

- The young vendors at Angkor Wat sell souvenirs to the tourists, they try to earn \$1 for their school costs and to help support their families;
- They range in age from 9 to 22 years of age
- One study by World Vision (2000) suggests that 22% of arriving male tourists come to Siem Reap looking for sex and that 70% of the young vendors were propositioned for sex
- Our own interview study suggests that a smaller number are susceptible to sex propositions, and that they also may be subject to violence
- The documentary film “Virgin Harvest” (2006) and its Hollywood counterpart (Holly, 2007) illustrate how young people are trafficked into the sex trade

In 2003, SiRCHESI began “street proofing” workshops for young Angkor Wat souvenir vendors accosted by sexual tourists



Workshop on politeness and safety for 51 vendors, Aug. 2003



Trimestrial SiRCHESI Workshops- e.g., Aug., 2004

Representatives from the Angkor Wat Young Vendors Association and beer-seller peer educators summarize their activities at the SiRCHESI Annual NGO meeting, Aug. 4, 2003.

This is a part of the Participatory Action Research dialogue process with the community.



Canadian tourists are “swarmed” by young vendors selling souvenirs (08/2003)



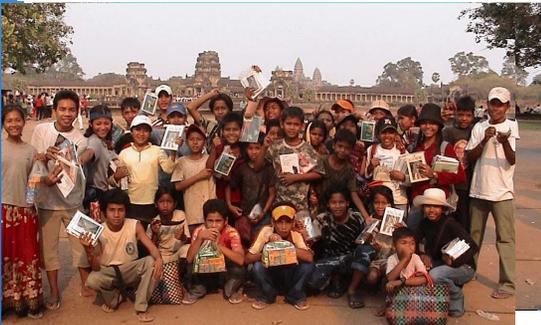
SIFCHESI purchases locally made bracelets and t-shirts, etc. from young vendors at their regular asking price, then adds \$1.00 extra payment to ensure their commission is “fair trade”



AVI Volunteer Brett Dickson and U of Guelph Thesis student Trisha Pagnutti buying bracelets and t-shirts, using a coupon system so that 65 different vendors could participate (04/2006)

Self-sustaining cross-cultural marketing: Siem Reap souvenirs are resold at conferences, festivals and street settings to support costs of local health workshops

អង្គការវត្ត
សមាគមក្មេងៗក្នុងភ្នំវត្តអនុស្សាវរីយ៍
ANGKOR WAT
Young Vendors' Association



Politeness, Respect, Humour,
 Health and Safety
 សន្តិវិធី. ការគោរព. សុខមាលភាព. សន្តិភាព



Dr. Sarath Kros sells t-shirts at Auckland Buddhist Temple



At Kimarie shop Cabramatta, Australia, Apr. 2004



Trisha and Jillian, Toronto, 06/2006



Lakshmi and Jessica re-selling at Canadian Conference on International Health, Ottawa, Oct., 2004.

If you have fallen asleep during the talk, or need to leave before the conclusion, you can always visit our 4 websites:

www.angkorwatngo.com

Download “newsletter”

www.ethicalbeer.com
(get “Killer Beers?” stickers)

Killer Beers?

contactus@ethicalbeer.com

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Facts

Facts taken from social scientists, research reports, university theses, annual government surveys, medical practitioners and press reports.

In Memoriam

The women who have died at work serving beer were real people and should be remembered.

Some of the world's largest beer companies exploit Cambodian women to sell their products, and may deny these women basic labour and human rights, (refusing to recognise them as employees). When AIDS, alcohol and other work place dangers prove fatal, these 'throwaway beer girls' are replaced with young recruits. Ethicalbeer.com monitors the sales practices and health, safety and welfare policies of major globalized beer companies doing business in Cambodia. For additional facts, background information and action strategies, why not consult our sister site www.fairtradebeer.com

Nov 2005
SIR CHEST'S
Newsletter Fall
edition 2005

Sept 2005
Heineken
executives asked
to take an even
more vanguard
role... [more](#)

Beer Girls in Cambodia - Netscape

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<http://www.beergirls.org/>

www.beergirls.org

'Beer Girls'

Cambodian Beer Promotion Women

Case studies Donate Now! Email

Photos of beer promotion women at work

Memorial list of "beer girls" & entertainment industry colleagues in Siem Reap - prepared by Tra Tim, Pan Sophear & Srei Neang.

