

Sourcing from Cambodia

HANDICRAFTS AND HOME ACCESSORIES

Product & Supplier Brochure



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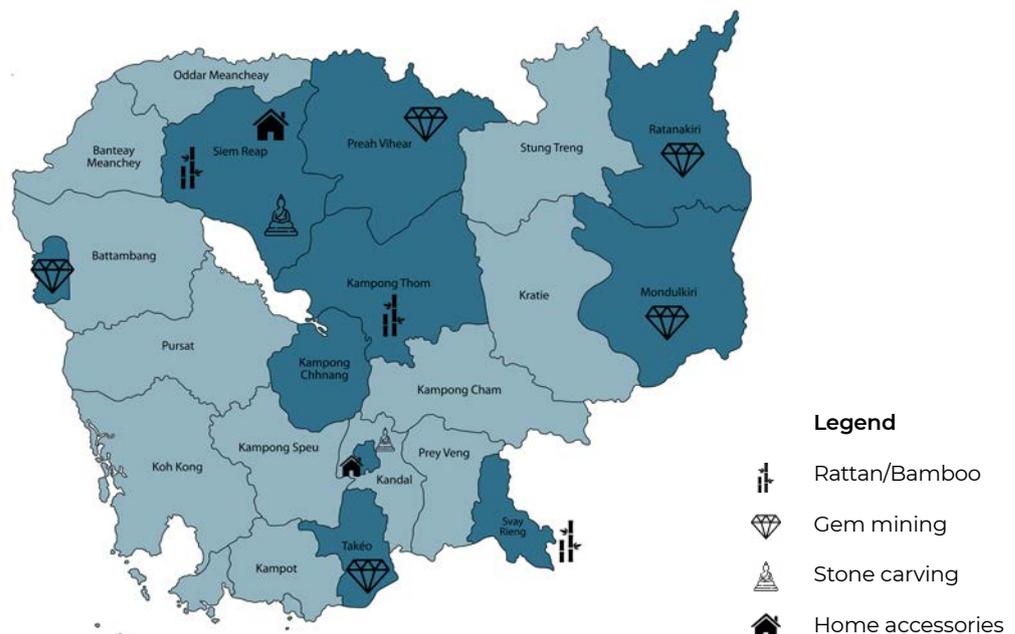
Cambodia at a Glance

Cambodia has enjoyed over two decades of economic and urban development, averaging an annual rate of Gross Domestic Product (GDP) growth of 7% from 2010 to 2019. Growth is explained by favourable internal and external conditions.

The country has a young, growing population and an increasing middle class, which will fuel future consumption and investment. The Royal Government has embraced free market principles and sees the opening of the country to foreign investment as a priority. For example, selected investment projects – called Qualified Investment Projects (QIPs) - are offered several benefits, including tax holidays.

Cambodia also benefits from its strategic location, at the crossroads between major trading partners. The recent signing of free trade agreements (FTAs) is expected to connect Cambodia's economy to international markets. Examples of such agreements include the China-Cambodia FTA and the Regional Comprehensive Economic Partnership. Volumes of international trade have been increasing, in part thanks to ballooning garment and footwear exports to major international suppliers. Exports rose by 17% between 2018 and 2019, from 12.7 to 14.8 USD billion. Imports also increased by 17%, from 17.4 USD billion in 2018 to 20.3 USD billion in 2019.

Handicraft Production and Sale



Cambodia

Factsheet

Currency

Riel (KHR): 1USD ≈ 4,100 KHR. Dollarised economy between 82 to 84%

GDP

27.08 USD billion (2019)

GDP growth rate

7.1% (2019)

GDP per capita

1,643 USD (2019)

Official language

Khmer, English widely used

Capital city

Phnom Penh

Major cities

Siem Reap, Sihanoukville, Battambang

Government type

Constitutional Monarchy

Head of State

His Majesty King Norodom Sihamoni

Population

16.49 million (2019), annual growth 1.4 %, <25 years old: 47%

Economy

Garments, Tourism, Construction, Agriculture

Climate

Wet season: May to October

Dry season: November to April, average temperature: 27°C

Major religion

Buddhism (95%)



Source: Unsplash

Handicrafts & Home Accessories

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Cambodian handicraft-making dates back centuries, reflecting the nation's rich cultural and historical heritage. Activities include, among others, stone carving, basket weaving, and pottery. The height of Khmer art and handicraft-making came during the Angkor period, around the 12th century. The city of Siem Reap, being the location of the great Angkor complex and the royal residence, became the epicentre of the movement. Arts and crafts

were produced either by rural non-specialists or by skilled artists working at the royal palace. Throughout the centuries, Siem Reap has retained its pivotal role in the safeguarding and production of traditional Khmer art and culture. It still is today the main place to buy traditional handicrafts, and has been recognised by the Cambodian government as a strategic destination for the development of the nation's cultural tourism industry. Alongside government institutions and development partners, several NGOS – both local and foreign – operate to protect and promote this cultural heritage.



