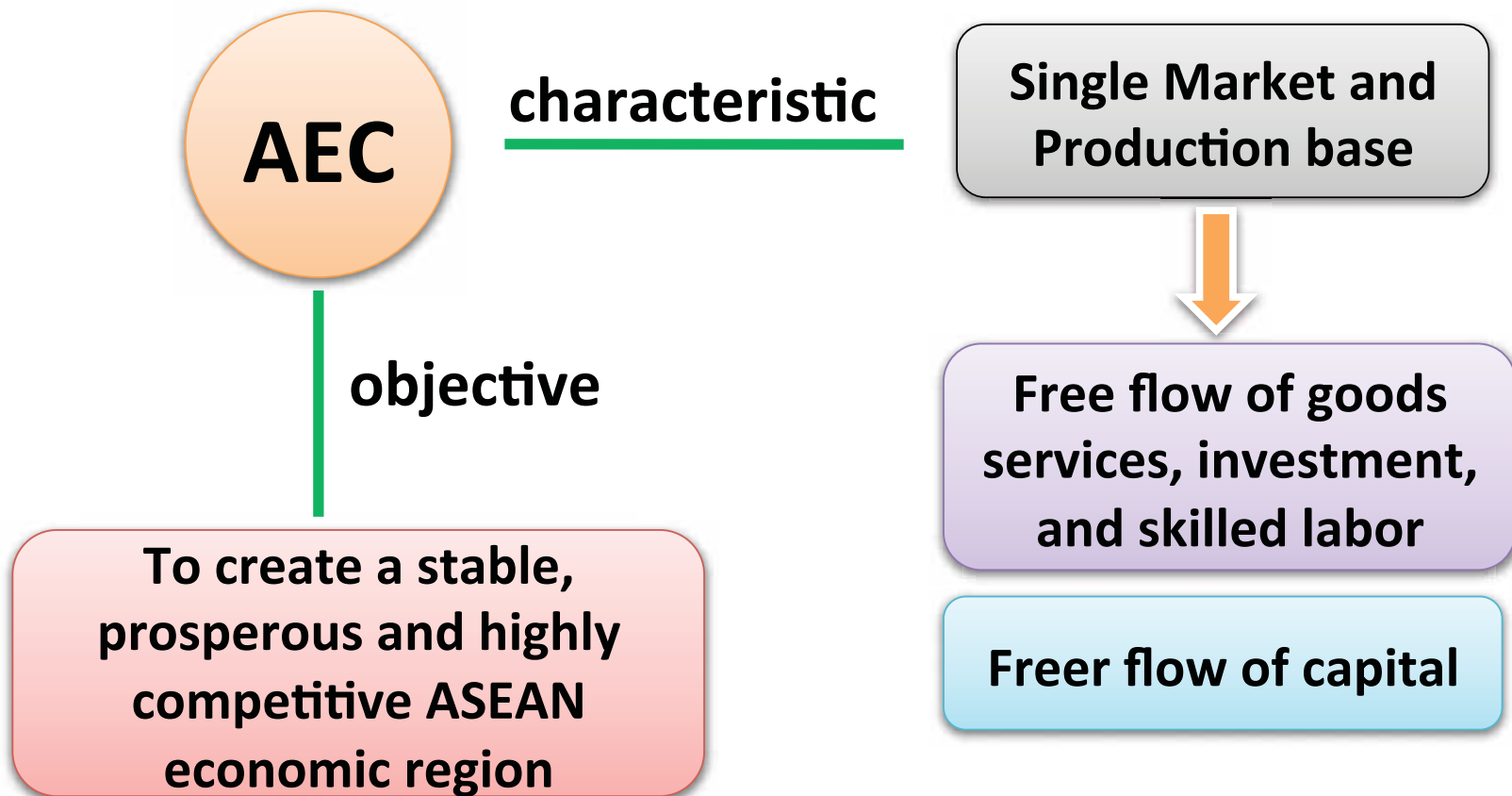


# Reform for ASEAN Economic Community (AEC)

Cambodian Federation of Employers & Business  
Associations (CAMFEBA) and International  
Business Chamber (IBC) of Cambodia  
03 August 2016

