Economic Research Institute for ASEAN and East Asia

Branding Strategies in Cambodia

1 CHAPTER 1 Forward

1. Branding and Branding Strategy

What is a "brand"?

A name, term, design, symbol, or any other feature that identifies one seller's good or service as distinct from those of other sellers.

– American Marketing Association

Similar to the concept of a traditional trademark, a brand is an emblem – such as a name, logo, mark, symbol, package design, etc. – for an enterprise to identify or differentiate its products against its competitor's products.

– Brand Equity Evaluation Study Group Report

How Does a Brand Function?

A brand functions as a tool to associate the value of a good or service that a specific enterprise provides to a consumer for that consumer to select such a product or service.

A brand does not only serve as a touchstone but also provides a sense of security as to the value and quality of a product or service and thus becomes the basis of the selection of such product and service.

What Is Branding?

'Branding' is any and all activity pursued to fulfil the function of a brand, which is a tool to associate the value of a certain product or service.

Branding Strategy

In general, companies are conducting a huge paradigm shift from tangible management strategies to intangible management strategies, which will significantly increase the value of a brand. A brand is the fifth-most important management resource after people, goods, money, and information.

How Does Branding Benefit a Company?

1 Securing a price advantage

Branding allows branded products to be sold at higher prices than non-branded products, even if the functions are the same.

2 Securing high loyalty

Consumers often have loyalty to a brand and will thus purchase such branded products repeatedly.

3 Expanding brands

For strong brands, a company can leverage its brand image to expand into related product areas, new businesses, or international businesses.

4 Clarifying business direction

By focussing on branding, the direction that a company is headed is clarified, and this can lead to strong business development.

5 Cultivating a business culture and loyal employees

When the direction of a business is clarified, a positive business culture can be nurtured, to which employees become loyal, resulting in a stronger organisation.

Branding Methods

(1) **Product branding.** The most basic and popular method of branding, this focusses on making a single product distinct and recognisable from others. Symbols or designs are usually an essential part of product branding to help consumers identify the product. Various product branding activities include advertisements of products in magazines, television, and newspapers as well as signage and social media.

(2) **Corporate branding**. This is a method of branding in which a company promotes itself as a firm with specific core values, mission, and personality to curate a distinctive identity in the market, as opposed to promoting a specific product or service that it provides. Once the objectives of corporate branding are fulfilled, the public connects a company's name to a promise from the company – especially regarding the positive performance that it can provide.

(3) **Personal branding.** This refers to branding for an individual person as opposed to branding a business, good, or service. Personal branding is often done by celebrities, politicians, and athletes and is linked to online branding via platforms such as Facebook, Twitter, and Instagram.

(4) **Geographical branding.** This attracts consumers to a product or service due to its geographic association. If the quality of a certain product differs due to its geographical origin, geographical branding can be effective. The concept of appellation in the wine industry is geographical branding adopted from hundreds of years ago.

(5) **Online branding.** This refers to how a good or service is positioned online or on the internet via websites, social media, and blogs.

(6) **Offline branding.** This refers to any branding activity that happens off of the internet. Offline branding is still very active through billboards, printed advertisements, car wraps, video material in vehicles (i.e. taxis), and trade shows, for example. Retail branding can be an important part of the offline branding activity as well.

(7) **Co-branding.** This is a branding method where more than one brand is involved in a specific product or service with the objective of creating a high-quality and high-performing product or service. With more than two brands collaborating, each brand can impact the other in a positive way, resulting in the growth of business and spread of brand awareness.

(8) **Services branding**. When branding activity is conducted in conjunction with services, it can provide additional value. Examples include hotels offering free welcome drinks at the time of check-in, and banks providing free snacks for clients while completing paperwork.

2. Trademark, Design, and Geographical Indication

What Is a Trademark?

A trademark is a way to distinguish a good or service provided by the owner or a third party of the good or service from other goods and services.

A trademark is defined as a visible sign that distinguishes the goods or services of various enterprises.

Article 2 of Trademark Law

How to Apply

Procedure	Details
Application	A trademark application may be filed by (1) submitting a completed application form to the Ministry of Commerce or (2) using the tool located at www.efiling.cambdiaip.gov.kh.
Examination Period	- 5–7 months for registration of the application, examination of the application, and declaration of the trademark - 60 days for renewal of registration and declaration of the trademark
Examination Procedure	After receiving the application, a registrar or other authorised official check its compliance with formality requirements. If it complies, the registrar notifies the applicant of the filing date and application number.
Amendment	If the formal requirements are not met in the application, the applicant is notified and has 45 days to request a hearing or to make any amendments to the application; otherwise, the application is presumed to be withdrawn.
Denial of Application	If the registrar still refuses the application or grants the application subject to any amendments, modifications, disclaimers, limitations, or other conditions, the registrar notifies the applicant in writing of its decision. The applicant may request, in writing, reasons for its decision. The applicant may appeal to the Appeal Board of the Ministry of Commerce or to a competent court within 3 months from the date of the decision.
Issuance of Certificate	Upon acceptance of the application without objections from the applicants, the registrar registers the trademark, issues a certificate of registration to the applicant, and publishes the registration.
Appeal	Within 90 days of the publication date, the opposition of a person affected by the registration must be filed through a form prescribed by the Ministry of Commerce and accompanied by supporting documents.

Flow of Trademark Registration Process

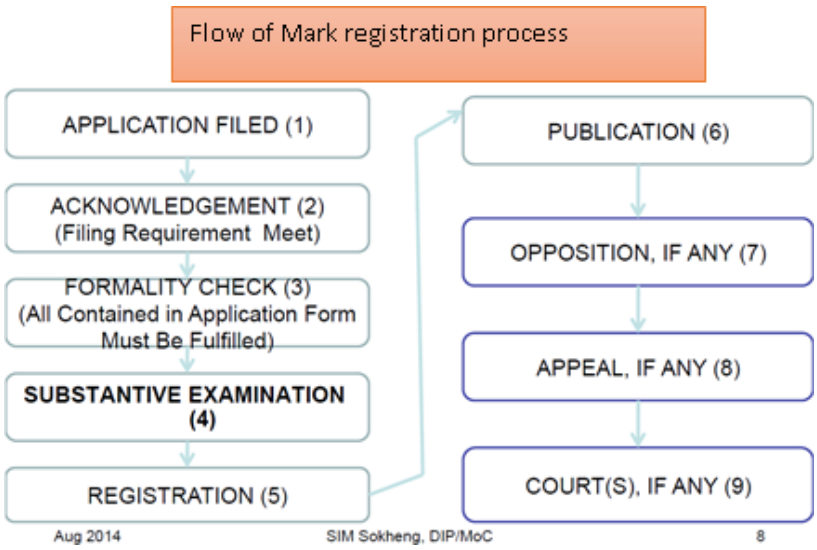


Figure: Flow of Trademark Registration Process

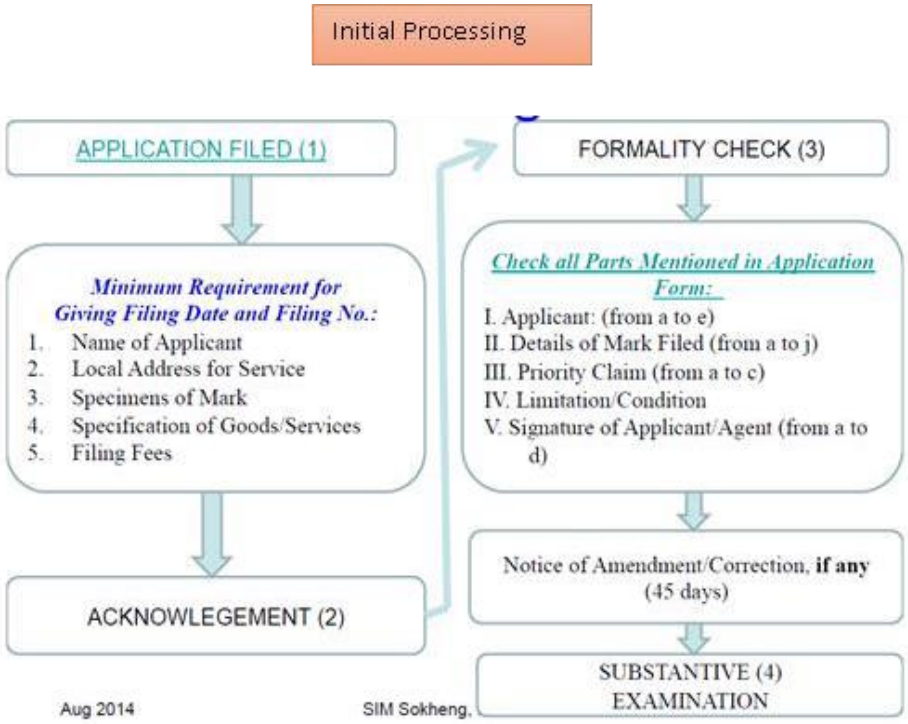


Figure: Initial Processing of Trademark Application

Source: Sim (2014).

Types of Trademarks

Generally, non-traditional trademarks registered and used in Cambodia include the following:

(a) **Device.** A device consists of a combination of numbers, letters, and names as well as a logo or label.

(b) **Autograph**. An autograph is a signing mark, usually handwritten.

Serial Number	71612393
Registration Number	0557033
Word Mark	JOHN HANCOCK
Status	**800** - Registered And Renewed
Status Date	2012-03-22
Filing Date	1951-04-09
Registration Number	0557033
Registration Date	1952-04-01

(c) **Mixtures of hue.** This is a trademark made from a variety of colour combinations, which forms a particular shape.

(d) **Figure.** A figure is a shape that has a pop-up motif on goods.

(e) **3-D Symbol**. A three-dimensional trademark is represented in a three-dimensional shape.

(f) **Hologram.** A hologram comprises elements with holographic characteristics.

Source: Lim (2021).

(2) What is a "Design"?

An industrial design constitutes the ornamental aspect of a good, which may consist of three-dimensional features, such as the shape, or two-dimensional features, such as patterns, lines, or colour.

Design refers to any composition of lines or colours, three-dimensional forms, or material – whether or not associated with lines or colours – provided that such composition, form, or material gives a special appearance to a product, can serve as a pattern for a product, and appeals to and is judged by the eye.

Article 89 of Patent Law

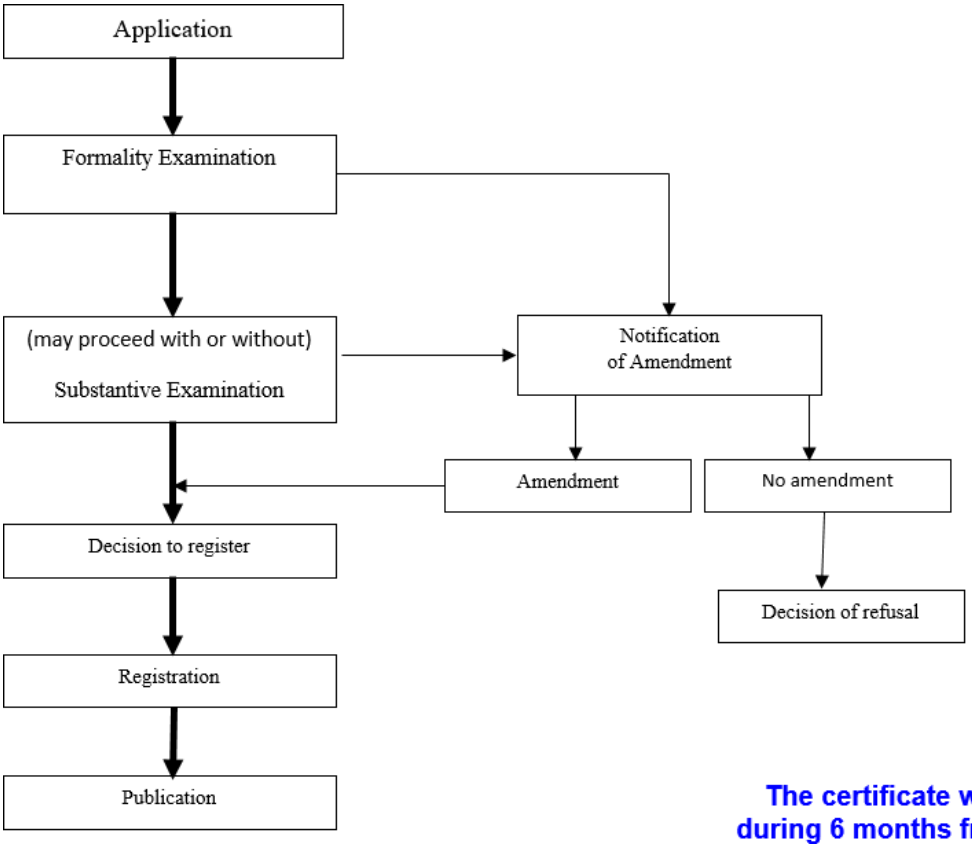
How to Apply

Conditions	Details
Application	An application for the registration of a design may be filed by (1) submitting a completed application form to the Department of Industrial Property of the Ministry of Industry, Science, Technology and Innovation; or (2) using the Hague System in Cambodia online tool provided by the World Intellectual Property Organization.
Required Conditions	– Completed application for the registration of a design containing drawings, photographs, or other adequate graphic representations of an article embodying the industrial design and an indication of the kind of products for which the industrial design is to be used; – Request for registration of the design, which indicates each applicant's name, address, nationality, and residence, and signatures of all applicants; – Where the applicant is the creator, the request must contain a statement to that effect, and, where he/she is not, it must indicate each creator's name and address and be accompanied by the statement justifying the applicant's right to the registration of the design; – If the applicant is represented by an agent, the request must indicate the agent's name and address; – A request by the applicant for deferment of publication of the industrial design or designs comprised in the application must be made in writing and indicate the period of deferment requested.
Required Documents	– Drawings (or photographs, tracings, or other adequate graphic representations) showing the different sides of the industrial design; – Power of attorney (with notarisation); – Deed of substitution (if any); – Deed of assignment or assignment; and – Certified copy of priority documents and English translation thereof (only for applications claiming priority under the Paris Convention), which can be submitted within 3 months of the filing date.

How to Apply (Cont.)

