



THIS PROJECT IS  
CO-FUNDED BY



REPORT  
DEC  
2010

ESTABLISHING A SUSTAINABLE PRODUCTION SYSTEM OF  
RATTAN PRODUCTS IN CAMBODIA, LAOS, AND VIETNAM

# TAILOR-MADE COMMUNICATIONS TOWARDS KEY STAKEHOLDERS AND RELEVANT MEDIA

DECEMBER 2010

REPORT ON MEDIA CLIPPINGS FROM JUL - NOV 2010,  
CAMBODIA, LAOS, AND VIETNAM

# **RATTAN WEBSITE LAUNCH**



# INTERNET DIRECTORY OF NGOs IN THE LAO PDR

QUICK SEARCH: by Province  and/or Activity Sector   [Search Options](#)

- Home
- NGOs in the Lao PDR
- Directory Search
- Directory News
- Publications
- Links

## MEMBER LOGIN:

Username:

Password:

[Lost password?](#)

## New Members:

[Sign Up!](#)

 [Lao PDR](#)

UNCT  
Projects  
Database

Programmes,  
projects, and  
activities of the  
UN Country Team  
in the Lao PDR

## Announcements

Listed below are all announcements submitted by the Directory Members and Administrators. If you have selected an announcement to view on this page or on another page, its details will be shown in the "Selected Announcement's Details" table.

### Selected Announcement's Details:

#### A brand new rattan website launching under panda.org

Date	Title
------	-------

07/07/2010	A brand new rattan website launching under panda.org
------------	--

#### Description

I'm excited to announce that we have developed a brand new rattan website on panda.org. This site will provide you with all the news, events and practical information on sustainable rattan practices across the Greater Mekong region.

What's inside?

Rattan facts talks about rattan description, distribution, collection, processing, trading and other benefits...

Why sustainable rattan talks about the rattan threats and benefits...

WWF's solution talks about what WWF is doing about rattan, vision and objectives... also project achievements, partners, and project map.

This project is co-financed by EC, IKEA and DEG

Please do not hesitate to click [www.panda.org/rattan](http://www.panda.org/rattan) to get more information on rattan forest FSC certification and Cleaner Production.

Regards,

**P.S. Please feel free to share this link with your colleagues, friends and families.**

Noy Promsouvanh

Regional Rattan Communications Officer

WWF Greater Mekong

**VISIT OF EUROGROUP TO LAOS  
(PROJECT SITE)**



European business representatives visit a rattan forest in Laos.

# Rattan project poised for big leap forward

**Khonesavanh Latsaphao**

Representatives from the European business community last week met with officials from Borikhamxay province and staff from the World Wildlife Fund (WWF) in Laos to discuss sustainable rattan management.

A project to boost sustainable management of rattan resources in Laos is being conducted by the National Research Institute, Lao National Chamber of Commerce and Industry, local government agencies and WWF.

The project is co-funded by the European Union and aims to improve local livelihoods through sustainable rattan management and help link producers of rattan-based goods to global markets.

Sopphouan, Phonthong, Donsat, Thavaeng, Namthi, Phonxay, Bounpatao villages - all located in Khamkeut district of Borikhamxay province - are just seven of the 40 target villages involved in the WWF-run community-based sustainable rattan

management project.

WWF hopes to award what it calls 'Forest Stewardship Council' (FSC) certification to these communities by the end of this year.

The certification would guarantee that rattan grown and harvested in these areas is done so in a sustainable and environmentally manner and would vastly increase access to international markets for rattan grown in Laos.

The total forest area under FSC certification would cover more than 1,500 hectares of mixed deciduous and semi-evergreen rattan, with an estimated potential harvesting volume of more than 60 tonnes, or more than 40,000 canes, in 2011.

"This is a start to the switch to sustainable rattan production and supply through the FSC rattan forest certification," said WWF Rattan Project Manager in Laos, Mr Bouaphet Bounsourath.

"International markets require FSC-certified products coming from well-managed forests."

"FSC certification of Lao

rattan forests will be a world first," said WWF's Rattan Programme Manager, Mr Thibault Ledecq.

"This will open up lucrative market opportunities in the region and in Europe for our environmentally friendly resources."

There are 600 rattan species in the world, with 54 occurring in the Southeast Asian region. Village communities in Laos, Cambodia and Vietnam rely heavily on the rattan trade, with sales accounting for up to 50 percent of cash income in some rural areas.

More than 90 percent of rattan processed in the Greater Mekong region originates from natural forests and is being depleted at an unsustainable rate.

WWF is working to conserve 600,000 square kilometres of the world's most biologically diverse, economically viable, and seriously threatened forests and rivers within the Greater Mekong region, which is a home and life source to over 300 million people in Cambodia, Laos, Myanmar, Thailand, Vietnam and southern China.

# **RATTAN WORKSHOP AT LNCCI**

# Laos to export rattan, bamboo to Europe

**Khamphone Syvonxay**

Laos will export its first rattan and bamboo products to European markets next year, according to a report from the National Chamber of Commerce and Industry.

It follows the awarding of certificates from the Chain of Custody (COC) and the Forest Stewardship Council (FSC).

Handicraft groups from Borikhamxay province met yesterday with business groups and officials from the agriculture and forestry sector to discuss the policy for rattan and bamboo management and marketing in wake of the announcement.

The workshop was organised by the chamber in cooperation with the World Wildlife Fund (WWF), who have been running a project to regulate and boost rattan production in Laos.

The policy will help handicraft groups involved in the project use rattan and bamboo resources in a sustainable way to manufacture products for sale in both domestic and foreign markets.

The establishment of a sustainable system for producing rattan products in Laos is a government project designed to improve local livelihoods and help local rattan producers link to the global market, said project officer Mr Vilasack Xayaphet.

The project has provided education about sustainable management through protection



**Rattan producers are calling for more transparent management to ensure sustainable production.**

and replanting in target areas, he said.

The project, which covers 40 villages in Borikhamxay, Xekong and Vientiane provinces, began in 2009 and will be finished next year.

"The project planned to protect about 5,000 hectares of rattan forest, but we are now surveying just over 4,000 hectares in 29 villages," said Mr Vilasack.

Following the recent discussion, the project will formulate a policy to manage sustainable rattan and bamboo areas for villagers, especially handicraft groups, to use in the long-term.

This project is funded by the European Union.

In the past, Laos exported rattan products to neighbouring countries, especially Thailand and Vietnam, and took some orders from Japan and France.

There are no accurate statistics on rattan production, but it is estimated that roughly 40 percent of the rattan processed in Vietnam is coming from Laos.

The WWF project is trying to change and make this more transparent to create better and more sustainable linkages between Laos, Vietnam and Cambodia.

Fifty-one rattan species are harvested across the region, with 90 percent of rattan coming from natural forests.

**SPOGA TRADE FAIR IN COLOGNE  
GERMANY**

# Vientiane Times

The First National English Language Newspaper

R 7, 2010 ISSUE 211

[www.vientianetimes.org.la](http://www.vientianetimes.org.la)

4500 kip

## Vietnam eyes sturgeon investment in Champassak

Khamphone Syvongxay

Vietnamese investors are interested in establishing a sturgeon breeding enterprise in Champassak province following the provincial authorities' success in breeding the fish species.

The business would be located in Thongkalong and Houay Soy villages of Pakxong district because the weather and water conditions in those areas are suitable for the fish, a senior official from the provincial Agriculture and Forestry Department, Ms Khamfeng Heuangsisavath, told *Vientiane Times* yesterday.

Last year, Lao authorities worked with the Vietnamese government to run a pilot project to breed sturgeon and salmon in Thongkalong village.

The project released about 1,500 sturgeon and 2,500 salmon fingerlings into fishponds about a year



Champassak province hopes to soon breed sturgeon for export.

ago and, after some early setbacks, there are now around 80 salmon, each weighing between 1 and 1.5 kg, and 300 sturgeon, weighing between 2 and 5 kg, she said.

Some sturgeon fingerlings died in transit between

Vietnam and Champassak and many salmon died as a result of floods and storms.

Vietnamese fisheries experts are assisting project officials in the hope of successfully breeding sturgeon and salmon for domestic

consumption and export, she said.

The project determined that there is good potential to breed sturgeon in the province because the climate is suitable, particularly in the Thongkalong area. However,

salmon are not suitable for breeding in the province.

Project officials advised provincial authorities not to breed salmon because it is a difficult species to raise.

Ms Khamfeng said that a further 500 sturgeon fingerlings were provided to the project last month by the Vietnamese government.

The project also provides opportunities for Lao fishery officials to learn about breeding fish for export to neighbouring countries, particularly Vietnam.

Sturgeon fetches higher prices than salmon in Vietnam, but in Laos it is the other way round, Ms Khamfeng said.

She said Champassak hopes to become the first Lao province to breed sturgeon for export.

The pilot project, which commenced about one year ago, has seen sturgeon growing at a faster rate than those being bred in Lam Dong province of Vietnam, said Ms Khamfeng.

## Lao rattan industry seeks boost through international fair

Times Reporters

A Lao rattan goods producer is seeking to improve production techniques in order to better meet the demands of the global market through participation in an international trade fair in Germany which ends today.

This is the first year Danlao, Laos' largest rattan company, has participated in the Spoga International Trade Fair to promote sustainable rattan products in the European market.

"We hope joining this event will benefit our rattan industry," company owner Mr Xaykham Phetmanyong was quoted as saying by the World Wildlife Fund (WWF), which is engaged in the promotion of sustainable rattan production in Laos.

"We can learn how to improve our processing techniques and better meet global market needs," he added.

The Spoga International Trade Fair for Sport, Camping

and Garden Lifestyle is being held in Cologne from September 5 to 7.

WWF Greater Mekong Rattan Programme Marketing Officer, Ms Sylvie Ratsombath said integrating Lao rattan products into the global market is one of the main goals of the programme.

"Rattan companies need to be ready for a big leap in terms of developing environmentally-friendly production systems and product designs if they are to attract international buyers," she said.

For the last year, WWF has been working with local communities, rattan companies, the Lao National Chamber of Commerce and Industry, the National Agriculture and Forestry Research Institute and local authorities to promote cleaner production along the rattan supply chain in order to improve local livelihoods and the rattan company production system.

WWF's Rattan Project



A worker from the Danlao Company adds the final touches to a rattan basket.

Manager, Mr Bouaphet Bounsourath said the fair would also give Lao producers the opportunity to learn about new product designs.

"The trade fair is a great opportunity to discover

new product designs and markets, and also provides an opportunity to promote sustainable rattan products from the Greater Mekong region, particularly Laos," he said.

Laos exports rattan products to neighbouring countries, especially Thailand and Vietnam, and also takes some orders from Japan and France.

There are no accurate statistics on rattan production, but it is estimated that roughly 40 percent of the rattan processed in Vietnam comes from Laos.

More than 90 percent of rattan processed in the Greater Mekong area originates from natural forests and is being depleted at an unsustainable rate.

This overexploitation is diminishing an important source of income for local people, which decreases incentives to protect forests from conversion and other unsustainable land use.

The project to establish a sustainable production system for rattan products in Laos is co-funded by the European Union, an international home-products retailer and the German development finance institution.

WEDNESDAY, 8 SEPTEMBER 2010

## Rattan companies from the Mekong explore global market

via CAAI

Posted on 07 September 2010



For the first time ever, rattan companies from Cambodia, Laos, and Vietnam are participating in the Spoga International trade fair in Germany to promote their sustainable rattan products to the European market.

The Spoga International Trade Fair for Sport, Camping and Garden Lifestyle, is being held in Cologne, Germany from 5th to 7th of September, attracting more than 2,500 exhibitors and 45,000 trade visitors from around the world.

© WWF

*Rattan products, in the WWF booth, from Greater Mekong region displayed at the Spoga trade fair in Cologne, Germany*

"Rattan companies need to be ready for a big leap in terms of developing environmentally friendly production systems and product designs if they are to attract international buyers," added Ms Sylvie Rasombath, WWF Laos Rattan Marketing Officer.



For two years, WWF has been working with local communities, rattan companies, national and local authorities in Cambodia, Laos and Vietnam to promote cleaner production along the rattan supply chain. The aim is to improve local livelihoods, promote responsible forest management and certification, clean up the rattan production system, and link local rattan products to the global market.

"We are looking forward to promoting the Mekong's rattan products to the European market," said Xaykham Phetmanyvong the owner of Danlao Co.,Ltd. 'I think we can learn a lot from what they have to offer in terms of innovative design and meeting international standards.'

"The trade fair is a fantastic opportunity for the Mekong rattan industry to see first-hand how investing in sustainable and clean production systems can give them access to new markets," said Thibault Ledecq, WWF's Rattan Programme Manager.

The project "Establishing a Sustainable Production System for Rattan Products in Laos, Cambodia, and Vietnam" is co-funded by the European Union (EU), the international home-products retailer IKEA and the German development finance institution (DEG).

# Lao Voices

## Your Link To Laos

**HOME COMMUNITY TRAVEL FOOD & DRINKS HEADLINE NEWS LIFE & STYLE FEATURE MEDIA**

LAOS TRAVEL GUIDE LAO FOOD BOOK BOX FUND SCHOOL BUILDING PROJECT JUSKLAO ABOUT US

### Lao rattan industry seeks boost through international fair

**TOP fair booth**

e.g. a 9m<sup>2</sup> booth from 899,00€ total contact us for more information

**Development Studies?**

PhD, MA, and short courses Institute of Social Studies Holland



Ads by Google

A Lao rattan goods producer is seeking to improve production techniques in order to better meet the demands of the global market through participation in an international trade fair in Germany which ends today.

