



DEG

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ASSIST is a non-stock, non-profit international capacity building organization with its headquarters in the Philippines. It aims to achieve and witness meaningful change to and for our planet and the people living on it. Since 2003, ASSIST has implemented over 20 projects funded by multi-lateral donors such as European Union, USAID, UNEP, UNIDO, DEG, GIZ, etc.



SAFE Cambodia

Structured program to Achieve Food safety Excellence in Cambodia

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IMPLEMENTING PARTNERS



Project Brief

The poor food safety and hygiene situation in Cambodia results not only in economic losses but also in health hazards, causing illnesses and impeding a healthy and productive life.

This pioneering Public-Private Partnership (PPP) project, Structured Program to Achieve Food Safety Excellence (SAFE) raises awareness about food safety and hygiene amongst local SMEs operating in the agriculture and fishery industry. The project covers both enterprise level and villages with family-size businesses. The project aims to help Cambodian food and fishery entrepreneurs understand and catalyze implementation of the basic requirements of international management standards and regulations like ISO 22000, HACCP and UNEP Resource Efficiency Model. The target SMEs will be introduced to the international supply chain model, the expectations of international buyers and the importance of improving the safety, hygiene and resource efficiency practices to firstly protect the health of the local community and secondly to boost exports of agriculture and fishery products in the long run.

Jointly funded and implemented by TUV Rheinland Vietnam, Inc. and DEG, the project will help local SMEs adopt international standards to help them reduce operational inefficiencies and increase business opportunities on a larger scale. By participating in this PPP project, SMEs will be able to share their knowledge and create a valuable network to guarantee long-term success.

Major Project Activities



Promotional Campaigns and Forums – Develop and distribute promotional campaign materials and visual aids to stress the need and importance of international food safety and quality standards

Multi-stakeholder group discussions – Conduct group discussions among SMEs in the agriculture and fishery sector, NGOs, academic institutions, government agencies, and food and nutrition experts to identify areas for improvement in Cambodia's food safety practices

CEO Forums – Hold forums among business owners and top managers to establish buy-in for the project and generate commitment to implement and promote food safety standards and resource efficient practices

Direct Technical Assistance – At least 10 selected SMEs will be guided to implement standards such as ISO 22000, HACCP, and UNEP Resource Efficiency model

Train the Trainer Workshops – Using the special learning package, train at least 100 local trainers in multiple locations to build capacity and establish multiplier effect

Best Practices Exchange Forum – Hold a forum with stakeholders to share and exchange best practices and ideas on practices implemented

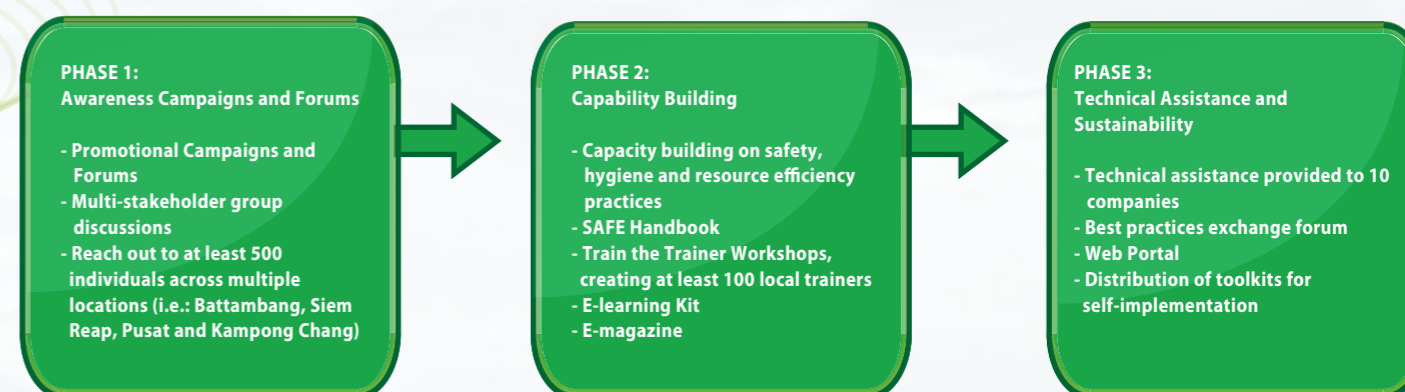
E-Magazine – Create an online monthly magazine for updating and sharing of best food safety and resource efficient practices among agro-dairy and fishery SMEs

E-learning Kit – Develop and distribute to at least 200 local SMEs an e-learning kit to assist companies in self-implementation of the practices

Web Portal – Launch a website that will contain all information and updates on Food Safety Excellence program for agro-fishery SMEs



Methodology



Benefits

Joining this unique PPP project will enable you to contribute to the project's development agenda to establish structural impact on the agriculture and fishery sector. You will also greatly benefit from free participation and access to the following:

- ✓ Promotional campaigns, awareness trainings, and multi-stakeholder group discussions
- ✓ Food Safety Excellence Handbook
- ✓ Direct technical assistance on international standards in food safety and resource efficiency that will help your business comply with the requirements of major food export destinations
- ✓ Train the Trainer Workshops that will give you tools and techniques on how food safety and resource efficiency can be implemented in your company
- ✓ E-learning Kit, E-magazine, Web Portal and Best Practices Exchange Forum which will further enhance your capacity to share and learn from the updates from a wide network of participating SMEs