Procedure	Details
Examination Procedure	There are two phases of examination: **Formality examination**. If the Department of Industrial Property determines that a design application does not meet the formality requirements at the time of receipt, the applicant can file the required corrections and use the date of receipt of the required corrections as the filing date. If no corrections are filed, the application is treated as if it had not been filed. **Substantive examination.** A design application is examined substantively to determine compliance pertaining to the adequacy of the required documents as set out in Article 95, including a statement justifying the applicant's right to the registration of the industrial design if the applicant is not the creator, payment of the application fee, and qualifications to register a design.
Issuance of Certificate	If the Department of Industrial Property determines that the conditions for registering a design are fulfilled, it registers the design and issues a certificate of registration to the applicant.
Publication	After registration, the registrar publishes the design in the Ministry of Industry, Science, Technology and Innovation monthly gazette, including information on: - Application deadline; - Registration date; - Priority date; - Certification date; - Re-registration date; - Applicant; - Industrial design number; - Industrial design classification; - Preferred country; - Name of industrial design; - Type of product used for industrial design; and - Drawing of industrial design.

Design Examination Flowchart



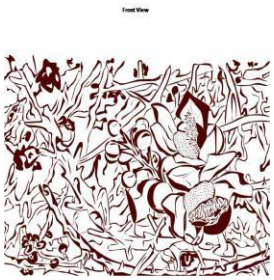
The certificate will be issued during 6 months from filling date

Figure: Flow of Industrial Design Registration Procedures

Source: Ministry of Commerce.

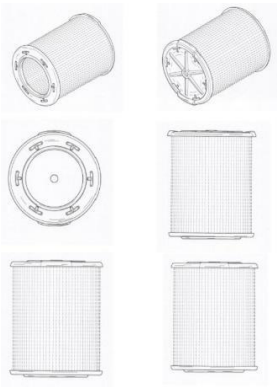
Various Types of Design

Design that can be registered must be new and original. Most industrial designs that have been registered are ornamental design, shape and ornamental design, shape and configuration, and textile design.

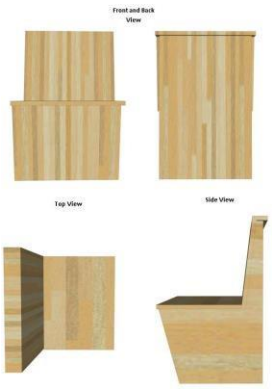


Textile Design

Shape and Configuration Design



Shape and Ornamental Design



Ornamental Design

Source: WIPO, Global Design Database, https://designdb.wipo.int/designdb/en/ [accessed 14 March 2023]

(3) What is a "Geographical Indication (GI)"?

Geographical Indication is a sign used on products that have a specific geographical origin and possess qualities or a reputation that are due to that origin.

Geographical Indication refers to a distinctive name, symbol, and/or any other sign that represents a geographical origin and identifies the goods as originating in such a geographical area where a given quality, reputation, or other characteristic of the good is attributable to its geographical origin.

Article 2 of GI Law

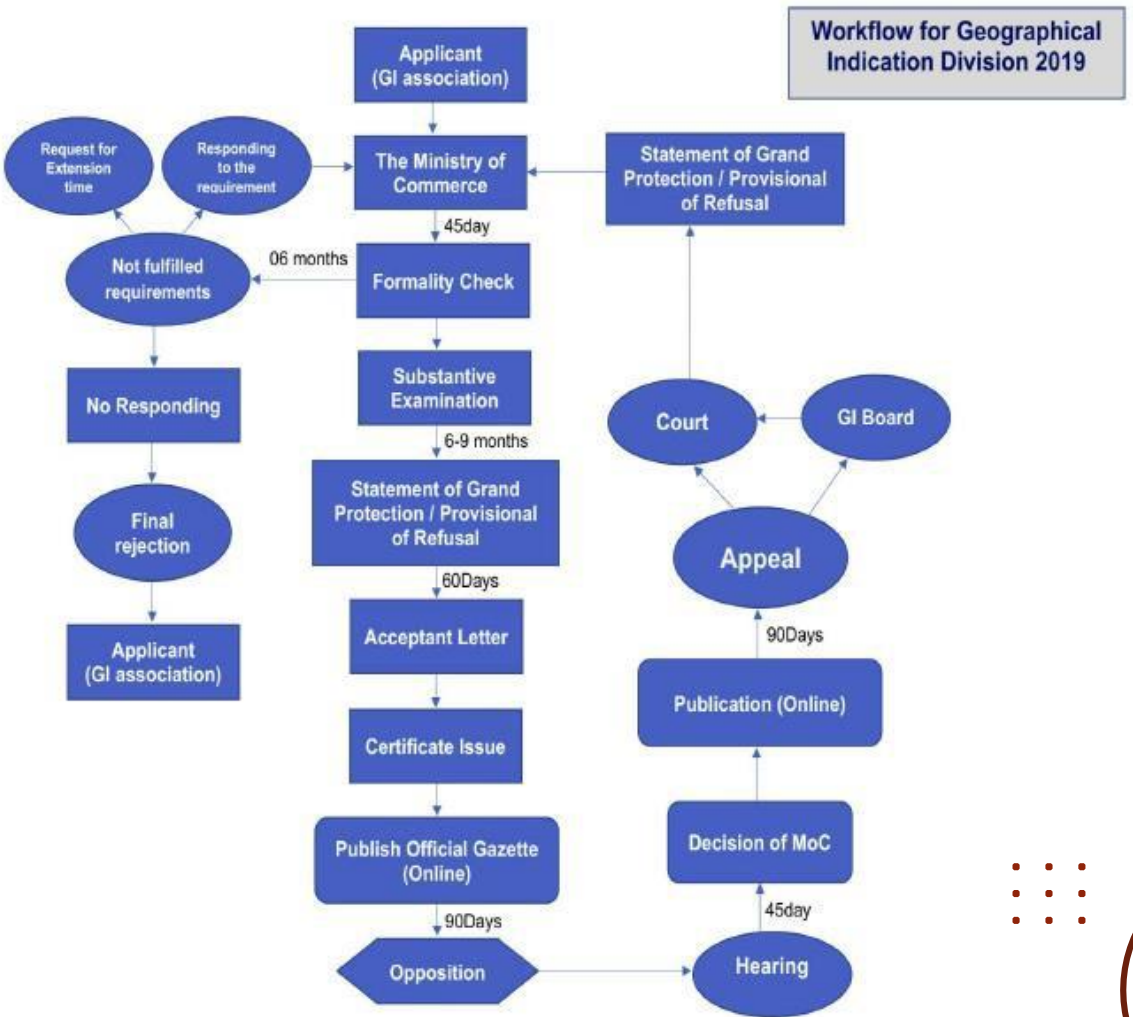
How to Apply

Conditions	Details
Application	Applicants who intend to apply for Geographical Indication must provide proof that verifies their intention to protect and to manage the Geographical Indication.
Required Conditions	- Draft book of specifications and inspection plan, especially internal inspection; - List of producers and/or operators of the Geographical Indication; - Any activity related to the protection of the Geographical Indication, especially the name and territory valuation of the product and knowledge of the price chain; and - Measures and internal rules used to evaluate the representative status of producers and/or operators of the Geographical Indication.
Required Documents	Measure and internal rule of entity or community if the information used to evaluate on the representative status of producer and or operator and the format representing various type of producer for product which is applying shall be equalled. Information of entity and resource which contributed for work as stipulated above. Implementation in accordance with decision of Minister of Commerce or commission in charge of Geographical Indication related to GI.
Additional Requirement	Acknowledgment of the community and operators that they want to implement the Geographical Indication.
Conditions as a Community or Group	- Applicant is the only producer who intends to apply for the Geographical Indication. - Geographical zone must have characteristics different from other nearby geographical zones, or the characteristics of the product must have different conditions from the products of nearby geography zones.

How to Apply (Cont.)

Procedure	Details
Examination Period	After receiving the application, the Ministry of Commerce checks the application in accordance with the required conditions and content; it responds to the applicant within 45 days.
Examination Procedure	The Ministry of Commerce examines the content of the application to confirm (1) the accuracy of the information, (2) any points that could make the Geographical Indication ineligible, (3) actual basic production for the Geographical Indication, and (4) in the case of homonymous Geographical Indications, compliance with conditions determined by the Ministry of Commerce.
Amendment	If the application fails to comply with the required conditions, the Ministry of Commerce notifies the applicant of points to be added or adjusted in the application. The applicant may add or adjust the application within 6 months from the date of the notification. The applicant may also request a 6-month extension.
Additional Requirement	If necessary, the Ministry of Commerce may request comments from specialists in related sectors.
Issuance of Acknowledgement	After ensuring that the application fulfils all required conditions, the Ministry of Commerce issues an acknowledgment letter of the official submission of the application. The Ministry of Commerce then conducts a substantive examination of the application within 60 days.
Issuance of Certificate	Applications that fulfil the requirements in accordance with (1) through (4) above are registered, and a certificate is issued by the Ministry of Commerce to the applicant.
Publication	After the application has been registered, the Ministry of Commerce publishes the Geographical Indication registration in the official gazette to allow interested parties to oppose to the registration within 30 days from the date of registration. The publication also includes a summary of the book of specifications. The book of specifications must be filed the Ministry of Commerce for consultation upon request of any interested person.
Appeal	Any interested person may oppose both local and foreign Geographical Indications to the Ministry of Commerce within 90 days of the publication date of the registration.

Flow of Geographical Indication Examination Process



Flow of Geographical Indication Examination Process

Source: ASEAN (2020).

Trademark Registration for Brand Protection

Establishing and maintaining a strong brand identity is crucial for businesses across various industries to gain benefits.

How can a brand be protected from infringement and unauthorised use?

Trademarks are a critical strategy for safeguarding brand identity. They provide:

(1) exclusive rights over the trademark (i.e. preventing others from marketing products and services with identical or confusingly similar marks);

(2) nationwide and global protection (i.e. the option to demand enforcement authorities to take action against trademark infringement);

(3) legal remedies (i.e. from a court of competent jurisdiction or competent authority); and

(4) licensing opportunities (i.e. entering into licensing or franchising agreements).

No Registration???

A trademark (or a brand) is not automatically legally protected. An owner may be sued if the infringing person or entity secures its trademark registration first.

—Case Studies—

ERIA 2024

Case Studies Phase I

							Method of Branding								Effectiveness of Branding					Protection of Brand		
Type	No.	Company Name	Area	Product/Service	Page No.	Summary	Services Branding	Offline Branding	Co-Branding	Online Branding	Geographical Branding	Personal Branding	Corporate Branding	Product Branding	Clarification of Business Culture and Loyal Employees	Clarification of Direction of Business	Brand Expansion	Securing Loyalty	Securing a Price Advantage	Registration of Trademark	Registration of Design	Registration of Geographical Indication
National Bank of Cambodia (NBC)	1	Bakong	Phnom Penh	Backbone payment system	19	Technology solution for a Cambodian payment system	●			●				●			●	●				
Cambodia Rice Federation (CRF)	2	Malys Angkor	Phnom Penh	Rice	21	Cambodian quality aromatic rice		●			●			●				●	●	●		
Medium enterprise	3	MeetDoctor	Phnom Penh	Health services	24	Convenient access to quality health care	●	●		●		●		●		●	●	●				
Medium enterprise	4	Agribuddy	Siem Reap	One-stop solution for farmers	26	Building trust with locals in to help with farming	●						●	●		●		●		●		

Bakong

Bakong is the latest mobile payment and banking platform initiated by the National Bank of Cambodia (NBC) for peer-to-peer fund transfer services available to customers of local banks, financial institutions, and payment services providers in Cambodia.

Company profile

Establishment date: 2017

Business contents: Banking

Location: Phnom Penh, Cambodia

Interviewee

KRU VEASNA

Secretary-General

ESTABLISHMENT

NBC saw that the money transfer and payment systems in Cambodia were fragmented. As technology advanced, NBC initiated Bakong based on blockchain technology to solve this fragmentation. On one side, Bakong is a backbone system to connect all banks, microfinance institutions, and payment services providers on a centralised and unified platform to offer convenient and fast fund transfers and payment services throughout Cambodia. On the other, Bakong is a mobile app offering payment services for any banks or financial institutions that do not have their own mobile apps.

NBC's management body has always valued the heritage and ancient temples of Cambodia. Bakong is thus named for a prominent Khmer temple, and its logo is also based on the structure of the Bakong Temple.

BRANDING CONCEPT

As Bakong was developed to address the issues of interconnectivity and interoperability amongst banks and payment services providers, all financial institutions have been happy to connect to the system. Bakong also allows the public to enjoy value-added benefits at reduced costs, as it enables real-time fund transfers and instant payment transactions using a QR code across different payment service providers.

Banking Service

MARKETING AIMS

Bakong is working to modernise infrastructure and to encourage the wider use of electronic payments amongst people in rural areas.

Bakong is a technology platform and solution for the Cambodian payment system, facilitating the connection of financial institutions. Beyond local connectivity, Bakong has also expanded its connectivity to other countries. NBC has recently begun cooperating with the payment systems of Thailand and the Lao People's Democratic Republic.

EFFECTIVENESS OF BRANDING

Bakong's success is its ecosystem in payment systems and enhanced security with lower costs and at greater speed. Bakong can be used as wallet-based e-currency through a mobile app, eliminating the need for non-digitised banks to develop their own mobile apps while allowing those with existing mobile apps to easily integrate with Bakong.

NBC's vision is to promote financial inclusion and the local currency and to reduce real cash payments to enable people in remote areas to use payment services conveniently and effectively.

NBC's future plan is to continue developing and improving Bakong based on feedback and suggested features from all banks and users. It also plans to create a Bakong Card for people travelling abroad.

Cambodia Rice Federation

Cambodia Rice Federation (CRF) created the Malys Angkor rice brand, which is a certification mark that encompasses a range of fragrant rice varieties from Cambodia.

Company profile

Establishment date: 22 January 2018

Business contents: Rice

Location: Phnom Penh, Cambodia

Registered trademark

KH/2018/66307

Interviewee

CHAN SOKHEANG

President

ESTABLISHMENT OF MALYS ANGKOR

On 22 January 2018 at the 6th Rice Forum, CRF; the Ministry of Commerce; and Ministry of Agriculture, Forestry and Fisheries launched the Malys Angkor rice brand, a certification mark that encompasses a range of fragrant rice varieties from Cambodia. CRF created the mark 'Malys Angkor' to boost the reputation and demand for Cambodian rice abroad. It helps ensure that the product meets high quality standards and is produced in certain areas of the country. The rice can be exported under the mark of Malys Angkor as long as it is recognised as quality rice by CRF according to its standards.