Source: Unsplash

Rattan & Bamboo

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Rattan and bamboo are important sources of NTFP (non-timber forest products). Both plants are native to Cambodia, whose climate is favourable to their growth. They have been recognised by the International Bamboo and Rattan Organisation (INBAR) – a multilateral organisation that promotes environmentally-sustainable development using bamboo and rattan - as unique opportunities to tackle poverty, counter natural resource challenges, and provide a livelihood to local rural communities. The Cambodian government has recently made available about 40,000 hectares of land for the production of rattan, and has planned to promote its products on international markets. Government officials have stated that the initiative will help curb deforestation – which is a serious problem in the country – and empower rural communities. The WWF and European Union are also providing support, through the Sustainable Rattan Project and the Switch Asia programme,

respectively. The main organisation operating in the field is the Rattan and Bamboo Association of Cambodia (RAC), a seeming hybrid between an NGO and producer association. The RAC is working with 12 rural communities (each including from 3,000 to 8,000 families) in Koh Kong, Sihanoukville, and Kampot provinces, providing training on how to plant and create bamboo and rattan products.

In Cambodia, there are 21 species of rattan, 5 of which are suitable for commercial use. The plant plays an important role in the country's rural economy, as it can provide up to 50% of a village's cash income in some cases. It is used mostly to make furniture items – such as beds, chairs, sofas – weave baskets, and provide building material for rural homes. Products such as baskets are made almost entirely by women, who thus gain an independent source of income and a degree of emancipation. Rattan is an environment-friendly

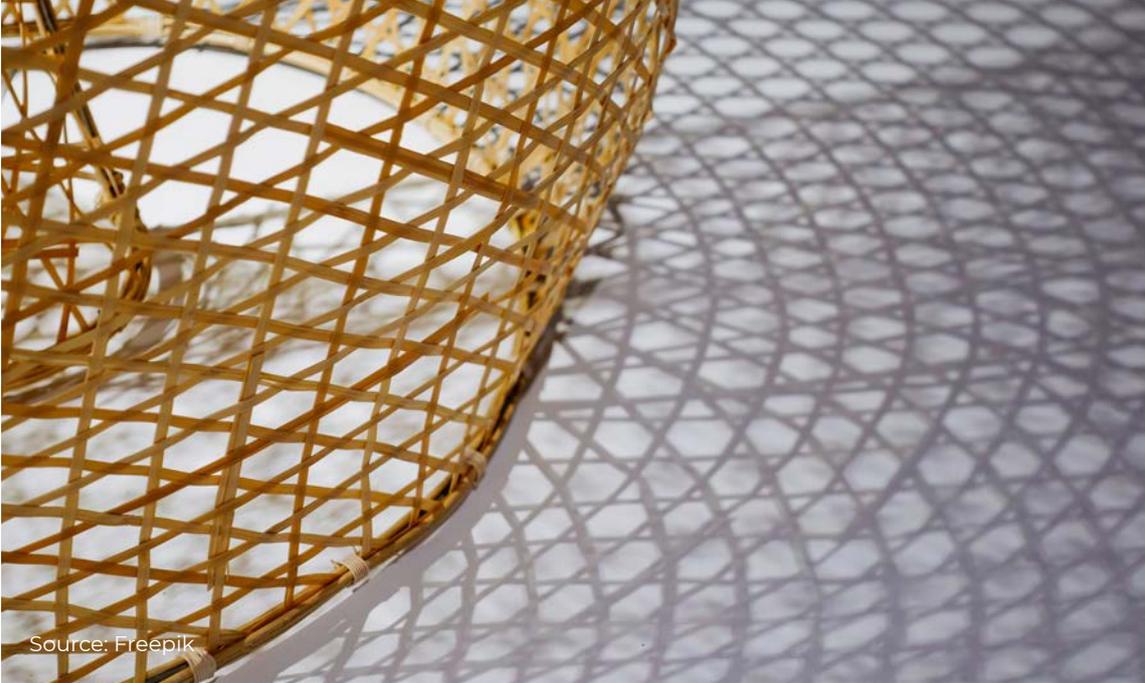


product with great market potential. Its shoots grow easily and quickly. Once mature enough, they are cut off, cut into strips, and left to dry. Once dried, the shoots can be bent and crafted into products.

