

**BUSINESS FORUM**

**FRANCE** 

**CAMBODIA**

**FROM JULY 8th to 10th, 2024**





# **BUSINESS FORUM FRANCE CAMBODIA**

## **FROM JULY 8th TO JULY 10th, 2024**



We are pleased to invite you to the highly anticipated France-Cambodia Business Forum 2024, a leading event aimed at exploring the vast potential of the Cambodian market. This event directly follows the visit of Prime Minister of the Kingdom, Hun Manet, to France on January 18th and 19th, 2024. On this occasion, seven protocols of agreements were signed, particularly in the energy, infrastructure, and distribution sectors, marking a new dynamic in the Franco-Cambodian relations. These agreements also reflect the Cambodian government's commitment to promoting private sector development. The Forum is therefore a unique opportunity for French companies to leverage this potential for growth and economic development and connect with potential partners, policymakers, and local experts.

The Forum will bring together French and Cambodian officials, including Samdech Moha Borvor Thipadei Hun Manet - Prime Minister of Cambodia, Mr Franck Riester - French Minister Delegate for Foreign Trade, Attractiveness, the Francophonie and French Nationals Living Abroad, His Excellency Sun Chanthol - Deputy Prime Minister and First Vice-Chairman of the Council for the Development of Cambodia, His Excellency Sok Chenda Sophea - Deputy Prime Minister and Minister of Foreign Affairs and International Cooperation of Cambodia, and Mr François Corbin - Vice President MEDEF International.

CO-ORGANIZED BY



WITH THE SUPPORT OF



# DAY 1 > MORNING PROGRAM – SOFITEL PHNOM PENH PHOKEETHRA



Thematic	Speakers
<p><b>Official opening: Inaugural speeches</b></p>	<p>Mr. Cyril Girot – Chairman of the CCI France Cambodge</p> <p>Mr. Franck Riester – Minister Delegate Foreign Trade, Attractiveness, the Francophonie and French Nationals Living Abroad</p> <p>Samdech Moha Borvor Thipadei Hun Manet – Prime Minister of Cambodia</p>
<p><b>Coffee-break</b></p>	
<p><b>Opening panel: Cambodia – Strategic gateway to the ASEAN market</b></p> <ul style="list-style-type: none"> <li>• Presentation of the panel and its challenges</li> <li>• Investing in Cambodia</li> <li>• Legal and commercial aspects</li> </ul> <p><b>+ Q&amp;A session</b></p>	<p>Mr. François Corbin – Vice-President of the Mouvement des Entreprises de France International (MEDEF International)</p> <p>Mr. Arnaud Darc – Chairman of the French Foreign Trade Advisors (CCEF) in Cambodia</p> <p>H.E. Sun Chanthol – Vice-Chairman of the Council for the Development of Cambodia (CDC)</p> <p>Dr. Sok Siphana – Advisor to the Royal Government of Cambodia</p>
<p><b>Workshop – Industrial attractiveness (SSEZ)</b></p>	<p>Mr. Sar Senera – Deputy Secretary General of the Council for the Development of Cambodia</p> <p>Involvement of major Cambodian groups</p>
<p><b>Lunch at the Sofitel Phnom Penh Phokeethra restaurant</b></p>	

# DAY 1 > AFTERNOON PROGRAM – SOFITEL PHNOM PENH PHOKEETHRA



<b>Thematic:</b> <b>Cambodian policies and priorities</b>	<b>Speakers</b>
<b>Simultaneously</b> <b>Workshop 1:</b> Infrastructure & Logistics  <b>Workshop 2:</b> Agro-industry and Agriculture	<b>Workshop 1</b> H.E Peng Ponea – Cambodian Minister of Public Works and Transport  <b>Workshop 2</b> H.E Dith Tina – Cambodian Minister of Agriculture, Forestry and Fisheries
<b>Simultaneously</b> <b>Workshop 3:</b> Health  <b>Workshop 4:</b> Energy	<b>Workshop 3</b> H.E Chheang Ra – Cambodian Minister of Health  <b>Workshop 4</b> H.E Keo Rottanak – Cambodian Minister of Mines and Energy
<b>Coffee-break</b>	
<b>Special meetings with public and private decision-makers</b> <ul style="list-style-type: none"><li>• B2G meetings</li><li>• B2B meetings</li></ul>	<ul style="list-style-type: none"><li>• With Ministry representatives for French companies</li><li>• With Cambodian companies</li></ul>
<b>Evening – Reception at the residence of the French Embassy</b>	In the presence of Cambodian government and administration officials



