



TERMS OF REFERENCE FOR
Developing Design concept
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 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” and 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 officials from Ministry of Agriculture, Forestry, and Fishery (MAFF), CARDI and Ministry of Commerce (MoC).

The objectives of the requested technical assistance are to developing the logo of collective’s mark and for Sen Kra-Ob (SKO-01), Damneob Sbai Monkul (DSNK) which include :

- To conduct the brand survey from rice exporters, and stakeholders to draft the design concept which include logo and promotional material for Mark of Sen Kra-Ob-01 (SKO-01) and Damneob Sbai Monkul (DSMK)
- To liaise the work of collective mark logo design with other consultant on the registration of Sen Kra-Ob-01 (SKO-01) and Damneob Sbai Monkul (DSMK) at the Department of Intellectual property of Ministry of Commerce.

3. Scope of activities to be implemented

- Conduct the brand survey with rice exporters and stakeholders in order go get concept for developing logo and promotion material
- Liaison work with registration consultant to register designed logo as collective marks at Ministry of commerce
- Develop the guideline for brand user.

4. . REPORTING AND DELIVERABLES

4.1 The consultant will submit the draft reports of brand survey/ draft design and final report of brand survey / final version of completed set of design 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

Deliverable 1: Brand Survey reports

Deliverable 2: Two draft options of concept design each brand

Deliverable 3: Short Guidelines for brand user

Deliverable 4: Edited Final versions (logo and promotional material) of previous deliverables taking into account feedback and results from discussions with Working Group

Deliverable 5: Communicate with other consultant to fill the completed registration forms 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:

Stage of consultancy implementation	Deliverable and purpose of consultation
Right after signature of contract (Week 1)	1 st “kick-off” meeting at the early stage of the assignment to discuss the concept of the brand and be briefed about the scope and method of brand survey
(Week 4)	Deliverable 1 and 2 Present a first draft report from survey and draft two options of concept design.
(Week 8)	Deliverable 4 Present the final design and logo, promotional material
(Week 9)	Deliverable 3 present the guideline of brand user and training to CRF’s key staff on using
(Week 10)	Deliverable 5

6. LOCATION

The assignment will be in Phnom Penh, Cambodia.

7. QUALIFICATIONS

Interested consulting firms are expected to have:

Expertise in Brand Development, Public Relations & Advertising with a portfolio of completed brand promotional campaigns.

Qualified in artwork designs is the must

Some knowledge of international rice markets and the Cambodian rice sector is a plus;

Proven track record of successful brand development, demonstrating outstanding creativity, preferably with agricultural produce.

Advanced degree and record of experience in consumer and commodity marketing is a plus;

8. Contact

The interested candidate/ firm shall submit letter of interest and budget and CV before 30 July 2021 to

Cambodia Rice Federation

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