

>>> NEWSLETTER <<<

SUPPLY CHAIN WORKING GROUP



IBC's Supply Chain subcommittee was established in early 2021. Our key focus:

- Improve coordination among industry members
- Develop cooperation with key players to discuss common issues, attract investments and logistic to Cambodia
- Support existing initiatives in the supply chain sector

We will begin this edition of the supply chain newsletter with an in-depth interview with **Goodhill Enterprise (Cambodia) LTD.**, where we had the opportunity to speak with **Mr. Oon Kiat Teoh, Managing Director**, on business operations and supply chains.

The next section is the industry update, where we highlight the recent developments in agriculture and other industry views.

Company in Focus: **Goodhill Enterprise (Cambodia) Ltd.**

Established in Cambodia in 1991, Goodhill Enterprise (Cambodia) Ltd. is a leading sales and distribution company supplying a diversified portfolio of many well-known international brands and products to customers including AEON, Jiffy Cambodia, MAKRO Cambodia and Lucky Supermarket.

Mr. Jhelum Chowdhury, Senior Consultant at Emerging Markets Consulting (EMC), talked to **Mr. Oon Kiat Teoh, Managing Director, Goodhill Enterprise (Cambodia) LTD.** about the company's business operations and supply chain logistics facilities, supply chain design and the way ahead for his company.

Answers to IBC Supply Chain Subcommittee Questions

Q: Could you tell us more about Goodhill Enterprise's business operations?

A: Goodhill Enterprise has over 30 years of sales and distribution experience in Cambodia. As our slogan suggests, we seek to "bring the world" to our consumers and to enrich their lives with our great quality products. Over the years, we have built up a portfolio of well-loved brands and products from leading companies around the world like Procter and Gamble, PepsiCo, Castrol, Philips, Ricoh, Pilot etc, across consumer, commercial and industrial segments. We offer end-to-end solutions to our brands partners who wants to enter the Cambodia market. From product sourcing, feasibility studies, importation and clearance, sales and marketing, warehousing and delivery to after sales services, our brand partners can pick and choose from our suite of services. Depending on the brand partner's objectives and also the nature of the products, our sales teams will customize a go-to-market strategy which will be well supported by our supply chain team.

Q: Could you share more on your supply chain infrastructure and capabilities?

A: We have about 20,000 sqm of warehouse space spread across three warehouses in Phnom Penh (Sen Sok, Chak Ang Re and Chamkar Doung), and six warehouses in key provinces across Cambodia, all strategically located to ensure efficient and prompt deliveries. Our supply chain logistics are supported by our in-house developed systems and our warehouses boast features such as secure entrance gates, pest control management, waste management and drainage system and adequate lighting and ventilation system etc. Our warehouse facilities and supply chain processes are regularly audited by our MNC brand partners to ensure we meet their requirements.

We are very honored to be among the first 8 companies in Cambodia to be awarded the Best Trader Group in 2014 by the General Department of Customs and Excise. In November 2022, we were also awarded the ASEAN Business Award under the Logistics Priority Sector.

Q: What is the way ahead for Goodhill Enterprise in terms of cold chain logistics?

A: Cold chain logistics definitely has a lot of growth potential in Cambodia in the coming years and is an area where we are studying whether to incorporate into our growth plans. This evaluation is in conjunction with our current plans to expand our ambient warehousing facilities to support our future business requirements. Our ambition is to reform and transform our supply chain department from a cost center to a profit center, as we scale our capabilities to offer 3PL services to external customers in addition to servicing our internal needs.



From the Local News - Industry Updates

New logistics law to attract more investment– Published 15 Mar 2023

Cambodia will promote safe food via cold chain logistics and use ASEAN-Japan guidelines.

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Australia a great help to Kingdom’s agriculture: Hun Sen – Published 14 Mar 2023

Australia's assistance to the Cambodian Agricultural Research and Development Institute (CARDI) has enabled Cambodia to research improved rice seed varieties and to increase agricultural productivity, improve crop diversification, and ensure environmental sustainability.

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Singapore firm finances rice miller, exporter Amru – Published 12 Mar 2023

AMRU Rice (Cambodia) Co. Ltd. has received an undisclosed amount of financing from Singapore-based private equity fund manager Emerging Markets Investment Advisers (EMIA) to boost exports and improve market access for farmers. AMRU is engaged in contract farming and aims to ensure a sustainable and inclusive supply

chain through capacity development programmes, "fair" incentive systems, and other measures.

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Cambodians get better income as more mangoes enter Chinese market – Published 9 Mar 2023

Cambodian mangoes are being exported to China since 2022, helping to boost the local economy and improve the livelihoods of agricultural workers and farmers. A local mango factory, Zhong Bao (Cambodia) Food Science & Technology Co., Ltd, provides jobs for 800 locals.

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Modern technology needed in agricultural sector to reduce need of brokers – Published 14 Feb 2023

Digitalization can reduce the need for brokers and reduce costs in the production chain, leading to increased profits.

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Top four cold chain growth drivers in 2023 – Published 10 Feb 2023

SeaCube Containers, a global leader in intermodal refrigerated equipment leasing, has identified four key cold chain growth drivers: food waste mitigation, food supply outsourcing, decarbonization goals, and technology. These drivers require a strategic roadmap to address ongoing economic and geopolitical challenges, food supply shortages, food waste, refrigerated equipment capacity, and sustainability goals.

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