This website tells the stories of the beer promotion women of Cambodia, through interviews, photos, video clips, and/or obituaries. Beer promotion women (called locally, beer girls) exclusively sell one brand of beer in bars and restaurants. It is usual for them to have to sell one case of beer per night in return for a monthly salary averaging approx \$US55 – about half the income needed to support their family. To supplement their income, about half accept propositions from tourists and local beer drinkers and exchange sex for money.

Condom use following beer drinking is low; HIV/AIDS prevalence averages 20% for the past 7 years. While, they may sell \$13,000 worth of beer annually for their company, they are paid \$600-\$800 and cannot afford the yearly \$360 cost for life-prolonging anti-retrovirals. Death follows from 3 months to 2 years after diagnosis; beer girls are replaced with new young women from the countryside, often with less than 1 hour of training.

Most beer companies though aware of government reports, [research](#) (a pdf copy of an article published in the Asian Psychologist 2003) and [press stories](#), have so far declined to play fair with these women. Usually they describe them as 'promotional or advertising costs' in their annual reports, rather than as salaried or commissioned workers or subcontractors.

This representation of the women works to justify their refusal to 1) pay proper wages, 2) provide health education and 3) provide company health benefits, including antiretroviral treatments as needed. The reduction of labour costs in this

Fair-trade beer - Netscape

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<http://www.fairtradebeer.com/>

www.fairtradebeer.com

WISA

DONATE

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Many "beer girls" are HIV positive.

Some of the brands observed using promotion women in Siem Reap or Phnom Penh during the period 2000-2004:

- ABC
- American Beer
- Angkor
- Asahi
- Bass
- Becks
- Rick Beer

DONATION. During 2005, M.A.C Response Fund, in conjunction with Rotary International RADAR 7070 Initiative, will MATCH your donation.

Within the next 2 years, together with international partners, we will be initiating a project to improve the lives of these women?

Companies proactively helping beer-girls.

Asia Pacific Breweries decided that a Safe Selling Initiative is being initiated in Cambodia with participation of CARE. However, in other areas of remuneration and provision of antiretroviral therapy, Heineken is still recalcitrant [Lubek 2004](#), despite their own HIV/AIDS policy (read their policy in [rtf](#) or [pdf](#)) and have been recently criticized in the Dutch press.

SiRCHESEI's first class of beer promotion peer educators (2002): a part of the grass-roots health promotion approach
Visiting researchers, practitioners and students, using PAR, help community colleagues and stakeholders in Siem Reap define and prioritize health problems, and facilitate and evaluate interventions.

Peer educators Srei Neamb and Sophea



Meghan McCourt (with condom demonstration) and SiRCHESEI staff at first peer educator workshop for 23 beer promotion women, May 2002, Salina Hotel.