Chan Sokheang
President

BRANDING CONCEPT

Since 2018, CRF has been organising many small promotions of Malys Angkor through exhibitions on both the national and international stage. CRF works to promote and

Malys Angkor milled rice is produced from rumduol paddy rice, winning World's Best Rice in 2012, 2013, 2014, 2018, and 2022.

protect the long-term quality of rice and the sustainability of the Cambodian rice supply so that companies in the rice sector can aspire to become the top rice suppliers in international markets.

MARKETING AIMS

To propel the brand into the international market, the quality of the rice cannot fluctuate. The quality of the rice will gradually evolve to being considered premium. When it becomes premium, Cambodia's rice sector will grow and compete with neighbouring countries, and manufacturers will also make more profits.

METHOD OF BRANDING

CRF regularly advertises its work directly to the public through major events such as food fairs, overseas exhibitions, as well as stakeholder meetings, such as with local suppliers who have existing customers abroad. It also meets with foreign companies to discuss work in the Cambodian rice sector, especially on rice exports to foreign markets. Although CRF does not yet have a strong method of branding for Malys Angkor, it is striving to market it to the best of its ability, focussing on the quality of Malys Angkor rice. Each grain must be identical and pass through a physical and DNA test.

6th Rice Forum in 2018

EFFECTIVENESS OF BRANDING

CRF acknowledges that its current activities are only a first step in making the quality of Cambodian rice more recognisable on the world stage. CRF pushes for Malys Angkor rice to be high quality and monitors the quality of the rice that all Cambodian companies export, ensuring that they do not change the quality of their rice to make more profits. If there are complaints from customers about rice quality, CRF will promptly take action.

MeetDoctor

MeetDoctor is a mobile platform that provides online consultation services with specialised doctors, providing high-quality health care services and adhering to international standards.

Company profile

Establishment date: 2018 –

Business contents: Health care services consultations

Location: Phnom Penh, Cambodia

Interviewee

NIT BUNTONGYI

Chair, Board of Directors

ESTABLISHMENT

MeetDoctor has been establishing its brand since 2018. Initially, MeetDoctor was known as Khmer Health; however, it was felt that the term was too general and fell short of the company's vision. MeetDoctor captures the essence of its mission to connect patients with health care professionals in a convenient manner.

BRANDING CONCEPT

MeetDoctor has a great ambition to provide health care to all citizens, at an affordable cost, from the comfort of their homes. It promotes its brand by illustrating its brand at various corporate offices, producing video content, and publishing on social media.

MARKETING AIMS

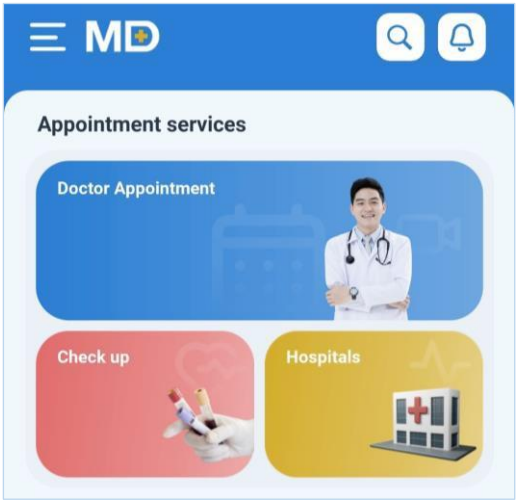
MeetDoctor focusses on both online and physical consultations and aims to cater to the diverse needs of patients seeking health care solutions. MeetDoctor aims to provide services to customers who have had bad experiences in various hospitals or with health care services providers by delivering a much higher quality of service. It also targets those who believe that health care services in Cambodia are of a lower standard than abroad. By maintaining a high level of professionalism, the brand strives to instil confidence in its services, ensuring that patients receive trustworthy care.

Healthcare Service

METHODS OF BRANDING

MeetDoctor uses online marketing, offline marketing, personal branding, and co-branding. MeetDoctor is starting to introduce the brand to customers via digital information, including through health tips, video content through social media, and co-branding. It is hoped that it will soon earn their trust, and then customers will help to promote the brand through word of mouth.

Nit Buntongyi, founder



EFFECTIVENESS OF BRANDING

The company is expecting that patients will perceive of MeetDoctor as a family doctor and is hoping that people in Cambodia will be able to access MeetDoctor's services through any physical or online method. The company believes that by offering convenient and high-quality health care options, they can help shift the perception of Cambodians towards their own domestic health system, ultimately improving utilisation rates.

In the near future, MeetDoctor wishes to expand physical offices to every *khan* in Phnom Penh. It envisions expanding like convenience stores, which customers can find and access quickly.

AGRIBUDDY

One-stop solution for agricultural services

Building trust with locals and prioritising reliable services are efficient methods of brand marketing.

Company profile

Establishment date: January 2015

Capital: US$4,796,775

Business contents : Agriculture

Location : Siem Reap, Cambodia

Registered trademark

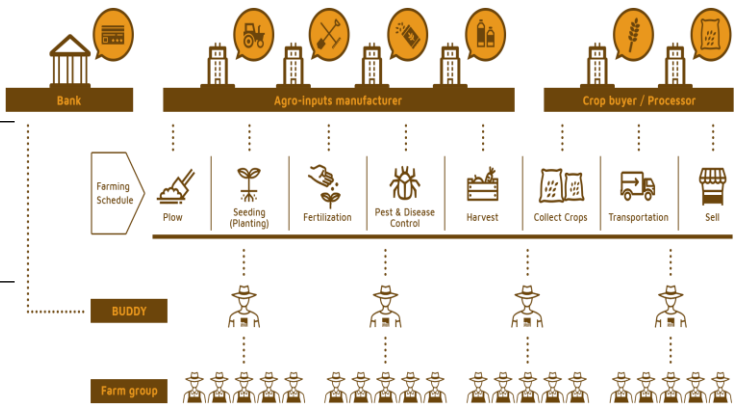
No. KH/2019/71644, No. KH/2019/71647

No. KH/2019/71646

Interviewee

Nishank Sharma Chief

Operation Officer



ESTABLISHMENT OF AGRIBUDDY

Agribuddy was founded in 2015 to connect the rural agricultural ecosystem by providing small-scale farmers with access to crop financing while assisting them with modern agriculture practices. Today, farmers in Cambodia are often facing the lack of infrastructure, knowledge, data, and funds for agriculture. To help solve this problem, the company is determined to provide agriculture products and services to Cambodian farmers through Agribuddy.

BRANDING CONCEPT

A buddy is one of the most important ecosystems of Agribuddy, referring to the agents who work in each village. A buddy is the central point of contact, responsible for connecting local people. Through them, Agribuddy provides agriculture products and services to farmers such as seeds, organic fertilizers, ploughing land preparation, and harvesting. Agribuddy offers convenience to its customers, as all products and services are covered with guaranteed market access to purchase crops at the end of the harvest season.

Product

Agriculture

MARKETING AIMS

Agribuddy targets all smallholder farmers who grow maize or paddy rice across Cambodia and are under age 65 years. After its market penetration, the number of customers selected was roughly 30% of the total approached customers. Agribuddy also wants to help honest and hardworking farmers who find it challenging to access markets to sell crops and top-quality products.

Kengo Kitaura, founder

METHOD OF BRANDING

Agribuddy uses word of mouth from customers, followed by marketing from some known influential persons to the farmers. It is also shared that any customer who joins Agribuddy is treated equally. Agribuddy expanded its brand by penetrating more geographical areas and ensuring that every smallholder farmer has access to Agribuddy services.

EFFECTIVENESS OF BRANDING

Agribuddy sees its future as a brand that will be become a one-stop solution for all smallholder farmers across Cambodia. Traditional word of mouth and print media are the most successful methods in rural areas for Agribuddy branding.

As for its success, Agribuddy measures this by numbers and sales. Agribuddy has provided services to over 10,000 farmers across two countries. It continues to refresh its existing brand by brainstorming to enhance the brand and to ensure that tomorrow is better than today.

Case Studies Phase II

List of Targeted Companies

No	Name	Service/Product	Trademark/Geographical Indication
1	Lyly Food Industry	Rice crackers and snacks	Registered
2	Soma Farm (Cambodia)	Animal production	Registered
3	Confirel	GI products, wine, and spirits	Registered
4	Khmer Fresh Milk (Kirisu Farm)	Dairy products	Registered
5	Three Corner Coffee	Coffee production	Registered
6	Farmex (Cambodia)	Kampot pepper	N/A
7	Khmer Household and Healthcare (KHH)	Personal and household care products	Registered
8	Thaung Trading	Sea salt	Registered
9	MG Pacific	Tissues	Registered
10	Daun Penh Food and Beverage	Food and beverages	Registered
11	SBI LY HOUR BANK	Banking services	Registered
12	The Elephant Edition	Children and maternity products	Registered
13	Chaktomuk Pest Services	Pest control	Registered
14	MyPhsar Online Market	E-commerce	Registered
15	Go24 (Cambodia)	Food delivery	Registered
16	BanhJi	FinTech	Registered
17	Bongloy	FinTech (PSI)	Registered
18	Delightech	FinTech (P2P lending)	Registered
19	KOOMPI	Tech development	Registered
20	DGacademy	EduTech	N/A
21	Wuang Asia	Consultant services	Registered
22	Thalias	Restaurant	Registered
23	Amaya Development	Property management	Registered
24	Mafiya's Resort	Resort	N/A
25	Kirirum Beungkok Vaingnorn (Curtain) (KBC)	Curtains	N/A

Branding Summary

							Method of Branding								Effectiveness of Branding					Protection of Brand		
Type	No.	Company Name	Area	Product/ Service	Page No.	Summary	Services Branding	Offline Branding	Co-Branding	Online Branding	Geographical Branding	Personal Branding	Corporate Branding	Product Branding	Clarification of Business Culture and Loyal Employees	Clarification of Direction of Business	Brand Expansion	Securing of Loyalty	Securing of Price Advantage	Registration of Trademark	Registration of Design	Registration of Geographical Indication
Large	1	Lyly Food Industry	Phnom Penh	Rice crackers and snacks	33	Quality and tasty Khmer food products		●		●		●		●		●	●	●		●		
Large	2	Soma Farm (Cambodia)	Phnom Penh	Agricultural products	35	Organic and sustainable farming practices		●		●			●			●	●	●	●	●		
Medium	3	Confirel	Phnom Penh	Palm sugar, Kampot pepper, wine, and spirits	37	Authentic Khmer products		●		●			●	●	●		●	●	●	●	●	●
Medium	4	Khmer Fresh Milk	Phnom Penh	Dairy products	39	100% pure milk		●	●	●				●				●	●	●		
Medium	5	Three Corner Coffee	Phnom Penh	Coffee beans	41	Real experience of tasting fresh coffee beans builds a loyal customer base		●	●	●				●			●	●		●		
Medium	6	Farmex (Cambodia)	Kep	Kampot pepper	43	Kampot pepper as a Geographical Indication		●	●					●			●					●
Large	7	Khmer Household and Healthcare (KHH)	Phnom Penh	Personal and household care products	45	Contemporary brand offering high-quality personal and household care products		●	●	●				●		●	●	●	●	●		
Medium	8	Thaung Trading	Kampot	Sea salt	47	High-quality salt products		●	●	●	●	●	●	●			●	●	●	●		●
Medium	9	MG Pacific	Phnom Penh	Tissues	49	Premium paper-based products		●						●		●		●	●	●		

Branding Summary

Type	No.	Company Name	Area	Product/ Service	Page No.	Summary	Method of Branding								Effectiveness of Branding					Protection of Brand		
							Services Branding	Offline Branding	Co-Branding	Online Branding	Geographical Branding	Personal Branding	Corporate Branding	Product Branding	Clarification of Business Culture and Loyal Employees	Clarification of Direction of Business	Brand Expansion	Securing of High Loyalty	Securing of Price Advantage	Registration of Trademark	Registration of Design	Registration of Geographical Indication
Large	10	Daun Penh Food and Beverage	Phnom Penh	Drinking water	52	Pure water produced from natural sources of tropical forests		●		●	●			●		●		●		●		
Large	11	SBI LY HOUR BANK	Phnom Penh	Banking services	55	Wide range of flexible loan products	●	●	●	●					●	●	●	●		●		
Medium	12	The Elephant Edition	Phnom Penh	Maternity and children's products	58	One-stop store for new mothers and pregnant women	●	●	●	●			●	●	●	●	●	●		●		
Medium	13	Chaktomuk Pest Services	Phnom Penh	Pest manageme nt and cleaning solutions	60	Latest technology in pest management, professional cleaning, and new standards of fumigation	●			●			●				●	●		●		
Medium	14	MyPhsar Online Market	Phnom Penh	E-commerce platform	63	Safe online market for sellers and buyers	●			●						●		●		●		
Medium	15	Go24 (Cambodia)	Phnom Penh	Delivery services	65	24-hour delivery services	●	●	●	●					●		●	●		●		
Medium	16	BanhJi	Phnom Penh	FinTech services	67	Financial platform to enable MSMEs to make smart decisions, access digital financial services, and access working capital financing	●		●	●		●				●	●	●		●		
Medium	17	Bongloy	Phnom Penh	FinTech services	69	Digital payment solutions and services	●	●	●	●						●	●	●		●		
Medium	18	Delightech	Phnom Penh	Loans	71	Trustworthy and convenient banking services	●	●		●			●			●	●	●		●		

Branding Summary

Type	No.	Company Name	Area	Product/ Service	Page No.	Summary	Method of Branding								Effectiveness of Branding					Protection of Brand		
							Services Branding	Offline Branding	Co-Branding	Online Branding	Geographical Branding	Personal Branding	Corporate Branding	Product Branding	Employees Clarification of Business Culture and Loyal	Clarification of Direction of Business	Brand Expansion	Securing of High Loyalty	Securing of Price Advantage	Registration of Trademark	Registration of Design	Registration of Geographical Indication
Medium	19	KOOMPI	Phnom Penh	Computers and software	74	Creates and sells computers to various schools	●	●								●	●	●		●		
Sole Proprietorship	20	DGacademy	Phnom Penh	EduTech	79	A digital education platform with a wide range of customised training programmes designed to help leaders and managers develop the skills that they need	●		●	●		●				●	●	●				
Medium	21	Wuang Asia	Phnom Penh	Consultancy	81	Professional, trustworthy, and quick consultancy services	●	●				●				●		●		●		
Medium	22	Thalias	Phnom Penh	Restaurant	83	Elevation of famous Cambodian local foods in a healthy context; offers food that is like regional or family dishes	●	●		●				●			●	●	●	●		
Large	23	Amaya Development	Kampot	Holiday homes	86	Holiday home resort concept featuring the connection between humans and nature	●	●	●	●	●			●		●	●	●	●	●		
Medium	24	Mafiya's Resort	Sihanoukville (Koh Rong)	Resort	89	Resort on Heaven Beach, Koh Rong, 1 hour from Sihanoukville	●	●		●	●							●	●			
Sole Proprietorship	25	Kirirum Beungkok Vaingnorn (Curtain) (KBC)	Phnom Penh	Curtains	91	Supplies fabrics, curtains, and curtain materials, as well as provides tailoring and curtain laundry and installation services	●			●		●		●		●		●				

LYLY FOOD INDUSTRY

Lyly Food Industry is a manufacturing company that produces quality Khmer products such as rice crackers and snacks.

