



In collaboration with



HIGH LEVEL DIALOGUE ON ASEAN ITALY ECONOMIC RELATIONS

Eighth Edition

November 6, 2024 - Philippines Dusit Thani Hotel, Manila

PRESENTATION BY

RICCARDO CORRADO

Main Partner



Partner



With the Patronage of



Ministry of Foreign Affairs and International Cooperation



Embassy of Italy Manila

Institutional Partner



With the support of



Technical Partners



Strategic Partner



Event Partners





Riccardo Corrado, Ph.D.

Associate Professor
CamEd Business School



Vice-Chairman
Italian Business Chamber Cambodia



Consultant
Telecommunication Regulator of Cambodia
League of International Relations Affairs



Email: riccardo@cam-ed.edu.kh



Cambodia

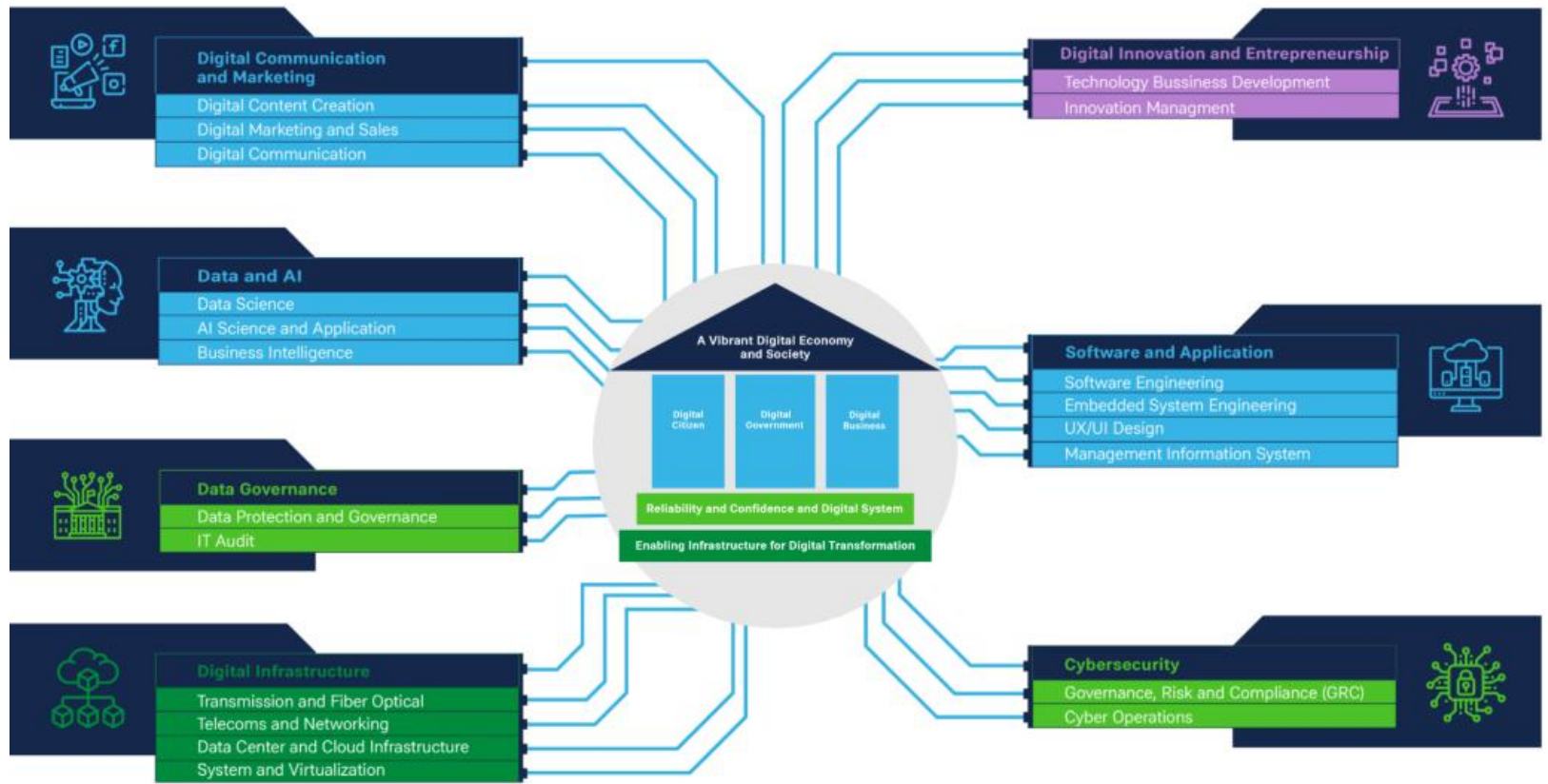
Digital Readiness

Challenges →

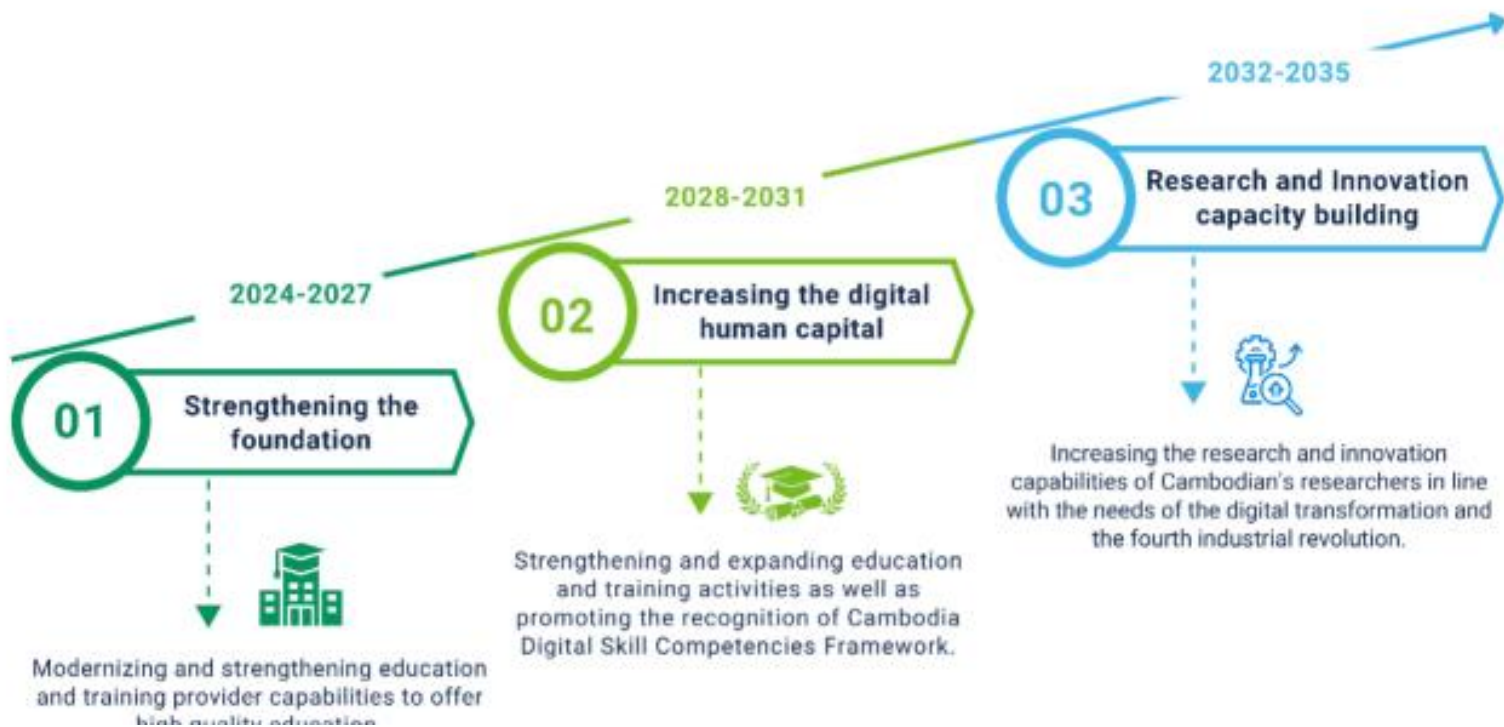
- University Enrollment Discrepancy.
- Program Redundancy and Specialization.
- Digital Skills Gap.
- Lack of Talents/Professors.
- Low Research Outcome.

