

# Cambodia

## Key indicators

Population (millions)	15.8
GDP (\$ billions)	19.4
GDP per capita (\$)	1227.7
Share of world GDP (PPP\$, %)	0.0
Current account surplus/deficit, share of GDP (%)	-10.2
Tariff preference margin (percentage points)	8.4
Imports and exports (goods and services), share of GDP (%)	132.1
Services exports, share of total exports (%)	31.6
Geographic region	Asia
Country group	LDC
Income group	Lower-middle income

## SME Competitiveness Grid Summary

Average scores [0-100]	Compete	Connect	Change
Small	27.5	<b>18.6</b>	<b>18.0</b>
Medium	30.9	28.3	36.2
Large	35.7	43.3	43.1
All	28.6	20.7	22.7
BUSINESS ECOSYSTEM	45.9	48.5	52.6
NATIONAL ENVIRONMENT	51.5	25.6	37.6

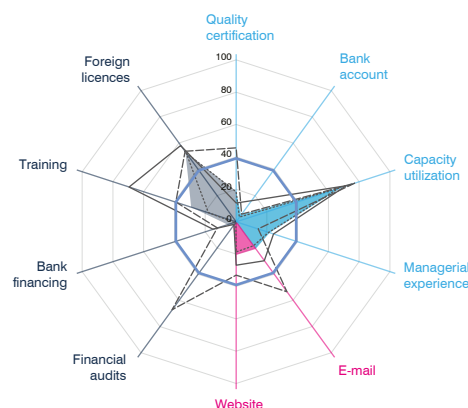
Reference level: 39.1 (a function of GDP per capita)

**Weaknesses are scores below: 19.5** | **Strengths are scores above: 58.6**

## SME Competitiveness Grid

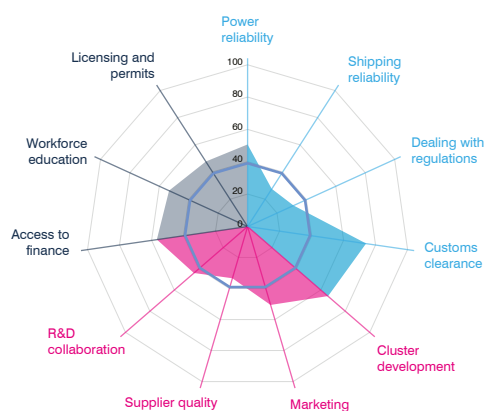
### FIRM CAPABILITIES (Normalized scores)

Compete	Small	Medium	Large	All
International quality certificate	<b>18.5</b>	<b>11.6</b>	45.6	<b>18.8</b>
Bank account	<b>3.4</b>	<b>16.0</b>	<b>5.8</b>	<b>5.1</b>
Capacity utilization	<b>66.6</b>	<b>71.5</b>	<b>77.1</b>	<b>68.7</b>
Managerial experience	21.3	24.4	<b>14.4</b>	21.9
<b>Connect</b>				
E-mail	<b>18.4</b>	29.8	53.5	20.8
Firm website	<b>18.7</b>	26.9	33.1	20.6
<b>Change</b>				
Audited financial statement	<b>0.3</b>	<b>2.1</b>	<b>67.3</b>	<b>3.0</b>
Investment financed by banks	<b>1.3</b>	<b>15.1</b>	<b>12.2</b>	<b>5.6</b>
Formal training programme	<b>18.0</b>	<b>69.5</b>	39.1	29.1
Foreign technology licences	52.3	58.1	53.7	53.2



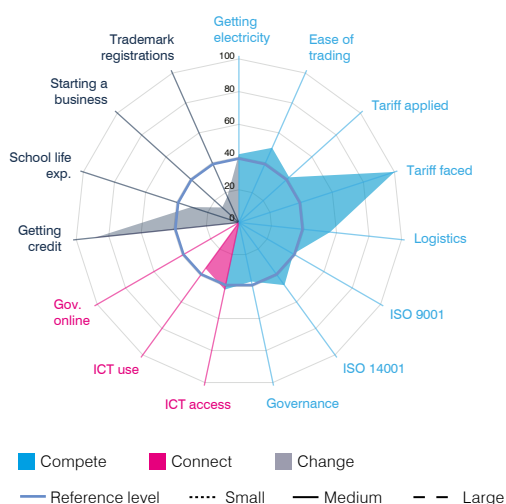
### BUSINESS ECOSYSTEM (Normalized scores)