Company profile

Establishment date: 2002

Business contents: Food manufacturing

Location: Phnom Penh, Cambodia

Registered trademark

KH/2003/18276

Interviewee

KEO MOM

Chair, Board of Directors

Keo Mom, chair, Board of Directors

ESTABLISHMENT

Lyly's founder, Keo Mom, was inspired when watching her children snack. She was worried that the snacks eaten by her children were not safe, and if they were nutritious. Thus, the Lyly brand was established to provide high-quality healthy snacks.

BRANDING CONCEPT

The word 'Lyly' is short, easy to pronounce, and easy to remember. The logo consists of a rabbit with the name 'Lyly' in Khmer and English. Rabbits are known as smart animals; the founder's birth year was also the Year of the Rabbit. The logo is white, red, and blue, which are the colours of the Cambodian flag.

Lyly introduced its brand in 2002. The company aims to provide the best Khmer snack products in the world.

Food Manufacturing

MARKETING AIMS

Lyly's customers range from children to older persons. It aims to eventually make its brand available worldwide and to become Cambodia's leading manufacturer by utilising the best local ingredients, allowing customers to experience a variety of affordable, delicious products.

Lyly focusses on quality and stability. It also commits to updating its quality and product taste every 3 to 5 years to meet customers' needs.

In addition, it is committed to providing a chance to the poor and people with disabilities to improve their quality of life and to directly sourcing organic rice, corn, and other crops from farmers through sustainable farming programmes.

METHOD OF BRANDING

Lyly uses product branding, online marketing, offline marketing, and personal branding. Television advertisements are the most popular form. Its products are advertised with the slogan, 'Nom Srouy Lyly Oiii! Chgang mes? Chgang mes? Chgang mes?', which is memorable.

The company also promotes its brand through social media channels such as Facebook and TikTok.

EFFECTIVENESS OF BRANDING

Lyly exports its products to 13 countries around the world. Although it is a local company, it has won many awards in other countries and from various organisations. In 2015, Lyly won the Cambodian Young Entrepreneur Championship Award.

SOMA FARM

Soma Farm is committed to eco-friendly business practices, prioritising sustainability through the exploration and implementation of innovative technologies.

Company profile

Establishment date: 20 April 1999

Business contents: Agriculture

Location: Phnom Penh, Cambodia

Registered trademark

KH/2018/70218

Interviewee

SOK PUTHYVUTH

Director

ESTABLISHMENT

The name, Soma, comes from that of the oldest daughter of Samdech Vibol Panha Sok An. The inspiration behind the establishment of Soma Farm and Soma Group originated from the vision of Samdech Vibol Panha Sok An.

BRANDING CONCEPT

Soma Farm's focus is on sustaining and enhancing its product quality, ensuring its commitment to sustainability. For instance, in the process of raising chickens for eggs and fertilizer, attention to cleanliness, including providing clean water, is crucial. Any health issues with the chickens could directly impact the quality of both eggs and fertilizer.

METHOD OF BRANDING

Soma Farm uses online marketing, offline marketing, and corporate branding. It employs social media. For offline marketing, events feature company booths at that promote and sell products on Khmer New Year or during the Sea Festival.

In addition, the reputation of Soma Group contributes to the branding of Soma Farm as a subsidiary.

Agriculture

USE OF INTELLECTUAL PROPERTY

Sok Puthyvuth asserts that while companies may draw inspiration from each other's business ideas, it is unethical for one company to replicate another's logo or any elements that could blur the distinction between their respective brands. A company may adopt similar business concepts but preserving the uniqueness of its logo is paramount.

In cases where a company admires Soma Farm and wishes to cooperate, Mr. Sok encourages collaboration rather than outright copying. This approach ensures that each brand maintains its individual identity.

MARKETING AIMS

Soma Farm targets local markets, with a specific emphasis on wholesale distribution, except for eggs, which are retailed to supermarkets.

EFFECTIVENESS OF BRANDING

Soma Farm envisions expanding its market reach to Europe, China, and ASEAN Member States. The focus is not just on expansion but on continuous improvement, with a commitment to studying and refining their exportation strategy annually. Soma Farm envisions fostering collaboration between large and small farms or community initiatives in agriculture. Recognising the importance of this sector to food security, Soma Farm collaborates with partners to contribute to this shared goal.

BRANDING STRATEGY

The branding strategy of Soma Farm and Soma Group is tied to the expansion of their business activities. Each business venture complements and supports the others, creating a network of interconnected enterprises.

CONFIREL

Confirel manufactures high-quality and globally recognised healthy, organic products.

Company profile

Establishment date: 2015

Business contents: Organic products

Location: Phnom Penh, Cambodia

Registered trademark

KH/2013/47752

Interviewee

HAY LY EANG

Chair, Board of Directors

ESTABLISHMENT

Confirel was founded in 2001 by Hay Ly Eang. He was driven by the conviction that rural development and the improvement of farmers' living conditions were the keystone of the country's future. He sought to produce quality, authentic products in the memory of his Khmer ancestors.

BRANDING CONCEPT

Dr. Hay believes that palm sugar and Kampot pepper help represent the identity of Cambodia; these products, grown in the country's soil, embody the Khmer soul. This authenticity is key to the company promoting the treasures of Cambodian land and the know-how of its farmers. Currently, there are three types of products: (1) the sap of *thnot* of Kampong Speu, which is made into palm sugar and candies; (2) Kampot pepper, which is sold as peppercorns and pepper sauce; and (3) wine, vinegar, and spirits.

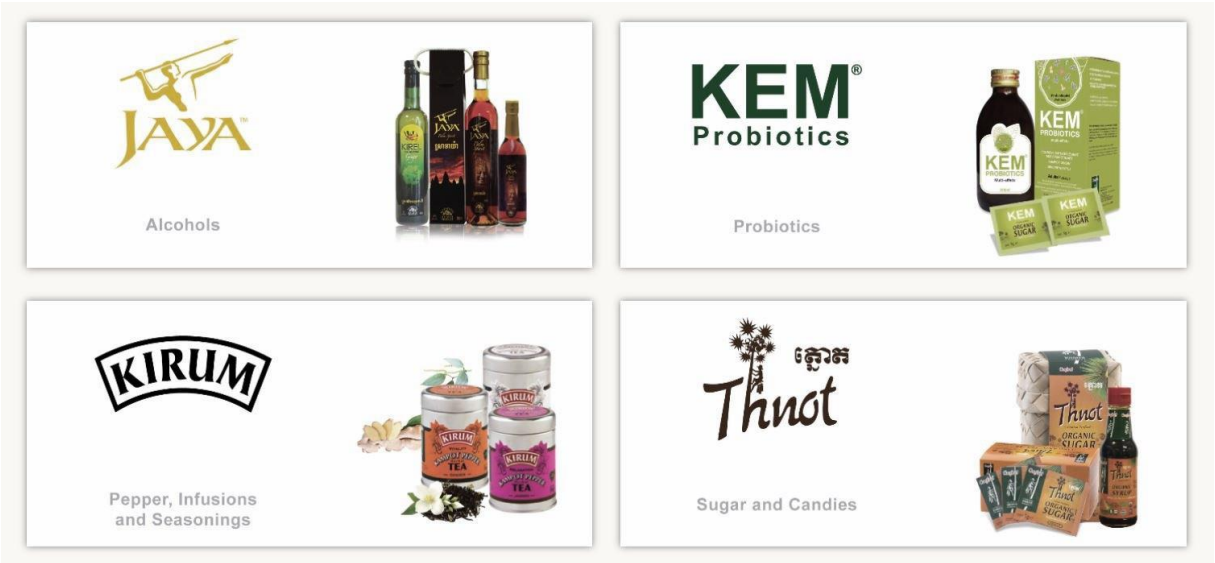
Product

Organic Products

MARKETING AIMS

Confirel targets the international market to promote the Khmer identity abroad and to create a long-term economic market for Cambodians, as 80% of the country's population are farmers.

The company also exports its *thnot* products to Viet Nam.



METHOD OF BRANDING

Confirel uses product branding, online branding, corporate branding, and offline branding. By choosing an organic production process, the company offers customers healthy products and spreads knowledge of Khmer culture through the flavours.

EFFECTIVENESS OF BRANDING

Confirel has been well-known domestically and globally for its authentic, organic products since 2001. Later, it won numerous awards both in Cambodia and abroad, although the founder still hopes that the economic situation of the countryside will be improved as a true mark of Confirel's success.

KHMER FRESH MILK

Providing children and their families with 100% pure milk.

- Makes dairy products with high quality and standards
- Ensures the safety of its customers and the environment

Company profile

Establishment date: 26 July 2017

Business contents: Milk

Location: Phnom Penh, Cambodia

Registered trademarks

KH/2020/76687

KH/2020/76626

Interviewee

KOUCH SOKLY

Chair, Board of Directors

ESTABLISHMENT

Kouch Sokly wanted to learn about the dairy sector, especially as it pertains to high-quality and nutritious foods that necessary for human growth. In 2009, he visited Israel to study agricultural technologies. First, he considered bringing such technology to Cambodian farms to grow crops; however, after in-depth market research, he found that the crop prices would be higher than those of imported products, so he decided that his business should target milk production instead. The company was registered as Khmer Fresh Milk in 2017. Mr. Kouch then spent 1 year seeking investors.

BRANDING CONCEPT

Kirisu got its name from the location of its dairy farm, located in Phnom Tamao in Takeo Province. The company named its product differently from that of the company, however, because the brand name of a product should be short and easy to remember, especially for children. The word 'គីរី' or '*kiri*', refers to the mountain on which the dairy farm is located, and 'ស្ពៃ' or '*sour*,' means heaven in Khmer. As the company's partner is Japanese, '*sour*' was changed to '*su*'.

The colours of the logo are associated with the milk and its freshness.

Product

Milk

MARKETING AIMS

The target customers are children and their family. Children always wish to try new things, but their parents ultimately decide what the children should consume, and KFM tries to build trust with those families through its standards for best quality milk production.

METHOD OF BRANDING

At the time of introduction the branding, KFM used many methods to promote its brand in the Cambodian market, such as product branding, digital marketing, and a mix of online and offline branding, to catch the attention of customers. KFM is also working with relevant ministries and has obtained awards for three consecutive years for its products. For KFM business is not only to make profits, but also to ensure the safety of its customers and the environment.

Kouch Sokly, chair, Board of Directors

EFFECTIVENESS OF BRANDING

Although Cambodia has many global brands, its dairy products are not recognised worldwide. The company, however, considers the Kirisu brand to be a product that represents Cambodia, so trademark registration is important. Khmer Fresh Milk has been successful domestically, but it needs global attention to avoid the failure of its business.

Kirisu Dairy Farm Field Trip at Takeo Province

Three Corner Coffee

After being roasted for 7 days, you can smell its richness and count on its freshness.

- Provide high-quality coffee.
- Use international standards to roast coffee beans.

Company profile

Establishment date: 5 March 2010

Business contents: Coffee

Location: Phnom Penh, Cambodia

Registered trademark

KH/2011/37154

Interviewee

JOSHUA A. JONES

Chair, Board of Directors

ESTABLISHMENT

Three Corner Coffee was founded in 2010 by Joshua A. Jones. Coffee beans were first planted in Cambodia by indigenous farmers around 1850. Until the global economic crisis in 2010, the export of raw coffee beans from Cambodia to neighbouring countries was decreasing. Additionally, the price of coffee beans was low, and some farmers decided to plant pepper instead. Mr. Jones regretted the loss of the coffee plants and was thus inspired to enter the coffee business.

BRANDING CONCEPT

The company's logo contains three standing coffee beans. This logo (and name) indicates the origin of the coffee: Cambodia, the Lao People's Democratic Republic, and Viet Nam. Its unique characteristics are the freshness, and the beans are roasted for 7 days. Roasting the coffee beans by themselves gives a consistent flavour to the coffee. Three Corner Coffee obtained a standards certificate recognised by the Institute of Standards of Cambodia.

Product

Coffee

Joshua A. Jones, chair, Board of Directors

MARKETING AIMS

Three Corner Coffee targets domestic customers and thinks about people who like the authenticity of their coffee and its freshness. Three Corner Coffee is also trying to produce coffee with a special price that all people can buy. The company is cooperating with various supermarkets to sell its products, and in the future, it plans to sell its products to distributors and small shops.

METHOD OF BRANDING

Three Corner Coffee promotes its brand through online and offline branding. The company is looking to expand, so it is looking at corporate branding as well. Further, it plans to obtain Geographical Indication status on its coffee in the future.

Within the method of co-marketing, the company advertises its brand with a hotel though online by using hashtags of hotel name on their home page. They also do the co- branding with hotels in Phnom Penh. The company does not focus only doing the coffee business, but they are also working on the corporate responsibilities and sustainability toward the farmers and environment such as using rice straws and the promote Cambodian production.

Raw coffee beans of Three Corner Coffee

EFFECTIVENESS OF BRANDING

As the company guarantees the quality of its coffee, the coffee's taste and freshness cannot change. The company thus builds trust, and customers continue to support the product.

As a product branding method, having customers actually taste the coffee is the best way to attract customers.

FARMEX (CAMBODIA)

The company wants to make delicious food and make people all around the world feel better about their food.

- A member of Kampot Pepper Promotion Association
- A member of Cambodian Organic Agriculture Association

Company profile

Establishment date: 2 February 2018

Business contents: Pepper plantations

Location: Kep Province, Cambodia

Registered trademark

Farmex (Cambodia) has used the Kampot pepper mark registered as a Geographical Indication (KH/G/2009/1).

Interviewee

MARAT KOTEREV

Chair

ESTABLISHMENT

Farmex (Cambodia) is a combination of the words farm and export. It also uses 'Kruntei' as its brand name, which refers to 'spice' in Khmer, as it brand focusses on Kampot pepper. Kruntei is distinctive, simple to explain, and pleasant sounding to foreigners. The founder – Marak Koterev – is from a cold climate (Russia), where growing crops is difficult. He thus decided to invest in Cambodia.

