



# Q&A

## WHAT IS B2B EXHIBITION BENEFITS?

Professionals and decision-makers are hosted and interactions are based on logical arguments, financial scrutiny, and data. Attending B2B exhibitions can increase the attendee's knowledge about brand awareness, cost-effective marketing, close deals and helps to connect with potential clients.

### B2B Exhibition Benefits For Your Business

1. Best ways to gain customers and lead generation
2. Increase Brand Awareness, exclusive chances to rise exposure and link to customers on a personal level
3. Display new products and services

## ABOUT US

We are a leading ASEAN trade show company and the 7th best event company in the world (ranked by Special Event Magazine). With more than 9 years of exhibition organizing experience in Thailand, Cambodia and Myanmar covering construction, furniture, interior decoration, food and beverage Health and beauty products and services profiles. Our experience in organizing trade shows and business matching includes:

 <b>Myanmar FoodBev</b> Myanmar FoodBev 2014-Present	 <b>Myanmar RETAIL SOURCING EXPO</b> Myanmar Retail Sourcing Expo 2016-Present	 <b>MYANMAR BUILD &amp; DECOR</b> Myanmar Build & Decor 2014-Present	 <b>Cambodia ARCHITECT &amp; DECOR</b> Cambodia Architect & Decor 2016-Present
 <b>CAMBODIA HEALTH &amp; BEAUTY EXPO</b> Cambodia Health & Beauty 2020-Present	 <b>VIRTUAL EXHIBITION FoodBev, Retail, Health &amp; Beauty</b> Virtual Exhibition FoodBev, Retail Health & Beauty 2021- Present	 <b>VIRTUAL EXHIBITION ARCHITECT / DECOR</b> Virtual Exhibition Architect & Decor 2021- Present	 <b>Cambodia FoodPlus EXPO</b> Cambodia FoodPlus Expo 2022- Present



# BENEFITS OF OUR EXHIBITION ?



01



**Quality Buyers!!** An opportunity to network with potential customers and business partners, test your product in Cambodia market by spending a minimal investment.



**FREE !!** Import consulting service by our professional freight forwarder.

02



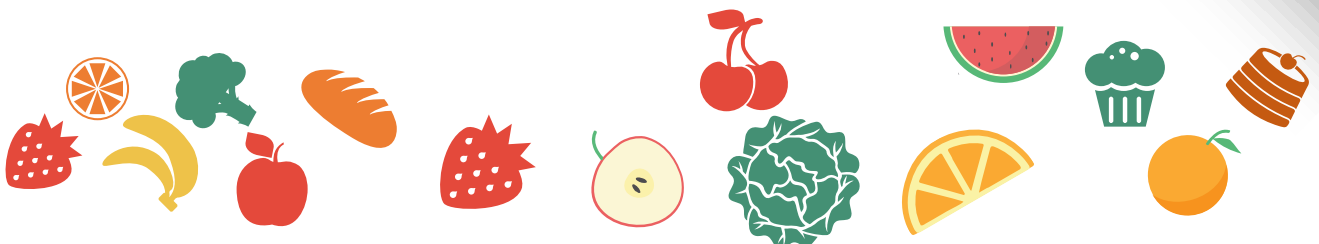
**Supporter!!** Strong support from business associations in Cambodia to invite dealers, companies, industry professionals to participate in our exhibition.

