

SUMMARY REPORT

August 2020

User Experience Analysis and Development of Recommendations for the Enhancement of the Cambodia National Trade Repository

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Prepared for: Deutsche Gesellschaft für Internationale
Zusammenarbeit (GIZ) GmbH



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Contents

Executive Summary.....	3
Good Practice Study.....	9
User Experience	12
NTR Functionality.....	13
Recommendations	21
Annexes.....	29

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Executive Summary

This report is the main deliverable for the *User Experience Analysis and Development of Recommendations for the Enhancement of the Cambodia National Trade Repository* assignment, commissioned by the *ARISE+ Cambodia project* to the European Chamber of Commerce in Cambodia (EuroCham). The methodology involved a combination of desk research, stakeholder interviews and user trials.

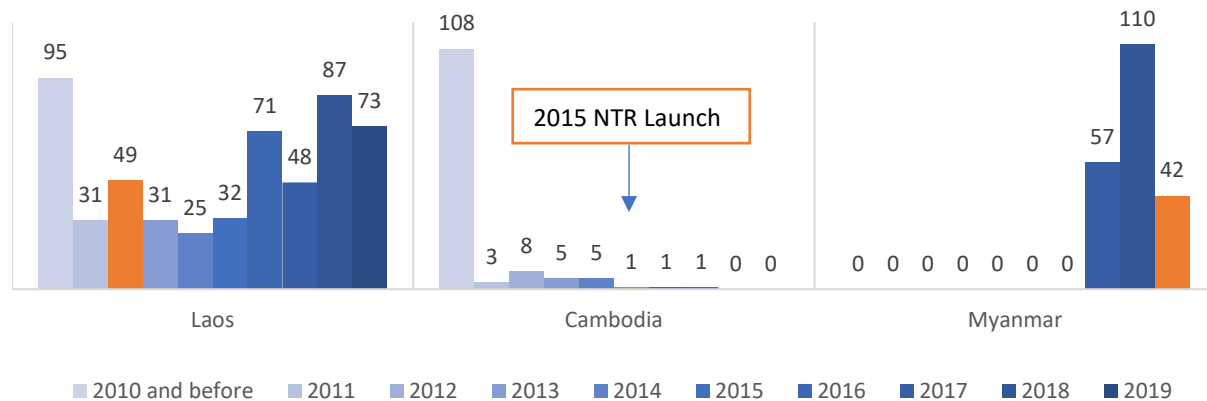
The purpose of the Cambodian NTR is to: save traders time when searching for trade information, improve public transparency by providing public access to legal documents, and to assist the regular reporting of documentation to the ATR as part of Cambodia's ATIGA requirements.

Prior to the development of recommendations, we analysed the NTR by carrying out a preliminary assessment of its usability, as well as qualitative and quantitative comparative assessments between the Cambodian NTR and those of selected ASEAN countries. In doing so, we also analysed the number of website views to the NTR and broke them down by country of origin.

In summary, our findings point out to significant progress being achieved in establishing the Cambodian NTR as reliable tool for policymakers and the public, with both strong and weaker points being featured. The efforts of the Cambodian authorities in creating the NTR should be commended, particularly for improving institutional transparency in the country.

We found that the strong points of the NTR include an extensive tariff rate search and, in general, vast quantities of legal items and other information. A lot of work has clearly been put in to set up this portal. However, there are also substantial areas for improvement. For instance, the User Interface would benefit from being streamlined, and the large amounts of legal items present on the website could be rearranged to make it easier for the user to find them during the search. Also, we analysed data on the number of annual legal item uploads to the Cambodian NTR and compared it with those of NTRs from two other ASEAN countries.

Legal Documents Found on National NTRs, by Issue Date



The above figure suggests the Cambodian NTR benefited from an initial “boost” in terms of number of items being uploaded. However, the number has since languished, with few uploads having been made since the creation of the website. In comparison, the two countries selected – Lao PDR and Myanmar – have managed to keep the number of their uploads relatively consistent over the years. Inspired by these examples, increasing the consistency of uploaded legal items in Cambodia could be a potential future objective for the administrators of the NTR, to make the information more valuable to users. Regarding the number of views on the Cambodian NTR, it is relatively low, and the portal could benefit from greater publicity. From a governance point of view, increased awareness of the NTR and streamlined administrative processes would best support the functionality of the NTR in achieving most of these goals.

Overall, therefore, we made 26 recommendations, regarding User Interface, Content, Visibility and Administration. Some of those most achievable include updating the legal information on the portal, organising an awareness-raising stakeholder workshop, creating an introduction guide for new Focal Points, and establishing feedback mechanisms during the information flow from the line ministries to the NTR Secretariat.

A final contribution from the research was the detailed mapping out of interactions and procedures for the NTR between several stakeholders from the Cambodian government. We believe this information, along with our findings, can help inform future studies on Cambodian trade-related governance and the development of the NTR.

Introduction

The Royal Government of Cambodia (RGC) created the National Trade Repository (NTR) in 2015 through sub-decree 258. The intention was to make the NTR the ‘official source for all regulatory information relevant to traders who wish to import goods into Cambodia or export to other countries.’

All ASEAN member states are legally required to contribute to the ASEAN Trade Repository (ATR), as described by Article 13 of the ASEAN Trade in Goods Agreement (ATIGA) from 2013. This article stipulates that *‘an ASEAN Trade Repository containing trade and customs laws and procedures of all Member States shall be established and made accessible to the public through the internet.’*¹ Not all ASEAN countries have a National Trade Repository (NTR), which is not a legal requirement. Those that do established their NTR as a non-obligatory offshoot of their ATIGA requirements, and often with substantial donor support.

The Cambodian NTR was initiated under the World Bank Cambodia Trade Facilitation and Competitiveness Project and completed in 2015 under the World Bank Cambodia Trade Development Support Program. According to World Bank Program Documents, the NTR was established for two primary reasons. First, to reduce "discovery" costs – the time and effort taken by traders to identify what government procedures are required, and how to comply with them. Second, to facilitate the flow of information to the ATR.

¹ ASEAN Trade in Goods Agreement. Accessible from: <http://agreement.asean.org/media/download/20140119034633.pdf>

Objectives:

The User Experience Analysis and Development of Recommendations for the Enhancement of the Cambodian National Trade Repository (NTR) is part of the ARISE+ Cambodia project, which aims to support connectivity and economic integration between Cambodia and rest of ASEAN. This particular assignment is connected to subcomponent 2.4, improved transparency of legislation and policies in the country.

The objective of this assignment is to contribute to the establishment of the NTR as a key tool for the private sector in Cambodia, by developing recommendations for its enhancement. We achieved this through desk research and primary interviews with 10 trade and logistics companies, 3 web development companies, and 5 Government ministries.

There are four outputs:

- **Good Practice Study;** *looking at regional best practices in NTR implementation*
- **User Experience Journeys;** *mapping how the NTR is used*
- **User Satisfaction Surveys;** *assessing the NTR in terms of usability and administration*
- **Developing Recommendations;** *for the Enhancement of the Cambodian NTR*

Feedback from private users was used to develop recommendations for the website's usability, whilst that from the government helped to improve the administration of the NTR.

What information do users seek on the system?

Interviews revealed the five key categories of information requested by users were: General Information, Customs, Business Registration, TBT and SPS.

How do clients use the NTR?

Our findings suggest clients use the NTR to search for a variety of trade-related information in Cambodia. Some of the common answers included searching for: import/export documentation requirements, FTAs, market opportunities, logistics and packaging information, and contact details from governmental agencies.

How can the user experience be improved?

We have developed a set of recommendations to improve the user experience on the NTR, including its User Interface and Content. Some of the notable ones involve fixing technical issues, rearranging the content in a more user-friendly way, and updating the legal information. The full list of recommendations is available in the final section of the report.

NTR Users

Who uses the NTR?

