



The Global Language of Business

បទបញ្ជាញស្តីពី

អត្ថប្រយោជន៍នៃការកំណត់អត្តសញ្ញាណម៉ាកយីហោរដ្ឋបាល

កញ្ញា ញឹម សុរិយា | ស្ថាបនិកក្រុមហ៊ុនបុរាណយេន អេស៊ី ឯ.ក
លេខទូរស័ព្ទ: ០១៧ ៩១ ២២ ០០ អ៊ីម៉ែល: newsorida@gmail.com

ជីអេស៊ីកម្ពុជានៃសភាពាណិជ្ជកម្មកម្ពុជា | ថ្ងៃទី ១៣ ខែឧសភា ឆ្នាំ២០២៦

លេខបារកូដផលិតផលខ្មែរ
ចាប់ផ្តើមដោយលេខ



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បម្រាមស្តីអំពីច្បាប់ប្រកួតប្រជែងរបស់ ស្ថាប័នជីអេស១

- ស្ថាប័នជីអេស១កម្ពុជា អនុវត្តយ៉ាងតឹងរឹងតាមគោលការណ៍បម្រាមស្តីអំពីច្បាប់ប្រកួតប្រជែងរបស់ ជីអេស១អន្តរជាតិ
- គោលបំណងនៃការអនុវត្តនេះគឺដើម្បីបង្កើនសមត្ថភាពនៃសមាជិករបស់សមាជិក នៅគ្រប់ឧស្សាហកម្មទាំងអស់ក្នុងការប្រកួតប្រជែងឲ្យមានប្រសិទ្ធភាពកាន់តែខ្ពស់។

មានន័យថា៖

- មិនមានការពិភាក្សាអំពីតម្លៃ ការប្រកាន់ ឬ បែងចែកអតិថិជន ឬ ផលិតផល ការរើសអើងផលិតផល ការជជែកវែកញែកនានា ឬ ពាក់ព័ន្ធនឹងចំណែកទីផ្សារផលិតផល ឬ សេវាកម្ម។
- ប្រសិនបើអ្នកចូលរួមណាមួយត្រូវបានរកឃើញថាកំពុងប្រព្រឹត្ត ឬ ពិភាក្សា លើប្រធានបទដែលបានចែងខាងលើ នោះវេទិកា ឬ កិច្ចពិភាក្សានឹងត្រូវបានកំណត់អោយផ្អាក រហូតដល់ទទួលបានការព្រមព្រៀងណាមួយពីក្រុមប្រឹក្សាផ្នែកច្បាប់ជាមុនសិន។
- សម្រាប់ខ្លឹមសារទាំងស្រុងនៃបម្រាមស្តីអំពីច្បាប់ប្រកួតប្រជែងរបស់ស្ថាប័នជីអេស១ សូមចូលទៅកាន់តំណលើ៖

<http://www.gs1.org/gs1-competition-law-caution>

GS1 Competition Law Caution

- GS1 operates under the GS1 Competition Law Caution. Strict compliance with competition laws is and always has been the policy of GS1.
- The best way to avoid problems is to remember that the purpose of the group is to enhance the ability of all industry members to compete more efficiently.
- This means:
 - **There shall be no discussion of prices, allocation of customers, or products, boycotts, refusals to deal, or market share.**
 - If any participant believes the group is drifting toward impermissible discussion, the topic shall be tabled until the opinion of counsel can be obtained.
- The full caution is available via the link below, if you would like to read it in its entirety: <http://www.gs1.org/gs1-competition-law-caution>



BORAN CARE
NATURAL & HANDMADE

From Local Product to Recognizable Brand

Why Storytelling & Product Identity
Matter for Khmer Producers



Ms. Nhim Sorida

Founder & Chairwoman,
BORAN CARE ASIA CO., LTD



Authentic Khmer
Values



Meaningful
Connections



Market-Ready
Identity



From Local
to Loved

Cambodia Has Many Good Products. But Good Products Alone Are No Longer Enough.

“ Today, consumers do not only buy products. They buy trust, identity, and emotional connection. ”



TRUST
Builds Choice



IDENTITY
Creates Recognition



EMOTION
Drives Preference



VALUE
Earns Loyalty



From Local Products to Global Shelves
Building Khmer Brands Consumers Remember



AUTHENTIC KHMER VALUES



NATURAL & SAFE



QUALITY YOU CAN TRUST



READY FOR THE WORLD



From Local Product → To Supermarket Shelf



“

Before packaging standards and financing, brands first need **identity** and **clear communication**.

”



MODERN CONSUMER REALITY

Consumers Make Fast Decisions

Consumers often judge products by:



Packaging



Visual trust



Brand clarity



Emotional feeling



Professional appearance

“ Packaging speaks before the product does. ”



Strong Identity.
Clear Communication.
Stronger Connection.