BRANDING CONCEPT

Kruntei has been registered in the Russian Federation and some European countries. Farmex needs to protect its product from counterfeit products in the consumer market. Farmex has decided to register the brand in each customer country in the future.

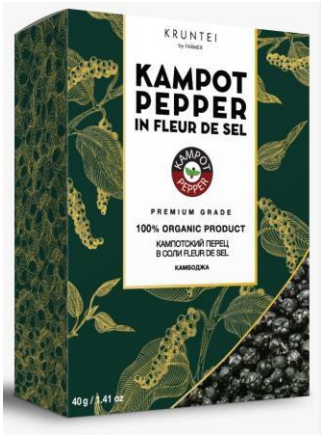
Agriculture

METHODS OF BRANDING

The company has used a few methods of branding such as product branding, co-branding, geographical branding, and offline branding. For product branding, it has focussed on a single product – Kampot pepper. For co-branding, it has worked with other companies to sell their final products. In addition, as Kampot pepper has been registered under a Geographical Indication and is well recognised in Europe, the product itself already attracts consumers. For offline branding, the company sells its products specifically to tourists in a shop in Kampot.

MARKET AIMS

The target customers are those in Europe as well as tourists. Farmex also sells to markets and some shops, but in small quantities.



Product

EFFECTIVENESS OF BRANDING

The company places more attention on attracting distributors rather than on attracting customers directly. Distributors receive samples of Kampot pepper throughout the pepper season, and if they are satisfied with the product, it is hoped that they will place large orders. Currently, the company sees little opportunity in the local market because the price of Kampot pepper in Cambodia is significantly lower than the price at which the company exports it. Despite this, the company wishes to build a small shop in Siem Reap. As for product expansion, the company hopes to purchase products from farmers instead of farming the peppercorns itself. It will work closely with farmers to grow and to purchase the products in the future.

Khmer Household and Healthcare

Khmer Household and Healthcare (KHH) is a contemporary Cambodian brand offering high-quality personal and household care products.

Company profile

Establishment date: 2015

Business contents: Personal and household care products

Location: Phnom Penh, Cambodia

Trademark:

KH/66596/15

Interviewee

ITH RANOY

General Manager

ESTABLISHMENT

KHH was began when founder Pengky Sang and his friends from South Korea visited Cambodia. They went to the local market to shop for personal and household care products, and they noticed that most of the products displayed were imported from other countries. His friends wondered why, when the Khmer Empire built the magnificent Angkor Wat Temple, they seemed unable to build quality local brands.

BRANDING CONCEPT

KHH is a local brand name using the Khmer language. Each brand is defined below:

KLEN. In Khmer, this means 'smell' and refers to shampoos and shower gels.

SAAT. In Khmer, this means 'clean'. It refers to household care products like dishwashing liquid, fabric softener, and floor cleaners.

LOR. In Khmer, this means 'good'. It refers to products that have good quality with reasonable prices, such as hand soap and laundry detergent.

Household & Health Care Products

MARKETING AIMS

KHH's products can be used by both men and women, and it targets those aged 18–45 years. The company has just launched new product for babies under the Klen brand name.

KHH uses formulas from South Korea and imported material from other countries to produce high-quality products.

The company uses marketing strategies based on current trends. It employs social medial platforms.

To deliver its products into markets around Cambodia, KHH has exclusive distributors. Further, it cooperates with other companies to brings its products to the attention of targeted customers.

METHOD OF BRANDING

As KHH is a local brand, it is often difficult to promote its products and to earn the trust of local customers. However, the company advertises on television, publishes videos or content on social media platforms, displays products on banners and tuk-tuks, and consigns them in stores. It also conducts charity/donations and gives discounts to promote its products and to attract more customers.

EFFECTIVENESS OF BRANDING

KHH's brand has become well-known and recognised domestically. Products are on sale everywhere in Cambodia, including supermarkets, wet markets, shops, and roadside stores. Customers are able to buy KHH products in almost every market around Cambodia.

In the future, the company plans to expand to foreign markets, particularly the neighbouring countries of the Lao People's Democratic Republic, Myanmar, Thailand, and Viet Nam.

THAUNG TRADING

Thyda, a brand of salt created to support the community and sustainability.

- Produce high-quality salt for the domestic and international markets
- Obtained Geographical Indication status

Company profile

Establishment date: 29 May 2018

Business contents: Salt

Location: Kampot, Cambodia

Registered trademarks

KH/2017/63464, KH/2017/63465

KH/2020/79270

Interviewee

THAUNG THYDA

Chair, Board of Directors

ESTABLISHMENT

Thaung Thyda is the fourth generation of a salt farming family – but had no interest in salt farming itself nor in running her ancestral farm. However, one day, when she returned to her homeland, she found that her family had gathered a high salt yield but could only sell it at very low prices. To generate business opportunities for the salt

farming sector, identify optimal solutions for marketing Kampot salt, and showcase Cambodia's rich tradition and culture, Ms. Thaung decided to establish Thaung Enterprise in 2016 as a small taxpayer, then officially registered its name as Thaung Trading in 2018.

BRANDING CONCEPT

Thaung Trading started introducing its brand to the public in 2017. Its branding focussed on women's empowerment. In the logo, an apsara's hand is held out, and a woman standing on the hand is carefully gathering salt. Some of its salts also use the 'Jular'sa' brand name, which means that it was harvested from the sea.

Salt

MARKETING AIMS

Thaung Trading has divided its target customers which are: (1) B2B; and 2 B2C. For B2C, the companies sells products from the Thyda brand to supermarkets because this allows it to fetch a higher price than at local markets. Company grows its connection to customers through its marketing and branding strategies. For branding strategies, the company tries to publish its brand and convey to customers who they are and what the company is doing. In this approach, the company builds brand loyalty with customers by advertising their branding elements.

METHOD OF BRANDING

Ms. Thyda built her own brand through the product branding of salt under the Thyda and Julaʼsa brands. Then, she began to engage in corporate branding and personal branding to introduce herself and her brand to customers and investors. She also uses online and offline approaches to branding to advertise and promote her brand.

Teamwork of Thaung Enterprise

Thaung Thyda, founder, Thaung Trading

Thaung Trading is working to build brand loyalty by noting that customers can use the product with trust, and in doing so, they are helping the salt-farming community. Indeed, the slogan of Thaung Trading is the ‘Spirit of Sustainability’. Ms. Traung has been working with relevant ministries and organisations to promote the brand, obtaining a Geographical Indication for the product in 2023. The slogan for Thyda is ‘Sprinkle for Better Community and Health’.

EFFECTIVENESS OF BRANDING

The company expects that its products will succeed in the global market in the future. When customers or partners get to know the founder and the mission of Thaung Trading, they will recall Ms. Thaung and the story of this brand’s salt, so the product will be better known by customers through this personal branding.

MG PACIFIC

High-quality Cambodian tissue products

Company profile

Establishment Date	: 16 March 2017
Business contents	: Tissue
Location	: Phnom Penh, Cambodia

Registered trademark

KH/2016/59333

Interviewee

TAING SOCHEAT

Chairman of the Board of Directors

ESTABLISHMENT

Taing Socheat wished his home country of Cambodia to have the ability to create high-quality, expensive products. In 2013, he established the MG brand, and in 2015, the company was established as a sole proprietorship under the name MG Brothers. It was transformed into a limited liability company in 2017 as MG Pacific. Mr. Socheat started with four employees.

Taing Socheat, chair, Board of Directors

BRANDING CONCEPT

The packaging of its products has been updated to reflect the styles of rice and Mekong River dolphin (*phsaaot*).

Product

Tissues

In MG, the letter M means '*mean*' in Khmer and 'exist' in English, while G means '*grob*' in Khmer and 'sufficient' in English. This indicates that in the future, this Cambodian company will have branches everywhere in the Pacific. The colours of logo are green and gold; green refers to supremacy, and gold refers to excellence. Notably, the narrow G refers to prosperity.

MARKETING AIMS

The company's targeted customers are high-end clients such as supermarkets, banks, and luxury hotels. Because its products are more expensive than imported products and are of a competitive quality, MG Pacific focusses on these high-end clients. Further, the founder actively participates in various events and personally meets with the owners of many companies, hotels, and banks.

METHOD OF BRANDING

MG Pacific uses product branding and offline branding. Mr. Socheat believes that online marketing is not good for the company's products as 'fake news' of the products is prevalent, so customers do not trust it.

EFFECTIVENESS OF THE BRANDING

MG Pacific measures the brand's success through increased consumption and orders. Especially in the last 2 years, the company has achieved significant profits.

In 2020, MG Pacific won Country Star of the Year in Ha Noi, Viet Nam and was then recognised by the CSR Awards presented by the European Chamber of Commerce in Cambodia in 2021. APAC Insider Magazine also named it the Most Innovative Paper-Based FMCG SME 2022.

Country Star of the Year in Ha Noi, Viet Nam

CSR Awards presented by the European Chamber of Commerce

Awarded by APAC Insider Magazine based in the

Tissues

The CSR Awards presented by the European Chamber of Commerce in Cambodia in 2021.

INTELLECTUAL PROPERTY REGISTRATION AND LEGAL COMPLIANCE

MG Pacific has registered its trademark to protect its brand name, and the company complies with all obligations of all relevant ministries/institutions. The company believes that people have equal rights before the law and are entitled to equal protection by the law.

DAUN PENH TRADING

The only Cambodian spring water providing the taste of healthy goodness.

- Water with nutrients and rich minerals from the pristine mountains
- Spring water that received ISO 9001: 2015, ISO 22000: 2018, HACCP, and GMP

Company profile

Establishment date: 2021

Business contents: Water

Location: Phnom Penh, Cambodia

Registered trademarks

KH/2019/72478, KH/2019/72479

KH/2017/63925, KH/2016/58416

Interviewee

ING SEAV CHHUON

Chief Executive Officer, Daun Penh Food and Beverage

ESTABLISHMENT OF PRO VIDA

In 2015, the spring water 'Tada Boko' was bought by Ing Bun Hoaw and rebranded to be Pro Vida Natural Source Spring Water. It was then rebranded again to Pro Vida with the taglines 'Spring Water' and 'Bokor Spring Water'. One of the main purposes for creating Pro Vida was a focus on health, because it is high in calcium, nitrogen, and potassium. It is sourced from waterfalls in the untouched tropical rainforest and seeps through the porous mountain rocks into an underground aquifer, where the water is naturally purified and infused with rich minerals from the pristine mountains.

Ing BunHoaw, Chairman of the Board of Directors

BRANDING CONCEPT

The company named its product Pro Vida due to the health benefits of spring water, with the Vida portion coming from the word for 'health' in

Spanish. The name Pro Vida is relevant also because it can be easily referred to in multiple ways, like Pro Vida, Pro, or Vida. Its colour design incorporates red and blue, which reflect the colours of the flag of Cambodia, and the blue also represents water.

The company is focussing on health and raising awareness that Pro Vida is a Cambodian product with the format, design, and standards of foreign products. It considers the registration of trademarks as very important, as they allow the company to protect itself from any infringement and fraud, as well as to gain customer trust.

Ing Seav Chhuon, CEO of PRO VIDA

MARKETING AIMS

Between 2015 and 2018, the target customers were 'high-class' citizens. From 2015 to 2023, Pro Vida has changed its target customer base thanks to a new price that can compete in the entire market. To gain customers' trust, teams with specific roles have been assigned to certain areas of Phnom Penh and nationwide to observe the needs of existing customers and those who do not know Pro Vida. The Chief Executive Officer also always meets directly with distribution depots to promote the benefits of Pro Vida and to survey the market. This strategy may help prove the company's values and create strong relationships with customers, sellers, and distributors.

METHOD OF BRANDING

Pro Vida builds its brand through many means, such as by improving the company's profile or through social media influencers, brand ambassadors, participation in exhibitions of local products, and advertisements on various social media platforms. The company also invests in physical branding such as through banners on streets, football fields and other sports venues, in markets, and in other public places that customers can easily recognise and associate with Pro Vida.

Product

Water

Chief executive officer meets directly with distribution depots

EFFECTIVENESS OF BRANDING

Pro Vida measures the brand's success through positive reviews from its customers, increasing numbers of customers and orders, and people becoming aware of Pro Vida. With attractive packaging, widespread advertising, ease of buying, an affordable price, and high quality, customers trust and choose Pro Vida over its competitors and imported products. In the future, the company is considering exporting its product as well.

SBI LY HOUR BANK

SBI LY HOUR BANK provides a wide range of flexible loan products based on need, such as loan size, loan terms, and repayment methods.

Company profile

Establishment date: 8 July 1999

Business contents: Bank

Location: Phnom Penh, Cambodia

Registered trademark

KH/2023/93720

Interviewee

NANG KINAL

Head, Marketing and Communications

ESTABLISHMENT

SBI LY HOUR BANK was formerly known as Ly Hour Microfinance Institution, which transformed into a commercial bank after obtaining a banking license from the National Bank of Cambodia (NBC) on 23 March 2020, with an investment from a strategic business partner, SBI Holdings, which owns 70%. Ly Hour owns 30%.

Ly Hour, chair, Board of Directors and Shareholder Representative

Service

Bank

BRANDING CONCEPT

SBI LY HOUR BANK promoted its brand before actually having a physical headquarters – a teaser to draw immediate public attention. It also organised a launch of its banking license by inviting the NBC regulator to preside over the ceremony, making the public aware of its presence in the market. SBI LY HOUR BANK joined with the backing of a reputable Japanese company; this Japanese investor will be a key part of the message to its target audience. To reach its target audience, SBI LY HOUR BANK uses both traditional and digital communication means due to its variety of customers.

MARKETING AIMS

SBI LY HOUR BANK's objective is to provide services to individuals, SMEs, companies, and corporations to help contribute to socio-economic development of Cambodia. It targets various customers via SME and commercial loans and trade finance with reasonable interest rates. To attract customers, SBI LY HOUR BANK provides fast, reliable customer service as well.

METHOD OF BRANDING

SBI LY HOUR BANK uses services branding, online branding, offline branding, and co-branding. It introduced its brand to customers by using a unique selling point (USP) or value proposition through both traditional and digital media channels, from radio to on-the-ground activation to social media channels. It also concentrates on brand identity, messaging, targeted audiences, differentiation, brand experience, as well as marketing and communications. SBI LY HOUR BANK works to build positive experiences for customers at every touchpoint.

