



**TERMS OF REFERENCE FOR**  
**Developing Collective Mark's Regulation of Use**  
**For "SKO-01" and Damneob Sbai Monkul (DSMK)**

## **1. Profile**

### **About Cambodia Rice Federation and sector background**

The CRF is a fully independent organization whose board of directors and members consist of rice exporters, rice millers, farmer cooperative, banks, logistic companies, and other business stakeholders. It was established to create a dynamic force that works with related entities to support and improve Cambodia's rice industry and to build a successful future.

The CRF's vision is to "Transform the Cambodian rice industry to consistently deliver market-leading profits and customers satisfaction, by adopting the most innovative technology and practices and its mission is "CRF relentlessly dedicate and pledge to improving the productivity of rice farming and milling technique, lowering the costs of our export process, upholding within the framework of an industry-wide a code of conduct that value impact investing and practices the highest ethical standard in all our dealing with the stakeholders to protect the long-term quality, reputation and sustainability of the Cambodia Rice Brand called Malys Angkor. Malys Angkor is a certification mark for Cambodian premium aromatic rice, registered with the Ministry of Commerce, World Intellectual Property Organization (WIPO), and other 100 individual countries in the world.

By having only Malys Angkor's mark will not be enough for the Cambodian Rice brand which requires another alternative quality fragrant rice brand to be choices for importers and consumers.

Sen Kra-ob rice variety has been known and grown by farmers from the mid-90th with the introduction from some millers that this variety is aromatic, good grain type, and photoperiod insensitive. Then, Sen Kra-Ob becomes more and more famous in export to the international market standing up next to Malys Angkor (Premium Aromatic Rice) which accounted for 16.32% in 2015, and 24% in 2016 of total milled rice exported from Cambodia. Despite the trend of Sen Kra-Ob export is growing up, there are many challenges of this variety; one of those is impurity.

Within requests from exporters, farmer cooperatives, and related stakeholders on the impurity issues of Sen Kra-Ob variety for promoting export at the international market, in early 2016, CAVAC organised a research and industry forum between CARDI and CRF's members to seek potential rice variety for export. With fund support from CAVAC, CARDI, GDA and CRF had purified SKO to get a best selected line called SKO 01.

after the agreement of all stakeholders such as GDA, RCD, CARDI, RUA, CAVAC, IFC, AQUIP, and CRF to proceed the proposal of a pure line selection of Sen Kra-Ob.

SKO 01 After years and years of testing and purifying line by CARDI's experts, in the late year 2019, the selection of PR1 pure line was submitted to the National Varietal Released Committee for approval and was officially released in the name of "SKO-01" in 2019. And at the same year the Damneob Sbai Monkul was also official released the first glutinous rice in Cambodia.

"SKO-01"/ Damneob Sbai Monkul (DSMK) are important varieties for Cambodian fragrant rice and glutinous to compete at international markets due to its quality and market's preference. To avoid confusion with similar grains and quality from other rice-producing countries and to increase the reputation of Cambodian rice, it is important that Cambodia build its brand of fragrant rice for SKO-01 and glutinous rice DSMK.

In addition to that, since Cambodia have many premium jasmine rice varieties (Phka Rumduol, Phka Rumdeng, Phka Romeat, Somaly) which is under Malys Angkor now. it is also important that Malys Angkor is registered as “a collective mark”. It is convenient to promote at the international markets because the brand belongs to communities and members of CRF, therefore, everyone can promote it. This will enable members to help promote and use it to increase international buyer awareness about Cambodian rice.

## **About Project Partner**

Cambodia Australia Agricultural Value Chain Program Phase II (CAVAC) on behalf of the Australian Government.

CAVAC’s overarching goal is to promote a commercially viable, resilient agriculture sector supporting inclusive growth. CAVAC focuses on two objectives to contribute to the overall goal, built around the two core areas of CAVAC capability:

- Establishing sustainable irrigation services for profitable irrigated agriculture. CAVAC’s focus is on supporting investment in quality infrastructure that contributes to improving agricultural production (and productivity) and is financially sustainable.
- Promoting an increasingly competitive agriculture industry. As will be discussed below, improving competitiveness is key to the commercial viability of the sector.

With financial and technical support from CAVAC, we are looking for an expert to develop the Regulation of brand user of use for SKO-01 and DSMK

## **2. Overall objectives**

An expert is expected to work and consult with working group, consists of CRF’s secretariate team headed by Secretary General, CRF’s export promotion committee, CAVAC’s team and may be some official from Ministry Agriculture Forestry and Fishery, CARDI and Ministry of Commerce.

