



# Enterprises Go Digital Program Progress Report

## 2025

### Prepared by:

Enterprises Go Digital Department of Techo Startup Center,  
Ministry of Economy and Finance

### Funded by:

Skills Development Fund





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ប៉ុន្តែវាជាកត្តាចាំបាច់សម្រាប់គ្រប់ប្រទេស រួមទាំងកម្ពុជាផងដែរ។

Today, we are in a transformative era  
where digital transformation is no longer an option-it is  
a global necessity, and Cambodia is no exception.

— Samdech Moha Borvor Thipadei HUN MANET  
Prime Minister of the Kingdom of Cambodia

”

Quoted Comments of Samdech Moha Borvor Thipadei Hun Manet, Prime Minister of the Kingdom of Cambodia,  
at the closing session of the 2020-2025 stock-taking conference under the theme “the Journey to Digital Transformation”  
and the setting of further directives of the Ministry Of Posts And Telecommunications.

This progress report presents the 2025 journey of the **Enterprises Go Digital (EGD) Program**. As the national initiative under the implementation of the **EGD Department** of the **Techo Startup Center**, the **EGD Program** serves as a practical implementation of the **Pentagonal Strategy–Phase I** and the **Cambodia Digital Economy and Society Policy Framework 2021–2035**. The **Program** aims to accelerate **digital adoption** across enterprises of all sizes and sectors, enhancing productivity, strengthening competitiveness, and unlocking new market opportunities. To achieve the objectives of the **Program**, the structured **Digital Adoption Training**, complemented by **Digital Adoption Grant**, is offered to enterprises to ensure that they can gain digital knowledge and skills, and receive financial support to adopt digital solutions without barriers.

As the **EGD Program** reaches enterprises of all sizes and sectors—combining digital training with financial support—it goes beyond being a conventional capacity-building initiative. It is a transformative program that promotes inclusivity and actively removes one of the most common barriers to digital adoption: **financial constraints**. By empowering enterprises to overcome these challenges, the **EGD Program** enables them to embrace **Digital Transformation** confidently and unlock new growth opportunities.



## Executive Director's Message

To our valued entrepreneurs, partners, and stakeholders,

In today's rapidly evolving global economy, competitiveness is increasingly driven by digital capability. Digital adoption and transformation is no longer optional—it is essential for business resilience, growth, and long-term success. Recognizing this, the **Royal Government of Cambodia** has positioned digital business as a primary pillar of the **Cambodia Digital Economy and Society Policy Framework 2021-2035**. This commitment is reaffirmed by the **Pentagonal Strategy–Phase I**, which identifies **Digital Transformation** as a critical driver for national development.

To align with these strategic frameworks, the **Enterprises Go Digital (EGD) Program** was launched in January 2023 and is implemented by the **EGD Department** of the **Techo Startup Center**, a public administration institution under the **Ministry of Economy and Finance**. The Program is designed to foster digital adoption among enterprises at all levels and sectors to enhance productivity, strengthen competitiveness, and unlock new market opportunities. Through our **Digital Adoption Training**, we provide a structured pathway—from awareness to optimization—supported by expert-led training and recognized certification. Complementing this, the **Digital Adoption Grant** serves as a key enabler, reducing financial barriers and encouraging enterprises to invest in digital solutions confidently. It is worth mentioning that the training activities and grants are made possible through financial support from the **Skills Development Fund**.

The **EGD Program - Progress Report 2025** highlights the significant milestones we have achieved together. In 2025 alone, we supported **2,593 enterprises** in both formal and informal sectors, demonstrating strong, growing demand for digital adoption. We have collaborated with **25 verified local Digital Service Providers**, offering **53 digital solution packages** to meet diverse business needs.

These achievements are not just numbers; they represent businesses becoming more efficient, more competitive, and more future-ready. As we look ahead, we remain committed to addressing the practical challenges enterprises face in digital adoption. This report is not only a reflection of our progress, but also a foundation for the next phase of growth—one that emphasizes more adoption, stronger partnerships, and greater impact.

We invite all enterprises to take the next step in their digital journey. By embracing digital technology today, you are investing in a more competitive, resilient, and sustainable future.

Together, let us shape the future of Cambodia's digital economy!

**Dr. Taing Nguonly**  
**Executive Director of Techo Startup Center**



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## About TSC

TSC was established in 2019 to **support** the government's strategic vision of fostering startups and promoting digital business in Cambodia. We concentrate on five main foci: **Startup Nurturing, Community, Digital Platform, Research, and Enterprises Go Digital.**

## Organizational Structure



## What Do We Do?



### Startup Nurturing

Nurturing and growing digital startups into successful and sustainable businesses through startup accelerator programs.