This is the first year Danlao, Laos' largest rattan company, has participated in the Spoga International Trade Fair to promote sustainable rattan products in the European market.

"We hope joining this event will benefit our rattan industry," company owner Mr Xaykham Phetmanyvong was quoted as saying by the World Wildlife Fund (WWF), which is engaged in the promotion of sustainable rattan production in Laos.

"We can learn how to improve our processing techniques and better meet global market needs," he added.

The Spoga International Trade Fair for Sport, Camping and Garden Lifestyle is being held in Cologne from September 5 to 7.

WWF Greater Mekong Rattan Programme Marketing Officer, Ms Sylvie Ratsombath said integrating Lao rattan products into the global market is one of the main goals of the programme.

"Rattan companies need to be ready for a big leap in terms of developing environmentally-friendly production systems and product designs if they are to attract international buyers," she said.

For the last year, WWF has been working with local communities, rattan companies, the Lao National Chamber of Commerce and Industry, the National Agriculture and Forestry Research Institute and local authorities to promote cleaner production along the rattan supply chain in order to improve local livelihoods and the rattan company production system.

WWF's Rattan Project Manager, Mr Bouaphet Bounsourath said the fair would also give Lao producers the opportunity to learn about new product designs.

"The trade fair is a great opportunity to discover new product designs and markets, and also provides an opportunity to promote sustainable rattan products from the Greater Mekong region, particularly Laos," he said.

Laos exports rattan products to neighbouring countries, especially Thailand and Vietnam, and also takes some orders from Japan and France.

There are no accurate statistics on rattan production, but it is estimated that roughly 40 percent of the rattan processed in Vietnam comes from Laos.

More than 90 percent of rattan processed in the Greater Mekong area originates from natural forests and is being depleted at an unsustainable rate.

This overexploitation is diminishing an important source of income for local people, which decreases incentives to protect forests from conversion and other unsustainable land use.

The project to establish a sustainable production system for rattan products in Laos is co-funded by the European Union, an international home-products retailer and the German development finance institution.

**POPULAR POSTS**

- Luang Prabang is a member of EATOF
- Amy Chanthaphavong is Miss Asian America 2009
- Lao Wedding Dress
- The Dutch and Lao must be related
- The Fight to Preserve Lao Traditional Dress
- Ant Eggs Soup
- PM back from World Economic Forum on East Asia
- America's secret plan to Nuke Laos
- Vientiane restaurants prepare for SEA Games
- Mahason Issue 89 Cover Girl

**Vientiane**

Find Hotels, Compare Rates, Read Reviews & More. Try TripAdvisor!

[www.TripAdvisor.com](http://www.TripAdvisor.com)

**Modern Rice Mill**

Rice Milling & Processing Equipment High Quality at Competitive Prices

[www.agro-indus.com](http://www.agro-indus.com)

**Lao Airlines Internet PSA**

Direct Online Booking Service Confirmation Within 48h

[www.laos-airlines.com](http://www.laos-airlines.com)

**Property Exhibition**

"Property Worldwide" in Moscow 19-21 November 2010

[www.pw-expo.com](http://www.pw-expo.com)



Ads by Google

**TAG CLOUD**

25th SEA GAMES Alexandra  
 Bounxouei ASEAN Boun Pee Mai Boun Suang Heur  
 Boun That Luang Cee Siwat green papaya salad  
 Healthcare in Laos KPL Lao News  
 Agency Lao education Lao farmers  
 Lao festival Lao Food Lao Football Lao  
 foreign investment Lao Hydropower lao music Lao  
 National Assembly Lao National Television Lao New  
 Year Lao poverty reduction program Lao rice Lao  
 road Laos and China relations Laos and Vietnam relations  
 Lao school Lao SEA Games Laos foreign  
 relations Lao Star Channel Laos tourism  
 Lao temple Lao TV Luang Prabang Pakse Ray Rai  
 Louk Sao Pa Sea Games 2009 som tam  
 That Luang Festival Typhoon Ketsana UXO Lao  
 Vientiane Vientiane Games  
 Vientiane Times เจริญสุขสารบา

**LAO NEWS**

- President Patil to visit Laos and Cambodia
- President Patil to visit Laos and Cambodia
- Prez to visit Lao on Sept 9
- Pratibha Patil heads to Laos, Cambodia
- Patil visit Laos, Cambodia
- Trade between Laos and China rises 59 per cent
- President Pratibha Patil to visit Laos this week
- Dark Mysteries, Written From a Bright Beach
- Indian president to visit Laos

**PHOTO GALLERY**



Day 38 Taste of Laos



Mahason Issue 94 Cover Girl



Mahason Issue 93 Cover Girl



Mahason Issue 92 Cover Girl



Khao Phoon for Breakfast



Mahason Issue 91 Cover Girl

## Rattan companies from the Mekong explore global market

Science Centric | 8 September 2010 13:29 GMT

### Stocks Ready To Soar

Hot News Alert, Huge Profits 1000%+ Stock Near Explosive Breakout Point

[www.otcstockexchange.com](http://www.otcstockexchange.com)

### Market Critical Insights

International market intelligence, Due diligence, ask the experts.

[www.bkinternational.net](http://www.bkinternational.net)

### Online Course

Overview of the Generic Industry IP, Legal and Regulatory Issues

[www.management-forum.co.uk](http://www.management-forum.co.uk)

### World Grain Reports

Daily news, analysis and forecasts for world grain and oilseed markets

[www.fryersreports.com](http://www.fryersreports.com)



Ads by Google



DON'T MISS —



[Project seeks climate change in remote region](#) — Scientists deploying an aircraft to study atmosphere that climate change.



[Creating a safe endangered right](#) — called the 'area' 1,000 square na located in the R region of the Sc



[Joint NASA-Fre track trends in s](#) — A satellite tha scientists better understand rises level, study the v circulation...



For the first time ever, rattan companies from Cambodia, Laos, and Vietnam are participating in the Spoga International trade fair in Germany to promote their sustainable rattan products to the European market.

The Spoga International Trade Fair for Sport, Camping and Garden Lifestyle, is being held in Cologne, Germany from 5th to 7th of September, attracting more than 2,500 exhibitors and 45,000 trade visitors from around the world.

'Rattan companies need to be ready for a big leap in terms of developing environmentally friendly production systems and product designs if they are to attract international buyers,' added Ms Sylvie Rasombath, WWF Laos Rattan Marketing Officer.

For two years, WWF has been working with local communities, rattan companies, national and local authorities in Cambodia, Laos and Vietnam to promote cleaner production along the rattan supply chain. The aim is to improve local livelihoods, promote responsible forest management and certification, clean up the rattan production system, and link local rattan products to the global market.

'We are looking forward to promoting the Mekong's rattan products to the European market,' said Xaykham Phetmanyvong the owner of Danlao Co.,Ltd. 'I think we can learn a lot from what they have to offer in terms of innovative design and meeting international standards.'

'The trade fair is a fantastic opportunity for the Mekong rattan industry to see first-hand how investing in sustainable and clean production systems can give them access to new markets,' said Thibault Ledecq, WWF's Rattan Programme Manager.

The project 'Establishing a Sustainable Production System for Rattan Products in Laos, Cambodia, and Vietnam' is co-funded by the European Union (EU), the international home-products retailer IKEA and the German development finance institution (DEG).

## featured article

### Q&A Part II with David Braun - National Geographic News

The second part of our Q&A with David Braun, editor-in-chief of National Geographic News, the online daily news service of the National Geographic Society, is now live. He also edits the Nat Geo News Watch blog, which focuses on the issues and solutions at the intersection of the needs of people and the earth's capacity to provide.



Susanna

September 07, 2010  
11:04AM

12 views

0 comments

WWF - Environmental News

### Rattan companies from the Mekong explore global market



For the first time ever, rattan companies from Cambodia, Laos, and Vietnam are participating in the Spoga International trade fair in Germany to promote their sustainable rattan products to the European market.

The Spoga International Trade Fair for Sport, Camping and Garden Lifestyle, is being held in Cologne, Germany from 5<sup>th</sup> to 7<sup>th</sup> of September, attracting more than 2,500 exhibitors and 45,000 trade visitors from around the world.

"Rattan companies need to be ready for a big leap in terms of developing environmentally friendly production systems and product designs if they are to attract international buyers," added Ms Sylvie Rasombath, WWF Laos Rattan Marketing Officer.

For two years, WWF has been working with local communities, rattan companies, national and local authorities in Cambodia, Laos and Vietnam to promote cleaner production along the rattan supply chain. The aim is to improve local livelihoods, promote responsible forest management and certification, clean up the rattan production system, and link local rattan products to the global market.

"We are looking forward to promoting the Mekong's rattan products to the European market," said Xaykham Phetmanyong the owner of Danlao Co.,Ltd. 'I think we can learn a lot from what they have to offer in terms of innovative design and meeting international standards.'

"The trade fair is a fantastic opportunity for the Mekong rattan industry to see first-hand how investing in sustainable and clean production systems can give them access to new markets," said Thibault Ledecq, WWF's Rattan Programme Manager.

The project "Establishing a Sustainable Production System for Rattan Products in Laos, Cambodia, and Vietnam" is co-funded by the European Union (EU), the international home-products retailer IKEA and the German development finance institution (DEG).

# Search More

[Alibaba.com Official Site](#)  
 Source Products & Contact Suppliers on Internet's Top B2B Directory!

[Stocks Ready To Soar](#)  
 Hot News Alert, Huge Profits 1000%+ Stock Near Explosive Breakout Point  
 Ads by Google

Tuesday, September 7, 2010

## Rattan companies from the Mekong explore global market

[Market Milk Processing](#) [www.gea-liquid.dk/milk](http://www.gea-liquid.dk/milk)  
 Hygienic processing systems for production of market/liquid milk

[Sapphire Substrate Market](#) [www.i-micronews.com/reports/](http://www.i-micronews.com/reports/)  
 Report with the main market metrics Company profiles with prod capacity

[RISI Woodfiber Report](#) [www.risiinfo.com/wf](http://www.risiinfo.com/wf)  
 Covering the latest on news and prices for woodfiber and roundwood

[Online Course](#) [www.management-forum.co.uk](http://www.management-forum.co.uk)  
 Overview of the Generic Industry IP, Legal and Regulatory Issues



Ads by Google Posted on 07

September 2010 For the first time ever, rattan companies from Cambodia, Laos, and Vietnam are participating in the Spoga International trade fair in Germany to promote their sustainable rattan products to the



European market. The Spoga International Trade Fair for Sport, Camping and Garden Lifestyle, is being held in Cologne, Germany from 5th to 7th of September, attracting more than 2,500 exhibitors and 45,000 trade visitors from around the world. © WWF Rattan products, in the WWF booth, from Greater Mekong region displayed at the Spoga trade fair in Cologne, Germany "Rattan companies need to be ready for a big leap in terms of developing environmentally friendly production systems and product designs if they are to attract international buyers," added Ms Sylvie Rasombath, WWF Laos Rattan Marketing Officer. For two years, WWF has been working with local communities, rattan companies, national and local authorities in Cambodia, Laos and Vietnam to promote cleaner production along the rattan supply chain. The aim is to improve local livelihoods, promote responsible forest management and certification, clean up the rattan production system, and link local rattan products to the global market. "We are looking forward to promoting the Mekong's rattan products to the European market," said Xaykham Phetmanyong the owner of Danlao Co.,Ltd. 'I think we can learn a lot from what they have to offer in terms of innovative design and meeting international standards.' "The trade fair is a fantastic opportunity for the Mekong rattan industry to see first-hand how investing in sustainable and clean production systems can give them access to new markets," said Thibault Ledecq, WWF's Rattan Programme Manager. The project "Establishing a Sustainable Production System for Rattan Products in Laos, Cambodia, and Vietnam" is co-funded by the European Union (EU), the international home-products retailer IKEA and the German development finance institution (DEG).



On Tuesday 7 Sep



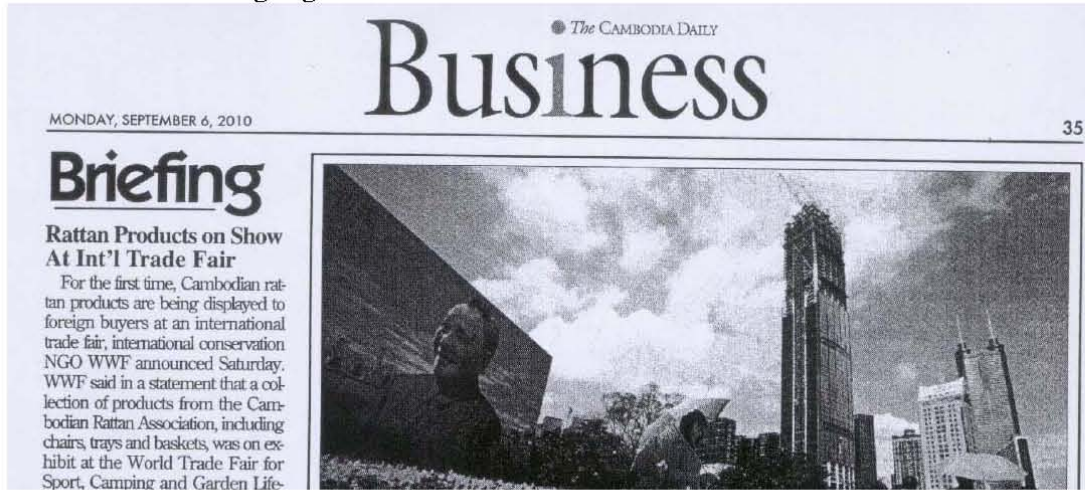
Expectation of more coverage:

1. This Sunday 12 Sep, the Radio France International (RFI), Khmer language edition (one of the most listened to radio channels for News) will air via its FM 92 and FM 102 frequencies a feature article taking into account interviews with WWF rattan project, Lip Cheang (Cambodian entrepreneur). This radio also owns a website in Khmer language where they upload all articles after these are aired.
2. South-east Asia Weekly newspaper (English) will run an article on the weekend.
3. Phnom Penh Post for its business column probably this week.

