



CBI's Business Export Coaching Project on Home Decoration & Home Textiles Cambodia

Invest in your future by exporting home decoration & home textiles (HDHT) to the European Union!

You own or operate an SME company that manufactures HDHT products. You are based in Cambodia and you export your products to Europe - or have the ambition to do so. You want to learn; you want to grow. And you could use a little help.

If this sounds like you, our Business Export Coaching Project, may be just what you're looking for. We are CBI, the Centre for the Promotion of Imports from developing countries, and we'd like to help you establish a solid position as an exporter to Europe. As a participant in our project, you'll receive individual guidance. You'll benefit from our training and skills development expertise and our knowledge of the market. We'll help you make the right choices and identify the most promising markets. We'll work with you to ensure your products meet European standards. Our experts will teach you better ways of presenting your business, on your website, at trade fairs, and elsewhere.

Who are we?

The Centre for the Promotion of Imports from developing countries (CBI) is part of the Netherlands Enterprise Agency (RVO.nl) and works on behalf of the Netherlands Ministry of Foreign Affairs. CBI contributes to sustainable economic development in developing countries by promoting exports from these countries. By increasing the export-related knowledge and skills of entrepreneurs and helping them enter European markets, we aim to strengthen their international competitive capacity. Our projects are focussed on exports to member states of the European Union (EU) and the European Free Trade Association (EFTA).

A powerful and practical project

To enter the European market, candidates need expert knowledge and a thorough understanding of the European HDHT market. CBI's expertise and its global network of independent experts and Business Support Organizations (BSOs) ensure that your company will be guided to success. The project consists of the following elements:

1. Business Audit & Action Plan
2. Export Capacity Building
3. Market Entry

Within one to two years, the project aims to endow your company with the right training and support to enter the European market. Once ready for the European market, we introduce you to potential EU partners to increase your exports. We continue to support you in this process until you develop sustainable on-going relationships with EU buyers.



The Business Audit & Action Plan (Duration 0.5 years)

Based on incoming application forms, (a) CBI sector expert(s) make(s) a pre-selection of companies that meet the selection criteria and are eligible for participation.

Once your company is pre-selected, (a) CBI sector expert(s) will visit you to carry out a so-called business audit, evaluating factors crucial to export success such as:

- Production facilities and capacity;
- Price;
- Marketing and management skills;
- Product features and packaging;
- Certification;
- Quality and safety;
- Labour conditions and other relevant CSR issues;
- Compliance with EU market access requirements.

The business audit leads to an action plan, describing areas of improvement, required measures and deadlines. At this point, a decision is made regarding the final selection of participants. Companies that have been selected and have reached an understanding with CBI on the action plan will become eligible to tailor made CBI assistance based on individual needs, provided in the framework of this project.

Export Capacity Building (Duration 1-2 years)

Technical assistance offered in the Capacity Building Module consists of on-site consultancy by sector experts, distant guidance and training incl. Market Orientation in the European Market Place.

While implementing the action plan, your company will be visited by one or more CBI sector expert(s) for more assistance, covering every key export area. They possess extensive knowledge on the European market, which will be at the disposal of your company.

During the entire project the CBI sector expert(s) will render distant assistance. The expert(s) can advise your company and give access to his network and knowledge.

In addition to this, export marketing trainings will be given, to familiarize you with the European market and to be equipped with practical skills on export marketing, export management and promotion in your sector in Europe. You will develop your own Export Marketing Plan for the European market, for the writing of which you will receive (individual) counselling.

At the end of the export capacity building phase, the company is able to meet European market demands and has familiarised itself with the European market. Furthermore, an Export Marketing Plan has been developed. Monitoring takes place through the Export Audit which consists of the following components:

1. Technical assistance (visits) by EU sector/local expert(s)



2. Distant coaching
3. Trainings incl. Market Orientation in the European Market Place

EU Market Entry (Duration 3-4 years).

The focus within the EU Market Entry phase is on exports to European markets. In order to promote your company and products, you will participate in a suitable European trade fair for your products, like Ambiente, Heimtex or Maison et Objet.

As a result of participation in this project phase, the participants will gain knowledge about marketing their products on the European markets and will acquire relevant European business contacts.

Upon concluding this project phase, you (as a participant) should be able to secure yourself a sustainable position on the European markets. However, this depends of course on factors such as your commitment and willingness to stay up-to-date with market developments.

What are the benefits?

CBI offers access to a large number of European countries. The more time, effort and finance you are prepared to invest in our Business Export Coaching Project, the more you will benefit. When you have completed the project, you will be all set to export to your target markets, thus growing your turnover, profitability and productivity. Compared to your competitors, you will have added considerable value to your business.

Are we looking for you?

CBI's new business export coaching project Home Decoration & Home Textiles Cambodia is targeted at HDHT companies in Cambodia that are interested and have the capacity to export to the EU. Emphasis in the project will be laid on silk, rattan, recycled and general handicraft products. Companies that comply with the following criteria can apply for this project.

General CBI criteria

- At least 51% locally owned, or (co-) owners who reside in another developing country (excluding developing countries characterized as UMIC- Upper Middle Income Countries or higher);
- Company size: 5 to 250 permanent employees (excluding seasonal workers; exceptions can be made in case of relatively labour intensive production process and will be looked at on a case-by-case basis). When you have in-house production, the minimum size of your company is 25 employees.
- No joint venture with a company based in a country with a classification of UMIC or higher;
- Compliance or the willingness to comply with EU market requirements;
- No licensing commitments that prohibit or limit export possibilities of products to the EU competitive prices and sufficient production capacity;



- A management which is able to communicate in English;
- Willingness and capacity to invest in adaptations required by the European market. For instance, specific adaptation of the product assortment and production processes might increase the chance of successfully penetrating the EU market.

Companies that comply with those criteria, can apply for this project.

Commitment fee

No commitment fee has to be paid.

How to enrol into the project?

If your company complies to the above mentioned general CBI criteria and you are interested to join this CBI project, please duly fill in the application form HDHT project Cambodia and send it to consumer@cbi.eu.

Contact

Should you have questions on any aspect of the project, please send your email to consumer@cbi.eu. We would love to welcome you into the project!

Please Note: Deadline for Application is
31 December 2018