### Community

Enhancing positive interaction among stakeholders through various community programs such as meetups, talkshow, documentaries, capacity building activities, and networking events.



### Digital Platform

Developing digital platforms, solutions, and services that startups can plug into and build upon as well as find resources and investors.



### Research

Conducting research to gather trusted, accurate data and information that startups and stakeholders can use as resources.



### Enterprises Go Digital

Aiming to strengthen enterprises' digital capabilities through digital adoption and enable them to become active agents in the digital economy and business.



Learn about TSC



tsc.gov.kh

### About EGD Program

The EGD Program is a key national initiative implemented by the EGD Department\*, the executive arm of TSC. To achieve its objectives, the Program focuses on three areas:



#### Digital Adoption (DA) Training:

Enhances digital capabilities and skills through six specialized training activities tailored to diverse business needs.



#### Digital Adoption (DA) Grant:

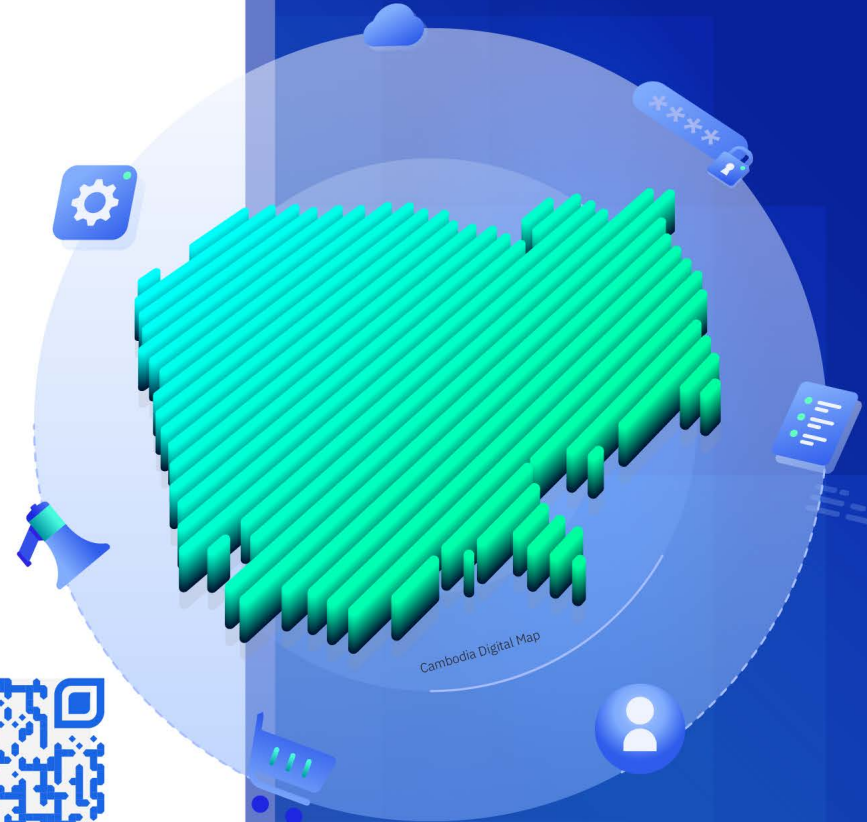
Provides strategic financial support to minimize the common obstacles to Digital Transformation, encouraging enterprises to adopt digital solutions.



#### EGD Platform:

Acts as the central digital gateway that seamlessly connects enterprises with verified Digital Service Providers (DSPs) and partners.

\* Discover more about the EGD Department's roles and responsibilities by scanning this QR code.



### DA Training

#### What is DA Training?

DA Training is designed to empower enterprises embracing digitalization by providing guidance on suitable digital solutions in the digital economy, along with hands-on experiences delivered by expert trainers.

#### Our Approach: Designed for Impact

Beyond offering training, the EGD Program provides enterprises with a comprehensive Digital Transformation Journey. DA Training is structured into **Six** Specialized Training Activities, progressing from foundational awareness to advanced market competition.



### 6 Key Benefits of Joining DA Training

- 1 Expert Training & Sectoral Insights:**  
 Gain practical experience through sessions led by industry leaders, providing guidance tailored specifically to your industry.
- 2 Personalized Learning Journey:**  
 Customize your experience by choosing modules and topics that matter most to your business, ensuring high-impact growth.
- 3 Exclusive Networking & Partnerships:**  
 Connect with a vibrant community of Enterprises and verified Digital Service Providers (DSPs) to build strategic collaborations.
- 4 Official Recognition & Certification:**  
 Receive an official certificate from TSC, validating your digital readiness and commitment to innovation.
- 5 Financial Assistance & DA Grant:**  
 Have an opportunity to apply for a DA Grant to lower the financial barriers to using digital solutions.
- 6 Long-term Ecosystem Support:**  
 Gain ongoing access to a wide network of partners, offering future financial and non-financial support to keep you competitive.