The country also features five species of commercially-viable bamboo, two of which are the Russek Sroy Chin (meaning “Chinese bamboo” in Khmer) and the so-called “ping-pong” type. Bamboo is used by many rural communities in Cambodia, especially in the north. It is a versatile, sturdy and light plant, providing food, medicine, household equipment, building material, handicrafts and more. It can be also processed into pulp, fibre or bio-oil. Bamboo has been recognised as a valuable resource to promote sustainable rural development and fight climate change. In countries that suffer immensely from deforestation like Cambodia, it is a great alternative to timber, since it grows incredibly fast, can live up to 80 years, does not require much human care and has no problems

adapting to degraded lands. As such, its cultivation does not compete with agricultural areas, thus it does not threaten food security. Moreover, each hectare of bamboo plantation has been shown to capture up to 60 tonnes of CO₂, offering a valuable carbon sink.

Cambodian rattan and bamboo are still mostly sold locally. In particular, rattan furniture are valuable items sought by local hotels, restaurants and guesthouses. Anecdotal data points to Thailand, Vietnam and China as being increasingly-sought export destinations for these products. Until now, export markets for these products have been mostly limited to Cambodia’s neighbours, Thailand and Vietnam. This is because producers face several difficulties in accessing broader international markets: they are mostly small-scale with limited technical and financial capacity, they often face hardships in registering formally as businesses or for export licenses with local authorities (meaning they prefer to sell informally to transnational



Source: Freepik

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middlemen), and a considerable bulk of rattan is processed in Siem Reap, not far from the Thai border. Finally, it is simply a question of scale: Vietnamese producers of bamboo and rattan are more numerous, more organised, and have easier access to international trade fairs (such as LIFESTYLE Vietnam), meaning they can strike better deals with international buyers (for example, IKEA is a major buyer of Vietnamese rattan baskets). Under International Trade Center export data rattan and bamboo products do not have their own HS codes,

but are distributed across several entries, making exact calculations of the market difficult. Nevertheless, a useful proxy is the size of furniture exports, which is after all the main end-product. Furniture items are covered under HS code 94. The total value of exports amounted to 638.3 million USD in 2020. The top destination was by far the USA, with 611.9 million USD, followed by Thailand (9.4 million) and Canada (6.3 million).



Source: Unsplash





Source: Unsplash

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Stone Carving & Jewellery

Cambodian stone carving has a rich history dating back thousands of years. From small, handcrafted statues to the majestic carvings at Angkor Wat, they are an essential expression of Khmer art.

Even before the Angkor period, almost 2000 years ago, stone carving was carried out in the Funan and Chenla kingdoms. The material came mostly from the 400-million-year-old limestone from Pursat, Banteay Meanchey, and Kampong Thom provinces. As Cambodia opened up to international trade routes with India, its artistic style became profoundly

influenced by Hindu and Buddhist influences.

