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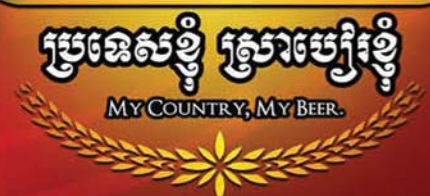
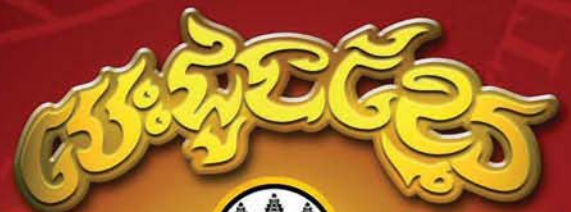
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As the 9th President of the Singapore Club Cambodia, I am pleased and honored to announce the launch of this latest 5th Edition of "Shiok Lah" magazine.

Taking over the marathon torches as the Club President from my predecessors is a tall order. Especially after serving as the Vice President to three SCC's Club Ex-Presidents for the past six (6) years, I am expecting myself to do much more. The club and the new team had a good head start with the initiation of the monthly "Shiok Night" event, the very first Cambodia-Singapore International Spelling Competition and a memorable and uniquely different 48th Singapore National Day Celebration 2013.

Moving forward, apart from organizing more fun-filled and meaningful social events and activities that our members and families can look forward to, we will also strive and forge forward to undertake other daunting missions during my term of office. Through the collective efforts of my EX-CO and Working Groups, I aim to be able to bring about further improvements into our club organization and status. This will be achieved through reflection and making relevant upgrading internally as well as externally and bringing the membership subscription, the club's reputations, networks and influence in Cambodia to the next level.

Internally, one of SCC's long haul mission is to make SCC the "Home away from Home" for all Singaporeans and their families residing in or traveling to the capital city Phnom Penh. Thus, during my term of office, I will continue to work hard with my EX-CO and Working Groups to lobby and to attract more Singaporeans and their families to join our social club.

PRESIDENT'S MESSAGE

With the support of my Executive Committee and my Working Group, I will also be revisiting the club's constitutions and laying the path for the next President to ensure that SCC can manage the future enlarged "family size" as efficiently. Through the process of reviewing and engagement with the team, I will also proactively create opportunities and platforms to facilitate, groom and prepare the future leaderships for take over once my term expires.

Externally, I plan to focus my attention in helping to address the issue of providing "Singapore Education" for Singaporean families with school going age children. It has been and continues to be one of the main deterring factors that discourage many professionals from venturing overseas, especially for Singaporeans who have the intention to send their children back to the mainstream Singapore schools after they return. I hope to gain the support and attract more Singapore based education companies to bring their educational programs to Cambodia and offer their services to our fellow Singaporeans and their families.

In addition, my administration will be forging forward to create more integration platforms between our social groups and the business groups. It is my hope that the integration will help create more business leads and opportunities for existing SCC members and their companies, thus motivating those yet to expand out of Singapore to venture into Cambodia and become a member of Singapore Club Cambodia.

Finally yet importantly, I would like to take this opportunity to thank all my advertisers and the publication committee for another job well done for the 5th Edition of "Shiok Lah" Magazine.

I shall like to end my message by sharing and reminding all members of SCC's club slogan: "Unity is Our Strength!"

Thank you,
Peter Ng Meng Cheng
President

AMBASSADOR'S FOREWORD

It has been wonderful meeting so many different and interesting Singaporeans during my short time in Cambodia. The Singapore brand name is strong here. It is associated with quality, efficiency, good heartedness, and friendship. This is due to both professional success, as well as Singaporeans' ability to forge deep bonds with one another and with the local community.



The Singapore Club Cambodia is a big part of this. The SCC has created a sense of community and a home away from home. It helps bring people together by organising events and get-togethers. It provides a platform to network and a place to help newcomers settle in. Many in the SCC are pioneers who came to Cambodia many years ago. They confronted and surmounted many challenges. Their experience is a valuable resource for others to benefit from. The fact that they are so willing to help and contribute is testament to their desire to support the broader Singapore community.

Shiok Lah! has an important place in this process. With its wealth of useful information, it helps connect Singaporeans and friends of Singapore in Cambodia. I am sure that we all look forward to reading the 5th edition.

Finally, let me also take this opportunity to wish the Singaporean community and all friends of Singapore in Cambodia continued success.

Thank you,
Kevin Cheok
Ambassador

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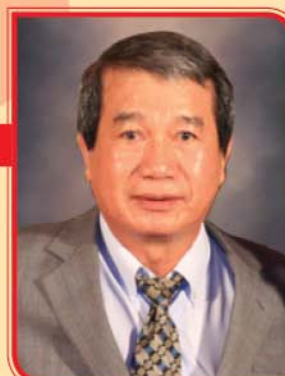
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Linking with Singaporeans around the world and back home online.

Accompanying the launch of the 3rd annual issue of ShioK, lah! SCC is delighted to announce the launch of the Official SCC Website.

Retaining all the juicy goodness of its print version, the website will also offer members and non-members alike with insightful tips on the situation in Cambodia, covering areas of interest such as business, lifestyle and culture news. An online directory for both SCC members and business partners are available.

The Website is also linked to other Overseas Singapore clubs around the world, connecting Singaporeans around the world wherever they maybe. Most importantly, the website will be an important tool for Singaporeans in Cambodia and back home in Singapore to stay in touch during moments of emergencies.

Check out SCC's presence on the world wide web today at www.singaporeclubcambodia.com!

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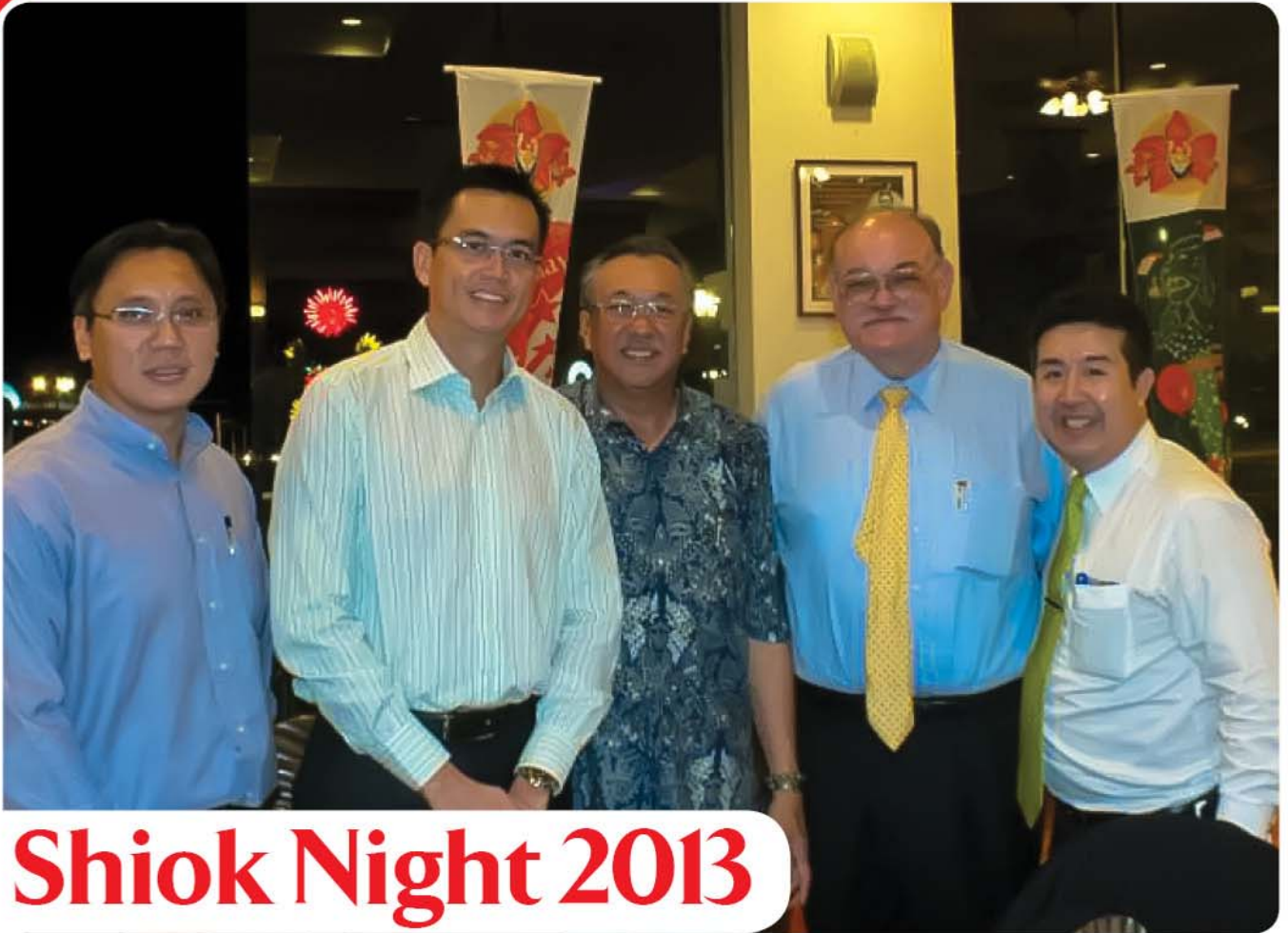
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Shiok Night 2013



Spelling Contest 2013

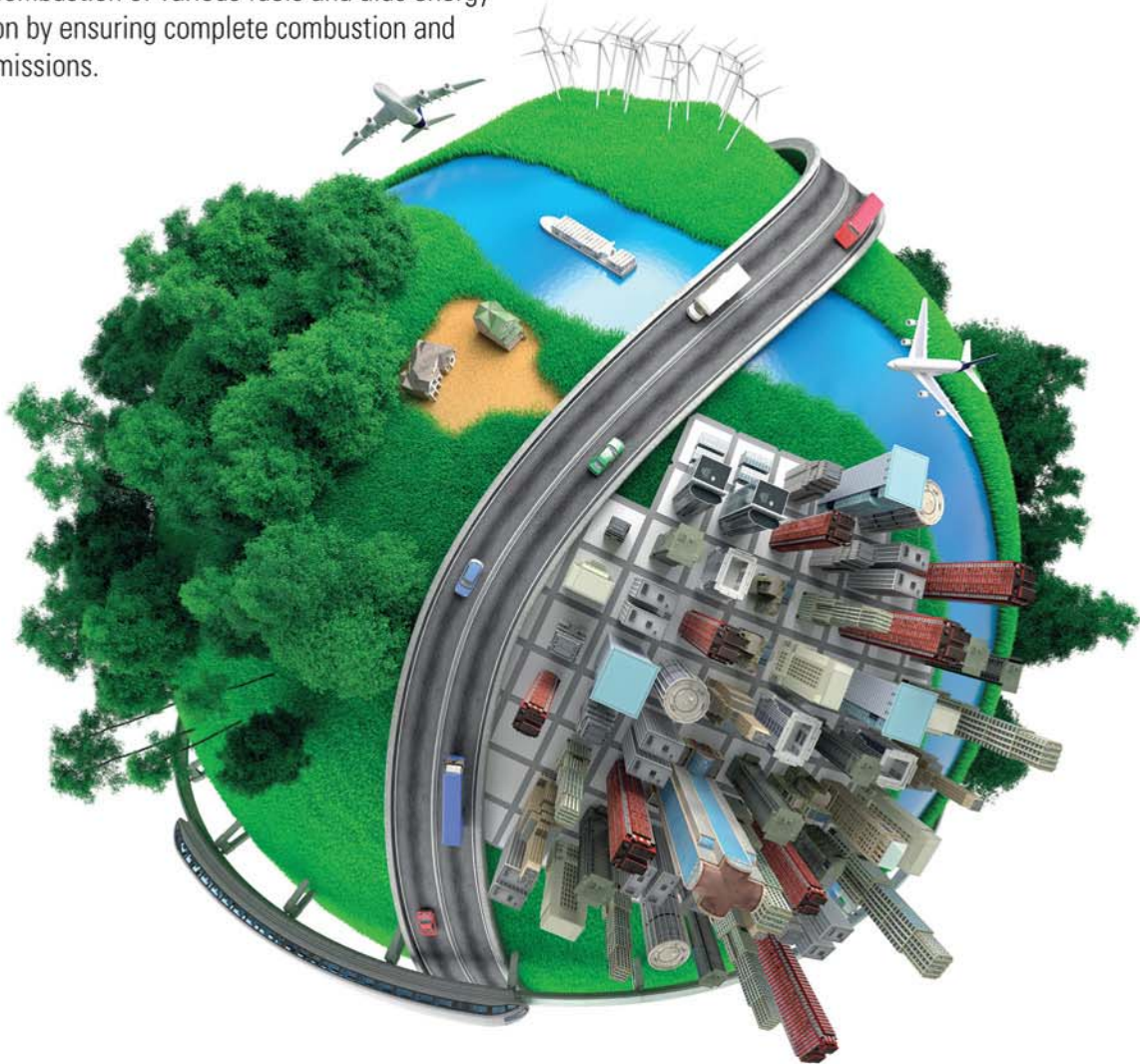


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MY JOURNEY IN A LAND OF OPPORTUNITIES AND POSSIBILITIES

C A M B O D I A

Words by Miss Violet Khor



For those of us who have come to Cambodia, I am quite certain in your conversations with fellow Singaporeans or other friends, you would have been asked, "Why are you here?"

This question was posed to me. Why Cambodia? Why not other countries? How do you cope with the dust and traffic?

I guess when a country has a special place in your heart, you tend to look beyond all these and my reply has always been that it is a liveable place. It is a land of opportunities and possibilities.

**What does this country
have to offer?**

What do I bring to this country?

My speciality is in the area of Education. In addition to the public school education offered by the Government of Cambodia, there are numerous other private or international schools offering education to the very young (kindergarten), young and youths of Cambodia.

The school I am principal of is a humble Christian school, the Methodist School of Cambodia at Toul Kork that offers education to the middle and lower income group of children. We offer education from kindergarten to high school.

When I first came to Cambodia, I had a lot to learn, unlearn and re-learn. Then there was the education system that I had to adjust to. I found it most challenging to understand and accept not so much the examination system but the conduct of the examinations. Another challenging area for me was the tolerance of rate of student absence from school and student discipline in school. But I learned and I understood.

And because of the experience's I have come to understand the field of education in Cambodia. I am even more convinced that Cambodia is a land of opportunities and possibilities in this particular area for me.

Thus, the Methodist School of Cambodia re-looked its vision and mission and crafted the following:

The Methodist School of Cambodia aims to be an excellent Christian school that provides a value-added National Khmer curriculum.