### Defining Training Modules and Topics

For each of the Six Training Activities, specific modules are designed to address the unique digital maturity levels of



**Curriculum Alignment:** Modules are categorized into four key pillars: Awareness & Inspiration, Foundational Adoption, Scale & Connectivity, and Optimization.



**Sector-Specific Customization:** Modules are regularly updated through research to ensure they remain relevant to priority sectors.



**Outcome-Based Learning:** Each module is designed with clear learning objectives that lead to a "Digital Certificate of Completion"



### Identifying the DA Training Activities

**DA Training** leverages a network of experts to provide high-quality, practical instruction.

#### DSPs:

Qualified **DSPs** registered with the **EGD Platform** are engaged as lead trainers to provide hands-on insights into specific digital solutions.

#### Subject Matter Experts:

Industry veterans and digital transformation consultants are recruited to lead advanced modules and provide strategic consultation.

**Selection Criteria:** Trainers must demonstrate a combination of technical proficiency, teaching expertise, and practical experience in the Cambodian business ecosystem.

### Become a Trainer

Trainers who wish to participate in the **DA Training** of the **EGD program** must know how to integrate technical knowledge, practical experience and teaching expertise in order to help assist enterprises effectively in the digital transformation.

"To support enterprises not only in adopting digital technology, but in mastering it."

Scan this QR code  
to apply as a trainer





DA 1:

### A Day in Digital Transformation

A Day in Digital Transformation serves as a high-impact introductory session designed to inspire and create awareness. This training provides a strategic overview of how digital technology is reshaping industries and why every enterprise must begin its digital journey today.



#### 1 Module

Digital Adoption Plan for enterprises

#### ◆ Topics

- ◆ Understanding the Importance of Digital Adoption Plan
- ◆ Digital Strategy Development Guideline



"We go beyond teaching digital technology—we empower enterprises to build resilience and thrive."



DA 2:

### Kickstart Digital Journey

Kickstart Digital Journey is designed for Enterprises ready to break through traditional barriers and claim their space in the modern market. Moving beyond theory, this training focuses on foundational adoption, ensuring every transformation begins with a decisive and practical step toward digital maturity.



#### 1 Module

Digitalization of Internal Operation

##### Topics

- Zero-Cost and Basic Digital Tools for Enterprises
- Digital Tools for Information and Access to Opportunity for enterprises
- Exploration and Practice

#### 2 Module

Financial Management System

##### Topics

- Importance of Financial Management for Enterprises
- How to Prepare Financial Reports for a Small Business Loan
- Digital Tools for Financial Management

#### 3 Module

Customer Relationship Management

##### Topics

- Customer Relationship Management used in Customer Service, Sale and Marketing
- Customized Data Collection Template for Customer Relationship Management
- Digital Tools for Effective Customer Relationship Management

#### 4 Module

Digital Marketing

##### Topics

- Setting Up Your Presence on Social Media Platforms
- Content Planning for Small
- Self-Manage Digital Marketing Strategy Vs. Professional Services

#### 5 Module

Online Safety

##### Topics

- Identifying and Mitigating Online Threats for enterprises
- Best Practices in Password Management for Small Businesses
- Consumer Data Protection



DA 3:

### Integrate Into the Value Chain

Integrate into the value chain transforms local shops into modern players by mastering connectivity and digital collaboration. We streamline every link—from digital suppliers to online marketplaces—replacing manual delays with a high-efficiency digital supply chain. This initiative enables enterprises to evolve into connected enterprises that scale effortlessly across the ecosystem.



#### 1 Module

Agriculture Management Tools

##### Topics

- Challenges Faced in Agriculture
- Introducing Agriculture Management Tools
- Demo Tools

#### 2 Module

Farm Management Tools

##### Topics

- Challenges Faced in Farming
- Introducing Farm Management Tools
- Demo Tools

#### 3 Module

Access to Market

##### Topics

- Strategies for Improving Market Access
- Online Market Platform for Agriculture and Farm Products
- Demo and Discussion



DA 4:

### Strengthen Competitive Edge

Strengthen Competitive Edge is built for enterprises ready to lead their sector through deep technology knowledge and data-driven logic. This training empowers enterprises to master optimization tools—from Customer Relationship Management excellence to advanced analytics—while gaining vital legal insights for international expansion. We enable you to outperform competitors by turning digital intelligence into your greatest strategic strength.