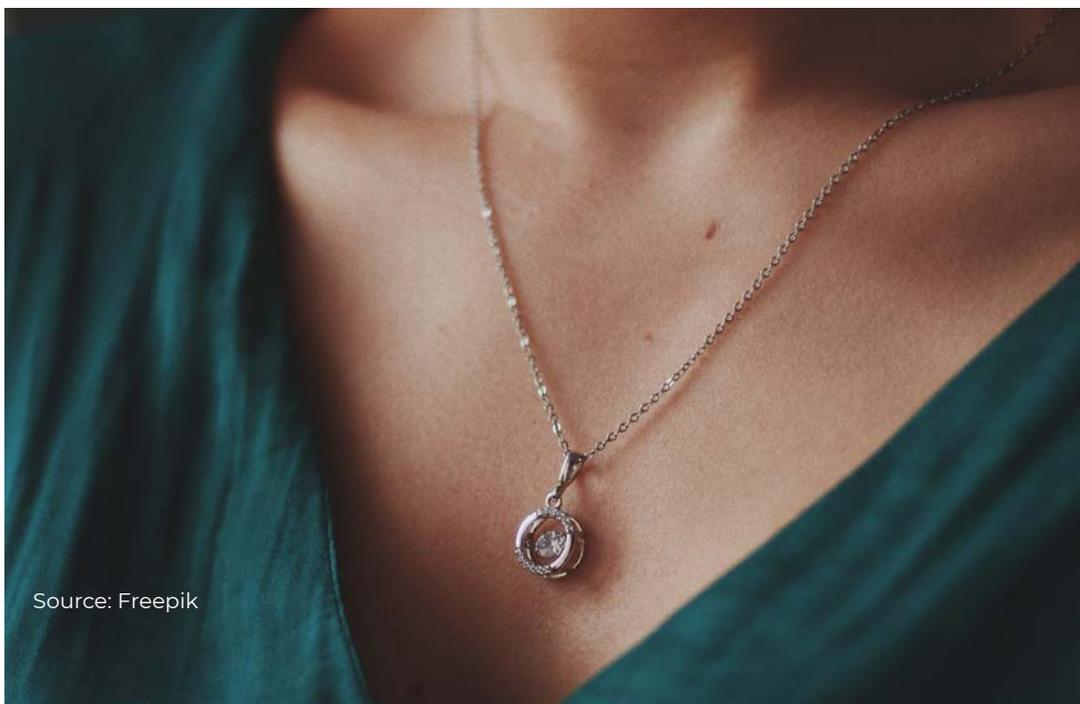
During the Angkor period, Cambodian stone carving fully matured as an art form. Elaborate statues of the Buddha were created, often displaying a princely disposition and a benevolent attitude. Elaborate carvings in the temples pictured instances of Khmer mythology and daily life. Beautiful motifs – *kbach* in Khmer – established themselves as central features of artistic carving, including lotus flowers, snail shells, flowers in the shape of diamonds, goose tails, and fish eggs. After the fall of Angkor

in the 14th century and the ensuing decline of Khmer civilisation, stone carving retreated to focus on smaller, less grandiose handicraft projects. During the Khmer Rouge civil war and genocide, the art was almost lost entirely, as the country's artists and artisans either perished or fled abroad. More recently, however, Cambodian stone carving – together with arts in general – is making a comeback. A new generation of local sculptors has emerged, many of which trained abroad, in East Europe's former Communist countries. Several NGOs and art organisations have also been set up to preserve the tradition. Today, handicrafts such as Khmer statues are greatly appreciated by tourists.

Cambodia also features rich gemstone deposits, including amethyst, ruby, sapphire, zircons, aquamarines and topaz. The mines in Pailin, near the Thai border, are famous for providing a large number of gemstones, which are then processed and sold across

shops in Phnom Penh, especially in the Russian Market district. On a related note, Cambodian jewellery is a sector that often works to promote traditional art motifs and social projects. Notable Cambodian jewellers, some of which are showcased below, employ members of disadvantaged communities, women, and, in general, help revive the nation's artistic heritage.

Similarly to rattan and bamboo, stone carving and jewellery products are hard to categorise under HS codes. However, the export data for HS code 71 – precious stones, pearls, precious metals and jewellery – provides a rough estimate of the overall market. The total export value in 2020 was notable, at 3 billion USD, with the top destination being by far Singapore (2.4 billion USD), followed by Thailand (0.3 billion USD) and Hong Kong (0.2 billion USD).



Source: Freepik



Source: Unsplash

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Home Accessories

Home accessories include a wide range of products, such as handmade toys, non-textile fashion, home décor and nursery items. Historically, Cambodians excelled at the production of ceramics, kites, and lacquerware. The supply of Cambodian home accessories is notable because many of the producers use sustainable materials and processes, and are keen promoters of social responsibility principles. These producers are mainly artisan boutiques and NGOs. They provide compelling stories of fine craftsmanship, women empowerment, and preservation of ancient traditions.

The origin of Khmer ceramics dates back millennia, to around 5000 BCE.

At its peak between the 11th and 13th centuries, many of them were shaped as animals, including birds, rabbits, and elephants. Centred around rural villages in Kampong Chhnang, the traditional production technique involved using a pottery wheel and shaping tools (paddles and anvils) to shape the clay. The clay was then hardened by being fired in kilns, which could be as hot as 1,200 degrees Celsius.

