



WDE Commentary No. 15

“Women and the Sustainable Economy: Perspectives from Small and Medium-sized Business Owners”

WDE Dialogue

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Mr Pong Pich, WDE Programme Assistant

The 14th episode of the WDE Policy Dialogue entitled “Women and the Sustainable Economy: Perspectives from Small and Medium-sized Business Owners” was hosted by Ms Houy Sivly on 27th June 2022. She was joined by two guest speakers, Ms Hok Chanboramey and Mr Sam Hengsopheavan, Co-Founders of Kong Vong. The episode discussed the involvement and challenges of women SME owners in a sustainable economy and provided ideas to enhance a sustainable economy.

To begin with, Mr Hengsopheavan defined a sustainable economy as the conduct of businesses that focus on sustainability from the beginning to the end. Currently, some companies in Cambodia prioritise sustainability, such as a green economy or business. Kong Vong is an example of sustainability. The mission is to cut down plastics progressively. Ms Chanboreamey agreed with Mr Hengsopheavan. She expressed that they were working together to promote a sustainable economy by creating content that encourages people to reduce the use of plastics in Cambodia.

In addition, she stated that the participation of women is significant in sustainable economies and other sectors. Both women and men had their unique points. If they worked together, we would produce creative ideas that can positively impact society. For Mr Hengsopheavan, women are important in every business. The presence of women would create diversity and creative ideas for the companies to move forward.

Furthermore, For Ms Chanboramey, the challenge women face in conducting business is communication. Women are

sometimes treated differently regarding their ages. However, their company did not differentiate between men’s and women’s works. They always work together to build the company. Moreover, she recommended to young women who would like to conduct business sustainably that they should be passionate about a specific sector in sustainable business; in case they are unsure, they should do an internship or volunteer to find their real passions.

Regarding challenges, Ms Chanboramey stated that the challenge that they faced was when they initially imported and introduced eco-laundry in Cambodia. However, most Cambodians did not know what it was. So in this regard, they created content to present to Cambodians. Moreover, another problem is localised production. They did not have the resources to produce goods in Cambodia. Mr Hengsopheavan added that financial and technological limitations are currently facing challenges.

Mr Hengsopheavan said that technology is significant for our company, particularly manufacturing technology. Nowadays, they studied how to use technology that positively impacts the environment. Moreover, social media is also essential because it allowed people to create content that helped to improve the environment.

To sum up, those who would like to conduct sustainable businesses must be well-prepared and patient and find out their real passions. All their experiences during the internship and volunteer will help them run sustainable businesses. Sustainability is progressive. Therefore, we all need gradual progress to improve the environment.