

SME EXPORT TALK

Getting Cambodian Fisheries Products for Export Markets



INTRODUCTION



Implemented by



ARISE Plus Cambodia:

- Is co-funded by the European Union and the German Federal Ministry for Economic Cooperation and Development (BMZ).
- Is implemented by GIZ, the German Agency for International Cooperation (Deutsche Gesellschaft für Internationale Zusammenarbeit).
- Aims to support greater connectivity and economic integration between Cambodia and the rest of ASEAN, by implementing the ASEAN Economic Community Blueprint 2025.

Among others, **ARISE Plus Cambodia** aims to assist **Cambodian SMEs** in increasing and/or **diversifying exports**. SMEs contribute greatly to job creation, new income opportunities and economic development in rural areas. Exporting is a possible solution to achieve the long-term sustainability of such enterprises. In this regard, the key for successful business is the ability to access reliable and accurate information, particularly with regards to export requirements and strategies. Therefore, together with EuroCham, ARISE Plus Cambodia is organising a series of information events, the **“SME Export Talk”**. These events will cover several topics related to exporting and SMEs, and will last until the end of 2022.

The content of the SME Export Talk includes, for instance: social media for SMEs, export opportunities in ASEAN, product/process quality standards, product branding, ASEAN Non-Tariff Measures (NTMs), effective business matching and negotiation, participating in trade fairs, third-party logistics and others.

DEFINITION OF FISHERIES IN CAMBODIA

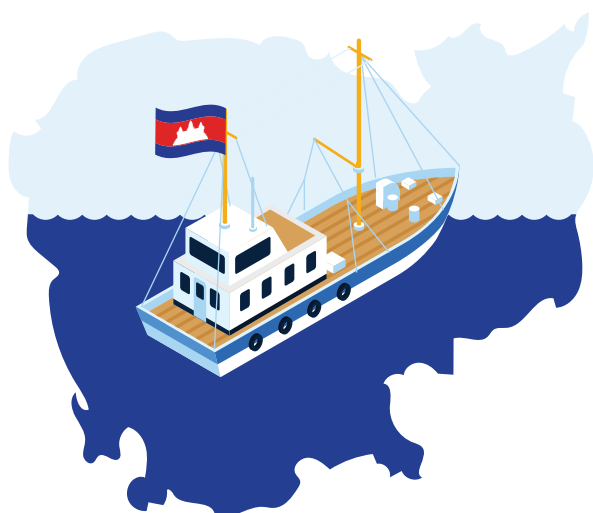
In Cambodia, fishery resources include inter alia any fresh water and marine organisms, living or non-living fauna and flora for example fish, mollusk, amphibian, insect, reptile, mammal and other invertebrate that get fertilized in water, planktons, seaweed, sea grass, coral reef, inundated forest including mangrove etc. (Law on Fisheries 2007).

FISH PRODUCTION IN CAMBODIA



The Fisheries Administration (FiA) of the Ministry of Agriculture, Forestry and Fisheries (MAFF) is the responsible government agency for fisheries in Cambodia.

The fisheries sector plays a crucial role in the Cambodian economy.



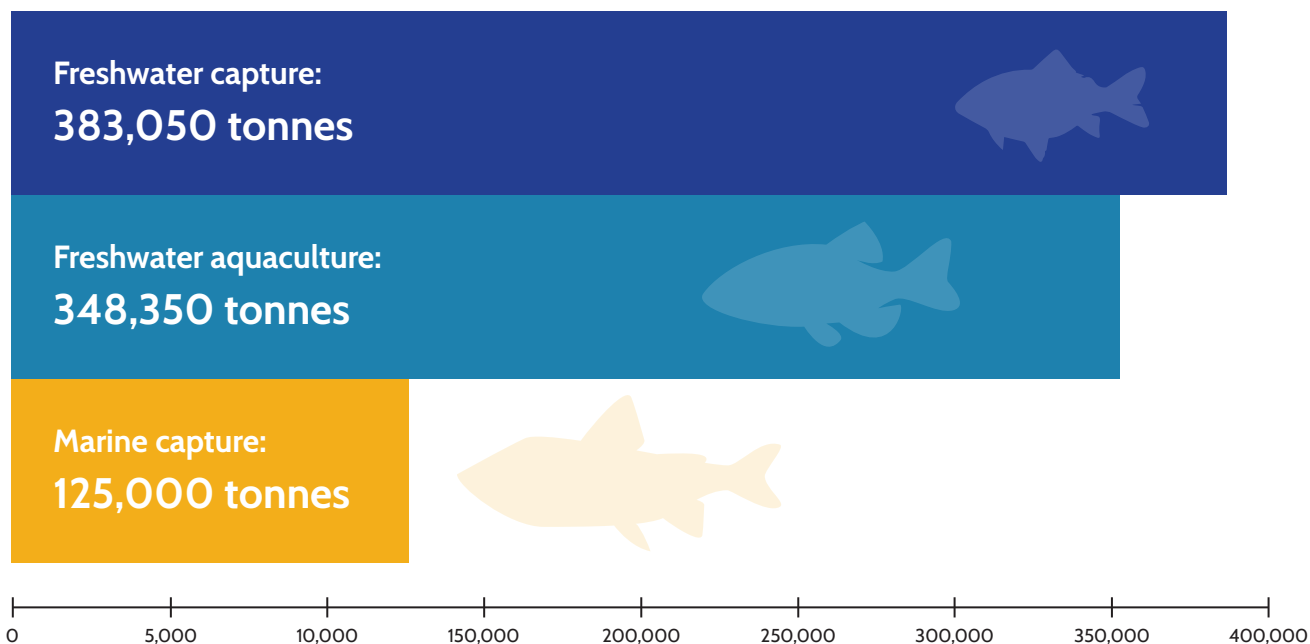
About six million people work both, full time and part time in fisheries or fisheries-related activities.