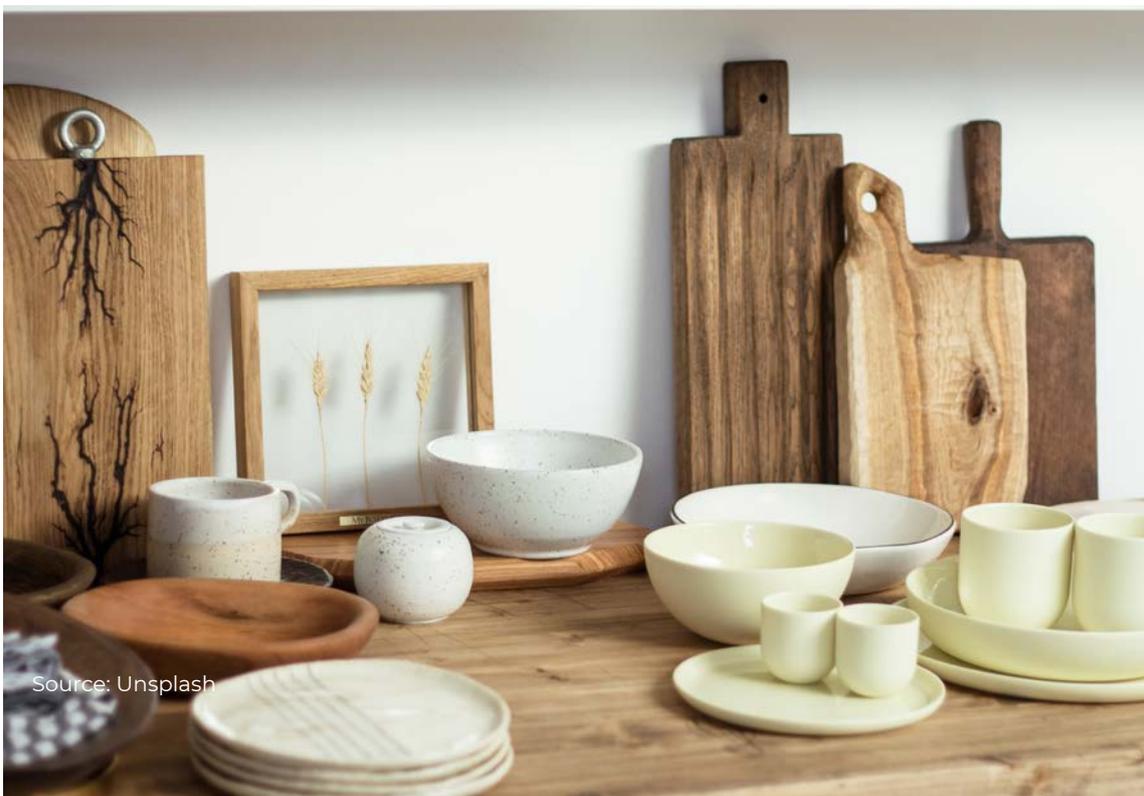
Lacquerware, which is the decorative coating of wood with a special resin called lacquer, was also popular in the country. Production of items reached its peak between the 12th and 16th centuries, and focused on religious imagery and symbolism,



Source: Unsplash

such as gilded Buddha images and the use of distinct paint colours to represent Khmer mythology. Black represents the underworld and is obtained by using burnt wood. Red represents the earth and is obtained by using mercury. Yellow, signifying the heavens, is made with arsenic.

Finally, kite-making and kite-flying is a long-standing Khmer tradition, also dating back centuries. After years of obscurity, it was revived in the 1990s. Kleng ek (kite in Khmer) are generally flown at night during the monsoon season. A bow is attached to the kite, and a musical sound is produced as the kite drifts gracefully through the air.



Source: Unsplash

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Company Profiles

The following section features selected Cambodian handicraft and home accessories companies.

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Source: Unsplash



MANAVA

Co-founded by a Dutch designer and a Cambodian NGO expert in 2016, MANAVA is a social enterprise created to support rural Cambodian artisanal women for a stable and sustainable future.

MANAVA works closely with the small community Krobey Riel in Siem Reap which is renowned for its exclusive weaving style. Traditional weaving is an intrinsic part of Cambodia's artistic legacy and the co-founder deploys her professional and educational design background to mentor the artisans to empower their creativity and knowledge, thus sharing this ancient craft by adapting it to the demands of the modern market.

High-quality rattan products such as baskets, bags, lamps, and soon small furniture are created and sold locally as well as internationally.



MAIN PRODUCTS

ZARAVA platter

The 'ZARAVA Platter' was inspired by the Cambodian Kbach Chan Flower symbol. It takes 4-5 days for one woman artisan to make one platter which makes a beautiful eye-catcher in any home interior. This unique rattan handwoven basket is ideal to serve food and drinks, as decoration on the wall or in the hallway for your keys, phone, and other small belongings.

