

DESA Participant Survey

The United Nations Department for Economic and Social Affairs (DESA) seeks your feedback on the current meeting. We encourage you to provide honest feedback to assist DESA in strengthening its future programming. Your insights are very valuable, and we hope that you will take the time to share your feedback.

While you may optionally indicate your name and the name of your organization on the next slide, no answers will be associated with your name, and the results of the survey will be shared in an aggregated form only.

Pleas indicate your name and organization (optional)

Sokna (Testing)

Bkd

Sim Dara

Korng Chanvicheka
MISTI

Name: Suon Sivheng
Organization: Khmer
Enterprise

Nuon Silla (Ministry of
Commerce)

SOUK Mandy from
FASMEC

CHUOP REAKSMEY
Ministry of Tourism

Pleas indicate your name and organization (optional)

Yorn Sophearith

លោក ហេ ស៊ីន្ទុន អនុប្រធានមន្ទីរ
ឧស្សាហកម្ម វិទ្យាសាស្ត្រ
បច្ចេកវិទ្យា និងនវានិវត្តន៍ ខេត្ត
កោះកុង

Name: Run Sokleng
Position: officer
Organization: PP-DISTI

My Name So Samtola,
I'm from Telanted \$
Reliable Khmer
Consulting.

My name is Leang Long Yy. I
am the owner of LLL Anlong
Veng Drinking water based
in Oudor Meanchey
Province.

Ling Thyda

CHHOM SOMETHEA

Srey sovannarith

Pleas indicate your name and organization (optional)

Name: HOK CHANDARA
Position: Officer
Organization PP DISTI

Sileth

Name: Khun Chamroeun
From: Department of
Industry, Science,
Technology & Innovation
Takeo

BAN PECH

khon ravy

Mr. Chan Mono,
representative of Monorom
drinking water, Preah Vihear
province.

Hai sombol

Vun Monirath HOYHOY
Meatball craft

Pleas indicate your name and organization (optional)

អ៊ឹម ច័ន្ទបុប្ផា

Sem Ratana

Ministry of Labour and
Vocational Training

Cheam chankrisna

សរ ស៊ីថា

HUN NANG

Pen Savuth

Name: OUN MEASSNE
Gender : Male Founder :
Sorusop health tea I'm Form
: Mondolkiri province Age:23

Pleas indicate your name and organization (optional)

Kandal DISTI

Sokna Thea, Young
Entrepreneurs
Association of
Cambodia

MISTI

MISTI

I don't have

Khmer Enterprise

Nuon Silla (Ministry of
Commerce)

HENG MAY E Depaetment
of Industry, Science,
Technology and Innovation ,
Preah Vihear Province

Pleas indicate your name and organization (optional)

Mr. Nin Vuthy, ministry of
Labour and vocational
training

Kimmey CWEA

Cambodia Woman
Entrepreneurs
Association

Ly Bunsan, Executive
Director of Biz Angel Co.,
Ltd.

Hor Sokunthea

Kong Sovansreychhouk
from CWEA

ជំ ប៉ុនថា

Name: Khun Chamroeun
From: Department of
Industry, Science,
Technology & Innovation
Takeo

Pleas indicate your name and organization (optional)

ចូលរួមសិក្ខាខាងសាសនាច្រើន
ជាតិស្តីពី ការពង្រឹងសមត្ថភាពសហគ្រាស
ធុនមីក្រូតូចនិងសេដ្ឋកិច្ចដ៏ឆ្លាតវៃ
ដើម្បីពង្រីកការអភិវឌ្ឍប្រកបដោយចីរភាព
នៅកម្ពុជា។

Tevy from GlZ

Sam Ousa

SAN KEONIMOL from MISTI

Name: OUN MEASSNE
Gender: Male Founder:
Soursop health tea From:
Mondolkiri Province Age:23

ឆឹង ស៊ីណា

ពៅ វណ្ណា អនុប្រធានមន្ទីរ
ឧស្សាហកម្ម វិទ្យាសាស្ត្រ និងនវានុវត្តន៍
ខេត្តកំពង់ធំ

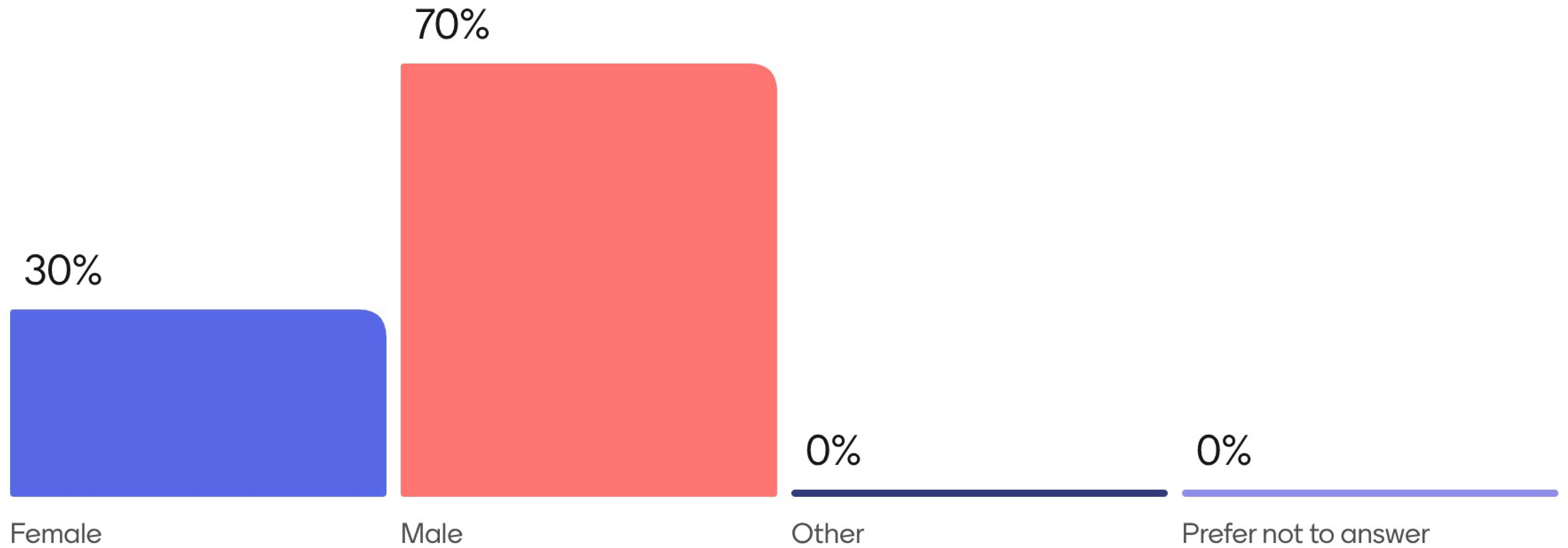
ឈន គយ

Please indicate your name and organization (optional)