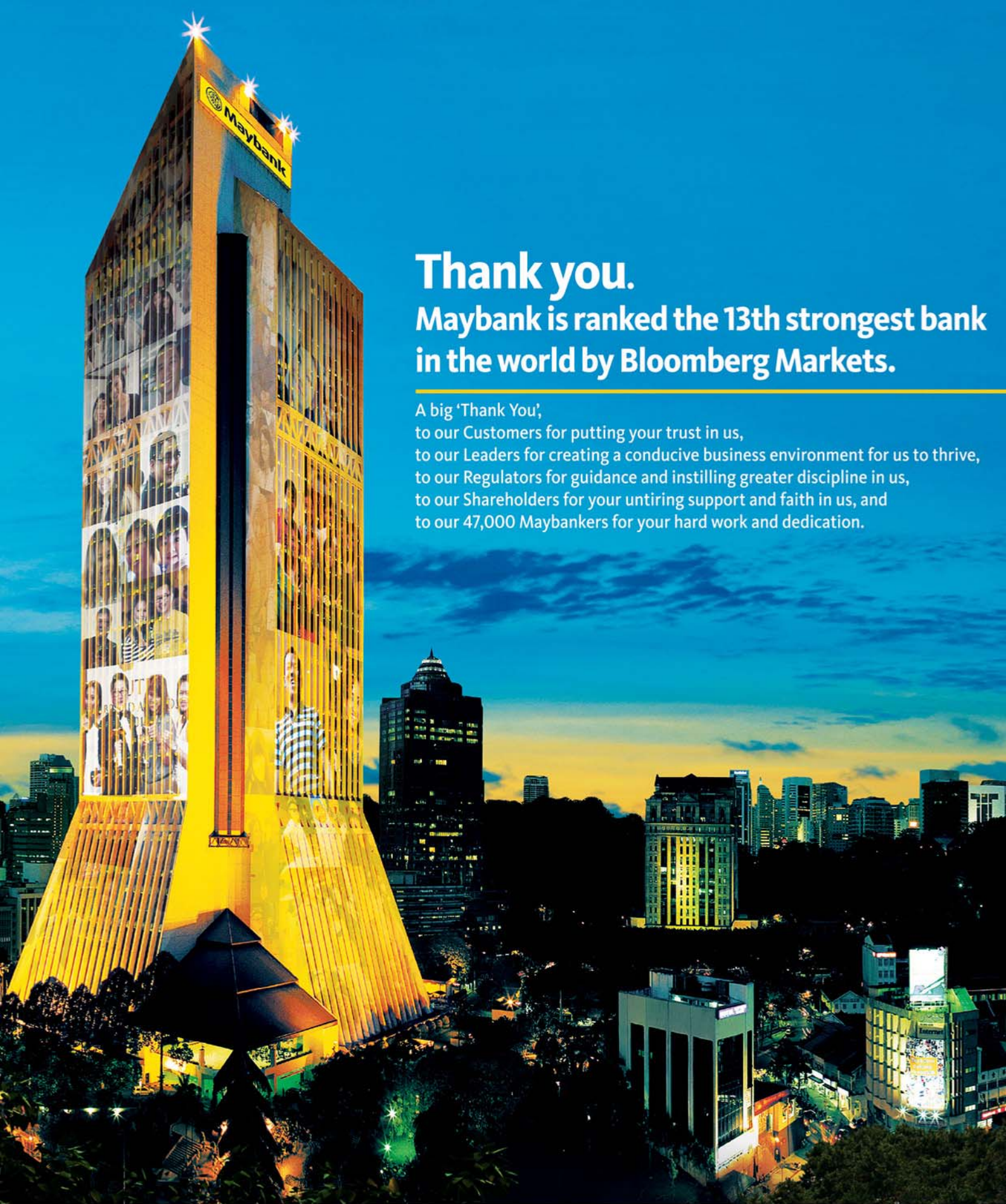
It aims to be a school where each person is valued, loved and nurtured with relevant skills and knowledge, godly values and good character to meet life challenges.

Its mission is to nurture and prepare future citizens of Cambodia to:

- know and believe in God
- value teamwork and excellence
- possess relevant skills, knowledge and determination
- have healthy bodies and minds
- care for oneself, others and the environment

Therefore, through the Methodist School of Cambodia, the desire is to provide an education that goes beyond just providing knowledge and getting good examination grades and certificates but above all these, to develop within each child and each youth good spiritual values to guide them in their decision-making and to develop good character to meet the multi-faceted challenges each of them will surely face in their future lives.

The task for me has been challenging but always exciting and fulfilling. After two years, I find there is greater acceptance of what the school is trying to achieve, greater acceptance of the need for more rigor and accountability in what we do, greater acceptance of the need to exercise discipline in what we do and in our behavior and greater acceptance of ownership of the work to be done. To see this taking shape slowly but surely is fulfilling and assures me that immense possibilities and opportunities are still there, but I must first dare to seize them and to maximize these possibilities and opportunities to prepare each of the children and youth for a brighter future they are entitled to and for Cambodia to leap to the next level of development.



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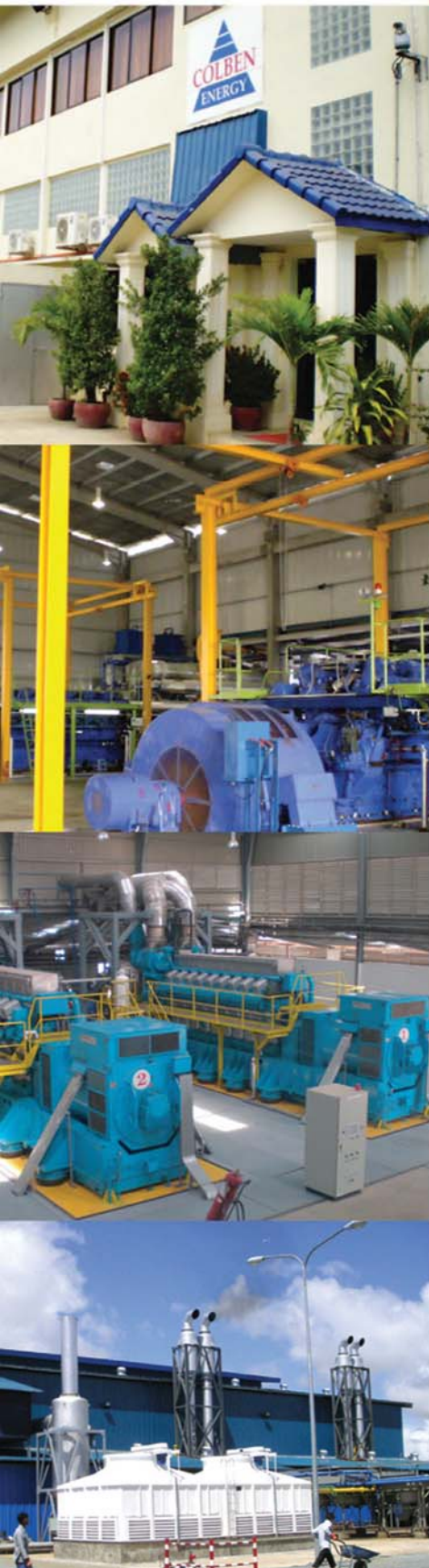
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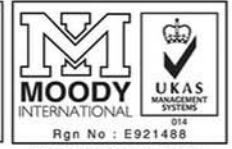
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This vertical integration has helped Ramatex strengthen its apparel production portfolio by offering customers shorter lead times and better quality products.

Ramatex has taken care to ensure its manufacturing processes are socially responsible and enhance environmental protection. It has also achieved green operations in its factories by managing its energy usage, waste and water recycling, and using organic materials and approved chemicals and dyes in its products.

As part of its sustainability program, Ramatex is currently certified by the Organic Exchange for organic production processes and is working towards Zero Discharge of Hazardous Chemicals (ZDHC) by 2020.

For more information, please email to: faith@ramatex.com.sg



UNDER PRESSURE

Contributed by TUV SUD

Today, food security processes are firmly under the spotlight, and fresh question about accountability in the global supply chain are being raised every day, says Richard Hong, CEO TUV SUD PSB (ASEAN).

Food security – ensuring food is both safe and accurately labeled from farm to fork – has always been a priority for consumers, retailers, caterers and suppliers worldwide.

But its importance and the need to improve current approaches have only recently been elevated to the top of peoples' minds across the globe following a series of high profile incidents that have driven international news headlines, such as the recent horse meat scandal and the E. coli outbreak in Europe in 2011.

Today, food security processes are firmly under the spotlight and fresh questions about accountability in the global supply chain are being raised every day. The pressure is firmly on to find solutions. The reality is that companies which do not make improvements will struggle to remain competitive.

Who's responsible for food security?

Food security is an issue that needs to be addressed by all the stakeholders, and it is unfair to direct responsibility of ensuring it to any sole group or authority. It needs to be a shared effort with the government, manufacturers, farmers, intermediaries, vendors, and so on, all taking into account the fact that often there is more than one factor that comes into play. For example, vulnerabilities can emerge with a lack of enforcement on the part of the government and administration, coupled with the existence of irresponsible business practices. Or, the existence of untrained farmers along with retailers who put pressure on vendors to lower costs, which in turn, may put pressure on

vendors to cut corners, and thereby, security may fall by the wayside.

With globalization, the food industry in particular is finding it increasingly challenging to address food security and in turn, ensure safety. While globalization throws open plenty of economic opportunities for primary producers such as farmers in developed and developing nations, it also poses several challenges to the global food industry. Bringing millions of farmers, suppliers, vendors and manufacturers into the global supply chain brings with it a whole host of quality issues. Another major challenge emanates from the fact that governments across the world follow different approaches and lay different emphasis to food safety. Some countries are more regulated, while others are not. When regulation is lax, it opens up opportunities for unscrupulous practices.

We know that issues surrounding ingredient integrity (ensuring consumers buy in the supermarket what is listed on the label) arise for a number of reasons. One of the key issues is that the focus has been solely on the safety of food for so long that the integrity of its non-harmful contents has been neglected. Current food safety protocols and food testing requirements, for example, are focused almost entirely on the safety of the final product, rather than the integrity of its raw materials. While effective in checking for potentially dangerous substances in food ingredients, these safety systems generally have no way of determining what makes up the product. So while the inclusion of veterinary drugs such as Phenylbutazone, an anti-inflammatory treatment for horses, may be detected, the presence of horse meat itself is likely to go unnoticed.

Approaches to ensuring ingredient integrity are complex and are mostly done using just two methods: testing to detect a particular substance within a product or testing to detect how much of a substance is within the product. Laboratory tests are designed only to look for specific substances and the possibility of detecting something which a laboratory is not specifically testing for is miniscule. The retailer and manufacturers that were caught unaware in the recent horse meat scandal simply did not think of testing for the meat. Neither did the suppliers in their supply chain. This is mainly because horse meat poses little risk to human health. To identify horse meat within the product, retailers and suppliers need to conduct a DNA specification analysis, which is typically only practiced when the integrity of raw material is of critical importance, such as in the production of "halal" or "kosher" food. The only way to achieve complete traceability from "farm-to-fork" is conducting food safety tests and audits throughout the supply chain in concert with a comprehensive testing procedure of raw materials. This



combination of testing and document review is an optimized approach to managing risks along the supply chain and ensuring that the food products are both safe and meet their content specifications. This negates many of the challenges intrinsically linked to the current audit-based approach many companies use that requires food producers, distributors and retailers to ensure the integrity of food documentation two steps up and two steps down the supply chain. This means that companies review the documentation of their raw materials and additives provided by suppliers below them in the supply chain, and the wholesaler and retailer above them.

The effectiveness of this audit system is challenged by the complexity of the modern supply chain. Unlike 15 years ago, for example, corporations seek efficiencies not only through direct suppliers but suppliers' suppliers and often even further down the supply chain. They do this because there are several advantages of sourcing products or ingredients internationally. One, it provides cost savings to the manufacturer in the developed world. Rising cost pressures are forcing the developed world to outsource their requirements of processed and unprocessed foods to other nations. And two, due to global sourcing, people are able to enjoy certain (seasonal) fruits and vegetables throughout the year. The complexity globalization leads to, however, has made supply chain management from "farm to fork" both more challenging and important for the food industry. After all, it is not only effective at preventing issues arising but speeding up the recall process and reducing scope of contamination should an incident occur. Ultimately, the correct process must begin at the farm level with elements such as seed testing, tests pertaining to animal feed, as well as soil condition. This should then be supplemented with auditing/certification, implementation of good agricultural practices and training of staff. It is also crucial to build food safety and quality into the production and manufacturing

processes. For example, the Hazard Analysis and Critical Control Points (HACCP) concept is a good basic instrument for the food processor to identify, evaluate and control risks to food safety. Finally, testing, auditing/certification and training should also be undertaken at the distribution and retail stage. Checks, for example, should be conducted on the packaging, containers and storage facility, supplemented with hygiene and vendor assessment audits.

Prevention, not damage control

The horse meat scandal underpins the urgent requirement for improved accountability in the food supply chain. Although food safety remains a primary concern, adjustments need to be made to the current system to assess and control the quality and integrity of raw materials, and to be sure the final products we consume contain the quality materials we believe we are buying. Ultimately, the industry must improve prevention measures.

At present, this philosophy is not as commonly implemented as you might think. For example, results from the TÜV SÜD Safety Gauge 2013, the world's first independent study to investigate product safety practices in the food sector, alongside consumer attitudes and experiences, revealed that over 56% of organisations are still unable to trace all components in their products throughout their supply chain. Why? The research indicated companies are concerned about cost. Companies surveyed, for example, estimated they would need to increase production costs by 19% to achieve the highest safety standards available. At the same time, however, they admitted with current standards in place they have had to conduct an average of 10 product recalls in the last five years alone.

It should not be forgotten that food recalls can cost

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manufacturers and exporters millions of dollars. For instance, the Salmonella-infected tomato scare that broke out in the US in May and June 2008 is estimated to have caused a loss of nearly \$500 million to the tomato industry. Similarly, the E.Coli-tainted spinach scare (September 2006) in the US reportedly caused a loss of nearly \$100 million a month to the spinach producers.

We believe this debate highlights a misconception in the industry. From our experience, attaining the highest safety or indeed ingredient integrity standards requires much less investment. Furthermore, in some instances, increases in production costs may not be required at all. For example, many companies we work with have made improvements by tightening the quality and safety requirements imposed on suppliers, and thereby improving the safety standards throughout the entire value chain. It is beneficial for all companies to investigate the potential for implementing such initiatives.

DNA Testing in Detail

What is DNA specification analysis?

Companies should embrace DNA testing as it can improve ingredient integrity as well as ensure a high level of food safety by giving the exact analysis breakdown a product so that its components can be DNA-tested to determine their origins. As DNA is a rather stable molecule, a DNA based method is suitable for testing processed food for the presence of inappropriate (and/or dangerous) ingredients.

Recently developed DNA-based detection systems can be used to test for Genetically Modified Organisms (GMO), ingredients and food-borne pathogens, and is also suitable for detecting plant and animal species, allergens and other contaminants. The polymerase chain reaction (PCR) is the method of choice for DNA specification analysis due to its high sensitivity, specificity and speed.

Why is DNA specification analysis important?

To maintain accurate labelling, manufacturers must be certain of the actual ingredients going into their food products. By taking additional action to test ingredients on top of ensuring food safety, your company can gain consumer confidence, a good reputation and improved brand perception. The service is also important when expanding into new markets that have specific dietary restrictions, such as detecting the presence of pork for products intended for Halal certification.