The objectives of the requested technical assistance are to elaborate a complete system of management of the compliance of brand users with the requirements of the Collective Trademark, which should include:

- To elaborate the development of Regulation of use which include the procedures, tools and methods for application, verification of compliance with the brand requirement, and certification of brand users and branded products compliance with the brand requirements,
- to elaborate for registration of collective marks of Sen Kra-Ob (SKO) and Damneob Sbai Monkul (DSMK) Department of Intellectual property of Ministry of Commerce

## **3. Scope of activities to be implemented**

- Develop the regulation of use which include procedures and methods for the verification and certification of compliance of companies with the management and process requirements for using CRF’s “Collective Marks” brand. This shall include the frequency of controls regarding management / process requirements, for the renewal of “brand user license”.
- Draft and discuss with the Working Group a catalog of measures / sanctions to be applied in case of non-compliance / deviation with product or process requirements. It may include different level such as: formal remark / request for corrective measures (including the process and delay to verify their implementation) / warning / disqualification of a batch of product / temporary or permanent disqualification of an operator (exclusion of the list of authorized users of the brand). Note that different level of sanction may apply for a first occurrence or repeated occurrences of a given non-compliance.

## **4. REPORTING AND DELIVERABLES**

4.1 The consultant will submit the draft reports and final report to CRF’s secretary General and Working Group, who will manage the assignment.

4.2 The deliverables will include the following:

The consultant is expected to provide the following deliverables (all in Khmer language):

**Deliverable 1:** Overall summarized description of the regulation of use which include control and certification system proposed for compliance with the brand requirement

**Deliverable 2:** Detailed regulation of use which include procedures, control methods and tools for verification of compliance with brand's product specifications.

**Deliverable 3:** Catalog of measures / sanctions to be decided in case of non-compliance with product or process requirements.

**Deliverable 4:** Guidelines for brand user: Description of application procedures and form to be registered as an authorized brand user, and forms and procedures to be used to declare intention to ship branded products.

**Deliverable 5:** Edited Final versions of previous deliverables taking into account feedback and results from discussions with Working Group

**Deliverable 6:** Fill the completed registration forms and coordination for registration at Ministry of Commerce

## 5. Timeframe and foreseen steps

The consultant services are required to start in August 2021 and to be implemented within a period of 3 months.

During this period, the consultant shall have regular consultation with the Working Group (at the following stages of implementation and on the following topics:

<b>Stage of consultancy implementation</b>	<b>Deliverable and purpose of consultation</b>
Right after signature of contract (Week 1)	1 <sup>st</sup> “kick-off” meeting at the early stage of the assignment to discuss the concept of the brand and be briefed about all the product and process requirements elaborated by the committee. The consultant may have reaction to the list of requirements and their implication for the control and certification.  After this first kick-off meeting, it is expected that the consultant will assess (via on-site visits) current practices of millers and exporters regarding product and process control and certification. But this step might be skipped if the consultant can justify a strong knowledge of these practices.
(Week 3)	Deliverable 1 Present a first draft of structure of Regulation of use proposed and gather feedback.
(Week 5)	Deliverable 2 and 3 Present and discuss detailed regulation of use which include procedures, methods and tools for verification of compliance with brand's management process requirements and with brand's product specifications. Note that this may be done with a broader audience of farmers/millers/exporters, and the presentation will have to include a recall on the overall principles of certification.
(Week 6)	Deliverable 4 (+ edited deliverables 1, 2 and 3) Catalog of sanctions.
(Week 8)	Deliverable 5
(Week 10)	Deliverable 6.

## 6. LOCATION

The assignment will be in Phnom Penh, Cambodia.

## 7. . QUALIFICATIONS

Interested consultant is expected to have:

- Expertise in developing the brand control procedure/ Regulation of Use .
- Experience in registration of brand/ marks and collective marks with Ministry of Commerce
- Master Degree in Business Administration or any relevant
- Good knowledge about the branding, quality inspection and rice market.
- Good knowledge in brand development
- Good knowledge of international rice markets and the Cambodian rice sector is a plus;
- Qualified in artwork design is a plus

## 8. . Contact

Cambodia Rice Federation

Address C-819-SOHO Room, 8th Floor, C7 Building, Olympia Complex, Sangkat Veal Vong, Khan 7 makara, Phnom Penh Capital City, Cambodia

**Interest consultant or firm, please submit your proposal include budget before 30 July 2021, to**

Ms. Sorn Chhorvyvatey, Communication and Event Coordinator of CRF  
Email: [crfcommunication@crf.org.kh](mailto:crfcommunication@crf.org.kh) / [sornchhorvyvatey1996@gmail.com](mailto:sornchhorvyvatey1996@gmail.com)  
Tel: 016 242 033