

Highlight News / February 02/2023



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Kingdom's mobile games revenue may reach \$34.28M



Cambodia News | 1 February, 2023

With improvements in e-connectivity, expansion in the reach of mobile technology, and a growing youth population, the mobile games segment is expanding at a rapid pace in Cambodia. The sector is expected to expand at the compound annual growth rate of 8.54 percent during the five years and attain a market volume of \$47.57 million by 2027. This year the mobile games segment's revenue is expected to be around \$34.28 million, according to data from statista.com. Mobile games, gaming applications for smart devices like smartphones and tablets, are popular among the tech-savvy younger generation in Cambodia as well as the world. In the next five years (by 2027), the number of mobile games consumers in the country is likely to increase to 3.1 million and the user penetration 17.1 percent. The user penetration is expected to be 14.4 percent this year. While the mobile gaming revenue is rising, the revenue growth rate seems to be stabilizing, shows the statista.com data. For example, in 2017 the revenue was \$8.94 million and it grew to \$11.68 million in 2018, \$15.35 million in 2019, \$20.34 million in 2020, \$25.17 million in 2021, and \$29.93 million in the year just gone by. The revenue growth rate was 30.7 percent in 2018 over the previous year, 31.4 percent in 2019, increased to 32.5 percent in 2020, 23.7 percent in 2021 and 18.9 percent in the previous year. In the segment, the US is expected to

be the largest revenue generator at \$46,070 million in 2023. At the same time, the average revenue per user is projected to be \$13.69 this year, says the research web portal. Mobile gaming is the fastest-growing segment of digital entertainment and the launch of smartphones and other smart devices has revolutionized the segment. While in the beginning, adaptive versions of popular console titles were offered for mobile. Gradually, entertainment targetted towards smartphones and tablets made inroads, particularly in the casual gaming segment. "Today, smartphone-based games lead the mobile gaming industry by users but tablets generate higher rates across paid monetization, microtransactions and advertising," stated the Asia Mobile Gaming Markets Report 2023-2028: Growing Demand of Local Content, Freemium Monetization, Cross-Platform Publishing to Augment Growth report, provided by Research and Markets on Monday. In the Asian region, the mobile gaming market size is expected to expand to \$93.2 billion by 2028, while the overall market for mobile game publishers and service aggregators is set to reach \$51.3 billion, says the Asia Mobile Gaming Markets Report. Interestingly, males are the largest consumer of mobile games data. "While male gamers continue to dominate usage, female gamers are growing 62 percent faster and are poised to reach parity within a decade," it says.

Source : <https://www.khmertimeskh.com/501230311/kingdoms-mobile-games-revenue-may-reach-34-28m/>

Cambodia trademark registration at 9,288 in 2022



Cambodia News | 1 February, 2023

Cambodia registered 9,288 trademarks with the Ministry of Commerce in 2022, a decrease of 16 percent compared to a year before, the ministry's report showed. The ministry arbitrated six cases of infringement and dissolved 23 trademarks during the year, the report said. The trademark registration made via the national system was 4,196, a decrease of 42 percent compared to 2021, while the registration via the international system called Madrid System was 5,092, a 33.7 percent increase year-on-year, the report added. Two new collective marks – SKO for fragrant rice and DSMK for glutinous rice – were registered last year, while no GI productions have been registered. Under the trademark registration, business operators understand that trademarks contribute to protecting their products and ensuring their quality as well as building consumer trust, the ministry said. The ministry is working to register some potential products as GI products and some other as cooperative marks. Pan Sorasak, Minister of Commerce said the Ministry of Commerce, said the ministry continuously improved by fully deploying advanced information technology systems to compete regionally and globally. “The protection of intellectual property, consumer protection, control and suppression of counterfeiting of all kinds of goods and services is carried out with the utmost

care and responsibility,” Sorasak said. Cambodia in November received the full support of members to lead the 20th session of a Working Group on the legal development of the Madrid System for the international registration of trademarks by the World Intellectual Property Organization. Long Kemvichet, ambassador and permanent representative of the Permanent Mission of the Kingdom of Cambodia to the WTO and other international organisations in Geneva, Switzerland, said that it will bring further development and improvements to the Madrid system. The system makes the international registration of trademarks more attractive, convenient and effective to consumers while serving the needs of businesses, especially small and medium enterprises, who will benefit from the protection of their intellectual property, he said. The Madrid system is for the international registration of trademarks and uses technology controlled by the WIPO. The system provides convenient and effective registration of trademarks in member countries. Under the Madrid System, all of the treaty's 128 members can recognize all trademarks registered by businesses in Cambodia.

Source : <https://www.khmertimeskh.com/501230307/cambodia-trademark-registration-at-9288-in-2022/>

PM advises animal-feed plant to step up production



Laos News | 1 February, 2023

Prime Minister Sonexay Siphandone has encouraged an under construction animal-feed

production plant to get into gear as soon as possible, in order to supply local farms and cut the cost of food supply. The premier gave the advice on Sunday when visiting the plant in Vientiane province, according to the Prime Minister's Office. Set to become operational in March, the plant has the capacity to produce about 10 tonnes of animal feed an hour and is expected to operate for eight hours a day. The plant's products can be used to feed poultry and pigs. The plant is seen as a significant step forward in reducing the need for imported animal feed, cutting food production costs, and lowering food prices in Laos. The government is placing a strong emphasis on local production to reduce dependence on imports and reduce the overall price of goods, especially foodstuffs, amid soaring living costs. Being built on a five-hectare site in Mai village, Phonhong district, the new plant will require a large amount of raw materials, thus creating jobs and income for local farmers. Over the course of one year, the plant will require up to 5,000 tonnes of sweetcorn, 4,000 tonnes of dried cassava, 4,000 tonnes of grits, 6,000 tonnes of soybean meal, and 2,500 tonnes of rice bran. Prime Minister Sonxay praised the factory developer for boosting local production, creating jobs for farmers in the area and providing them with more income. The premier asked local officials and others involved to work with the relevant parties to ensure sufficient quantities of raw materials are available for use by the factory. He also stressed the need for inspections to ensure that the animal feed produced is of a high standard and that

there is a big enough market for the purchase of the plant's products. Officials in charge were told to monitor the plant's production process and make sure its operations comply with environmental safety guidelines to ensure sustainability.

