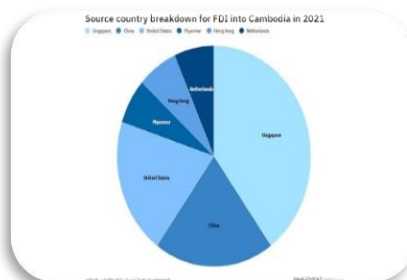


## Highlight News / November 03, 2022



- PM says early reopening put country back on growth trajectory
- Singapore replaces China as Cambodia's top FDI source
- Laos only Asean country named by National Geographic among top 25 travel destinations
- Myanmar's rice exports up 20.58 pct in October year on year
- Vietnam's unemployment rate reported at 2.3%
- Vietnamese youth earn big from live-shopping



**Advisory Institute for Trade and Investment by TCC (AiTi)**

## PM says early reopening put country back on growth trajectory



*Cambodia News | 02 November, 2022*

The Cambodian government yesterday marked the first anniversary of the reopening of the country, which has helped boost economic recovery, enabling activities among people and bringing life back to normal, Prime Minister Hun Sen said. After having the Covid-19 pandemic under control, the government announced the reopening of the country on November 1, 2021, allowing the resumption of all kinds of socio-economic activities. The reopening of the country has bolstered Cambodia's economic growth, the Prime Minister said during the graduation ceremony of the Royal University of Law and Economics. "Today marks the one-year anniversary of the reopening of the country, which boosted our country's economic growth by 3 percent in 2021 after declining 3 percent in 2020, and is expected to boost this year's growth to 5.4 percent," the premier said. The Ministry of Economy and Finance has predicted that the country's gross domestic product (GDP) would see a robust growth of 6.6 percent in 2023, thanks to external demand and the return of the domestic economy to normalcy. Royal Academy of Cambodia economics researcher Ky Sereyvath told Khmer Times that the Kingdom's economic growth was on track for recovery, helping key

sectors register growth, including industry, agriculture, and the domestic tourism sector. "The policy of reopening helped Cambodia rank as a country with high economic growth," Sereyvath said. Cambodia has ranked fourth out of 121 countries in the Nikkei Covid-19 Recovery Index and top of the pile for the ASEAN region, scoring 76.5, according to the latest Nikkei Covid-19 Recovery Index issued in October. In October, the Prime Minister praised the public for their participation in the fight against Covid-19 and helped the Kingdom achieve the result. Mr Sen said that the achievement was due to the measures taken by the government and the role of the public in following them. Lim Heng, vice president of the Cambodia Chamber of Commerce, attributed the recovery of socio-economic activities to the successful control of the pandemic under the government's vaccination campaign. "Reopening the country for a year period has made the country's economic growth recover steadily, pushing up economic activities, new investment registered," Heng told Khmer Times yesterday. The new investment law, the free trade agreement with China and South Korea, and the Regional Cooperation Economic Partnership will definitely push Cambodia's economic growth, Heng pointed out.

Source: <https://www.khmertimeskh.com/501178071/pm-says-early-reopening-put-country-back-on-growth-trajectory/>

## Singapore replaces China as Cambodia's top FDI source



*Cambodia News | 02 November, 2022*

Singapore has replaced China as the leading investing country in Cambodia in 2021, accounting for six projects, or 40 percent of Cambodia's inward FDI, revealed the Investment Monitor's '2022 Inward FDI Performance Index', released recently. China, which held the top position in both 2019 and 2020, dropped to joint second, alongside the US, recording three projects. Myanmar, Hong Kong and the Netherlands made up the remaining investments. According to a report by Investment Monitor, titled 'Cambodia punches above its weight in attracting FDI,' the Kingdom is also the third most attractive investment location for foreign money in Asia Pacific after Singapore and New Zealand. "Cambodia is a lesser-known FDI location in South East Asia, must compete against the likes of Singapore and Vietnam to attract inward investment. Despite the stiff competition it has managed to win more than its fair share of greenfield projects," the report said. The Index measures a country's inward investment levels against its gross domestic product (GDP) using GlobalData's FDI Projects Database, which tracks greenfield projects. "This means that Cambodia, with a score of 3.26, received more than three times its fair share of inward greenfield FDI compared with what could be expected given its level of GDP. In that regard, Cambodia is punching well above its