Bank

'Rising Star of Risk Management 2022' and 'Inspirational Payment Volume Growth 2022' awards from VISA

EFFECTIVENESS OF BRANDING

SBI LY HOUR BANK visualises that in the future, the bank will be well-known, a trusted brand, and be at the forefront of a customers' minds when they need any financial service.

In 2022, SBI LY HOUR BANK won 'Rising Star of Risk Management 2022' and 'Inspirational Payment Volume Growth 2022' awards from VISA.

Its success comes from brand experience and its customer service culture, Create First Good Experience. Customers can access any bank financial service at both the branch office and in the community (via field visits by staff at operation areas nationwide).

THE ELEPHANT EDITION

Baby Outlet provides many high-quality products for newborns, babies, children, and pregnant women at affordable prices.

Company profile

Establishment date: 2014

Business contents: Maternity, baby, and children's products

Location: Phnom Penh, Cambodia

Registered trademark

KH/2019/74517

Interviewee

CHHIN RADY

Chair, Board of Directors

ESTABLISHMENT

Baby Outlet came from the word 'outlet', which are stores often seen in many developed countries. It was established to offer a one-stop solution to buy high-quality goods for babies, children, and pregnant women at affordable prices. In addition, it also aims to provide education to prepare for childbirth and offers free consultation on various products.

Baby Outlet

Big Outlet for Little People

2019-2029

BRANDING CONCEPT

The logo of Baby Outlet is an elephant. The elephant was chosen as it is an animal that loves its babies just as humans do. Notably, the elephant is physically large in size but is still a gentle animal, and it has an especially long lifespan. Therefore, the logo represents a large business that provides care and love to babies and mothers.

Baby Outlet always listens to the needs and problems of its customers and addresses them by using the management standards of observing the current problem, identifying solutions, testing potential solutions, implementing the best solution, and checking the results.

Baby Store

MARKETING AIMS

Baby Outlet aims to provide over 15,000 products. In addition, it provides free delivery even when buying fewer goods or goods at a lower price, as it wants to reduce customer difficulties, save time, and provide convenience to mothers who take care of their babies alone at home.

To promote its brand, the company offers promotions and additional items (e.g. buy one, get one free). Moreover, it uses cooperative or special prices to provide special free gifts to its customers.

METHOD OF BRANDING

Baby Outlet is building its brand in two ways, online and offline. Currently, the company is focussing more on online methods; it plans to completely move to online marketing in the future. It also plans to upgrade its storefronts to be more comfortable and luxurious.

EFFECTIVENESS OF BRANDING

Baby Outlet measures the brand's success by the increasing number of customers. This is often achieved by customers promoting the brand to their friends.

Baby Outlet hopes to bring new concepts from abroad to update its stores, and it does also plan to expand abroad.

CHAKTOMUK PEST SERVICES

Chaktomuk Pest Services revolves around providing high-quality pest control, fumigation, and facility solutions while prioritising the use of advanced technology and minimising the use of chemicals.

Company profile

Establishment date: 13 October 2016

Business contents: Pest control

Location: Phnom Penh, Cambodia

Registered trademarks

KH/70438/16, KH/100086/21

Interviewee

YEAB SOKUNTHAI

Managing Director

ESTABLISHMENT

Chaktomuk Pest Services registered its business on 13 October 2016. It owns two internationally franchised brands and has established its own brand. Its internationally franchised brands include Orkin Cambodia, which focusses on the latest technology in pest management, and IFS Cambodia, which is a professional cleaning solution that started in early 2023. In addition, it has its own local brand, FUMEX, which was established in 2021 to introduce a new standard of fumigation in Cambodia.

Chaktomuk Pest Services was founded by four young entrepreneurs, Yeab Sokunthai, Khorn Chhundara, Uk Samrethpich, and Giodano Thomas Ange Marcel.

Product

Pest control

BRANDING CONCEPT

Chaktomuk Services revolves around providing high-quality pest control, fumigation, and facilities solutions while prioritizing the use of advanced technologies and minimizing the use of chemicals.

Chaktomuk Pest Services has not only brought advanced technology from its franchise owner but has also developed its own management, marketing strategies, and training programmes. This combination of expertise and innovation helps build trust with customers, as they can rely on Chaktomuk Pest Services for their pest control, fumigation, and facility solution needs.

MARKETING AIMS

Chaktomuk Pest Services aims to provide customers with a wide range of pest services across various industries, such as retail, residential, hospitality, food and beverage, real estate, and agriculture through its franchises, Orkin Cambodia and FUMEX Cambodia. It has a comprehensive vision to deliver superior services, contribute to multiple industries, and contribute to Cambodia's economic growth.

Pest control

METHOD OF BRANDING

Chaktomuk Pest Services faced many challenges when starting Orkin Cambodia. It thus implemented a strategic approach to address these issues.

First, it focussed on creating awareness and educating people about insects and pest management through workshops and free consultations. This played a crucial role in increasing awareness and understanding amongst the public about the importance of pest control.

Second, it prioritised training technicians extensively on pest biology, the proper usage of chemicals and instruments, and effective pest control techniques. This ensured that the technicians acquired the necessary skills and knowledge to deliver professional and efficient pest control services.

Third, Chaktomuk Pest Services emphasised the importance of building trust with clients by providing them with clear results stemming from the pest control services. This transparent approach allowed clients to see the effectiveness of the treatments, strengthening their trust in the company.

EFFECTIVENESS OF BRANDING

In 2018, Chaktomuk Pest Services received recognition from ORKIN America, winning the 'Fastest Growing Franchise Award' and 'Super Star Award'. In 2019, it secured the Number 1 ranking over 70 other franchisees in different countries for the Revenue Growth Award, demonstrating its progress and success within the industry. The recognition and trust gained from both local and international companies speak to the reputation it enjoys and the high level of service that it provides.

MYPHSAR

MyPhsar in an online market platform that allows buyers and sellers to complete transactions through its app.

Company profile

Establishment date: 2016

Business contents: Online marketplace

Location: Phnom Penh, Cambodia

Registered trademarks

KH/2023/91533, KH/2017/64984

Interviewee

KONG BUN NORIN

Chair, Board of Directors

ESTABLISHMENT

MyPhsar Online Market was established in 2016. The idea originated when the founder faced difficulties in buying products in the market during a visit to Koh Rong. The inspiration for its logo came from when the founder visited Siem Reap and noted that the elephant symbolises strength and longevity. Specifically, an elephant is capable of pushing a heavy stone from the top of a mountain across 1,000 metres and through many obstacles, which was how the Angkor Wat Temples were built.

BRANDING CONCEPT

The founders envisioned building something that Cambodians would be proud of and promoting Cambodian products internationally.

MyPhsar serves as an online platform connecting buyers and sellers. Sellers register and post products, and buyers can purchase the variety of items displayed on the platform. MyPhsar aims to assist SMEs in selling products online at a low cost while providing a user-friendly app to make transactions easy. The app targets SMEs that need an online platform and ensures safety through a review process for sellers to avoid scams and fraudulent products and sellers.

Online Market

MARKETING AIMS

MyPhsar Online Market aims to establish trust and safety for its users. Currently, approximately 100 shops are registered on the platform.

To enhance its connection with users, MyPhsar Online Market continually updates the app to be more convenient, maintains a trustworthy environment, trains its staff to be friendly, and collaborates with delivery companies to ensure timely and accurate product delivery.

METHOD OF BRANDING

MyPhsar utilises social media advertisements and influencers to create brand awareness. The company is working on decreasing the number of sellers who do not provide their actual location; by taking this step, the company expects that more people will recognise and purchase products on the platform without fear of being scammed. The platform also has a return policy for products when the deliveries are incorrect.

EFFECTIVENESS OF BRANDING

MyPhsar Online Market has become the second-largest e- commerce company in Cambodia, with over 400,000 app downloads, 90,000 unique monthly users, and 180,000 social media followers in its first 2 years.

Currently, there are around 1,000 types of products and 100–200 companies registered on the platform. The founder said that he wishes to see the numbering of users increase over the next 4–5 years.

GO24 (CAMBODIA)

Nham24's popular e-commerce platform has become a necessity for people in the capital of Cambodia.

Company profile

Establishment date: 2015

Business contents: Food delivery, taxi services

Location: Phnom Penh, Cambodia

Registered trademark

KH/2022/87326

Interviewee

ROWELL SUBA SANTIAGO

Head, Marketing

ESTABLISHMENT OF NHAM24

GO24 (CAMBODIA) Co., Ltd. ("GO24") was founded in 2015 by four visionaries and officially commenced operations in 2016. Initially conceived to revolutionize fast-food delivery in Cambodia.

The brand is NHAM24, as '*nham*' in Khmer translates to 'eating', and '24' signifies the availability of services 24 hours per day. Initially focussing on food delivery, GO24 has since evolved to offer an array of services, including ride-hailing (NHAM24 Taxi), a travel marketplace (NHAM24 Travel), courier delivery (NHAM24 Express), groceries, shopping, and e-ticketing.

BRANDING CONCEPT

GO24 promotes its brand through various channels such as social media, in-app advertising, outdoor ads, and digital campaigns. Additionally, the company engages in on-the-ground activities, co-branded partnerships, sponsorships at industry-related events, corporate social responsibility activities, and participation in thought leadership events. Facing competition from major foreign brands, GO24 actively works towards establishing and promoting itself as a local brand.

Product

Food delivery

MARKETING AIMS

GO24 targets a broad customer base and building strong connections with its customers through responsive support. The company ensures quick resolutions for issues such as missing products during delivery, with an active hotline and proficiently trained driver and rider partners offering reliable food, taxi, and delivery services.

METHOD OF BRANDING

GO24 employs a multifaceted approach to branding, utilising services branding, offline branding, online branding, and co-branding. The company introduces its brands through online marketing campaigns, creating engaging videos for social media promotion. Social media advertising is identified as a primary tool for building and strengthening the brand given the high digital media consumption in Cambodia.

EFFECTIVENESS OF BRANDING

Operating in 19 cities across Cambodia, GO24 has seamlessly integrated into the lives of over 900,000 users. The platform also has provided livelihood opportunities to over 10,000 riders and driver partners while empowering more than 17,000 food and quick-commerce merchant partners to expand their businesses. With over 300 employees at its Phnom Penh headquarters, GO24 has evolved into a fully integrated super app, prioritising value, convenience, and speed. Future plans include expanding into new markets and introducing additional services to meet the evolving needs of its customers, all while maintaining unparalleled service standards.

BANHJI FINTECH

With the emergence of FinTech, BanhJi is witnessing a significant transformation of the underpinnings of financial systems and processes.

Company Profile

Establishment date: 2019

Business contents: FinTech

Location: Phnom Penh, Cambodia

Interviewee

SIM CHANKIRIROTH

Founder

ESTABLISHMENT

BanhJi began in 2013, but the company's official registration first took place in Singapore in 2016, as was required by its investors after it won an award in the Startupbootcamp competition. After incorporating its paid platform service, BanhJi took further steps to officially register the company with the Ministry of Commerce in Cambodia on 29 April 2019.

Having been an experienced consultant in the accounting and financial sectors, Sim Chankiriroth began to convince shareholders to develop BanhJi, a FinTech start-up providing MSMEs with a financial platform and financial apps that are connected to Cambodia's payment and financing ecosystem.

BRANDING CONCEPT

BanhJi focusses on two of FinTech's verticals, which are credit digitisation (based on alternative data points) and billing aggregation. It aims to be the financial operating engine for MSMEs by helping them ensure compliance by getting their accounting and taxes done; improve performance by obtaining important insights for informed decision-making; and augment cash flow with better access to cash and financing.

Powering Financial & Inclusion

banhji®

MARKETING AIMS

BanhJi aims to improve financial inclusion amongst MSMEs and its strategic collaborative partnerships with microfinance institutions, banks, and alternative financing startups. It also focusses on enabling MSMEs' invoice payments, launching their targeted industry-specific apps, and strengthening their partnerships with financial institutions.

In term of building brand connection with customers, the Chief Executive Officer helps promote the brand through his personal experiences, background, and connections. He acquired much experience in the accounting and financial industry, and he used to run a consulting firm for accounting and finance; therefore, he became influential as an advisor and expert in this field. Specifically, he contributed to the drafting of a policy paper in the financial industry, the drafting of FinTech policy for ADB as an independent consultant, and published a book in Khmer, *Finance for Non-Finance.*

In the future, the existing brands of BanhJi – សហគ្រាមន៍ (Sahakum), banz, and Bench – will be strengthened to make them more successful in Cambodia, rather than focussing on any brand expansion.

METHOD OF BRANDING

The Chief Executive Officer took the lead in bringing BanhJi to the public. He took on various roles and introduced BanhJi at every opportunity.

EFFECTIVENESS OF BRANDING

The new digital financial/accounting operating system of BanhJi has been accepted by many banks, NGOs, and companies. BanhJi also won an award for being inclusive by providing MSMEs with a financial operating platform that is fully connected with the payment and financing ecosystem to enable smart decisions, inclusive access to digital financial services, and innovative access to the supply chain and working capital financing.

BONGLOY

Bongloy is a South-East Asia-based FinTech company focussing on open API for card issuance and digital payment infrastructure.

- Provide digital payment solutions.
- Service to both consumers and businesses.

Company profile

Establishment date: 2018

Business contents: FinTech services

Location: Phnom Penh, Cambodia

Registered Trademark

KH/82377/18

Interviewee

LONG BORITH

Operations Manager

ESTABLISHMENT

Bongloy was created by a team of experienced professionals from the payment services industry who identified a need for more accessible and user-friendly payment solutions without having to deal with big financial institutions in Cambodia.

The main purpose of creating the Bongloy brand was to simplify payment processes for individuals and businesses in Cambodia. In addition, the founders recognised the need for a secure, efficient, and user-friendly payment platform that would help drive economic growth and financial inclusion in the country.

BRANDING CONCEPT

The name 'Bongloy' was chosen because it sounds similar to '*bongluy*', a word that means 'make payment' in Khmer. This name was selected to convey the brand's primary mission of facilitating and simplifying payments in Cambodia.

Bongloy provides a comprehensive and innovative payment ecosystem, including mobile e-wallets and card payments, online payment acceptance, and other financial services, to meet the evolving needs of consumers and businesses in Cambodia.

The main elements of the Bongloy brand include convenience, security, accessibility, and a commitment to facilitating seamless financial transactions in Cambodia.