Fisheries production in Cambodia was valued at **\$1,712,800,000²** reaching 856,400 tonnes in 2021.

It contributes approximately **6%** to the total gross domestic product (GDP).

² Phnom Penh Post (25 January 2022), <https://www.phnompenhpost.com/business/fisheries-production-declines-85-856k-tonnes-2021>

The total fisheries production covers:



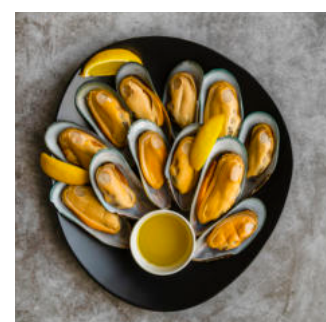
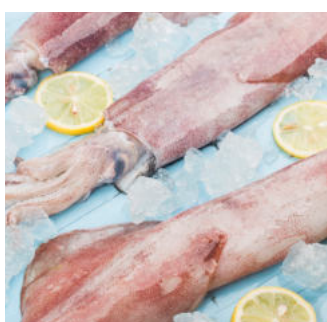
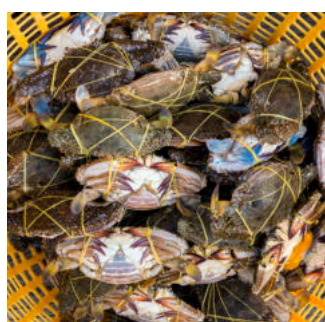
FISH VALUE CHAIN IN CAMBODIA

The majority of fish and fishery products in Cambodia is consumed domestically or sold in low value international markets. Fish consumption on per capita basis is relatively high, **averaging 42.7kg annually in 2017³**.

Cambodia has an old tradition of processing freshwater fish such as fish paste, fermented fish, dry salted fish, smoked fish, fish sauce, and dried fish for animal feed. There are two predominant freshwater fish species, namely: *Cirrhinus siamensis* and *C. lobatus*, which are important for the domestic market.

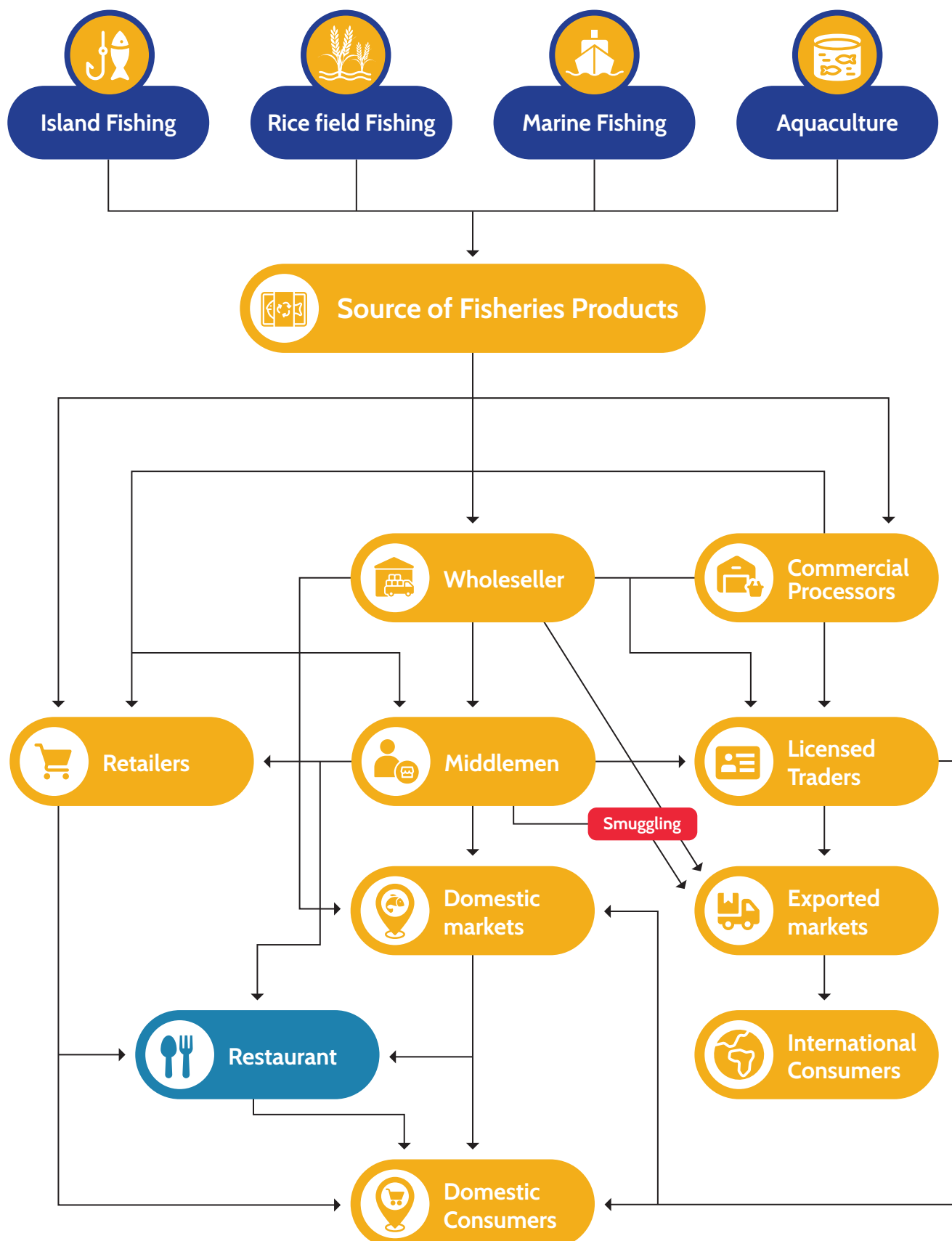


For marine fishes, the main commercial species are mackerels, scads, anchovies, snappers, shrimps, blue swimming crab, cuttlefish, squid, green mussels, oysters and blood cockles (FAO, 2019a).



