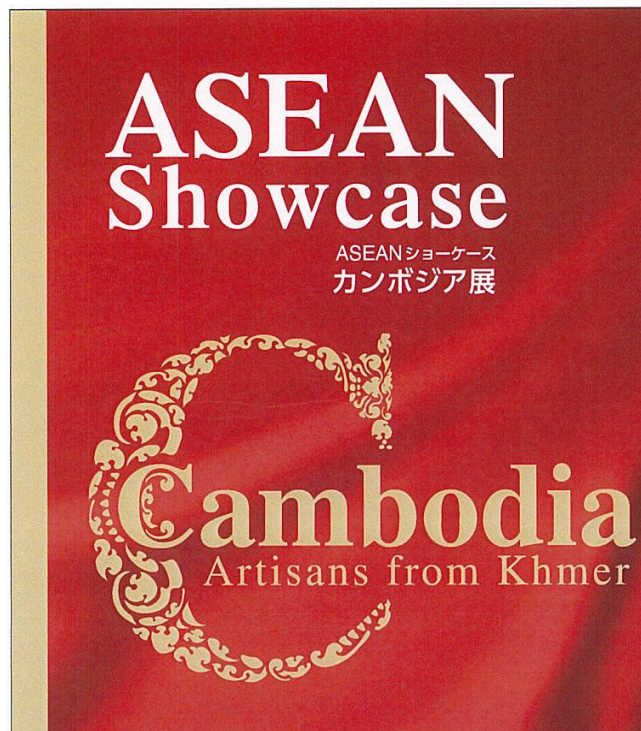


Post-Activity Report
on
ASEAN Showcase Cambodia
at
ASEAN-Japan Hall



Outline of ASEAN Showcase Cambodia

ASEAN Showcase Cambodia, featuring hand-made products of 10 Cambodia companies, was held at the ASEAN-Japan Hall of ASEAN-Japan Centre (hereinafter referred to as “the Centre”) in Onarimon, Tokyo from October 29 to November 1, 2013. This is one of a series of ASEAN Showcase starting from Indonesia, Malaysia and Cambodia.

1. Duration: October 29 (Tue) – November 1 (Fri), 2013
10:00 a.m. to 5:00 p.m. (12:00 p.m. for the last day)
2. Venue: ASEAN-Japan Hall
ASEAN-Japan Centre
1F Shin-Onarimon Building, 6-17-19, Shimbashi, Minato-ku
Tokyo 105-0004
3. Exhibitors: Total 10 Companies from Cambodia
4. Selection of Products:
Japanese expert was dispatched to Siem Reap and Phnom Penh in August 2013.
Mr. Kohei Takata, President, L’epice Co., Ltd.
5. Publicity:
 - a) E-mail Magazine : 17,320 addresses
We sent out email magazine 8,050 addresses on October 18, and 9,270 addresses on October 24, 2013.
 - b) Press Release
We sent press release to 300 media, Chamber of Commerce of Tokyo and MIPRO (Manufactured Imports and Investment Promotion Organization) on October 18, 2013.
 - c) PR Flyers : 300 copies
We distributed Cambodia Showcase flyers to the participants of Food Concierge Cambodia at the ASEAN-Japan Hall on October 16, Cambodia Embassy, related associations and the visitors to the Hall.
 - d) Number of Exhibitor’s Directory distributed : 500 copies
 - e) Trade seminar
Seminar by Mr. Kohei Takata, the expert was held on October 29, 2013 at the ASEAN-Japan Hall.
6. Related activity: Inspection tour of Good Design Exhibition 2013 at Tokyo Midtown on November 1, 2013.
Two (2) Cambodia companies received Good Design Award 2013 and mission members paid a courtesy call to Japan institute of Design Promotion.

List of Exhibitors of ASEAN Showcase Cambodia

No.	Name of Exhibitors
1	Artisans d' Angkor
2	Sedge Mats Business Association
3	Institute for Khmer Traditional Textiles (IKTT)
4	Khmer Silk Processing Association
5	Lady Penh Designs
6	Magic Gecko
7	Mekong Arts
8	Villageworks Songkhem Co., Ltd.
9	Watthan Artisans Cambodia
10	Women for Women Foundation

II. Results of Business Meetings (October 29 to 31, 2013)

1. General Information

a) Business Meetings

Date: October 29 (Tue) to 31(Thu), 2013

Time: 10:00 a.m. – 5:00 p.m.

Venue: ASEAN-Japan Hall of the Centre

b) Number of Participating Companies: 10

c) Number of Mission Members: 18 (including 1 TPO official)

d) Number of Visitors: 739 (3 business days)

e) Number of Business Meetings: 85

Orientation Meeting on October 28, 2013



Display of the Cambodia Showcase at the ASEAN Hall





Trade Seminar by Mr. Kohei Takata (expert) on October 29, 2013



Business Meetings (October 29 – 31, 2013)



Visit by Cambodia Ambassador H.E. Mr. Hor Monirath on October 29, 2013



Inspection Tour of Good Design Exhibition at Tokyo Midtown on November 1, 2013

