



Press Release

Women's Digital Entrepreneurship Programme (WDE)

Episode 12: "Women in Agribusiness"

11th March 2022, Phnom Penh, Cambodia

Guest Speaker: Ms **THAUNG Thyda**, Founder of **Thaung Enterprise**

More women participate in agribusiness while the market for agricultural products is highly demanded.

The 12th episode of the WDE dialogue entitled "**Women in Agribusiness**" was held on 11th March 2022 with a distinguished guest speaker, **Ms Thaung Thyda**, Founder of Thaung Enterprise. This session was moderated by **Ms Hay Seangmey**, Programme Coordinator of WDE, and it discussed the role of women in agribusinesses and the key challenges they are facing.

Ms Thaung Thyda started the discussion by pointing out the significant role of women in the agribusiness sector, pointing out a surprisingly increasing number of women involved in this business sector today. Furthermore, the speaker discussed the challenges women entrepreneurs encounter physically and emotionally. She explained that technology also poses challenges for female entrepreneurs. Nonetheless, female entrepreneurs can seek solutions by reaching out for supports, participating in training programs, and looking up to their community for assistance.

Then, the speaker discussed the Royal Government of Cambodia's support for women in SMEs through policy and financial loan support in business or agribusiness with low-interest rates. She mentioned that all agricultural products are potential products as long as our products are well produced and supplied. However, agribusiness in Cambodia faces increasing logistical or supply chain costs. To address this issue, some actions can be considered to improve the competitiveness of local agribusinesses and enable them to compete domestically and internationally.

Finally, she encouraged all female entrepreneurs to have a high commitment when starting agribusiness and dare to find solutions with various stakeholders, organisations, or the government when they need help. In addition, they should continue to strengthen their abilities and explore more opportunities in other sectors, especially digital technology, to help grow their agribusiness.