weight in FDI terms," the report said. According to it, FDI peaked in Cambodia in 2019, with 43 projects. In terms of capital investment, this represented a 15.5 percent increase over 2018 figures, to \$3.7 billion, said the UN Conference on Trade and Development's 2020 World Investment Report. FDI experienced a steep decline in 2020 due to the global coronavirus pandemic, with project numbers dropping by 65.1 percent to 18. In 2021, it fell further to 15. The majority of inward FDI in 2021 went to the country's capital Phnom Penh which recorded eight investments. Coastal city Sihanoukville ranked second, while Siem Reap and Aoral district in Kampong Speu province ranked joint third. Tourism, the leading sector for FDI in Cambodia in 2019 and 2020, remained top in 2021 too, ranking joint first alongside business and professional services. Business and professional services returned to its 2019 level of three projects in 2021, having dipped to two projects in 2020. Rubber, which previously recorded no investments in 2019 and 2020, ranked joint third for FDI into Cambodia in 2021 with two investments. Rubber was also the leading sector in terms of job creation and capital investment, with China-based conglomerate Hodo Group announcing the investment of \$300 million to open a tyre factory in Sihanoukville. The new facility is expected to create 1,600 new jobs when it becomes operational soon and will be located at Sihanoukville Special Economic Zone. GlobalData's FDI projects database shows that Asia-Pacific was the top source market for investment in Cambodia accounting for 11

out of the 15 FDI projects. North America invested in three projects and western Europe, one. Of the 15 projects recorded in 2021, 14 were new FDI projects while only one was an expansion investment, showing that Cambodia is significantly above the global average when it comes to attracting greenfield FDI. Cambodia has recorded more FDI projects thus far in 2022 than the full year in 2021. Cambodia has emerged as one of the fastest-growing economies with per capita income now reaching close to \$1,900 compared to \$260 in the late 1990s. Similarly, poverty rates have dropped from 54 percent in 1993 to less than 10 percent in 2019. The government also launched an online registration system whereby new companies can get approval within eight working days. In October 2021, authorities put a new law in place to help strengthen investments. Cambodia now offers no limits on shareholding and allows 100 percent foreign ownership for companies setting up operations in the country. The Kingdom also signed free trade agreements with China and South Korea this year to promote Cambodian exports and encourage further FDI. China and Cambodia have pledged to increase bilateral trade to \$10 billion by 2023, up from \$8 billion in 2021. These initiatives are expected to help Cambodia achieve its ambitious plan to become a high-middle-income country by 2030. Senior economist and Director General of the Institute of China Studies at Royal Academy of Cambodia, K Y Sereyvath told Khmer Times that the high level of vaccination and successful Covid-19 management

has helped Cambodia to get back into the growth trajectory sooner than expected. “The country’s economic structure is resilient and strong for growth with many FTAs in place as well,” he noted.

Source: <https://www.khmertimeskh.com/501178069/singapore-replaces-china-as-cambodias-top-fdi-source/>

## Laos only Asean country named by National Geographic among top 25 travel destinations



*Laos News | 02 November, 2022*

The National Geographic, one of the world’s most widely read magazines, has picked Laos among 25 top travel destinations for 2023. Laos is the only country in Asean listed in the magazine’s top breathtaking places and experiences for 2023. The annual list of outstanding destinations is divided into five categories – community, nature, culture, family and adventure. Laos is listed in the community category as being a place where conservation benefits everyone. The National Geographic said the Southeast Asian country known for its emerald-green vistas of the upper Mekong River got a boost in domestic travel, thanks to the inauguration in December 2021 of the Laos-China railway connecting the Lao capital to the Chinese border. “Board a new high-speed train that makes lesser

known regions of Laos accessible to tourists and brings economic opportunities to locals,” the magazine said. The bullet train, which passes through 75 tunnels and under 167 bridges in mountainous terrain provides shorter travel times and enables visitors to easily explore the country’s multifaceted heritage, including the former capital of Luang Prabang, a UNESCO World Heritage site. The magazine has introduced a new broader ‘community’ category into this year’s list, replacing ‘sustainability’. “It’s about broadening the focus on the people striving for sustainable destinations and the various ways that manifests, from making travel more accessible to supporting local businesses,” the senior editor of National Geographic Travel, Amy Alipio, was quoted as saying by the Egypt Independent news agency. Egypt is the only Arab nation to feature in the list of highly recommended travel destinations. The National Geographic’s top destinations for 2023 are as follows: The Community category comprises Laos, the Dodecanese Islands of Greece, Ghana, Milwaukee in Wisconsin, USA, and Alberta in Canada. The Adventure category is awarded to Utah, Choquequirao in Peru, the Austrian Alps, Revillagigedo National Park in Mexico, and New Zealand. The Nature category comprises the Azores, Big Bend National Park in Texas, Botswana, Slovenia, and the Scottish Highlands. The Family category names Switzerland, Colombia, San

Francisco in California, Manchester in the United Kingdom, and Trinidad & Tobago. The Culture category consists of the Appian Way in Italy, Busan in South Korea, Egypt, Charleston in South Carolina, and the Longmen Grottoes in Henan province, China.