VANNA bag

VANNA is the chic 'boho' version of the classic fanny bag. It's big enough for just your essentials. Wear it over your shoulder, around your waist, or as a fanny bag. It is made of rattan with a vegetable-tanned leather cover in nude or black, which closes with a magnet. The bag includes a cotton lining inside.

CONTACT

<https://www.manava-cambodia.com/> | +855.11.6400.77 | info@kalaichan.nl

Broyuth village, Sangkat Tukvil, Siem Reap, Cambodia



RAJANA HOMETOWN CO.,LTD

Rajana Hometown specializes in ethically produced accessories such as unique jewellery creations made out of recycled bombshells, silk textiles, and decorative ceramics.

Rajana is committed to empower local artisan groups, reward their work with fair wages, and provide safe working conditions for a sustainable, prosperous future.

Collaborating closely with over 100 communities, Rajana's sells its designs locally, to tourists and exports to international markets.



MAIN PRODUCTS

Recycled Bombshell Jewellery

Handmade by local artisans, every piece is the beautiful transformation from an object of war into a statement of peace. Ethically and eco-friendly design.

Ceramics

Beautiful, handmade ceramics deploying traditional techniques and materials.

Cambodia Silk Textiles

Textiles with traditional weaving and dying techniques which have been passed down through generations of families throughout Cambodia.

Traditional Silk and Cotton Scarves

The traditional Khmer Krama, which resembles an itegral part of Cambodian culture and life.

CONTACT

<http://www.ajanacrafts.org/> | +855.12.789.350 | ajanacrafts.info@gmail.com

#4A,St.45BT, Sangkat Beuong Tompon], Phnom Penh, Cambodia



AMMO DESIGNS

Founded in 2013 in Siem Reap, Ammo Jewellery is an ethical jewelry brand committed to training locals to become jewelers, and also sells handmade jewelry. Products are made using recycled ammunition, a symbol for Cambodia's transition from dark days of civil conflict into a new era of peace and prosperity. Pieces from silver, gold, and gemstones are also designed.

Ammo is committed to addressing the nation's widespread poverty issues by employing disadvantaged people and providing skills training to the young and disabled.

Sustainability and socially as well as environmentally conscious business practices are key principles, as is the mission to provide employment and future self-sufficiency for Cambodians most at risk from poverty and exploitation, in particular: women.

Ammo Jewellery is sold locally and internationally.



MAIN PRODUCTS

Recycled bullet earrings, necklaces, rings and bracelets

Brass and bullet casings decorate this collection of modern jewellery designs. Ethical, contemporary and eco-friendly fashion that provides meaningful support for Cambodians most in need.

Silver and gemstone earrings, necklaces, rings and bracelets

Hand-made, high quality 925 silver jewellery, using locally sourced gemstones from South East Asia.

Cambodian designer collections

Empowerment is the key for these collections of stylish and unique jewellery. Made from brass and silver, designed by Ammo designers – each sale brings them closer to becoming self – sufficient artisans!

CONTACT

<https://www.ammojewellery.com/> | +855.17.926.403 | ammodesigns1@gmail.com

Ammo Workshops, Craft Alley, Wat Bo Road, Siem Reap, Cambodia



VILLAGEWORCS CAMBODIA CO.,LTD

Established as a social enterprise in 2001, Villageworks, now a certified member of the World Fair Trade Organisation (WFTO), has become a role model for fair trade principles and provides their workers with fair wages, a safe working environment, and gender-equal treatment.

Their large selection of quality products includes bags, scarves, accessories, and interior decoration items made from a range of different materials, including recycled, organic, and natural materials.

Once set up hiring individual rural artists, Villageworks was soon able to open their artisan facility producing hand-made products for the local as well as international market.



MAIN PRODUCTS

From Trash to Treasure (Recycle Cement Bag)

Recycled cement bags star Villagework's fashionable bag collection and provide an environmentally friendly solution for the mindful consumer.

- ✔ WFTO guaranteed label
- ✔ PSI Sustainability Awards 2017
- ✔ Good Design Award 2004.

Sustainable Drinking Straws

Fully biodegradable, bamboo straws are sustainably produced from all-natural plant materials, don't pollute, and are safer for wildlife than regular straws.