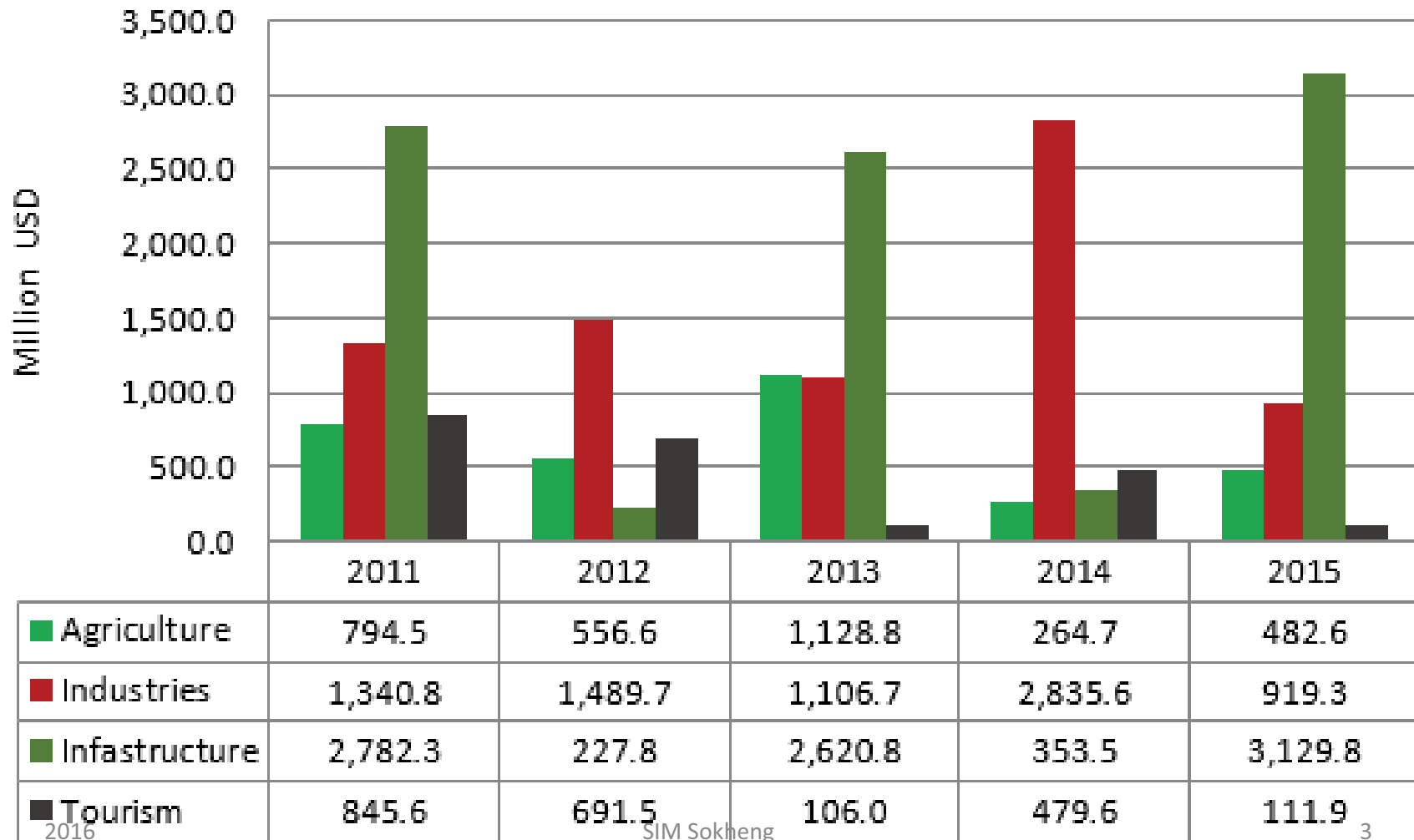
SIM Sokheng  
Director-General of International Trade  
Ministry of Commerce

