

What's Happening in Cambodia Market & Valuation

Vol. 66 - September 2023 -

E-Mart 24 Makes Grand Entrance to Cambodian Market, aims for 100 store Milestone Next Year

韓国の著名コンビニエンス・ストア・チェーン、E-Mart Inc.がカンボジアにデビューする計画を発表したが、それによりカンボジア小売業界はダイナミックな変化を経験することになるだろう。

Learnt from: Construction and Property (28th August, 2023)

Unlocking success in Cambodia's Retail Market: CBRE Panel Explores Repositioning, Refilling, and Repurposing

CBRE 主催のパネルディスカッションで、不動産専門家によるダイナミックなカンボジア小売市場に焦点を当てた議論が行われ 3 つの主要テーマが議論された。市場の変化に合わせてポジショニングの変更と適応、新しいライフスタイルに対応していかにスペースを補充し神聖なものにするか、再利用あるいは効用最大化をいかにして図るか、などだ。

Learnt from: Construction and Property (8th September, 2023)

The government exchanges over 37ha of Kandal State Land for \$45M infrastructure development

カンボジア政府は、トム島地区、レテックデッキ地区、ソンポフ・ポウン・タウン所在の 37,569 ヘクタールに及ぶ国有地の譲渡により、インフラ開発に向け具体的な一歩を踏み出した。譲り受けるデベロッパー (KT CHIHA ASIA GREEN CITY INVESTMENT CO., LTD)は、対価として 4,500 万ドル相当の主要道路網、橋、行政管理建物を建設する。

Learnt from: Construction and Property (19th September, 2023)

Chinese firm eyes over 300 hectares for chemical fertilizer and pesticide production in Cambodia

アウフイ省に拠点を置く中国の投資会社は、300 ヘクタール超の土地を取得し、化学肥料・農薬の生産施設を開設する計画だ。初期投資に必要な土地は 150 ヘクタールだが、将来的には 300 ヘクタール以上に拡張する計画だ。

Learnt from: Construction and Property (20th September, 2023)

E-Mart 24 Makes Grand Entrance to Cambodian Market, aims for 100 store Milestone Next Year

The retail landscape of Cambodia is set to experience a dynamic shift as E-Mar 24 Inc., the renowned South Korean convenience store chain, unveils its plans to make a resounding debut in the country. In a strategic move projected to redefine convenience, E-Mart 24 is slated to open its first Cambodian branch in the first quarter of 2024. With an ambitious vision, the company is steadfastly charting its course toward establishing an impressive network of 100 stores within five years of launching its inaugural outlet in South Korea. E-Mart 24 is setting its sights on capitalizing on the burgeoning Cambodian market. With a planned rollout that is poised to revolutionize the convenience store landscape, the company's entry signals not just a transaction, but an immersive journey into enhancing the lives of Cambodian customers.

Learnt from: Construction and Property (28th August, 2023)

Unlocking success in Cambodia's Retail Market: CBRE Panel Explores Repositioning, Refiling, and Repurposing

CBRE Cambodia hosted a thought-provoking panel discussion, aimed at shedding light on the dynamic Cambodian retail market. Real estate experts gathered to delve into the sector's potential and its current status, providing valuable insights for industry players. Three pivotal strategies were emphasized: redesigning, enhancing service and product quality, and redefining business goals. According to experts, these strategies hold the key to helping Cambodian retailers continually adapt to evolving consumer preferences and digital technologies while innovating their offerings to ensure continued success and prosperity.

Reposition: Adapting to Market Shifts

Repositioning refers to the adaptation of business concepts or target customer bases. Recognizing that consumer preferences and market dynamics

are in constant flux, retail developers must stay agile and open to redesigning or repositioning their services and products. This adaptability ensures they remain relevant and competitive.

Refiling- Breathing new Life into Spaces

The refiling strategy entails revamping empty or underutilized spaces within retail buildings. By transforming neglected areas into hubs of economic activity, developers can attract more foot traffic, reduce vacancy rates, and increase financial gains. This approach breathes new life into retail spaces, making them vibrant and appealing.

Repurpose- Maximizing Utility

Repurposing focuses on redirecting or reusing existing spaces for alternative purposes. Beyond merely constructing a retail store, developers can explore integrating recreational areas, gyms, attached libraries, or complementary amenities in the vicinity of retail buildings. This strategy optimizes space utility and enhances the overall shopping experience.

By embracing these adapts, the Cambodia retail market can thrive amidst changing consumer trends and preferences. These strategies not only enhance business resilience but also ensure the sectors' growth and long-term prosperity.

Learnt from: Construction and Property (8th September, 2023)

The government exchanges over 37ha of Kandal State Land for \$45M infrastructure development

The Cambodian government has taken a decisive step towards advancing infrastructure development by trading 37,569 hectares of state-owned land in Koh Thom district, Lerk Dek district, and Sompov Poun Town. This transaction, valued at \$45 million, involves the construction of crucial road networks, bridges, and administrative buildings. It is reported that the exchange involves the transfer of 35,569,072 square meters of four state land plots in Kandal province to KT CHIHA ASIA GREEN CITY INVESTMENT CO., LTD, a private

company. In return, the private company is tasked with construction essential infrastructure valued at a total of \$45 million. The four state land plots encompass segments of Krobei Kon reservoir, Mlek reservoir, and Sras Prambei reservoir in Koh Thom district and Sompv Poun town. The infrastructure development includes:

1. Construction of two roads, totalling \$12 million in worth, spanning a combined length of 20 km. These roads will connect National Road 23 to the bridge across the new Basak River in Sompov Poun town.
2. Development of two roads, valued at \$8 million, with a total length of 30km. These roads will link National Road 23 Crosspoint to Paknam Road, traversing through Lerk Dek district, Koh Thom district, and Prek Chrey commune of Sompov Poun town.
3. Building a bridge across the Basak River, measuring 500 meters in length, 12 meters in width, and carrying a \$24 million price tag. This bridge will serve as a vital link between Sompov Poun commune and Prek Chrey commune of Sompov Poun district.
4. Construction of a municipal administration building, estimated at \$1,050,000 in value.

According to the terms and conditions of this land exchange mandate, the transfer of lands to the company before the commencement of infrastructure construction. Moreover, the private company is required to compensate affected individuals at a rate ranging from \$0.15 to \$0.20 per square meter. In the next phase, the ministry of interior will lead discussion between the government and the private company to initiate the construction of the agreed-upon infrastructure.

Learnt from: Construction and Property (19th September, 2023)

Chinese firm eyes over 300 hectares for chemical fertilizer and pesticide production in Cambodia

A prominent Chinese investment company based in Anhui Province is seeking to acquire more than 300

hectares of land to establish chemical fertilizer and pesticide production facilities. The government officials are enthusiastic for the investment, as its potential to bolster the country's chemical fertilizer and pesticide production capabilities. The project would require an initial investment in a land area of 150 hectares, with plans to expand to over 300 hectares in the future. It is noted that the Chinese firm had dispatched its teams to Cambodia for location scouting and to assess for the investment climate. In the realm of agricultural investments, Cambodia is witnessing collaboration between Chinese agricultural giant Danong and four local companies. Together, they are embarking on ventures such as corn-cultivation, high-protein grass planting, livestock farming, and the construction of agricultural product processing facilities. These initiatives will be implemented across a vast land expanse exceeding 10,000 hectares, promising substantial growth for Cambodia's agriculture sector.

Learnt from: Construction and Property (20th September, 2023)