We found that a total of 80,203 users visited the portal from the time of its creation, in November 2015, to October 2019. We also saw that, out of the top 10 countries of origin of these visits, 2 of the top 3 countries were outside ASEAN. The data is shown below.

The case of India – the country with most visits – is particular, since we didn't seem to find any factor (such as volume of trade or size of the expat community in Cambodia) that could justify such a high position on the list. We therefore speculate that many of these views from India could either be bots, or otherwise non-genuine users.

Top 10 Countries of Origin, User Visits to the NTR (November 2015 to October 2019).

Country	Users	% of Users
India	42,377	62.73%
Malaysia	8,136	12.04%
United States	5,249	7.77%
Cambodia	5,177	7.66%
Thailand	679	1.01%
Singapore	663	0.98%
China	650	0.96%
Japan	479	0.71%
Vietnam	453	0.67%
France	381	0.56%



Purely for comparison, there were 413,864 unique user visits to the EuroCham website in 2019 alone, with 65% of visits from Cambodian IP addresses. Although both sites differ in purpose, both focus on trade promotion to and from Cambodia. Considering that the NTR was established as a leading source for information on national trade in Cambodia both for importers and exporters, the number of visits to the portal may be lower than expected. Moreover, it seems the NTR is struggling to gain the interest of users from fellow ASEAN countries. Thus, it becomes harder to justify its use as a tool to enhance ASEAN connectivity, as was originally planned.

Good Practice Study

We assessed good practices via both quantitative metrics and qualitative assessment.

Qualitative:

For the Good Practice Study, we examined the NTRs of six ASEAN countries: Cambodia, Lao PDR, Myanmar, the Philippines, Vietnam, and Malaysia.

Several good practices were identified that could be replicated or improved upon by the Cambodian NTR:

- ***Clear main menus that quickly segregate users into categories / question types; tailoring content based on those categories. E.g. are you looking to export? Import? Get a certificate of origin? What product are you interested in trading?***
- ***Strong search functions that guide the user to relevant information; and that intelligently pick up on common searches.***
- ***Sections that consolidate and contextualise information into readily digestible formats, such as the Cambodian “Guide to Trade” section, and well designed, and highlighted “Procedure” process charts.***
- ***Easily searchable commodities tariffs: clearly visible from the home page, and regularly updated.***
- ***Regularly updated legal documents and news sections; consistently uploading documents across several years, as opposed to in large bursts with long gaps.***
- ***Strong Frequently Asked Question (FAQ) sections; that help effectively filter the mass of information on the NTR.***

Quantitative:

We assessed the six ASEAN NTRs against seven quantitative indicators:

Indicator	Measurement Area	Rationale
A	Depth of Information	Presence of ATIGA core items ²
B	Quality of Information	All legal documents have full version
C	Relevance of Information for International Audience	All legal documents have an English-language caption
D	Relevance of Updates	Year of most recent legal item upload
E	Relevance of Updates (2)	Year of most recent news article
F	Interaction with the Public	Response time from portal administration to customer enquiry
G	Quality of information (2)	Number of legal documents uploaded

Each country could score a maximum of 1 for each indicator, meaning the maximum achievable score was 6. Our results suggest that Cambodia's NTR could be improved against regional CLMV peers.

Lao PDR	Myanmar	Cambodia	Vietnam	Philippines	Malaysia
5.5	5.5	4.5	4	4	0

Not a single NTR was able to respond to an enquiry regarding "further details on tariffs for milled rice" made to the designated contact point. The study team has yet to receive a reply from any NTR, suggesting

² **Note:** 9 core items as detailed in Article 13 of ATIGA: (i) tariff nomenclature, (ii) MFN (Most-Favoured Nation) tariffs, (iii) Rules of Origin, (iv) Non-tariff measures, (v) National trade and customs laws and rules, (vi) Procedures and documentary requirements, (vii) Administrative rulings, (viii) Best practices in trade facilitation applied by each Member State, (ix) List of authorised trad

consistent issues in response coordination. Myanmar (which enjoyed a 2019 revamp of its NTR) was alone in including all 9 ATIGA core items.

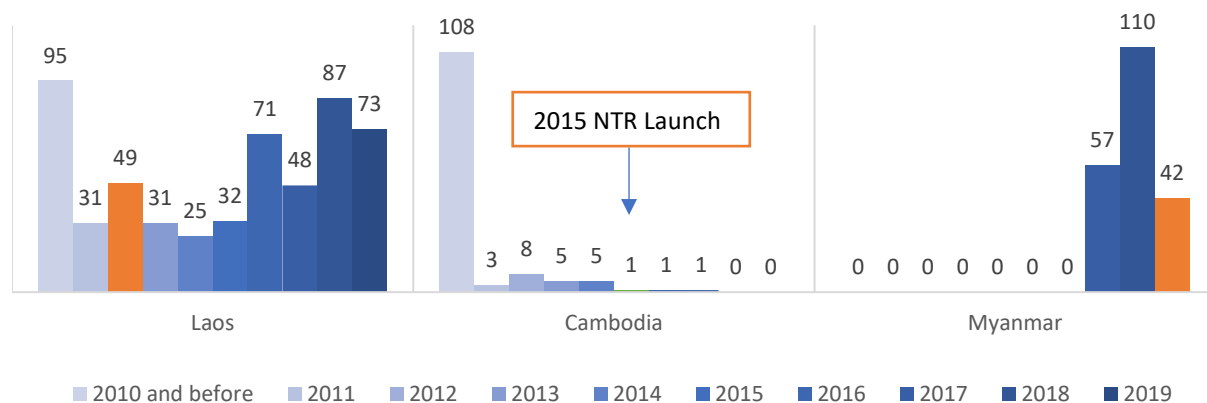
The six indicators (A to G) had limitations. Most notably, they did not assess the frequency of uploads over time. This indicator would provide further evidence on the consistency of document uploads, and thus be representative of the capacity of NTR administrators to obtain and upload new legal documents.

To solve this, we assessed the legal documents uploaded annually to the NTRs of Cambodia, Myanmar, and Lao PDR. The issue date of legal documents uploaded to each NTR was examined.

Consistency of Uploads (Cambodia, Lao PDR, Myanmar)

As demonstrated below, Lao PDR has been successful in consistently uploading updated documents to its NTR. The 2019 revamp of the Myanmar NTR allowed the country to select for recent legal documents, choosing not to upload outdated laws and focus instead on those most relevant today.

For the Cambodian NTR to be effective it must be regularly updated. The drop-in activity following the NTR launch in 2015 could be improved upon, particularly when comparing to activity levels in Lao PDR and Myanmar.



Cambodia's NTR was launched in 2015. Myanmar's NTR was launched in 2016 but revamped in 2019. Lao PDR's NTR was launched in 2012. NTR launch dates are highlighted above in orange.

User Experience

We tested user experience by taking 13 private companies through two user journeys that simulated tasks the NTR was designed for. Despite working in trade or logistics, none of the users interviewed stated they had heard of the NTR prior to the interview, making them first-time users.

Task 1: Searching for tariffs for a common product, milled rice; successfully completed by around 66% of users within the ten-minute timeframe. Those who completed the task did so on average in 5 minutes.

Task 2: Searching for an important Law, the 1994 Law on Investment; successfully completed by 50% of user within the ten-minute timeframe. Those who completed the task did so on average in 3 minutes.

Users were subsequently asked to rate the NTR from 1-5 (unsatisfied to satisfied), against 4 criteria.

Quality of Information	User Interface	Relevance (Up to Date)	Ease of Access
3.56	3.22	3.22	2.89

Scores were somewhat average across all criteria. The ranking confirms that users are more satisfied with the content of the portal than they are with navigating it and accessing the information. The overall scores show that, notwithstanding the hard work and the achievements so far, there is significant room for improvement in making the NTR a viable tool for its users.

The value of the NTR to these users however should not be underestimated. Several mentioned their surprise that such a detailed website existed, and their disappointment that they had not learnt of it sooner.