Back-Up with Traceability Tools

Traceability tools are tools that help the manufacturer in tracing the source of their raw materials. And in the event of an incident that affects food safety, such as an incident of contamination, the tool traces the batch of products to its origins. Traceability tools help in incident investigation and make matters easier in the event of a product recall. For instance, if a fruit used to manufacture jam was contaminated, a traceability tool – which may be in the form of a barcode that stores all information or any other technology – will help the manufacturer in identifying the farm from which this fruit was procured. Similarly, if it is processed fish that is contaminated, then the traceability tool will be able to trace the fish back to the catchment area from where it has been caught. However, traceability is not dependent on high-end technologies alone. Traditional paper



documentation also serves the purpose. Therefore, the cost of implementation and availability of technologies should not be seen as a stumbling block for smaller companies in adopting good practices.

Past Episodes of Food Security Issues

Meat adulteration horsemeat scandal, Global (stemmed from Europe):

In Europe at the beginning of this year, foods advertised as containing beef were found to contain undeclared horse meat, as much as 100% of the meat content in some cases; and other undeclared meats, such as pork. In mid-January, it was reported that horse DNA had been discovered in frozen beef burgers sold in several Irish and British supermarkets. While horse meat is not harmful to health and is eaten in many countries, it is considered a taboo food in many countries including the UK and Ireland. The analysis stated that 23 out of 27 samples of beef burgers also contained pig DNA, which is a taboo food to the Muslim and Jewish communities. While not a direct food safety issue, the scandal revealed a major breakdown in the traceability of the food supply chain, and therefore some risk that harmful ingredients were included as well. Sports horses, for instance, could have entered the food supply chain, and with them the veterinary drug 'phenylbutazone', which is banned in food animals, causing concern.

Contaminated rice, Japan:

Mikasa Foods, a rice wholesaler in Osaka, purchased a batch of contaminated rice from the government meant to be used for non-edible industrial purposes. The pesticide-tainted rice was reportedly sold by Mikasa Food and three other companies to around 380 distributors across Japan, including hospitals, schools and home for the elderly. The rice went into sake, shochu (distilled spirit) and rice crackers. The Japanese media called it jiko-mai, or problematic rice.

Melamine-in-milk menace, China:

In China, melamine was added in milk, which has reportedly affected nearly 94,000 people, largely children, and caused the death of four infants. Melamine is a toxic chemical, banned in food. It is used to manufacture whiteboards, floor tiles, kitchenware, fire retardant fabrics and commercial filters. The consumption of melamine-laced food can lead to urinary problems, such as kidney stones. The Chinese quality

watchdog – the State Administration of Quality Supervision, Inspection and Quarantine (AQSIQ) – tested samples of baby formula milk powder produced by 109 companies, and found melamine in 69 samples from 22 companies, including those of leading producers like Mingniu and Yili. Sanlu products were tested with the highest content of melamine – 2,563 mg per kg. The food scandal led to the ban on import of Chinese dairy product by several countries.

The bottom line

Companies are working hard to improve food security. However, there is still limited supply chain traceability, ingredient integrity and independent testing across major manufacturing hubs. This needs to change. Companies must start embracing the idea that reacting after the onset of a food scare is less effective than preventing it in the first place. Prevention is best achieved when food safety and quality are considered strategic objectives – ones that improve financial performance. The evidence for this is stacking up. And from what we're seeing, thankfully, the industry is starting to effectively respond. However, more needs to be done. After all, high food security does not only enhance consumer well being but adds genuine value to products and mitigates risk. These attributes are essential for remaining competitive and profitable in today's fragile economic times.



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Increasing AWARENESS

Contributed by TÜV SÜD

In a first-ever independent study, TÜV SÜD highlights the growing consumer attitude toward food safety and how manufacturers could improve their safety processes to meet consumer demand.

Consumer concern around product safety is mounting, according to the first-ever independent study TÜV SÜD Safety Gauge. About two thirds or 67 percent of the more than 5,000 consumer respondents stated that food safety is very important to them now, up from around 48 percent in 2007. An even higher percentage of consumers – 71 percent – expect food safety to be very important to them in the next five years. Consumer concerns were also shown to be particularly high when purchasing online. More than half or 55 percent of respondents, for example, stated they are more concerned about safety when buying food products online than in-store. The research, which also investigated the consumer electronics and children's toy sectors, was undertaken by an independent research institute and conducted in top-tier cities in United States, the United Kingdom, China, India and Japan – five markets that represent almost half (48 percent) of worldwide gross domestic product (GDP).

Apart from consumers, the study included surveys of more than 500 management-level employees in manufacturing, distribution and retail companies.

Safest segment

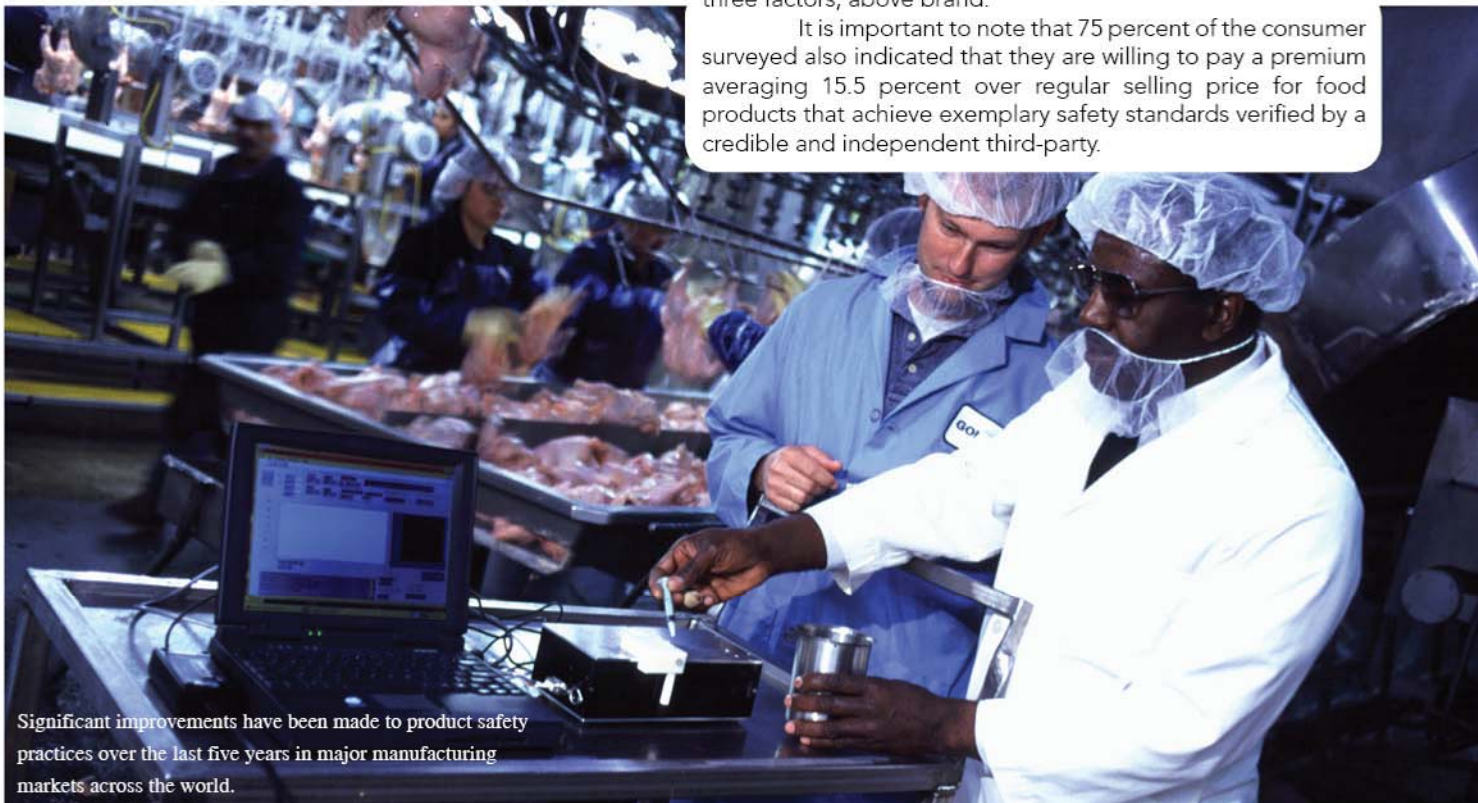
Interestingly, the TÜV SÜD Safety Gauge found that consumers rate the food sector as the safest product segment, as compared to the consumer electronics and children's toy sectors. However, within the segment, consumers were shown to consider "raw meat and fish" and "milk, dairy and eggs" to be the two food categories of highest concern.

The study also suggested that consumer concerns may be linked with recent experiences. An average of 20 percent of respondents said they have experienced unsafe food in the last five years. Allergic reactions and food poisoning were the two biggest safety issues consumers reported experiencing over that time.

Purchasing criteria

Safety was listed as an important consideration for consumers when purchasing food products. When asked to rank a list of purchasing criteria according to importance, price, freshness and food safety (hygiene) were ranked as the top three factors, above brand.

It is important to note that 75 percent of the consumer surveyed also indicated that they are willing to pay a premium averaging 15.5 percent over regular selling price for food products that achieve exemplary safety standards verified by a credible and independent third-party.



Significant improvements have been made to product safety practices over the last five years in major manufacturing markets across the world.

Consumer perception of food safety determinants

Consumers reported a strong understanding of what makes a food product safe, and the majority of respondents indicated that product safety labels, country of origin and brand are the most important factors in determining safety. In addition, about two-thirds of consumers said they are aware of food safety labels such as FSSC (Food Safety System Certification), HACCP (Hazard Analysis and Critical Control Points) and IFS (International Food Standard).

However, consumers also called for increased transparency in product safety labeling. Nearly one third or 27 percent said they are not aware of any food safety labels, suggesting companies that adhere to high standards could achieve a competitive advantage by more clearly communicating their products' safety credentials on packaging. For known brands, the study showed safety labels and certifications reinforce consumers' brand preference, particularly among consumers in China and India.

The survey results note that many consumers favour food from developed countries over emerging markets from a safety standpoint. Consumers from the West said they perceive food products coming from within their own region as safest. Consumers had a less positive perception of food from Asia. Respondents from Asia, on the other hand, said they have a positive impression of food safety from their own markets, as well as developed markets.

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Perceived product safety levels

According to the study, significant improvements have been made to product safety practices over the last five years in major manufacturing markets across the world.

Across all three sectors, businesses were shown to believe that product safety levels in their industry have increased over the last five years. The food industry sector, in particular, shows a positive trend as twice as many companies

reported significantly exceeding safety requirements in 2012 as compared to five years ago.

In addition, a large portion of the business respondents indicated responsibility for product safety. Currently, 68 percent of food companies said they meet or exceed minimum safety requirements, with more companies (53 percent) predicting they will significantly exceed the minimum standards in the next five years.

The cost of safety

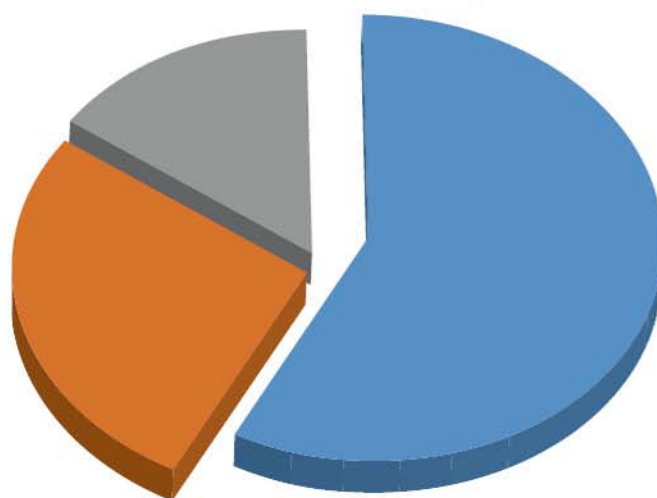
Respondents from the food manufacturing industry indicated that they spend an average of 13.6 percent of total production costs on product safety measures.

The most common safety practices undertaken by companies were revealed as being in-house product testing (69 percent) and staff training (65 percent). These were followed by practices such as exclusive sourcing from trusted suppliers, independent third-party product testing, product or process certification and ensuring the compliance of the entire supply chain to product safety requirements.

The study also revealed that about half or 52 percent of the companies surveyed can ensure that their entire supply chain fulfils product safety requirements, and about 46 percent are able to trace every raw material of their food products throughout the supply chain. Companies from the food industry estimated they would need to increase production costs by 21 percent to achieve the highest safety standards available. This compared to an average of 19 percent across all sectors. At the same time, however, with current standards in place, food companies said they have had to conduct an average of 12 product recalls in the last five years at a cost of nearly 9 percent of revenue.

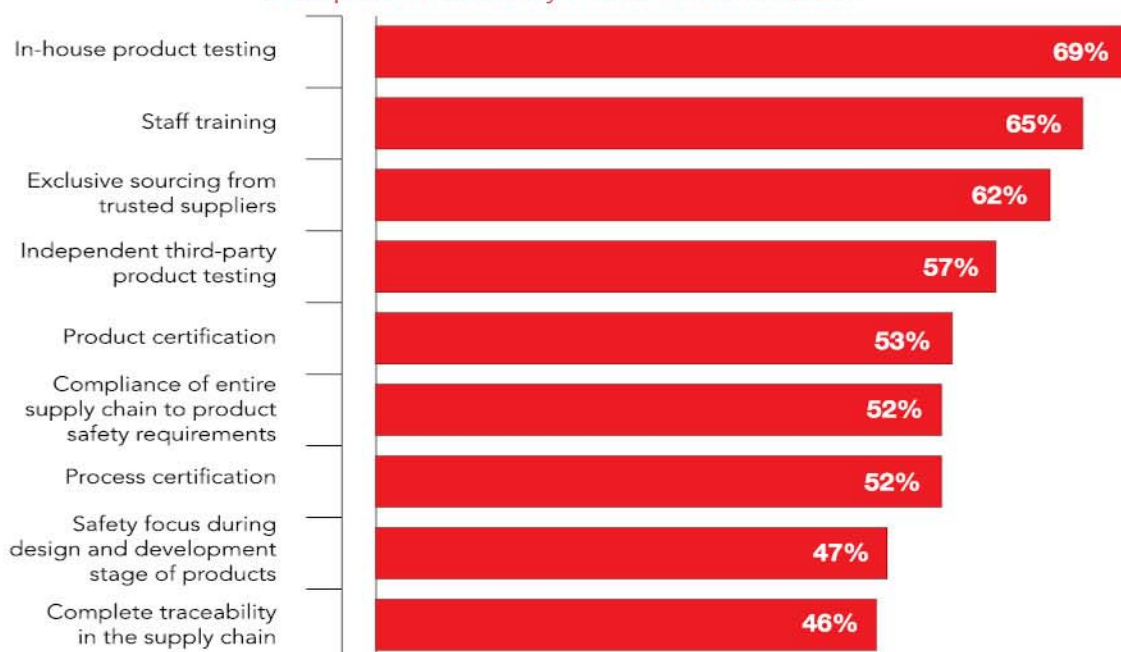
Product recall costs coupled with escalating consumer demand and the intrinsic value that offering the highest safety standards has for your brand, suggest investing in enhanced standards can provide a commercial benefit.