# Overview of ASEAN Economic Community (AEC)



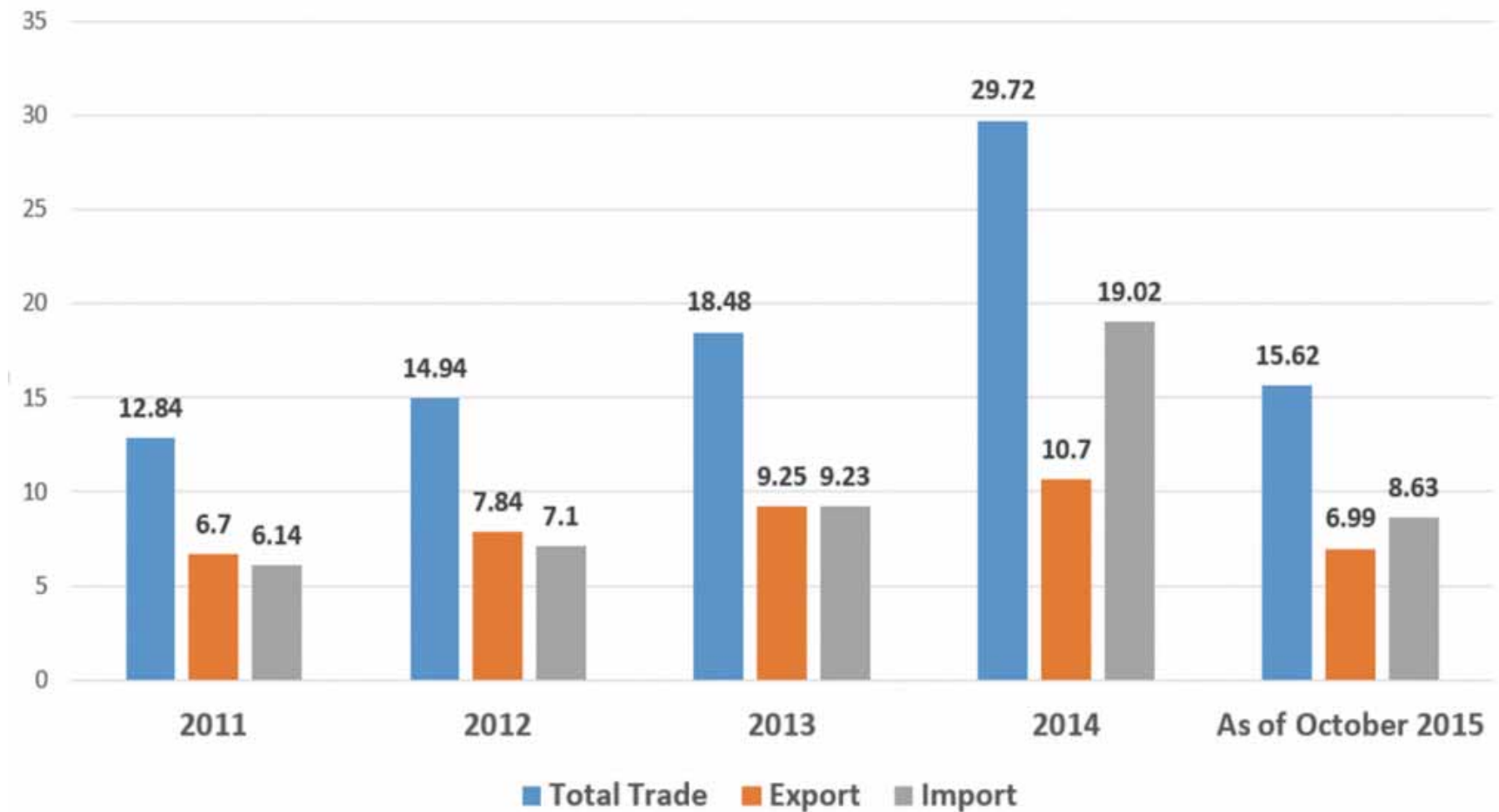
# Investment in Cambodia

## Investments by sector (2011-2015)

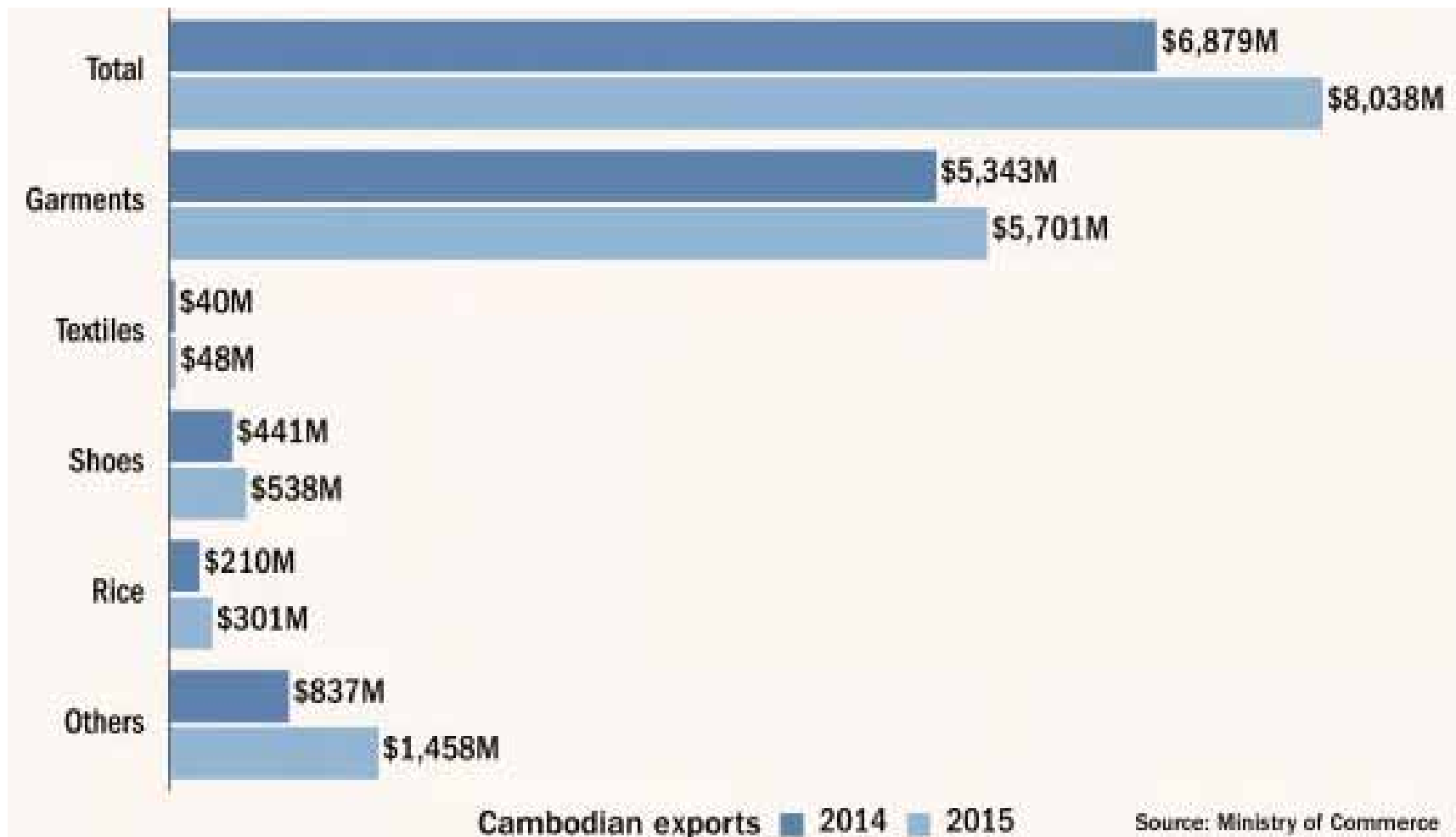


# Trade Balance

Trade Trend 2011 - October 2015 (US\$ Billion)



# Cambodian Export by Sector



# Actions

- EU: EBA
- Brexit
- US: GSP
- China: DFQF (97%)
- Eurasian
- ASEAN FTA & ASEAN plus Dialogue FTA
- Regional Comprehensive Economic Partnership (RCEP)

- CVL, CLMV, CLMVT