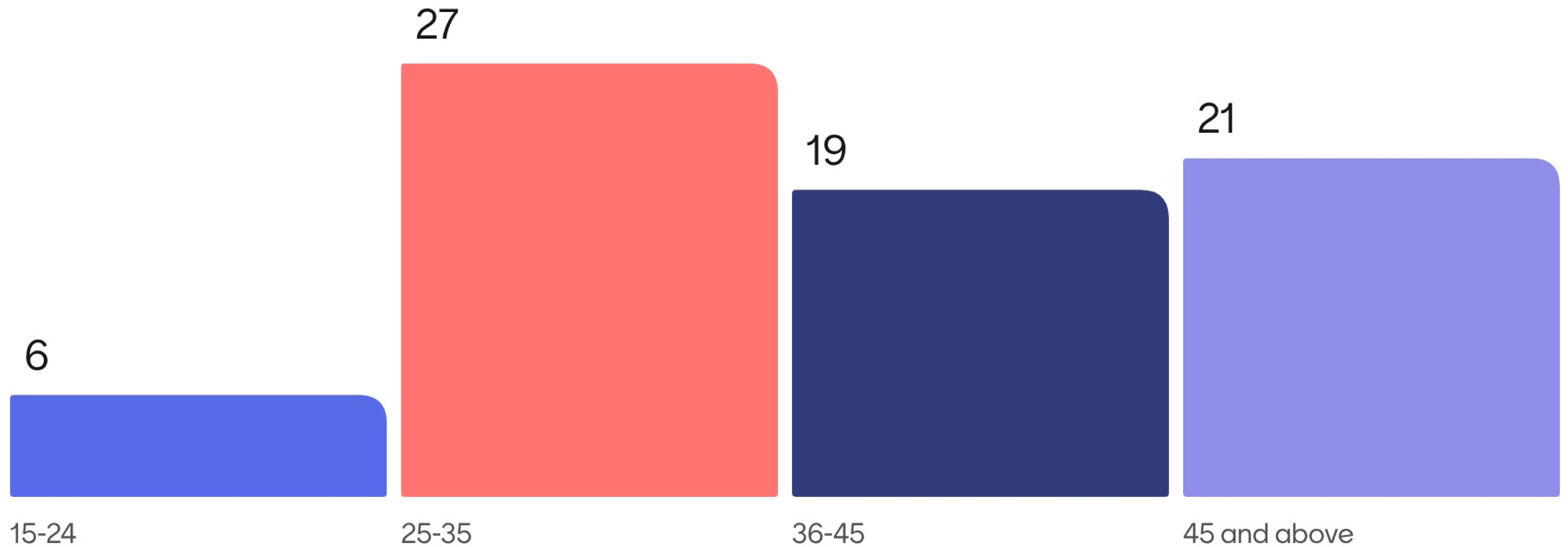
ពៅ វណ្ណា អនុប្រធានមន្ទីរ
ឧស្សាហកម្ម វិទ្យាសាស្ត្រ
បច្ចេកវិទ្យា និងនវានុវត្តន៍ខេត្តកំពង់
ធំ

Sok Heng

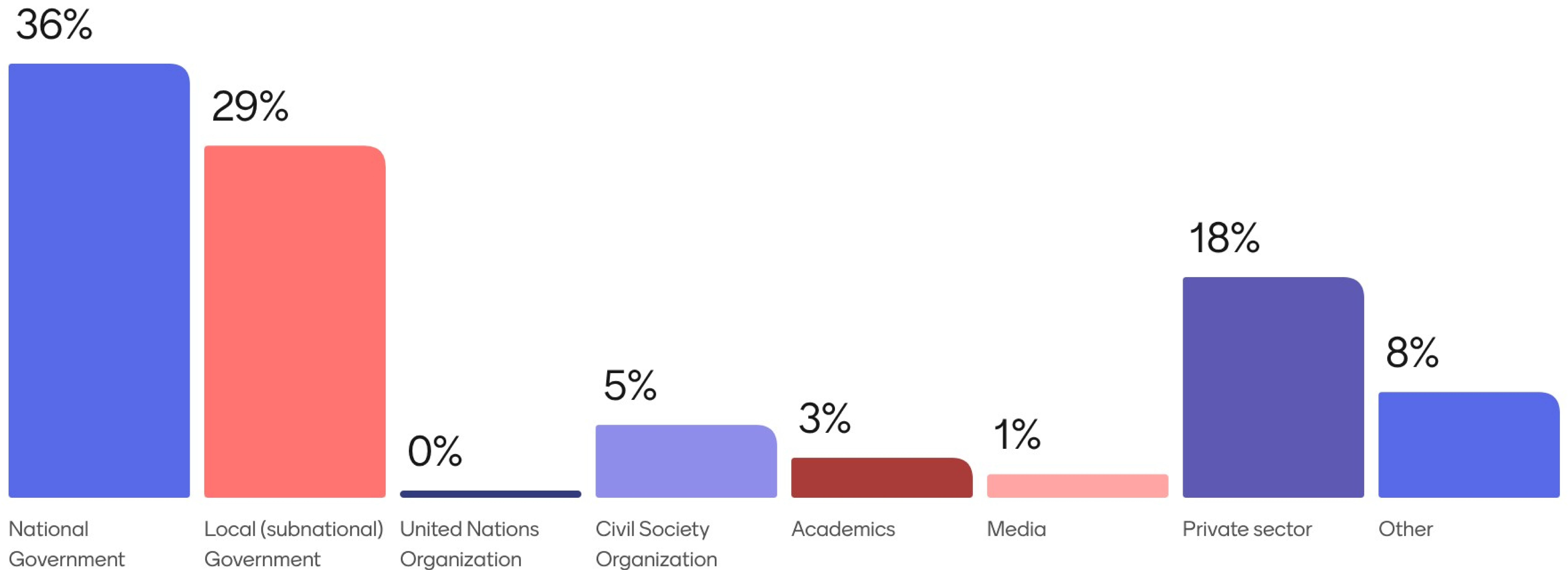
Gender



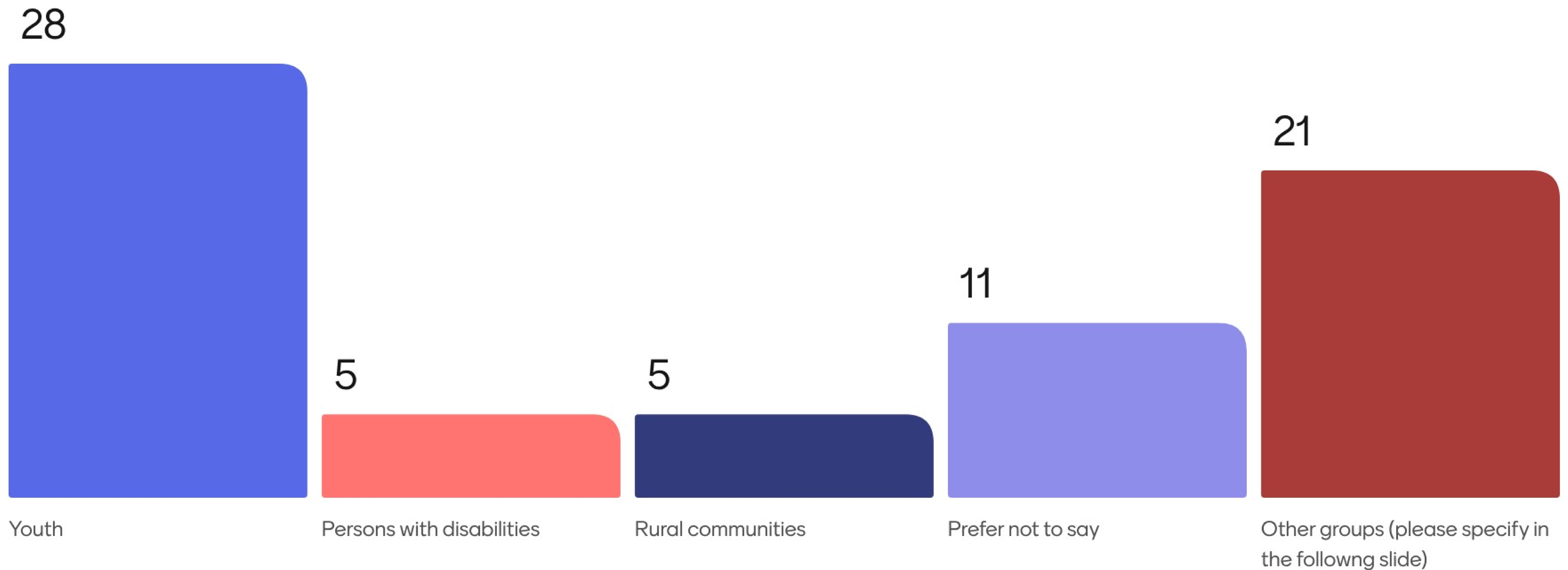
Could you please inform your age?



