

ARTISANS' ASSOCIATION OF CAMBODIA AAC



*Presented by: Artisans Association of
Cambodia Dec 1st, 2011, Peace.....*

About AAC

- AAC is a membership based organization
- Established in 2001 under coordinated efforts of WRF, UNDP, ILO
- Promote new approaches for socio-economic integration of landmine survivors, other with disabilities and vulnerable groups.

Legal status/Network

- Registered with MOI in 2004 & MoC in 2008
- Working with Line Ministries and NGOs
- Became WFTO member in 2005
- Became WFTO-Asia member in 2006
- Member of HomeNet Southeast Asia in 2008

Who is involved?

- 2003 12 mbers
- 2004 24
- 2006 32
- 2005-6 44
- 2007-8 47
- 2009-11 52 (1 more are on waiting list)

Up to November 2011, AAC members employed or contracted with approximately 1,929 producers and staff who work throughout Cambodia. 77.50% are women and 12.34% are people with disabilities. 57.69% of the AAC's member organizations are managed by women.

Disable Member Organizations

- Women for Women - WfW
- Rehab Craft Cambodia – RCC
- Yodicraft
- Khmer Life
- Peace Handicraft & Silk

Disable Member Organizations

- Koma Pika Foundation
- Wathan Artisans Cambodia – WAC
- National Center for Disabled Persons
- Ta Prohm Souvenir Shop

Types of members (In/Formal)

- Micro, Small & Medium *Social Enterprises*
- NGOs
- Associations
- Private businesses/shops
- Self-help groups / Informal group producers
- Cooperatives

Principle Types of Products Exported

- *Type of products, by level of interest shown by buyers and potential buyers, reveals the following*
 1. High interest items: fashion handbags, silk scarves, gift items made of silk and plastic bags made from recycled rice and fish food.
 2. Fairly high interest items: houseware products.
 3. Moderate interest items: decorative items, Krama and wood/stone/carving/reed products.

Strategy

- **Vision:** Evolving Cambodia Artisans into accomplished independent Social Enterprise
- **Mission:** AAC is a fair trade association providing commercial and capacity building services to social enterprises that work closely with disadvantaged people
- **Goal:** Together with its members, we create employment opportunities for landmine survivors, people with disabilities and women through small and medium craft production and sale.

AAC Services to its members

- Design/Product development technical assistance
- Market Development/Market access
- Trade Facilitation/Export
- Increase Capacity of Production/QC
- Organization/Enterprise Development

AAC Services to its members

- Policy & Advocacy
- Promote fair trade principles
- Through VSO, we develop a special website just for disable members' product. Web: www.ablenotdisabled.com (Koma Pika sell to EU market)
- Yodicraft Fund from WRF six month project to help develop product for Yodicraft, led to new market to Australia and much better sales in the shop in PNP.
- NCDP, WFW, Ta Prohm

Countries of sales for AAC members

Export to:

- USA / Canada
- England, France, Italy, Germany, Spain, Denmark, Swiss, Netherlands, Scotland,
- Australia, Singapore, HK, Japan, Malaysia

Domestic sales to:

- Foreign Tourists
- Expats and Cambodians

Sales Figures

<u>Year</u>	<u>Income</u>	<u>% Increase</u>
• 2002	\$220,054	---
• 2003	\$442,254	50.24%
• 2004	\$637,372	44%
• 2005	\$837,782.38	23.92%
• 2006	\$1,576,101	88%

Sales Figures

<u>Year</u>	<u>Income</u>	<u>% Increase</u>
• 2007	\$1,844,810	14.57%
• 2008	\$2,783,411.43	33.72%
• 2009	\$2,526,029.04	09.24% drop
• 2010	\$2,682,407.05	5.82% (3.62% drop from 08)

Worms



Golden Silk Yarn



Weaver



At Trade Fair



At Trade Fair



At Trade Fair



Challenges:

- Limited access to the western markets that AAC is targeting.
- Highly detrimental/damage to some group's ability to response appropriately in the areas of design and product development.
- Lack of experience in market activities and lack of computer literacy and language barriers hampers/Obstacles accessing export markets
- A number of members lack of growth potential.

General Impact:

Member

- Confident to run their enterprises/international market access
- More become *independent* social enterprise
- Keep recruiting more producers
- Expansion of their business

General Impact:

- Informal network is stronger
- Mutual trust exist among members and members are collaborating rather than competing with each other
- Increased recognition of AAC/members locally and internationally
- Good working environment, relationship among AAC members
- Moral has remarkably improved

Q&A

Thank you