Source: [https://www.vientianetimes.org.la/freeContent/FreeContent213\\_Laosonly.php](https://www.vientianetimes.org.la/freeContent/FreeContent213_Laosonly.php)

## Myanmar's rice exports up 20.58 pct in October year on year



*Myanmar News | 02 November, 2022*

YANGON, Nov. 2 (Xinhua) -- Myanmar exported over 136,205 tons of rice in October this year, up 20.58 percent from the same period of last year, according to the Myanmar Rice Federation (MRF) on Wednesday. The country also exported 26,983 tons of broken rice in October, compared to 103,417.5 tons of broken rice in the same period last year, official data showed. China remained the top buyer of Myanmar's rice in October, purchasing 51,086 tons, or 37.5 percent, of the country's total amount, the federation's figures showed. During the first seven months of the 2022-2023 fiscal year which started in April, the Southeast Asian country exported more than 680,557 tons of rice, the data showed. Due to the COVID-19 pandemic, Myanmar has shipped most of its rice and broken rice via sea routes. Myanmar exported its rice to China, Japan, European Union countries, Indonesia, Bangladesh, Malaysia, Sri Lanka, African countries and Middle

East countries, according to the MRF. In Myanmar, rice is the most cultivated crop followed by beans and pulses.

Source: <https://english.news.cn/asiapacific/20221102/9de5ba59f4694ae79754c6e16980c946/c.html>

## Vietnam's unemployment rate reported at 2.3%



*Vietnam News | 02 November, 2022*

HCMC – Some 68.7% of 51.9 million people of working age are employed, not counting those in the informal sector, while the unemployment rate stays low at 2.3%, according to the Ministry of Labor, War Invalids and Social Affairs. Dao Ngoc Dung, Minister of Labor, War Invalids, and Social Affairs, said that Vietnam's economy had rebounded faster than expected, and therefore, the nation's unemployment rate is kept low. The market has seen positive vocational education and training results, with the employment quality improving. The number of employees working in industries related to their expertise has risen. Many Vietnamese personnel are now in charge of management roles in foreign-invested companies, particularly in the oil and gas, mechatronics and telecommunications industries. However, Dung noted that challenges remain in the domestic labor market, including a shortage of highly qualified people and a large proportion of non-contract workers. The ministry seeks to model

the vocational education and training programs carried out in developed nations such as Germany, Japan and Australia. The authorities will prioritize strengthening the country's skills-based education and training capacity to develop employees with verified credentials.

Source: <https://english.thesaigontimes.vn/vietnams-unemployment-rate-reported-at-2-3/>

## Vietnamese youth earn big from live-shopping



*Vietnam News | 02 November, 2022*

Vietnam has about 200,000 content creators on social networks, including 50,000 full-time creators. Many of them earn hundreds of millions of Vietnam dong each month. Shopper-tainment is a growing tendency in many countries. Nielsen IQ's report on consumer behaviors showed that Omni shopper is now the most growing trend in Asia Pacific. "Omni-shopping accounts for up to 79%, as consumers have become familiar with online shopping and become Omni shoppers," said Le Minh Trang of Nielsen IQ. The report found that Vietnamese Omni shoppers account for 57%. A high number of consumers have shifted to online shopping. Statistics all show that online shopping is favored and is growing rapidly. The total e-commerce shopping value reached US\$13 billion in 2021, contributing 5.5% to the retail market. The figure is expected to rise to US\$39 billion by 2025. Live shopping/live streaming and commercial

entertainment is a trend in regional countries, including Vietnam, according to Trang. In China and Thailand, people use livestream not only for entertainment, but also to sell goods and shop. In Thailand, for example, 14% of people use livestreaming to advertise products, and 10% to buy things. The figures are 31% and 20%, respectively, in China. According to Do Huu Hung from the Vietnam E-commerce Association (Vecom), social marketing is one of three booming channels thanks to entertainment and high interaction level. At present, with social marketing, businesses still use traditional channels such as Facebook, Google and YouTube, but by spreading content to create brand recognition to boost sales. Livestream and review are the most popular forms that attract high numbers of users thanks to their specialization. Thanks to the boom of social marketing, the contingent of content creators has also been developing strongly in Vietnam, becoming a trend among the youth. According to Hung, there are about 200,000 active content creators on social networks and about 1,000 have the income of over US\$5,000 a month thanks to high conversion rate. Surveys on businesses also found that the conversion (into orders) rate of content creators is 3-5 times higher than selling goods on e-commerce platforms. The average conversion rate is 13%-15% (it is 3%-5% on e-commerce). Besides, with the boom of e-commerce platforms such as Shopee and TikTok, affiliate marketing is now the choice of many businesses. Hung estimated that about 2,000 Vietnam's businesses are using affiliate

marketing. Many businesses allocate 50% of their budget and some businesses reserve 100% of their budget for the ad channel.

Source: <https://english.vov.vn/en/economy/vietnamese-youth-earn-big-from-live-shopping-post981246.vov>

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