

## Project description A Cambodian natural Silk clothing company:

### About:

A Cambodian natural Silk clothing company believes in fair trade as a key to real development, showing respect for mankind and their environment. Equitable trade consists of a commitment from on all those taking part: suppliers, producers, importers and distributors.

It is an alternative trade which guarantees the respect of different laws: non-discrimination, prohibition of children's work, trade-union freedom, and rights for collective bargaining and prohibition of forced work.

This Cambodian natural Silk clothing company is the first fair trade cooperative making clothes and accessories in Cambodia. They aim to give marginal Cambodian women a means of long term professional integration.

Mulberry tree farming, silk unwinding purification, spinning and weaving are entirely accomplished following traditional Cambodian handcrafted techniques.

### Needs

The production of lotus fabric thread from our Cambodian natural Silk clothing company is actually long and requires high skilled workers in order to select the Lotus stems and extract the fibers. The fastest woman produces actually 4 meters per month of high quality lotus fibers only.



They actually received requests from buyers in Vietnam (for Europe and USA), Quebec, France and USA. Some are really impressive. They request lotus flower fibers, fabrics and clothing's.

Customer: *'There is a kind of **recent fever** around lotus flower fabric that we would please us to convert it in a **sustainable market** with long term relationships.*

*We actually would be very pleased to receive Euwec's **marketing and commercial support**, their **expertise** and their **customer's management support** (as an intermediate).*

*'We expect that Euwec could get the **guarantee or commitments** from European buyers in order to succeed **the sustainable development of lotus flower fabric market**'.*

They were also willing to **commit in giving training and offering decent jobs** for a maximum of underprivileged women in Cambodia.

Customer: *'We appreciate Euwec's matchmaking and as an intermediate to develop the market and Euwec seem perfectly **matching our expectations**. We were very pleased to discuss a **preferred agreement** and **believed in the success of a fruitful and long term relationship**.'*

As a preferred commercial intermediate this Cambodian natural Silk clothing company is convinced about **the success of a fruitful and long term relationship**.



## **Solution**

Euwec is a matchmaking company that has worked successfully with several developing countries in Asia before. In order to make the next steps we want to bring suitable European buyers to the Cambodian area to convince them of the sustainable and innovative solutions and open our network to bring the organizations together by physical visits, matchmaking and deal making.

Physical visits: our intention was to invite several European high potential buyers and bring them over to visit the Cambodian A Cambodian natural Silk clothing company premises and make them familiar with the entire process from production field to end process. As Euwec, we have good knowledge of the buyer field in Europe as well as the European community and its legislation. Euwec's Database consists of more than 6000 buyers who are eager to work with new and innovative products from the Asian developing countries.

### Matchmaking:

Euwec engaged in:

- Individual matchmaking
- Extensive research which market area is most suitable for this non volume innovative product.
- To set and prepare the appropriate selling price (FOB/ Consumer/retailer end price) keeping in mind the maximum production capacity of 40 metres monthly.
- Targeting a maximum of 3 buyers per European country in the defined market.
- Their entire knowledge and experience to find qualified buyers to bring to a partnership with A Cambodian natural Silk clothing company.

We used the physical visit to build a real matchmaking between Producer, A Cambodian natural Silk clothing company and Buyer. We believe that the this Cambodian natural Silk clothing company product will help us even to build a long term relationship instead of a relationship 'on the fly'. Euwec has the experience as a relationship builder and the knowledge of making the right match between buyer and producer and vice versa.

Deal making: this long term relationship will be the roots for repeating deals for now and in the future. Euwec wanted to make sure that the relationship is maintained and takes care of the right communication flow between both or multiple parties to ensure ongoing deals.