



Statement

**H.E. Mr. PAN Sorasak
Minister of Commerce**

Fifty-Third Session of Joint Advisory Group Meeting (JAG)

Good Morning!

- **Excellency Ms. Terhi Hakala, Chair of the 53rd Joint Advisory Group Meeting**
- **Excellency Ms. Arancha González, ITC Executive Director**
- **Excellencies, Ladies and Gentlemen!**

On behalf of the Royal Government of Cambodia and on my own behalf; I am, indeed, honored and pleased to deliver a statement at the Fifty-Third Session of Joint Advisory Group in Geneva today, following the invitation from HE Arancha González. (Thank You Arancha)

Prior to this; I was privileged to attend the 47th and the 50th JAG meetings in 2013 and 2016 respectively. Once again, I'm here listening with great interest from participants of the the 53rd JAG meeting.

Taking this opportunity; I would like to thank Excellencies and colleagues for warmly welcoming me and my delegation.

Cambodia as recipient country, acknowledge and highly appreciate the International Trade Centre (ITC) for the good cooperation and assistance provided, in the areas of trade promotion, export strategy preparation, gender equity projects, market analysis and research tools, non-tariff measures survey and value chain development.

Also, ITC's training of our 22 officials and diplomats is much appreciated as well.

I would like to recall that ITC supported Cambodia under the Integrated Framework (IF) since 2001 and continued supporting Cambodia's Trade Sector Wide Approach

(Trade SWAp) and the implementation of the Cambodia Trade Integration Strategy (CTIS), three generations in the row!

For your information; the updated fourth generation of CTIS will be launched on the 3rd of July, tomorrow, by **Samdech Techo Prime Minister of Cambodia** at the opening plenary of the 7th Aid for Trade Global Review.

I would like to express my appreciation for the inputs to the CTIS 2019-2023 provided by Excellency Ms. Arancha González at the bilateral meeting with our PM in October 2018.

There are many areas under the CTIS 2019-2023 in which the expertise of ITC would be advantageous to support during its implementation.

Those areas include human resource and skill development, export promotion, export diversification and increase competitiveness for SMEs and support Cambodian SMEs to participate in the 2nd China Int'l Import Expo (CIIE) in 2019 in Shanghai, China where Cambodia will be the Country of Honor.

Taking this opportunity; I would like to invite all participants to attend the Side Event on CTIS 2019-2023 organized by Cambodia in room S2 from 4:30pm to 5:30pm on July 3, 2019.

I would also like to thank our partners who have contributed to our development efforts and call upon all international organizations and development partners to support the implementation of this strategy in the areas of your expertise.

Last but not least, I would like to invite Your Excellencies, Ladies and Gentlemen to participate in the Social Event organized by Cambodia at 18:30 pm, on July 03, 2019 at Atrium of the WTO.

I thank you very much for your kind attention.