3 FAO, Fisheries and Aquaculture (May 2019) <https://www.fao.org/fishery/en/facp/khm?lang=en>

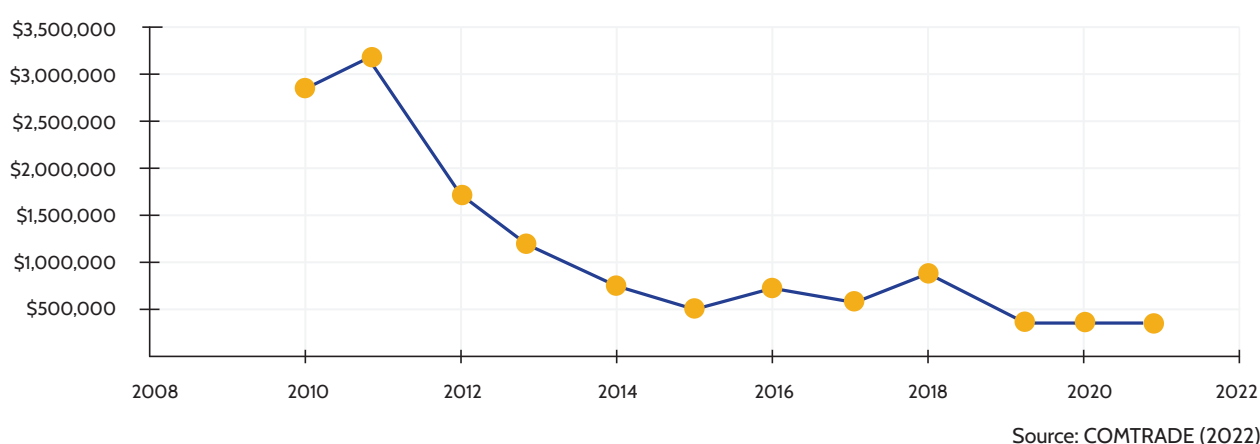
The fish value chain in Cambodia is illustrated in the graphic below.



FISH EXPORTS FROM CAMBODIA

According to COMTRADE⁴, the total value of worldwide fish export from Cambodia has dramatically declined over the last decade to 0.36 million US dollar in 2021 from 3.1 million in 2011 (as in the graphic below). Major export markets for fish products from Cambodia include Thailand, Viet Nam, China, Japan, the United State, and Australia.

Fish Exports from Cambodia (2010-2021)



Limited domestic value added in Cambodia is mainly due to insufficient governmental support, lack of processing capacity and low technology. To accelerate exports, the **Cambodian Aquaculturist Association (CAA)** is encouraging farmers to improve on three main areas:

Fish Farming Techniques



phytosanitary Hygiene



Quality Standards



In November 2013, the EU issued a red card for Cambodia's freshwater and marine capture, covering both, on the high seas and in areas within national jurisdiction. This is because Cambodia does not fulfill criteria of the EU's Illegal, Unreported and Unregulated (IUU) Fishing Framework⁵. For freshwater fisheries (e.g. around Tonle Sap), IUU applies if restricted gears and small mesh width are used or fishing in closed season or in Fisheries Conservation Area (FCA), which are illegal. However, IUU does not apply to stationary trawl (dai) fisheries, which are regulated, registered and licensed.

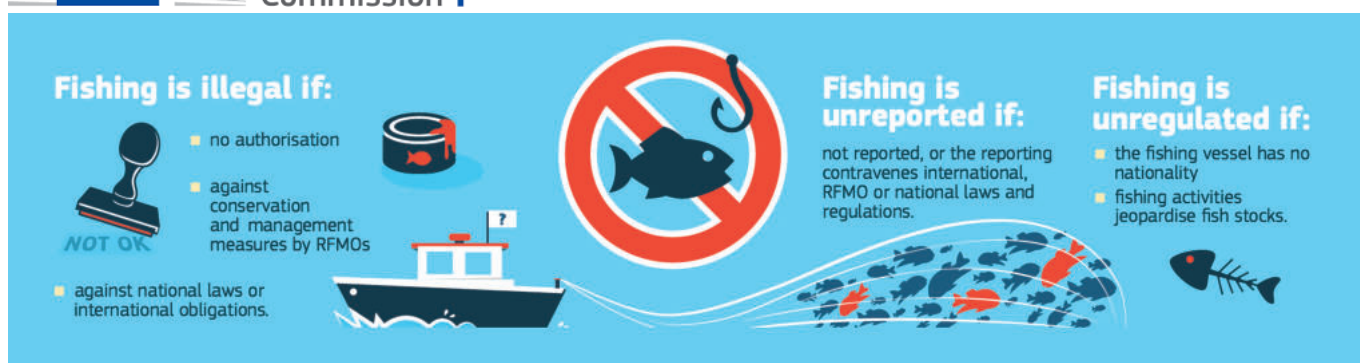
⁴ COMTRADE is the United Nations comprehensive global trade data platform, which could be found at <https://comtrade.un.org/>

⁵ Illegal, unreported and unregulated (IUU) fishing, by P. Irina, 2022, European Parliament
https://www.europarl.europa.eu/RegData/etudes/ATAG/2017/614599/EPRS_ATA%282017%29614599_EN.pdf

Still, according to UNCTAD (2017)⁶, another limiting factor for exports, in particular freshwater and marine aquaculture products to the EU is that Cambodia does not comply with the HACCP international food quality certification system.

