ARTISANS’ ASSOCIATION OF CAMBODIA
AAC

Presented by: Artisans Association of Cambodia Dec1st, 2011, Peace

About AAC

• AAC is a membership based organization
• Established in 2001 under coordinated efforts of WRF, UNDP, ILO
• Promote new approaches for socio-economic integration of landmine survivors, other with disabilities and vulnerable groups.
Legal status/Network

- Registered with MOI in 2004 & MoC in 2008
- Working with Line Ministries and NGOs
- Became WFTO member in 2005
- Became WFTO-Asia member in 2006
- Member of HomeNet Southeast Asia in 2008

Who is involved?

- 2003: 12 members
- 2004: 24
- 2006: 32
- 2005-6: 44
- 2007-8: 47
- 2009-11: 52 (1 more are on waiting list)

Up to November 2011, AAC members employed or contracted with approximately 1,929 producers and staff who work throughout Cambodia. 77.50% are women and 12.34% are people with disabilities. 57.69% of the AAC’s member organizations are managed by women.
Disable Member Organizations

• Women for Women - WfW
• Rehab Craft Cambodia – RCC
• Yodicraft
• Khmer Life
• Peace Handicraft & Silk

Disable Member Organizations

• Koma Pika Foundation
• Wathan Artisans Cambodia – WAC
• National Center for Disabled Persons
• Ta Prohm Souvenir Shop
Types of members (In/Formal)

- Micro, Small & Medium Social Enterprises
- NGOs
- Associations
- Private businesses/shops
- Self-help groups / Informal group producers
- Cooperatives

Principle Types of Products Exported

- *Type of products, by level of interest shown by buyers and potential buyers, reveals the following*

1. High interest items: fashion handbags, silk scarves, gift items made of silk and plastic bags made from recycled rice and fish food.
2. Fairly high interest items: houseware products.
3. Moderate interest items: decorative items, Krama and wood/stone/carving/reed products.
Strategy

- **Vision:** Evolving Cambodia Artisans into accomplished independent Social Enterprise
- **Mission:** AAC is a fair trade association providing commercial and capacity building services to social enterprises that work closely with disadvantaged people
- **Goal:** Together with its members, we create employment opportunities for landmine survivors, people with disabilities and women through small and medium craft production and sale.

**AAC Services to its members**

- Design/Product development technical assistance
- Market Development/Market access
- Trade Facilitation/Export
- Increase Capacity of Production/QC
- Organization/Enterprise Development
AAC Services to its members

- Policy & Advocacy
- Promote fair trade principles
- Through VSO, we develop a special website just for disable members’ product. Web: www.ablenotdisabled.com (Koma Pika sell to EU market)
- Yodicraft Fund from WRF six month project to help develop product for Yodicraft, led to new market to Australia and much better sales in the shop in PNP.
- NCDP, WFW, Ta Prohm

Countries of sales for AAC members

Export to:
- USA / Canada
- England, France, Italy, Germany, Spain, Denmark, Swiss, Netherlands, Scotland,
- Australia, Singapore, HK, Japan, Malaysia

Domestic sales to:
- Foreign Tourists
- Expats and Cambodians
## Sales Figures

<table>
<thead>
<tr>
<th>Year</th>
<th>Income</th>
<th>% Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>2002</td>
<td>$220,054</td>
<td>---</td>
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<tr>
<td>2003</td>
<td>$442,254</td>
<td>50.24%</td>
</tr>
<tr>
<td>2004</td>
<td>$637,372</td>
<td>44%</td>
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<tr>
<td>2005</td>
<td>$837,782.38</td>
<td>23.92%</td>
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<tr>
<td>2006</td>
<td>$1,576,101</td>
<td>88%</td>
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## Sales Figures

<table>
<thead>
<tr>
<th>Year</th>
<th>Income</th>
<th>% Increase</th>
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<tbody>
<tr>
<td>2007</td>
<td>$1,844,810</td>
<td>14.57%</td>
</tr>
<tr>
<td>2008</td>
<td>$2,783,411.43</td>
<td>33.72%</td>
</tr>
<tr>
<td>2009</td>
<td>$2,526,029.04</td>
<td>09.24% drop</td>
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<tr>
<td>2010</td>
<td>$2,682,407.05</td>
<td>5.82% (3.62% drop from 08)</td>
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Worms

Golden Silk Yarn
Weaver

At Trade Fair
At Trade Fair

At Trade Fair
Challenges:

- Limited access to the western markets that AAC is targeting.
- Highly detrimental/damage to some group’s ability to response appropriately in the areas of design and product development.
- Lack of experience in market activities and lack of computer literacy and language barriers hampers/Obstacles accessing export markets
- A number of members lack of growth potential.

General Impact:

*Member*

- Confident to run their enterprises/international market access
- More become *independent* social enterprise
- Keep recruiting more producers
- Expansion of their business
General Impact:

- Informal network is stronger
- Mutual trust exist among members and members are collaborating rather than competing with each other
- Increased recognition of AAC/members locally and internationally
- Good working environment, relationship among AAC members
- Moral has remarkably improved

Q&A
Thank you