- ✔ Science Technology and innovation national laboratory of Cambodia

CONTACT

<http://www.villageworks.biz/> | +855.15.995.944 | anak@villageworks.biz

#151, Sambour Village, Sangkat Dongkor, Khan Dongkor, Cambodia



NATUREWILD CO., LTD

NatureWild is a social enterprise promoting sustainably harvested wild honey and non-timber products from conserved forests.

Selling non-timber forest products is not only a commitment to protect the forests, as it also allows forest-based communities to live without having to cut trees and plants. The initiative's focus on long-term forest management and sustainable harvesting aims to contribute to the protection of Cambodian biodiversity while enhancing the economic development of the surrounding communities.



MAIN PRODUCTS

Diverse Non-Timber Products

Non-timber products such as baskets, lamps, furniture, and other accessories, made out of rattan and bamboo.

Khmun Prey (Wild Honey)

Wild Honey from 5 Cambodian provinces.

Analysis certificate from authorised laboratory

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CONTACT

<https://www.naturewildasia.com/> | +855 61784744 | sovan@naturewild.info

#17B, street 494, Sangkat Psa Deum Thkov, Khan Chamkarmorn, Phnom Penh, Cambodia



DAIKU ACCESSORIES

Daiku is an ethical accessories brand based in Cambodia showcasing Indigenous artisans from the North-Eastern province of Ratanakiri and their handmade creations. The brand follows a responsible production model and advocates for slow fashion and minimal negative environmental impact.

Every sale of Daiku products contributes to the “Tampuan Girls Daiku Education Fund” that provides scholarships for high school and university to Indigenous girls.

Founded in 2019 Daiku aims to market the Indigenous weavers’ work to larger markets by means of adequate branding and marketing.



MAIN PRODUCTS

DAIKU Handwoven Ethnic Handbag Strap

Daiku handbag straps are interchangeable with fixed length and available in diverse traditional patterns and color combinations. Hand-woven by indigenous artisans Daiku supports a traditional Tampuan community of women weavers from the Cambodian highlands.

DAIKU Handwoven Ethnic Camera Strap

DAIKU strap for professional photo cameras is available in diverse traditional patterns and color combinations. Featuring the traditional Tampuan design, the strap is adjustable in length and provides maximum comfort for the user.

CONTACT

<https://daiku.asia/> | +855.12.524.781 | daiku.asia@gmail.com

Phnom Village, Sil Village (Yeak Loam), Banlung, Ratanakiri, Cambodia



REHAB CRAFT CAMBODIA

Committed to improving the living conditions of disabled Cambodians by providing vocational skills training and fair employment at their workshop, Rehab Craft Cambodia designs and produces a variety of bags, accessories, and jewelry.

Traditional Cambodian materials such as palm wood, coconut shells, silver, and copper are used in the production process, ensuring sustainability in their production process, and local supply chain.

Rehab Craft Cambodia's products are available in Cambodia, Austria, and Switzerland.

MAIN PRODUCTS

Shopping Bag

Round and oval shopping bags, upcycled from old tires and cement and fishfood bags.

Jewelry

Handmade jewelry from palm wood, silver, and coconut shells.

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CONTACT

<https://www.facebook.com/EnableCraft> | +855.12.879.314 | rehabcraft.org@gmail.com

#855, O Bek Kaam, Khan Sen Sok, Cambodia



SOMONEA HORN HANDCRAFT

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Initially serving the purpose of recycling bones and horns leftover from the cooking process, the Cambodian family acquired the necessary skills to convert the items into useful and decorative items.

The family soon set up shop in the capital, where they purchase leftover bones and horns turning them into jewelry, accessories, and instruments, preserving and promoting Khmer traditions as well as contributing to a greener planet through waste reduction.

Through vocational skills training and employment at their workshop, Somonea helps the marginalized youth to dignified jobs away from the streets.



MAIN PRODUCTS

Horn Jewelry

Natural and durable jewelry, instruments, utensils, and home accessories made out of horn.

CONTACT

<https://www.facebook.com/SomoneaHornHandcraft> | +855.95.551.386 | mrrknoy@gmail.com

Songkat Tunlea Bassac, Khan Chomkamun, Phnom Penh, Cambodia



SMART CRAFT CAMBODIA

Smart Craft is a social enterprise founded with the mission to improve the living standards of disabled and disadvantaged Cambodians through vocational training and career opportunities.

Since 2014 the brand recycles old car tires, cement sacks, and motor seats and upcycles them into trendy bags and accessories, available in selected shops in Cambodia, fairs, and internationally.