#### 1 Module

Overview of Cambodia's Participation in International Digital Trade and E-Commerce Initiatives

##### Topics

- Key International Agreements and Partnerships
- Bilateral, Regional, and Global Engagement on E-Commerce
- E-Commerce Development Projects

#### 2 Module

Role of the Private Sector in Enhancing E-Commerce Exports

##### Topics

- Overview of E-Commerce Platforms used by Cambodian Businesses
- Success Stories and Challenges Faced by Exporters
- Future Directions for Cambodia's E-Commerce Landscape

#### 3 Module

National Policy and Strategy on E-Commerce and Digital Economy

##### Topics

- Overview of Cambodia's National Policies regarding E-Commerce
- Strategies to Promote Digital Trade
- Alignment with International Standards and Best Practices



DA 5:

### Time to Go Digital

Time to Go Digital enhances digital literacy by providing insights into digital solutions and conducting **Digital Readiness Assessment (DRA)**.<sup>\*</sup> This training strategically matches enterprises with the right DSPs to ensure a seamless and effective transition into the digital landscape.

#### 1 Module

Digital Transformation through the EGD Digital Readiness Assessment

#### Topics

- Overview of DRA
- Digital Solution Showcase
- Matchmaking Session



<sup>\*</sup> See Page 12 for More Details on DRA



DA 6:

### Digital Adoption for the Informal Economy

Digital Adoption for the Informal Economy promotes digital literacy within the informal sector, focusing on enhancing productivity and driving income growth through practical digital solutions. This training provides user-friendly tools specifically designed to help non-registered enterprises modernize their operations and build long-term financial resilience.

#### 1 Module

E-Marketplace and Delivery Platform

#### ◆◆ Topics

- ◆ E-Marketplace
- ◆ Delivery Platform

Scan this QR code to see all the DA Training Activities



### DA Grant

#### What is the DA Grant?

The DA Grant accelerates your digital adoption by providing financial support through the Grant Voucher. It helps cover the cost of adopting digital solutions for enterprises, enabling them to select solutions that best align with their business models and level of digital readiness.

#### 3-Day Approval Process

Once your application is submitted with complete documentation, our team will review and provide a prompt response.



### Your Journey to Get the Grant Voucher through the EGD Platform

#### Step 1

##### Apply for the Grant Voucher

Log in to the EGD Platform and start your grant application.

#### Step 5

##### Receive the Grant Voucher

Once approved, you will officially receive your Grant Voucher.

#### Step 2

##### Choose Your Enterprise Profile

Select the enterprise profile you would like to use to apply for the grant.

#### Step 6

##### Implement the Digital Solution

Implement the system in your business for three months. Learn it. Use it. Then, share your experience in using a digital solution.

#### Step 3

##### Choose a Digital Solution

Browse the marketplace, choose your preferred digital solution, and provide a valid reason that will help.

#### Step 7

##### DA Grant Reimbursement

Reimbursement to the enterprise will be made once your summary report is received and approved.

#### Step 4

##### Submit Request

Submit your application and wait for our team to review it.

Check your eligibility and claim your Grant Voucher today.



### EGD Platform

#### What is DRA?

DRA is your first step toward a smarter, more efficient business. It is a free, intelligent diagnostic tool designed to evaluate your enterprise's current digital maturity. By answering a series of questions tailored to your specific industry, business size, and location, you will receive an instant analysis of where you stand in Cambodia's growing digital economy.



#### Why do enterprises need it?

Many Enterprises want to "go digital" but don't know where to start. Should you buy accounting software first? Or start a Facebook page? The DRA gives you the answer.

