



March 17, 2009

TRADE DEVELOPMENT SUPPORT PROGRAM LAUNCHED

The Royal Government of Cambodia and the Development Partners will launch a new Cambodia Development Trade Support Program (TDSP) on Monday March 23, 2008 at Le Royal hotel. The press conference will be held from 1000 to 1030 a.m. This US\$12.6 millions DTSP will help Cambodia to expand its international trade. The program is financed by the European Commission, the Danish International Aid Agency (DANIDA) and the United Nations Industrial Development Organization (UNIDO), and it will be managed by the World Bank.

The TDSP will support the implementation of the Government's trade strategy. This is critical at this point given the very challenging global economic environment for trade. The Government's trade strategy focuses on undertaking a number of cross-cutting reforms (in the area of legal reform, trade facilitation, product standards), alleviating sector-specific constraints for 19 priority sectors, and building government capacity.

Senior Minister Cham Prasidh and heads of development partners will attend at the press conference at Le Royal hotel from 1000 to 1030 a.m. All media are invited to join this launch of the TDSP launch and the Press Conference. The sessions following the press conference will discuss the technical aspects of the trust fund and will be closed to the media. Please contact Mr. Bou Saroeun, World Bank Communications Officer, at his email: sbou@worldbank.org or telephone (855 23) 217301 to confirm your attendance.