- Bilateral Agreement
- World Economic Forum (WEF)
- Trade Mission/Business Matching
- CO Automation
- Online Business Registration
- Online Trademark Search (ASEAN & Global)
- Buy Cambodian Product (Branding)



# KINGDOM OF CAMBODIA

Secretariat of National Committee for Intellectual Property Rights



MINISTRY OF COMMERCE

Department of Intellectual Property

About us

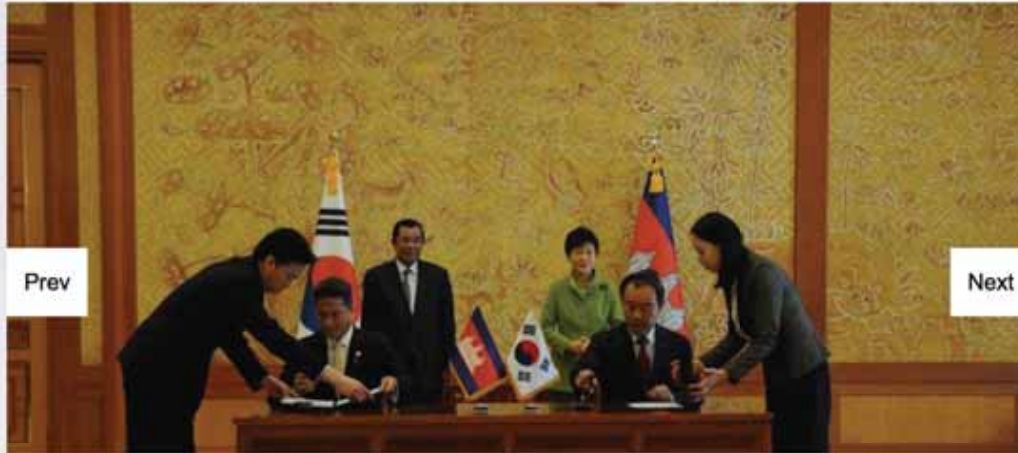
Introduction to IP

IP Management

Law and Regulation

IP Litigation

Resources



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Next

ឯកឧត្តមទេសរដ្ឋមន្ត្រី បានចុះហត្ថលេខា លើអនុស្សរណៈ នៃការយោគយល់គ្នារវាង ក្រសួងពាណិជ្ជកម្ម នៃព្រះរាជាណាចក្រកម្ពុជា និងអង្គការពាណិជ្ជកម្មសិប្បករ និងសាធារណរដ្ឋកូរ៉េស្តីពីកិច្ចសហប្រតិបត្តិការ កម្មសិប្បករ

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Trade mark Search



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Yesterday	0000000337
This Month	0000007539
Total	0000106700