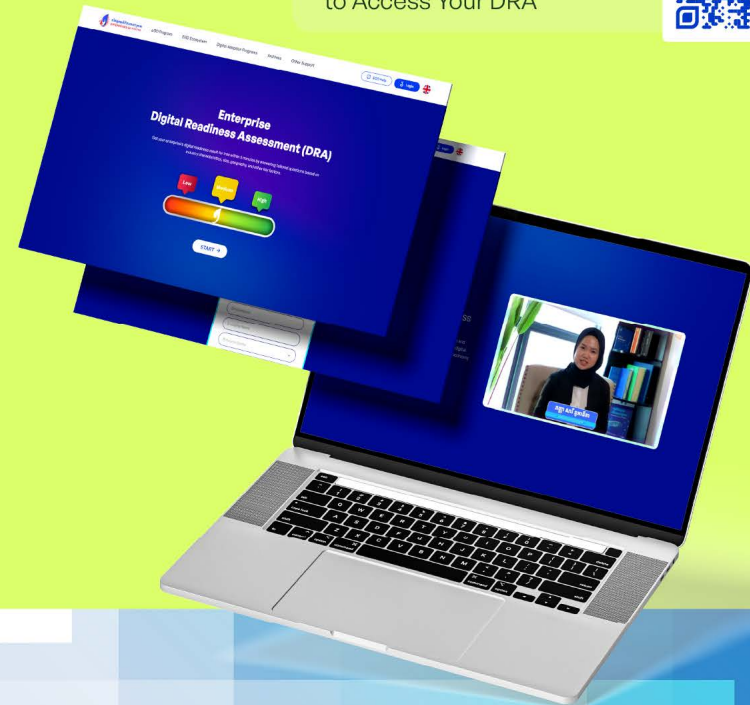
Assessing your readiness is about more than just a score—it is about preparation.

- 
**Highlight Opportunities:** Identify the digital solutions that can have the greatest impact on your business today.
- 
**Prepare for Adoption:** Understand the key gaps in your operations, marketing, or payment systems that need to be addressed to effectively adopt digital solutions.
- 
**Reflect & Grow:** Assess your business's digital readiness against national benchmarks and identify how your business can contribute to strengthening Cambodia's digital ecosystem through digital adoption.

#### Key Features

- 
**Fast & Free:** Get your comprehensive results in under 5 minutes.
- 
**Tailored:** Questions are customized based on your sector (e.g., Food & Beverage, retail), business size, and location.
- 
**Actionable:** Receive immediate recommendations on next steps, from training to digital adoption.

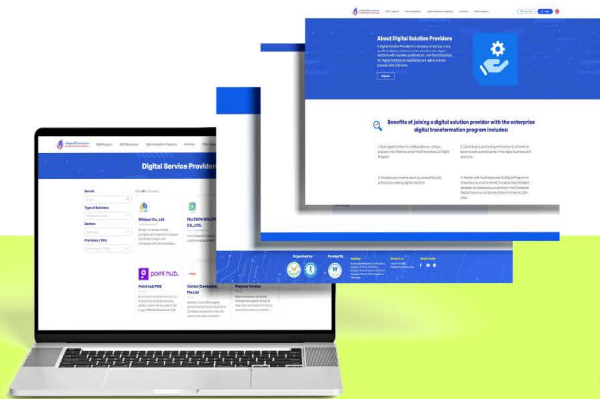
Ready to Check Your Score?  
Scan the QR Code here  
to Access Your DRA



### EGD Platform

#### What is DSPs?

DSPs is a qualified company or startup specialized in delivering high-quality digital solutions. If you are from digital solution company or tech startups, join our program today by registering as a certified DSPs and be part of Cambodia's digital economy.



#### Why Choose DSPs on the EGD Platform?

We have built a Circle of Trust so you never have to guess again. The EGD Service Provider Ecosystem is not just a list—it is a community of verified, capable, and government-approved partners dedicated to your success.



#### Find Your Partner Here

Stop struggling on your own. Explore the full list of trusted partners and find the one who will help you write your success story.

### List of Digital Solutions on The EGD Platform



Digital Marketing



E-Payment



Accountant & Taxation Systems



Point of Sale (POS) Systems



Human Resource Management



Inventory Management



Logistics



E-Commerce Platforms



Specialized Digital Solutions

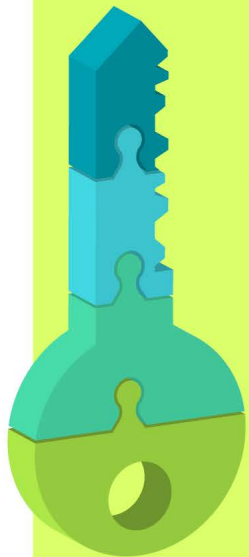


Join as a DSP with the EGD Program

### EGD Platform

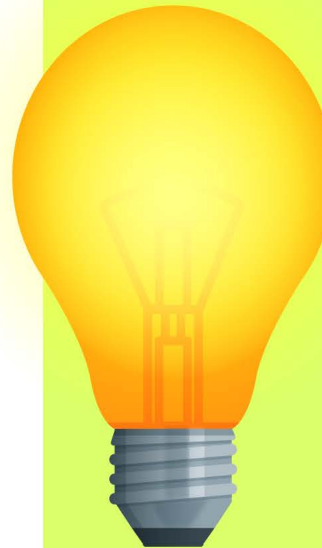
#### What is Self-Paced E-Learning?