# DAY 2 > MORNING PROGRAM – RAFFLES LE ROYAL PHNOM PENH



<b>Session 1:</b> <b>The Cambodian market, through the experience of entrepreneurs</b>	<b>Speakers</b>
<b>Breakfast</b>	
<b>Cambodia's economic and legal outlook</b>  <b>+ Q&amp;A Session</b>	Mr. Emmanuel Ly-Batallan – Head of the Economic Department of the French Embassy in Cambodia
<b>Coffee-break</b>	
<b>Public and private financing in Cambodia</b>  <b>+ Q&amp;A session</b>	Mr. Jean-Pierre Marcelli – Executive Director of the French Development Agency (AFD)  Mrs. Elodie Barria – BpiFrance Asia-Pacific Regional Manager  Mr. Nicolas Hollanders – CEO of BRED Bank Cambodia
<b>Lunch at the Hotel Restaurant of the Raffles Hôtel Le Royal Phnom Penh</b>	



# DAY 2 > AFTERNOON PROGRAM – RAFFLES HOTEL LE ROYAL PHNOM PENH



<p><b>Theme:</b> <b>The eye of the "local" experts:</b> <b>context, opportunities and feedbacks</b></p>	
<p><b>Session 2</b></p> <p><b>Simultaneous Round Tables</b> <b>+ Q&amp;A Session</b></p>	<ul style="list-style-type: none"><li>• Table 1: Tourism: challenges and changes in the sector</li><li>• Table 2: Digital by French Tech</li><li>• Table 3: Distribution</li></ul>
<p><b>Session 3</b></p> <p><b>Simultaneous Round Tables</b> <b>+ Q&amp;A Session</b></p>	<ul style="list-style-type: none"><li>• Table 1: Construction (Urban)</li><li>• Table 2 : Health</li><li>• Table 3: Energy</li></ul>
<p style="text-align: center;"><b>Coffee-break</b></p>	
<p><b>Session 4</b></p> <p><b>Simultaneous Round Tables</b> <b>+ Q&amp;A Session</b></p>	<ul style="list-style-type: none"><li>• Table 1: Logistics &amp; Transport</li><li>• Table 2: Agriculture &amp; Agro-industry</li><li>• Table 3: Sustainable Development/Environment</li></ul>
<p><b>Evening – Reception at the Council for the Development of Cambodia</b></p>	<p>In the presence of Cambodian leaders from the private sector and the business community</p>