Awareness of Food Safety Labels



- Awareness of at least one food safety label
- Aware of food safety label but cannot recall its name
- Not aware of any food safety label

Safety Practices Undertaken % of repondents, multiple mentions by Food Manufacturers



The state of safety

The research findings present an opportunity for businesses to turn consumers' increasing product safety demand into a business advantage. The TÜV SÜD Safety Gauge reveals that consumers are becoming more discerning and placing increasing value on the importance of product safety. Businesses, on the other hand, continue to place safety at the top of their agenda but expect increasing safety measures to come with costs.

Contrary to businesses' perception, escalating consumer demand coupled with substantial annual recall costs mean that investing in enhanced product safety can improve consumer well-being and drive commercial success at the same time.

Specifically, the report suggested three main areas to improve safety levels to benefit businesses and consumers:

1. Farm-to-fork approach

The modern day supply chain is extremely complicated. Unlike 15 years ago, corporations seek efficiencies not only through direct suppliers but suppliers' suppliers, and often even further down the supply chain. This has made supply chain management from farm to fork even more challenging for the food industry. However, traceability is critical to speed up recall process and reduce scope of contamination for the food industry.

A holistic approach to food safety begins at the farm level with seed testing, tests pertaining to animal feed, as well as soil condition. This should then be supplemented with auditing/certification, implementation of good agricultural practices and training of staff. It is also crucial to build food safety and quality into the production and manufacturing processes. For example, the HACCP concept is a good basic instrument for the food processor to identify, evaluate and control risks to food safety.

Finally, testing, auditing/certification and training should also be undertaken at the distribution and retail stage. Checks, for example, should be conducted on the packaging, containers and storage facility, supplemented with hygiene and vendor assessment audits.

2. Leveraging the value of third-party testing

There is a disconnect between the value consumers place on thirdparty product testing and certification and the amount conducted by businesses. Only half of the businesses surveyed or 55 percent, for example, said they use third-party testing and certification services, despite 90 percent of consumers saying they want to know products are independently tested before being launched in the market.

Companies can work with independent third parties to ensure that their products are able to fulfill consumers' demand for safety and demonstrate their commitment to safety with certification marks.

3. Prevention, not damage control

Reacting after the onset of a food scare is less effective than preventing it in the first place. Prevention is best achieved when food safety and quality are considered strategic objectives – ones that improve financial performance. This is evident from the high costs of recalls reported by respondents of the survey. Food recalls can lead to high indirect costs from loss in reputation.

It is clear that companies are working hard to improve product safety. However, the results of this research indicate that the issues highlighted such as limited raw material traceability, independent testing and awareness of basic safety practices are common across major manufacturing hubs. Consumers will continue to demand higher safety standards from all companies.

Are businesses prepared to give them what they want? They should be, as this survey indicates that high product safety levels not only enhance consumer well-being, but add genuine value to products and mitigate risk. These attributes are essential for remaining competitive and profitable in today's turbulent economic times.



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FOOD and beverage (F&B) producers, manufactures, distributors and catering establishments are increasingly under the scrutiny of regulators and consumers. All manufacturing processes must comply with stringent requirements laid down by food regulators worldwide; it is therefore extremely important that all parties along the food supply chain continually improve and ensure the safety and quality of their chains.

The 'Food Microbial Monitoring and Kitchen Hygiene Audit' is programme that helps ensure cooked food and beverages served in eateries, restaurants, central kitchens and fast food outlets meet the necessary hygiene and safety standards. This programme achieves this by regularly monitoring the microbial quality of served food items.

Kitchen Clean Up!

Contributed by TUV SUD

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It usually starts with an initial assessment of the kitchens and dining areas, then the development of a routine sampling schedule and hygiene audit programme, and lastly providing appropriate training sessions' to the client organizations' employees. The frequency of sampling schedules can be conducted on a monthly, quarterly basis or as suitably determined after consultation. It typically last a minimum of one year and is renewable.

The programme helps reduce potential risks of food poisoning through regular monitoring of bacterial levels of food and beverages items, plus identifying high-risk items and any abnormal bacterial levels.

It will also correct handling and storage conditions, while monitoring hygiene practices of employees and enhancing their awareness of good hygiene practices. The programme will also monitor bacterial and hygiene levels of the environment and kitchen utensils.

It is a tool to implement and control hygiene practices, set goals and encourage team work among employees, reduce food wastage, declare to customers the commitment to food hygiene and achieve a world-level standard of hygiene through regular checks.

FOOD MICROBIAL MONITORING

Many food poisoning cases are caused by the incidence of harmful bacteria in contaminated food and beverages. The most common bacteria, which cause discomfort and pain to

humans, included *Escherichia coli* (commonly known as E Coli), salmonella, *Staphylococcus aureus* and *Vibrio parahaemolyticus*. Victims who ingest contaminated food and beverage items show symptoms of gastro-intestinal illness such as nausea, vomiting, abdominal cramps, and diarrhea. Some may also suffer intense headaches and fevers.

MICROBIOLOGY TEST

A typical microbial analysis of food samples, amongst other tests, consists of a process known as microbiology testing. It tests the bacterial level in product and can sometimes be used to indicated the quality and spoilage level of foods and beverages.

Obtaining an estimate of the amount bacteria will aid in evaluating sanitary practices during manufacturing and handling, as well as determining potential sources of contamination.

When F&B businesses engage third-party microbiologist and hygiene auditors to conduct microbial monitoring, a total of four quarterly visits are conducted over a period of one year (or other visits frequency) are carried out.

At each visit, food samples will be randomly taken from kitchens and outlets to be analyzed. The number of tests will be agreed upon with the management to achieve a meaningful picture of the overall hygiene level.

AT THE FINGERTIPS

Fingertips on agar plates from kitchen employees will also be taken. This is to monitor the type of bacteria on the employees' hands. The agar plates are actually 'nutrient agar' set into a jelly and then melted into petri dishes. After taking the fingerprints,

the petri dishes are incubated for the bacteria to grow. Bacteria on agar plates become 'visible' circular patches and are mostly white, cream or yellow in color (depending on the specific colony type).

WATER ANALYSIS

Other than foods, drinking water and ice cube samples from the kitchens and outlets will also be taking for testing. A microbiological water analysis is undertaken to make sure that the water is safe for human consumption.

The analysis includes total plate count, coliforms (eg: E Coli) and fecal coliforms. Coliforms are commonly found in the waste of warm-blooded animals and soils and vegetation's.

They can cause many types of infections such as pneumonia, infections of the urinary tract, bloodstream and other parts of the body.

A test report will then be issued to the client within two weeks of sampling. Trend analysis based on the results obtained and other advisory services will be provided so that the F&B management can make improvements to their operations.

KITCHEN HYGIENE AUDIT

Kitchen hygiene is vital to the preparation of healthy foods. It requires properly trained kitchen employees to follow meticulous procedures in food preparations and handling. Failure to maintain kitchen cleanliness can result in the growth of bacteria, food spoilage and contamination.

The techniques are paramount if F&B establishments wish to avoid endangering the health of those who consume their foods.

The audit will allow F&B establishments to monitor their hygiene habits, correcting techniques not up to standard or maintain what they are doing right. Vendor assessment audits can also be required to verify the capability of vendors in meeting the quality, quantity and delivery requirements of the retailer.

AUDIT PROCESS

In a typical audit, it usually starts with walk-through of all food preparation area, material receiving, and food storage and preparation areas. Hygiene practices of kitchen employees such as personal hygiene, kitchen cleaning and sanitizing habits will then be monitored.

All refrigerators, freezers, chillers will be checked for any incidence of cross contamination (between cooked and raw food) and improper temperature control.

The entire food preparation process, from cooking, cooling, assembly, packing, serving, selling etc will also be scrutinized for any improper techniques. Waste disposal and pest control systems are also taken into due consideration.

Some self-initiated techniques recommended include mandatory wearing of hairnets to enclose top, back and sides of employees' head. Owners and supervisors should ensure that contamination is not brought into the kitchen by managing the clothing their employees wear/

For employees who handle raw meats and vegetables, clean kitchen aprons and gloves must be worn and then removed before moving to the other areas of the kitchen.

Keeping the kitchen clean means more than sweeping floors, antiseptic detergents should be used to clean all surfaces including shelves, tables and walls. Handles used to enter or leave the kitchen such as entries to walk-in coolers, storage rooms and freezers must not be overlooked.

Every kitchen should have at least one designated hand sink so that employees can wash their hands in the sink immediately upon entering or returning to the kitchen.

Smoking, eating and drinking are prohibited because these habits will transmit bacteria and introduce foreign materials to the foods being prepared. Sick or injured employees must be kept away and no food products should be stored on the floor. Refrigerated foods should be maintained at temperature at or below 5 deg C and freezer temperatures at or below -18 deg C.

WALKING ON THE SAFE SIDE

The food microbial monitoring and kitchen hygiene audit is part of a bigger and more integrated framework for food hygiene, the ISO 22000 Food Safety Management.

This certification scheme is designed to allow all types of organization within the food chain to implement a food safety management system. These range from primary producers, storage and transport operators to retail outlets. Included are also related businesses such as producers of handling equipment, packaging material, cleaning agents and additives. Third-party verification and certification will increase product quality and safety, thereby boosting customer confidence in products. It is not difficult nor does it consume large amount of resources to protect a company from being embroiled in costly, image-damaging food scandals and recalls.





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Making the suitable choice for your child

Words by Abigail Bellan

The famous Albert Einstein once said, "I never teach my pupils; I only attempt to provide the conditions in which they can learn." When my family moved to Phnom Penh some 9 years ago, we were confronted with having to look for a school with the conditions conducive for growth academically, mentally, socially, physically, emotionally and even spiritually. In short, like every other parent, we wanted the best for our children, aged 6 and 9 then, in their educational pursuit.

Just what makes up the best school, if there is such a thing as "the best school"? Decisions about where our children go to school can be overwhelming with now a good number of international schools available in Phnom Penh. It's normal for parents to feel anxious about making the right choice or decision when it comes to school placement for our children.

The following are some considerations I have found helpful when choosing a school:

- How do the school facilities such as library, playgrounds, music programs, sports activities, co-curriculum activities support my child's development?
- Where is the school located? How accessible is that in terms of the difficulty or cost of traveling to and fro from school. What are the available transportation means?
- How affordable are the school fees and other costs?
- Am I comfortable with the classroom size and the school enrollment?
- How comfortable am I with the teaching staff's personal and professional backgrounds and credentials?
- What are the school's policies on discipline and homework?
- What languages and elective subjects does the school offer?
- Can I accept the school's religious affiliation if any?
- How does the school culture match my family values? Can I agree with their emphasis on academic achievement, school uniform policy, compulsory physical education and attendance requirement?
- What are some opportunities for parents and family involvement with the school? How does the school manage communication between the school and home?
- Consider the study paths available to your child at this school such as iPSLE, High School Diploma, Scholastic Assessment Test (SAT), IGCSE 'O' levels, IGCSE 'A' levels, International Baccalaureate (IB) Diploma and so on.
- How does my child feel about being here?

Yes, it all boils down to having our child's interests at heart. Like a wise king once said, "Train up a child in the way he should go; even when he is old he will not depart from it." This makes it all crucial in making the suitable choice for the child !

Abigail Bellan is married to Prasad Bellan and they are parents of 2 teens. In the past 9 years in Cambodia, their NGO involvement has been in the area of teaching, training, coaching and mentoring young Cambodians.





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THE ASEAN ECONOMIC COMMUNITY BY 2015: PROSPECTS FOR CAMBODIA

Dr. Sok Siphana

*Managing Partner, Sok Siphana & Associates
Chairman of the Board of Directors, CDRI*

ASEAN is currently at a crucial moment because we are expected to realize the ASEAN Community in less than two and half years from now. A revitalized ASEAN has made democracy and the promotion of people-oriented organizations one of its key purposes. The Preamble of the ASEAN Charter, which came into force in 2008, highlights the centrality of the region's people in community building and opens with the phrase, *"We, The Peoples of the Member States of the Association of Southeast Asian Nations"*. The ASEAN Community is not presented as an aspirational project, it is a definite goal. The remaining time for making it happen is very short.

In this context, I thought I share with you some of my thoughts on how I sees the challenges, business and economic opportunities and possibilities emerging ahead as Cambodia moves closer to become a member of the ASEAN Economic Community, or the AEC, by the end of 2015.

I am bullish about the prospects for Cambodia's economic future as it embraces an ambition to become a regional economic actor, offering business and investment opportunities for those who care to explore and exploit. Cambodia has the fundamentals necessary to support its position.

Cambodia has been one of the fastest growing countries in the world over the past ten years, experiencing average annual growth of over 8 percent since 2000. Cambodia's growth and structural changes have been inextricably linked to the rapid opening of the economy and its consequent integration with the global economy in 2004 when it acceded to the World Trade Organisation (WTO). At the 20th ASEAN Summit in 2012 in Phnom Penh, Cambodia affirmed its strong commitment to intensify its work towards an integrated, connected, people-centred, rules-based and prosperous ASEAN region. Because of its liberal trade and investment policies, Cambodia today is one of the most open economies in the region and is prime to ride further this momentum to capture the upcoming and imminent AEC, with one single market and a free flow of goods and services, investment and skilled labor.

The risks of an impact of an economic slowdown in the US and EU, the two largest destinations of Cambodia's key garment and textile exports, have not so far materialized. Garment exports have benefitted from a shift of labor intensive industries from China to lower wage cost countries like Cambodia. Foreign direct investment continued attracting new entrants such as Japanese investors. The nominal exchange rate has been very stable for nearly a decade. The financial sector has continued to expand in spite of the high level of dollarization. Rice exports expanded rapidly, supported by the establishment of new mills that increased milling capacity, recording annual of growth of 250 percent and reaching more than 200,000 tons

last year. Industry and service sectors grew rapidly, reflecting solid rebounds from the sag in demand during a financial crisis of 2010 that had triggered a contraction in these sectors. Tourist arrivals in 2012 surpassed 3 million visitors, with the temple complex of Angkor Wat alone drawing 60 percent of these visitors. In Cambodia's first Economic Census published in March 2012, it showed that the country's private sector is growing rapidly, with more than one-third (36 percent) of new establishments being created in the last two years.

Cambodia has made significant improvements in the overall business environment in recent years, especially in two aspects – getting credit, and trading across borders. Improvement is particularly impressive in terms of business owners' access to credit. In 2012, the country strengthened its credit information system through a new regulation that allows credit bureaus to collect and distribute positive as well as negative credit information, and in 2013 it established its first private credit bureau. As a result, Cambodia's ranking in terms of getting credit for businesses improved substantially from 97 in 2012 to 53 in 2013.

Prospects for 2013 are very positive, with GDP growth expected to come in at 6.7 percent. Growth will be driven by vibrant private sector activities, mainly in the service sector (trade, banking, real estate, and construction), some agriculture activities (rice milling), and industry. In terms of the latter, the export-oriented textiles and garments manufacturers are likely to continue to record strong performances. Situated between two big metropolis of Bangkok and Ho Chi Minh Cities and within the larger Greater Mekong Subregion, Cambodian businesses will stand to gain from an increase of economic transactions, driven by regional value-added chain productions, in agricultural and industrial products as well as services. Many cities bordering Thailand and Vietnam and along the ASEAN regional highway will see the thriving development of new Special Economic Zones (SEZs).