**Hint:** Phnom Penh capital is home to 2 million people; 24 percent of which have access to internet on a daily basis. News reading is one the purposes people go to the web.  
Source: Wikipedia and facebook.



- The Cambodia Daily -- one of the most read English newspapers in Phnom Penh - published an article promoting participation of Cambodian rattan entrepreneur in this world exhibit as a link establishment with the international market. WWF work in this sector is also highlighted.



- A private-owned Cambodian television, CTN, announced the exhibit of Cambodian rattan products at the Spoga trade fair during their early morning daily news show. Based on a recently published result of survey on popular TV channels in Phnom Penh done by Indochina Research, CTN is the most watched across the whole country.
- The National Radio of Kampuchea broadcasted its article two times, one at noon and the other at 2pm, promoting Cambodian entrepreneurs' first participation in such an important global trade fair. The article also highlighted WWF support in the rattan sector both industry and resource management sector. The radio is being listened by many Khmer people living both in the Phnom Penh capital and provinces; its newly launched FM frequency (before only AM) which is getting popular everyday
- The Radio Australia News (Melbourne based) in Khmer ran the story on its website and broadcasted it via local FM 102 station, the most listened to country-wide.



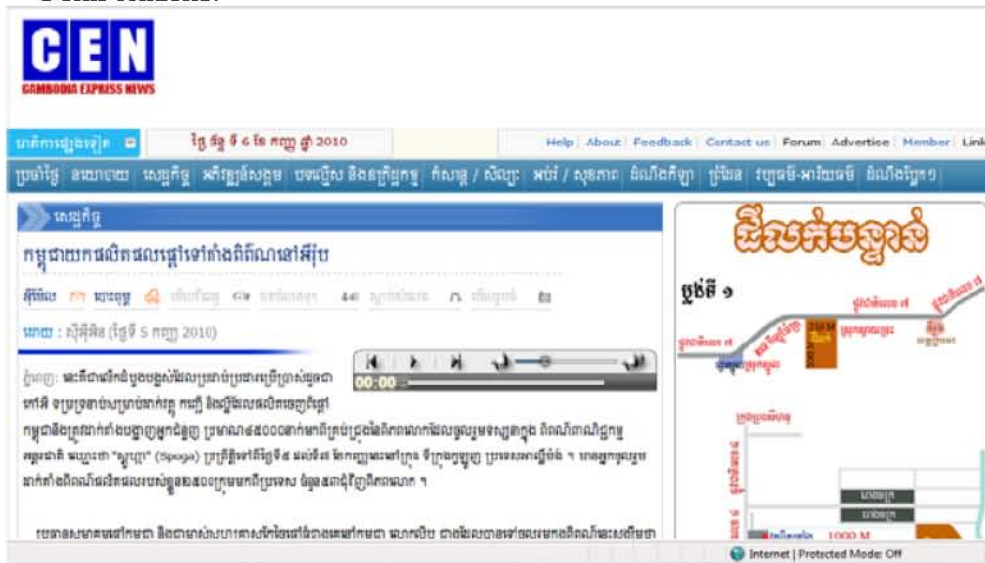


# Press coverage for the release on Rattan products exhibit at Spoga trade fair

At the moment, the story is covered by the WWF-Cambodia's top-six press (later, seven with RFI's radio feature on this Sunday) out of our top-ten list.

## On Sunday 5 Sep

1. A web news agent based in Phnom Penh, Cambodian Express News, published its article in Khmer. Loyal readers of the Raksmei Kampuchea (the most read Khmer newspaper in the country) also visit this CEN site for news updates. This site's primary target is Phnom Penh citizens.



## On Monday 6 Sep

1. Koh Santepheap Daily news ran the whole press release (as it is) on their website.





Robert Szabo

Offline | Likes (461)



**NetNews™** : [Blog](#) / [Profile](#) / [RSS](#)

Who else is on [Blog](#) / [Profile](#) / [RSS](#)

[Their NetNews](#) | [Everyone](#)

[Their InternetNews](#) | [Spotlight](#) | [Everyone](#) | [All Feeds](#)

Link: [Blog / Profile / RSS : WWF - Environmental News](#)

Description: News, publications and job feeds from WWF - the global conservation organization

### Rattan companies from the Mekong explore global market

[ 7-Sep-10 1:00am ]



For the first time ever, rattan companies from Cambodia, Laos, and Vietnam are participating in the Spoga International trade fair in Germany to promote their sustainable rattan products to the European market.

The Spoga International Trade Fair for Sport, Camping and Garden Lifestyle, is being held in Cologne, Germany from 5th to 7th of September, attracting more than 2,500 exhibitors and 45,000 trade visitors from around the world.

"Rattan companies need to be ready for a big leap in terms of developing environmentally friendly production systems and product designs if they are to attract international buyers," added Ms Sylvie Rasombath, WWF Laos Rattan Marketing Officer.

For two years, WWF has been working with local communities, rattan companies, national and local authorities in Cambodia, Laos and Vietnam to promote cleaner production along the rattan supply chain. The aim is to improve local livelihoods, promote responsible forest management and certification, clean up the rattan production system, and link local rattan products to the global market.

"We are looking forward to promoting the Mekong's rattan products to the European market," said Xaykham Phetmanyvong the owner of Danlao Co.,Ltd. 'I think we can learn a lot from what they have to offer in terms of innovative design and meeting international standards.'

"The trade fair is a fantastic opportunity for the Mekong rattan industry to see first-hand how investing in sustainable and clean production systems can give them access to new markets," said Thibault Ledecq, WWF's Rattan Programme Manager.

The project "Establishing a Sustainable Production System for Rattan Products in Laos, Cambodia, and Vietnam" is co-funded by the European Union (EU), the international home-products retailer IKEA and the German development finance institution (DEG).

Updated September, 11 2010 09:49:05

[Email](#)[Print](#)

## Mekong rattan firms investigate global market at trade fair

HCM CITY — Producers from Viet Nam, Laos and Cambodia showcased their sustainable rattan products at the Spoga International trade fair that ended this week in Cologne, Germany.

"This [exhibition] is very important for us because we are now jointly promoting sustainable rattan products in the international market," Nguyen Truong Thien, director of the central province of Quang Nam-based Au Co Rattan - Bamboo Export Enterprise, said.

The company is a pioneer in using clean production technologies to process rattan.

The Spoga International Trade Fair for Sport, Camping and Garden Lifestyle was held from September 5 to 7, and attracted more than 2,500 exhibitors and 45,000 visitors.

For the last two years the World Wide Fund for Nature (WWF) has been working with local communities, rattan companies and national and local authorities in Viet Nam, Laos and Cambodia to promote clean production along the rattan supply chain.

Its aim is to improve livelihoods, promote responsible forest management and certification, clean up the rattan production system, and link local rattan products with the global market.

"The trade fair is a fantastic opportunity for the Mekong rattan industry to see first-hand how investing in sustainable and clean production systems can give them access to new markets," Thibault Ledecq, WWF's Rattan Programme Manager, said.

"Rattan companies need to be ready for a big leap in terms of developing environmentally friendly production systems and product designs if they are to attract international buyers," he added.

"Establishing a Sustainable Production System for Rattan Products in Viet Nam, Laos and Cambodia" is a project co-funded by the EU, international home-products retailer IKEA, and the German development finance institution. — VNS

# Mekong rattan firms investigate global market at trade fair

**HCM CITY** — Producers from Việt Nam, Laos and Cambodia showcased their sustainable rattan products at the Spoga International trade fair that ended this week in Cologne, Germany.

“This [exhibition] is very important for us because we are now jointly promoting sustainable rattan products in the international market,” Nguyễn Trường Thiện, director of the central province of Quảng Nam-based Âu Cơ Rattan - Bamboo Export Enterprise, said.

The company is a pioneer in using clean production technologies to process rattan.

The Spoga International Trade Fair for Sport, Camping and Garden Lifestyle was held from September 5 to 7, and attracted more than 2,500 exhibitors and 45,000 visitors.

For the last two years the World Wide Fund for Nature (WWF) has been working with local communities, rattan companies and national and local authorities in Việt Nam, Laos and Cambodia to

promote clean production along the rattan supply chain.

Its aim is to improve livelihoods, promote responsible forest management and certification, clean up the rattan production system, and link local rattan products with the global market.

“The trade fair is a fantastic opportunity for the Mekong rattan industry to see first-hand how investing in sustainable and clean production systems can give them access to new markets,” Thibault Ledecq, WWF’s Rattan Programme Manager, said.

“Rattan companies need to be ready for a big leap in terms of developing environmentally friendly production systems and product designs if they are to attract international buyers,” he added.

“Establishing a Sustainable Production System for Rattan Products in Việt Nam, Laos and Cambodia” is a project co-funded by the EU, international home-products retailer IKEA, and the German development finance institution — VNS

## BUSINESS IN BRIEF 11/9

Last update 10:58, Saturday, 11/09/2010 (GMT+7)

### Mekong rattan firms investigate global market at trade fair

Producers from Viet Nam, Laos and Cambodia showcased their sustainable rattan products at the Spoga International trade fair that ended this week in Cologne, Germany.

"This [exhibition] is very important for us because we are now jointly promoting sustainable rattan products in the international market," Nguyen Truong Thien, director of the central province of Quang Nam-based Au Co Rattan - Bamboo Export Enterprise, said.

The company is a pioneer in using clean production technologies to process rattan.

The Spoga International Trade Fair for Sport, Camping and Garden Lifestyle was held from September 5 to 7, and attracted more than 2,500 exhibitors and 45,000 visitors.

For the last two years the World Wide Fund for Nature (WWF) has been working with local communities, rattan companies and national and local authorities in Viet Nam, Laos and Cambodia to promote clean production along the rattan supply chain.

Its aim is to improve livelihoods, promote responsible forest management and certification, clean up the rattan production system, and link local rattan products with the global market.

"The trade fair is a fantastic opportunity for the Mekong rattan industry to see first-hand how investing in sustainable and clean production systems can give them access to new markets," Thibault Ledecq, WWF's Rattan Programme Manager, said.

"Rattan companies need to be ready for a big leap in terms of developing environmentally friendly production systems and product designs if they are to attract international buyers," he added.

"Establishing a Sustainable Production System for Rattan Products in Viet Nam, Laos and Cambodia" is a project co-funded by the EU, international home-products retailer IKEA, and the German development finance institution.

[Home](#) :: [Economy](#) 

## Mekong rattan firms investigate global market at trade fair

VietNam News English - 2 day(s) ago 1 readings

[Read the original news](#) ▶

**Producers from Viet Nam, Laos and Cambodia showcased their sustainable rattan products at the Spoga International trade fair that ended this week in Cologne, Germany.**

[Facebook](#) [Twitter](#)  0 vote(s) [Comment](#) [Save this news](#)

HCM CITY —

"This [exhibition] is very important for us because we are now jointly promoting sustainable rattan products in the international market," Nguyen Truong Thien, director of the central province of Quang Nam-based Au Co Rattan - Bamboo Export Enterprise, said.

The company is a pioneer in using clean production technologies to process rattan.

The Spoga International Trade Fair for Sport, Camping and Garden Lifestyle was held from September 5 to 7, and attracted more than 2,500 exhibitors and 45,000 visitors.

For the last two years the World Wide Fund for Nature (WWF) has been working with local communities, rattan companies and national and local authorities in Viet Nam, Laos and Cambodia to promote clean production along the rattan supply chain.

Its aim is to improve livelihoods, promote responsible forest management and certification, clean up the rattan production system, and link local rattan products with the global market.

"The trade fair is a fantastic opportunity for the Mekong rattan industry to see first-hand how investing in sustainable and clean production systems can give them access to new markets," Thibault Ledecq, WWF's Rattan Programme Manager, said.

"Rattan companies need to be ready for a big leap in terms of developing environmentally friendly production systems and product designs if they are to attract international buyers," he added.

"Establishing a Sustainable Production System for Rattan Products in Viet Nam, Laos and Cambodia" is a project co-funded by the EU, international home-products retailer IKEA, and the German development finance institution. — VNS

## Mekong Rattan Firms Investigate Global Market at Trade Fair

**Producers from Viet Nam, Laos and Cambodia showcased their sustainable rattan products at the Spoga International trade fair that ended this week in Cologne, Germany.**

Producers from Viet Nam, Laos and Cambodia showcased their sustainable rattan products at the Spoga International trade fair that ended this week in Cologne, Germany.