The table below summarizes the status of fisheries product export to the EU market.

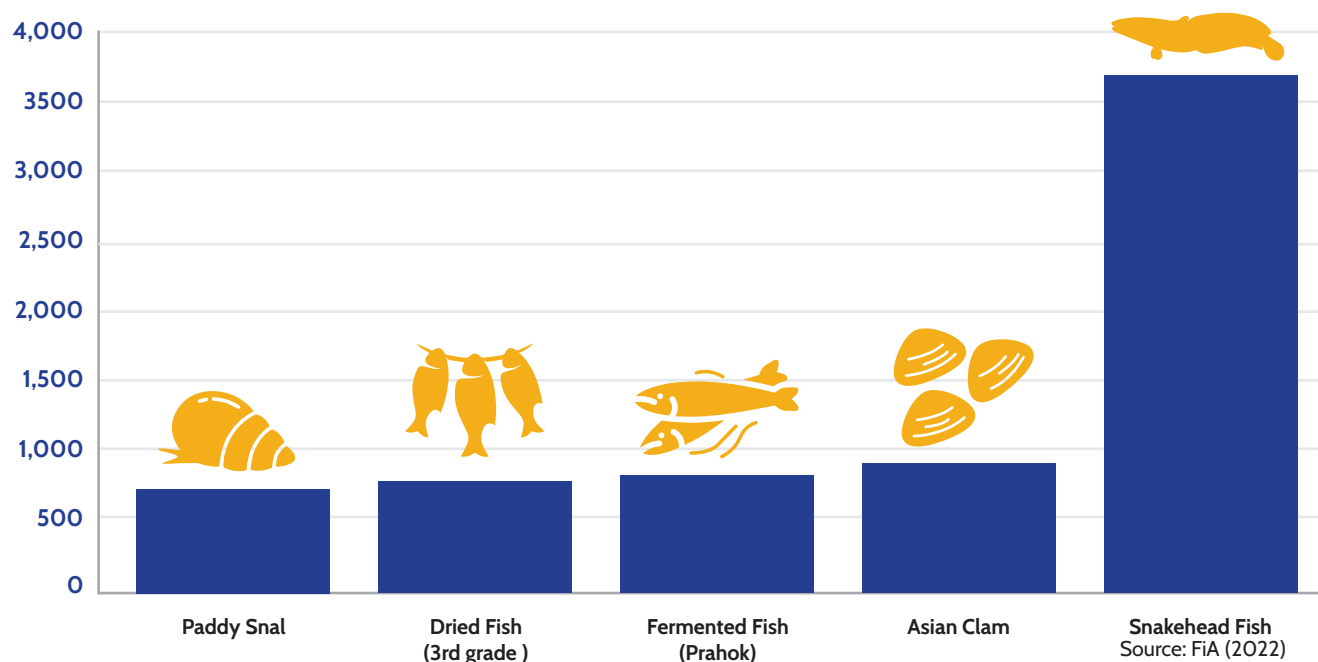
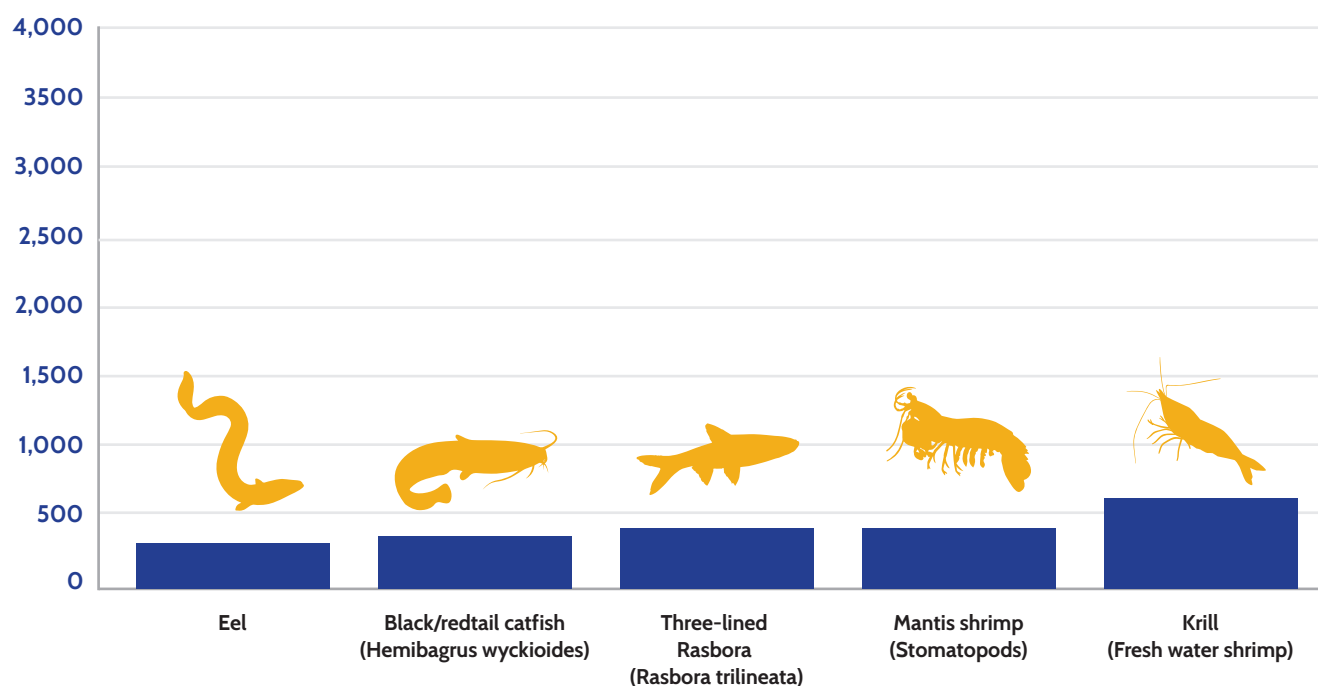
FISHERIES PRODUCT CATEGORY	STATUS OF THE EU MARKET ACCESS
1. Freshwater capture 2. Marine capture	Red card issued by the EU's Illegal, Unreported and Unregulated (IUU) in 2013 and the status remains to date.
3. Freshwater aquaculture 4. Marine aquaculture	No restriction by the EU IUU, yet these products are not compliant with the EU's stringent regulatory requirements, such as HACCP, labelling, health certificates, residue monitoring plan (RMP), maximum residue levels (MRL), among others.