Could you please inform the type of your organization



Do you consider yourself a member of the following groups?



Please specify here if you consider yourself belonging to **other groups**

Youn Entrepreneurs

Young Entrepreneurs

Ecosystem Builder

Ecosystem builders

YEAC

.....

Young Entrepreneur
Association

goverment officer

Please specify here if you consider yourself belonging to **other groups**

yeac

Enterprise Cluster

Informal economy

N/A

Fassmec

yeac

Ministry

PP DISTI

Please specify here if you consider yourself belonging to **other groups**

N/A

Local communities

No

access

15

I am more senior youth
because of my age and
experience.

no

no

Please specify here if you consider yourself belonging to **other groups**

Ministry of industry,
science, technology and
innovation Siem Reap

noo

NA

N.A

Skip

N.A

No I am not a belonging
to other groups.

N/A

Please specify here if you consider yourself belonging to **other groups**

No I am not.

Promotion land ecturing

No I am not.

Department Ministry
Industry Science
Technology and Innovation
Sihanouk Province

NA

Cambodia Chamber of
commer

Mlsti

MISTI

Please specify here if you consider yourself belonging to **other groups**

ministry

No

Nope

No

Aid technical to names
in SIEM REAp.

Cambodia Chamber of
commerce

Women Entrepreneurs

To Handicrafts

Please specify here if you consider yourself belonging to **other groups**

I would like to join other groups if possible and get the advantage for the organization or community.

Cambodia Chamber of commerce

Young Entrepreneur Association of Cambodia

Cambodia Chamber of commerce

CWEA

members of YEAC

vulnerable group and risky family

ជួយផ្សព្វផ្សាយគោលនយោបាយថ្នាក់ជាតិដល់សហគ្រាស សិប្បកម្ម។

Please specify here if you consider yourself belonging to **other groups**

Cambodia Chamber of commerce

NA

Cambodia Chamber of commerce

DISTI Sihanouk Province
ជួយផ្សព្វផ្សាយគោលនយោបាយ
ថ្នាក់ជាតិ ជួយបណ្តុះបណ្តាល វគ្គ
ស៥ និងច្បាប់គ្រប់គ្រងរោងចក្រ
និងសិប្បកម្ម

Women Entrepreneurs voice to
bring the key challenge of
women Entrepreneurs to
stakeholders Empowerment
women Entrepreneurs MSMEs
Capacity building on soft skills
to manage and lead business

Help share and train
digital marketing skills

-ជួយផ្សព្វផ្សាយគោលនយោបាយ
ថ្នាក់ជាតិ-ជួយបណ្តុះបណ្តាល-
ជួយគាំទ្រជាស្មារតីនិងជួយទំនុក
ចិត្ត -ជួយគាំទ្រសហគ្រាស រោង
ចក្រ និងសិប្បកម្ម

I'm an entrepreneur in
the pure water business.

Please specify here if you consider yourself belonging to **other groups**

Help share and train digital marketing skills

ជួយផ្សព្វផ្សាយគោលនយោបាយ ថ្នាក់ជាតិ-ជួយបណ្តុះបណ្តាល និង ផ្តល់យោបល់ដល់សហគ្រិន

MISTI

ផ្សព្វផ្សាយដល់សហគ្រាស និងសិប្បកម្មដល់មូលដ្ឋាន

I am a small business owner in the pure water sector.

Women Entrepreneurs Association Women advocate key challenge of facing to run business Lack of skills Assess to Market Assess to finance

No

I am a small business owner in the pure water industry.

Please specify here if you consider yourself belonging to **other groups**

<p>ស្ត្រី និងយុវជនយល់ដឹងកាន់ច្បាស់ រឹងមាំយល់ដឹងទូលំទូលាយ នៅMSME ដើម្បីជីវភាពផ្ទាល់ និងជួយដល់សង្គមជាតិទាំងមូល</p>	<p>ផ្សព្វផ្សាយស្តីពីច្បាប់ ការគ្រប់ គ្រងរោងចក្រ សហគ្រាសដល់ សិប្បករ ការផលិតឲ្យមានសុវត្ថិភាព ដល់អ្នកប្រើប្រាស់</p>	<p>MISTI</p>	<p>MISTI</p>
<p>MISTI</p>	<p>ការណែនាំ ដល់សហគ្រិនពីDigitol Marketing Servies.</p>	<p>MISTI</p>	<p>ចូលរួមបណ្តុះបណ្តាលផ្សេងៗ ស្ត្រី និងកុមារ ការរំលោភកម្លាំងពលកម្ម ជាមួយថ្នាក់ក្រោមជាតិ</p>

Please specify here if you consider yourself belonging to **other groups**

Very good	ចូលរួមវគ្គបណ្តាលបណ្តាល ដល់វគ្គផ្សេងៗ ថ្នាក់បរិញ្ញាបត្រ និងអង្គរផ្សេងៗ	MISTI	N/A
I'm not belong to other group	ចូលរួមអនុវត្តន៍ជាមួយថ្នាក់ក្រោម ជាតិ ស្រីនិងកុមារ លើកម្លាំងពល កម្ម តាមរោងចក្រសហគ្រាសនិង សិប្បកម្ម	បានយល់ដឹងច្រើនអំពីឌីជីថល និង ភាពជឿនលឿនពីសហ គ្រាសធុនមីក្រូ តូច និងមធ្យម នៅ កម្ពុជា។	MISTI

Please specify here if you consider yourself belonging to **other groups**

ចូលរួមអនុវត្តផ្ទាល់ជាមួយគោលនយោបាយថ្នាក់ក្រោមជាតិ	I'm belong to youth group and support sector of SMEs and Government.	MSMEs	Supporting Youths and women learn to use Social Medai Marketing.
មន្ត្រីរាជការ	បានចូលរួមវគ្គបណ្តុះបណ្តាលជាមួយរដ្ឋាភិបាលស្តីពីសង្គមកិច្ចក្រៅប្រព័ន្ធ	MISTI	ចូលរួមរាល់សកម្មភាព យេនឌ័រ ថ្នាក់ក្រោមជាតិ លើកម្លាំងពលកម្មស្ត្រី និងកុមារ

Please specify here if you consider yourself belonging to **other groups**

Department

ការធ្វើទីផ្សារតាម
បណ្តាញអនឡាញ ការ
ចំណាយ ថវិកាតិច តែមើល
បានច្រើន

MISTI

ចង់មានវគ្គបណ្តុះបណ្តាលបន្ត
ទៀត

There is financial
support for training.

