77 million from 34 enterprises during the October-February period. The investments are flowing agriculture, livestock and fisheries, manufacturing, power, construction, transport and communication, hotel and tourism and other services sectors, including expansion of capital by existing enterprises, the DICA's statistics indicated. — KK/GNLM

Source: <https://www.gnlm.com.mm/manufacturing-sector-attracts-over-138-mln-in-october-february/#article-title>

Việt Nam's e-sports present golden opportunities



Vietnam News / 12 March, 2022

HÀ NỘI — The pandemic caused a series of disturbances in the traditional sports industry but created a golden chance for e-sports and game creators. Experts said that with a savvy, large, dynamic and well-integrated youth population, Việt Nam was catching up with the e-sports industry and it was an attractive growth market for the gaming industry, with one of the youngest populations in the

region and the highest percentage of adult gamers in the world in 2020. Việt Nam has 77 per cent of people online, of which 61 million people use smartphones and up to 90 per cent are 'Gen Z,' which are the main target of game/e-sports creation. The e-sports industry has many opportunities for brand collaboration. The number of 3G/4G subscribers in Việt Nam accounts for 53 per cent of mobile phone users. At the end of 2020, three major carriers, Viettel, Vinaphone and Mobifone, officially deployed 5G testing. Smartphone brands have also integrated 5G chips on the latest phone models, which will enhance the local e-sports. Recently, Vero released a paper on e-sports in co-operation with Decision Lab which said brands could enter the e-sports market through in-game advertising, cross-platform advertising, tournament sponsorship, team/player sponsorship and co-creation. The paper estimates the local video game market in 2020 to reach 40 million players, while 18 million people have played eSports, and about 86 per cent of e-sports viewers claim to interact with the brand ads, and products recommended by gaming KOLs were among the best sellers. An industry report, "The state of gaming creators in Việt Nam" launched by Appota Group on March 3, said: "Besides playing games directly, watching livestreams is an emerging trend in which, the number of players, audiences and content creators has increased, making the gaming creators ecosystem develop and link more closely together." Most experts in the industry said the

explosion of the Game Streaming wave and social networking platforms were at their peak. According to Appota's report, up to 80 per cent of the community said they spent more time watching gaming creator videos during the outbreak. The average audience spends 3 hours per day playing and watching e-sports, second only to traditional sports, about 3.4 hours per day, adding 45 per cent of the esports audience were hardcore fans, about 9.1 million people. The report said many were exposed to e-sports every day and considered it a form of daily entertainment. According to the survey by Appota, the target audience of the creators was mainly younger generations; the largest age group was 18-22 years old with 40.8 per cent, followed by 13-17 year-olds with 35 per cent. The report also said the most popular platforms included outstanding applications for games such as Facebook Gaming, YouTube Gaming, Nimo TV and Booyah. The game was also seen on non-gaming platforms, including Facebook, Instagram and TikTok. Game creators with a large fan base on social networks in Việt Nam include Viruss with 4.2 million followers, Ha Mi with 1.2 million followers, Pewpew with 4.1 million followers and Nam Blue with 3 million. When the creators livestream on platforms, they get fixed stream salary and shares from ad-break ads on the livestream, said the report, adding that up to 40 per cent of the creators got paid from their work and from the reputation of being a creator from brands and fans. Though the report did not clarify the precise pay of the creators, many are estimated to earn billions

of **đồng** each year. Appota's report said other notable sources of revenue included attending e-sports tournaments, selling merchandise, and donations from fans. It added that focusing on stream content and building a loyal fan community helped creators receive donations from the audience as a variable source of income. While showing that the profession of gaming creators has become popular and a way of earning for young people, the report said the profession was only recognized among young people and those working in the industry. At the same time, the rest of the world was not very positive about the career. The explosion and development of the internet and gaming/e-sports led to higher competition in **Việt Nam**, and investment costs for equipment, advertising, personal marketing, training were a big challenge. At the same time, Appota said that as the profession was new, there were no real standards for vocational training in the country, so most streaming agencies developed their creators through working, and there was no yardstick to measure the training and direction of young creators. **Phạm Bá Duy**, director of Appota OTA Network, said: "There will be few criteria for a successful creator, such as sincerity, which is a core element of keeping engaged, that is building the relationship between streamer and viewer." Duy told creators to work hard and stay true to themselves both in real life and on-screen to get closer to fans. Duy mentioned enthusiasm and

individuality as two important points of being successful in the profession. — VNS

Source: <https://vietnamnews.vn/economy/1164078/vietnams-e-sports-present-golden-opportunities.html>

Vietnam cold storage market forecast to hit US\$295 million by 2025



Vietnam News | 12 March, 2022

Vietnam's cold storage market is set to hit the US\$295-million mark by 2025, thanks to booming demand for distribution of vaccines and high growth in the seafood industry, according to real estate consulting firm Cushman & Wakefield (C&W) Vietnam. For the past two years, the cold storage market in Vietnam has recorded strong growth in line with the rise of the food delivery sector and e-commerce activities, estimated to reach \$15 billion by 2025. Meanwhile, local consumers are starting to turn to organic and quality products, which prompted high demand for cold storage and further investments in the cold storage supply chains. The C&W Vietnam's report also mentioned a large inflow of investment capital from emerging economies in Asia that are looking for business opportunities in this niche market via new projects or M&A activities. General Director of C&W Vietnam Trang Bui said the local cold storage market remains in the early development stage, estimated at around \$169 million in 2019. So a market size of \$295 million by 2025 would mean an annual growth rate of 12%, which remains feasible due to high demand for vaccine distribution and consumer consumption,

Trang said. The report identified the southern region as a potential hub for the cold storage market, with the high concentration of agricultural and aquaculture production, especially in Long An Province with close proximity to Ho Chi Minh City. Cold storage is normally more expensive compared to traditional storage by 50-100%. The leasing prices for cold storage of frozen products are estimated at around \$45-09 per square meter and \$45-160 for medical products. Despite the huge potential, experts at C&W Vietnam pointed out the lack of adequate logistics infrastructure, especially distribution hubs and multimodal transportation options, could hinder the development of the sector. Even after the pandemic, the report expected the sector to continue rising, thanks to high consumer demand for fresh products and the emergence of advanced medical treatments. "There could be a change for the cold storage industry from a niche market to a key one in just a few years," it said.

Source: <http://hanoitimes.vn/vietnam-cold-storage-market-forecast-to-hit-us295-million-by-2025-320204.html>