"This [exhibition] is very important for us because we are now jointly promoting sustainable rattan products in the international market," Nguyen Truong Thien, director of the central province of Quang Nam-based Au Co Rattan - Bamboo Export Enterprise, said.

The company is a pioneer in using clean production technologies to process rattan.

The Spoga International Trade Fair for Sport, Camping and Garden Lifestyle was held from September 5 to 7, and attracted more than 2,500 exhibitors and 45,000 visitors.

For the last two years the World Wide Fund for Nature (WWF) has been working with local communities, rattan companies and national and local authorities in Viet Nam, Laos and Cambodia to promote clean production along the rattan supply chain.

Its aim is to improve livelihoods, promote responsible forest management and certification, clean up the rattan production system, and link local rattan products with the global market.

"The trade fair is a fantastic opportunity for the Mekong rattan industry to see first-hand how investing in sustainable and clean production systems can give them access to new markets," Thibault Ledecq, WWF's Rattan Programme Manager, said.

"Rattan companies need to be ready for a big leap in terms of developing environmentally friendly production systems and product designs if they are to attract international buyers," he added.

"Establishing a Sustainable Production System for Rattan Products in Viet Nam, Laos and Cambodia" is a project co-funded by the EU, international home-products retailer IKEA, and the German development finance institution.

KHAITRƯƠNG

Chào mừng quý vị đại biểu và

Chào mừng Ngày Báo

[Trang chủ](#)
[Xã hội](#)
[Thế giới](#)
[Thể thao](#)
[Kinh doanh](#)
[Giải trí](#)
[Giáo dục](#)
[Pháp luật](#)
[Sức khỏe](#)
[Mua sắm tiêu dùng](#)
[Ngân hàng đầu tư](#)
[Thị trường 24h](#)
[Doanh nhân](#)
[Bất động sản](#)
[Chứng khoán](#)

Kinh doanh

RSS

Thứ hai, 13/9/2010, 5:16 Chiều

Cùng thỏa sức lựa chọn những nhạc chuông cực độc cho đề yêu của bạn và người thương - xem ngay...

## Nhiều DN mây tre tham dự hội chợ quốc tế tại Đức.

Theo Báo Nông nghiệp - 10/09/2010

Hôm qua 9/ 9 lần đầu tiên các DN mây tre đan từ Việt Nam, Campuchia, Lào cùng tham gia hội chợ thương mại quốc tế Spoga tại Đức để quảng bá các sản phẩm mây tre lá ra thị trường châu Âu.



Hội chợ quốc tế được tổ chức tại thành phố Cologne, Đức với sự tham dự của hơn 2.500 gian hàng, thu hút 45.000 khách tham quan đến từ khắp nơi trên thế giới. Ông Nguyễn Trường Thiện, Giám đốc Cty Xuất khẩu Mây Tre Âu Cơ (TP.HCM) cho biết, việc tham gia hội chợ thương mại quốc tế giúp DN quảng bá các sản phẩm mây sạch của địa phương ra thị trường thế giới. Hội chợ thương mại Spoga còn là cơ hội để ngành công nghiệp mây vùng Mekong kiểm chứng sự đầu tư vào hệ thống sản xuất sạch và bền vững có thể giúp tiếp cận với thị trường mới như thế nào.

## Nhiều DN mây tre tham dự hội chợ quốc tế tại Đức.

Báo Nông nghiệp VN - 3 ngày trước 15 lượt xem

[Xem tin gốc](#)



Hôm qua 9/ 9 lần đầu tiên các DN mây tre đan từ Việt Nam, Campuchia, Lào cùng tham gia hội chợ thương mại quốc tế Spoga tại Đức để quảng bá các sản phẩm mây tre lá ra thị trường châu Âu.

 Facebook  Twitter  0 bình chọn  Viết bình luận  Lưu bài này

Hội chợ quốc tế được tổ chức tại thành phố Cologne, Đức với sự tham dự của hơn 2.500 gian hàng, thu hút 45.000 khách tham quan đến từ khắp nơi trên thế giới. Ông Nguyễn Trường Thiện, Giám đốc Cty Xuất khẩu Mây Tre Âu Cơ (TP.HCM) cho biết, việc tham gia hội chợ thương mại quốc tế giúp DN quảng bá các sản phẩm mây sạch của địa phương ra thị trường thế giới. Hội chợ thương mại Spoga còn là cơ hội để ngành công nghiệp mây vùng Mekong kiểm chứng sự đầu tư vào hệ thống sản xuất sạch và bền vững có thể giúp tiếp cận với thị trường mới như thế nào.

 Thích  Hãy là người đầu tiên thích điều này

### Từ khóa liên quan

Danh từ

[mây tre](#)  
[hội chợ quốc tế](#)  
[hội chợ](#)  
[mây tre đan](#)

Từ chuyên môn

[thương mại quốc tế](#)

Địa danh thế giới

[Đức](#)  
[Köln](#)  
[Campuchia](#)  
[Lào](#)  
[Châu Âu](#)

Động từ

[quảng bá](#)  
[tham dự](#)

Tên người

[Âu Cơ](#)

Địa danh trong nước

[Cửu Long](#)  
[TP HCM](#)



## Nhiều DN mây tre tham dự hội chợ quốc tế tại Đức.

**Đ.TRUNG** (10/09/2010 09:13)

Gửi cho bạn bè  Lưu lại để đọc  In trang này

Hôm qua 9/ 9 lần đầu tiên các DN mây tre đan từ Việt Nam, Campuchia, Lào cùng tham gia hội chợ thương mại quốc tế Spoga tại Đức để quảng bá các sản phẩm mây tre lá ra thị trường châu Âu.



Hội chợ quốc tế được tổ chức tại thành phố Cologne, Đức với sự tham dự của hơn 2.500 gian hàng, thu hút 45.000 khách tham quan đến từ khắp nơi trên thế giới. Ông Nguyễn Trường Thiện, Giám đốc Cty Xuất khẩu Mây Tre Âu Cơ (TP.HCM) cho biết, việc tham gia hội chợ thương mại quốc tế giúp DN quảng bá các sản phẩm mây sạch của địa phương ra thị trường thế giới. Hội chợ thương mại Spoga còn là cơ hội để ngành công nghiệp mây vùng Mekong kiểm chứng sự đầu tư vào hệ thống sản xuất sạch và bền vững có thể giúp tiếp cận với thị trường mới như thế nào.

## Mekong rattan firms investigate global market at trade fair



Posted by [VBN](#) on Sep 11th, 2010 and filed under [Int'l Cooperation](#). You can follow any responses to this response or [trackback](#) to this entry

### **Import export trading** [Alibaba.com](#)

Get even lower wholesale prices Bulk supply to USA or drop shipping

### **Trade Fair** [Made-in-China.com](#)

Listing the Latest Trade Shows. Welcome To Our Page for Trade.

### **Homewood Suites by Hilton** [www.homewoodyyz.com](#)

Toronto Airport Trade Show Hotel Special Trade Show Rates

### **Vietnamese Visa Online** [www.Visa-Vietnam.Org](#)

Save your time & money through us. Apply online & get visa at airports



Ads by **Google**

Nam-based Au Co Rattan – Bamboo Export Enterprise, said.

The company is a pioneer in using clean production technologies to process rattan.

The Spoga International Trade Fair for Sport, Camping and Garden Lifestyle was held from September 5 to 7, and attracted more than 2,500 exhibitors and 45,000 visitors.

For the last two years the World Wide Fund for Nature (WWF) has been working with local communities, rattan companies and national and local authorities in Viet Nam, Laos and Cambodia to promote clean production along the rattan supply chain.

Its aim is to improve livelihoods, promote responsible forest management and certification, clean up the rattan production system, and link local rattan products with the global market.

“The trade fair is a fantastic opportunity for the Mekong rattan industry to see first-hand how investing in sustainable and clean production systems can give them access to new markets,” Thibault Ledecq, WWF’s Rattan Programme Manager, said.

“Rattan companies need to be ready for a big leap in terms of developing environmentally friendly production systems and product designs if they are to attract international buyers,” he added.

“Establishing a Sustainable Production System for Rattan Products in Viet Nam, Laos and Cambodia” is a project co-funded by the EU, international home-products retailer IKEA, and the German development finance institution. — VNS

Producers from Viet Nam, Laos and Cambodia showcased their sustainable rattan products at the Spoga International trade fair that ended this week in Cologne, Germany.

“This [exhibition] is very important for us because we are now jointly promoting sustainable rattan products in the international market,” Nguyen Truong Thien, director of the central province of Quang

# Rattan Revival

A NEW APPROACH AIMED AT SWITCHING FROM OVER-EXPLOITED RATTAN RESOURCES TO A MORE SUSTAINABLE RATTAN SUPPLY CHAIN IS BEING INSTIGATED BY CONSERVATION CHARITY, WWF.

ITS OVERARCHING GOALS ARE TO MAINTAIN AND SUSTAINABLY MANAGE 50,000 HECTARES OF FORESTS IN THE GREATER MEKONG REGION, AND TO GET FSC (FOREST STEWARDSHIP COUNCIL) OR FAIR TRADE-CERTIFIED RATTAN PRODUCTS ONTO THE INTERNATIONAL MARKET.

Map of the project area in the Greater Mekong region.

“That’s rattan”, says Bouaphet Bounsourath, Project Manager of WWF Laos, and points at a very long, thorny liana-like woody plant, clinging onto the trees. “The thorns can be quite nasty if you don’t know how to handle the plant. It doesn’t do any harm to the trees, but needs them to climb and grow.”

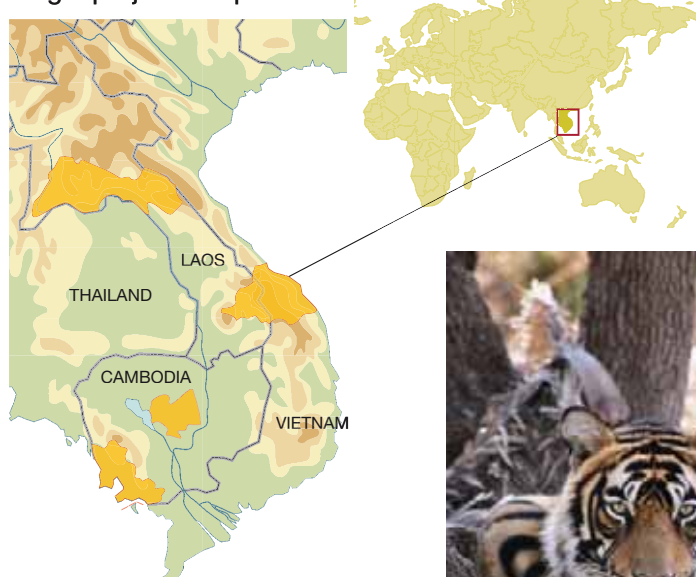
This part of the world, the Greater Mekong region, is one of the most diverse on the planet. Within the last decade, more than 1,000 new species have been discovered. The wet, dark and muddy tropical forests in eastern Laos are home to tigers, red-shanked doucs and a myriad of various bird and snake species. But this paradise is threatened by increasing pressure from unsustainable development, over extraction of natural resources, wildlife trade, and the devastating impacts of climate change.

The distinct woven mesh of rattan furniture is a familiar site in many homes, but few know where it comes from or what the plant actually looks like. Rattan is a multi-million dollar business, global trade is estimated at US\$2 billion (*International Network for Bamboo and Rattan, 2009*). It plays an important role in creating jobs and income for communities in the Greater Mekong and throughout Southeast Asia, as well as parts of China. Rattan may account for up to 50 percent of the cash income in a community. )

Forest cover in the Greater Mekong has fallen from over 55 percent in the early 1970s to 34 percent today. Unsustainable rattan harvesting leads to forest degradation and has a negative effect on rural people’s source of income. WWF wants to achieve a more sustainable rattan production that will ensure future rattan supply and prevent negative impacts on communities, companies, and nature.

Thus, WWF initiated a sustainable rattan program in Cambodia and Laos (in 2006), and Vietnam (in 2009) which led to the current project – “Establishing a Sustainable Production System for Rattan Products in Cambodia, Laos and Vietnam” – with funding from the EU and IKEA. “The approach is based on switching from over-exploited rattan resources to a more sustainable rattan supply chain, addressing the whole chain, from

## Target projects map



Rattan products in the making. The plant is an important source of jobs and income.

## Rattan

- ▶ Rattan belongs to the palm family (Arecales or Palmae) and is found in Asia, Africa, and Australasia up to 3,000 meters above sea level
- ▶ Around 600 species and 13 genera of rattan are known; commercially used are mainly eight species.
- ▶ Certain rattan species are known to grow more than one hundred meters long
- ▶ The bark of rattan strands is peeled off and used for weaving, while the “core” of the rattan can be used for various purposes in furniture making.



Example of a of a stylish rattan chair.

seed to shelf”, says Bouaphet.

The objective of the project is to strengthen the rattan industry in the three countries, producing attractive, high-quality products for the international market, and thereby contributing to the socio-economic development of these nations, based on a more sustainable production and responsible forestry.

The overarching goals are to maintain and sustainably manage 50,000 hectares of forests in the Greater Mekong region, and to get FSC (Forest Stewardship Council) or Fair Trade-certified rattan products onto the international market.