Challenges wise, major procedural reforms and simplifications would be required to create a more investor-friendly business environment. Well-sequenced changes for a faster and more transparent government decision-making will be required in the next few years to respond to the needs for the country to be more competitive. The expected heralding of the AEC in 2015 makes the case for Cambodia to press for even more reforms. Results of the 2013 national elections – a Parliamentary majority for the ruling party along with a substantial increase in parliamentary seats for the unified opposition party – do point towards initial signs of a maturing democracy and better governance. Such reforms will be critical for transforming Cambodia into a durable democracy where investors and Cambodian citizens alike are more likely to expect better provision of public services, governance that is more transparent, a bureaucracy free of corruption, and stronger voice and accountability.



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Banking Sector in Cambodia

Banking Sector in Cambodia performed remarkably well last year. As at 31 Dec 2012, the banking industry recorded a total assets of KHR 43,566 billion (or USD10.9 billion); growing at a very strong year-on-year growth rate of 35.8% when compared to corresponding year. As reported in the National Bank of Cambodia (NBC) 2012 Annual Report, it was revealed that Loans and Advances of these 32 commercial banks and 7 specialized banks stood at KHR23,354 billion (or USD5.8 billion); with a year-on-year growth rate of 33.7% (NBC Annual Report 2012). The customers' deposits also registered a significant growth at the rate of 28.3% with the value of KHR26,911 billion (or USD6.7 billion) at the end of 2012.

The number of borrowers increased significantly by 20% to 354,000 accounts (2011: 295,000 accounts) and the number of depositors increased by 18% to 1,489,000 accounts (2011: 1,266,000 accounts) by the year end 2012 as per NBC Annual Report 2012. The number of branches network and service posts for banks increased by 8.1% in 2012 to 455 offices (2011: 421 offices) in the country wide. Other platforms of modern banking services such as Automate Teller Machine (ATM) and Debit Card also expanded rapidly. ATM terminals rose by 16%, totaling of 681 terminals (2011: 588 terminals). Debit cards issued in 2012 increased by 25% to 957,556 cards (2011: 761,876 cards). However, credit cards issued in 2012 was lower by 3,166 (or -14.8%) to 18,198 cards (2011: 21,364 cards).

The banking sector is perceived to be one of the more transparent sectors in Cambodia as this sector is closely monitored by the banking regulator, NBC. With the rapid growth rate in the Cambodian banking sector, coupled with an investment friendly government, it is not surprising that many foreign banks are beating at the gate of the banking regulator, NBC, to secure the coveted banking license.

It is widely reported that banking sector is over-crowded with many players. In 2013 alone, an additional 4 new entrants from Taiwan, Malaysia and Singapore came into the commercial banking business, making 36 commercial bank players (2012: 32 commercial banks). More foreign players have expressed their interest to set up a branch or a bank here. Some of the leading Microfinance Deposit Taking Institutions (MDIs) and Microfinance Institutions (MFIs) have also expressed their intention to convert to commercial banking business by 2015.

While the potential inventors are optimistic about the Cambodian banking sector, some existing key players and the International Monetary Fund (IMF) have voiced their concerns regarding rapid credit growth in Cambodia, and the existing small pool of eligible commercial borrowers. In recent 2012 IMF Report, it was highlighted that "continued rapid credit growth could jeopardize macroeconomic and financial stability and contingent fiscal liabilities".

With many players coming onboard, and with the intensity of rivalry is heating up, many players have responded by offering attractive lending and borrowing interest rates to their customers, improving customer experience, innovative banking

products and availability of technology enabled products and services. All these augurs well for Cambodians as they are now experiencing better quality banking services and products similar to the more developed economies.

Maybank (Cambodia) Plc. feels optimistic about the Cambodia market despite the many players. In April 2012, Maybank took a step further with the local incorporation of its Phnom Penh Branch to Maybank (Cambodia) Plc. ("MCP") to further invest into local banking to reaffirm our long term commitment to Cambodian financial service industry which also allows greater opportunities for expansion into the market.

As a newly locally incorporated bank, MCP intends to compete aggressively in the Cambodian banking landscape and to deliver a better banking experience for people in Cambodia with a vision to be a first choice financial partner in Cambodia. MCP will also be guided by its mission to humanize financial services in Cambodia. In the latter, our approach would be 2-prong, that is, our commitment to provide access to financial services to the people at fair terms and pricing, and to be always at the heart of the community.

We believe that the accessibility to our services would be a key factor to drive our business success. Everywhere we operate, we are enhancing our customers' experience. The network expansion plans over the last three years, where our branch has expanded to 16 branches covering Phnom Penh city and main provinces in the country, has produced positive business growth.



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FOOTBALL IN THE KINGDOM

Words by Edgar Pang

It's not exactly bringing the Kallang Roar to Cambodia, but a group of Singaporeans (with a sprinkling of good Cambodian and Malaysian friends) have been coming together regularly on Wednesday evenings and Saturday afternoons for football sessions. Usually played on 5-a-side futsal pitches that have sprung up all over the city in the last couple of years, these sessions have been serious, serious fun.

Imagine, a group of males between their 30s and 50s, fed on Phnom Penh's easy diet of food and drinks, congregating twice weekly on the belief that they can still turn, dart and dribble from their Kampung Days back home. And there you have the spectacle that awaits every Wednesday and Saturday. Yes, ankles have been twisted, knees have wobbled, fist-fights broken up, but we still keep coming back for more. The weak and the injured have since been whittled out. Those that remain, since 2011 in fact, have become the nucleus of an embattled team that still believes - no matter how mistaken - in the old adage that football is not a matter of life and death, it is simply more important than that.

But we aren't alone and our weekly practice sessions aren't for nothing. For we had 11-a-side matches against the expat teams of Hong Kongers (Honkies), South Koreans, Indonesians as well as local teams such as the Cambodian Ministry of Foreign Affairs and Bassac FC. We had our share of wins and losses, but the thing is that we have always put up a good fight. Nothing builds camaraderie and team spirit like such matches.

Going forward, we have teed up a new challenge for Singapore FC - to participate in the Rooy 7 seven-a-side mini league (Rooy 7 is a futsal facility in Toul Kork). This will signal a new commitment for our team on top of our regular matches against the other expat teams (Yes, we are still scheduled to have the return derby against the Indonesia. Now that is a grudge match.)

So, if this article has made you want to put on your boots or dispense advice on why we should evolve from the 4-4-2 system (which has done us no favours, but darn, that is all we ever play) to the 4-2-3-1 system, do contact us below. Ultimately though, it's just about having fun, so join us!

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Pre-match photo of Singapore vs Indonesia.



Match against Hong Kong FC under the floodlights

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Social Capital Venture Development

Words by Christopher Wilson

Since 1993, Christopher Wilson has been visiting Cambodia. From the inception of Social Capital Venture Development in 2008, he has been visiting villages, schools, hospitals and orphanages, and local authorities, with his head of operations, San You, to improve the lives of a community where problems of water contamination and lack of sanitation have led to high mortality rates particularly among the elderly and young. According to statistics, some 8 per cent of Cambodian children under five years old die from a lack of good hygiene practices and from drinking contaminated water.

Social Capital Venture Development (SCVD), is a not-for-profit social enterprise with Cambodia NGO status, he co-founded with his best friend. SCV's mission is to improve the lives and living conditions of disadvantaged people in developing countries through impact investments and sustainable projects in the areas of health and education.

"SCVD decided to make the delivery of clean water to rural communities a priority project to improve health and hygiene. The most common form of water contamination in rural communities is microbial contamination and the effects are immediate," says Wilson, who, with San You, manages SCVD's operation, and develops new ideas, plans and future developments.

Wilson and his friend started their privately funded social venture in 2008 with a geographical focus on Cambodia, a country they have great affection for – Wilson's friend is Cambodian, while Wilson has been a regular visitor since 1993. Strong connections, sound knowledge of local regulations and familiarity with the Cambodian way of life made establishing operations there problem-free. After 18 months of research on Cambodia's water situation, an in-depth study of the structure of communities in rural areas, and a year spent building and testing a specifically designed community-driven ultra filtration unit with Hyflux, a low cost, sustainable model was born. The first ultra filtration unit was installed in Kampong Chhnang in mid-2010.

To ensure operations run smoothly and systems are in good order, SCVD has a distinguished board of Governors, chaired by Peter Ng, together with Teoh Oon Kiat and Christopher Wilson. Peter Ng is Vice Chairman of Operation Smile Cambodia, and a President of The Singapore Club in Cambodia. He is a great supporter of philanthropic ventures to help the disadvantaged. Teoh Oon Kiat trained as a chartered accountant and is an entrepreneur. He has an active CSR program in his company, contributing to charities and worthy causes.

The team on the ground is headed by San You, Executive Director of SCVD, who is from Kampong Chhnang. Crucial to the long-term sustainability of SCVD's projects is empowerment of the local people. It aims to encourage communities to take ownership of and have input into the management of the system; each "stakeholder", be it a school, hospital or village, contributes to the project and has to become sustainable over a period of time.



Education & Empowerment

For many of the rural dwellers, drinking from wells and rivers is the only way they have known for generations, and they usually associate illness with poverty, and not drinking dirty water or poor hygiene. This is why education is vital for ensuring the success and continuity of SCVD's projects. Driving home the message of clean water and the dangers of contaminated water, SCVD distributes to students specially designed booklets and illustrated posters which families like to hang in their homes.

"We encourage the children to bring back the lessons learnt to their parents and family," says Wilson, adding that the education doesn't stop at booklets and posters. "The only way to have real success, empowerment, commitment and dedication from the locals is to be on the ground, be humble, meet the people, and have meaningful discussions on their situations and needs."

No doubt, problems surface now and then but these have mostly been small, like the case of some family members taking a shower under taps fitted with filters meant for supplying drinking water outside the wards of a hospital. But what keeps Wilson committed to the cause is the knowledge that SCVD can make a difference, however small.

Yet the word 'small' can hardly be used to describe the scale of impact SCVD has had on Kampong Chhnang so far. The project is currently has clean water systems in 24 villages, 75 schools, 39 health centres, 3 hospitals, 4 orphanages and 3 places of worship. SCVD has delivered clean water to every medical institution in Kampong Chhnang province, and a significant percentage of Kampong Chhnang's population of 500,000, has been impacted.

Feedback through impact forms given out to community

partners indicate a downward trend in diarrhoea and disease cases related to contaminated water. Such performance monitoring and accountability of results help the team chart their progress and manage the enterprise effectively. And when Wilson sees previously ill children with bloated stomachs run up to him smiling with a flat stomach, he knows the clean water is having a positive impact on the health of the community. He says, "This is the most meaningful and fulfilling work I have ever been involved in. I love working with the Cambodian rural communities."

Looking ahead, SCVD will continue to expand in Cambodia while establishing partnerships with overseas organisations who share SCVD's values, and can benefit from its model. Their clean water systems have been installed in Thailand, Myanmar, and India.

One collaboration which has had a big impact on Kampong Chhnang province is a joint effort with KK Women's and Children's hospital in Singapore and the provincial health department/ministry of health, to provide a maternal health training project to 56 midwives in the province. The training included both theory and practical classes, using modern training techniques. This training is the first step towards improving methods and cutting down the high mortality rate for birthing mothers. One midwife from every health centre and hospital in the province attended the course.

SCVD is able to use their clean water platform to branch out into health and education collaborations. We call this "joining-the-dots", moving from clean water to sanitation, health, and education, to create more impact within the communities. Below are collaborations formed in the last five years, which enhance the added value SCVD can bring to rural communities in Kampong Chhnang:

• **Hyflux:** SCVD spent one year with Hyflux designing and testing a specifically designed gravity flow ultra-filtration device to deliver 60 liters an hour of bacteria/virus free water, for use in rural communities.

• **Unilever:** SCVD has a collaboration with Unilever, who is providing 5,000 bars of soap. We now have a "Happy Hands" hand washing campaign in 55 schools, where we have built wash basins under the clean water stands so the kids can get clean water and also wash their hands regularly. In line with this we provide educational brochures, and schools are required to teach about the benefits of clean water and hygiene in the classroom.

• **KK Women's and Children's Hospital:** KKH are working with us to provide training for midwives and doctors/nurses on modern birthing techniques, including emergency treatments. The mortality rate for mothers giving birth is 450 per 100,000! We are trying to drastically drop this number.

Partnering with several disaster planning organizations: SCVD has developed an emergency clean water system, for use in disaster areas, such as floods, earthquakes etc. We are supplying several organizations with these units, as well as giving training to their staff. We also supply static clean water systems to some of the poorest areas which suffer from flooding.

Operation Smile Cambodia (OSC): SCVD is delighted to be working with OSC to deliver clean water facilities whenever OSC has a mission to operate on cleft palate patients in Cambodia. Filters have already been installed in one of their missions.

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Collaborations:

- Operation Smile Cambodia (OSC): Install clean water systems at OSC missions
- HyfluxLtd (Singapore): Ultra-filtration community driven clean water systems.
- KK Women's & Children's Hospital, Singapore: Maternal health training for midwives
- Unilever (Cambodia): Hand-washing campaign in 55 schools
- Nanyang Technological University, Singapore: Renewable energy R&D
- Disaster planning organisations: Disaster clean water kits

Contact: Christopher Wilson: chris.wilson@socialcapitalventure.net
 For donation inquiries please contact San You on 099 999 108
 Website: www.socialcapitalventure.net

Singapore-Cambodia's

Ties Trending Upwards

Words by Tim Vutha / MG

Singapore — the ASEAN founding member, is geographically separated from Cambodia by sea, and a mere 2-hour flight. Due to the close geography and both being members of ASEAN, bilateral connections over economy, tourism, and political ties have grown steadily over the years and has been on the upward trend. Despite being a tiny island, Singapore is one of Cambodia's top trading partners, and is the most popular outbound tourism destination for Cambodians. To gain an insider's view on bilateral relations, Cambodian Business Review talked to the Singaporean Ambassador to Cambodia, Mr. Premjith Sadasivan, to seek in-depth views on the prospects, future outlook, challenges and opportunities.

1. How would you characterize the regional economic landscape? Where does ASEAN fits in?

Our region has four poles, namely, China, Japan, India and ASEAN. China is the second biggest economy in the world whilst Japan and India are ranked third and tenth respectively. With a combined GDP of US\$2.1 trillion in 2011, ASEAN is ranked seventh in the world. ASEAN can easily move further up in the global economic ladder, if we stay committed to regional economic integration and hasten the pace of its implementation. The ASEAN Economic Community (AEC) in 2015 is aimed at achieving closer economic integration amongst ASEAN member states and to enable ASEAN to emerge as a more robust pole, alongside China, Japan and India.

2. Turning to Cambodia-Singapore relations. What was the trade volume between Cambodia and Singapore in 2012? What kind of goods are flowing to and from the two countries?

Singapore is one of Cambodia's top 10 trading partners. The bilateral trade figure for the year 2012 is not out yet as the year just ended. But I am optimistic about the figures. In 2011, the bilateral trade figure was SGD\$1.4 billion. If I were to extrapolate from the rate of growth since 2008 which totaled SGD\$898 million, bilateral trade is expected to remain on an upward trajectory in the future despite the grim global economic outlook. There will be added momentum emanating from the ASEAN Community in 2015 as well as the ASEAN-led Regional Comprehensive Economic Partnership, which will boost our bilateral trade figures in the future. Some of Singapore's key exports to Cambodia are refined petroleum products and office machines, while our main imports include textile apparels.