Mlstl

ministry of labour and
vocational training

vulnerable group and
risky family

Please specify here if you consider yourself belonging to **other groups**

Digital marketing capabilities

Mlsti

MiSTI

MISTI

Adult with professional discovery

Training was highly relevant to MSME need. Over 90% rated the training,seo, google business profile, email marketing interment security

Training was highly relevant to MSME needs. Over 90% rated the training positively. The participants learnt a lot about social media, seo, google business profile, email marketing, internet security

ផ្សព្វផ្សាយ,បណ្តុះបណ្តាល ដល់SMEs

Please specify here if you consider yourself belonging to **other groups**

MISTI

ការផ្សព្វផ្សាយពីការបណ្តុះ
បណ្តាល

សេដ្ឋកិច្ចក្រៅប្រព័ន្ធ

ផ្សព្វផ្សាយ,បណ្តុះបណ្តាល
ដល់ SMEs

NA

NA

NA

មានចំណាប់អារម្មណ៍

Please specify here if you consider yourself belonging to **other groups**

និងអនុវត្ត

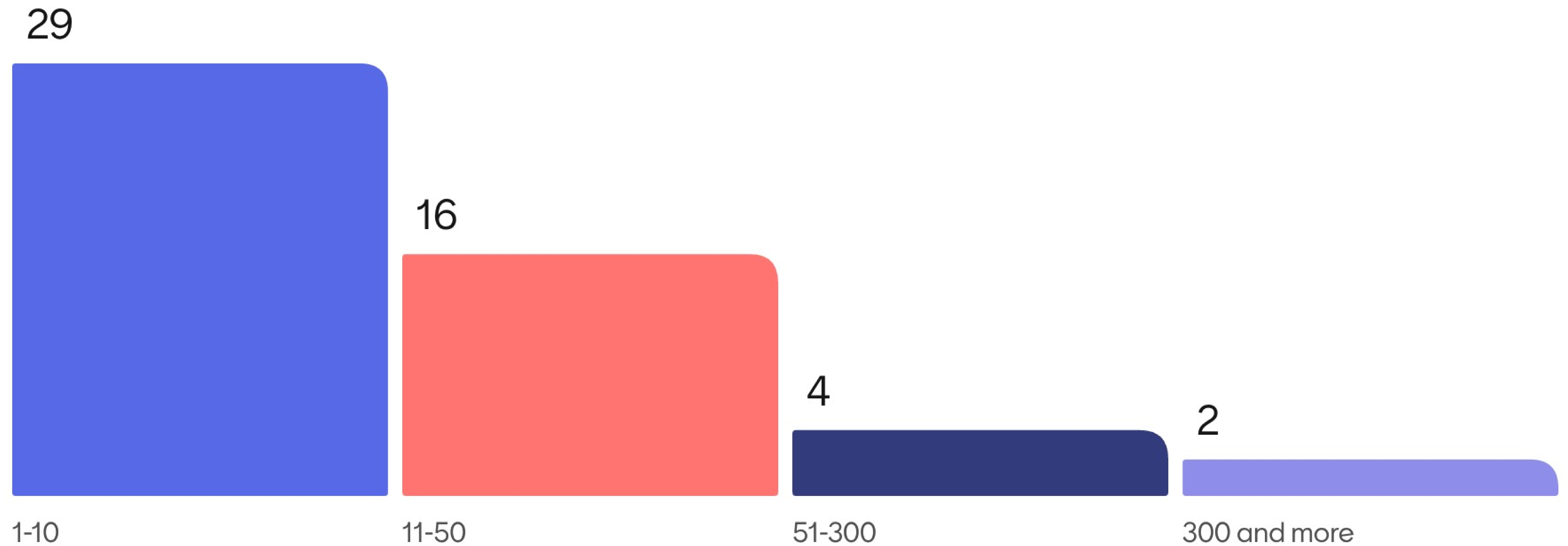
No

No

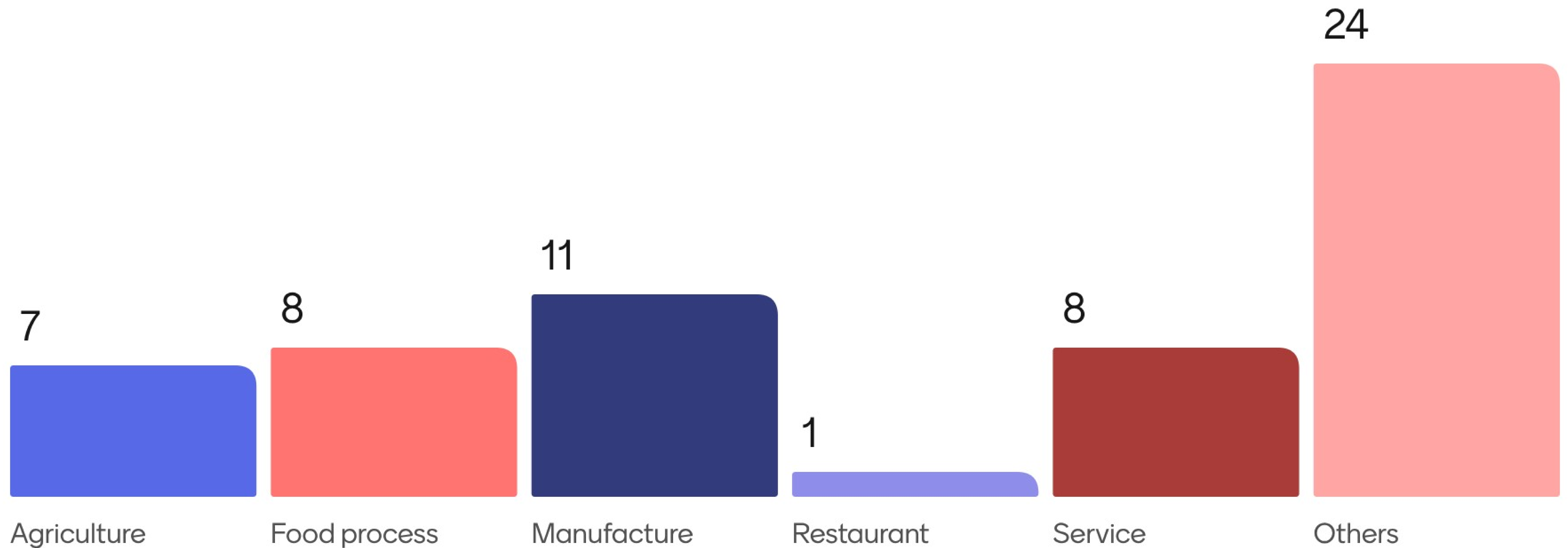
No

Please Training again

If you are an entrepreneur, can you inform the number of employees in your enterprise?