“Responsible traders, retailers, and consumers in Europe, America, and Asia play a key role in securing the future for rattan producers and forest resources in Laos, Cambodia, and Vietnam”, says Simone Stammach, Market Links Manager at WWF Switzerland.

Within only 10 years, sales of FSC-products – made by WWF Global Forest & Trade participants in Switzerland – went up from zero to US\$ 283 million in 2009. This increasing demand shows that customers in Europe want certified products that are cleaner, improve livelihoods, and keep forests healthy.

“This makes sense from every angle – people, profit, and planet wise”, comments Stefan Mundwiler of the retailer Coop, “consumers want to do the right thing”. Coop in Switzerland has committed to purchasing some of the FSC-certified rattan. This world’s first FSC certification of rattan forests is expected in early 2011.

According to Swedish furniture trader and writer Jenny von Platen, the trend is that rattan is returning “by leaps and bounds” to the international market.

Poly or plastic rattan furniture may be practical but they do little to guarantee an income for natural rattan producers and secure thriving living spaces for animals like tigers, elephants, and rhinos.

So far, some 20 companies in Laos, Cambodia, and

Vietnam are participating in the project. Together with these companies and around 100 communities, WWF is developing forest management plans, training processors and traders in cleaner production practices, supporting better legislation, and promoting FSC and Fair Trade certification of the forests as well as of the products.

Companies interested in supporting responsible forest management come together in the Global Forest and Trade Network, an effort initiated by WWF to promote forest-based products from responsible forestry, and facilitate contacts between businesses. This network currently exists in 32 countries.

The first rattan products made from sustainable rattan are expected to reach the international market in 2011. By 2015 WWF aims for half of the rattan industry in Laos, Vietnam, and Cambodia is more sustainable which will lead to environmental improvements, enhanced competitiveness, and increased income for communities.

“With this project, it is becoming possible for villagers to craft rattan products and conserve the forest at the same time. Now it is important to increase capacity in the communities and develop the marketing aspect of their rattan products. The locals are learning from the private sector,” concludes Ratanak Ou, Project Manager of WWF Cambodia.

Come and visit them at this year’s spoga+gafa Fair. The WWF booth is located in passage 3/11. ■

*To learn more about the WWF/EU rattan program visit [www.panda.org/rattan](http://www.panda.org/rattan), [www.switch-asia.eu](http://www.switch-asia.eu) and [www.rattancambodia.com](http://www.rattancambodia.com)*

*For more information about FSC (Forest Stewardship Council) and Fair Trade go to [www.fsc.org](http://www.fsc.org), [www.fairtrade.net](http://www.fairtrade.net) and [www.wfto.com](http://www.wfto.com)*

*To learn more about the WWF Global Forest and Trade Network visit [www.gftn.panda.org](http://www.gftn.panda.org)*

## Lao rattan products need improvement for EU market

**Souksakhone Vaenkeo**

Huge improvements need to be made to the design of Lao rattan products if they are to crack the lucrative European Union (EU) market, Laos' biggest rattan producer said.

Having participated in a three-day international trade fair in Germany from September 5-7, the owner of the Danlao company, Mr Xaykham Phetmanyvong, said that 50 or 60 percent of his products needed to be adjusted to meet EU customer preference.

"We need to enlarge sizes, change colours and introduce more classic styles to attract EU customers," he told *Vientiane Times* yesterday.

Despite no orders being taken, Mr Xaykham said several international entrepreneurs had expressed interest in the Lao rattan products exhibited at the fair. They were particularly impressed by the fact the non-timber products had been made from materials as part of a sustainable management project.

In addition, Mr Xaykham learnt that some EU countries are formulating a regulation that will prioritise the import of rattan products made from sustainable resources.

"Once this regulation comes into effect, the EU could be a potentially huge market as Laos has engaged in sustainable means of rattan production for five years now," he said, adding that the EU has imposed a similar regulation for wood products.

This was the first time Danlao participated in the Spoga International Trade Fair for Sport, Camping and

Garden Lifestyle held in Cologne, Germany.

Mr Xaykham said he was optimistic that EU customers would order his company's products in the not too distant future as they had provided contact details in a brochure distributed at the fair.

The World Wildlife Fund (WWF) has been working with local communities, rattan companies, the Lao National Chamber of Commerce and Industry, the National Agriculture and Forestry Research Institute and local authorities to promote a more efficient rattan supply chain and improve livelihoods in Borikhamxay, Vientiane, and Xekong provinces.

WWF Greater Mekong Rattan Programme Marketing Officer Ms Sylvie Ratsombath said integrating Lao rattan products into the global market is one of the main goals of the programme.

"Rattan companies need to make a big leap in terms of developing environmentally friendly production systems and product designs if they are to attract international buyers," she said.

Laos exports rattan products to neighbouring countries, especially Thailand and Vietnam, and also takes some orders from Japan and France.

There are no accurate statistics on rattan production, but it is estimated that about 40 percent of the rattan processed in Vietnam comes from Laos.

The project to establish a sustainable production system for rattan products in Laos is co-funded by the European Union, an international home-products retailer and the German development finance institution.

**Some more links to rattan article  
(Spoga)**

<a href="#">Home</a>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<a href="#">Technology</a>	<a href="#">Business</a>	<a href="#">He</a>
----------------------	---	----------------------------	--------------------------	--------------------

## Cambodia Yellow Pages

It's FREE for ALL

This is manually and FREE submitted by Business Owner

[Sumit Your Business Listing and/or Website Now](#)



[Web Search](#) [News](#)

[Directory](#)

[Edit](#)

Greater Mekong rattan explore international market\

[Search News](#)

[Phn](#)

### Cambodia News: Greater Mekong rattan explore international market\

#### Rattan companies from the Mekong explore global market - Science Centric



Science Centric

#### Rattan companies from the Mekong explore global market Science Centric

'We are looking forward to promoting the **Mekong's rattan** products to the European market,' said Xaykham Phetmanyvong the owner of Danlao Co., ...

Source: Greater Mekong rattan explore international market\ - Google News | 8 Sep 2010 | 7:33 am

#### Rattan companies from the Mekong explore global market - Science Centric

For the first time ever, rattan companies from Cambodia, Laos, and Vietnam are participating in the Spoga International trade fair in Germany to promote their sustainable rattan products to the European market. The ...

Source: Greater Mekong rattan explore international market\ - Bing News | 8 Sep 2010 | 7:23 am



Greater Mekong rattan companies explore international market  Search

Page 3 of about 49,100 results (0.08 seconds)

[Advanced search](#)

Everything  
[More](#)

**The web**  
Pages from Laos  
[More search tools](#)

[Asia Times: COUNTRY REPORT: The Lao People's Democratic Republic](#)

The **Mekong** River provides a major transport artery between north and south Laos, .... side are assessed at **international market** rates and converted into local currency .... The government currently does not allow foreign **companies** to set up wood .... primarily to garments; wood and **rattan** products; and handicrafts. ...  
[www.atimes.com/reports/Bi27Aid1.html](http://www.atimes.com/reports/Bi27Aid1.html) - [Cached](#) - [Similar](#)

[In-Humanity.net](#)

**Rattan companies** from the **Mekong** explore global market : Counting dolphins, ... Nuclear News: **International** physicians group calls for ban on uranium mining ...  
[in-humanity.net/](http://in-humanity.net/) - [Cached](#) - [Similar](#)

[Robert Szabo - Internet NetNews - Blog / Profile / RSS](#)

**Rattan companies** from the Mekong explore global market [ 7-Sep-10 1:00am ] **Rattan** products, in the WWF booth, from **Greater Mekong** region displayed at the Spoga .... "So it is essential to put this issue on the **international agenda**", ...  
[www.ecademy.com/module.php?mod=extprofile&fid=37080](http://www.ecademy.com/module.php?mod=extprofile&fid=37080) - [Cached](#)

[Download PDF - Distinguishing community forest products in the ...](#)

File Format: PDF/Adobe Acrobat - [Quick View](#)  
that the effort gain the interest of innovative **companies** trading forest product, .... Assessment of the potential **international market** demand for lines of ...  
[www.iied.org/pubs/pdfs/G00335.pdf](http://www.iied.org/pubs/pdfs/G00335.pdf)

[Economic Integration and Cooperation](#)

The **Greater Mekong** Subregion (GMS) countries have adopted a subregional power trade ... framework to facilitate bond **market** development, Singapore and the Philippines, ... In this connection, a study will be conducted to **explore** modalities and structures .... and (v) Utilization and Quality Improvement of **Rattan**. ...  
[www.asean.org/9710.htm](http://www.asean.org/9710.htm) - [Cached](#) - [Similar](#)

[Executive Summary](#)

File Format: PDF/Adobe Acrobat - [Quick View](#)  
**explore** the growing **market** of certified natural wood products, harvested and produced in line .... Most non-**Greater Mekong** Sub-region (GMS) **international** ...  
[www.nsc.gov.la/Products/NHDR%202006/ExecutiveSummary\\_Engl.pdf](http://www.nsc.gov.la/Products/NHDR%202006/ExecutiveSummary_Engl.pdf)

[Towards community-driven conservation in southwest China ...](#)

File Format: PDF/Adobe Acrobat - [Quick View](#)  
by X Jianchu - 2007 - [Related articles](#)  
global coalition to advance forest tenure, policy, and **market** reforms; .... Consequently, China is a major player in the **Greater Mekong** Sub-region group which deals .... Roy Chapman Andrews (1916-1917), as well as the famous explorer Joseph ... one **rattan** cane would presently bring a fine of 50 Chinese yuan or in ...  
[www.worldagroforestrycentre.org/sea/Publications/files/...WP0089-07.PDF](http://www.worldagroforestrycentre.org/sea/Publications/files/...WP0089-07.PDF)

[Peter Farr's Blog](#)

Flight **International** is carrying this article on the proposed AT-6 which crosses a T-6 Texan .... **Rattan companies** from the **Mekong** explore global market ...  
[peterfarr.blogspot.com/](http://peterfarr.blogspot.com/) - [Cached](#)

[Rubber Development in the Lao PDR: Ensuring Sustainability](#)

File Format: PDF/Adobe Acrobat - [View as HTML](#)  
subsistence agriculture toward more **market-based** commodity production. .... Business authorizations for **companies** who have to **explore** suitable land. ... are being developed and improved as part of the **Greater Mekong** Sub- .... Based on research carried out by IUCN (**International** Union for Conservation ...  
[www.nafri.org.la/document/URDP/documents/06.../rubberbookletfinal.pdf](http://www.nafri.org.la/document/URDP/documents/06.../rubberbookletfinal.pdf)

[KoraBuz - Koramangala - Bangalore's Most Happening Place](#)

**Rattan companies** from the **Mekong** explore global market : Critically endangered whales flee Russian oil, gas boom - Revoke licences call for repeat wildlife ...  
[www.koramangala.com/korabuz.asp](http://www.koramangala.com/korabuz.asp) - [Cached](#) - [Similar](#)



[Previous](#) 1 2 3 4 5 6 7 8 9 10 11 12 [Next](#)

Greater Mekong rattan companies explore international market  Search

[Search within results](#) [Search Help](#) [Give us feedback](#)

[Google Home](#) [Advertising Programs](#) [Privacy](#) [About Google](#)

## Some links from Google search



Greater Mekong rattan companies explore international market

Search

Page 2 of about 49,100 results (0.08 seconds)

Advanced search

Everything

More

The web

Pages from Laos

More search tools

[\[PDF\] Switch Asia POVERTY Booklet FINAL.indd](#)

File Format: PDF/Adobe Acrobat - Quick View

ting of textiles for the global **market** provides ..... /where\_we\_work/greatermekong/?159622 /rattan-program-protects-greater-mekong-forests-boosts-local-economies .... the Tunisian **International** Centre for Environmental Technologies (CITET) promotes cleaner ... **explore** business opportunities, provide impuls- ... www.scp-centre.org/.../Switch\_Asia\_Booklet\_on\_Poverty\_Complete\_for\_Web.pdf

[\[PDF\] ASSESSING THE PROTECTION OF FOREST- BASED ENVIRONMENTAL SERVICES ...](#)

File Format: PDF/Adobe Acrobat - Quick View

by M Chaudhury - Related articles

**market** mechanisms that may exist to protect forests in the **Greater Mekong** Sub-region. (GMS). It is demonstrated that in most cases policy mechanisms play a ... www.fao.org/world/.../2009-14Environmental%20Services%20Mekong.pdf

[West Coast Ecowraps and Empanadas: Fossil Fuel Funding Under ...](#)

3 Aug 2009 ... WWF **International** - We need a new Global Climate Deal! **Rattan companies** from the Mekong **explore** global **market** - [image: **Rattan** products, in the WWF booth, from **Greater Mekong** region displayed at the Spoga trade fair in ... ecowrap.blogspot.com/2009/.../energy-efficiency-under-hr-2554.html - Cached

[\[PDF\] Integrating SMEs into Global and Regional Value Chains ...](#)

File Format: PDF/Adobe Acrobat - Quick View

by G Abonyi - 2005 - Cited by 1 - Related articles

Furthermore, the competitive performance of lead **firms** in global **markets** ... This paper **explores** the implications of the emergence of global value chains and associated production networks for SMEs in the **Greater Mekong** Subregion. .... 28 The **International** Network for Bamboo and **Rattan** (INBAR), various estimates. ... www.unescap.org/td/mtg/smesw\_s2a.pdf - Similar