03



**FREE !!** Consulting on SMEs-Proactive program supported by DITP.

04




# WHY CAMBODIA

## ECONOMIC OVERVIEW 2022



**GDP GROWTH:**  
**4.8%**  
(2022)  
Post-Pandemic



**INFLATION:**  
**2.53%**  
(2022)



**MINIMUM WAGE:**  
**\$ 200/ MONTH**  
(2022)



**GDP PER CAPITAL:**  
**\$ 1,842**  
(2022)



**CURRENT GDP:**  
**\$ 28.33 BILLION**  
(2022)



## ACCESSIBILITIES TO COMMUNICATION TECHNOLOGY



**11.60**  
**MILLION**  
**FACEBOOK**  
(Jan 2022)



**22.06**  
**REGISTERED**  
**MOBILE**  
**PHONE**  
**NUMBER**



**Total Population**  
**17.06**  
**MILLION PEOPLE**



59%



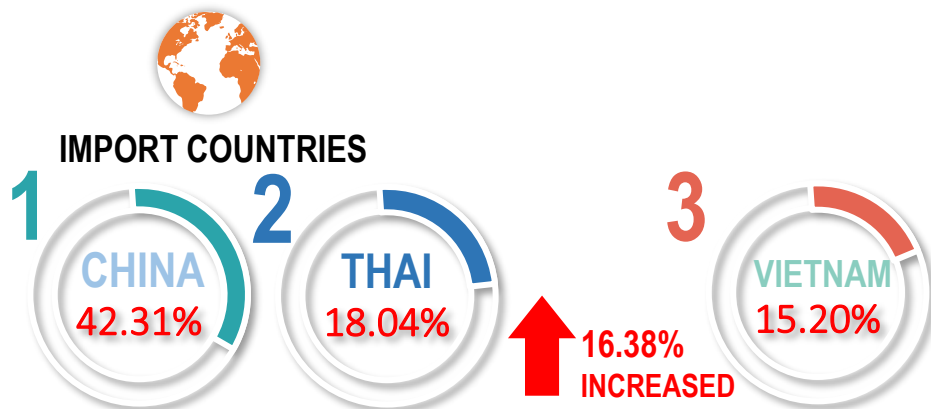
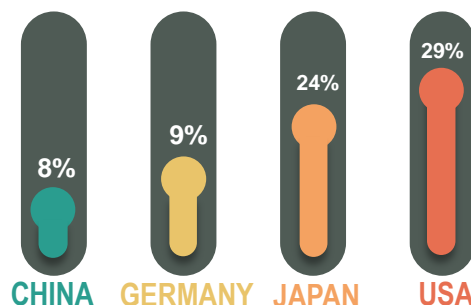
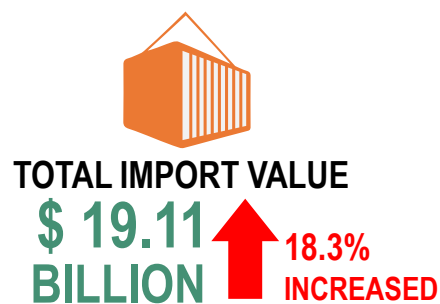
41%



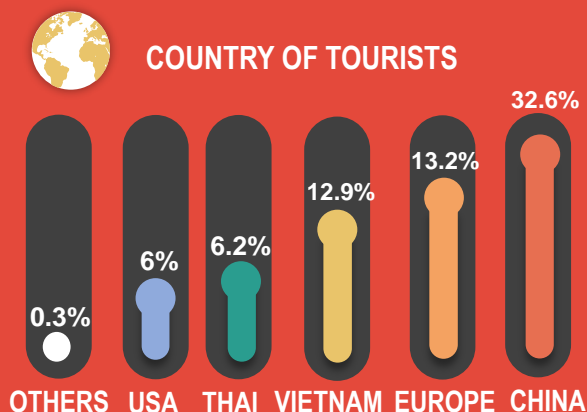
**13.44**  
**MILLION PEOPLE**  
**REGISTERED TO**  
**ACCESS FOR**  
**INTERNET**  
(5G is available)