If you are an entrepreneur, can you inform the sector of your enterprise?



If you are a government official, could you please let us know how you support MSMEs?

Provide regular business support to MSME entrepreneurs

Provide training to address their need

N/A

FASSMEC

Promote to SMEs

Advertising

ជួយបណ្តុះបណ្តាលបច្ចេកទេស រៀបចំសិក្ខាសាលា ផ្សព្វផ្សាយអោយទូលំទូលាយ

N/A

If you are a government official, could you please let us know how you support MSMEs?

- Promote SMEs in local -
Support technical - Share
knowledge - Promote Digital
marketing

ផ្សព្វផ្សាយការយល់ដឹងពីទី
ផ្សារឌីជីថល

We support financial and non-
financial to SMEs and Startups
in Cambodia. 1. Synergically
support entrepreneurship
ecosystem building. 2. Provide
financial and non-financial
support to startups and S

N/A

ជួយផ្សព្វផ្សាយគោលនយោបាយ
ទៅដល់សហគ្រាសពាក់ព័ន្ធ

Promoting SME thought
government policy

1- skill development and
training 2- market access
and promotion 3-
technology & innovation 4-
policy and regulatory
support

-ជួយផ្សព្វផ្សាយគោលនយោបាយ
ថ្នាក់ជាតិ -ជួយបណ្តុះបណ្តាល
-គាំទ្រជាស្មារតីនិងទឹកចិត្ត -

If you are a government official, could you please let us know how you support MSMEs?

No I am not a government officer.

ជួយផ្សព្វផ្សាយគោលនយោបាយ
ថ្នាក់ជាតិដល់ បណ្តុះបណ្តុះ
បណ្តាល គាំទ្រជាស្មារតី ដល់ សហ
គ្រាស - សិប្បកម្ម

leasing malls + Snooker
Club & Snooker
Production

-ជួយផ្សព្វផ្សាយគោលនយោបាយ
ថ្នាក់ជាតិ -ជួយបណ្តុះបណ្តាល
-គាំទ្រជាស្មារតីដល់សហគ្រាស និង
សិប្បកម្ម

គាំទ្រ ផ្សព្វផ្សាយ
ដល់សហគមន៍ និងប្រតិបត្តិករ

ផ្សព្វផ្សាយបន្តអំពីគោល
នយោបាយថ្នាក់ លើកទឹកចិត្ត និង
គាំទ្រ MSMEs

No

Technics

If you are a government official, could you please let us know how you support MSMEs?

Promoting the benefit of how to engage digital marketing to local entrepreneurs by showing them how to implement with a simple guideline. Let them understand and willingly use and implement the business

1. Educate to other officers
2. Support entrepreneur how to do business registration
3. Find market for entrepreneur.

I'm from SMEs not a government official.

ជួយសម្របសម្រួល លើកទឹកចិត្ត សហគ្រាស លើកកម្ពស់ការងារ ខ្សែសង្វាក់ផលិតកម្ម ការកែលម្អអោយប្រសើរឡើង និងជំរុញចូលទីផ្សារអោយបានទូលំទូលាយ ធ្វើការផ្សព្វផ្សាយ គោលនយោបាយ ពង្រឹងភាពអនុលោម ស្របតាមច្បាប់គ្រប់គ្រងអាចក្រ ។

MISTI

To support MSMEs about rules and regulations. To help MSMEs about technical To find the business matching To training the new technology and innovation if possible To advertising the Product

Skill Development and Training: Entrepreneurship Training, Technical Skill Upgradation, Technology Centers. Policy and Regulatory Support : Simplified Registration,

Regarding this the labour dispute resolution is the mechanism to help MSMEs site to enhance the harmonious in industrial relation.

If you are a government official, could you please let us know how you support MSMEs?

<p>As a government official, I support MSMEs by providing access to funding, offering training, simplifying regulations, and helping them reach new markets. Our goal is to help small businesses grow and</p>	<p>We will support MSME through dissemination workshop at my province to use these lecturing material</p>	<p>សិក្ខាសាលានេះបានផ្តល់អត្ថប្រយោជន៍ ដើម្បីជួយដល់SME ការលក់ផលិតផល ដែលគាត់ផលិតបានដើម្បីបង្កើន ប្រសិទ្ធភាព និងបង្កើនចំណូល។ ទទួល បានចំណេះដឹងFb YouTube Instagram SEO Gmail.សុំមានសិក្ខា សាលានេះបន្តទៀត</p>	<p>I'm not government officials.</p>
<p>Training to MSMEs</p>	<p>Provide training in food production techniques and disseminate food safety laws.</p>	<p>Yes</p>	<p>ខ្ញុំនិងចូលរួមវគ្គសិក្ខាសាលាថ្នាក់ ជាតិនេះទៀត និងពង្រឹងសមត្ថ ភាពសហគ្រាស ធុនមីក្រូ តូច និង មធ្យម ក្នុងសេដ្ឋកិច្ចឌីជីថល នៅ កម្ពុជា</p>

If you are a government official, could you please let us know how you support MSMEs?

ជួយចែករំលែកវគ្គបណ្តុះបណ្តាល
ថ្មីៗដែលយើងទទួលបានថ្នាក់ជាតិ
បន្តផ្សព្វផ្សាយដល់MSMEs.

Dissemination this
workshop

Giving advice and
guidance. Providing
training and workshops.

វគ្គបណ្តុះបណ្តាលល្អ
មានអ្វីច្រើនប្រយោជន៍ច្រើន

Skill development and training
like entrepreneurship training,
technical skill upgraded,
marketing assist and promote
marketing, assess turn,
facilitating, cluster
development policy and

មន្ត្រីមន្ត្រី

Training was highly relevant to
MSMEs needs the training
positively. The participant a
over90% rating positively the
lot about social seo goodle
business profile email.
Marketing internet .

No

If you are a government official, could you please let us know how you support MSMEs?

No

១.ទទួលបានចំណេះដឹងពីសិក្ខាសាលា
នេះបន្តជួយវិស័យសហគ្រាសមីក្រូតូច
និងមធ្យមក្នុងសេដ្ឋកិច្ចឌីជីថល
២.ពង្រឹងការអភិវឌ្ឍប្រកបដោយចីរភាព
៣.បង្កើតការផលិតលក់តាមអនឡាញ
៤.ការគ្រប់គ្រងសុវត្ថិភាពលើប្រព័ន្ធ Fb
YouTube seo

Skill Development and
Training Market Access and
Trade Support Technology
and Innovation

What are your key take away messages from this workshop?

What are key take away messages from this workshop?

Good workshop with interlinked parts. It will be better if the workshop would include AI elements

- improve google map for MISTI
- create a short video highlight about tips to success in business (based on the lesson from seminar) to SMEs

digital marketing

Good workshop to well understanding for small and Medium enterprises in digital marketing.