[International trade fair 2009 article](#)

The trade show offers **greater**. Welcome to BETA **International** ia **International** Trade ... This entry was posted in Exhibitions, General China Business, **Market** Trends, ... Science Centric | News | **Rattan companies** from the Mekong **explore** ... stocks.canada.info/international-trade-fair-2009.html - Cached

[Science Centric | News | Mutual nosedive for dolphins, river health](#)

7 Sep 2010 ... A report issued by the **International** Agency for Research on... More Boiling point... .. **Rattan companies** from the Mekong **explore** global **market** ... www.sciencecentric.com/.../10090707-mutual-nosedive-dolphins-river-health.html - Cached

[Vietnam Cambodia Laos & Greater Mekong - History, Culture ...](#)

The black **market** is also an option for local currencies. China visas are now available on ..... When **international companies** siphon off local resources. ... www.scribd.com › Books › Travel - Cached - Similar

[\[PDF\] Sharing Growth and Prosperity: Strategy and Action Plan for the ...](#)

File Format: PDF/Adobe Acrobat

by SE CORRIDOR

MTCO has prepared a tourism **marketing** and promotion plan the includes development of the **Explore Mekong** website, preparation of promotional materials, ... www.adb.org/documents/strategy/gms/sec/gms-action-plan-south.pdf

[Issues Dashboard : Environment](#)

... 1 Launch Capabilities To European **Market** (Redorbit.com) - il y a 23 minutes .... **Rattan companies** from the Mekong **explore** global **market** - il y a 2 jours ... www.netvibes.com/environmentdashboard - Similar

[Ikea Supply Chain Information | Supply Chain Sourcing](#)

**Rattan companies** from the Mekong **explore** global **market** ... Peter Hogsted, formerly of Ikea, now runs Kingfisher's **international** division. ... The momentum suddenly demand and **greater** awareness among buyers of products and quality ... www.supplychainsourcing.net/ikea-Supply-Chain - Cached



Previous

1 2 3 4 5 6 7 8 9 10 11

Next



Greater Mekong rattan companies explore international market

Search

About 49,100 results (0.07 seconds)

Advanced search

Everything  
More

The web  
Pages from Laos  
More search tools

**WWF - Rattan companies from the Mekong explore global market** ☆  
7 Sep 2010 ... **Rattan companies** from the **Mekong explore global market** ... **Rattan** products, in the WWF booth, from **Greater Mekong** region displayed at the ...  
wwf.panda.org/wwf\_news/news/?uNewsID=194839 - Cached

**Science Centric | News | Rattan companies from the Mekong explore ...** ☆  
8 Sep 2010 ... **Rattan companies** from the **Mekong explore global market** ... Conservation Society found that jack rabbits living in the **Greater Yellowstone**... ... The **Spoga International Trade Fair** for Sport, Camping and Garden Lifestyle, ...  
www.sciencecentric.com/.../10090858-rattan-companies-from-the-mekong-explore-global-market.html - Cached

**WWF - Environmental News** ☆  
3 Sep 2010 ... **Rattan companies** from the **Mekong explore global market** ... and Vietnam are participating in the **Spoga International** trade fair in Germany to ...  
www.panda.org/wwf\_news/news/ - Cached

**Headlines - VientianeTimes.com -- The Gateway to Democracy!** ☆  
**Rattan companies** from the **Mekong explore global market** (SC) ... in Vientiane have urged relatives of those with dengue fever to take **greater** steps to avoid being .... The **International Finance Corporation** (IFC) has agreed to provide a ...  
www.vientianetimes.com/Headlines.html - Cached - Similar

**Cambodia News: Cambodia Market** - [46] [32] [17] [13] [11] [10] [9] [8] [7] [6] [5] [4] [3] [2] [1] ☆  
Business Monitor **International's** Cambodia Power Report provides industry ... among the **Mekong** countries as part of an objective to achieve **greater** connectivity ... **Rattan companies** from the **Mekong explore global market** - Science Centric ...  
www.cambodia.org/news/?nsear=Cambodia+Market - Cached - Similar

**ClubGreen - ClubGreen - Share Your Ideas to Save the Nature** ☆  
**Rattan companies** from the **Mekong explore global market** - **Rattan** products, in the WWF booth, from **Greater Mekong** region displayed at the Spoga .... "So it is essential to put this issue on the **international agenda**", asserted Trujillo. ...  
clubgreen.ning.com/ - Cached

**planeta - Laos** ☆  
**Rattan companies** from the **Mekong explore global market** - Science Centric · President embarks on a two-nation visit tomorrow - Daily News & Analysis ...  
planeta.wikispaces.com/Laos - Cached

**Laos: Geography & Climate | Responsible Tourism Guide to the Mekong** ☆  
**Rattan companies** from the **Mekong explore global market** - WWF **International** · Whale Wars Captain Paul Watson on Greenpeace, Whale Meat, and Why Protestors . ...  
exploremekong.org/.../Laos/.../laos-geography-climate.html - Cached - Similar

**Internet NetNews** ☆  
**Rattan companies** from the **Mekong explore global market** [ 7-Sep-10 1:00am ]. **Rattan** products, in the WWF booth, from **Greater Mekong** region displayed at the Spoga ... The **Spoga International Trade Fair** for Sport, Camping and Garden ...  
www.academy.com/module.php?mod=extprofile&all=2... - Cached

**Open Planet Ideas - Our Blog** ☆  
7 Sep 2010 ... **Rattan companies** from the **Mekong explore global market** · **Rattan** products, in the WWF booth, from **Greater Mekong** region displayed at the Spoga .... WWF believes our **international** presence in more than 100 countries, ...  
www.openplanetideas.com/sony/our\_blog - Cached



1 2 3 4 5 6 7 8 9 10 Next



## Press coverage for the release on sustainable designs for rattan product of Cambodia

- Launch event: 26 November 2010, Baytong restaurant, Phnom Penh with participation from representatives of relevant government agencies, companies, NGOs, press, banks
- Press release: 25 November 2010 to the WWF-Cambodia's list of top 10 press

### The news received country-wide coverage by 8 of our top 10 press:

1. Kampuchea Thmei newspaper
2. Nokor Wat newspaper, radio (two times, copies were recorded) and website
3. National Radio of Kampuchea (three times, copies were recorded)
4. Deum Ampil daily web news
5. Radio France international (RFI) Khmer edition via its own frequency 92FM broadcasted from Paris station and the most popular local 102FM, as well as its website. Copies were recorded.
6. Koh Santepheap website
7. Raksmei Kampuchea website
8. TVK, national TV (WWF's Press Officer has a copy of the already broadcasted news)

With the above publicities, the message WWF wanted to promote were covered: Cambodian rattan producers commit to sustainable high-end product design contributing to establishment of a sustainable production and supply system, while meeting the quality standards and requirements (and trend) of European markets. The current press coverage also support promotion of the works WWF's rattan project is implementing: engaging rattan SME in sustainable and environmentally-friendly processing techniques and designs, establishing links with European and international markets for rattan products of Cambodia, as well as resources management and livelihoods improvement at the community level.

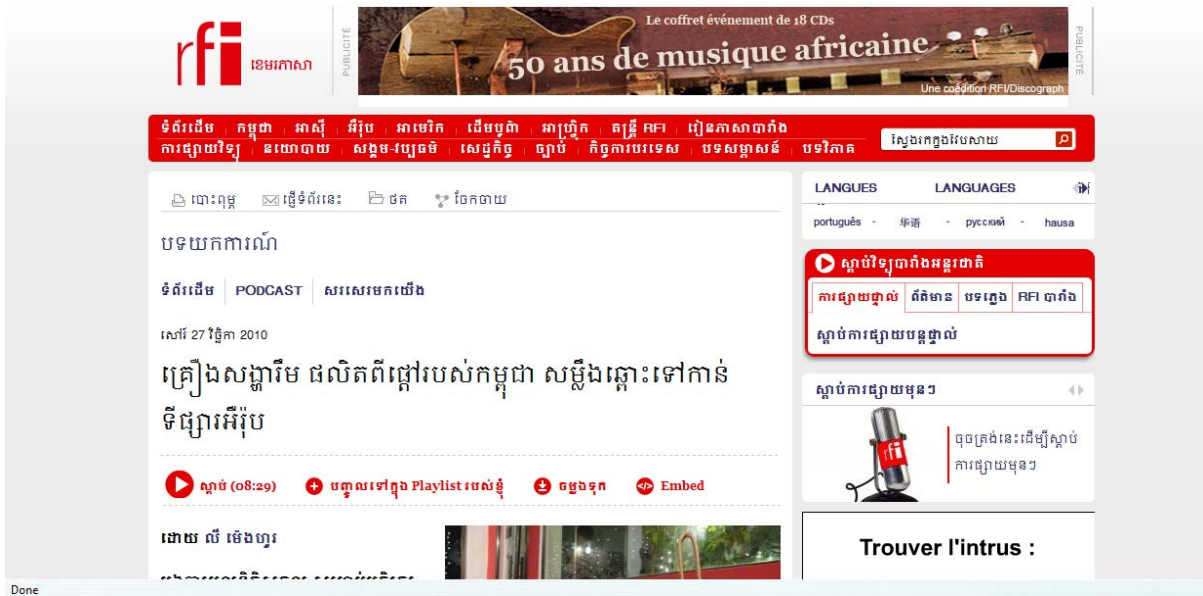
Below are the snap-shots of the coverage.

\*It is also important to note that other than the coverage by the WWF-Cambodia's top press, many other Phnom Penh based daily and weekly newspaper; radio and web-news sites published or will publish this news as well.

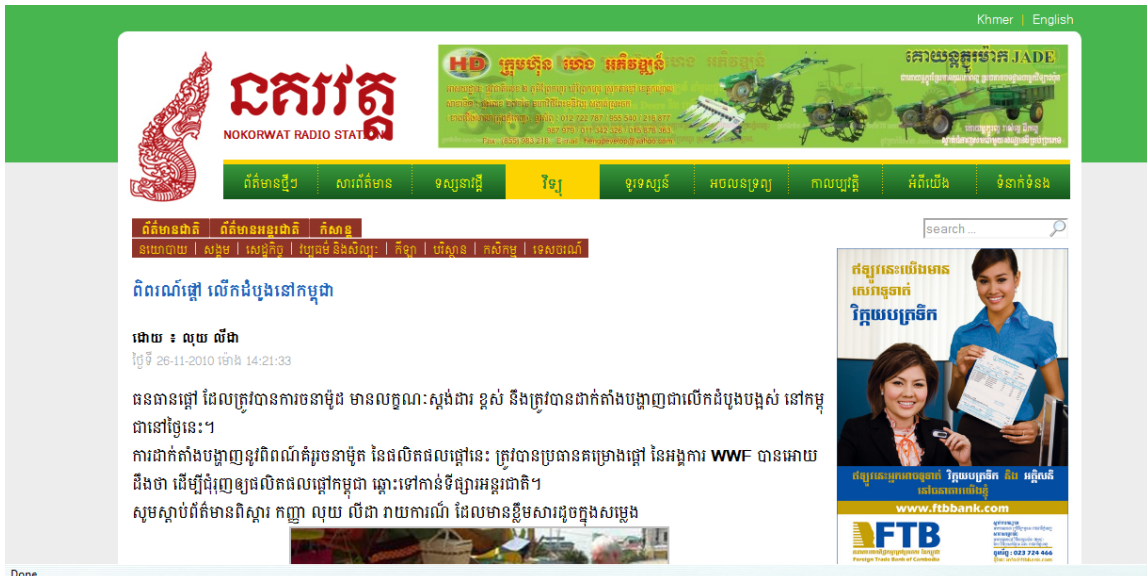
\*It is very difficult to get hold of exact calculations, but here are some rough estimates of web-news popularity, by **average of visits per day**:

- |                      |                     |
|----------------------|---------------------|
| 1. Kampuchea Thmei:  | 5,000 visits        |
| 2. Deum Ampil:       | 5,000 visits        |
| 3. Nokorwat:         | 10,000 visits       |
| 4. Koh Santepheap:   | no available source |
| 5. Raksmei Kampuchea | no available source |
| 6. RFI-Khmer         | no available source |

The number of visitors represents those who can understand Khmer from across the globe.