Self-Paced E-Learning serves as an integrated e-learning library that empowers Cambodian enterprises to close digital skills gaps. By providing on-demand access to curated learning resources, it enables enterprises to build the knowledge and capabilities needed to successfully adopt and leverage digital solutions.



- ◆ **Capacity Building**  
Equip business owners and staff with essential skills for effective digital tool operation.
- ◆ **Operational Continuity**  
Provide a permanent, cost-free resource for onboarding and training new employees.
- ◆ **Strategic Insight**  
Move beyond basic usage to teach data-driven strategies for business growth.

#### Key Objectives



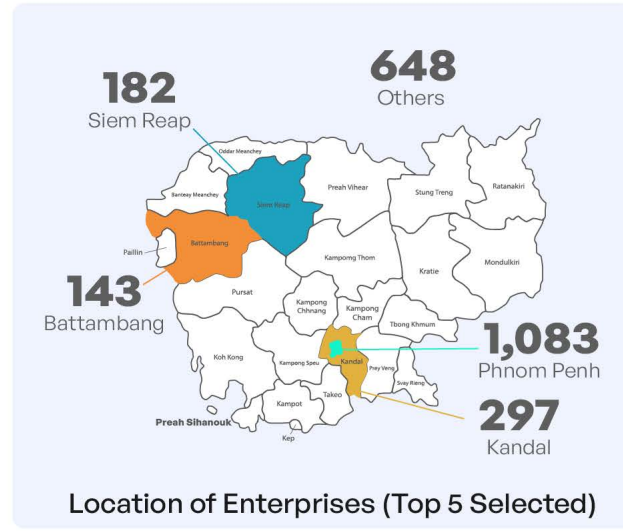
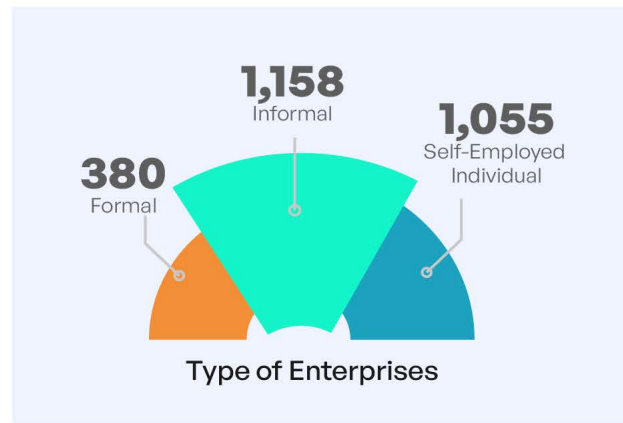
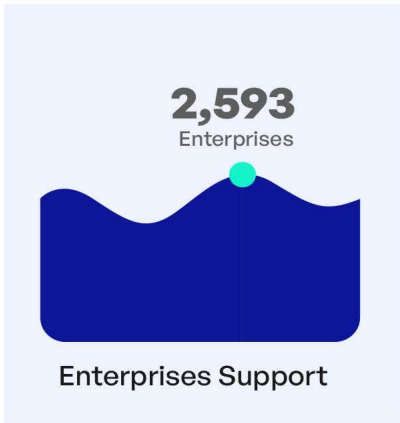
- ◆ **Technical Tutorials**  
Step-by-step video guides for digital solutions (POS, Inventory, & Digital Payments, etc.)
- ◆ **Business Strategy**  
Modules on digital management (Financial Literacy, Marketing, & E-Commerce, etc.)
- ◆ **Success Case Studies**  
Real-world insights and practical lessons from successful enterprises.