Fintech Service

MARKETING AIMS

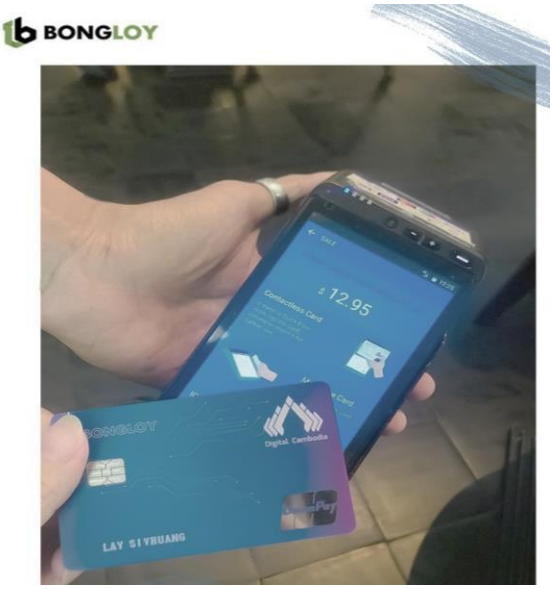
BONGLOY's targeted customers include financial institutions and non-bank institutions. It fosters connections through customer-centric service, responsive support, and tailored solutions that cater to the unique needs of their customers. The most effective way to attract customers is through a combination of digital marketing, strategic partnerships and a focus on delivering exceptional user experiences.

Bongloy’s approach leverages the growing digital landscape in Cambodia while providing trustworthy and efficient payment solutions.

The strategies used to promote the brand in the market, both locally and internationally, are a mix of digital marketing, content creation, community engagement, and strategic partnerships. Bongloy also collaborates with other corporations in the form of co-branded partnerships to extend its branding footprint.

METHOD OF BRANDING

The Bongloy brand was introduced through a multi-faceted approach. This includes online marketing campaigns, social media promotion, partnerships with local businesses, and direct engagement with potential users at events and trade shows. Additionally, it leveraged influencer marketing and word-of-mouth to create buzz within the community.



EFFECTIVENESS OF BRANDING

Bongloy has successfully combined various branding techniques, with an emphasis on co-branding partnerships. As it expands into new markets, introduces innovative features, and builds strong partnerships, Bongloy aims to become a leading payment service provider in Cambodia and across South-East Asia.

DELIGHTECH

Delightech provides financial services and aims to raise the financial awareness of their customers.

Company profile

Establishment date: 2 April 2021

Business contents: FinTech

Location: Phnom Penh, Cambodia

Registered trademark

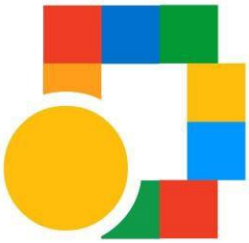
KH/2022/88470

Interviewee

LAY VILA, Chair

SAO SARONN, Director

AI Lending Platform



Delightech Logo

ESTABLISHMENT

Delightech was established when its four founding members, who originally worked in different departments of another company, came together. Delightech comes from a combination of the words 'delight' and 'tech'. For the 'delight' portion, the founding members want to make people happy; they want customers who use their financial services to feel delighted. For the 'tech' portion, as the region is evolving into a new technological age and as Cambodians are able to adapt quickly and use financial services on demand, the widespread adoption of technology is inevitable.

BRANDING CONCEPT

In 2021, Delightech began to focus on the brand when it knew that its customers needed a simple business identity that would be easy for them to refer to or to tell their friends about. To promote the brand, the company utilises data by conducting customer surveys.

FinTech

Delightech was awarded ‘Best Digital SME Accelerator’ by the Ministry of Economy and Finance and Techno Startup Center.

EFFECTIVENESS OF BRANDING

Delightech first relied on the easy-to-remember local brand ‘Luy Leun’ to quickly gain widespread popularity. Beyond offering financial services, it aims to enhance financial awareness amongst its customers, empowering them to build credit for future loan applications.

Customer referrals are the key to the growth of the brand. Also, the company measures its branding success by tracking the connections between when engagement through online platforms increases with when the number of registrations for its services surge.

MARKET AIMS

Delightech targets underbanked people who can use smartphones. The current customer base numbers about 2,000. It is building connections with its customers by communicating directly through digital marketing means, helping understand the needs that they face. Additionally, it assists in solving customers’ issues with their financial matters. To promote its branding, it differentiates its products by allowing customers to try its services with promotions, such as no interest fees or no upfront fees.

FinTech

METHOD OF BRANDING

Delightech divides its methods of branding based on its target. For customers, the main method of branding is through an online platform. For investors or partners, the method of branding is offline branding, by which one of the founders focusses on relationship building and business connections through attendance at industry events and other sessions.

INTELLECTUAL PROPERTY REGISTRATION

Delightech has registered its trademark because it is willing to build the brand as one standing for local Cambodian brands, despite the brand not yet reaching many consumers. It believes in its business strategy and that it will become the best financial services provider for its consumers. Further, as a FinTech company, it is concerned with safety and avoiding exposing consumers to fraudulent actors.

Lay Vila, chair

UTILISATION OF INTELLECTUAL PROPERTY

Delightech has registered its brand 'Luy Leun' for protection against copycats or competitors. Identifying potential infringement through mark scanning and customer interviews, the company typically contacts the party, emphasising the registered trademark and warning of legal consequences if unauthorised use persists. While legal action is largely avoided due to its complexity and expense, the company does publicise these scammers and brings attention to their social media.

KOOMPI

The motivation stemmed from a deep passion for open-source software and a desire to inspire high school students to pursue information technology educational paths.

Company profile

Establishment date: 31 January 2019

Business contents: Technology

Location: Phnom Penh, Cambodia

Registered trademark

KH/80601/18

Interviewee

THUL RITHY

Director

ESTABLISHMENT OF KOOMPI

KOOMPI was registered on 31 January 2019. It sells laptops, software, and learning programmes.

Its origin can be traced back to 2007 when Thul Rithy embarked on an experimental journey with Linux on a laptop. In late 2017, KOOMPI attracted the attention of various media outlets, although the KOOMPI laptop was still in its prototype phase. There was an overwhelming response to the prototype – around 500 pre-orders.

BRANDING CONCEPT

KOOMPI's branding concept is deeply rooted in the founder's personal background. Emerging from a remote island with no prior exposure to the world of computers, the founder harboured a profound aspiration.

His objective was to introduce students, especially those who had completed their high school education, to the realm of computers. His vision revolved around empowering the next generation with technological literacy, enabling them to harness technology for their own aspirations. This profound aspiration serves as the core foundation for the creation of the KOOMPI brand.

Technology

BRAND CONCEPT

KOOMPI remains steadfast in its core values while adjusting its strategies to align with current market dynamics. For instance, in response to the current challenges of limited supplies of laptop parts, KOOMPI introduced the Ministration, a cost-effective and robust alternative to a traditional desktop.

Thul Rithy, founder

METHOD OF BRANDING

KOOMPI's approach to promoting its brand is distinctive and guided by both the team and the founder's intuition. The company does not allocate a substantial budget to marketing efforts, as marketing is not its primary focus. Occasionally, KOOMPI receives free invitations to expos and events, reducing the need for significant marketing expenditures. While in the past, the team spent approximately US$1,000 on boosting its Facebook page viewership, the founder never fully supported such initiatives. KOOMPI's strategic emphasis is not on building a brand image but on investing in its customers.

ADVERTISEMENTS

KOOMPI is particular about the content of its advertisements. It does not want media advertisements to make false claims, such as labelling its products as ‘the first laptop made by Cambodians’ or promoting them through slogans like ‘Khmer supports Khmer products’ or ‘Khmers can do it’. KOOMPI prefers that the media accurately represents the product or the company's mission instead.

Technology

TRADEMARK AND ITS MEANING

On 5 July 2018, KOOMPI took the proactive step of registering its trademark. The KOOMPI trademark is a symbolic representation, blending elements of books, wings, and directional indicators. These symbols collectively signify knowledge, growth, and possibility.

This design is inspired by KOOMPI's mission to provide tools that allow users to soar and to reach new heights.

The unconnected squares within the logo symbolise that there are always paths forward, regardless of circumstances, and users are free to choose their own direction, unbound by pre-set norms or the status quo.

Additionally, the four corners of KOOMPI's logo represent the four cardinal directions and the Four Immeasurables — loving-kindness, compassion, appreciative joy, and equanimity.

UTILISATION OF TRADEMARK

The registration of the trademark was a pre-emptive measure to safeguard against potential claims by third parties falsely asserting ownership of KOOMPI's brand. Despite being a pioneer in its field, there was a substantial risk that others with earlier trademark registrations could file trademark infringement suits against KOOMPI if the company failed to secure its own trademark. Thus, the registration was imperative to establish and to protect the brand's identity.

KOOMPI’s Trademark

Technology

Thul Rithy, left; Hun Sen (former Prime Minister of Cambodia), middle; Cham Prasidh (former Minister of Industry, Science, Technology and Innovation), right.

MARKETING AIMS

KOOMPI's focus lies within the education market. KOOMPI operating system is designed to cater to the diverse needs of students and employees, empowering them in their educational and professional journeys. As a result, KOOMPI targets educational institutions, with a strong emphasis on schools that are open to technological adaptation and possess a vision for transformative change. KOOMPI prioritises collaborations with organisations that are eager to embrace technology as a means of advancing their educational objectives.

ENTERPRISE COLLABORATION

KOOMPI actively partners with other companies to develop accessories like mousepads and keyboards. This collaborative effort is managed by a dedicated department within KOOMPI, which enjoys autonomy to engage in partnerships with other enterprises.

In essence, KOOMPI embraces collaboration with other businesses, particularly in the development of component and accessory parts.

EFFECTIVENESS OF BRANDING

KOOMPI has a grand vision of inspiring and introducing its brand to ASEAN Member States, aiming to be a source of inspiration for others. However, the company has not yet made a decision regarding foreign investment.

KOOMPI believes it needs more time to gather feedback from users and to improve the quality of its products before expanding into foreign markets. The company has not set a specific timeline for entering ASEAN markets; instead, it prioritises achieving milestones and making steady progress. KOOMPI is committed to its journey, even if it takes 10 years to achieve its goals.

INVESTMENT

SmallWorld Venture is the sole investor in KOOMPI. KOOMPI has ambitious plans to secure a significant amount of funding in 2024–2025 to sustain and to expand its business within the Cambodian market. The company recognises the importance of raising ample capital for long-term growth.

In terms of technical assistance, KOOMPI has not sought foreign technical experts. Instead, the company harnesses internet resources, AI, and local talent. KOOMPI has strong confidence in local resources, acknowledging their willingness to learn and to collaborate. The company fosters a culture of shared learning and collaboration, which has led to remarkable achievements and progress in its development journey.

KOOMPI's team

DGACADEMY

DGacademy is a digital education platform, aiming to help people realise their potential in the age of AI.

Company profile

Establishment date: 2021

Business contents: Education

Location: Phnom Penh, Cambodia

Interviewee

HIN SOPHEAP

Trainer

ESTABLISHMENT

DGacademy came from the combination of the words 'digital' and 'academy'. It is short and easy to remember. A group of friends who liked talking about education began a programme on Zoom, selecting interesting topics to discuss. Most of the topics were related to learning, sharing experiences, and leadership.

Their programme gained much support from audiences; hence, they commenced to invite popular and influential guest speakers to discuss the various topics.

BRANDING CONCEPT

DGacademy offers a wide range of customised training programmes designed to help leaders and managers develop the skills that they need to succeed in today's competitive business environment. The company promotes its brand through social media such as Facebook, YouTube, TikTok, and its own website. Further, it cooperates with OneTV, an innovation programme with CJCC, to invite various speakers to share experiences and knowledge.

Education

MARKETING AIMS

At first, the company created content without classifying its audience. After gaining more support from those who wish to develop and improve their knowledge, the company targeted a group of people ages 20–40 years.

The company grows connections with its audience by producing educational content and posting to its channel and social media. To attract an audience, the company invites popular guest speakers to share their experiences.

DGacademy has changed its logo twice.

METHOD OF BRANDING

DGacademy uses services branding, online branding, and co-branding. It focusses on innovation and creating more interesting content relevant to education to retain its target audience. The website is its official channel and is secure.

EFFECTIVENESS OF BRANDING

The company wishes to see its own app used widely next year and its video contents and app gain support from target audiences. It hopes that people watch their educational channel rather than watching non-educated videos on social media as well.

WUANG ASIA

Company profile

Establishment date: 2017

Business contents: Consulting services

Location: Phnom Penh, Cambodia

Interviewee

LONG NIMOL

Founder

Long Nimol, founder

ESTABLISHMENT

Wuang Asia was established in 2017 as a business registration consulting firm that helps with company registration, tax registration, patent tax registration, trademark registration, and annual tax filing services in a professional, trustworthy, and quick manner. The name 'WUANG/旺' is a Chinese word meaning 'prosperity', which was chosen from the name of the founder's son. 'Asia' was included to show the ambition to expand the business across the continent.

BRANDING CONCEPT

Wuang Asia was introduced in 2017. The name was created to be easy to remember. The companys logo was designed in two main parts.

The interior aspect is an abbreviation of the company's name and services:

-WA: Wuang Asia

-tAX: Tax

-LAW: Law

-tM: Trademark

The outer part is circular, which denotes the continuous use of its services by clients (e.g. clients who received new business registration services will also use its services for the annual declaration and repeat this every year). The logo is red and white, which were chosen for their attractiveness. Wuang Asia is introduced to clients through the work of its founder and world-of-mouth. The uniqueness of Wuang Asia is its honesty about its services.

Consulting Service

MARKETING AIMS

The targeted clients of Wuang Asia are the businessowners, startups, and individuals who needs consulting services. The company grows the connection between its brand and consumers by providing quality and trusted services; clients choose Wuang Asia services rather than competitors because they trust Wuang Asia. Wuang Asia does not have partnerships with large companies; however, it has some collaboration with private companies to provide its services.

METHOD OF BRANDING

Wuang Asia uses services branding and personal branding. Wuang Asia does not focus on social media. It earns trust from clients thanks to its professional advice and confidentiality.

Generally, the brand is known through word of mouth.

In addition to building trust between the company and the client, Wuang Asia has designed its services package to be unique.

EFFECTIVENESS OF BRANDING

In the future, the company desires to build its brand beyond personal branding. Currently, Wuang Asia has no plan to update its existing brand.

THALIAS

Khmer food that makes people recall the taste of their childhood.