# DAY 3 > PROGRAMME – SIHANOUKVILLE

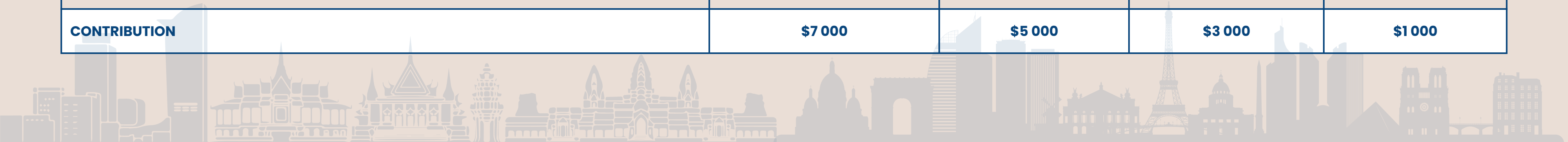


<b>Optional day trip – Extension to Sihanoukville</b>	
<b>Departure from Phnom Penh to Sihanoukville</b>	
<b>Governmental meeting</b>	Mr. Kuoch Chamroeun – Governor of Sihanoukville Province Mr. Long Dimanche – Deputy Governor of Sihanoukville Province
<b>Lunch at the Novotel Sihanoukville Holiday Resort</b>	
<b>Site visits</b>	<ul style="list-style-type: none"><li>• Sihanoukville Airport</li><li>• Sihanoukville Autonomous Port</li><li>• Sihanoukville Special Economic Zone</li></ul>
<b>Back to Phnom Penh</b>	



# SPONSORING PACKAGES

	PLATINUM SPONSOR	GOLD SPONSOR	SILVER SPONSOR	PARTNER
<b>LOGO SIZE AND RANK ON ALL COMMUNICATION</b>	<b>30% BIGGER</b> 1st Rank	<b>20% BIGGER</b> 2nd Rank	<b>10% BIGGER</b> 3rd Rank	<b>Normal size</b> 4th Rank
<b>EXCLUSIVITY IN ITS SECTOR</b>	<b>YES</b>	-	-	-
<b>DIGITAL VISIBILITY</b> LOGO ON ALL CCIFC SOCIAL MEDIA EVENT BANNER (FB, IG, LIN) LOGO ON ALL NEWSLETTERS EVENT COMMUNICATION LOGO ON ALL EVENT PROMOTION E-MAILS LOGO ON E-TICKETS LOGO ON EVENT PLATFORM LOGO ON BUSINESS FORUM WEBSITE LOGO ON CCIFC WEBSITE EVENT PAGE  LOGO ON PICTURES PUBLISHED AFTER THE EVENT	<b>30% BIGGER</b> 1st Rank	<b>20% BIGGER</b> 2nd Rank	<b>10% BIGGER</b> 3rd Rank	<b>Normal size</b> 4th Rank
<b>ON-SITE VISIBILITY</b> LOGO ON PUPITRE SPEAKER LIVE RECOGNITION FROM SPEAKER AS SPONSOR LOGO ON PRESENTATION SLIDES LOGO ON ALL COLLATERALS AT EVENT VENUES (X- STAND, BACKDROP...) ALLOWANCE FOR CORPORATE X-STANDS AT THE VENUE ALLOWANCE FOR CORPORATE X-STANDS AT THE COCKTAIL VENUE CORPORATE BROCHURE AT REGISTRATION TABLE LOGO ON PARTICIPANTS BADGES	<b>30% BIGGER</b> <b>YES</b> <b>30% BIGGER</b> <b>30% BIGGER</b> <b>6</b> <b>6</b> <b>YES</b> <b>30% BIGGER</b>	<b>20% BIGGER</b> <b>YES</b> <b>20% BIGGER</b> <b>20% BIGGER</b> <b>4</b> <b>4</b> <b>YES</b> <b>20% BIGGER</b>	<b>10% BIGGER</b> <b>YES</b> <b>10% BIGGER</b> <b>10% BIGGER</b> <b>2</b> <b>2</b> <b>-</b> <b>10% BIGGER</b>	- - <b>YES</b> <b>YES</b> <b>1</b> - - -
<b>ENTRY TICKETS (FULL PACKAGE TICKETS)</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>
<b>CONTRIBUTION</b>	<b>\$7 000</b>	<b>\$5 000</b>	<b>\$3 000</b>	<b>\$1 000</b>





# BUSINESS FORUM

# FRANCE



# CAMBODIA

## CONTACTS

Charles Julliard - CCIFC Executive Director

 [directeur@ccifcambodge.org](mailto:directeur@ccifcambodge.org)

 +855 92 493 852

Julia Pasquier-Desvignes - CCEF Assistant

 [julipasquierdesvignes@gmail.com](mailto:julipasquierdesvignes@gmail.com)

 +855 69 498 611