#### Core Content

### III. Key Achievements in 2025

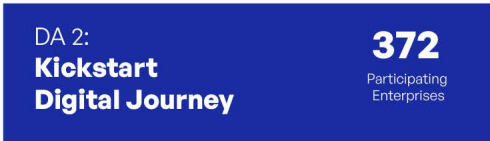
#### EGD Training

#### Total Enterprises in 2025



### III. Key Achievements in 2025

#### EGD Training



**13**

**Fair**



**274**

**Very Good**



**241**

**Excellent**

surveys

### III. Key Achievements in 2025

#### DA Training

#### Trainers for the DA Training Activities



CHEA VIREAK



HIM PHANNARY



MUON CHAMNAN



SOTH RATANAK



SAM CHINDA



PHAN LAYHENG



KUNG SOCHEATA



YI CHEASOVATH



PHICHITH  
KUNTHAKCHEAT



UNG SORSANGVA



KHEANG SOPHEA



NEAK BUNHAK



SUON LAKSMEE



PUTH RATHANA

### III. Key Achievements in 2025

#### DA Grant

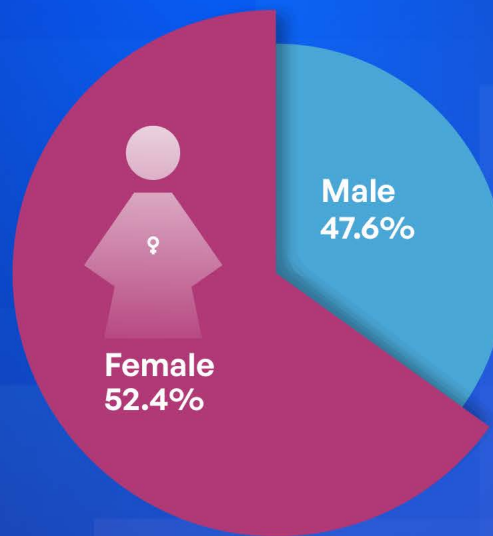
The DA Grant is gaining strong momentum, with 71% of applications approved—reflecting both the effectiveness of the EGD Program and the growing readiness of enterprises to embrace digital adoption.

By applying for financial support, enterprises are taking bold steps to transform their operations and actively contribute to Cambodia’s evolving digital economy.

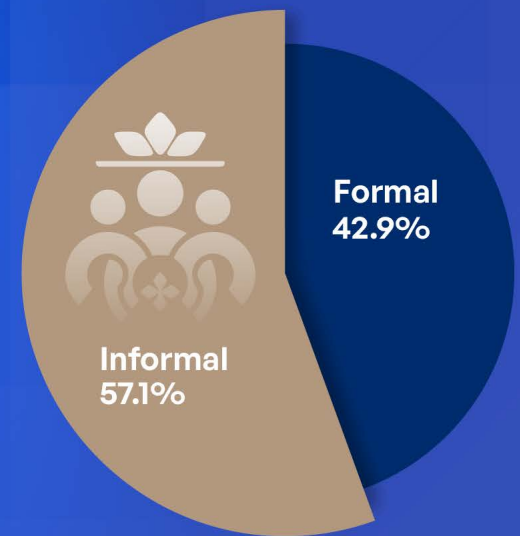
#### Percentages of Enterprises Applied for the DA Grant



Grant Applications Status



Enterprise 'Owners' Gender



Enterprise Types

#### EGD Platform

DSPs

Enterprises can determine digital solutions that are right for their business needs through certified DSPs in the market.



**25**

DSPs



**29**

Digital Solutions



**53**

Digital Solutions Packages

Scan the QR Code here  
to browse DSPs information



### III. Key Achievements in 2025

#### EGD Platform



##### BANHJI FINTECH CO., LTD.

BanhJi FinTech is a leading financial technology solutions provider in Cambodia.



##### BEONE PLATFORM CO., LTD.

BeHR System uses modern technology for efficient attendance, leave, overtime, and payroll management.



##### BILL 24

Bill 24 delivers innovative platform consolidates utility bill payments, ensuring efficient collection for service providers.



##### BIZ SOLUTION CO., LTD

Biz Solution delivers innovative IT solutions driving digital transformation for businesses.



##### CHECKINME

CheckinMe is a digital solution managing employee attendance and outdoor sales automatically.



##### CODINGATE TECHNOLOGY CO.,LTD

Codingate Technology empowers Cambodian businesses with innovative AI, software, and data solutions.



##### E.R.P COMPAZ CO., LTD.

ERP implementation and software development improves business efficiency, productivity, and digital transformation.



##### EZEPOS

EZEPOS is a startup providing easy, reliable cloud POS solutions across Cambodia.

#### DSP Directory on the EGD Platform

### III. Key Achievements in 2025

#### EGD Platform



#### HORPAO

Horpao provides POS solutions modernize small businesses through simplified systems and loyalty programs.



#### KHMUM TECHNOLOGY CO.,LTD

Khnum App provides small businesses with a powerful mobile POS system.



#### LOCALIZE TECH SOLUTION CO.,LTD

Localize, Cambodia's online accounting software helps SMEs simplify accounting affordably.



#### MANGROVE STUDIO CO.,LTD

Mangrove Studio empowers creative talent and drive business success through innovative marketing solutions.



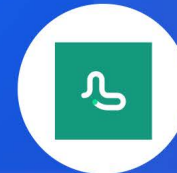
#### MAQSU

MAQSU uses AI to improve business financial management accurately and securely.