Company profile

Establishment date: 18 November 2014

Business contents: Food

Location: Phnom Penh, Cambodia

Registered trademarks

KH/2015/53723

KH/2017/63201

Interviewee

LUU MENG

Director

ESTABLISHMENT

Uy Kuyteav was established between 2015 and 2016 as one of the many brands of Luu Meng, known to many as Chef Luu Meng. In the beginning, Uy Kuyteav was established under a company named Foodlife because the concept was that life is connected to food. Uy Kuyteav was then changed to Almond Hospitality Group. From June 2023, Almond and Thalias merged. Accordingly, Uy Kuyteav is currently under Thalias Hospitality Group.

Uy Kuyteav was created to elevate street food, without using monosodium glutamate (MSG) and added sugar.

BRANDING CONCEPT

The brand Uy Kuyteav was established to showcase the Khmer identity and character and to recall the past or childhoods of all Cambodian people, especially those who have left their families to live in Phnom Penh. When they want a taste of food that is like their regional or family dishes, those menus can be found at Uy Kuyteav.

Product

Food

Uy Kuyteav actively helps Cambodian farmers and artisans. Ingredients are produced by Cambodian farmers and are the key to Uy Kuyteav's original creations and outstanding taste.

MARKETING AIMS

Uy Kuyteav's targeted customers are the general public and tourists. Uy Kuyteav uses quality ingredients and has delicious dishes, good service, and reasonable prices. The company has set a standard that customers can trust. In addition, teamwork is a necessary contribution. Uy Kuyteav always trains employees, regularly inspects the restaurant process, and keeps in touch with target customers.

METHOD OF BRANDING

Uy Kuyteav uses product branding, online branding, and offline branding. Giving customers a chance to try the food is a good way to get customers as well. Existing customers can sample new dishes in the restaurant. Also, the general public can try its food at various events that the company organises. Uy Kuyteav additionally creates attractive photos of each dish and produces video content related to the history of each dish, so that customers know the history of each dish.

Luu Meng, director

EFFECTIVENESS OF BRANDING

Uy Kuyteav measures the brand's success through customer feedback and word of mouth. In line with its future direction, after reorganising recipes, the company will look for partners in all regions of the country, making Uy Kuyteav a brand with restaurants everywhere. The company has established another brand, Nham Eylov, which is a gourmet brand that provides ready-to-eat Khmer and Western food.

Food

It is also collaborating with Khéma, Malis, and Uy Kuyteav to open canteens in the same place. The brand will be ready and operational in early 2024.

INTELLECTUAL PROPERTY REGISTRATION

There have been cases of Uy Kuyteav brand and logo fraud, and the company's legal team has issued a notice, and it has been resolved. This indicates that once the trademark is registered, the trademark owner is entitled to protection against any infringement or fraud on its trademark and under the law.

AMAYA DEVELOPMENT

Amaya is not just a place, not just a feeling – it is a lifestyle.

Company profile

Establishment date: 14 February 2022

Business contents: Homestays

Location: Kampot, Cambodia

Registered trademark

KH/2023/90723

Interviewee

HUN SENG CHANDA

Director

ESTABLISHMENT OF AMAYA

The COVID-19 pandemic was a beginning point for Amaya Development, when people were unable to leave their homes, and social distancing measures were a new norm. The founders of Amaya Development spent more time at home with their families, discovering their love for the outdoors. This snowballed into the idea of creating a nature retreat where one can spend quality family time and reconnect with nature.

'Amaya' has many meanings and different origins, depending on the language and culture:

Spanish – 'mountain'

Indo-European – 'mother' or 'mother-city'

Japanese – 'night rain'

Basque – 'heavenly valley'

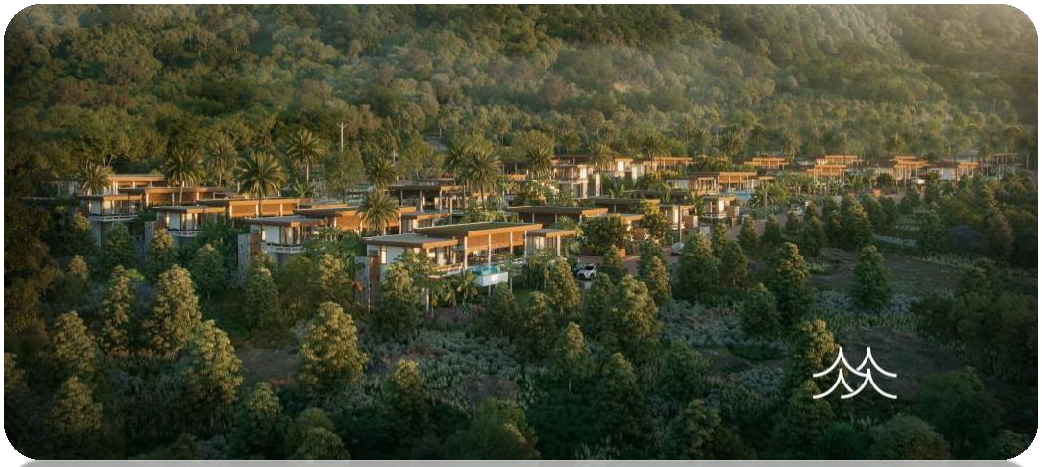
Sanskrit – 'wise/sincere'

BRANDING CONCEPT

Amaya is a holiday home resort concept focussing on the connection between humans and nature. Amaya provides luxuriously appointed villas perched on the edge of the mountains with breathtaking views across the countryside.

Product

Holiday homes



MARKETING AIMS

Amaya aims to create homes that sit harmoniously within the surrounding environment, encourage well-being, and foster a sense of belonging. Its primary targets are those who are family oriented, live in the city, and want to acquire a holiday home. Strategically, Amaya strives to maintain its customers through its consistent visibility, user experiences, and cross-marketing. It does not have plan to change this strategy in the near future.

METHOD OF BRANDING

Amaya uses services branding, product branding, geographical branding, and co-branding. Amaya features its attractive and creative projects with beautiful views and captions on its social media platforms. Additionally, real customer experiences, word-of-mouth, and testimonials play important roles in raising brand awareness.

To capture client trust, Amaya is dedicated to delivering high-quality products, progressive development, and key affiliations.

Product

Holiday homes

EFFECTIVENESS OF BRANDING

Amaya envisions its brand to depict strength and consistency, leading to worldwide recognition and global expansion. The success of the brand is reflected in widespread recognition of its brand and services, as well as a rise in foreign customers choosing to stay at Amaya.

MAFIYA'S RESORT

ESTABLISHMENT

Mafiya's Resort was established in 2018 to create more recreational space on the island of Koh Rong and to provide local and foreign visitors more options to relax on the island. 'Mafiya' is named for the resort owner's youngest daughter, which means 'beautiful' in Khmer.

Company profile

Establishment date: 2018

Business contents: Resort

Location: Koh Rong, Sihanoukville, Cambodia

Interviewee

NEANG CHAN KETEKUN

Marketing Manager

BRANDING CONCEPT

Mafiya's offers a perfect combined resort on Heaven Beach, Koh Rong Island, situated 1 hour away from Sihanoukville. Mafiya's began to raise brand awareness in 2018. The main element of the brand is its location with mountains, canals, water, and beautiful beaches.

Service

Resort

MARKETING AIMS

Mafiya's has target customers, including foreign customers and local customers. Most customers are local, families, and between the ages of 30 and 40 years. The company grows the connection between its brand and customers through social media, such as keeping customers updated on new services or any promotions on their Facebook page, Telegram, TikTok, and its website.

EFFECTIVENESS OF BRANDING

The company has a strong desire to have its brand recognised in the global market. For this reason, the company is striving to find various ways to ensure that those who plan a trip to the beach will always remember its brand. Advertising on social media, delivering an exceptional user experience, and word-of-mouth create a buzz. Currently, the resort is looking become larger by building a large villa with a beautiful garden and to add more services.

METHOD OF BRANDING

Digital marketing and delivering an exceptional user experience are helping build the brand. The following branding methods also build trust:

- Rules of marketing: The company has targeted customers.
- Services: All staff members need to provide good service to the customers, so they feel happy at the resort.

KIRIRUM BEUNGKOK VAINGNORN

Company profile

Establishment date: 2019

Business contents: Curtains

Location: Phnom Penh, Cambodia

Interviewee

LIM SREY OUN

Businessowner

ESTABLISHMENT

Kirirum Beungkok Vaingnorn (Curtain) (KBC) was established in 2019 as a business that sells fabrics, curtains, and curtain materials, as well as provides curtain tailoring and curtain laundry and installation. It is a family business and has continued for generations.

BRANDING CONCEPT

KBC advertises its business through social media and follows the advice of old customers to attract new customers. KBC does not focus on advertising and conducts solely local marketing. Customers know that it is a trustworthy business.

The company has started to raise brand awareness since 2019. Main elements include fashionable décor, expert tailoring, add some material and free installation. It is unique for providing individual services and high-quality goods.

Product

Curtains

MARKETING AIMS

All customers are targets of KBC. The company grows the connection between its brand and consumers through quality and trust in their products and services. Customers choose KBC services over competitors because they gain confidence and know the quality of the business. KBC has partnered with local private decorating companies as well.

METHOD OF BRANDING

The brand of KBC is known to customers through word-of-mouth as well as continued use from existing customers. This is due to the high trust of customers in the company.

EFFECTIVENESS OF BRANDING

KBC does not yet have a plan to build the brand; this depends on the next generation. Currently, the company does not have plan to update and refresh its existing brand.

References

Archello, Damnak Soriya, Projects, https://archello.com/project/damnak-soriya?fbclid=IwAR0_PEwUY7Wvi_HhMC8UAaMceS3ea4FWvPvUz_O7NRikReFVkGl-DhZX0EA

Association of Southeast Asian Nations (ASEAN) (2020), *Guidelines on Protection of Geographical Indication in ASEAN Member States,* Jakarta.

Bangkok Post (2023), 'IFS Signs Franchise Agreement with Chaktomuk Services, 20 March, https://www.bangkokpost.com/thailand/pr/2532215/ifs-signs-franchise-agreement-with-chaktomuk- services

BanhJi, https://banhji.com/

BFM.Ru (2020), '"I Like Cambodia, I Got It." How an Entrepreneur from Russia Went to Asia to Grow Kampot Pepper', 10 June, https://www.bfm.ru/news/445597) [in Russian]

Big8 (2019), 'Banhji Digital Marketing', 3 June, https://big8.asia/project/banhji-digital-marketing/

Cambodia Investment Review (2023), Cambodian Fintech Startup BanhJi Joins Forces with Google Workspace to Better Digitize MSMEs in the Kingdom, 11 October, https://cambodiainvestmentreview.com/2023/10/10/cambodian-fintech-startup-banhji-joins-forces-with-google-workspace-to-better-digitize-msmes-in-the-kingdom-2/

Cambodian Young Entrepreneur Award, 'លោក យៀប សុកន្ធថៃជាអគ្គនាយកគ្រប់គ្រង/អគ្គនាយកប្រតិបត្តិនៃចតុមុខ ផេស សឺរីស ឯ.ក CHAKTOMUK PEST SERVICES CO., LTD.', https://m.facebook.com/story.php?story_fbid=pfbid0vFoRJmtZUpayaQJBuxj7z58BRTyKCWvv2NapdnuFm bdEyhKNSC33EPvjmGruy7o8l&id=1549633061943510&mibextid=qC1gEa

Confirel, https://www.confirel.com/en/home

DGacademy, https://dgdemy.org/

Farmex, Kampot Pepper, https://www.farmex-kampotpepper.com/kampotskij-perec

FinTech News Singapore (2023), 'Alipay+ Now Integrated With Cambodia's National QR Code KHQR', 15 November, https://fintechnews.sg/80368/singapore-fintech-festival-2023/alipay-now-integrated-with-cambodias- national-qr-code-khqr/?fbclid=IwAR1F_fDvZbFIlyNWg_fTFzmttVeXeDRcuUak_TihahdJfrZ9r7SABdNVUEw

InclusiveBusiness.net, BanhJi, https://www.inclusivebusiness.net/IB-Universe/ib-companies/banhji

Khmer Times (2018), 'SADIF Invests in Agribuddy', 19 October, https://www.khmertimeskh.com/542009/sadif-invests-in-agribuddy/

Kruntei by Farmex, Partners, https://www.kruntei-kampotpepper.com/partners

Lim, Y. (2021), 'Intellectual Property Law'.

Lyly Food Industry, https://www.lylyfood.com/company-profile

Moeun, N. (2017), 'The Growth of BanhJi, Cambodia's First Fintech Company', *The Phnom Penh Post,* 22 December, https://www.phnompenhpost.com/supplements-financial-review/growth-banhji-cambodias-first-fintech-company#:~:text=Last%20weekend%2C%20Moeun%20Nhean%2C%20special,Tell%20us%20about%20Ban hJi

PelPrek.com, Khmer Household & Healthcare Co., Ltd., https://pelprek.com/company/5096/company-khmer-household-healthcare-co-ltd.html

The Phnom Penh Post (2019), "Agribuddy Aids Entire Production Chain', 8 April, https://www.phnompenhpost.com/business/agri-buddy-aids-entire-production-chain

The Phnom Penh Post (2019), 'Confirel Turns Local Organic Pepper and Palm Sugar into Health Products for the Global Market', 9 December, https://www.phnompenhpost.com/post-focus/confirel-turns-local-organic-pepper-and- palm-sugar-health-products-global-market

Ravn, D.F. (2020), 'Case Study: Q&A with Agribuddy', The Index Project, 7 February, https://theindexproject.org/post/case-study- qanda-with-agribuddy

SBI LY HOUR BANK, Bank History, https://www.sbilhbank.com.kh/en/services/%e1%9e%94%e1%9f%92%e1%9e%9a%e1%9e%9c%e1%9e%8f%e1%9f%92%e1%9e%8f%e1%9e%b7%e1%9e%92%e1%9e%93%e1%9e%b6%e1%9e%82%e1%9e%b6%e1%9e%9a/

Sim, S. (2014), Deputy Director, Department of Intellectual Property Rights, Ministry of Commerce, Government of Cambodia, 'How to Register a Trademark in Cambodia', Phnom Penh, 15 August.

Startup Kingdom (2018), *Cambodia Vibrant Tech Startup Ecosystem in 2018,* https://www.scribd.com/document/393101988/Cambodia-s-Vibrant-Tech-Startup-Ecosystem-in-2018

World Intellectual Property Organization (WIPO), Global Design Database, https://designdb.wipo.int/designdb/en/ [accessed 14 March 2023]