Concept Note

Train-the-Trainer

Export Strategy Development for EU and ASEAN Markets

under

"Strengthening Cambodia's Export Services" Programme

1. Background

Under the framework of the EU-German GATE programme, the Train-the-Trainer (ToT) Export Services in Cambodia initiative has been developed in collaboration with the Ministry of Commerce (MoC) to strengthen Cambodia's export support ecosystem.

The programme aims to build the capacities of Cambodian professionals, consultants, and business support organisations to deliver high-quality export-related services to small and medium-sized enterprises (SMEs).

The training programmes are implemented by sequa as part of the broader efforts to enhance Cambodia's access to ASEAN and EU markets through improved export readiness, market access support, and trade promotion services. More detailed information about the training.

A key prerequisite for successful entry into foreign markets is a targeted and tailored export strategy. Many Cambodian companies require structured guidance on the analytical steps necessary to draw up an export strategy taking into consideration their strengths and weaknesses as well as the requirements, trends and industry structure of the markets they aim at. At the same time, there is a strong potential for Cambodian consultants to offer guidance in the development or strengthening of export strategies Cambodian SMEs as a professional, income-generating advisory service.

To ensure sustainability and local ownership, sequa intends to implement a **Train-the-Trainer (ToT) programme** that enables selected Cambodian freelance consultants and BSO representatives to independently offer structured guidance **on designing individual tailor-made export strategies for SMEs in the Natural Ingredients (NI) sector**, targeting the EU and ASEAN markets.

2. Objectives

The overall objective of this Train-the-Trainer programme is to equip selected Cambodian trainers with the skills, tools, and methodologies required to:

- Guide companies through all the steps necessary to draw up a successful export strategy: Market Research & External Analysis, Internal Company Analysis, Designing a Market Entry Strategy, a Financial Plan and an Action Plan.
- Offer guidance on developing or strengthening a company's export strategy as a professional, commercial service
- Transfer knowledge in a structured and replicable manner.

3. Target Participants

The programmes are designed for candidates who intend to **actively use the acquired skills as part of their professional career** and offer the respective services to companies.

- Cambodian **freelance consultants**
- Representatives of **business support organisations (BSOs)**
- Participants from different regions of Cambodia
- 12-15 participants

4. Training Overview

The training will take **4-days**, implemented in cooperation with GIZ and MOC, which may be structured as:

- Tentative date: 14-17 December 2026
- Location: Phnom Penh (Venue: TBC)

5. What Participants Can Expect

- High-quality Train-the-Trainer programmes delivered by international experts
- Practical, hands-on learning with strong business orientation
- 5 top-performing participants will receive further 1:1 coaching
- By the end of the training, each participant produces a tangible, company-specific export strategy draft (not only theoretical exercises)

6. Minimum requirements for participants:

- Previous experience in sales, marketing and/or export of NI products
- Sector experience: cashew, pepper or dried fruits
- General overview of EU market requirements and trends
- Working familiarity with practical EU and ASEAN compliance topics (e.g. product standards, safety labelling requirements, GSP/EBA preferential) is an advantage
- English communication skills (working level)
- Freelance consulting or advisory experience is an advantage
- Strong motivation to offer guidance on the development of export strategies as a commercial service
- Commitment to attend the full training programme
- Willingness to pilot their first service offering (e.g. at a reduced price)

7. Contact

If you have queries about the training, do drop your email at youssey.lak@giz.de.