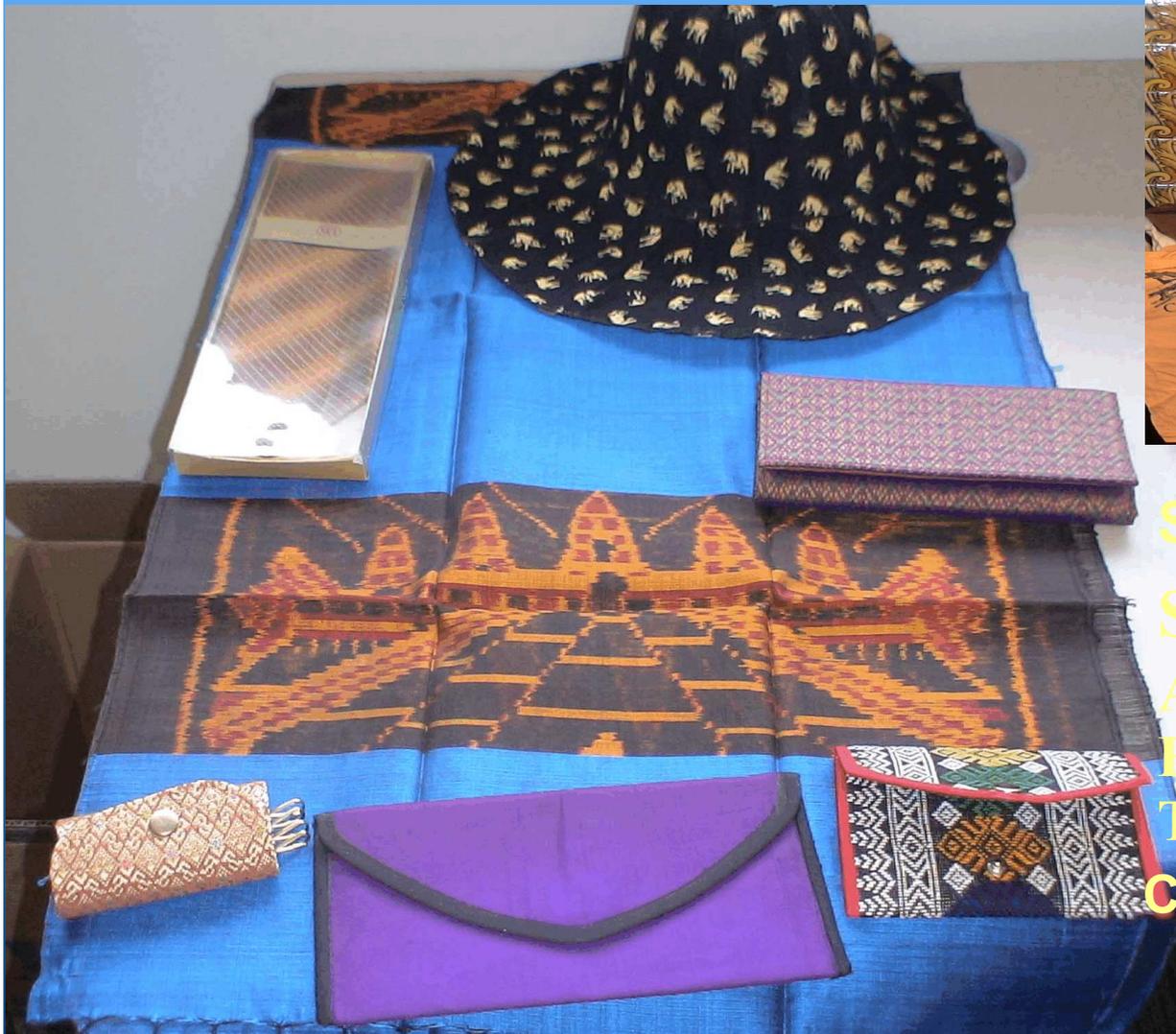
Srei Neamb died suddenly in her home village in July, 2002, aged 30 of complications from HIV/AIDS.

Her life-story is told by co-workers at www.beergirls.org. She was an active leader of the Siem Reap peer educators for “beer promotion women”.



Six months later, the first anti-retroviral medications (ARVT) became available in Siem Reap. By 2006, almost 1000 of the 10,000 PLWHAs were receiving anti-retrovirals from 2 NGOs, Médecins sans Frontières (Doctors without Borders) and ESTHER (France), and two privately funded hospitals, the Angkor Childrens’ Hospital and Khanta Bhopa III (mother-child HIV transmission prevention program). The Global fund is ramping up the supplying of ARVT in the next three years in Cambodia, while SiRCHESI continues to promote primary and secondary HIV/AIDS prevention programs to change behaviours .

k Tie € 17 /\$20 Fold-up hat: €12/\$15



**T-shirts
€17/\$20**

Silk Clutch bag: € 17/\$20

**Silk Scarves made at
Angkor Wat: € 20/\$25**

**Extra large Rajana Fair
Trade scarves: € 30/ \$40**

Change purse: €7/ \$10



Silk Key Case: €10/\$12 Silk Wallets (n/a)

Silk shoulder bag: € 20/\$25

Cotton carry-all purse: € 20/\$25

**Bracelets: €1.50, 5 for €6.00,
\$2.00 each, \$ 6 for \$10.00**