NTR Functionality

Past Risks, Not Mitigated

It should be noted that most, if not all the challenges that arise with usability in 2020 were predicted in program documents for the World Bank Trade Facilitation and Competitiveness Project, and the Trade Development Support Program (TDSP). For example, the 2017 TDS completion and results report mentions that there are significant “sustainability risks”, notably “the transfer or knowledge from hired consultants” and the “maintenance of IT platforms put in place under the program”. The report goes on to mention the “demanding and time-consuming program coordination” requirements on the NTR Secretariat, as well as ongoing concerns “both technically, and financially” on the “resources needed to translate documents from Khmer to English Language”.³

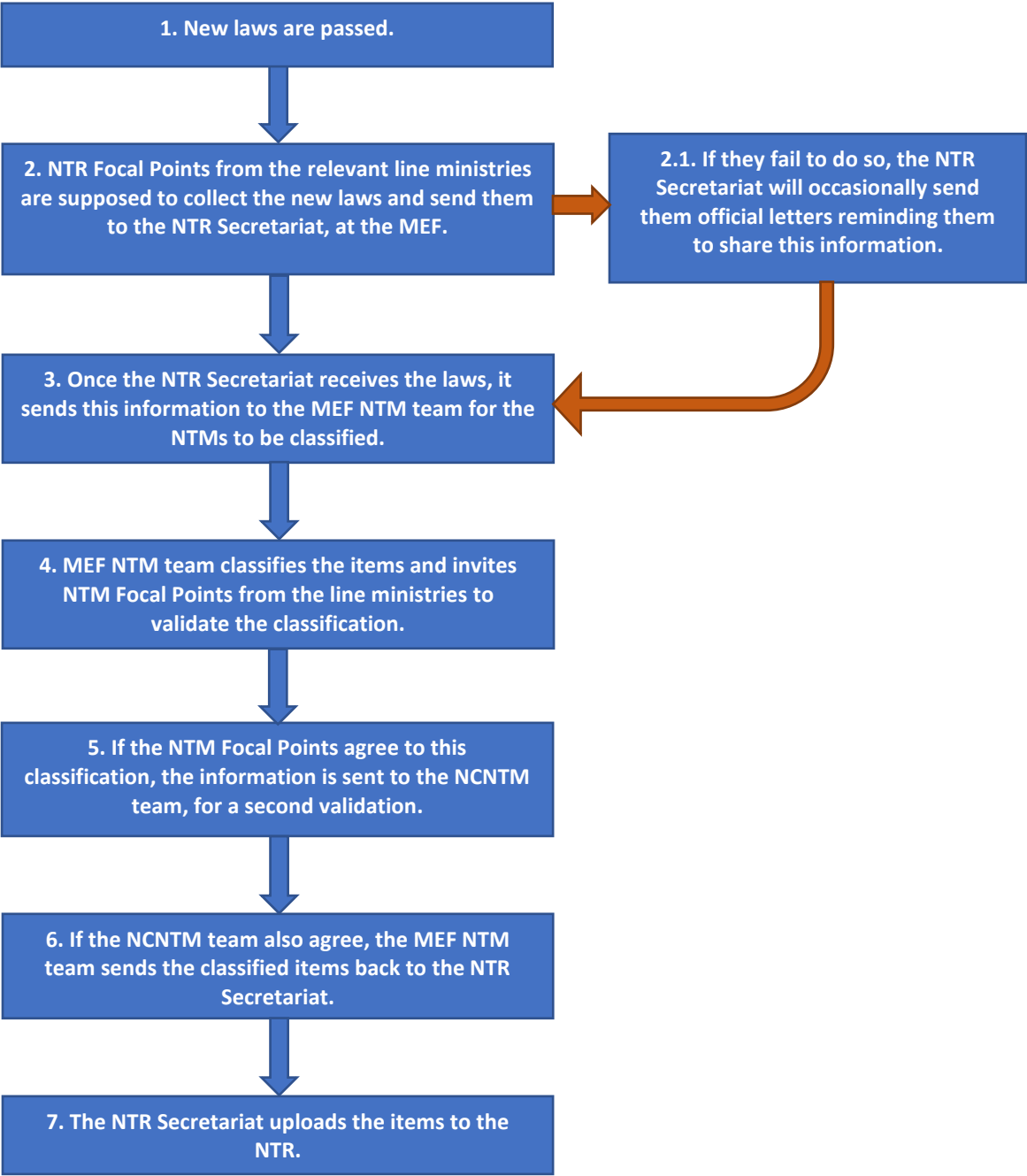
The NTR’s main function is to store legislative information, in the forms of laws, procedures, and other formats. Therefore, for it to work as intended, one of the crucial tasks of the NTR’s administration is to collect all valid information effectively. To find out more about the governance structure and processes running behind the NTR portal, we interviewed five Cambodian line ministries, as well as other institutional partners. These were our findings.

The NTR is currently administered by the NTR Secretariat, a team of officials within the Department of Integration and ASEAN at the MEF.

The task of the NTR Secretariat is to update all information contained on the NTR. Regarding legislation, it implies requesting line ministries to share any new legislation that has been passed, collect this information, and uploading it to the portal. This task is difficult, but it represents just one of several responsibilities held by officials within the NTR Secretariat. In fact, they reported spending only around 10-20% of their work time on the NTR.

³ World Bank, Cambodia Trade Development Support Program Implementation Assessment Report. Accessible from: <http://documents.worldbank.org/curated/en/592731494334109810/pdf/ICR-Cambodia-Trade-Development-Program-P109648-FINAL-05052017.pdf>

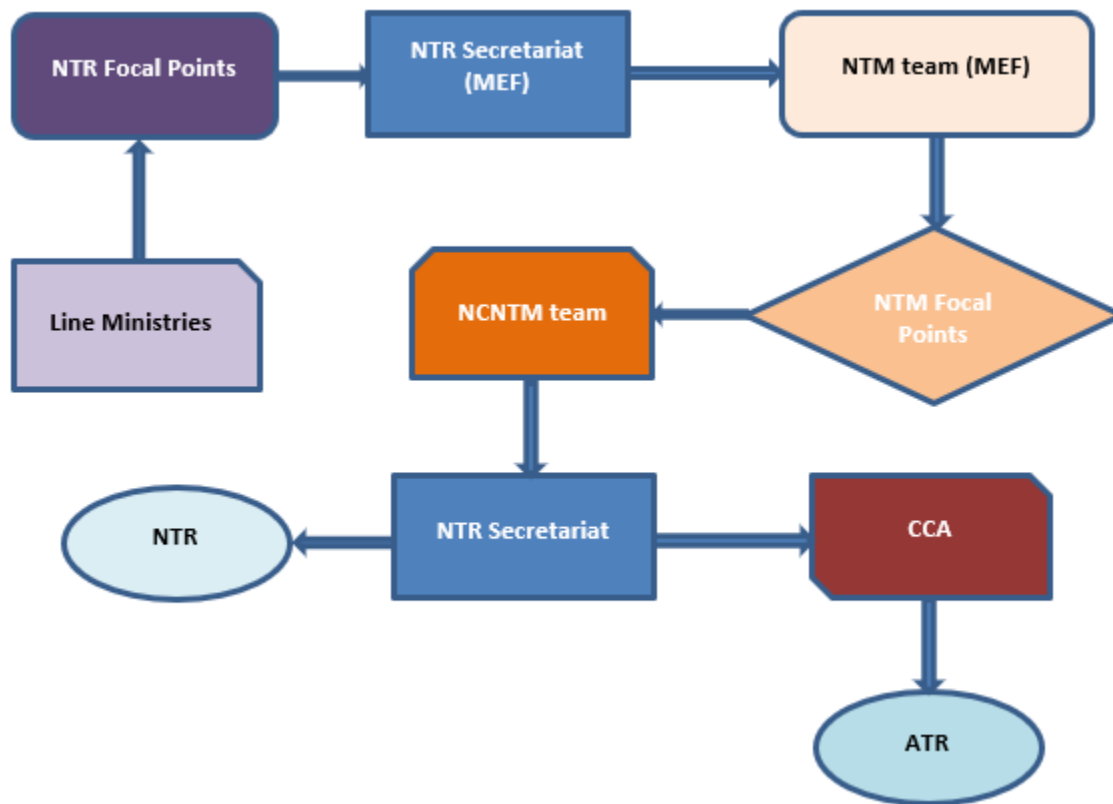
The process of collecting and updating information is both administratively burdensome and time consuming. It requires at least seven steps; the coordination of information from 22-line ministries, and from those line ministries, a continually changing list of around 43 NTR Focal Points and a further 39 NTM (Non-Tariff Measures) focal points. Given this, it is perhaps of little surprise that the number of recent legal documents uploaded to the NTR has declined since 2015.