Leverage Social Media Wisely:
Choose the right platforms (Facebook, Instagram
SEO Matters: Optimize your website and content so it ranks higher on search engines like Google—free, long-term traffic!

ជួយបង្កើនទីផ្សារផលិតផល យល់ច្បាស់ពីអត្ថប្រយោជន៍សេដ្ឋកិច្ចឌីជីថល យល់ដឹងចំណេះដឹងនិងបញ្ហាផ្សេងៗពីការboost page

Digital risk

Good workshop of new Digital market.

What are your key take away messages from this workshop?

What are key take away messages from this workshop?

I've learnt a lot from the trainer, including different types of social media; type of contents, account protections, influencer marketing and email marketing.

It help me understand more deeply about how important social marketing is for my business.

This working is very fruitful to understand about digitalisation

Digital play an important role in developing economics in the society. It helps reduce cost in promoting products or service into the market. It's also the fastest way to reach out to the audience

Digital marketing and social media

Benefits of digital marketing, understand technical on some platform that helps in business operations.

To apply for my business

To promote local branding products made by Cambodian entrepreneurs to compete with imported products from other neighbouring countries.

What are your key take away messages from this workshop?

What are key take away messages from this workshop?

សិក្ខាសាលាបានផ្តល់អត្ថប្រយោជន៍
ខ្លាំង សម្រាប់ការពង្រឹងសមត្ថភាពអាជីវ
កម្ម បង្កើតការផ្សព្វផ្សាយលក់
ផលិតផលតាមអនឡាញ បានកាត់
បន្ថយការចំណាយ បង្កើនប្រាក់ចំណូល

- digital marketing on social
media. - គ្រប់គ្រងហិរញ្ញវត្ថុ
និងហានិភ័យ - យុទ្ធសាស្ត្រធ្វើទី
ផ្សារ (search engine
optimisation)

MISTI

ចំណេះដឹងផ្នែកឌីជីថលម៉ាយីធីង
សម្រាប់ MSMEs ដែលអាច
ផ្សព្វផ្សាយបន្តទៅដល់ម្ចាស់សហ
គ្រាស សិប្បកម្ម

1- Google biz profile 2- Digital
marketing 3- Email marketing
campaigns 4- Search Engine
optimization (SEO) 5- Cyber
security 6- influencer

support MSMEs through
finance, training, digital tools,
market access, and simplified
processes to drive growth,
create jobs, and boost the local
economy.

- Social Media marketing -
SEO - Email Marketing -
Editing tool - Cyber security
- Google business profile

1. Understood overview about
digital mindset 2. Promotion
products through online (facebook
TikTok YouTube..., 3.
Increased more business
partners and clients by online
relationships.

What are your key take away messages from this workshop?

What are key take away messages from this workshop?

Understand how important of being awareness of digital marketing and implementing tool to improve marketing activities and can understand the potential with marketing strategies which benefit the busi

Exploring MSME digitalization for youth and women entrepreneurship in Cambodia

Training was very hight relevance to SME

យល់ដឹងអំពីទិដ្ឋភាពទូទៅ នៃទីផ្សារឌីជីថល /យុទ្ធនាការនៃការធ្វើទីផ្សារតាមអ៊ីម៉ែល ផ្សព្វផ្សាយតាមបណ្តាញសង្គម តាម Influencer and SEO.

ទទួលបានចំណេះដឹងផ្នែក ផ្នែកសេដ្ឋកិច្ច ទីផ្សារឌីជីថល ។ និងគន្លឹះល្អក្នុងការរក្សា ផេក ការធ្វើអោយផេករចនាបទល្អ មានការគាំទ្រច្រើន ហើយទាំងមានចំនេះដឹងផ្នែករក្សាសុវត្ថិភាពលើផេក ។

This workshop showed how digital tools and online marketing can help businesses grow. It also stressed the importance of cybersecurity and staying updated with digital trends to stay competitive.

I'm very interesting with this workshop business I can learn more about digital marketing by using social media to upgrade and help the business owners or MSMEs. I hope to join this workshop again.

Training was highly relevant to MSME needs, Over 90% rated the training positively ,The participants learnt a lot about social media, seo, google business profile, email marketing internet security

What are your key take away messages from this workshop?

What are key take away messages from this workshop?

1. Understand digital business 2. Know what is SEO 3. How to do marketing on social media, website & google maps.

To improve association on marketing Improve seo of CWEA Improve marketing action Use influencer and BA to promote page CWEA Improve business profile and map review Improve security online

There's a lot of keys take away from this workshop related to digital economy such as: - social media marketing - Google business profile - what is SEO and how it help businesses branding

I have learnt and practice on MSMEs to adapt the digital marketing such SEO, mailing, cyber security, to set up quality content on social media. So these are the best lesson for digital transformatio

១.ទទួលបានចំណេះដឹងអំពីការបង្កើនសមត្ថភាព ២.ទទួលបានចំណេះដឹងលើFB YOUTUBE INSTAGRAM SEO and GMAIL ៣.ប្រព័ន្ធសុវត្ថិភាព លើ FB YOUTUBE INSTAGRAM SEO and GMAIL

Training was highly relrvant to MSMEs needs. Over 90% rated the training positively. The participants learnt a lot about social media, seo, google business profile, email marketing, internet security.

Training was highly relevant to MSMEs need.

Email Marketing

What are your key take away messages from this workshop?

What are key take away messages from this workshop?

Digital marketing on social media

This is very fruitful workshop

ចាប់អារម្មណ៍កម្មវិធីដ៏ដ៏ថ្លៃថ្នូរ
បច្ចេកវិទ្យាសុវត្ថិភាពការផ្សព្វផ្សាយ
ក្នុងបណ្តាញសង្គម

Training was highly relevant to MSME needs. Over90% reacted the training positively. The participants learnt a lot about social media, SEO , Google business profile, email marketing internet security.

Knowing overall of digital marketing. How to choose Influencers. Training was highly relevant to MSME needs.

Digital marketing for MSME

SME good

បានគំនិតល្អៗថ្មី

What are your key take away messages from this workshop?

What are key take away messages from this workshop?

