

KINGDOM OF CAMBODIA

NATION RELIGION KING



MINISTRY OF TOURISM

Press Release

**Outcomes of the Meeting between H.E. Sok Soken, Minister of Tourism,
and
H.E. Jacques Pellet, Ambassador of the French Republic to Cambodia, and
Emmanuel Dollfus, Deputy Director of the French Agency for Development in
Cambodia (AFD)**

Phnom Penh, 23 October 2023 – **His Excellency Sok Soken, Minister of Tourism**, received a courtesy call from **H.E. Jacques Pellet, Ambassador of the French Republic to Cambodia**, and **Emmanuel Dollfus, Deputy Director of the French Agency for Development in Cambodia (AFD)**, to discuss the potential for greater cooperation in contributing to tourism development.

On this occasion, **His Excellency Minister** warmly welcomed the Ambassador and AFD and expressed his sincere gratitude to the Government of France and AFD for their continuous high-quality cooperation and support towards tourism development, especially the project to establish Vocational Schools for Tourism (VST) in Phnom Penh and Sihanoukville, as well as the Tourism Commercial Capacity Building Program (TCBP). In line with the vision of the new 7th mandate of the Royal Government, under the wise leadership of **Samdech Moha Borvor Thipadei Hun Manet, Prime Minister of the Kingdom of Cambodia**, the Ministry of Tourism has launched the Strategic Initiative “BUILD + 3Ds” to promote our destination’s appeal and develop tourism to turn Cambodia into a vibrant, competitive, sustainable, and inclusive tourism destination.

His Excellency Ambassador congratulated **His Excellency Minister** on his recent appointment and highly applauded the growth of Cambodia’s tourism sector, which is a fruition of the Royal Government of Cambodia’s strategy, vision, and high attention to this sector. **His Excellency Ambassador** also mentioned the good political, socio-economic, and cultural relations between Cambodia and France. France has been actively supporting the preservation, conservation, and protection of cultural heritage as co-chair of ICC Angkor, and paid tribute to **Samdech Vibol Panha Sok An**, former Deputy Prime Minister and President of the Apsara National Authority, who had devoted his mental and physical effort to the preservation and development of cultural assets. In addition, AFD has made significant contributions to Cambodia’s tourism sector through the establishment of Vocational Schools for Tourism (VST) and the Tourism Commercial Capacity Building Program (TCBP). The French government has always encouraged and supported companies as well as

French organizations to contribute to the economic and social development of Cambodia, especially in the field of tourism. **His Excellency Ambassador** noted that there are many French tourism and hospitality companies doing business in Cambodia, and French organizations are helping to train tourism professionals to continue their support in improving Cambodia's tourism sector.

Finally, both **His Excellency Minister** and **His Excellency Ambassador** expressed their commitment to further strengthening and enhancing good cooperation in human resource development, conservation and preservation of cultural heritage, investment promotion, tourism product development, and promotion of Cambodian tourism destinations to the French and European markets. The meeting was held in a cordial and friendly atmosphere, with both sides expressing their satisfaction with the fruitful partnership and cooperation between the two countries in the field of tourism.

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