Processes within Processes

Each of the above 7 steps could be expanded, increasing the complexity of the information flow. For example, Step 2 requires a detailed information request and approval process. The process is led by one (often junior) NTR focal point. This official must collect all novel trade related legislation from his or her line ministry, and then send it to the NTR Secretariat. This process must be followed strictly, even for legislation that has been promulgated and publicly posted on the website of that line ministry. The NTR Secretariat cannot, for example, upload publicly accessible laws to the NTR if they have not been through this process.

The information flow can be summarised in the below diagram:



Government stakeholders mentioned several potential improvements to the NTR:

Although most of the data regarding the usability of the website was collected from the private sector, we also had the opportunity to ask government officials what they felt about this aspect, and we added the remarks below.

Overall, officials seem satisfied with the current level of content on the website, especially when they point out the hard work put in to build it. Some officials, however, want to see more types of information included, such as advice for Cambodian entrepreneurs on how to access and invest in foreign markets, or information on foreign financing options.

Regarding the design and interface, suggestions from these officials included modernising the design of the home page and including more pictures. The NTR Secretariat itself suggested creating a video demo with how-to-use instructions for new users.

Government Challenges to the continued upkeep on the NTR:

Institutional Capacity

Human Resource Shortages: All respondents, particularly the NTR Secretariat, reported that human resource shortages limit the amount of time they can spend on NTR-related tasks. The four junior officials from the Secretariat currently have the mammoth responsibility of coordinating the whole phase of information collection from the focal points and line ministries. However, alongside their responsibilities to the NTR, they are also busy with several other work tasks, which are often more urgent. These officials stated that they spend around 10-20% of their work time on the NTR.

New Staff Hires at the Ministry

Regarding human resource shortages at the Cambodian ministries, we are pleased to note that the MEF has recently hired three new full-time staff members to support the work of the NTR Secretariat and NTMs. Thanks to this, we expect the number of legal items uploaded onto the NTR to increase and the overall quality of the website to improve. We applaud the MEF for making this step.

Technical Skills: All stakeholders mentioned the benefit of supplementary training on how to use the NTR. NTR Secretariat officials stated the need to learn more on how to input the complex range of NTMs into the portal, and to understand the impact of each piece of legislation on trade and HS codes.

IT Skills: Secretariat officials also need training on their IT skills. Their current level allows them to input new laws into the NTR by uploading them manually, one by one. This takes time and would be sped up considerably if they had assistance from IT programmers, such as during the time when documents were first being uploaded to the portal, in 2015. Initial programmers were able to upload multiple items simultaneously. From what we know, the software running the portal was originally designed by Vietnam-based FPT Information System. Since the initial creation of the NTR, this company has not been in communication with the NTR Secretariat. Perhaps, the company could be invited to provide training to NTR Secretariat officials on how to optimise the management of the NTR.

Translation: Translation was cited as another issue. The NTR offers information in two languages: Khmer and English. Before they are uploaded onto the portal, documents need to be translated, or partly translated, into English. These texts have lots of technical words - legal jargon especially - that are difficult

to translate. Sometimes, the words are so technical, that even their meaning in Khmer is unclear to the local officials. This should provide evidence for the difficulty of the task faced by the NTR Secretariat. Composed of only five people, it must translate massive amounts of complex information, continuously, whilst juggling other responsibilities. The officials themselves suggested that some of the burden could be relieved by assigning the task of translating new legislation to other stakeholders upstream, for instance the focal points or the staff from the line ministries. However, when we interviewed the ministries about this, it emerged that staff there also face time constraints.

Awareness of the NTR among Officials

Some government officials in Cambodia are not aware of the NTR. Some had heard of it but never visited it, and other were not aware it existed. Even among the focal points and line ministry staff members, we found officials who were not familiar with the website. Interestingly, one of our interviews was the first time that the NTR and the NTM focal points from the ministry had met each other – reflecting the challenge caused by frequent turnover within these roles.

Information-Sharing on Stakeholder Responsibilities

More could be done to ensure all government stakeholders are aware of their responsibilities towards the NTR. Currently, not all of them are.

There are varying levels of understanding among government officials of their tasks regarding the NTR. There is also a significant amount of assumptions and expectations being put on other partners to take the initiative to make the process better, with some ministry officials explaining that they weren't briefed by the NTR Secretariat at the start of the process, on the NTR, its features and its relevance to Cambodian public administration.

Various ministries have asked the NTR Secretariat to assume more of a coordinating role in inviting government officials to information-sharing workshops about the NTR, to remind old stakeholders and inform new ones about their responsibilities. Formal invitation letters should be sent out, rather than resorting to informal communication channels such as social media and telegram groups. The NTR Secretariat, on their part, have stated they do indeed invite the focal points to workshops, but they often do not get a confirmation for participating, and if they do, officials other than the NTR focal points attend.

Whatever the real situation is, the role of the assignment is not to place blame anywhere, but merely to highlight and reflect on the challenges throughout the administrative process. Some ministries have also

requested the Secretariat to update them on the current number of laws uploaded onto the portal, and to disseminate this information to all line ministries.

Focal Points

The roles of the NTR and NTM Focal Points are crucial in facilitating the transmission of information from the line ministries to the NTR Secretariat. Currently, there are areas of improvement to strengthen the capacity of these positions, to make them work more effectively. It seems the two faulty mechanisms are: that the Focal Points do not send legal information regularly to the NTR Secretariat, and that the Focal Points are replaced often by their bosses, disrupting the build-up of effective communication networks among stakeholders.

Our step-by-step guide through the information flow for the NTR stated that it is the NTR Secretariat that first sends a request to the Focal Points for new laws. Once the request has been made, it is up to the Focal Points to take the initiative to send this information to the Secretariat, although there is no reference to a specific time frame to do so. With these somewhat vague instructions, we can assume that many of the Focal Points might get distracted by other more compelling tasks at their job, and thus forget to fulfil their responsibilities to the NTR. From what we understand, the Secretariat, on its part, can only make a limited number of official requests to the Focal Points every year to obtain information. It seems, therefore, that there is a lot of accumulated information which the NTR Secretariat is waiting to receive from the Focal Points.

Another issue is that the Focal Points see frequent staff turnover. Focal Points are appointments given to officials who are also juggling several other official duties. When the officials are replaced, the newly appointed persons are often unfamiliar with their new responsibilities to the NTR and rely on the NTR Secretariat to fill them in on this information. But before effective communication channels can be built up between these stakeholders, a new staff turnover puts the NTR Secretariat back to the starting position. In practice, Focal Points often have little time to become acquainted with their role, and therefore struggle to become effective components of the information flow.

Departments of Legislation

There are internal Departments of Legislation within most Cambodian ministries. Staff members from these departments are experts in knowing the laws and legal procedures from within their area of work. As such, they are ideal candidates to participate in the information flow of the NTR. Following this assumption, one of the officials we interviewed wished to see more ministry Focal Points chosen from

within the ministry's internal legislation department, since they have a frontline knowledge of all the latest legislation in their area, and would find it quite easy to send this information to the NTR Secretariat effectively. The same official, on another note, described some of the current difficulties faced by his ministry: for example, before being sent to the NTR Secretariat, laws need to be collected from 12 internal departments, which is a difficult task.