# ASEAN: 3.4 million marks

Department of Intellectual Property Rights

www.cambodiaip.gov.kh/SearchMark.aspx

DIP Cambodia ASEAN TMView

English

Find term

coca cola Search



Advanced search

Search status Preferences

Show 9 Of 9 Office Finished

List of results

Page 1 Of 19 Displaying Results 1 - 15 Of 281

TM Name	IP Office	TM Number	TM Status	Class(es)	Applicant Name	Application Date	TM Type	Representation
3D COCA-COL...	LA	13970	R	32	THE COCA-CO...	2006-01-23	Combined	
NET COCA-...	KH	KH/T/2005/24114	A		The Coca-Cola ...	2005-12-01	Combined	

2016

SIM Sokheng

9

# Global Brand: 26,114,861 marks & Image Search

www.wipo.int/branddb/en/ Search

## Global Brand Database

Perform a trademark search by text or image in brand data from multiple national and international sources including trademarks, appellations of origin and official emblems.

<b>Indonesia data available</b> 2015-01-01 Over 660,000 records added	<b>Brunei data available</b> 2014-12-18 Over 37,000 records added	<b>Mexico data available</b> 2014-12-18 Over 900,000 records added	<b>Cambodia data available</b> 2014-09-18 Over 50,000 records added	<b>Denmark data available</b> NEWS Over 275,000 records added
---	---	--	---	--


**SEARCH BY** Brand Names Numbers Dates Class Country

**ORIGIN** =

**DESIGNATION** =

**FILTER BY** Source Image Status Origin App. Date \* Expiration \*

**Pick an image**



**Pick a strategy**

- Shape
- Color
- Texture
- Composite


**Pick an image type**

Verbal	1
Nonverbal	2,643
Combined	34,069
Unknown	30

**CURRENT FILTER**

SOURCE:KHTM \* IMAGE:Shape \*

1 - 30 / 36,743 TMview Display: 30 per page options 1 / 1,225

Brand	Source	Status	Score	Origin	Holder	Number	App. Date	Image Class	Nice Class	Image
ANKOR SANKRANTA in Khmer Characters & Device	KHTM	Active	1	KH	UNION OF YOUTH FEDERATIONS OF CAMBODIA	KH/T/2015/61793	2015-01-16	VC.02.01, VC.02.03, VC.28.19, VC.29.01	35	

# Brand Value Vs. Cambodia' GDP

- Apple = 170,276 \$m
- Google = 120,314 \$m
- Coca-Cola = 78,423 \$m
- Toyota = 49,048 \$m
- Facebook = 22,029 \$m

Source: Interbrand, Best Global Brand 2015

- ***Cambodia' GDP***

What at the  
back of iPhone?

***Innovation &  
Creativity***





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## IP Strategy Fueling Entrepreneurial Success

### Background

In 2002 with little capital and a rice-cracker processing machine bought from a foreign company, Mrs. Keo Mom and her husband began a small food product manufacturing business out of their home. The couple produced rice crackers in small quantities to sell at markets in Phnom Penh and its outskirts.

### Branding and Trademarks

After consultations with government authorities, Mrs. Keo Mom decided to register her business as a handicraft manufacturing outlet under the name Ly Ly Food Industry, Co. Ltd. (Ly Ly Food). Her rice cracker was the first locally-made product sold in plastic-packaging in Cambodia.



Ly Ly Food's trademark is associated with the image of good taste and health (Image: Ly Ly Food)

# Brown coffee & AEC



# ACLEDA Bank & AEC



# Support Branding Building

- Geographical Indication (Kampot pepper)
- Collective Mark
- Certification Mark (product and service)



# Member of Madrid Protocol on International Registration of Marks

- File at MoC for 113 countries
- EU, US, China, Japan, India, ASEAN ... etc
- Around 80% of World Trade
- One Office for international filing
- One single application form
- A single procedure
- Lower filing & maintenance fees

# Conclusion

- Actions:
  - Automation Services
  - Markets
  - Support brand building
- Private Sector may consider:
  - Quality: Product and Service
  - Branding building
  - Innovation & Creativity

Thank You!  
simsokheng@yahoo.com