⁶ Fishery Exports and the Economic Development of Least Developed Countries: Bangladesh, Cambodia, The Comoros, Mozambique, Myanmar and Uganda, published by the United Nations Conference on Trade and Development (UNCTAD) in 2017.

As shown in the Graphics below, during the last five years (2016-2020), Cambodia predominantly exported snakehead fish covering a **total volume of 3,678 tons**, followed by Asian clam (875 tons), fermented fish (824 tons), dried fish (791 tons), and paddy snail (669 tons).

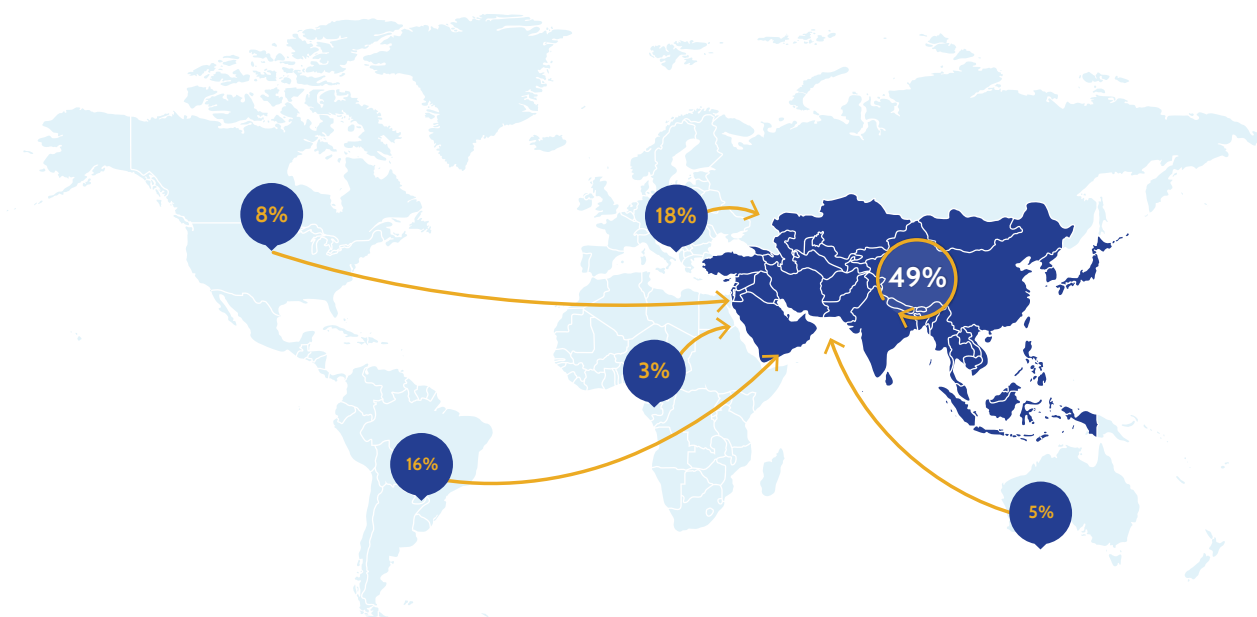
Top 10 Fish Product Export 2016-2020 (FiA, 2022)