Overlapping Initiatives

Some government officials mentioned that there are other initiatives similar to the NTR. These include attempts by government agencies in the country to offer public access to regulatory information, such as the *General Department of Customs and Excise* website (http://www.customs.gov.kh/en_gb/) or the *National Single Window* (<http://www.customs.gov.kh/trade-facilitation/national-single-window/>), which offers e-services to entrepreneurs. Competition from similar initiatives and “online portal fatigue” might explain why the NTR is not very well-known among the public and government officials in Cambodia, and why its usage remains limited. The suggestion from officials was to find future ways to integrate each of these online portals into a consolidated and synchronised e-services platform, to reduce overlapping, cut costs and improve the service to the public.

Recommendations

This section represents the final deliverable for the assignment, Output 4. We developed our recommendations based on the considerable amount of data collected during interviews and the user trials. In doing so, we have attempted to give voice to as many of our interviewed stakeholders as possible.

Our recommendations are grouped into four categories: user interface, content, visibility and administrative. They aim to improve the usability of the NTR by facilitating the user experience, increasing visibility, and enhancing administrative processes.

Number	Area	Recommendation
5.1.1	User Interface	Integrated Main Menu
5.1.2	User Interface	User Customisation
5.1.3	User Interface	Replace Flash Player
5.1.4	User Interface	Move Search Toolbox
5.1.5	User Interface	Graphic Redesign
5.1.6	User Interface	Harmonise Mobile Version
5.1.7	User Interface	Fix Technical Issues
5.1.8	User Interface	Add Options to Search Engine
5.1.9	User Interface	Enhance PDF Links
5.2.1	Content	Explain Difficult Words
5.2.2	Content	Enhance Visualisation of Business Procedures
5.2.3	Content	Add Suggestions to Keyword Searches
5.2.4	Content	Update Items and Information
5.2.5	Content	Add Video Demo

5.2.6	Content	FAQs
5.2.7	Content	Add Information to the TBT and SPS Sections
5.2.8	Content	Merging the Portal
5.3.1	Visibility	Use Google Tools
5.3.2	Visibility	Social Media Promotional Campaigns
5.4.1	Administrative	Organise Stakeholder Workshop
5.4.2	Administrative	Regularly Update NTR and NTM Focal Point Database
5.4.3	Administrative	Create Introduction Guide
5.4.4	Administrative	Establish Monitoring System
5.4.5	Administrative	Involve Ministerial Departments of Legislation
5.4.6	Administrative	Create Implementation Guide
5.4.7	Administrative	Training Sessions

User Interface

The objectives for the user interface are to: update and simplify the UI, enhance graphics, fix technical problems, and reduce searching time for users. We note that without the provision of further funding or ICT technical support, implementation of recommendations under this category are unlikely to occur. Nevertheless, they have been included to improve usability if technical or financial support does become available.

5.1.1 Integrate Tabs into a Single Main Menu

Currently, the main tabs are concentrated in three clusters at the top, on the right side, and in the middle of the home page. Integrating them and displaying them into a single main menu, either vertically or horizontally, could help users being less confused about where to go from the home page. The main menu could take the shape of a button which slides out when clicked on, revealing the menu tabs. Each tab

could also be expandable by clicking on it. These changes would make the graphic design more user friendly and aesthetic.

5.1.2 Rearrange Content

If the search content were to be rearranged, it would make the experience more tailored to the specific needs of each user. Categories of information should be placed together, according to their informative purpose (passing custom inspections, information for exporters, etc.). We predict search times on the portal to decrease, if users can find all the information they need with fewer clicks.

5.1.3 Replace Out-of-date Flash Player

The Flash Player on the centre of the home page is inoperative and the space could be taken up by something more useful, perhaps a slider or a YouTube video showcasing activities on the website.

5.1.4 Place Search Toolbox at the Top

The general search function is a last-resort measure for users looking for specific information on the portal who are unable to find this information the traditional way, i.e. by browsing through the menu tabs. Since this function is very important, it should be placed further up on the home page, where it is instantly viewable by users.

5.1.5 Redesign Graphics

Ideally, the graphics of the portal would be redesigned and enhanced, with new font and colour palette choices, and possibly a more minimalistic approach towards displaying content. The front banner, which currently shows the title of the portal and a few pictures of transportation vehicles, could be replaced by something which, paraphrasing a web designer we interviewed, better conveys the authority and credibility of a governmental website. Minor issues such as the alignment of shapes and icons should also be fixed.

5.1.6 Harmonise Mobile Version with Desktop Version

The mobile version of the home page could be redesigned to avoid user interface problems, such as excessive scrolling time when searching through menu options.

5.1.7 Fix Technical Issues

Technical issues currently affecting user experience include slow loading times for pages displaying the HS codes headings in the commodity search area, and slow loading times occurring quite randomly throughout the navigation. It would help if these issues could be addressed.

5.1.8 Search Engine Options

Search engines, such as *Search Legal Documents*, could be improved by adding more options which reduce searching time for users. For example, it would be extremely useful to include a sort-by-date button for legal documents.

5.1.9 Enhance PDF Links

The PDF links showing the full version of documents could be made bigger, to make them more visible to users.

Content

The objectives are to: enrich the quality of information on the NTR, provide better guidance to users, ensure the information on the portal is kept updated, and contextualise the NTR within other similar government initiatives.

5.2.1 Explaining Difficult Words

Captions and/or pop-up text boxes could be inserted next to difficult words, to explain their meaning, similarly to what was done on Myanmar's portal (see below).

- (1) cross-border supply (for example, architectural, legal or accounting services transmitted from Thailand or Singapore to Myanmar);
- (2) consumption abroad (for example, a tourist travels from Germany to visit Myanmar);
- (3) commercial presence (for example, a foreign bank or telecommunications company establishes a local office in Myanmar); and
- (4) presence of natural persons (for example, a software consultant temporarily visits Myanmar to provide consulting advice to a local business).

The boxes could appear just as the user places the cursor on top of the word in question. A typical application would be to explain the difference between some of the search options (*Search Forms*, *Search Measures*, *Search Legal Documents* etc.). In this case, a further step would be to associate each of the search buttons with a different logo (e.g. a parchment and quill, an arrow, an hourglass), so users are visually guided towards their choice.

5.2.2 Business Procedures

The procedures represent a highlight of the NTR, but they are difficult to find. Several include detailed process charts that make sense of verbose legislation. NTR usability would be improved with the inclusion of more diagram and visual aid-oriented procedures to help simplify the explanation of complicated

processes. The time frame and cost to the user for each procedure should also be added, whenever this information is available.

5.2.3 Keyword Suggestions

When typing keywords in searches, the experience could be enhanced by adding word suggestions, similarly to what happens during a Google search. This would help users who are less familiar with the full or official name of the item they are looking for.

5.2.4 Update Information

The news and announcements section should be updated with the most recent events.

5.2.5 Video Demo

A video demo could be placed on the home page, to guide new users to the functions of the NTR.

5.2.6 FAQs

There could be more FAQs added. Currently, since there are only six of them on the portal, they are not enough to answer the most common queries users have. The expanded selection of FAQs could also be grouped into categories, to make the search easier.