Singapore's Ambassador to Cambodia Mr. Premjith Sadasivan

3. In which fields has Singapore assisted Cambodia?

At the governmental level, Singapore's cooperation with Cambodia spans a wide range of fields such as political, security, economic, social and cultural. Our main focus is to support Cambodia's development within our constraints and try to help narrow the development gap between new ASEAN member states like Cambodia and the relatively more developed ASEAN member states. At the private sector level, trade and investments underpin our cooperation.

4. What are the current and ongoing projects supported by Singapore? What are the other projects in the pipeline?

To narrow the development gap between the older and newer ASEAN member states, one ongoing flagship project is the Initiative for ASEAN Integration (IAI) for Cambodia, Laos, Myanmar and Vietnam. Initiated by Singapore in 2000, we have pledged SGD\$59.54 million for human resource development projects from 2001-2005; SGD\$28.89 million from 2006 to 2008, SGD\$30 million from 2009 to 2011. In 2011, Singapore's Prime Minister announced a further pledge of SGD\$50 million for the next five years. The Singapore Cooperation Programme (SCP), under the Singapore Ministry of Foreign Affairs, is the key vehicle for the implementation of human resource development projects. Under the SCP, we have established the Cambodia-Singapore Training Centre in Phnom Penh to provide training in a variety of areas, including Public Administration, Trade and Investment, Tourism Promotion, Information Technology, Civil Aviation, Healthcare, Environment Management, Urban Planning and English Language. In addition, Cambodian government officials also make study visits to Singapore to study our development experience. To date, more than 4,000 Cambodian government officials have undergone training in Singapore.

5. Among ASEAN, Singapore has been the best choice for education destination for Cambodians. In this case, will the Singaporean government extend the number of scholarship awards to Cambodians or facilitate their studies there? How many scholarships does Singapore provide to Cambodia annually?

The Singapore Government currently offers three types of scholarships that are open to all students from the member countries of ASEAN: the ASEAN Scholarship, the Singapore

Scholarship and post-graduate scholarships offered by Singapore institutions. The ASEAN Scholarship is open to Cambodian students who have completed at least Grade 10, to study in selected Singapore schools starting from Secondary Three up to Pre-University Two. The ASEAN Scholarship is renewable annually, subject to satisfactory academic performance.

The Singapore Scholarship is for a full-time undergraduate degree course at the Nanyang Technological University, the National University of Singapore and the Singapore Management University. The Singapore Scholarship is open to all disciplines except Medicine, Dentistry, Architecture and Law. The duration of the Scholarship would be for three or four years, depending on the discipline. Several other institutions such as Lee Kuan Yew School of Public Policy and S Rajaratnam School of International Studies also provide scholarships to pursue post-graduate courses. All the Scholarships are awarded based on merit and places are allocated by open competition.

6. Singapore and Cambodia, once at the sidelines of the 30th ASEAN Ministers on Energy Meeting in Phnom Penh in April 2012, agreed to strengthen bilateral energy cooperation. So how will this cooperation pan out in the future?

Both Singapore and Cambodia have decided to strengthen bilateral energy cooperation. Discussion is underway on the scope of the cooperation. I expect an announcement to be made in the near future.

7. What are the key sectors in which Singaporean companies have invested in Cambodia? Which are some of your more prominent companies?

Singapore investors are present in almost every economic sector in Cambodia, namely energy, garments/textiles, tourism, aviation, shipping/logistics and agriculture. The notable Singapore companies and investors include SilkAir, Jetstar Asia, Tiger Airways (airlines), Forte Insurance, HLH (agriculture), Asia Pacific Breweries (brewery), Himawari (hotel development), Colben System (power plants), and Moya Dayen (engineering), APL (logistics), Kredit (microfinance), June Textiles and Ocean Sky Textiles (garment manufacturing).

8. Are Singaporean business people well-informed about Cambodia? And how do they operate?

Business people – not just Singapore business people – are generally better informed of the investment climate in a country than government officials, NGOs and other organizations. As business people take risks, they generally undertake due diligence before committing investment funds in any country. In Cambodia, we have a Singapore Business Club, i.e. Singapore Club Cambodia (SCC) run by Singapore businessmen. They adopt an inclusive approach and interact with other international business associations and chambers in Cambodia through periodic business networking sessions. One of the key functions of the SCC is to help with business matching among Singaporean investors, Cambodian and other foreign partners.

9. Air connectivity has seen prominent investments made by Singaporean companies such as the Silk Air, Jetstar and recently Tiger airways. What is driving the interest in this sector?

Rising demand for travel and declining real cost of travel are the underlying drivers. According to the International Air Transport Association (IATA), the Asia Pacific market has already surpassed the traditional markets such as the US and Europe. The real cost of travel has declined by more than 60% worldwide over the past 40 years whilst the volume of air travel has increased by ten-fold. I have often been asked why air connectivity is relatively weak in Siem Reap which is a popular tourist destination. An article of the Cambodia Daily

reported that a major impediment is the additional costs for airlines landing in Siem Reap. Airlines generally operate on thin margins and are, therefore, sensitive to costs.

10. Singapore is also known as one of the best medical hubs in Asia. How does Cambodia benefit from this?

Many international patients, Cambodians included, go to Singapore for a whole range of medical needs, from basic health screening to specialist care and surgical procedures. With air travel becoming more convenient and affordable, I see an increasing number of Cambodians flocking to Singapore for their medical needs. Flights are almost always full. Feedback from Cambodian and other expatriate patients in our region suggest that the main reason why they go to Singapore is that Singapore hospitals offer high-quality integrated healthcare, obviating the need to go from one doctor to another doctor in search of a solution for their medical ailment. There is also an increasing emphasis on biomedical research and development in Singapore so that new treatments are continuously available for Singaporean and international patients.

11. What are the challenges that may deter Singaporean investors from coming to Cambodia?

Based on international surveys on Cambodia, the key issues concerning foreign investors, including Singaporean investors, are corruption and unpredictable rule of law. The fact that small and medium-sized companies primarily dot the Cambodia business landscape is quite instructive. Imagine what Cambodia's economic transformation will be if more big companies are confident of investing in Cambodia. As big companies are usually public listed and are subjected to much higher governance and transparency standards, they are more likely to take the plunge if the legal framework is clear and predictable and private contracts are enforced without government interference. The nature of business is to generate economic activity, not spend their precious time lobbying government officials. Most businessmen based in Cambodia generally feel that Cambodia has plenty of upside potential but greater predictability of laws, rules and regulations are deemed necessary if Cambodia wants to attract more investments from a diverse group of countries and ratchet up its pace of economic development. Contrary to widespread perception, there is actually no shortage of private investment capital from the region and around the world.

12. How many Singaporean nationals live and work in Cambodia?

According to our records, approximately 500 to 700 Singaporeans work or do business in Cambodia. But this is an underestimate. Many more business people commute between Phnom Penh and Singapore weekly.

Ambassador Premjith Sadasivan was appointed Ambassador Extraordinary and Plenipotentiary of The Republic of Singapore to Cambodia in August 2010. Since joining Singapore's Foreign Service, he has served in various positions in Singapore and overseas: (i) Country Officer for International Economics (1994-1997); (ii) First Secretary (Political Affairs) at the Singapore Embassy in Jakarta (1997-2001); (iii) Deputy Director for Southeast Asia Directorate (2002-2005); (iv) Director for South Asia and Sub-Saharan Africa Directorate (2005-2010). He has a Bachelor's Degree in Economics (First Class Honours) from Murdoch University, Australia, and Master Degree in Philosophy (Development Studies) at Cambridge University, United Kingdom.

*Thank You
Mr. Premjith Sadasivan*

time flies

Words by Dato' Dr Ong Bee Huat, Johnny

5 years have passed since we started our 1st Agriculture plantation in Kampong Speu province, Phnom Penh.

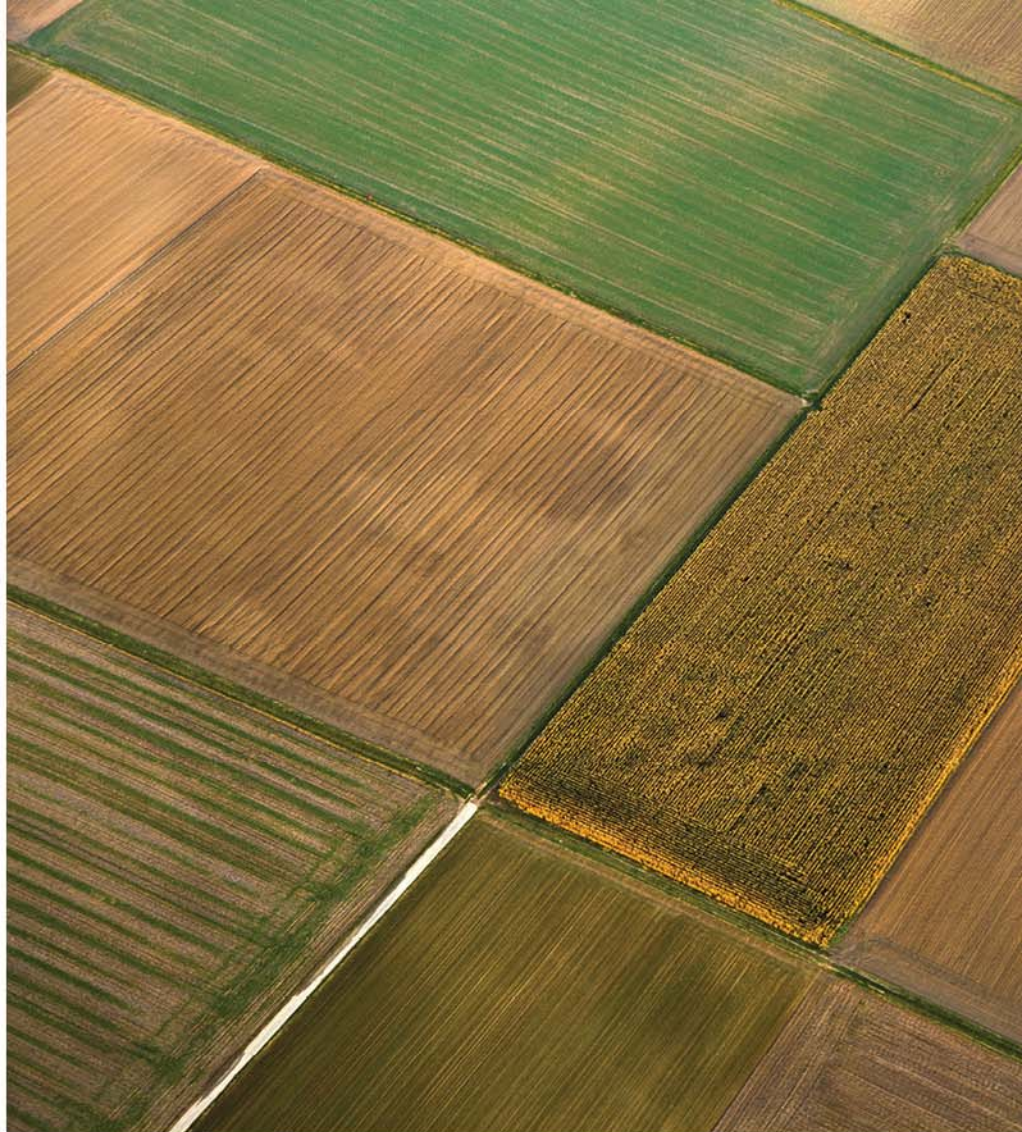
To begin with, we are happy to have successfully developed our 10,450ha of agriculture land. We are beginning to see the fruit of our labor. The locals are getting more skillful. They are able to better appreciate the technical knowledge and operate our high tech equipment more efficiently. Although agriculture and farming forms the basis of the villagers' occupation, we have succeeded in consistently training them to manage and operate our mechanized farm plantation.

In order to deal with the size and scale of our farm, we have implemented mechanized farming systems adopting the latest technology in our plantations. Although the global weather patterns have become more erratic, we, the modern farmer have minimized the impact with the latest America Center Pivot Irrigation Systems to ensure better crop management.

We have also been using organic fertilizers instead of pure chemical fertilizers. We are mindful of its magnitude. Besides minimizing environmental impacts it will also help to preserve soil nutrient and fertility to enable consistent high yield and productivity.

Several other companies have started to develop their land and set up their plantations in Kampong Speu province and this in turn has spurred the development of the community as a whole.

HLHA alone has provided employment to some 500 local villagers who work in our corn plantations on all levels including management, mechanics, equipment operators and general workers. HLHA, together with several other companies, have provided a stable source of income and improved the livelihood of the



.....
*we are happy to have
 successfully developed
 our 10,450ha of
 agriculture land.*

villagers of the various communities in Kampong Speu.

With the new employment opportunities, the villagers feel more secured in their outlook in life. The whole of Kampong Speu province has seen a social upliftment in their standard of living as well. Shops and markets have sprouted everywhere.

In addition, with the government support, the province is witnessing other modes of ongoing development such as a network of roads, highway infrastructure, better sewage system and drainage systems, electricity and telecommunication connectivity. In the short time span, Kampong Speu has transformed from a sleepy province to one whereby many Khmers would like to call home.

On the whole, we have noted the significant economic progress of Cambodia



especially over the last 2 years. The young population is adaptable and hunger for new knowledge. There are more university graduates and they are eager to learn and ready to be trained. Continuing on our robust operations since 2008 after acquiring and developing our 10,450 hectares corn plantation in Kampong Speu province, besides our dried corn kernels, HLHA has expanded our production to include corn silage. Corn Silage is a good feed source to support cattle farming. We envisage that the success of our plantation will be an encouraging exhibit to wary foreign investors who are keen to venture into Cambodia. We hope to be able to encourage more secondary industries, including cattle and poultry farms, into Cambodia.



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OPERATION smile

Operation Smile Cambodia is a registered non-profit organization that provides free medical care and educates Cambodian medical professionals with a focus on cleft lips, cleft palates and other facial deformities.



Since 2002, Operation Smile Cambodia has conducted 34 surgical missions providing free life altering surgeries to over 3000 patients from across Cambodia and free medical screening to thousands more. Most of our missions have taken place in Phnom Penh's Khmer-Soviet Friendship Hospital, but we have also conducted free surgical missions in other locations in Phnom Penh (such as Calmette and Keto Melea Hospitals) and across Cambodia (including Battambang, Siem Reap, Sihanoukville, Kampong Cham, Pursat, Kampot, Kratie, Takeo, Svay Rieng, Kampong Thom and on the USS Mercy Hospital Ship).

Most recently, Operation Smile Cambodia conducted its 34th surgical mission from September 8th-13th at the Poipet Referral Hospital in Poipet. This was our 1st mission in Banteay Meanchey province and with the help of a dedicated team of volunteers from Cambodia, Philippines, UK, USA and Vietnam, 84 patients were screened over this period and 60 patients received new smiles.

