



## Leverage policy of creative SMEs in Battambang City



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**Battambang Province, Cambodia**

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6. Current Status of SME in BTB City
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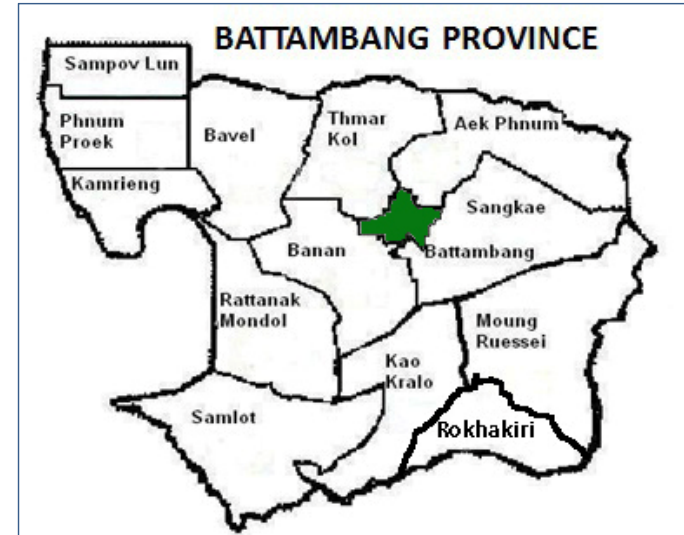
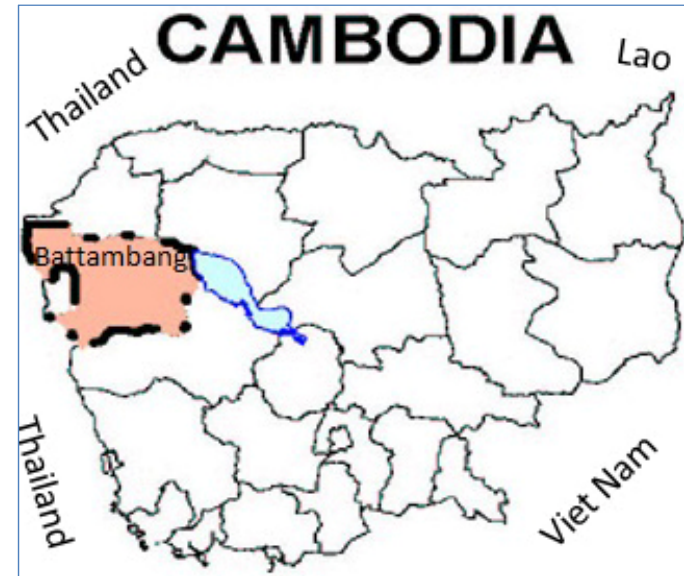
# BATTAMBANG AT A GLANCE