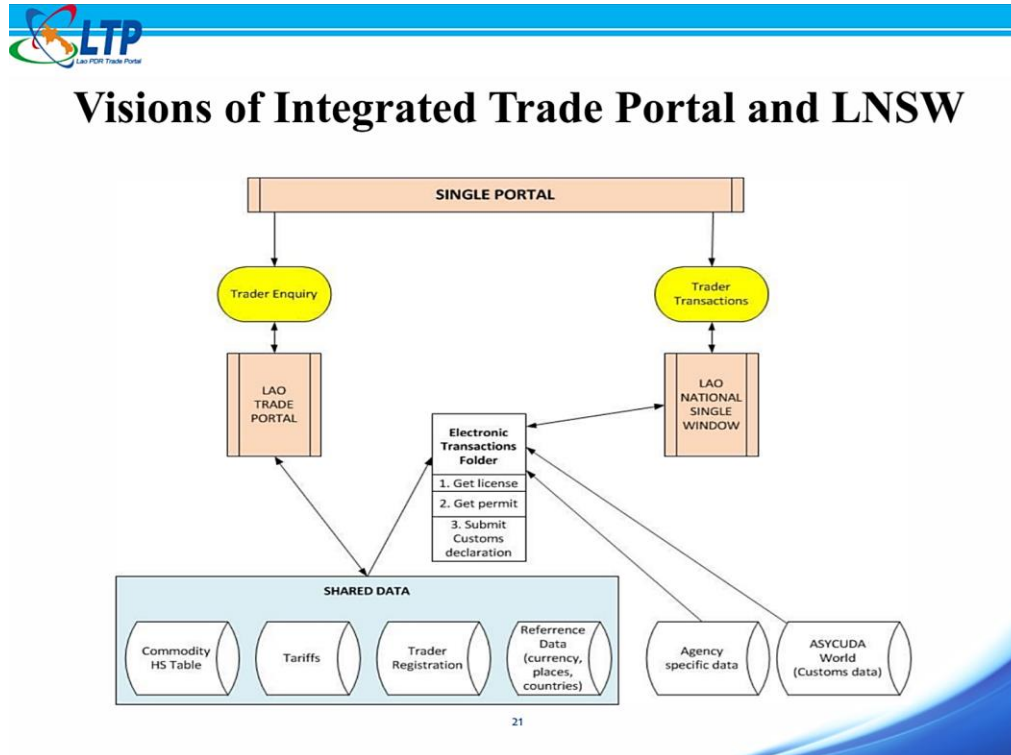
5.2.7 TBT and SPS

More information could be added to the TBT and SPS sections. Drawing from the design of the ATR, we recommend significantly expanding both the TBT and SPS pages, by adding comprehensive dropdown menus displaying all the possible sub-items.

5.2.8 Merging the Portal

We mentioned earlier that the Cambodian government has launched other initiatives which are similar to the NTR, such as the Customs web portal/mobile app, and the *Cambodian National Single Window*. The former enables users to find tax rates for Cambodian products by going through a categorised archive, whilst the latter seeks to facilitate user access to documents required for the registration of businesses in Cambodia. As such, the two initiatives contain similar information to that on the NTR. We recommend that stakeholders examine the possibility of combining the NTR with the two portals or incorporating some features from them into the NTR. A similar move was carried out in Lao PDR, between its respective NTR and National Single Window portals, as shown below. The integration was beneficial in several ways: it enhanced the visibility of the content, by bringing a greater number of users to the new website. It also reduced the administrative costs of running two separate portals, and it provided an additional incentive

for the content of the trade repository section to be updated regularly, since a greater number of trade users depend on finding updated information to operate successfully. We believe the same benefits could be brought to Cambodia if this move were to be replicated.



Alternatively, were the integration not to be possible, it would still be useful to raise awareness among users and stakeholders about the synergies between the NTR and the Single Window, since they are, in a sense, two sides of the same coin (facilitating trade).

Visibility

The objective of recommendations under this heading is to enhance the visibility of the NTR.

5.3.1 Google Tools

Google Analytics can be used to examine the usage of the NTR and identify areas of improvement. Google Search optimisation can help increase the number of views on the browser. The Search Console can tell Google to visualise the internal sections of the NTR as separate search entries, increasing the probability of users coming across them in their Google search.

5.3.2 Social Media Campaigns

Promotional campaigns can be carried out on Facebook and LinkedIn, two social media platforms that are popular with Cambodians. We therefore recommend starting by creating new profile pages for the NTR on these two platforms.

Administrative

The objectives are to: raise awareness of the NTR with government stakeholders, clarify governance structure and procedures, and streamline work processes.

5.4.1 Stakeholder Workshop

We suggest organising a workshop involving the stakeholders of the NTR, particularly the NTR Secretariat and the Focal Points. Although we acknowledge that such an initiative has already been organised in the past by the MEF, we believe this edition would provide a valuable opportunity to bring together and foster cooperation among key stakeholders. The event will be an opportunity for participants to exchange information on the correct procedures to manage the information flow effectively. By raising awareness of the NTR among stakeholders, particularly among the Focal Points, the workshop is contributing to build up institutional capacity.

5.4.2 Regularly Update NTR and NTM Focal Point Database

A feedback mechanism should be established to ensure the composition of the NTR focal point team is updated regularly. This can be done by (1) creating a shared contact repository, (2) nominating a person from each line ministry in charge of updating their contact details on the repository, and (3) establishing periodic check-ups, possibly every 3 months.

5.4.3 Introduction Guide

We recommend creating an introduction guide to be delivered to all newly appointed Focal Points, explaining duties, responsibilities, and communication channels. Also, a person should be nominated from the NTR Secretariat, who will oversee delivering the guide by email to every new Focal Point, as soon as they are notified of the staff change.

5.4.4 Establish Monitoring System

All tasks for the NTR should include an associated time schedule, and indicators to measure performance (for example, the number of legal items sent by each Focal Point to the NTR Secretariat over a set period).

This will help benchmark good practices among Cambodian stakeholders and showcase good performance. A simple monitoring and evaluation (M&E) system could be developed that achieves this. As an example, the MEF NTR Secretariat could disseminate a summary of how many legal documents it received from each line ministry annually to all NTR Focal Points, encouraging more active participation.

5.4.5 Departments of Legislation

We encourage line ministries to appoint their Focal Points from their internal departments of legislation, if this is possible. Our findings suggest that this is currently not occurring, since ministry officials themselves have suggested this option as a reform to the current system of appointing focal points. Involving these departments more into the information flow for the NTR could help alleviate some of the bottlenecks in information transmission between stakeholders.

5.4.6 Implementation Guide

To help stakeholders understand their roles and responsibilities towards the NTR, we suggest creating an implementation guide, containing information such as an organigram and a diagram describing the governance structure, information flow, and responsibilities for each stakeholder in the NTR (particularly, the NTR Secretariat, the NTR Focal Points and the NCNTM Focal Points). The guide could be disseminated as paper copies in each relevant office and digitally, by sending it out by email and including it in the introduction guide.

5.4.7 Training

We also propose arranging training sessions to help strengthen the capacity of government officials. The trainings would be centred on topics that help administrators get a better understanding of the needs of private companies and NTR users, such as: NTMs, logistics, or trade. Also, training courses delivered to the NTR Secretariat and the Focal Points in the line ministries could strengthen institutional capacity by disseminating how best to perform useful steps, such as classifying legal items.

Annexes

Questionnaire for Private Companies

1. Have you heard of the National Trade Repository?
2. Do you use the National Trade Repository?
3. What are your thoughts on the UI?
4. What are your thoughts on the info and how the info is presented on the website? Tariffs? Laws/regulations? Non-trade measures?
5. What info would you like to see on the website? What improvements would you want to see to make the website more useful and user-friendly?
6. Any comments to promote the visibility?
7. What type of trade-related information do you search on Google?
8. On a scale of 1 to 5, how would you rate the National Trade Repository's user interface, quality of information, relevance of information, and ease of access.

Questionnaire for ICT Companies

1. Have you heard of the National Trade Repository?
2. Do you use the National Trade Repository?
3. What are your thoughts on the UI?
4. What improvements would you want to see to make the website more useful and user-friendly?
5. What improvements could be made to improve the websites visibility so that more people access it?
6. On a scale of 1 to 5, how would you rate the National Trade Repository's user interface, quality of information, relevance of information, and ease of access.