In November, we hope to complete our permanent clinic at the Khmer- Soviet Friendship Hospital and conduct a small mission to inaugurate it. We are very excited as this will allow us to conduct surgeries and training on a regular basis and will provide much needed operating capacity to the Khmer-Soviet Friendship Hospital when we are not using it. In addition, in the first week of December, we are planning our first mission to Ratanakiri province.

Children born with cleft lips and/or palates often have difficulty eating, talking, hearing and breathing. Moreover, they often face severe social stigma and may be kept out of school or worse. It has been estimated that over 600 Cambodian babies are born each year with these facial deformities.

Operation Smile Cambodia is dedicated to helping Cambodians born with cleft lips, cleft palates and other facial deformities by providing free access to an international standard of quality medical care with the support of our Cambodian and international pool of dedicated and qualified medical volunteers. Operation Smile Cambodia believes in creating a self-sustaining model of safe and accessible surgical care to Cambodians in need through the development of local medical capacity with a focus on training and education. Since 2002, an increasing number of Cambodian medical and non-medical volunteers have been trained and certified to an international standard of surgical care and safety. Operation Smile Cambodia is proud that certified Cambodian volunteers can fill almost any position on a mission team and the skills of our Cambodian volunteers have been recognized by invitations to participate in surgical missions in other countries. Operation Smile Cambodia has been particularly impressed with the support of our medical students, many of whom have continued their support by returning as certified medical professionals.

Through the generosity of our volunteers, our donors and our other supporters, Operation Smile Cambodia works to transform children's lives and provide each of them with a smile that he or she can be proud of. If you wish to make a donation, know a potential patient for one of our surgical missions or wish for further information, please contact Dr. Mok Theavy, Operation Smile Cambodia's Medical Director at 090 311 847. Our office number is 023 211 405 and our website is located at <http://cambodia.operationsmile.org/>.



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CURRENT **healthcare** ISSUES FACED BY EXPATRIATES

by MW Medical Cambodia



Since launching its Singapore flagship in Marina Bay Sands, MW Medical took up its next challenge to launch its practise model in Phnom Penh – at Himawari Hotel Apartments, another Singaporean run enterprise. The goal was to understand how the set up would benefit the community at Phnom Penh, especially the Singaporean expatriates who have been living here. Once the most common diseases affecting the people living in Cambodia are identified, the next important issue would be disease prevention.

Living in Cambodia tends to bring on more challenges for expatriates as compared to back in their home country. Among them include the healthcare issues that arise once the move to Cambodia has been made. Since the establishment of the clinic in February 2012, MW has seen adults and children each with their own set of problems, some of which can be dealt with quickly while others require longer term management.



For children, they are frequently sick with upper respiratory infections, generally known as the common cold. Symptoms include runny nose, sore throat, cough and fever. On average, pre-school children (below six years old) come down with colds 6-8 times per year and school-aged children get 5-6 colds per year, with each episode typically lasting 10-14 days. Having a child develop such an infection is not uncommon, although symptoms appear to be exacerbated or prolonged by

environmental factors, such as dust and increased pollution in developing countries like Cambodia. Medicines for children are somewhat limited, mostly used for symptom relief. Occasionally, these colds can linger and progress to a chest or ear infection, at which stage antibiotics are usually indicated.



Adults are also commonly affected by upper respiratory infections, sometimes picking it up from their children (especially if the child attends pre-school or primary school) or because they work with children. Viruses are the main culprits in the development of the common cold. There are more than 200 respiratory viruses able to cause such infections, hence the frequency of colds even in adults, who get them approximately 3 or 4 times a year. Some tips for keeping healthy are: maintaining good hand hygiene – washing hands regularly or using alcohol hand gel, exercising to keep fit, as well as eating a balanced diet with a good portion of fruits and vegetables.

Another issue often affecting expatriates would be cases of diarrhoea and/or vomiting (collectively called gastroenteritis). Majority tend to be mild, lasting a day or two, while others can go on for days and sometimes weeks. Causes include bacteria, viruses and parasites, and it is generally related to food consumption – be it from eating raw seafood/vegetables, drinking water with contaminated ice or eating food that was not cooked properly. Many who come down with such problems spontaneously recover (viral gastroenteritis), while others require a course of antibiotics or anti-parasite medication to clear the infection.

Rates of hepatitis A and typhoid fever are not high as many travellers are advised to have these immunisations prior to coming to Cambodia. Upon completion of the 2-dose regime for the hepatitis A vaccine, it usually confers at least 10 years of protection against the disease. However, it should be noted that the same does not apply to the typhoid vaccine which needs to be updated every 2-3 years. An additional vaccine to be aware of would be tetanus, which requires renewal every 10 years. It is



important as the incidence of traffic accidents in Cambodia is high, with risk of injury and wound contamination (the method which the tetanus bacteria is picked up) proportionately higher.

Tropical diseases such as malaria and dengue fever are not as regularly seen in the expatriate community but cases do turn up now and again. These two diseases are transmitted by mosquitoes and typically present with flu-like symptoms of fever, headache and muscle aches. Unfortunately, there is currently no vaccine available for prevention. The risk of malaria is low in Phnom Penh city and around the Angkor temples in Siem Reap. Once out of these areas, the rest of Cambodia is at high risk of malaria and it is best to take malaria prophylaxis (oral tablets). Dengue fever is transmitted throughout the year but more so after the rainy season. City-dwellers who get bitten by mosquitoes do have a risk of dengue but most cases do not require hospitalisation. In general, it is best to take precautions with regards to mosquito bites: wearing long sleeved shirts and pants in high-risk areas, using mosquito repellent sprays/lotions and using air conditioning or mosquito nets when sleeping.



As Cambodia continues to experience more Western influence, there is a growing incidence of lifestyle related diseases in people of the older age groups – hypertension (high blood pressure), diabetes and high cholesterol. With introduction of the Western diet, expatriates living in Cambodia now have easy access to the increasing number of fast food outlets available. The difference with regards to methods of cooking and types of food eaten (more deep fried, oily and salty food), as well as the relative inexpensiveness of alcohol has led to higher rates of such ailments. Complications of these conditions can reduce the lifespan of an individual; therefore it is important to pick these up promptly so that management can be started early. Many people with such diseases also lack follow up care – visits in which the doctor can monitor end organ problems, for example, heart and kidney function in hypertension. It must be understood that optimal treatment will subsequently allow one to live their fullest quality of life. The recommendation is for all adults to do an annual health check (inclusive of medical examination and blood tests), especially those over the age of 40, so as to pick up diseases that would otherwise go undetected until it is sometimes too late.

EDUCATION

IN SINGAPORE AND CAMBODIA

Contributed by Kent Ridge International School



Cambodia is progressing at a fast and promising rate, achieving prosperity and stability for the welfare of all its citizens. This will not have been possible without the recognition of the significance of education for Cambodia's children. Education is an essential component in every child's life. It is a means to discover new things and increase our knowledge. Education has the power to make the world a better place by providing a better future for families and countries. It has to begin from a young age when the child is growing and actively absorbing new information. Education is crucial to enhance children's all round cognitive, language and social development and helps them fulfill their potential.

Singapore leads the world in educational standards. In 2010, British education minister, Michael Gove, commended Singapore's education system and described it as "world-leading". In Singapore, education for children of primary school age is compulsory. It aims to help students discover their talents, realize their potential, and develop a passion for learning that lasts them through their lives. In recent years, Singapore has been gearing towards an education system that is more flexible and diverse to provide students with greater choice to meet their different interests and ways of learning. In addition, Singapore's greater emphasis on a broad-based education ensures the children's all-round or holistic development, in and out of the classroom.

Education is essential to contribute to a country's progress and sustainable development. Cambodia has been progressing at an encouraging pace in providing education to all children. The recognition for the need of education and support from parents form a critical part of the equation in ensuring a sound education for their children. Only through receiving a solid education can Cambodian children be equipped with the tenacity, ability and confidence to either venture into further studies or seek professional job employments and make significant contributions to their family as well as their country. In a bid to offer and share the success experience of the Singapore education system and model, an increasing number of schools offering educational programs from Singapore are



beginning to spring up throughout Cambodia. These schools have managed to reach out and provide an equal opportunity to education for more Cambodian children. Through the painstaking efforts of sharing and proving the value of investing in education, more parents are now supportive and willing to invest in quality educations for their children.

A very good example of the level of recognition and acceptance today would be the first Cambodia Singapore International Spelling Competition initiated by the Singapore Club Cambodia (SCC). The competition held from 20 July to 4 August 2013 and opened to all children in Cambodia regardless of nationalities and backgrounds, managed to attract some 220 participants. There were more than 400 people including children and their parents, school administrators, education experts, professionals and business associates and representatives who attended the final event to witness and support the finalists as well as the event. From the responses and comments gathered, all that attended the finals spoke highly about Singapore education and enjoyed the experience. Not stopping at only this event, the SCC President has pledged his full support to Singapore education schools introducing excellent and beneficial educational programs to Cambodia.

KRTC (Singapore) or Kent Ridge Tutors & Companies from Singapore was tasked by SCC to be the event organizer and later became the main sponsor for the event. Started in 1988 by a group of educators from the Singapore Ministry of Education, KRTC is now a leading education chain in Singapore with more than 100,000 students and almost 30 schools spread

across island-wide in Singapore. KRTC hopes to create a good foundation program for education in Cambodia and bring the quality education from Singapore into Cambodia.

To support the directive of the Singapore government to cater for Singaporean children residing in Cambodia, KRTC decided to setup Kent Ridge International School Singapore (KISS) in Phnom Penh, Cambodia in 2013. KISS is set to provide a global and holistic education that crosses beyond political, national, racial, religious and social boundaries for Singaporeans as well as the rest of the communities in Cambodia.

KISS will be offering trilingual programs to its students. To mirror the Singapore's education system, all core and examinable subjects taught at KISS, with the exception of Chinese, will be in English. While English is an international language, mandarin will present the children with abundant opportunities in future given China's growing economy and potentials. Not forgetting the Cambodian children's personal, social, national and cultural identity, Khmer would also be taught at KISS. KISS will prepare the students graduating the Primary Year 6 level in 2015 to sit for the International Primary School Leaving Examination (iPSLE) offered by the Singapore Ministry of Education. The iPSLE is the moderated version of the Primary School Leaving Examination attempted by all students studying in schools under the direct supervision of the Singapore's Ministry of Education or MOE schools. It aims to provide certification and serve as benchmarking for any non-MOE schools that are interested to benchmark their student learning standards against the Singapore's standard. Through this assessment, KISS's wish is not only to provide Cambodian children the experience like children in Singapore but also to measureable the standard to further their education either in Cambodia or overseas.



蘇菲亞廚房 Sophia's KITCHEN

Reported by Bayon Peranik issue in April 2002

One of Phnom Penh's very popular restaurant for the past ten years is Sophia's Kitchen. The service is great and the spotless and clean air-con restaurant prompts efficiently and freshly prepared food in exceptionally good value for money. The menu varies on a daily basis so there is a chance to work your way through Sophia's vast repertoire of authentic Malaysian and Singaporean dishes.

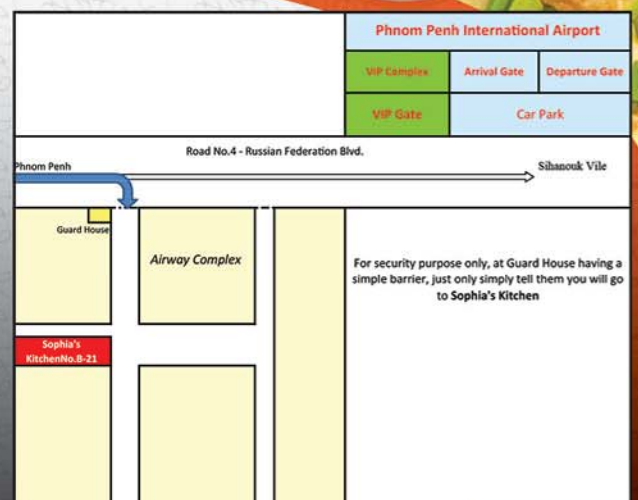
The cooking is done by Sophia herself, who hails from Penang and bringing with her the famous island's rich tradition of wonderful food. Sophia's homemade curry puffs are already very famous in Phnom Penh for the past ten years.

Now, Sophia's Kitchen has shifted to a new location situated opposite the International Phnom Penh airport – Airway Complex (please see the attached map).

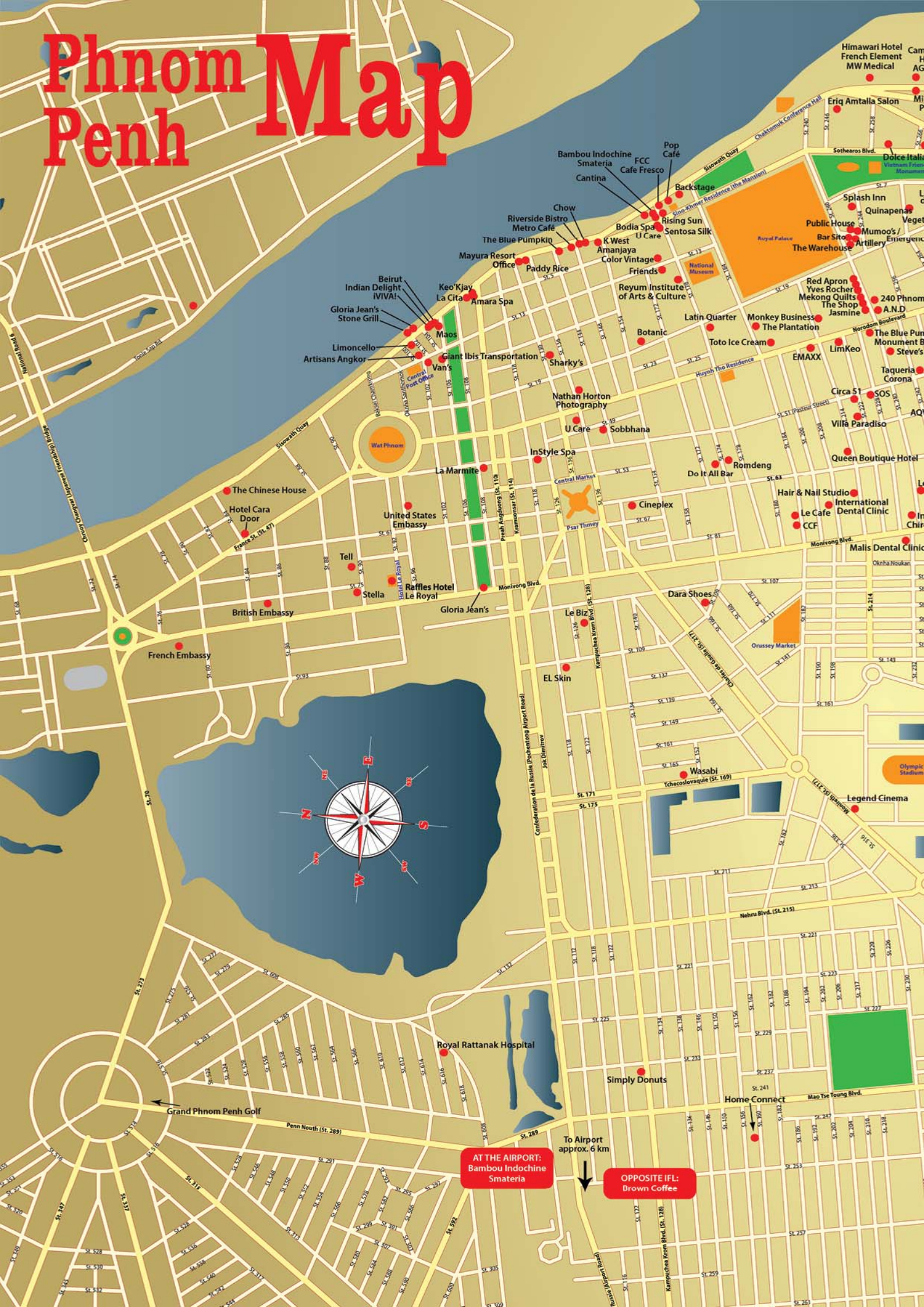
Please come to visit Sophia's Kitchen, Block B, Unit no B-21, Airway Complex, Russian Federation Blvd, Phnom Penh.