#### MORAKOT TECHNOLOGY

Morakot Technology provides cloud-based banking and management systems for SMEs.



#### MY LEKHA TECH SOLUTIONS

MyLekha POS provides seamless integration for family-owned small businesses.



#### PALM TECHNOLOGY CO.,LTD

Palm Technology specializes in software development across multiple sectors.

DSPs

### III. Key Achievements in 2025

#### EGD Platform

DSPs



#### PILLTECH SOLUTIONS CO., LTD.

PillTech POS System is designed by pharmacists specifically for pharmacists.



#### PLASGATE

Plasgate is Cambodia's largest authorized SMS gateway for major providers.



#### POINT HUB POS

Point hub is a Cambodian start up that provide cloud based cross-platform point of sale system.



#### POLYMER INVOICE

Polymer Invoice helps businesses create and send compliant invoices quickly.



#### POSCAR DIGITAL CO., LTD.

POSCAR Digital focuses on digital solutions supporting Cambodian SMEs.



#### PROSETH SOLUTIONS CO., LTD

Proseth Solutions streamlines office operations with Microsoft Power Platform.



#### SMARTBTC SOLUTIONS CO., LTD.

SBC Solutions provides software, website, and mobile app services efficiently.



#### TOP FINTECH SOLUTIONS CO., LTD

Top FinTech Solutions provides innovative, reliable financial technology solutions.

### III. Key Achievements in 2025

#### Public Engagement

##### Content

**60**

Posters

**132**

Materials Produced  
(120 digital, 12 physical)

**41**

Videos

**19**

Sets of Event

##### Online Audience

**30,000+**

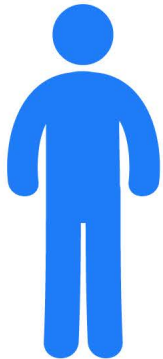
Followers (33% are Female)

**10,000,000+**

Accounts Reached

**95,000+**

Content Interactions



##### Geographic Coverage of DA Training Activities



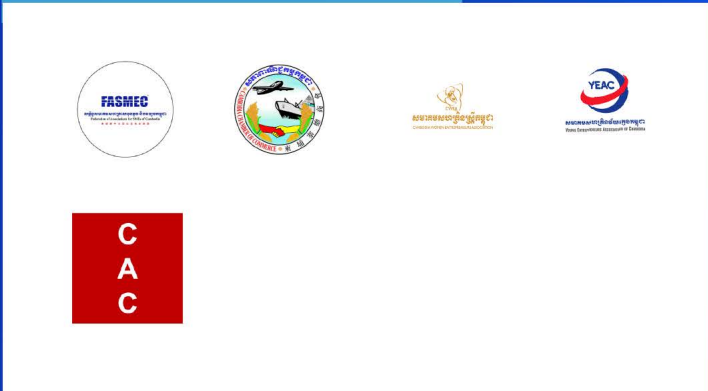
# III. Key Achievements in 2025

## Partnerships

### Government Institutions



### Organizations / Associations



### Companies



### Providing DA Training Opportunities

Bringing DA training opportunities to more provinces to ensure inclusive access for enterprises nationwide.

Battambang

Kampong Cham

Kampong Thom

Kampot

Koh Kong

Kratie

Mondul Kiri

Prey Veng

Pursat

Ratanak Kiri

Kampot

Siem Reap

Steung Treng

Svay Rieng

### Develop EGD Platform Features

(DRA and Self-Paced E-Learning)

Develop the DRA as a One-Stop Shop that empowers enterprises to assess their digital maturity level and identify the right digital solutions for growth.

Develop a series of online courses and tutorials that participants can access at their convenience. These resources will cater to various learning styles and schedules, providing flexibility for busy enterprise owners and employees. The online courses will include video lessons, quizzes, and interactive content to reinforce learning and track progress. Participants who successfully pass the quizzes will receive completion certificates.

### Establish Digital Support Hubs

(Pilot in High-Potential Provinces)

Establish pilot Digital Support Hubs in high-potential provinces to bring tailored, localized support closer to enterprises.

The Digital Support Hubs will serve as a focal point for capacity building, digital advisory services, and access to relevant resources, helping businesses strengthen their digital capabilities and accelerate adoption of appropriate digital solutions.



## Strategic References



### Alignment with National Policy Frameworks

The EGD Program is the national initiative aligned with the Pentagonal Strategy-Phase I and the Cambodia Digital Economy and Society Policy Framework 2021-2035.

Scan the QR Code to Download





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