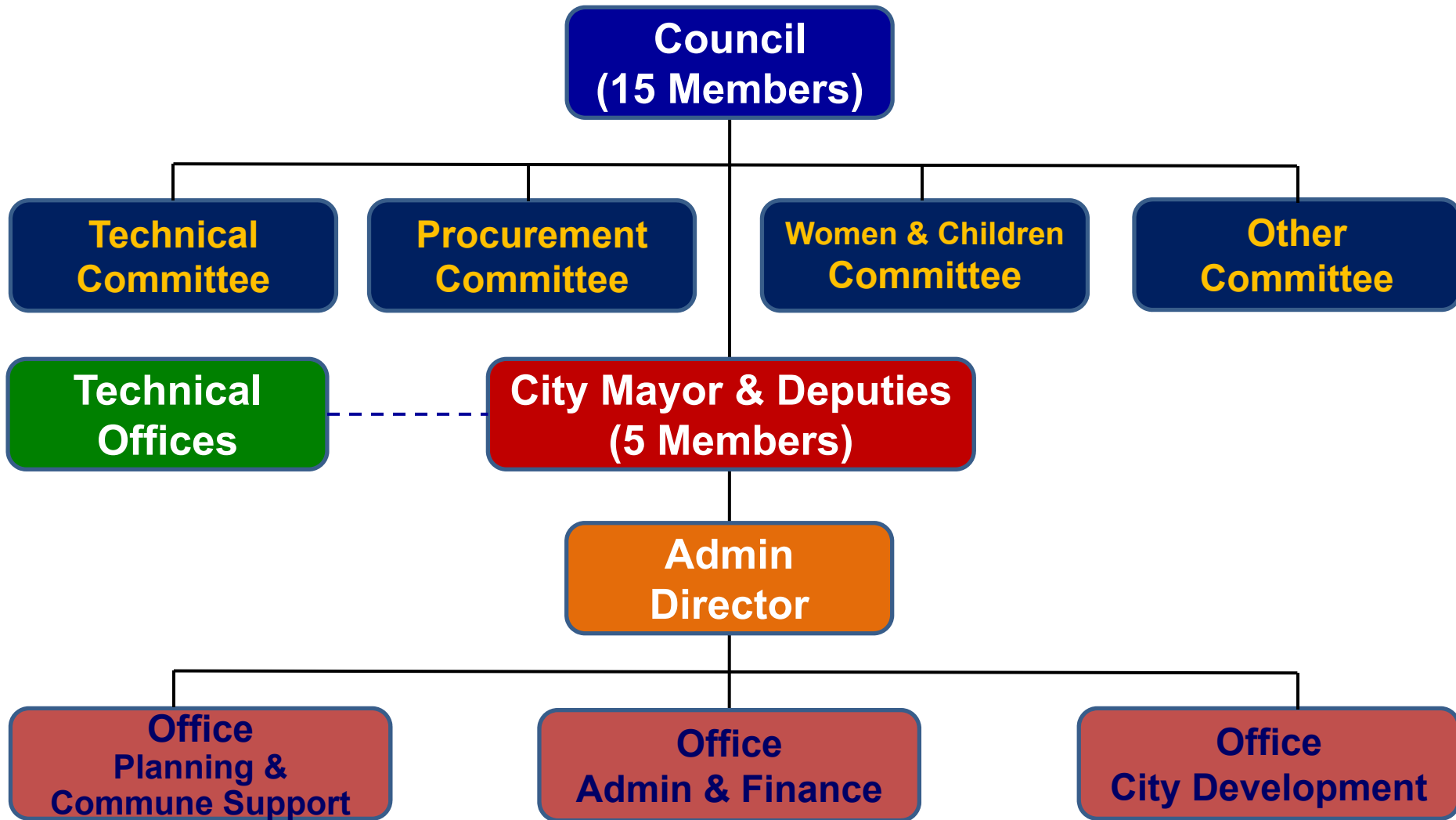
- BTB is in the northwestern part of Cambodia, 291km from Phnom Penh.
- 14 Districts, 102 Communes and 799 villages with 1,146,174 population (2013)
- BTB Provincial Area: 11,748 km<sup>2</sup>



- BTB City Area: 11,544 ha
- 10 Sangkats/Communes with 62 Villages and 153,981 population