ឌីជីថលម៉ាយីធីង
សម្រាប់MSME

No

1. Knowledge fb YouTube
Instagram seo 2. Knowledge
safety on fb YouTube
Instagram seo 3. continues
to workshop

Digital marketing for
MSME

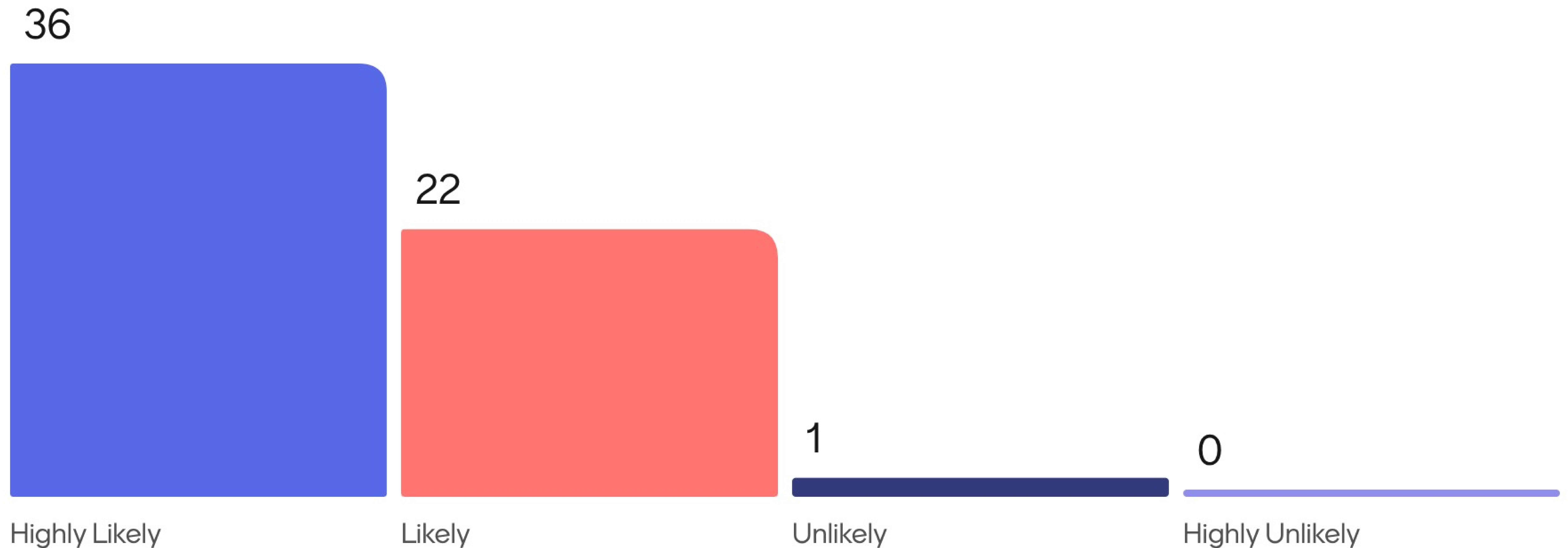
Digital marketing is very
beneficial of sme

Digital marketing &
security

Quality of the workshop



Will you like to apply knowledge learnt from the workshop?



What are challenges to apply knowledge learnt?

Fund to carry out training for MSMEs

- digital illiteracy of SMEs owner - budget limitation

Na

n/a

It is news, need to learn more and try to apply knowledge to entertainment

I don't have mentors along the way.

Yes

No challenge

What are challenges to apply knowledge learnt?

សិក្ខាសាលានេះ មានចំនួនថ្ងៃ
តិចពេក

Need more budgets to
apply the knowledge
learnt

This is a key digitalization
that every MSME needs to
practice every single day

I need more workshops like this
to get to know more about how
Digital can contribute to the
development of SMEs. Practice
make perfect, so one workshop
is not enough to apply the
knowledge

Location and internet
error.

we need more and more on-
going related courses to
enhance digital platforms such
as AI tool to support our
business strategic plan in
Cambodian environment

Take time to learn a new
technology as digital by
applying to my business

Challenges include limited
budget, lack of digital skills,
weak internet access, and
difficulty turning theory into
action in real business
situations.

What are challenges to apply knowledge learnt?

NA

I love for cyber security and online promotion

training was highly relevant to MSME needs.

Non

I will take sometime to prepare lessons and documents then schedule to present to my team work.

មិនចេះ ភាសាអង់គ្លេស

Digital marketing for MSME

Challenges include limited access to resources or technology, lack of practical experience, resistance to change, and difficulty adapting new skills to existing business operation

What are challenges to apply knowledge learnt?

មិត្តរួមការងារ នៅអង្គភាព ។

SEO & Authenticator App

Think of what we are lacking and improve by finding solutions to increase the results in our tasks like before I don't understand of what is cybersecurity and to protect

Resource person to controll and action work

no challenges

Presentation is not too slow because some of technical meaning on slides not easy to understand.

Time to deep research on each key take away

Digital marketing, content creativity and comprehensive on innovation

What are challenges to apply knowledge learnt?

No answer

បានយល់ដឹងអំពីទិដ្ឋភាពទូទៅនៃទីផ្សារឌីជីថល ទីផ្សារតាមអ៊ីម៉ែល តាមបណ្តាញសង្គម តាមinfluencer និងយុទ្ធសាស្ត្រទីផ្សារតាមតាមរយៈ search engine Optimization និងការគ្រប់គ្រងហិរញ្ញវត្ថុ និងហានិភ័យតាមរយៈការប្រើប្រាស់។

អត់មានបញ្ហាអីទេ

Because it is the first study

ខ្ញុំចូលចិត្ត

No answer

SME

ផលវិបាកពេលដែលយកចំណេះដឹងដែលបានរៀនរួចទៅប្រើប្រាស់ដល់សហគ្រាស សហគមន៍ គឺ សហគមន៍ខ្លះជាលក្ខណៈគ្រួសារហើយមិនទាន់យល់ច្បាស់អំពីការរកស៊ីលើប្រព័ន្ធអ៊ីនធឺណិត

What are challenges to apply knowledge learnt?

Challenge is learning digital marketing keeping up fix rapidly challenges, train, and AI groceries marketing tool and analysis

បញ្ហា គឺការយល់ដឹងនៅមានកំរិត
ជាមួយជាមួយភាសា ដើម្បី
ផ្សព្វផ្សាយបន្តទៅ MSME

ដោយទើបចូលរៀនវគ្គថ្មីមិន
ទាន់យល់ច្បាស់នៅឡើយ

មិនមានបញ្ហាប្រឈម

Still seeking of contents
created

No

SEO # social media,
marketing calendar
content

Limite knowledge

What are future support needed?

Fund and trainings to strengthen capacities

- more trainings to SMEs for every province

Na

more relate-able training which are on trend

Need to learn AI more

Need more this kind of training

Business management, financial management

AI workshop

What are future support needed?

We support for cyber security online promotion

I prefer AI training for future support .

On hand practice will be the best choice. I hope UN-Desa could pilot some of the lessons from this workshop to practice in Mondulkiri province

I need more course about Digital business and IA , I need more technical about website and more practice.

AI training tools in a very specific course: How to use ChatTP or else

AI class and technical support .

Future support needed includes funding access, hands-on training, digital tools, mentorship, better infrastructure, and ongoing government programs to help MSMEs grow sustainably.

We really need this kind of workshop again to built my capacity become stronger

What are future support needed?

1- Digital transformation support 2- market and global value chain integration 3- Innovation and R&D support 4- policy and risk protection

Need training more

សូមឲ្យមានវគ្គសិក្សា AI បន្ថែម

Future support needed includes access to affordable technology, ongoing training and mentorship, financial assistance, and improved digital infrastructure to help businesses fully apply what they have

I need more training about AI cause

ការរក្សាសុវត្ថិភាពក្នុងការប្រើប្រាស់បណ្តាញសង្គម ។

Online security

I really need the course of how to improve digital technology

What are future support needed?

Mentor and follow up session Need AI training skill

Organizing a next meeting to follow the progress and updating new tools for more improving of digital marketing concepts.