Questionnaire for Government Stakeholders

1. At a high level, how is the NTR organised in terms of structure and data collection?
2. What are the responsibilities of the NTR focal points and the NTM team members in maintaining the NTR?
3. What are the strengths of the NTR / aspects that are going well?
4. What are the challenges you face carrying out your responsibilities with the NTR?
5. What would improve the administration and coordination of the NTR?
6. How is information coordinated between the Cambodian NTR and the ATR?
7. What was the reason to move forward with a standalone NTR?
8. What has the WB's role been from the start of the NTR project? Are they still funding the management/admin sides of the NTR?
9. What are your thoughts on the UI, good points / challenges using the website?
10. What improvements would you want to see to make the website more useful and user-friendly?

Royal Government of Cambodia's Sub-decree 257

Kingdom of Cambodia

National-Region-King

Government of Cambodia

No: 257 អនក្រឹត្យ បក

Sub-Decree

On

**The Preparation and Practice on the
National Committee for Non-Tariff Measure**

The Royal Government of Cambodia

- Having seen the constitution of the Kingdom of Cambodia
- Having seen Royal Degree No. NS/RKT/0913/903 dated 24 September 2013 on the appointment of the Royal Government of Cambodia
- Having seen Royal Degree No. NS/RKT/1213/1393 dated 21 December 2013 on the change and appointment of the Royal Government of Cambodia
- Having seen the Royal Kram No. 02/NS/94 dated 20 October 1994 promulgating the law on prepare and practice of the Council of Ministers
- Having seen the Royal Kram No. NS/RKM/0196/18 dated 24 January 1996 promulgating the law on the creation of the Ministry of Economic and Finance
- Having seen the Royal Kram No. NS/RKM/0904/002 dated 09 September 2004 promulgating the law on the approvement on the agreement of the Royal Government of Cambodia's involvement in International Trade Organization
- Having seen Royal Kram No. NS/RKM/0809/017 dated 29th August 2009 promulgating the law on the approvement on the agreement of the ASEAN commercial goods

- Having seen the Sub-decree No. 488 អនក្រឹត្យ លេខ ៤៨៨ dated 16 October 2013 on the preparing and practicing of the Ministry of Economic and Finance
- With the approval of the Council of Ministers during the Cabinet Meeting of September 5th 2014

It is hereby Decided

Chapter 1

General Provisions

Article 1:

The sub-decree is hereby establishing the National Committee for Non-Tariff Measure or **NCNTM**.

Chapter 2

Composition

Article 2:

NCNTM has its composition below:

- | | |
|--|----------------|
| 1. Representative of the Ministry of Economic and Finance | President |
| 2. Representative of the Ministry of Commerce | Vice President |
| 3. Representative of the Ministry of Agriculture, Forestry and Fisheries | Vice President |
| 4. Representative of the Council Ministers | Member |
| 5. Representative of the Ministry of Interior | Member |
| 6. Representative of the Ministry of Defence | Member |
| 7. Representative of the Ministry of Foreign Affairs & International Cooperation | Member |
| 8. Representative of the Ministry of Planning | Member |
| 9. Representative of the Ministry of Environment | Member |
| 10. Representative of the Ministry of Industry and Handicraft | Member |
| 11. Representative of the Ministry of Mines and Energy | Member |
| 12. Representative of the Ministry of Posts and Telecommunications | Member |
| 13. Representative of the Ministry of Health | Member |
| 14. Representative of the Ministry of Culture and Fine Art | Member |
| 15. Representative of the State Secretariat of Civil Aviation | Member |

- | | |
|---|--------|
| 16. Representative of the National Bank of Cambodia | Member |
| 17. Representative of the Supreme National Economic Council | Member |
| 18. Representative of the Council for the Development of Cambodia | Member |
| 19. Representative of the General Department of Customs and Excise of Cambodia | Member |
| 20. Representative of the Cambodia Chamber of Commerce | Member |
| 21. Director of the Economic Integration and ASEAN of the Ministry of Economy and Finance | |
- Member and the Chair of the secretariat.

Practical composition of the NCNTM secretariat is appointing under the decision of the Royal Government of Cambodia.

Chapter 3

Composition and Responsibilities on the NCNTM

Article 3:

- Gather, classify, review, and enhance the law and legal framework of the non-tariff measure to be aligned with the UNCTAD (United Nations Conference on Trade and Development)
- Update, publish, and keep all the law and legal framework of the non-tariff measure
- Prepare the practical guideline if necessary; or enhance the existed practical guideline to ensure the practice in not restrict then the needs.
- Evaluate and revise the non-tariff measure to minimise the restriction on trade and investment.
- Identify unnecessary composition that restrict the non-tariff measure and propose for change or delete composition to the government to ensure compliance among the local and international agreements.
- Report about the non-tariff measure to the World Trade Organization (WTO) through the Ministry of Commerce and to the ASEAN secretariat through the Ministry of Economy and Finance.
- Evaluate the difficulties of the committee's operation and do fund raising for strengthening the secretariat and officer's capacity.
- Coordinate with the ministries and other relevant institution for the consistency, effectiveness, and enhances cooperation.
- Receive and use the financing from other countries, international organisations, and development partners in the purpose of enhancing non-tariff measure.

- Give recommendation as necessary and prepare the yearly consolidated working report of working progress to the government.
- Perform other tasks that the Royal Government appoint.

Chapter 4

Acting of the NCNTM

Article 4:

NCNTM must prepare its operating procedure and yearly planning.

Article 5:

NCNTM must have one secretariat as an operational arm to fulfil its function as stated above in article 3&4 above. Department of Economic Integration and ASEAN, General Department of Economic Policy and Public Finance, Ministry of Economy and Finance, function as a secretariat of the **NCNTM**.

NCNTM secretariat can seek for advice from law advisory of the Ministry of Economy and Finance or others law institutes or law departments about the draft proposal on the change of non-tariff measure or remove tariff barriers.

All Ministries listed above must identify the contact (focal) point and forward the information in formal writing to the NCNTM secretariat. All the change related contact (focal) point must be reported in written form to the **NCNTM** secretariat.

Article 6:

Ministries and institutions that prepare the law and legal framework related to the non-tariff measure can invite the representative of the secretariat to join the drafting, and must send the draft of the laws and legal frameworks to the **NCNTM** to ensure compliance to the law enforcement of the Kingdom of Cambodia and to the obligation as a part of the international and local agreement that Cambodia as a party. **NCNTM** must review and feedback to the responsible ministry or institution in the period of 90 days after receiving the law and legal framework.

For all the law and legal framework of the non-tariff measure that existed, **NCNTM** must be review for the purpose of compliance to the obligation under the international and local agreement that has Cambodia as a party. If necessary, **NCNTM** can request to the responsible ministry or institution for the review and

revise over law and legal framework of the non-tariff measure that is not compliance to the international and local agreement has Cambodia as a member.

If necessary and fully proofed, the law and legal framework of the non-tariff measure can be put into practiced by the responsible ministry and the review from the **NCNTM** could come later. In this case, the responsible ministry must immediately inform to the **NCNTM** secretariat of the practice.

Article 7:

Member of the **NCNTM** must join the meeting following the invitation of the president.

President of the **NCNTM** must lead the meeting. In case president in absent or has other obligation, vice president must lead the meeting.

President of the **NCNTM** can invite the specialist and representative of the other ministry or institution that are not member of **NCNTM** into the meeting if necessary.

Article 8:

NCNTM must call for the meeting at least 2 times a year.

In case of necessary, **NCNTM** can call for extraordinary meeting follow the invitation of the president.

Article 9:

NCNTM has the rights to use the stamp of the Ministry of Economy and Finance in doing the job.

Chapter 5

Source of Resource and Funding

Article 10:

All the expense of the **NCNTM** operation has been support by the national finance budget under the finance plan of the Ministry of Economy and Finance.

NCNTM has the right to receive and arrange the use of finance from other sources follow the legal procedure for their work operation.

Chapter 6

Final Provisions

Article 11:

The Minister in charge of the Office of the Council of Ministers, the Minister of Economics and Finance, Minister of all ministries, and heads of all departments shall effectively implement the Sub-decree within respective functions commencing from the date signature.