MAIN PRODUCTS

Tire wallet

Made out of old inner car tires and cement sacks Smart Craft's tire wallet holds 6 cards and features a compartment for coins and notes.

Bags

Handmade and available in various designs, Smart Craft Bags are robust, trendy, and unique.

Accessories

Creative and useful accessories for him and her.

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CONTACT

<https://www.facebook.com/smartcraftcambodia/> | +855.12.633.938 | Smartcraft14@yahoo.com
#6A8, St.23BT, Sangkat Boeung Tum pun, Khan Mean Chey, Phnom Penh, Cambodia



O.S GLOBAL COMPANY

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Owned by O.S. Global, WeMall is an e-commerce that aims to promote local products made by women such as silver jewelry, bamboo accessories, silk fashion, books, garments, and accessories.

WeMall's two female founders are passionate about the promotion of women's economic empowerment, gender equality, and digital innovation and aim to showcase local, female-led brands on a global stage. Advocating for green and sustainable business models, WeMall works with over 150 vendors and strategic partners and 6500 direct producers and households throughout Cambodia producing over 5000 products ranging from silvers to bamboo.

WeMall products can be customized to fit consumer requirements in Europe, Japan, and the USA.



MAIN PRODUCTS

Locally made products

Silver jewelry, bamboo items, silks, books, garments, and accessories. Produced by Cambodian women.

CONTACT

<https://www.wemall.shop/> | +855.12.671.367 | Socheata_touch@wemall.shop

Songkat Tunlea Bassac, Khan Chomkamon, Phnom Penh, Cambodia



Z.O. IMPORT EXPORT CO.LTD

ZO Import Export is a digital trading company founded with the mission to shine a spotlight on sustainable Cambodian products and make them available to the world through retail and wholesale.

With a focus on handcrafted and sustainable sourcing, their product range features indoor and outdoor furniture, home accessories, food and vegetable oils, coffee, honey, clothing, accessories, and beauty products, among others.

ZO collaborates with sustainably-minded and certified companies that have been awarded for their investments in CSR activities.



MAIN PRODUCTS

Furniture

High-quality indoor and outdoor furniture made from 100% local materials such as bamboo, rattan, water hyacinth, and wicker.

Fashion

Traditional loom woven products 100% cotton and or mixed with silk. Core production values: eco-friendly dye, fair-made, fair-trade, fair-paid, and high end.

Home Accessories

Various Home decoration items and furniture of all sorts, styles, colors, and shapes for any budget.

Various other sustainably produced products

Coffee, tea, pepper, rice, oil, honey, etc.

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CONTACT

<https://zoventures.biz/> | <https://anne.biz/> | +855.81.485.844 | teamit.anne@gmail.com

#52, Street 368, Phnom Penh, Cambodia

Other Contacts

SECTOR STAKEHOLDERS

Artisans Association of Cambodia (AAC)

<https://www.facebook.com/artisansassociationofcambodia/>

Building Trust International

<https://www.buildingtrustinternational.org/>

Cambodian Federation of Employers and Business Associations

<https://www.camfeba.com/>

Cambodia Chamber of Commerce

<https://www.ccc.org.kh/>

Cambodian Ministry of Commerce

<http://www.moc.gov.kh/en-us/>

Cambodian Ministry of Industry, Science, Technology and Innovation

https://www.facebook.com/Ministry-of-Industry-Science-Technology-Innovation-461618250671024/?ref=page_internal

Cambodian Ministry of Women's Affairs

<https://www.facebook.com/mowa.gov.kh/>

Cambodian Ministry of Labor and Vocational Training

<http://www.mlvt.gov.kh/index.php?lang=en>

Cambodian Women Entrepreneurs Association (CWEA)

<http://www.cweacambodia.org/>

European Chamber of Commerce in Cambodia (EuroCham)

<https://www.eurocham-cambodia.org/>

Khmer Ceramics and Fine Arts Center

<https://www.khmerceramics.com/>

Gemological Institute of Cambodia

<https://gem.agency/>

International Network for Bamboo and Rattan (INBAR)

<https://www.inbar.int/>

National Museum of Cambodia

<https://www.cambodiamuseum.info/>

Rattan and Bamboo Association of Cambodia

<https://www.facebook.com/Rattan-and-Bamboo-Association-of-Cambodia-293534464004728/>

Royal University of Fine Arts

<http://www.rufa.edu.kh/>

World Fair Trade Organisation

<https://wfto.com/>



Source: Unsplash

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