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|  | **BACK TO OFFICE REPORT** | | |  | **ONE PAGE MISSION**  **REPORT SUMMARY**  **Date:** 30/06/2015 | | | |
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| **Name: Reathmana Leang Team: Poverty Tel No: 012690402** | | | | | | **Travel Authorization #:** See attached | | |
| **1. Approved Mission Itinerary:** | | | **2. List of Annexes:** | | | | | |
| **3. (From) Inclusive Travel Dates (To)**  22-27/06/2015 | | **4. Key Counterpart (s) in Each Location:**  Project team, two core team members, presidents of cassava associations of  Sampovlun and Tombe District, and Long & Sokha Import and Export Co.Ltd. | | | | | | |
| **5. Purpose/Objectives of Mission**    Attending the World Tapioca Conference, Cambodian delegation could get better understanding about the global cassava market and business system between the first biggest exporter (Thailand) and importer (China) of cassava in the world. Moreover, the Cambodian delegation had utilized the opportunities to raise awarness about cassava production and its rising trend of cassava production to key participants. During the business matching, Cambodian delegation had discussed with Thai counterparts about cassava trading and future cooperation between the two countries to address cross-border barriers and concerns on the quality of cassava-based products. Cambodian delegation also used this opportunity to build relationship with Thai Cassava Associations and experts attending the conference. Importatnly, Cambodia delegation acquired new knowledge and technology of cassava production and was able to present itself as a destination of cassava supplier to the world.    Most of the participants had impressed with the presence of Cambodia delegation and surprisingly, with the quantity of cassava available in Cambodia. Those participants shared their expectation that both sides can work together for win-win production and export of cassava in the near future.    To sum up, this is a starting point of Cambodia cassava sector to open its doors wider for trade with its neighboring countries and to potential markets. Through this conference, Cambodia was seen as a potential supplier or exporter of cassava based products in the near future with its status as the third largest producer of Cassava in the Southeast ASEAN region and its potentiality to increase further production through root improvement and expansion of growing areas.    **Key lessons learned:**   * China core policy is tricky for the cassava industry. Now in China has almost 100 MT corn in the storehouse. As the storage can not cover over four years, it needs to release the stock to the market 25 MT each year. This may be a big competition of cassava import into China. * By the technical improvement, the quality of corn modified starch may be catched up with that of cassava starch. It may lead to reduce the import of cassava starch * The quality of some cassava chip export to China is not so good, sand content was high. This issue was raised by Starch Industrial Association of China and Thai Cassava Trade Association * Cassava is a magic plant of Thailand which is a cash crop of Thai farmers as well as an industrial crops of Thai manufacturies. It generate upto 1,400 million USD revenues of exported products every year. * To maintain its leadership role of cassava export in the world, Thailand will focus on five areas of intervention in the next five year including 1) root production; 2) marketing and trading; 3) policy management; 4) Conversion, process and value added products; and 5) Research and development * There is an argument that the competition between Thai and East Asia, such as Burma, Laos and Cambodia will be violent as the cassava output of these countries was 40 MT and 31 MT of Thailand. | | | | | | | | |
| **7. Key recommendations /Actions to be Taken:**  For the long run, Cambodia needs further works and efforts to grow relationship with buyers, to improve their image as a reliable supplier within the region, and to improve their capacity to meet those buyers’ expectation. | | | | | | | | **8. Distribution:**  **(Copies to):** |
| 9. **Proposed Debriefing Date:** N/A | | | | | | | **Participation in Briefing:** N/A | |