Compete	Small	Medium	Large	All
Power reliability	50.7	52.3	45.7	50.7
Domestic shipping reliability	27.0	31.5	29.1	27.7
Dealing with regulations	32.5	22.6	55.4	31.3
Customs clearance efficiency	-	-	<b>76.9</b>	<b>74.1</b>
<b>Connect</b>				
State of cluster development				<b>65.8</b>
Extent of marketing				50.6
Local supplier quality				33.4
University-industry collaboration in R&D				44.0
<b>Change</b>				
Access to finance	<b>63.5</b>	32.1	<b>65.1</b>	56.7
Access to educated workforce	<b>63.2</b>	27.6	29.9	53.4
Business licensing and permits	48.0	55.7	23.9	47.7



### NATIONAL ENVIRONMENT (Normalized scores)

Compete	All
Getting electricity	41.8
Ease of trading across borders	50.0
Applied tariff, trade-weighted average	41.3
Prevalence of technical regulations	-
Faced tariff, trade-weighted average	<b>100.0</b>
Logistics performance index	56.0
ISO 9001 quality certificates	38.4
ISO 14001 environmental certificates	47.3
Governance index	36.9
<b>Connect</b>	
ICT access	42.0
ICT use	34.7
Government's online service	<b>0.0</b>
<b>Change</b>	
Ease of getting credit	<b>88.4</b>
Interest rate spread	-
School life expectancy	30.7
Ease of starting a business	<b>13.8</b>
Patent applications	-
Trademark registrations	<b>17.4</b>



**Note:** Scores range from 0 to 100, a higher score indicates a better outcome. Series with missing data are indicated as (-) in the tables and omitted from the radar charts.

**Source:** World Bank Enterprise Survey (2016) for firm level data; for other sources and methodology see Annex.

## SME Export Potential

Cambodia is a lower-middle income country with a population of 15.8 million and GDP of \$19.4 billion. Goods and services account for 68.4% and 31.6% of exports, respectively.

The country's unrealized potential to increase existing exports lies mainly within its home region and to Europe and the Americas (see table below). *Jerseys, pullovers, cardigans, waistcoats and similar articles of cotton* have an unrealized export potential of around \$69 million in the home region, \$310 million to Europe and \$48 million to the Americas. Other products with unrealized export potential to these regions include *footwear* and *bicycles*.

Regarding new export products, Cambodia has diversification opportunities in processed food, wood, and textiles, with products such as *furniture of bamboo, rattan, cane or osier, women's or girls' suits of synthetic fibres, prepared or preserved shrimps and prawns*, as well as *prepared or preserved crab*. The production of the processed fish products involves a relatively strong participation of SMEs and women. Other products identified for diversification include *tableware and kitchenware of wood*, and *articles for interior furnishing of synthetic fibres*.

Small firms in Cambodia perform well in capacity utilization and accessing an educated workforce. They underperform, however, in having bank accounts, audited financial statements and investments financed by banks. The largest gap between small and large firms lies in having audited financial statements. The country's national environment performs well in the trade policy-related indicator and ease of getting credit.

## Unrealized potential: Existing export products

Product description	Product code	Exports (\$ million)	Value of unrealized potential exports by destination (\$ million)					Development indicators						
			Africa	Americas	Asia	Europe	Oceania	Price stability	SME presence	Women employed	Technology			
			0	0	0	0	0							
Jerseys, pullovers, cardigans, waistcoats and similar articles, of cotton, knitted or crocheted...	611020	871												
Footwear with outer soles of rubber, plastics or composition leather, with uppers of leather...	6403XX	543												
Jerseys, pullovers, cardigans, waistcoats and similar articles, of man-made fibres, knitted or...	611030	694												
Bicycles and other cycles, incl. delivery tricycles, not motorised	871200	341												
Women's or girls' trousers, bib and brace overalls, breeches and shorts of cotton (excluding knitted...	620462	548												
T-shirts, singlets and other vests of cotton, knitted or crocheted	610910	427												
Men's or boys' trousers, bib and brace overalls, breeches and shorts, of cotton (excluding knitted...	620342	525												
Women's or girls' trousers, bib and brace overalls, breeches and shorts of cotton, knitted or crocheted...	610462	359												
Fresh, chilled, frozen or dried roots and tubers of manioc "cassava", whether or not sliced or in the...	071410	251												
Babies' garments and clothing accessories of cotton, knitted or crocheted (excluding hats)	611120	242												

**Notes: Unrealized potential table:** Top 10 products in decreasing order of unrealized export potential to the world. **Exports:** Average value over 2011-2015. **Price stability, SME presence, and Women employed:** Green - performance above a country's trade-weighted mean. Red - the opposite. **Technology:** Green - transformed products exported by countries at least matching the country's per capita GDP. Red - the opposite. Blank spaces - data not available.

**Source:** ITC Export Potential Map, <http://exportpotential.intracen.org>