

BUSINESS FORUM

FRANCE



CAMBODIA

FROM JULY 8th to 10th, 2024

CO-ORGANIZED BY



WITH THE SUPPORT OF



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BUSINESS FORUM FRANCE CAMBODIA

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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.

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DAY 1 > MORNING PROGRAM – SOFITEL PHNOM PENH PHOKEETHRA



Thematic	Speakers
<p>Official opening: Inaugural speeches</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>Coffee-break</p>	
<p>Opening panel: Cambodia – Strategic gateway to the ASEAN market</p> <ul style="list-style-type: none"> • Presentation of the panel and its challenges • Investing in Cambodia • Legal and commercial aspects <p>+ Q&A session</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>Workshop – Industrial attractiveness (SSEZ)</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>Lunch at the Sofitel Phnom Penh Phokeethra restaurant</p>	

DAY 1 > AFTERNOON PROGRAM – SOFITEL PHNOM PENH PHOKEETHRA



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



DAY 2 > MORNING PROGRAM – RAFFLES LE ROYAL PHNOM PENH



Session 1: The Cambodian market, through the experience of entrepreneurs	Speakers
Breakfast	
Cambodia's economic and legal outlook + Q&A Session	Mr. Emmanuel Ly-Batallan – Head of the Economic Department of the French Embassy in Cambodia
Coffee-break	
Public and private financing in Cambodia + Q&A session	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
Lunch at the Hotel Restaurant of the Raffles Hôtel Le Royal Phnom Penh	



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



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

DAY 3 > PROGRAMME – SIHANOUKVILLE

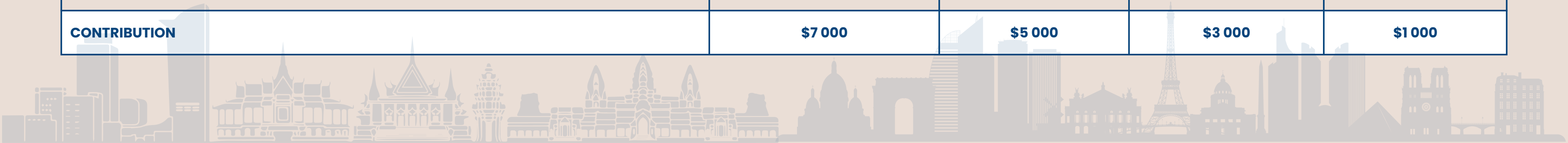


Optional day trip – Extension to Sihanoukville	
Departure from Phnom Penh to Sihanoukville	
Governmental meeting	Mr. Kuoch Chamroeun – Governor of Sihanoukville Province Mr. Long Dimanche – Deputy Governor of Sihanoukville Province
Lunch at the Novotel Sihanoukville Holiday Resort	
Site visits	<ul style="list-style-type: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



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LOGO SIZE AND RANK ON ALL COMMUNICATION	30% BIGGER 1st Rank	20% BIGGER 2nd Rank	10% BIGGER 3rd Rank	Normal size 4th Rank
EXCLUSIVITY IN ITS SECTOR	YES	-	-	-
DIGITAL VISIBILITY 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	30% BIGGER 1st Rank	20% BIGGER 2nd Rank	10% BIGGER 3rd Rank	Normal size 4th Rank
ON-SITE VISIBILITY 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	30% BIGGER YES 30% BIGGER 30% BIGGER 6 6 YES 30% BIGGER	20% BIGGER YES 20% BIGGER 20% BIGGER 4 4 YES 20% BIGGER	10% BIGGER YES 10% BIGGER 10% BIGGER 2 2 - 10% BIGGER	- - YES YES 1 - - -
ENTRY TICKETS (FULL PACKAGE TICKETS)	4	3	2	1
CONTRIBUTION	\$7 000	\$5 000	\$3 000	\$1 000



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