Source : https://www.vientianetimes.org.la/freeContent/FreeContent2023_PM22.php

Myanmar-China trade volume exceeds US\$2 bln from April 2022 to half of Jan 2023



Myanmar News | 1 February, 2023

The trade volume between Myanmar and China reached up to US\$2159.412 million between April 2022 and half of January 2023 in the financial year 2022-2023, according to the Ministry of Commerce. The export value was \$1801.501 million and the import value was \$357.911 million. Myanmar conducts cross-border trade with China through such border posts as Muse, Lweje, Chinshwehaw, Kampaiti, and Kengtung and the trade volume through the Muse border alone amounted to 90 per cent of the total. Between April 2022 and half of January 2023, Myanmar's trade through Muse was valued at \$1762.051 million. The trade values were registered at \$105.735 million on the Lweje border and \$215.603 million in Chinshwehaw. The Kampaiti border earned worth \$66.416 million and the Kengtung border witnessed trade worth \$9.607 million.—TWA/MKKS

Source : <https://www.gnlm.com.mm/myanmar-china-trade-volume-exceeds-us2-bln-from-april-2022-to-half-of-jan-2023/>

January FDI down 20 per cent on-year



Vietnam News | 1 February, 2023

According to the Ministry of Planning and Investment's Foreign Investment Agency (FIA), the total foreign direct investment (FDI) for January stood at \$1.69 billion, equivalent to 80.2 per cent of the total for January 2022. Last month, while 153 projects were granted investment registration certificates with total registered capital of over \$1.2 billion, equivalent to over 310 per cent on-year, adjusted capital of 89 ongoing projects reached about \$305 million, equalling just 24 per cent of the total for January last year. There were 204 capital contributions and share purchases as of January 20, equivalent to \$174.14 million, showing a decrease of 60.7 per cent on-year. The country's disbursed capital was \$1.35 billion in the first month, equivalent to a drop of 83.7 per cent. The FIA census also indicated that FDI was seen in 17 out of the 21 economic sectors in January. Of those, processing and manufacturing took the lead with \$718.7 million. Wholesale, retail, and vehicle repair were next with a total investment of \$676.3 million, followed by logistics and construction with \$82.9 million and \$63.7 million, respectively. Singapore was the top investment partner with \$814 million, accounting for 48.3 per cent of the total foreign investment into the country. China came second with \$265.6 million,

South Korea third with \$148.8 million, with Taiwan following on \$139 million. Bac Giang attracted the largest amount of FDI with \$792 million, followed by Ho Chi Minh City with \$179 million, Dong Nai with just over \$154 million, Bac Ninh with \$138 million, and Ba Ria-Vung Tau with \$116 million. The export turnover of foreign-invested enterprises reported a decrease of about 16.5 per cent on-year to roughly \$19.24 billion. Import turnover was estimated at \$16.3 billion, equivalent to 81 per cent on-year, while the trade surplus stood at \$2.94 billion. The almost 36,500 valid foreign-invested projects across the country currently boast a total registered capital of more than \$441 billion.

Source : <https://vietreader.com/business/74014-january-fdi-down-20-per-cent-on-year.html>

Vietnam develops green agriculture to increase exports to EU



Vietnam News | 1 February, 2023

Vietnam is paying attention to mobilising resources to invest in developing green agriculture with an aim to raising the market share of its agricultural exports to the European Union. Last year, Vietnam's export revenue of agro-fishery-forestry products hit a record high of US\$53.22 billion, up 9.3% year-on-year. However, Europe accounted for only 11.3% of its market share. This is a modest number, although the agricultural sector has optimised many advantages of the EU-Vietnam Free Trade Agreement (EVFTA). One of the main reasons is said to be the

union's high requirements on farm imports, while Vietnam's agricultural production has yet to meet green growth requirements. According to the World Bank's report, agriculture is the second highest emitter, accounting for 19% of the nation's total gas emissions in 2020. About 48% of the sector's emissions and more than 75% of methane emissions are from rice production. Therefore, to boost farm exports to the EU, the sector is advised to pay more attention to green growth indicators through making policies and roadmaps to reduce greenhouse gas and methane emissions in accordance with international commitments. Last year, the Ministry of Agriculture and Rural Development approved an action plan to implement the National Strategy on Green Growth from 2021-2030, which aims to specify goals, tasks and solutions to realise the strategy and the national action plan for green growth. Under the plan, the ministry will work to develop the agricultural sector in an ecological, organic, circular and low-carbon direction to improve growth quality, added value, competitiveness and sustainable development, while reducing pollution in agricultural production and rural areas, and promoting energy efficiency towards carbon neutralisation by 2050. Specifically, the sector aims for 2.5-3% in annual growth, and 42% in forest coverage. It will also strive to increase the use of organic fertilisers to 30% of all those

consumed, along with 30% of pesticides and at least 30% of farm areas using water-saving systems. The sector will switch 300,000 hectares of rice to other crops with higher economic and environmental efficiency, while aiming for over 2% of organic farms out of the total farming area.

Source : <https://english.vov.vn/en/economy/vietnam-develops-green-agriculture-to-increase-exports-to-eu-post999144.vov>