<http://www.khmer.rfi.fr/Rattan%20vision%20europ%20market>



<http://www.nokorwatcenter.com/detailnews.php?newsid=3502&mnu=4>



កើតជំនឿនៅក្នុងបច្ចុប្បន្ន មន្ត្រីយើងមិនបោះបង់ប្រាក់ចំណូលឡើយ

ថ្ងៃ ព្រហស្បតិ៍ ទី ២ ខែ ធ្នូ ឆ្នាំ ២០១០

សរសេរពាក្យដែលត្រូវស្វែងរក **ស្វែងរក**

**ការសង្ខេបភាព**  
KOH SANTEPHEAP DAILY

ទំព័រមុខ **ព័ត៌មានជាតិ** ព័ត៌មានអន្តរជាតិ ព័ត៌មានកីឡា សិល្បៈនិងវប្បធម៌ ស្រាវជ្រាវ សេវាកម្ម

បរិយាយថ្ងៃនេះ នយោបាយ ព្រឹត្តិការណ៍សង្គម សន្តិសុខសង្គម ព័ត៌មានសេដ្ឋកិច្ច បរិស្ថាន កសិកម្ម ចរាចរណ៍

CAMBODIA'S PREMIUM INTERNET PROVIDER **EZECOM**

**ការរចនាម៉ូដធានាលក្ខណៈស្តង់ដារខ្ពស់ដែលគាំទ្រដល់ផលិតកម្មឆ្នើម**

ដោយ : កោះឯករាជ្យ

ថ្ងៃ សុក្រ ទី ២៦ ខែ វិច្ឆិកា ឆ្នាំ ២០១០

កងធានីភ្នំពេញ ថ្ងៃទី២៦ វិច្ឆិកា ឆ្នាំ២០១០ ៖ ថ្ងៃនេះសមាគមថ្កោកម្ពុជា គំរោងផ្តោតនៃអង្គការ WWF ព្រមទាំងស្ថាប័ន កងរដ្ឋាភិបាលជាដៃគូមានរដ្ឋបាលព្រៃឈើ (ក្រសួងកសិកម្ម រុក្ខាប្រមាញ់ និងនេសាទ) នាយកដ្ឋានរដ្ឋបាល ការពារ និង អភិរក្សធម្មជាតិ (ក្រសួងបរិស្ថាន) និងនាយកដ្ឋានជំរុញការនាំចេញ (ក្រសួងពាណិជ្ជកម្ម) មានមោទនភាពដាក់បង្ហាញនូវ ព័ត៌មានស្តីពីការរចនាម៉ូដធានាលក្ខណៈស្តង់ដារខ្ពស់នៅកម្ពុជា ។ គំនិត និងគំរូនៃការរចនាម៉ូដធានាលក្ខណៈស្តង់ដារខ្ពស់នេះ ជាសម្រាប់ចេញពីកិច្ចសហការរួមគ្នារវាងសិប្បករនៃសមាគមថ្កោកម្ពុជា និងអ្នកជំនាញផ្នែករចនាម៉ូដធានាលក្ខណៈ WWF ។ ផ្តោតនៅក្នុងប្រទេសកម្ពុជា កំពុងរងការគំរាមកំហែងដោយការដកហូតហួសកំរិតដែលជាការធ្វើឱ្យធនធានឆ្នើម ។

**ព័ត៌មានថ្មីៗ**

- រោងអន្តរសេនាធីនៃទីបញ្ជាការកងរាជអាវុធប្រលើផ្ទៃប្រទេសត្រូវអគ្គិសីទធានាថាមានសុវត្ថិភាព

<http://kohsantepheapdaily.com.kh/article/20101126-034156.html>

**CEN**  
CAMBODIA EXPRESS NEWS

ថ្ងៃ ព្រហស្បតិ៍ ទី ២ ខែ ធ្នូ ឆ្នាំ ២០១០

Help About Feedback Contact us Forum Advertise Member Links

ប្រចាំថ្ងៃ នយោបាយ សេដ្ឋកិច្ច អន្តរជាតិសង្គម បច្ចេកវិទ្យា កីឡា/សិល្បៈ អប់រំ/សុខភាព ព្រឹត្តិការណ៍ វប្បធម៌-វប្បធម៌ ជំនឿ/សុខុមាលភាព សង្គម បរិស្ថាន

**សេដ្ឋកិច្ច**

**សិប្បករកែច្នៃផ្តោតនៅកម្ពុជា បង្ហាញគំរូរចនាម៉ូដធានាលក្ខណៈស្តង់ដារខ្ពស់ជាលើកដំបូង**

អ៊ីម៉ែល ចោះពុម្ព មើលរូបភាព **Tweet** **Share** **Like** **Share**

ដោយ : សេរី (ថ្ងៃទី 24 វិច្ឆិកា 2010)

ភ្នំពេញ- អង្គការមូលនិធិសត្វព្រៃពិភពលោកបានអះអាងថា សិប្បករផលិតផ្តោតខ្ពស់ កន្លែងនៅ កម្ពុជានឹងរៀបចំធ្វើពិធី បង្ហាញ រចនាម៉ូដធានាលក្ខណៈស្តង់ដារខ្ពស់ នៅទូទាំងប្រទេស។

យោងទៅតាមសេចក្តីប្រកាសកំណត់មានមួយរបស់មូលនិធិសត្វព្រៃពិភពលោកបានឱ្យដឹងកាលពីពេលថ្មីៗកន្លងទៅនេះថា នេះ គឺជាការរចនាម៉ូដធានាលក្ខណៈស្តង់ដារខ្ពស់ ជាលើកដំបូងដែលបានរៀបចំឡើង នៅក្នុងប្រទេសកម្ពុជា នៅក្នុងគោលបំណង ជំរុញការនាំចេញ ផលិតផលកែច្នៃនេះ ទៅកាន់ទីផ្សារ ទៅ អឺរ៉ុប និង ទៅទីផ្សារអន្តរជាតិ ។

ប្រកបបានបញ្ជាក់ថា រចនាម៉ូដធានាលក្ខណៈស្តង់ដារខ្ពស់ ហើយគោរពនិរន្តរភាពរុក្ខជាតិផ្តោតនៅកម្ពុជា ជាតម្លៃស្នូល

**សេវាវិបាក**  
តែមួយគត់នៅកម្ពុជាជាមួយការ គ្រប់គ្រងទិន្នន័យទិន្នន័យ៣០០០ប្រមូល

**Real Es**

**គំរូរចនាម៉ូដធានាលក្ខណៈស្តង់ដារខ្ពស់**  
OUR ECOTOURISM SITE

Done



**នគរវត្ត**  
NOKORWAT NEWS DAILY

**នស្សនា គេប**  
តាមដានព័ត៌មាន  
នយោបាយ សង្គម  
វប្បធម៌និងសិល្បៈ  
កសិកម្ម និង  
[www.nokorw](http://www.nokorw)

១ លេខ ១១១ ថ្ងៃ សៅរ៍ ទី ២៧ ខែ វិច្ឆិកា ឆ្នាំ ២០១០ ត្រូវបានផ្សព្វផ្សាយ ៦ ពោធិ៍ ខែ តុលា ឆ្នាំ ១៧៧៧ គ.ស. ២៥៥២ ខ្មែរស័ក្តិ (៨៥៥) ២២៣-៩៩៩-១១១ ខ្មែរស្វាយលេខ (៨៥៥)

**ការចតាមដានលក្ខណៈស្តង់ដារខ្ពស់ដែលគាំទ្រដល់ផលិតកម្មនិងការគ្រប់គ្រងធនធានឆ្នាំប្រកបដោយនិរន្តរភាព**

ក្នុងរយៈពេល ២០១០ សមាគមរដ្ឋាកម្ពុជាគម្រោងដោះស្រាយការ WWF ព្រមទាំងសាប៊ីន

**កម្ពុជាថ្មី**  
KAMPUCHEA THMEY DAILY

ការបោះពុម្ពផ្សាយទំនេរ Tel: 023 662 41 41 Fax: 023 72 66 17 Web: [www.kampucheamthmey.com](http://www.kampucheamthmey.com)  
ឆ្នាំទី ៩ លេខ ២៤១៤ ថ្ងៃ ពុធ ទី ២៨ ខែ វិច្ឆិកា ឆ្នាំ ២០១០

**ឧស្សាហកម្មឆ្នាំផ្តល់ការលើកទឹកចិត្តផ្នែកហិរញ្ញវត្ថុនិងលើកកម្ពស់ការចិញ្ចឹមជីវិតរបស់ពលរដ្ឋ**



for a living planet®

Summary of Press Coverage

Wednesday, Dec 01st    Last update: 01:40:32 PM GMT    English Version    Contact Advertise: 012 571704 Fax: 023 217242 email: lim.cheavutha@gmail.com

**គេហទំព័រ ដើមអមីល**    **ក្នុងអាណាចក្រ ៗ ដ៏សម្បូរបែប ជាមួយប្រព័ន្ធដីជម្រកសត្វកំណត់**

[ព័ត៌មានថ្មីៗបំផុត](#)   
 [ព័ត៌មានក្នុងស្រុក](#)   
 [ព័ត៌មានអន្តរជាតិ](#)   
 [សេដ្ឋកិច្ច-បច្ចេកវិទ្យា](#)   
 [Safe Home](#)   
 [Khmer Food](#)   
 [Free Call From Website](#)   
 [ONLINE](#)

**ការពារទ្រព្យសម្បត្តិក្នុងផ្ទះរបស់អ្នក**

**ផ្ដោតកម្ពុជា ត្រូវបានពេញលេញ ពីតំបន់បូមបង្គស់ នៅកម្ពុជា**

Friday, 26 November 2010 13:05 **ឈរ: វិទ្យុកា**

**ភ្នំពេញ** : នៅថ្ងៃសុក្រ ទី២៦ វិទ្យុកម្ពុជា សមាគមផ្ដោតកម្ពុជា គម្រោងផ្ដោតនៃអង្គការ WWF ព្រមទាំងស្ថាប័នមួយចំនួនទៀតបានដាក់បង្ហាញនូវ ព័ត៌មានស្ដីអំពីផលិតផល ផ្ដោតបូមបង្គស់នៅកម្ពុជា។

គំនិត និងគំនូរនៃការអនុវត្តផលិតផលនេះដាក់បង្ហាញទៅលើទូរទស្សន៍ ជាសមិទ្ធិផលចេញពីកិច្ចសហការលើក្រុមការងារសិបករមកជា សិបករនៃសមាគមផ្ដោតកម្ពុជា និងអមការងារនៃអង្គការ WWF ។ ទៅទៀតរបស់ទូរទស្សន៍

[Phnom Penh](#) [www.TripAdvisor.com](#)  
 Find Hotels, Compare Rates, Read Reviews & More. Try TripAdvisor!

[Free Downloadable Movies](#) [www.WorldsLastChan](#)  
 Download The Most Viewed End Time Bible Prophecy Videos Online Today!

[Stvlsh Siem Reap Hotel](#) [www.theveroarden.info](#)

[http://www.dap-news.com/index.php?option=com\\_content&view=article&id=15374:eptakmtuca-rtuvanekbibn-bikmrudmbugbgy-s-enakmtuca&catid=1:local-news&Itemid=50](http://www.dap-news.com/index.php?option=com_content&view=article&id=15374:eptakmtuca-rtuvanekbibn-bikmrudmbugbgy-s-enakmtuca&catid=1:local-news&Itemid=50)

Khmer | English

**នគរវត្ត**  
NOKORWAT NEWS DAILY

**ក្រុមហ៊ុន ហេង អតិថិជន**  
ក្រុមហ៊ុន ហេង អតិថិជន កំពុងផ្តល់ជូន ទៅអ្នកប្រើប្រាស់ John Deere និង ប្រព័ន្ធបង្ហូរទឹកស្រែ

[ព័ត៌មានថ្មីៗ](#)   
 [សារព័ត៌មាន](#)   
 [ទស្សនាវដ្តី](#)   
 [វិទ្យុ](#)   
 [ខ្សែទស្សន៍](#)   
 [អចលនទ្រព្យ](#)   
 [កាលប្បវត្តិ](#)   
 [អំពីយើង](#)   
 [ទំនាក់ទំនង](#)

[ព័ត៌មានថ្មីៗ](#)   
 [ព័ត៌មានអន្តរជាតិ](#)   
 [វិចារណភាព](#)   
 [ឯកសារស្រាវជ្រាវ](#)   
 [ហោរាសាស្ត្រ](#)   
 [ភ័ស្តុភារ](#)

[សារព័ត៌មាន](#)   
 [សុខភាព](#)   
 [សេដ្ឋកិច្ច](#)   
 [សន្តិសុខ](#)   
 [វប្បធម៌និងសិល្បៈ](#)   
 [កីឡា](#)   
 [អប់រំ](#)   
 [យុវជន](#)   
 [គំនិត](#)   
 [ទេសចរណ៍](#)

**ការបោះឆ្នោតសម្រាប់ស្តង់ដារខ្ពស់ ដែលគាំទ្រដល់ផលិតកម្ម និងការគ្រប់គ្រងធនធានផ្ដៅប្រកបដោយនិរន្តរភាព**

**ដោយ : សារព័ត៌មាននគរវត្ត**  
ថ្ងៃទី 27-11-2010 ម៉ោង 13:58:23

**ភ្នំពេញ** : កាលពីថ្ងៃទី២៦ ខែវិច្ឆិកា ឆ្នាំ២០១០ សមាគមផ្ដោតកម្ពុជាគម្រោងនៃអង្គការ WWF ព្រមទាំងស្ថាប័ន រាជរដ្ឋាភិបាលជាដៃគូបានផ្ដោតលើក្រុមហ៊ុន (ក្រុមហ៊ុនកសិកម្មប្រមាញ់ និងនេសាទ ) និងនាយកដ្ឋានរដ្ឋបាលការពារ និងអភិរក្សធម្មជាតិ (ក្រសួង បរិស្ថាន ) និងនាយកដ្ឋានជម្រកការនាំចេញ (ក្រសួងពាណិជ្ជកម្ម ) មានទោទនភាពដាក់បង្ហាញនូវព័ត៌មានស្ដីអំពីផលិតផលផ្ដោតបូមបង្គស់ នៅកម្ពុជា។ គំនិត និងគំនូរនៃការបោះឆ្នោតដែលគេបានដាក់បង្ហាញទៅលើទូរទស្សន៍ ជាសមិទ្ធិផលចេញពីកិច្ចសហការប្រមាញ់រវាងស្ថាប័ន នៃសមាគមផ្ដោតកម្ពុជា និងអង្គការ WWF ។

ផ្ដោតកម្ពុជាប្រទេសកម្ពុជាកំពុងដាក់បង្ហាញផលិតផលដោយការដកហូតបុគ្គល កម្រិតដែលជាកត្តាធ្វើឱ្យធនធានផ្ដៅប្រកបដោយនិរន្តរភាព និងទំនាក់ទំនងផ្ទាល់ធនធាន

**ទីផ្សារអគ្គិសនី DENKI**  
 Air-Conditioner  
 ម៉ាស៊ីនបង្ហាញប្រសិទ្ធភាពខ្ពស់បំផុត  
 ionizer (អ៊ុយអិច) ថ្លៃចាប់ពី \$200+  
 ទូរទស្សន៍តាមទូរទស្សន៍

**LION**  
 ម៉ាស៊ីនបង្ហាញប្រសិទ្ធភាពខ្ពស់បំផុត

<http://www.nokorwatcenter.com/detailnews.php?newsid=3579&mnu=2&cid=4>



Ms Malaithip Singsahanath (third left) poses with runners-up and last year's Miss Laos Phailinda Philavan (fourth left).