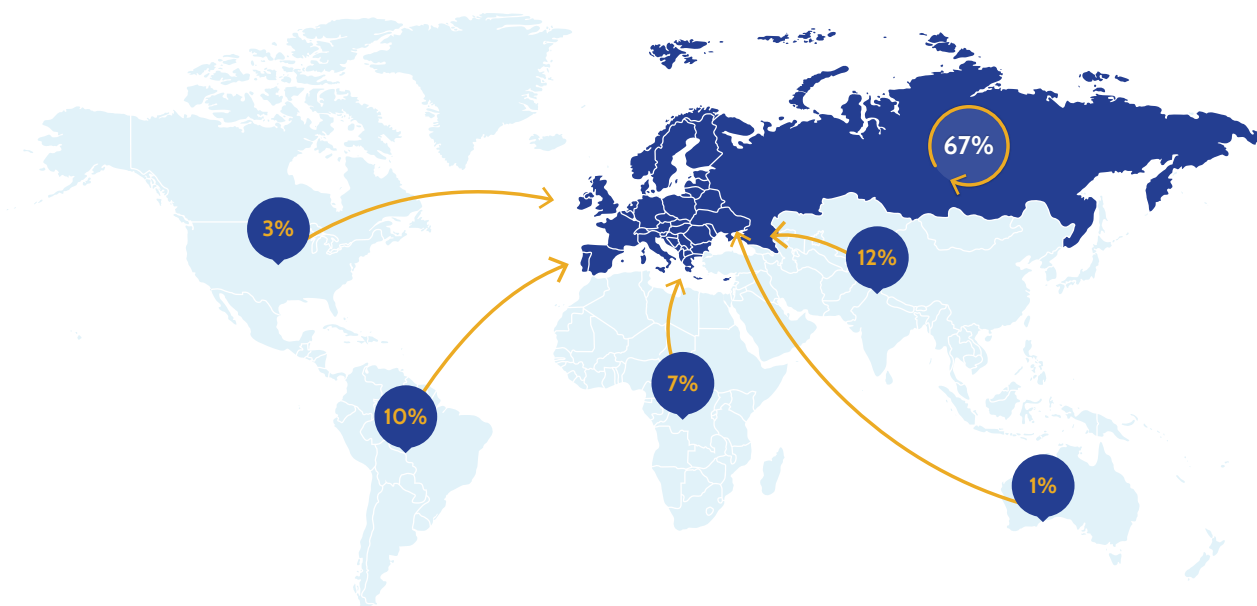
WORLD FISH TRADE FLOW

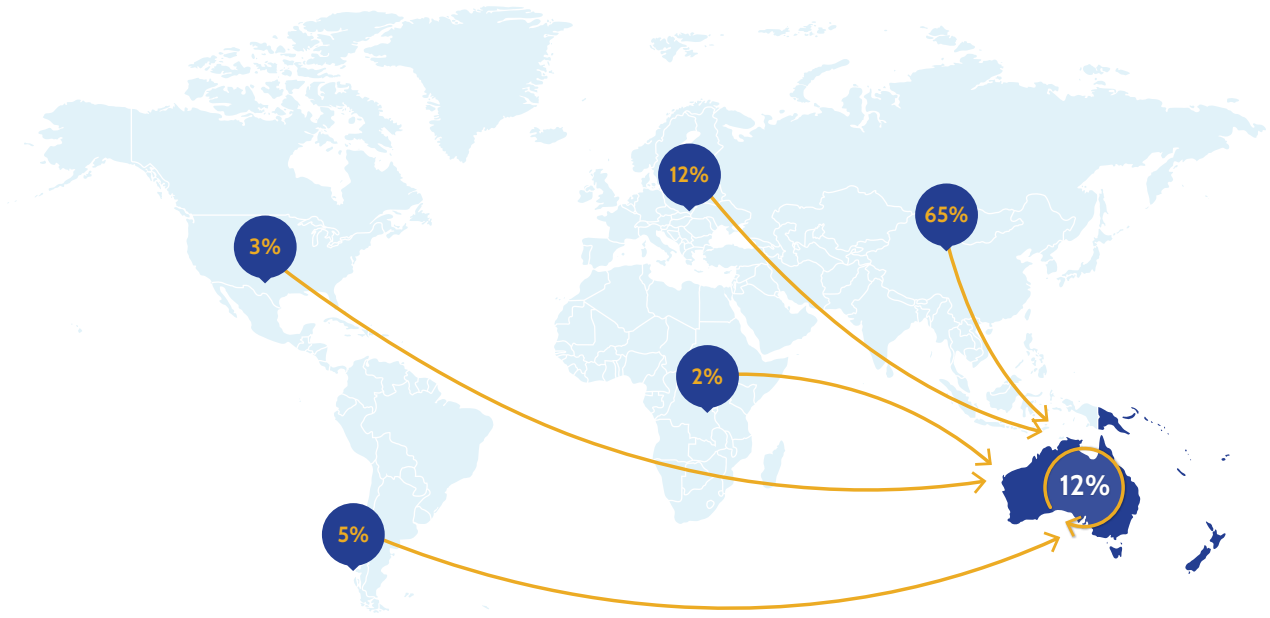
In a global context, the Graphic below shows Trade Flows of Fisheries and Aquaculture Products by Regions (share of total imports, in value) in 2020 (FAO, 2022).

