

**Notice of Joining the CAST (Commercialization of Aquaculture for Sustainable Trade) Project**

JC FINANCE PLC.

JC FINANCE PLC. (hereinafter referred to as "JCF"), a Cambodian microfinance institution, has reached an agreement for joining the Commercialization of Aquaculture for Sustainable Trade Project (hereinafter referred to as "CAST") launched by World Vision International (hereinafter referred to as "WVI").

**I. The Purpose of Joining the CAST Project**

The purpose of joining CAST is to improve Cambodian farmers' operational efficiency and their earnings and provide needed financial services. In addition, JCF acknowledges that its activity is going to fulfill the 8<sup>th</sup> goal of SDGs : "decent work and economic growth".

**II. The Background of Business Alliance**

WVI is a global organization working in partnership with more than 90 countries to improve the lives of vulnerable children. The CAST project, funded by more than \$17 million from the USDA (United States Department of Agriculture), aims to improve access to "seed" fish and feed, and to strengthen all links in the value chain, from hatcheries to fish producers and buyers and distributors. Fishes produced in Cambodia under the right environment and standards are expected to gain a lot of trust, which will benefit the domestic economy of Cambodia as it joins the global market. At the same time, it is essential that aquaculture farmers have access to proper financial services to help them expand their operations to suit their needs. JCF has focused on Cambodia's primary industry since it was established and has financing features that leverages its past achievements and knowledge. The reason why JCF participate in the CAST project is based on its judgment that the situation in Cambodia's primary industry, particularly in the aquaculture sector, can be further improved.

**III. The Activities of JCF**

JCF (CEO: Mr. Tomari Suguru, Head office: Phnom Penh, Cambodia) is a microfinance institution officially approved by the central bank of Cambodia in January 2018. To support the growth of Cambodia's key primary industry and help to improve living standards by providing loans to companies and individuals involved in agriculture and aquaculture scattered throughout the country, JCF carries out following solutions and services: providing the farmer-friendly repayment plan that matches with their harvest seasons, managing and analyzing the dynamics by setting up JCF original GPS to each agricultural machine, and mentoring customers by giving farming advises.

**IV. Company Info**

**JC FINANCE PLC.**

Representative name : Mr. Tomari Suguru

Address : No.56, Street 310, Sangkat Boeung Keng Kang I, Phnom Penh,  
Cambodia

Telephone : 023 217 419

Business content : Loans to companies and individuals involved in primary industries  
such as agriculture and aquaculture

Website : <http://jcfinance.com.kh/>



**World Vision International** :

Representative name : Mr. Edward Danielraj Selvanayagam

Business content : Development assistance, emergency humanitarian aid and advocacy

Website : <https://www.wvi.org/>



**V. Contact Info for Any Inquiries**

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