## Triumph and tears...

FROM PAGE 1

7.5g of gold, and a gold silk sash worth 1.5 million kip.

In joint fourth place were Miss Vinida Phanthavong, 18, and Chindavone Siritham, both from Vientiane, who each received 10 million kip, 7.5g of gold, and a gold silk sash worth 1.5 million kip.

Miss Viyada Pathilath took the Miss Photogenic and Miss Healthy votes, winning 5 million kip for each.

Ms Dalai Sichanthavong won the Miss Friendship vote and Ms Seng-Aloun Thongmanila was voted Miss Popular, each receiving 5 million kip.

Five other finalists also received scholarships to study for a master's degree at Comcenter College, along with gift vouchers from various shops and the Don Chan Palace hotel.

The 24 finalists were selected from more than 400 participants from around the country during earlier selection rounds that took place from September 13 to 26.

The evening was enlivened by several cultural performances by the National Performance Troupe and folk and contemporary songs performed by well-known artists.

As Miss Laos 2010, Ms Malaithip will be considered a representative of Laos, and will act as an ambassador for Lao culture and traditions, both locally and internationally.

"This is the largest beauty contest to be held in Laos and the first the government has been involved in," said Director General of the Information and Culture Ministry's Mass Culture Department, Mr Sipheng Vongpanya.

Mr Sipheng, who is a member of the event organising committee, said the contest aims to promote Lao culture, lifestyle and customs, particularly women's traditional dress, and to raise awareness of the country's unique culture amongst young people. He believes the event will encourage the younger generation to love their

country, and contribute to efforts to conserve and promote its culture.

He said the contest is also an opportunity to develop active cultural exchange among Asean countries, through the participation of Lao women as cultural ambassadors.

The event is key to promoting women's beauty, courtesy, patience, bravery and creative contributions to development, both among the Lao public and internationally.

The Miss Laos contest was first held in 2009, organised by the Ministry of Information and Culture in cooperation with K&C Group. The forerunner of the contest was the Miss Apone Lao beauty pageant, which was first held in 2006.

Last year, Ms Phailinda Philavanh, then aged 19, won the crown.

The contest will be held annually until 2014, with the aim of revealing Laos' most beautiful and congenial women.

## SNAPSHOTS



Two women in Koutsambath village, Xaythany district, Vientiane, use carts to transport wood they found in a nearby forest for use as cooking fuel. --Phetsamone Chandala



Children at Phonxaysomboun School in Xaysathan village, Sisattanak district, Vientiane, enjoy spending time on playground equipment during a break from classes.

## WWF helps Lao rattan products access EU markets

### Times Reporters

Makers of rattan products have higher hopes of accessing Western markets, thanks to a new scheme that is helping them redesign their wares to suit overseas tastes.

Worldwide Fund for Nature (WWF) has engaged a designer from Lund University in Sweden - one of the top three design universities in the world - to help Lao rattan producers create items that will appeal to today's buyers.

Working together since June, rattan entrepreneurs and designers engaged in WWF's activities have developed more than 30 product designs.

They have assembled an attractive range of furniture, baskets and accessories, hoping their innovative designs will not only penetrate European markets but also national and regional markets, a press release from the WWF said.

"We learned from the designers how to select and use good quality rattan, to make use of waste material and to develop innovative designs based on clients' needs," said Marketing Manager of the Chaemchanh Rattan Company in Vientiane, Ms Thippaphone Insiengmay.

"What the designer has left here for us is ways to create new items with confidence, so that we

can later improve and develop attractive new designs that meet our clients' requirements," said the owner of Danlao Factory, Mr Xaykham Phetmanyong, which is located in Vientiane province.

Through this collaboration, Mr Xaykham expects to have more purchase orders from Western retailers.

In September he attended the three-day international trade fair 'Spoga International Trade Fair for Sport, Camping and Garden Lifestyle' held in Cologne, Germany, with the support of WWF.

Here he learnt that 50 or 60 percent of his product designs needed to be adjusted and improved to suit EU customers' styles.

"I found out that we needed to make things bigger and use more classic colours if we are to attract more EU customers," he told the Vientiane Times.

Mr Xaykham also learnt that Lao rattan products have high potential to make a strong impact on Western markets because they are made from raw materials harvested in a sustainable way, which appeals to the sentiments of European customers.

The university designer Ms Therese Broberg said she hoped the Lao rattan companies engaged in WWF's activities would be able to improve

and develop new designs for the European market by themselves, to fully benefit from the country's potential.

"The rattan industry in Laos is not that big yet in terms of revenue, but this country has vast natural resources and therefore a very big potential for sustainable rattan industry growth," she said.

Under the WWF programme, Ms Broberg has worked in the region since June and will complete her mission in December, having improved rattan product designs and helped local businesses to develop sustainable, clean and innovative products.

Laos exports rattan products to neighbouring countries, mostly Thailand and Vietnam, and also takes some orders from Japan and France.

The WWF is working with National Chamber of Commerce and Industry, National Agriculture and Forestry Research Institute, local authorities, entrepreneurs and communities on sustainable rattan management in Borikhamxay, Vientiane, and Xekong provinces. The project to establish sustainable rattan production in Laos is co-funded by the European Union, an international home-products retailer, and the German development finance institution.



The wing of an American aircraft shot down in the Indochina war remains on view at Phanob temple in Khammuan province's Boualapha district. The villagers keep it as a reminder of the war, in which thousands of Lao people lost their lives.

## WWF helps Lao rattan products access EU markets

### Lao Airlines Booking

Online Lao Airlines Flights Confirm within 24 Hours!

[Laos-Airtickets.com](http://Laos-Airtickets.com)



Ads by Google

Makers of rattan products have higher hopes of accessing Western markets, thanks to a new scheme that is helping them redesign their wares to suit overseas tastes.

Worldwide Fund for Nature (WWF) has engaged a designer from Lund University in Sweden – one of the top three design universities in the world – to help Lao rattan producers create items that will appeal to today's buyers.

Working together since June, rattan entrepreneurs and designers engaged in WWF's activities have developed more than 30 product designs.

They have assembled an attractive range of furniture, baskets and accessories, hoping their innovative designs will not only penetrate European markets but also national and regional markets, a press release from the WWF said.

"We learned from the designers how to select and use good quality rattan, to make use of waste material and to develop innovative designs based on clients' needs," said Marketing Manager of the Chaemchanh Rattan Company in Vientiane, Ms Thippaphone Insixiengmay.

"What the designer has left here for us is ways to create new items with confidence, so that we can later improve and develop attractive new designs that meet our clients' requirements," said the owner of Danlao Factory, Mr Xaykham Phetmanyong, which is located in Vientiane province.

Through this collaboration, Mr Xaykham expects to have more purchase orders from Western retailers.

In September he attended the three-day international trade fair 'Spoga International Trade Fair for Sport, Camping and Garden Lifestyle' held in Cologne, Germany, with the support of WWF.

Here he learnt that 50 or 60 percent of his product designs needed to be adjusted and improved to suit EU customers' styles.

"I found out that we needed to make things bigger and use more classic colours if we are to attract more EU customers," he told the Vientiane Times.

Mr Xaykham also learnt that Lao rattan products have high potential to make a strong impact on Western markets because they are made from raw materials harvested in a sustainable way, which appeals to the sentiments of European customers.

The university designer Ms Therese Broberg said she hoped the Lao rattan companies engaged in WWF's activities would be able to improve and develop new designs for the European market by themselves, to fully benefit from the country's potential.

"The rattan industry in Laos is not that big yet in terms of revenue, but this country has vast natural resources and therefore a very big potential for sustainable rattan industry growth," she said.

Under the WWF pro-gramme, Ms Broberg has worked in the region since June and will complete her mission in December, having improved rattan product designs and helped local businesses to develop sustainable, clean and innovative products.

Laos exports rattan products to neighbouring countries, mostly Thailand and Vietnam, and also takes some orders from Japan and France.

The WWF is working with National Chamber of Commerce and Industry, National Agriculture and Forestry Research Institute, local authorities, entrepreneurs and communities on sustainable rattan management in Borikhamxay, Vientiane, and Xekong provinces. The project to establish sustainable rattan production in Laos is co-funded by the European Union, an international home-products retailer, and the German development finance institution.

### POPULAR POSTS

- Luang Prabang is a member of EATOF
- Amy Chanthaphavong is Miss Asian America 2009
- Lao Wedding Dress
- The Fight to Preserve Lao Traditional Dress
- The Dutch and Lao must be related
- PM back from World Economic Forum on East Asia
- Ant Eggs Soup
- America's secret plan to Nuke Laos
- Mahason Issue 97 Cover Girl
- Mahason Issue 89 Cover Girl

**World's Last Chance**  
Prepare to Meet Your God

[Download Free Now](#)

[www.WorldsLastChance.com](http://www.WorldsLastChance.com)

### TAG CLOUD

25th SEA GAMES Alexandra  
Bounxouei ASEAN Boun Pee Mai Boun Suang Heur  
Boun That Luang Cee Siwat green papaya salad  
Healthcare in Laos KPL Lao  
News Agency Lao Economic Development  
Lao education Lao farmers Lao festival  
Lao Food Lao Football Lao foreign investment Lao  
Hydropower lao music Lao National Assembly Lao  
National Television Lao New Year Lao poverty  
reduction program Lao rice Lao road Laos and China  
relations Laos and Vietnam relations Lao school  
Lao SEA Games Laos foreign  
relations Lao Star Channel Laos tourism  
Lao temple Lao TV Luang Prabang Pakse Ray Rai  
Louk Sao Pa Sea Games 2009 That Luang  
Festival Typhoon Ketsana UXO Lao Vientiane  
Vientiane Games Vientiane  
Times

### LAO NEWS

- New Laos dam is test case for hydropower projects
- Largest dam heralds 'new era' for Laos
- Thai prime minister in Laos to inaugurate dam, cement relations
- Largest dam heralds 'new era' for poor Laos: ADB
- New Laos dam is test case for hydropower projects
- China, Laos plan high-speed rail link
- Thai prime minister in Laos to inaugurate dam, cement relations
- PM Abhisit leaves for Laos
- Abhisit visits Laos to observe Nam Theun 2 inauguration
- China and Laos to commence work on high-speed rail link in early 2011

### LAO MUSIC

- Weza - Torn Bor Wai
- May on Nao Society

### PHOTO GALLERY



Mahason Issue 99 Cover Girl



Miss Laos 2010 contestants giving alms



Mahason Issue 98 Cover Girl



Mahason Issue 97 Cover Girl



Day 40 Taste of Laos



Mahason Issue 96 Cover Girl

### **1. Policy Development Workshop:**

[http://www.switchasiavn.org/index.php?option=com\\_content&view=section&layout=blog&id=3&Itemid=3&lang=vi](http://www.switchasiavn.org/index.php?option=com_content&view=section&layout=blog&id=3&Itemid=3&lang=vi)

[http://wwf.panda.org/who\\_we\\_are/wwf\\_offices/vietnam/?197437/First-National-Bamboo-and-Rattan-Policy-Development-Conference](http://wwf.panda.org/who_we_are/wwf_offices/vietnam/?197437/First-National-Bamboo-and-Rattan-Policy-Development-Conference)

### **2 Design Workshop:**

[http://wwf.panda.org/who\\_we\\_are/wwf\\_offices/vietnam/?197755/Towards-a-global-accession-for-Vietnamese-rattan-sector](http://wwf.panda.org/who_we_are/wwf_offices/vietnam/?197755/Towards-a-global-accession-for-Vietnamese-rattan-sector)

Hanoi Television broadcasted the news at 11.00 on December 3rd

Digital VCTV interviewed Que Anh and broadcasted on VCTV14 at 16.30 and 21.30 on December 4th

(footage needs to be made).

In the meantime I send you the picture showing the television interview Que Anh

### **3 Workshop on business planning and export marketing for rattan companies in Hue :**

Hue Television interviewed Que Anh and broadcasted the news on 30th October (footage is available at Hanoi Office)



100%  
RECYCLED



**Why we are here.**

To stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature.

[www.panda.org/rattan](http://www.panda.org/rattan)