ស្នើសុំបន្តផ្សព្វផ្សាយចំណេះដឹង ដល់គ្រប់ម្ចាស់សហគ្រាស/សិប្បកម្ម ទៅតាមបណ្តាមូលដ្ឋានឆ្ងាយៗ

ជំរុញលើវិស័យកម្មន្តសាលារោងចក្រ សហគ្រាសធុនតូច និងធុនមធ្យម និងសិប្បកម្ម

More initiatives and workshops to help business expand their business operation such fund and practical business strategies

I would like to join other workshops that related the MSMEs and how to use digital marketing with details and how to build up the social media one by one don't be so fast like this workshop.

AI

AI, for policy maker, tool for support digital literacy

What are future support needed?

ចំណេះដឹងដែលបានមកពីវគ្គ
បណ្តុះបណ្តាលរយៈពេល២ថ្ងៃនេះដល់
សិប្បកម្មនៅខេត្តសៀមរាប។

ត្រូវការព្រោះ
មានអ្វីប្រយោជន៍ច្រើន

Yes,I need

ចង់អោយមានការសិក្សាសាលា
នេះទៀត

More training to improve
knowledge

I want to

I want to need more the
training course about AI
course

ត្រូវការរៀនលម្អិតបន្ថែម

What are future support needed?

សម្រាប់ពេលថ្ងៃអនាគតគឺពួកយើង
ត្រូវការបង្វិកបង្រៀនបន្ថែម
អំពីDigital marketing

ជួយផ្សព្វផ្សាយបន្ត
ដល់MSMEយល់ដឹងកាន់តែច្បាស់
នៅការរកទីផ្សារ ដើម្បីរកចំណូល
បានផ្ទាល់ខ្លួន ដើម្បីជួយខ្លួនឯង
និងសង្គមជាតិ។

សូមពរឲ្យមានវគ្គបណ្តុះ
បណ្តាលបន្តទៀត

No

A great honor if I could get
the workshop of how to use
digital marketing more
effectively.

Continues workshop

I need more learning AI
course

Transfer information to
interpreter for something

What aspect of the workshop did you find most useful?

Good knowledge shared, useful discussions with colleagues

- digital marketing - SEO

NA

Current trend and useful tool for digital marketing

I like google map reviews of each business and SEO the most.

AI

Can use the digital to apply with company

The case study, MSMEs in cambodia

What aspect of the workshop did you find most useful?

Social Marketing is very essential for our daily life applying for both Business owner and government.

Cyber security

Using digital marketing can reach to more customers by using less expend

- Digital marketing - Cyber security - Social media platform for different kind of business. - SEO to promote business

overall aspects of digital market platforms to improve our business productivities

The most useful aspect was learning practical digital marketing strategies, especially how to reach more customers through social media and improve online sales for MSMEs.

The most useful for this works shop is Google rating, SEO that work useful for our business website and digital marketing.

Weariness of digital marketing of MSME business.

What aspect of the workshop did you find most useful?

Google business profile
internet security

All aspect

More training

Digital marketing

SEO

ប្រព័ន្ធ AI

SEO

I found the session on using digital marketing and social media most useful because it showed practical ways to reach more customers and grow the business online.

What aspect of the workshop did you find most useful?

Getting new skill and got new experience with all participants

SEO Influencer Safety and security

very good and useful

SEO and Cybersecurity

•updated on MSMEs in digital marketing recently •Got a time to know and shared experiences across participants , trainers and relevant government officials.

Digital marketing

Knowledge about Social marketing , digital marketing ,seo and two factors

I will trying with best what I have learned today to shearing in my organization.

What aspect of the workshop did you find most useful?

បានយ៉ាងល្អប្រសើរ

ភាសាបរទេសមានកំរិត

Marketing online

បានយល់ដឹងអំពីបណ្តាញ
សង្គមច្រើន

Help and support
MSMEs

I would like to think for this
course let me know more about
the store might know more
about the tool that easy for
make it to the business

អរគុណ ដល់ម្ចាស់វគ្គបណ្តុះ
បណ្តាល

Detail about email
marketing seo

What aspect of the workshop did you find most useful?

មានសារៈសំខាន់ខ្លាំង

No

Got the key note and
experience from the
trainer.

Marketing tool

Any other comments or recommendations?

Thank you

Recommend to expose this such meaningful workshop to more and more MSMEs or SMEs to aware of the topic and start practicing altogether

Thank you

No rdea

No, everything went well

The workshop is very good and shop have more workshop in the future. And thank you to United Nation to support this workshop.

I hope to have this kind of workshop again

N/A

Any other comments or recommendations?

Digital is a huge aspect. There are more areas that I need to discover in this field. Please provide us more workshop related to Digital and AI

The workshop was very helpful. I recommend more hands-on practice, follow-up sessions, and real case studies to help us apply the knowledge effectively in our businesses.

I need more practice on specific main point of the lesson.

Shall be enhancing more and more practice with specific business examples by showing successful case studies in Cambodian SMEs

We hope to have this such a training course again

Wish to learning more in detail of in best practices .

More training

Thank you for organizing

Any other comments or recommendations?

No

More workshop like this
for young entrepreneurs
& in provincial.

I want you to get more the
project to training officer
disit kandal province

AI training skill

សូមកុំ ទុកពេលវេលាយូរពេក

Thank so much for this
wonderful training 🙏❤️

សំណូមពរ មានកម្មវិធី
សិក្សារថ្មី

ផ្សព្វផ្សាយចំណេះដឹងថ្មីៗបន្ត
ទៀត ទៅដល់ MSMEs ដែល
នៅមូលដ្ឋានឆ្ងាយៗ

Any other comments or recommendations?

គួរតែមានវគ្គបែបនេះ យ៉ាងតិចមួយឆ្នាំ
២ ដង សម្រាប់ សហគ្រាស និងមន្ត្រី
ជំនាញដើម្បីជំរុញ ពួកគាត់អាចចូល
ក្នុងទីផ្សារអនឡាញ អោយបានទូលំ
ទូលាយដូចប្រទេសជិតខាង ។

Please help provide these kind
of workshop to other SMEs in
every sector and all around
Cambodia to help them
compete in local, regional, and
international markets.

No

This workshop has provide
more useful of digital
knowledge that I never
know.

ខ្លឹមសារល្អ គួរតែមានវគ្គបណ្តុះ
បណ្តាលបែបនេះច្រើនទៀត

លោកគ្រូបានបង្រៀនល្អ

Suggested to organise
reflection meetings about
MSMEs by online or face to
face in semester/ annual.

មធ្យម

Any other comments or recommendations?

ការរៀនសូត្រណាស់

Don't be delay the time with playing game or say out of the topic. Most of participants are from so far from province.

No comment

សូមអរគុណរាជរដ្ឋាភិបាល
ដែលបានរៀបចំសិក្ខាសាលា
នេះឡើង

Thanks

Yes, good for organizing it

គួរតែមានវគ្គក្រោយៗទៀត

អរគុណដល់អ្នកឧបត្ថម្ភកម្មវិធី
ដែលបានមានវគ្គបណ្តុះបណ្តាល
ដើម្បីជួយខ្លួនឯងនិងជាតិ

Any other comments or recommendations?

No

ការសិក្ខាសាលានេះពិតជាមានអត្ថប្រយោជន៍ណាស់សម្រាប់ការលក់នៅលើប្រព័ន្ធអ៊ីនធឺណិត

Good

Call me again for another course