Opportunities →

- Scholarships for Talents.
- Skill Development related Collaborations.
- Investments in High-Tech.



Digital Skill Development Roadmap 2024-2035



Three Phases

- Phase 1 - Strengthening the Foundation for Digital Skill Development (2024-2027)
- Phase 2 - Increasing the Digital Human Capital (2028-2031)
- Phase 3 - Research and Innovation Capacity Building (2032-2035)

Opportunities

- Scholarships to attract the best talents, and Exchange programs.
- Dual Degrees.
- Training on key technologies for the Public Sector.
- Training with Italian Software or Products.
- Investments in High Tech solutions (Big Data, Cloud, Cybersecurity).
- Cultural Events Connecting Italy and Cambodia.

UNI-ITALIA STUDY
in ITALY

 **ITALIAN BUSINESS
CHAMBER CAMBODIA**

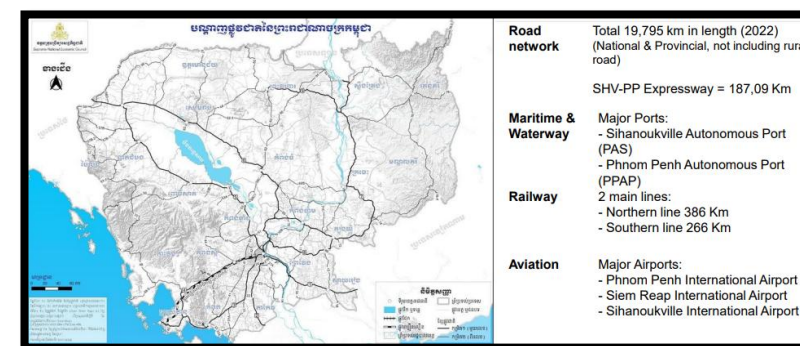
Tourism & Infrastructures

Even if the tourism saw a positive improvement in 2023, international tourism to Cambodia still remains uncertain, with the Prime Minister having expressed hope that tourism numbers will finally surpass pre-pandemic levels by 2025.

Phnom Penh-Sihanoukville Express Highway

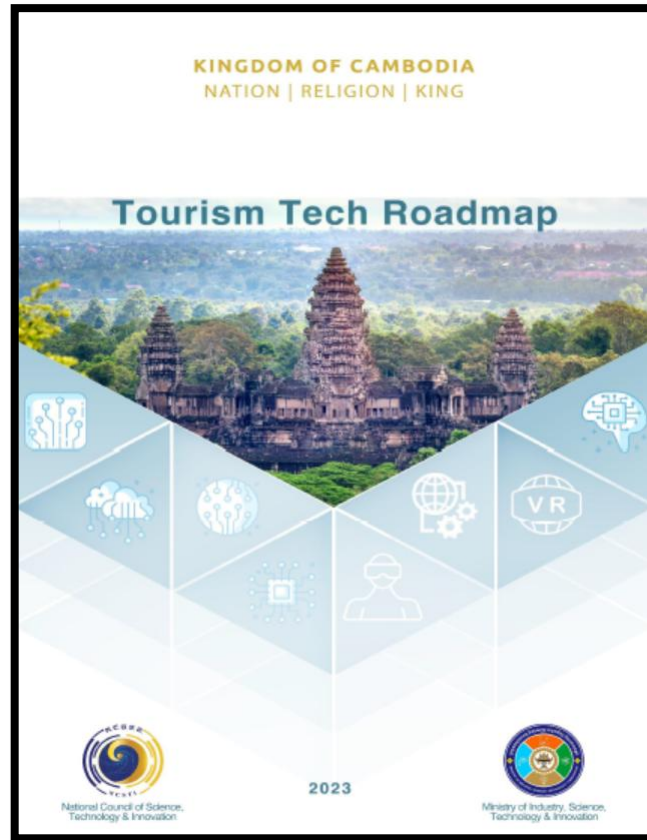
Cambodia's tourism sector still suffers from limited infrastructure scoring very low in all pillars of the infrastructure international indexes, with air connectivity representing one of the major bottlenecks holding back the development of Cambodia's tourism sector.