Phnom Penh, 19th September 2014

PRIME MINISTER

HUN SEN

CC:

- Ministry of Royal Palace
- General Secretariat of Constitutional Council
- General Secretariat of the Senate
- General Secretariat of the National Assembly
- General Secretariat of the Royal Government
- Cabinet of Samdach Prime Minister
- Cabinet of all Deputy Prime Minister
- As defined in Article 11
- Duties of King
- Archives – Chronicle

Royal Government of Cambodia's Sub-decree 258

Kingdom of Cambodia

National-Region-King

Government of Cambodia

No: 258 អនក្រឹត្យ បក

Sub-Decree

On

The preparation and practice on the National Trade Repository

The Royal Government of Cambodia

- Having seen the constitution of the Kingdom of Cambodia
- Having seen Royal Degree No. NS/RKT/0913/903 dated 24 September 2013 on the appointment of the Royal Government of Cambodia
- Having seen Royal Degree No. NS/RKT/1213/1393 dated 21 December 2013 on the change and appointment of the Royal Government of Cambodia
- Having seen the Royal Kram No. 02/NS/94 dated 20 October 1994 promulgating the law on prepare and practice of the Council of Ministers
- Having seen the Royal Kram No. NS/RKM/0196/18 dated 24 January 1996 promulgating the law on the creation of the Ministry of Economic and Finance
- Having seen the Royal Kram No. NS/RKM/0904/002 dated 09 September promulgating the law on the approvment on the agreement of the Royal Government of Cambodia's involvement in International Trade Organization
- Having seen Royal Kram No. NS/RKM/0809/017 dated 29th August 2009 promulgating the law on the approvment on the agreement of the ASEAN commercial goods
- Having seen the Sub-decree No. 488 អនក្រឹត្យ បក dated 16 October 2013 on the preparing and practicing of the Ministry of Economic and Finance

- With the approval of the Council of Ministers during the Cabinet Meeting of September 5th 2014

It is hereby Decided

Chapter 1

General Provisions

Article 1:

The sub-decree is hereby establishing the National Trade Repository of Cambodia or NTR under the control of the Ministry of Economic and Finance.

Article 2:

The sub-decree is created in the purpose of gathering and keeping all the commercial information and news in the form of both soft and hard form and publish it to the public.

Article 3:

All abbreviation formed in this sub-decree has stated in the Appendix.

Chapter 2

Composition and Responsibilities on the NTR

Article 4:

List below are the NTR's composition:

- | | |
|---|----------------|
| - Representative of the Ministry of Economic and Finance | President |
| - Representative of the Ministry of Commerce | Vice President |
| - Representative of the Council for the Development of Cambodia | Member |
| - Representative of the Council Ministers | Member |
| - Representative of the Ministry of Interior | Member |
| - Representative of the Ministry of Defence | Member |
| - Representative of the Ministry of Foreign Affairs & International Cooperation | Member |
| - Representative of the Ministry of Planning | Member |
| - Representative of the Ministry of Industry and Handicraft | Member |
| - Representative of the Ministry of Agriculture, Forestry and Fisheries | Member |

- | | |
|---|--------|
| - Representative of the Ministry of Environment | Member |
| - Representative of the Ministry of Justice | Member |
| - Representative of the Ministry of Posts and Telecommunications | Member |
| - Representative of the Ministry of Health | Member |
| - Representative of the Ministry of Public Works and Transportation | Member |
| - Representative of the Ministry of Culture and Fine Art | Member |
| - Representative of the Ministry of Mines and Energy | Member |
| - Representative of the Ministry of Tourism | Member |
| - Representative of the National Bank of Cambodia | Member |
| - Representative of the State Secretariat of Civil Aviation | Member |
| - Representative of the Cambodia Chamber of Commerce | Member |

Practical composition of the NTR secretariat appoint under the decision of the Royal Government of Cambodia.

Article 5:

NTR's responsibilities:

- Gathering and keeping all the related commercial news and information in both hard and soft form for the Cambodia National Trade Repository website.
- Publish the related commercial news to the public and keep the latest update the information regularly.
- Allow the public to find the related commercial information.
- Having the right to publish all information receiving from the ministries and related department in the case that all information opposes the agreement of the regional free trade agreement and the international free trade agreement that the Royal Government of Cambodia as a party.
- Reporting the late sending information to the Minister of Economic and Finance in order to have the advice and answer to the related department and
- Connected the Cambodia NTR website to each of ASEAN member states NTR website in order to create one ASEAN NTR website.

Article 6:

NTR secretariat has the right to ask for the related information from the related ministry or institution. The related ministries and institutions must:

- Appoint the related officer in order to give the related commercial or trade information in accordance with article 8 to the secretariat, updating the name list of the responsible officers every 6 months and announce immediately if there is a change in responsible person.
- Must announce every change related to trade in accordance to the article 8 through communication officer team.
- Give the early notice to the secretariat about the announcement plan related to trade
- Give immediate notice to the secretariat in case of finding the incorrect, incomplete, and invalid/expire trade information.
- Give the information in both languages, Khmer and English, in both soft and hard form to the secretariat for the uploading to the NTR website.
- Responsible for the preparation of metadata for the research and download of documents
- Respond to the NTR website user's questions

Article 7:

Member of the NTR must join the meeting follow the invitation of the president.

If necessary, the NTR president can invite the representative from each related ministry for a meeting.

NTR secretariat has the right to use the Ministry of Economic and Finance's stamp to facilitate work.

Chapter 3

Component of the Trade Repository

Article 8:

Component of the trade repository that must include on the National Trade Repository website, list down below:

- Table of nomenclature
- Table of the national most favourable tax
- Table of Cambodia tax under the World Trade Organization
- Reduction and non-import tax under the Free Trade Agreements
- Rule of origin
- Rule of non-tax
- Commercial law and legal framework
- Customs law and legal framework

- Procedures and require document
- Administration decision
- Good practice of trade facilitation
- List of traders that licensed for practicing commercial transaction
- Related trade news and information.

Chapter 4

NTR Secretariat

Article 9:

NTR has one secretariat as an operational arm that has composition listed below:

- Director of Economic and ASEAN Integration department of the Department of Economics Policy and Public Finance as a president.
- Some of the officers at the Ministry of Economics and finance as members.

The NTR secretariat is located at the Department of Economics and ASEAN Integration, General Department of Economics Policy and Public Finance, Ministry of Economic and Finance.

Article 10:

The Secretariat's duties:

- Appoint a group of staffs to support the NTR operation.
- Research and receive related information to trade from the ministry and related department, and from international source for uploading, along with updating regularly on that information on time, to the NTR's website
- Answer the questions from the user of the NTR's website and inform to the related ministry or department for the response base on their sector specialist.
- Receive the comment from the NTR's website user for the improvement of the website.
- Guaranty the sustainability of the NTR's website to support the public user in daily base.
- Protect the NTR's website from the devastating
- Report to the Ministry of Economics and Finance about the NTR operation every quarters
- Fulfil all the task appointed by the president of NTR.

Chapter 5

Sourcing and Financing

Article 11:

The operational expense of the NTR is supported by the National Budget under the financial plan of the Ministry of Economics and Finance.

The NTR secretariat has the right to receive and budget its finance by law, the finance could be received from other source for the operation of NTR.

Chapter 6

Final Provisions

Article 12:

The Minister in charge of the Office of the Council of Ministers, the Minister of Economics and Finance, the Minister of Commerce, Minister of all ministries, and heads of all departments shall effectively implement the Sub-decree within respective functions commencing from the date signature.

Phnom Penh, 19th September 2014

PRIME MINISTER

HUN SEN

CC:

- Ministry of Royal Palace
- General Secretariat of Constitutional Council
- General Secretariat of the Senate
- General Secretariat of the National Assembly
- General Secretariat of the Royal Government
- Cabinet of Samdach Prime Minister
- Cabinet of all Deputy Prime Minister
- As defined in Article 12
- Archives – Chronicle

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
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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.