



ASEAN PRINTING FORUM (ONLINE) MALAYSIA 2020



30.10.2020 (FRI)
9:30am - 2:00pm **LIVE**

“The New Normal”

Leading Through Change. Digital Transformation

COUNTRY REPORT PRESENTATION

THAILAND



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The Selangor & Federal Territory Chinese Printing Presses' Association
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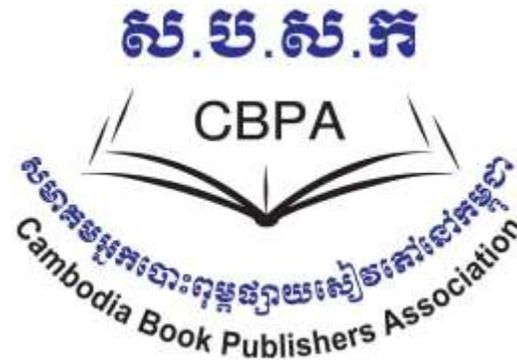


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Country Report: Cambodia



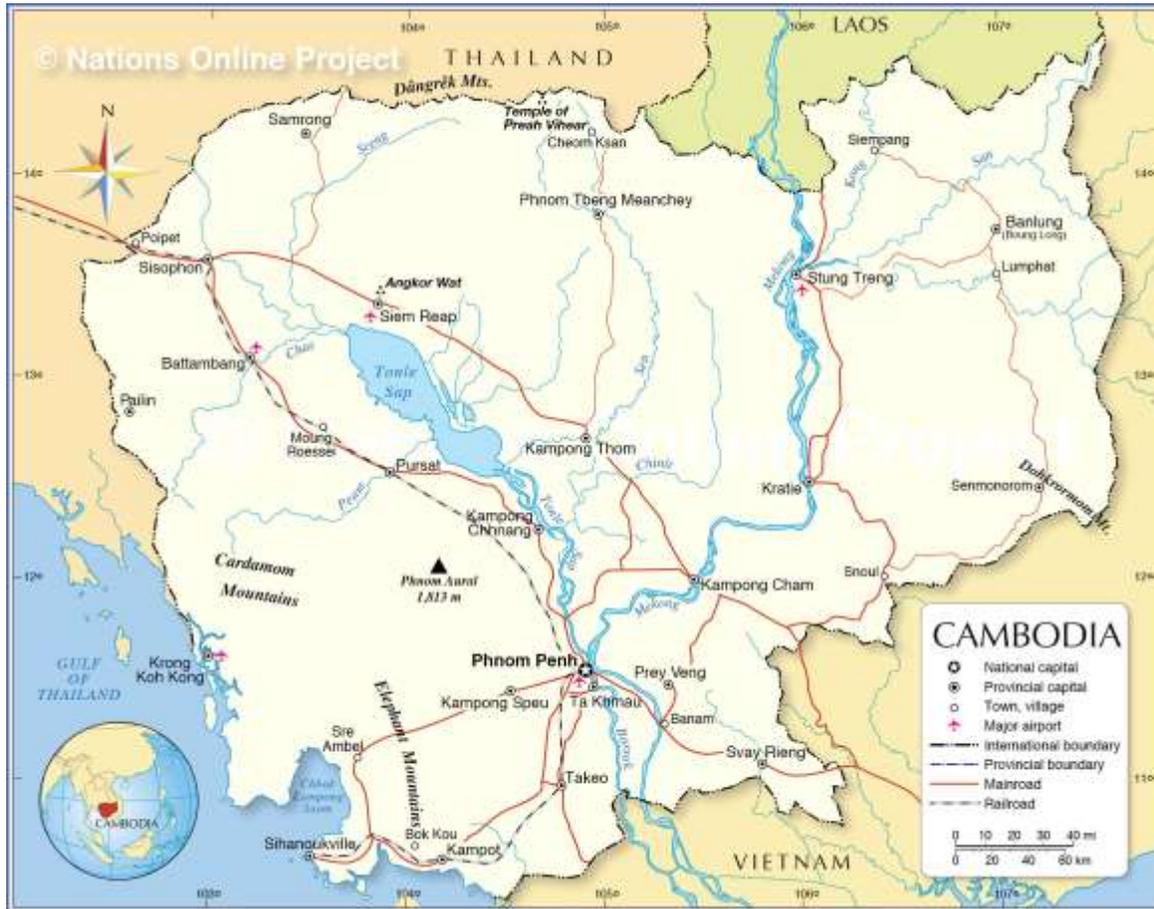
SOK Rithy:

- ❖ President, Cambodia Book Publishers Association
- ❖ Chairman and Director General, Publishing and Distribution House, Ministry of Education, Youth and Sport

Contents:

1. Cambodia overview
2. Cambodia economy outlook
3. Present Printing industry
4. Printing industry trends

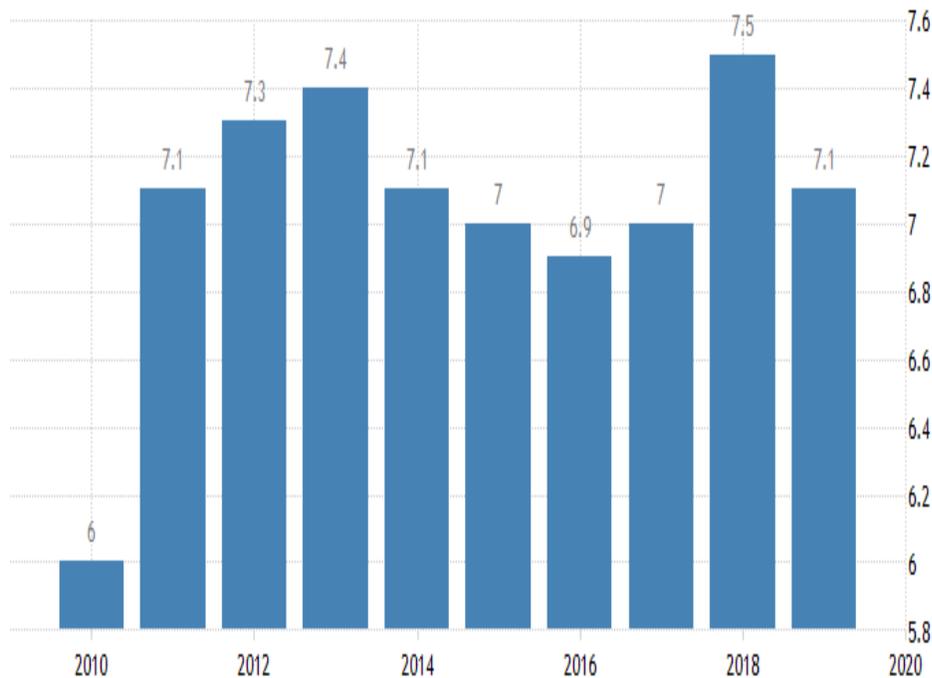
1. Cambodia overviews



- **Location:** South-East Asia, bordering with Vietnam, Lao and Thailand
- **Land areas:** 181,035 Km²
- **Population:** 15.3 Million (2019 Census)
- **Official language:** Khmer

2. Cambodia economy outlook

Annual Economic Growth



SOURCE: TRADINGECONOMICS.COM | NATIONAL INSTITUTE OF STATISTICS OF CAMBODIA

- **GDP:** USD26.7 Billion in 2019, and estimated at USD27.0 Billion in 2020
- **GDP Growth Rate:** 7.1% in 2019, estimated at -2.8% in 2020, and at 6.9% in 2025 (IMF)
- **GDP Per Capita:** USD1,269 in 2019
- **Currency:** Khmer Riel (but USD also commonly accepted)

3. Present printing industry

Bad signs (due to digital technology and Covid-19):

- Demands for printing of newspapers, magazines, leaflets, etc. have dropped down to almost zero.
- Demands for book printing have also decreased.
- Sales of school textbooks in markets (9 months of 2020) decreased 40% compared to last year.
- Not many new book publishing companies established.
- Some printing houses bankrupted and closed.

3. Present printing industry (Cont.)

- Very difficult to have printing technicians or engineers when printing machines are broken.
- Prices of papers, printing materials, and spare-parts for printing machineries have increased.
- Printing skill training and development not feasible.
- Cambodia Book Fair 2020 may not be possibly organized.
- Not yet have printing association.
- Still no any kind of specific assistance from the government.

3. Present printing industry (Cont.)

Good signs:

- Government still continues to purchase annual textbooks for schools – the biggest printing demand in the country.
- Schools have been reopened step by step.
- Paper books are still needed because internet service is still weak and e-books are not yet commonly used.
- Packaging and labeling printing has increased.
- Less competitions because some printing houses closed.

4. Printing industry trends

- Printing business seems not expanded as investing in others like real-estate would be wiser.
- Young generation seems not interested in printing businesses.
- Demands for printing materials such as books and commercial papers decrease as digital ones increase.
- Printing skills or jobs seem not attracting to young generation.
- May not receive any specific support, in short-term, from the government.



Thanks for your attentions!

Wish you all be successful!

Hope to meet you all face to face next year!



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