Techo Techo Takhmao International Airport



Phnom Penh-Bavet Expressway

Tourism Tech

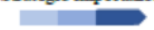


Vision: To accelerate Cambodia as the top tourism destination in the region through harnessing innovative technologies with sustainability and inclusivity by 2030.

Products and Services	Short Term (~2024)	Medium Term (~2027)	Long Term (~2030)
(1) Smart Experience	(1,2,3,4,5,8) Online Booking Platforms ^{P,IC}		
	(5,6,8) Social Media ^P		
(2) Ecotourism	(1,2,3,4,5,6) Web/Mobile Apps ^{P,G,RAD,IC}		
	(1,2,3,4,5,6,8) Portable Devices ^P		
(3) Integrated transportation		(1,3,5,7,8) Imagery Technology ^{P,G,RAD,IC}	
	(1,2,3,4,5,6,7,8) Internet ^{P,G}		
(4) Digital transaction & Communication		(1,2,3,4,5,6,7,8) IoT ^{RAD,P,IC}	
		(1,2,3,5) Cloud Computing ^{P,G}	
(5) Tourism security and safety	(3,4,6,8) Smart Label Technology ^P		
	(1,2,3,4,5,6,8) Navigation Technology ^{P,G,IC}		
(6) Digital Marketing	(3,5,8) GIS ^{P,IC}		
		(1,2,3,4,5,6,8) AI ^{RAD,P,G}	
(7) Research and innovation		(2,3,7,8) Big Data ^{G,P,RAD,IC}	
	(2,3,4,5,6,8) Touchscreen ^P		
(8) Destination Management		(1,3,5,6,8) AR/VR ^P	

Tech Acquisition Strategy: Government Lead (G) Private (P) International Collaboration (IC) Research & Development (R&D)

Strategic importance



Opportunities

- Investments in E-Tourism Solutions
- Partnerships for Italy-Cambodia tourism
- Campaign for attracting Cambodians to visit Italy
- Promotion of Italy through mixed cultural events branding Italy and Cambodia cultural ties

Fashion

The revenue in the fashion industry is expected to show an **annual growth rate** (CAGR 2024-2029) of **8.85%**, resulting in a projected market volume of US\$340.00m by 2029.

Consumer preferences are also evolving with **greater exposure to international culture, travel, and global fashion trends**, driving a desire for international designs and online stores that sell these. A strong dynamic shift towards online fashion retail is not just a trend but a reflection of the evolving fashion industry in Cambodia.



Opportunities

- Providing more opportunities for training and support for rising designers, and models.
- Tapping the increasing demand for luxury, and international brands.
- Channeling the Italian renown ability in the fashion industry toward this growing market.
- Using the fashion industry for rising awareness of Cambodians on Italian brands, and the Made in Italy.
- Exploring opportunities cross-industry.

E-Games

“Cambodia's Esports scene has been growing exponentially over the past few years. For Mobile Legends: Bang Bang (MLBB) Esports' ecosystem alone, we have seen rapid growth in collaborations with brands with the same mission to foster a more sustainable ecosystem for MLBB.”



Many organizations have helped to create tournaments that allow more youths to become pro players. Gaming is not gambling from a parent's perspective now, unlike before.

Gaming and electronic games have also entered the SEA Games and Esports World Cup and have been recognized by the government.

Opportunities

- Art, Media, and Design Training
- Exploring opportunities cross-industry
- Using this growing sector, for promoting Italy and Italian brands, through sponsorships and events

In Summary, a few take-aways:

- Cambodia is a fast-growing market, very young, and very open.
- Cambodians look for studying abroad (scholarships and not), but Italy needs more visibility.
- Cambodia is looking for investments and diversification.
- Cambodians wants to be seen.
- Technology is the volta's key, it is a priority.
- Cambodians are very proud and connected to their roots, and history. Cultural events can represent a wonderful opportunity to brand Italy in Cambodia.
- Fashion and luxury are in growing demand. It is a good playing field for the made in Italy, and for attracting Cambodian talents and brands to Italy.



ITACHAM

ITALIAN BUSINESS CHAMBER
CAMBODIA



LinkedIn



Thank you.