# ADMINISTRATION STRUCTURE OF BATTAMBANG CITY



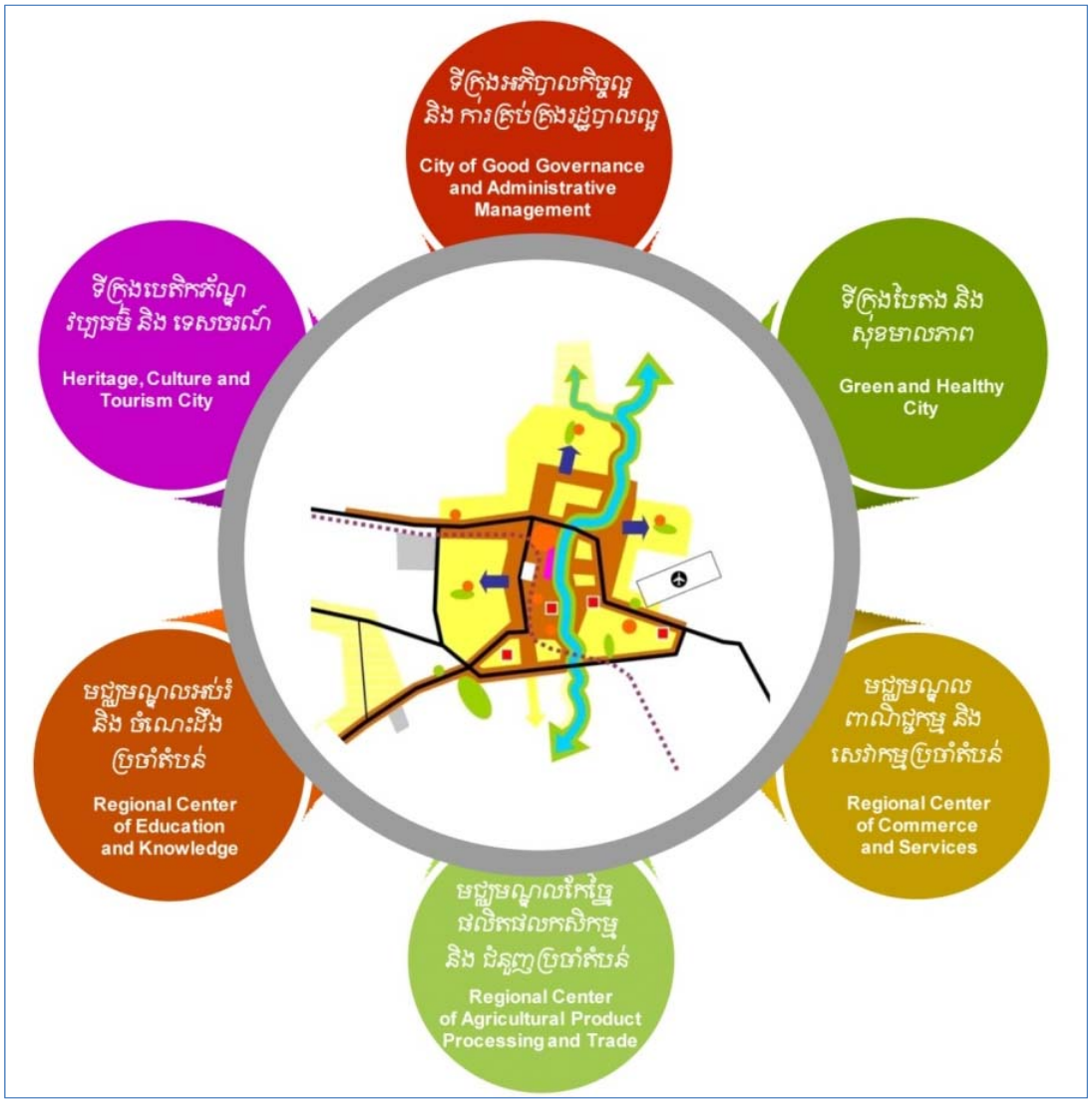




# DEVELOPMENT PERSPECTIVE OF BTB CITY, 2030



1. City of Good Governance & Administrative Management
2. Green and Healthy City
3. Regional Center of Commerce and Services
4. Regional Center of Agricultural Product Processing and Trade
5. Regional Center of Education and Knowledge
6. Heritage, Culture and Tourism City





**SMEs are a crucial part of the Cambodian economy, contributing to both economic and social development. They play an important role in: (i) creating jobs; (ii) generating income for low-income people and vulnerable populations; and (iii) fostering economic growth, social stability, and contributing to growth of a dynamic private sector.**

- SME Definition by Government**
- Laws/Policies Related to SME**
- Financial Supports for SME Policy**
- Responsibilities by Sub-National Level**
- Cooperation and Coordination**



# CURRENT STATUS OF SME IN BTB CITY



- ❑ **385 SMEs Registered in BTB City**
- ❑ **MSEs Categorization:**
  - ❖ **Services**
    - Hotel, Guesthouse, Restaurant..etc
  - ❖ **Production/Handicrafts**
    - Pure drinking water, Ice....etc
  - ❖ **Commercial/Business**
    - Selling Car, Motorbike, Beauty....etc
  - ❖ **Fuel / Gas**
    - Selling gasoline, diesel, and gas
    - 29 location of Fuel and Gas in BTB City







- ❑ **Planning and Implementation of SME**
- ❑ **Responsibility by City Administration**
- ❑ **Cooperation and Coordination**
- ❑ **Current Problems of SME**
- ❑ **Suggestions on Promotion of SME**



# THANK YOU

