

NTR Workshop Assessment

Introduction

On 30th July 2020, EuroCham Cambodia and ARISE+ Cambodia jointly hosted the *Workshop on the Enhancement of the Cambodia National Trade Repository*, to disseminate and discuss the findings from the NTR report, as well as promoting awareness of the NTR among officials from the Royal Government of Cambodia. The event was held at the Raffles Hotel Le Royal, in Phnom Penh, Cambodia.

The guests of honour included representatives from the Cambodian Ministry of Economy and Finance (MEF), as well as those from GIZ's ARISE+ Cambodia and ARISE+ Regional projects. The total number of attendants was 45.

The full agenda of the event is shown below:

Time	Agenda Item
08:30 – 09:00	Registration
09:00 – 09:15	Opening Remarks <ul style="list-style-type: none">▪ Welcome Remarks by Mr. Blaise KILIAN, Executive Director, EuroCham Cambodia▪ Welcome Address by Ms. Christine BOWERS, Head of Project, GIZ ARISE+ Cambodia▪ Opening Remarks by Mr. NGORN Viseth, Deputy Director of Economic Integration and ASEAN, General Department of Policy, Ministry of Economy and Finance
09:15 – 09:30	Description of NTR Secretariat & Objectives of NTR by Ms. HANG Molisanin , Deputy Chief of Bureau, Department of Economic Integration and ASEAN, General Department of Policy, Ministry of Economy and Finance
09:30 – 10:00	Introduction to ASEAN Trade Repository & Why the NTR is important by Mr. NGUYEN Minh Khoi , Senior International Trade Expert, ARISE+ Regional
10:00 – 10:15	Coffee Break
10:15 – 10:45	Study Findings on the Enhancement of the National Trade Repository by Mr. Tom HESKETH , Business Services Manager, and Mr. Matthew Alexander POCOCK , Market Research Analyst, EuroCham Cambodia <i>(Recommendations for the Enhancement of the NTR: Introduction to the NTR enhancement study, methodology, findings from the private sector, ITC companies and government stakeholders, presentation of recommendations)</i>
10:45 – 12:00	Group Discussion: Feedback on the Recommendations for the Enhancement of the National Trade Repository <i>(Participants give feedback on the recommendations and are asked to suggest additional recommendations)</i>
12:00 – 12:15	Closing remarks by Mr. Blaise KILIAN , Executive Director, EuroCham Cambodia
12:15 – 02:00	Lunch

After the introductory statements and opening remarks, Ms. Molisanin, from the Department of Economic Integration in the MEF, described the NTR and its governance structure, to help participants familiarise themselves with the portal.

She was followed by Mr. Nguyen, from ARISE+ Regional who, joining remotely by videocall, contextualised the NTR by explaining how the initiative fits into the wider ASEAN Trade Repository (ATR) and ARISE+ Regional's economic integration project, and therefore why it is important to enhance the effectiveness of the Cambodian portal.

After a coffee break, members of EuroCham's research team for this assignment - Mr. Hesketh and Mr. Pocock – presented their study methodology and findings, in the form of ten recommendations selected from the main report.

After the presentation, the workshop participants were split into five groups, with each group being seated at a different table, to commence the group discussion on the study findings. Each table featured a EuroCham staff member acting as a group discussion facilitator.

This session lasted for 30 minutes and focused on gathering participants' answers to three questions. The questions were addressed one by one, with each of them taking 10 minutes to discuss.

The first question asked participants to rate which of the four recommendation areas in the report were most important to them. The three most reported answers were Content (5), Visibility (3), and Administrative (2). To recap, Content measures how relevant and up-to-date the information contained on the NTR portal is. Visibility essentially measures how many people know about this portal. Administrative investigates the governance processes that make the NTR work, especially within the Cambodian line ministries. User Interface assesses the user experience and the easiness with which people navigate the portal. All five groups cited Content as one of their answers. More specifically, participants suggested to update the information on the portal and make it more impactful for users. They also recommended to address and solve the administrative challenges of the NTR.

The second question asked participants to identify the most achievable – or interesting – recommendation, either from those in the report or based on their own understanding. Answers came from all four category areas. Content was cited once, namely the creation and dissemination of introduction guides to NTR stakeholders. Visibility was mentioned four times: raising awareness of the NTR among local and international business communities; implementing promotional campaigns on Facebook and LinkedIn; and partnering with business chambers, business associations and ministry websites. Administrative was cited twice, involving the improvement of communications between the NTR and line ministries, and arranging training workshops over several topics. Finally, three User Interface recommendations were mentioned: improving FAQs by adding search algorithms and adding a Chinese-language version of the portal.

For the third question, which asked participants what kind of support would the NTR need to be improved, there were three types of responses: administrative, technical and financial. Administratively, the Focal Points requested to be more involved in NTR processes, by attending more meetings and responding more promptly to requests by other government stakeholders. It was also suggested to send invitations for NTR-related events – such as workshops – further ahead of time. Technical assistance, in the form of training sessions on IT issues, (especially for the NTR Secretariat to learn how to upload a greater number of items onto the portal simultaneously), and in English language (to support the translation of legal texts before uploading to the NTR) was welcomed and requested. Finally, participants from the Cambodian government requested financial support from development partners, to help complement the national budget to accomplish these NTR-related initiatives.