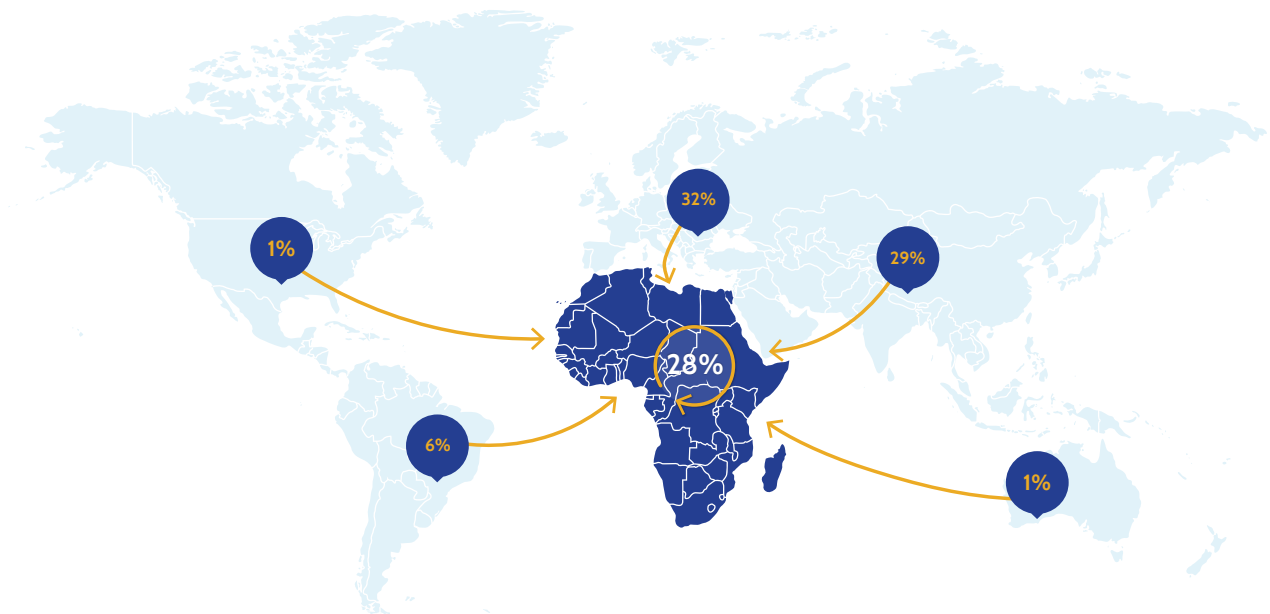
ASIA

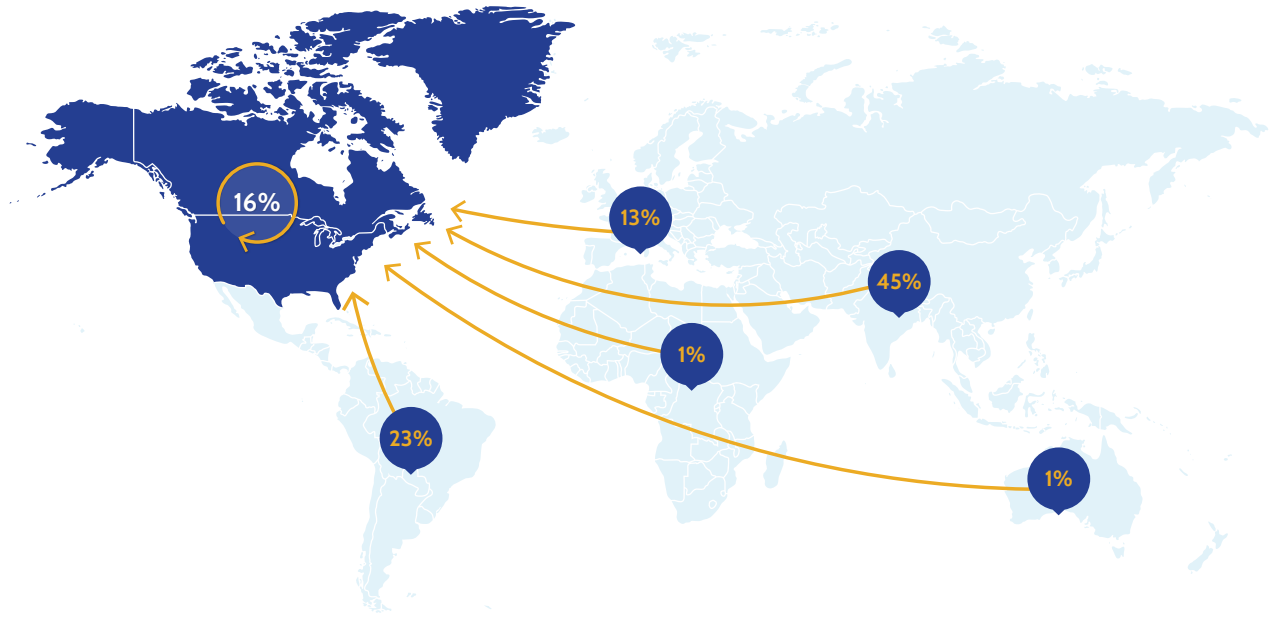


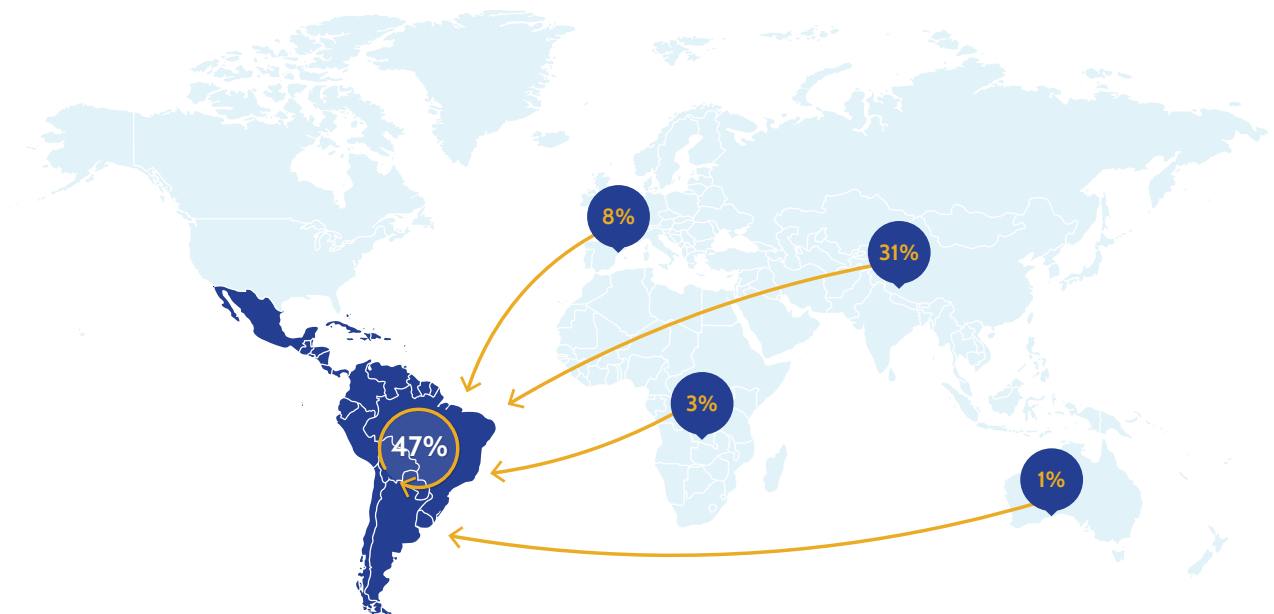
EUROPE



OCEANIA

AFRICA

NORTH AMERICA

LATIN AMERICA & THE CARIBBEAN

EXPORT REQUIREMENTS FROM CAMBODIA

The following are the articles related to the transport and trade of fish and fishery products under Chapter 12 of the Fisheries Law of Cambodia in 2006:



Article 64.

Commercial transportation of fishery products in the Kingdom of Cambodia shall need a license and be under the inspection of Fisheries Administration. Procedures of transporting fishery products as stipulated in paragraph 1 of this article of this law shall be determined by the proclamation of the MAFF.

Article 65.

A physical or legal person who transports fishery products shall pay premium on fishery products to the FiA, except for family use and research purposes. The rate of premium on fishery products shall be determined by the proclamation of the MAFF and the Ministry of Economy and Finance (MEF). The specification of fishery products shall be determined by the proclamation of the MAFF.

Article 66.

Commercial export of fishery products can be taken place, when:

1. A license has been issued by the head of the central FiA.
2. A license has been issued by the CITES Management Authority of Cambodia for endangered fishery products although it is not for commercial purposes.
3. A quality control certificate in fishery pathology has been issued depending on the demand of importing country.

Article 67.

Commercial import of fishery products can be taken place, when:

1. A license has been issued by the head of the central FiA.
2. A license has been issued by the CITES Management Authority of exporting country for endangered fishery products although it is not for commercial purposes.
3. A quality control certificate in fishery pathology has been issued by the exporting country.

Article 68.

Exporting, importing, buying, selling, transporting, processing and stocking of endangered fishery products shall only be authorized for products from aquaculture and/or in compliance with article 64, 65, 66 and 67 of the law on fisheries and CITES Convention. The endangered fishery products shall be determined by a sub-decree.

Article 69.

The following shall be prohibited:

1. Buying, selling processing stocking and transporting of fishery products from illegal fishing or using illegal fishing gears.
2. Commercial transportation of fishery products without license; or contradicting the license such as specification of fisheries products, quantity, validity, direction and/or by-pass, and transportation means.
3. Transportation of illegal fishing gears in fishery management area.

PUBLIC INFORMATION RESOURCES FOR FISHERY EXPORTS