STRONG PACKAGING



Attracts Attention
Builds Trust
Drives Purchase

WEAK PACKAGING



Gets Ignored
Lacks Trust
Often Overlooked

VS

WHAT IS BRAND STORYTELLING?

Brand Storytelling Is Not Fiction. It Is Meaning.

A strong product story explains:



Who made this?



Why does it exist?



What makes it different?



Why should consumers trust it?

“ People remember stories
more than specifications. ”



WHO
MADE THIS?

Made by Khmer
hands and hearts.



WHY DOES
IT EXIST?

To bring the best
of Cambodia's nature
to the world.



WHAT MAKES
IT DIFFERENT?

Natural ingredients,
traditional knowledge,
modern quality.



WHY SHOULD
CONSUMERS
TRUST IT?

Safe, transparent,
honest, and made
with care.



AUTHENTIC
KHMER VALUES



NATURAL
INGREDIENTS




TRADITIONAL
KNOWLEDGE



MODERN
STANDARDS



Khmer Producers Already Have Powerful Stories

 Cambodian Products Already Have Value

Examples:

-  Local ingredients
-  Traditional knowledge
-  Community production
-  Women-led businesses
-  Local sourcing
-  Founder journeys
-  Khmer identity

“ The problem is not lack of story.
The problem is lack of **communication**. ”



LOCAL INGREDIENTS



TRADITIONAL KNOWLEDGE



COMMUNITY PRODUCTION



WOMEN-LED BUSINESSES



LOCAL SOURCING



FOUNDER JOURNEYS



KHMER IDENTITY



AUTHENTIC
KHMER VALUES



TRADITIONAL
WISDOM



MADE WITH CARE
BY LOCAL HANDS



SUSTAINABLE
& RESPONSIBLE



PROUDLY
CAMBODIAN

Product Identity Framework

5 Questions Every Brand Must Answer



STRONG IDENTITY

-  CLEAR MESSAGE
-  EMOTIONAL CONNECTION
-  CONSUMER TRUST
-  BRAND LOYALTY
-  BUSINESS GROWTH



BORAN CARE
NATURAL & HANDMADE

Packaging Is Communication

Packaging Is More Than Protection

Packaging communicates:

-  Quality
-  Price positioning
-  Brand personality
-  Trust
-  Professionalism
-  Target market

“ Consumers often **decide** before they even try the product. ”

-  **QUALITY**
Premium look, premium value.
-  **PRICE POSITIONING**
The right packaging sets the right expectation.
-  **BRAND PERSONALITY**
Design shows who you are.
-  **TRUST**
Good packaging builds confidence.
-  **PROFESSIONALISM**
Professional packaging shows you are serious.
-  **TARGET MARKET**
Packaging speaks their language.



 **FIRST IMPRESSION**

 **SILENT SALESPERSON**

 **BUILDS VALUE**

 **CREATES PREFERENCE**

 **DRIVES PURCHASE**



Common SME Branding Mistakes

Why Some Good Products Struggle in Modern Markets

Examples:

- 1 UNCLEAR BRANDING**

✗
- 2 COPYING COMPETITORS**

✗
- 3 TOO MUCH INFORMATION**

✗
- 4 INCONSISTENT DESIGN**

✗
- 5 WEAK SHELF VISIBILITY**

✗
- 6 NO TARGET AUDIENCE**

✗
- 7 PACKAGING MISMATCH WITH PRICE**

✗



What Retailers & Supermarkets Look For

Modern Retail Needs More Than Good Products

Retailers look for:

-  CLEAR IDENTITY
-  PACKAGING CONSISTENCY
-  CONSUMER TRUST POTENTIAL
-  SHELF APPEAL
-  PROFESSIONALISM
-  READABILITY
-  MARKET READINESS



RETAILERS
CHOOSE BRANDS
THAT ARE READY
TO SUCCEED



READY FOR THE SHELF.
READY FOR THE MARKET.
READY TO GROW.

FINAL CLOSING

From Local Product To Trusted Brand



MADE AND
LOCALLY



TRUSTED



VALUED



CHOSEN

“ Cambodia already has many valuable products. The next step is learning how to **communicate that value clearly, professionally, and confidently** — so Khmer products are not only made locally, but **remembered, trusted, and chosen.** ”



STRONG ROOTS.
CLEAR MESSAGE.

BRIGHT FUTURE.



TOGETHER, WE BUILD TRUST. TOGETHER, WE GROW CAMBODIA.

Q & A

Thank you!

STRONG IDENTITY.
CLEAR MESSAGE.
BRIGHT FUTURE.

THANK YOU FOR YOUR TIME,
ATTENTION, AND COMMITMENT
TO GROWING KHMER BRANDS.



STRONG
IDENTITY



CLEAR
COMMUNICATION



BETTER
PRESENTATION



TRUST
& QUALITY



GROWTH
& IMPACT



TOGETHER, WE BUILD TRUST.
TOGETHER, WE GROW CAMBODIA.