Tel: 012-918833

Business hours are from 0630 to 2000 hrs



Phnom Penh Map



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British Embassy

United States Embassy

Raffles Hotel Le Royal

Gloria Jean's

Monivong Blvd.

La Marmite

U Care

InStyle Spa

Nathan Horton Photography

Sharky's

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Maos

Amara Spa

Keo K'jaj

Beirut Indian Delight

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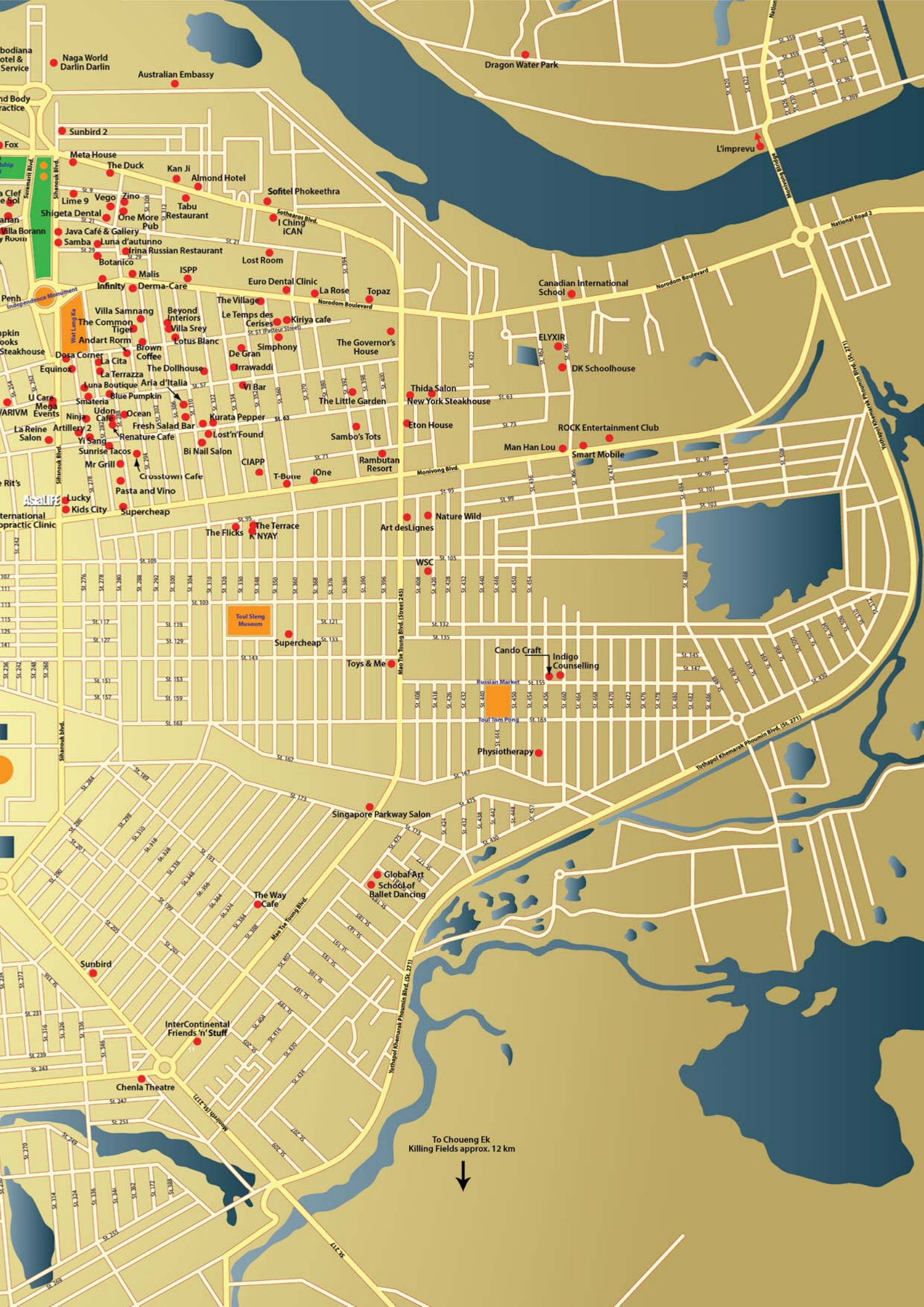
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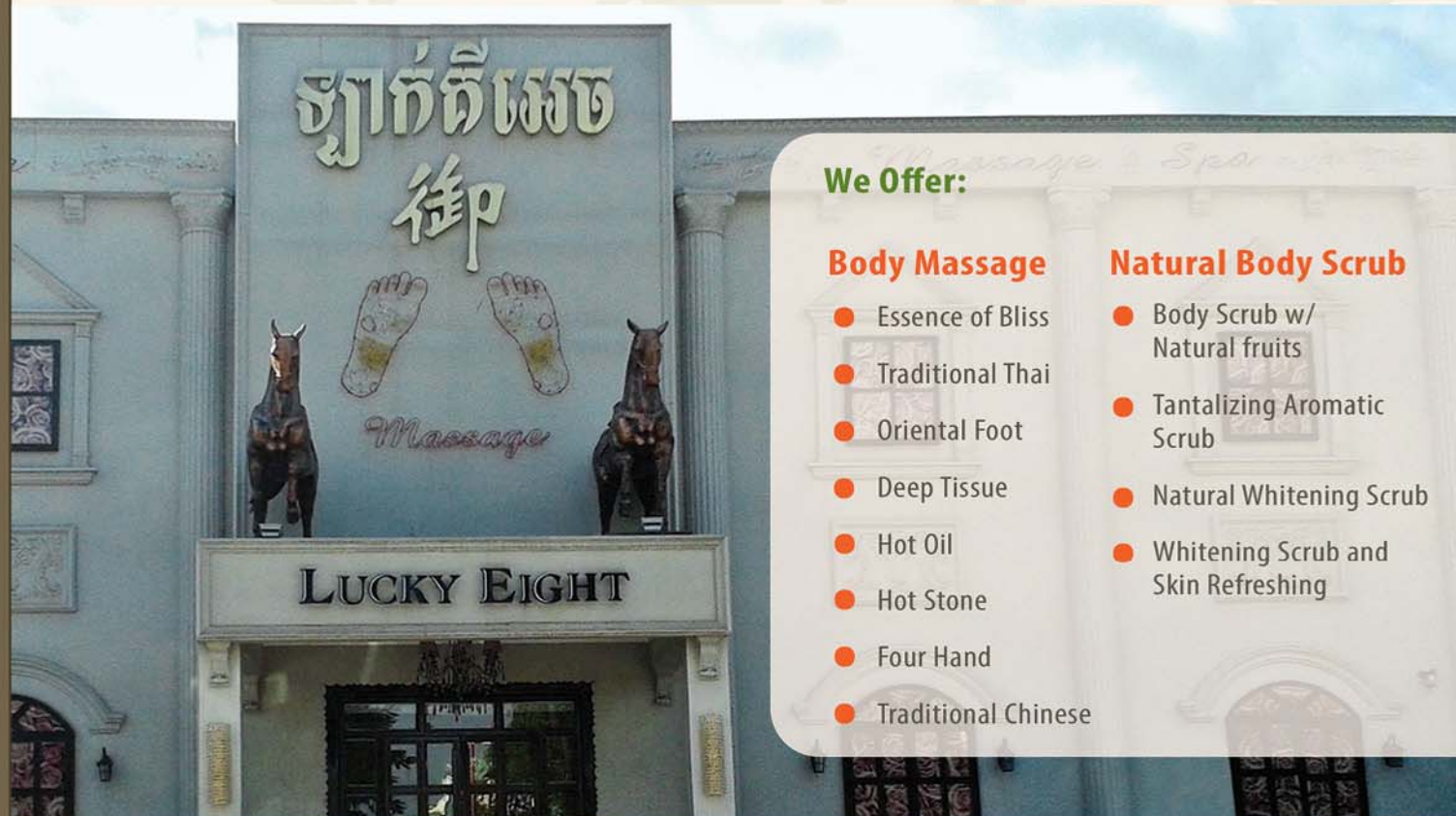
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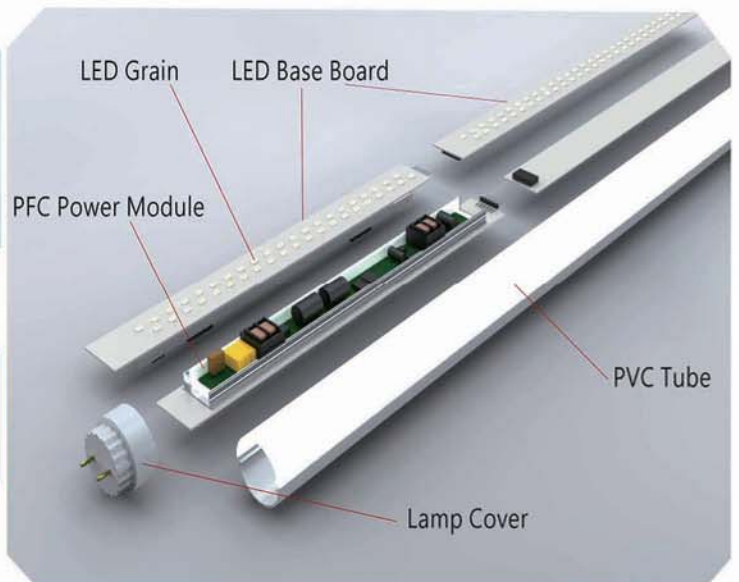
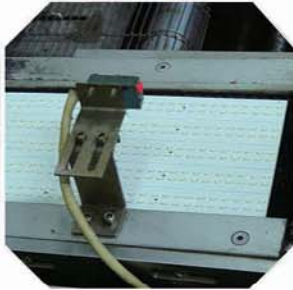
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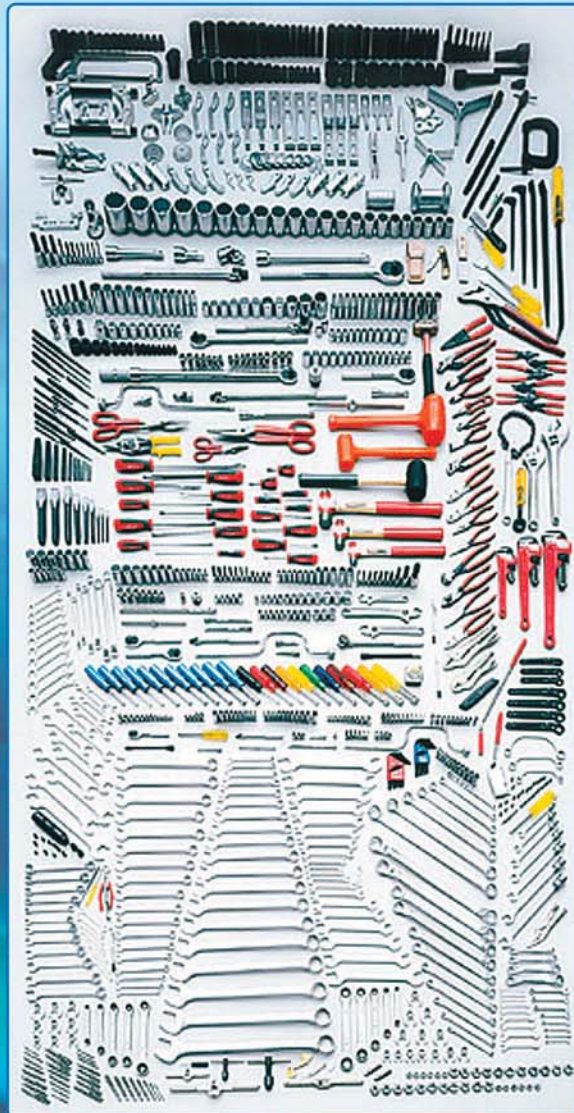
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Khmer phrases

Common

Hello	Suorsdey
Greetings	Joom reap soo-a
How are you	Sok s'bai cheat ay
Thank you (Very Much)	Orkoon (ch'ran)
Please	Soam
Sorry (apologize)	Soam toh
I	K'nyom
We	Yearng
Goodbye	Joom reap leah
Do you speak English?	Loak jeh ni-yeay peah-sa Angley tay?
Yes	Baat (for men), Jaat (for women)
No	Or'tay
Can, able to	Baan
I don't understand	K'nyom ort yol
One more, Extra	M'dong dteut
To want to	Jong
Never mind	meun ay dday
Good, Beautiful	La'or
Today	T'ngai nih
Tomorrow	Sa-aik

Directions

Please take me to..	Soam yoak knyom dtou
Turn left	Bot ch'wang
Turn right	Bot s'dam
Go straight on	Dtou dtrong
Stop here	Choop tee nih
Near	Jeut
Far	Ch'ngai

Numbers

1=moouy	16=dop prum moouy
2=pee	20=m'pai
3=bai	21=m'pai moouy
4=boun	22=m'pai pee
5=prum	30=saam seup
7=prum pee or	40=sai seup
prum peul	50=ha seup
8=prum bai	60=hok seup
9=prum boun	70=jeup seup
10=dop	80=bpait seup
11=dop moouy	90=gao seup
12=dop pee	100=(moouy)roy
13=dop bai	1000=(moouy)bpoa-u
14=dop boun	10,000=(moouy)meun
15=dop prum	00,000=(moouy)sain

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>> **Business hours:** the normal opening hours for shops are Monday to Saturday from around 8am until about 8pm. Large stores usually stay open all day. Most places are closed on Sundays.

>> **Banks:** generally open from 8am to 4pm from Monday to Friday, and from 8am to 11:30am on Saturday.

>> **Customs allowance** - importation from Other Countries to Cambodia:

1 litre of spirits or strong liqueurs over 22% of 2 litres of wine - 200 cigarettes or 50 cigars of 250 gms tobacco Goods brought in Gibraltar may only be imported into Cambodia between 09:00 hours and 21:00 hours.

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SIEM REAP

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Police Station	012 630 863	Electricity (Edc)	034 933 756
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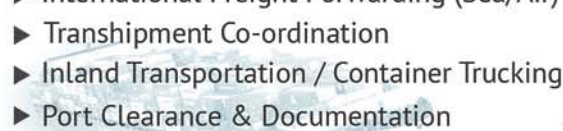
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