Potential exporters, who are looking to develop their export plan, can consult with the following resources to understand export requirements by different importers. The following resources also provide information trade fairs and exhibitions, where Cambodian SMEs could attend and find potential buyers.

Trade Portals and Market Information

Description: **Access2Markets**

EU Trade portal allowing businesses to obtain information they need, such as on tariffs, taxes, procedures, formalities and requirements, rules of origin, export measures, statistics, trade barriers and much more.

<https://trade.ec.europa.eu/access-to-markets/en/home>

Description: **The Netherlands Centre for the Promotion of Imports from developing countries (CBI)**

EU Trade portal allowing businesses to obtain information they need, such as on tariffs, taxes, procedures, formalities and requirements, rules of origin, export measures, statistics, trade barriers and much more.

<https://www.cbi.eu/market-information/fish-seafood>

Description: **Export requirements for fish and seafood – United States of America**

<https://www.cbi.eu/market-information/fish-seafoodhttps://inspection.canada.ca/exporting-food-plants-or-animals/food-exports/requirements/usa-fish-and-seafood/eng/1304427770587/1304428174144od>

Description: **Export requirements for fish and seafood – Japan**

<https://inspection.canada.ca/exporting-food-plants-or-animals/food-exports/requirements/japan-fish-and-seafood/eng/1304399296214/1304441483630>

Description: **Export requirements for fish and seafood – Australia**

Consulting with the Australia Department of Agriculture, Fisheries and Forestry

- Import into Australia <https://www.agriculture.gov.au/biosecurity-trade/import>
- Fisheries in Australia <https://www.agriculture.gov.au/agriculture-land/fisheries>

Trade Fairs and Exhibitions

Description: **Aquaculture America Exposition**

An annual food & beverage trade show and event which is organized by The World Aquaculture Society and features aquaculture industry in US.

<http://www.was.org/>

Description: **Seafood Expo/ Seafood Processing America**

The largest seafood related exposition, bringing together more than 20,000 buyers, suppliers, and other seafood industry professionals from over 100 countries.

<https://www.seafoodexpo.com/north-america/>

Description: **China Fisheries & Seafood Expo**

More than 3,000 seafood professionals from around the globe visit CFSE annually to forge relationships and expand their presence in China dynamic market.

<https://chinaseafoodexpo.com/>

Description: **Seafood Expo Asia**

Taking place in Singapore, where top seafood buyers and sellers meet and do business in the expanding Asian market.

<https://www.seafoodexpo.com/asia/>

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