# KEY INDUSTRIES INFORMATION

## INTERNATIONAL TRADE (2022 Post-Pandemic)



## TOURISM (maintain 2019 information)



## PROJECT UNDER FINANCIAL SUPPORTED (2019)



## CONSTRUCTION INDUSTRY (2019)



# INVESTMENT FROM THAILAND TO CAMBODIA IN 2021-2022

## TRADE VALUE BETWEEN THAILAND – CAMBODIA ( 2021-2022)

**\$ 7.97 BILLION**  **10.26% INCREASED**



**EXPORTED PRODUCTS TO THAILAND**

**\$ 959 MILLION**  **28.00% INCREASED**

**IMPORTED PRODUCTS FROM THAILAND**

**\$ 7,630 MILLION**  **19.86% INCREASED**



## TOP THAI RESTAURANTS IN CAMBODIA



**Restaurant**

Black Canyon 11 branches  
Bar-B-Q Plaza 6 branches  
Santa Fe' Steak 3 branches

S&P 6 branches  
Tumkratoei 3 branches  
Kuang Seafood 1 branch



**Coffee Shop**

Café Amazon 200 branches  
Coffee Today 50 branches  
Arabita Café 20 branches  
Doilor Coffee 10 branches

Chao Doi Coffee 5 branches  
Inthanin 7 branches  
Doi-Chang Coffee 3 branches  
Bon Café  3 branches



**BONCAFÉ**

## INVESTMENT IN TRANSPORTATION & LOGISTICS BUSINESS



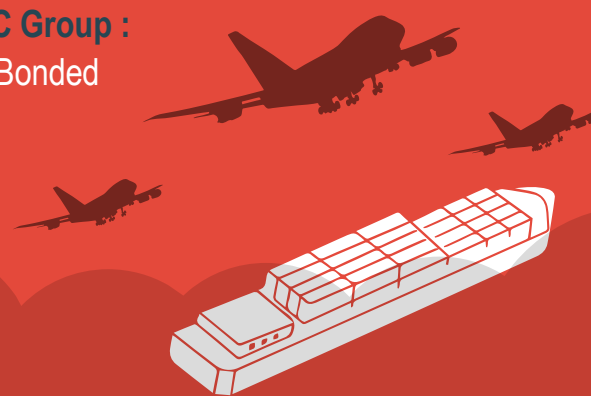
**Bangkok Airways Public Company Limited :**

- Invest for construction of International Airport at Koh Kong
- Plan to invest with Cambodian



**Suvannaphum Investment of TCC Group :**

- Invest in Dry Port project and 1st Bonded Warehouse at Kandal Province



# THAILAND'S INVESTMENT IN CAMBODIA



## OIL & GAS



## AGRICULTURE



BETAGRO

ANGKOR RICE



## BUILDING CONSTRUCTION AND OTHERS



## HOTEL



JULIANA HOTEL  
PHNOM PENH



TARA ANGKOR  
HOTEL



PHNOM PENH PHOKEETHRA



The Regent Park  
PHNOM PENH



## HOSPITAL



Bangkok Dusit Medical Services



## GARMENT



บริษัท ไนซ์ แอปพารেল จำกัด  
Nice Apparel Company Limited



## TV & ENTERTAINMENT



## SHOPPING CENTER/ SHOWROOM



# STRENGTHS



GOOD ATTITUDE TO THAI PEOPLES AND PRODUCTS

DYNAMIC TOURISM SECTOR WITH STRONG POTENTIAL



VIBRANT TEXTILE INDUSTRY

OFFSHORE HYDROCARBON RESERVES ( OIL AND GAS )



FINANCIAL SUPPORT FROM BILATERAL AND MULTILATERAL DONORS

INTERGRATED IN A REGIONAL NETWORK ( ASEAN )



LOW WORKER'S WAGE

YOUNG POPULATION ( 50% OF THE POPULATION UNDER 22 )



# BUSINESS OPPORTUNITIES FOR THAI COMPANIES



1  
Food & Beverage, Agricultural Processing Industry, Manufacturing and Machinery



2  
Hotel, Restaurant, Entertainment, Health and Beauty



3  
Fashion : Clothes, Apparels



4  
Education and Training Institutions



5  
Fast Moving Consumer Goods



6  
Transportation and Logistics



7  
Technology and IT products



8  
Health & Beauty, Consumer Product



9  
Construction, Building Materials, Real Estate Development

DON'T MISS THE OPPORTUNITY, STAY TUNED FOR UPDATED INFORMATION ON:



<https://www.facebook.com/foodbevretailhealthbeauty>



<https://www.facebook.com/CambodiaHealthBeautyExpo>



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