

# KINGDOM OF CAMBODIA

NATION RELIGION KING



MINISTRY OF TOURISM

## Press Release

### **Outcomes of the Official Opening Ceremony "2024 Cambodia-China People-to-People Exchange Year"**

Siem Reap, 13 January 2024 – The Ministry of Tourism of the Kingdom of Cambodia in collaboration with the Ministry of Culture and Fine Arts, Siem Reap Provincial Administration, relevant ministries and institutions hosted the Official Opening Ceremony of the **"2024 Cambodia-China People-to-People Exchange Year"** under the high presidency of **Samdech Pichey Sena TEA Banh**, Supreme Privy Council to His Majesty the King and High Representative of **Samdech Akka Moha Sena Padei Techo HUN Sen**, President of Supreme Privy Council to His Majesty the King, and **H.E. LI Shulei**, Member of the Political Bureau and Head of the Publicity Department of Central Committee of the Communist Party of China. This event was attended by approximately 1,000 Cambodian and Chinese high-ranking officials of the National Assembly and leaders of relevant ministries, municipal and provincial governors, private sectors, investors, national and international media, national artistic troupes, famous celebrities, influencers, as well as Cambodian and Chinese tourists.

This meaningful event is designed to enhance tourism and cultural connectivity between the two countries and promote people-to-people exchanges, especially among the youth and the next generation leaders of the two countries to contribute for the realization of a vision to establish a **"Community of Shared Future"** between the two countries.

On the occasion of the official opening ceremony, **His Excellency SOK Soken**, Minister of Tourism of the Kingdom of Cambodia, delivered his welcoming speech and read a congratulatory message from **Samdech Moha Borvor Thipadei HUN Manet**, Prime Minister of the Kingdom of Cambodia, which emphasized that the **"2024 Cambodia-China People-to-People Exchange Year"** is an initiative of both leaders which aims to promote tourism and connectivity through people-to-people exchanges and strengthen **"Cambodia-China Diamond Cooperation Framework"**. This framework reflects the joint commitments to strengthen and deepen mutual relations and cooperation between the two countries in line with the **"Belt and Road Initiative"** towards building a community of shared future in the new era between the two countries.

**His Excellency SUN Yeli**, Minister of Culture and Tourism of the People's Republic of China, read out a congratulatory message from **His Excellency LI Qiang**, Prime Minister of the People's Republic of China, with the optimism that the two countries will embrace this milestone **"2024 Cambodia-China People-to-People Exchange Year"** to roll out greater people-to-people exchange activities, jointly implement the Global Civilization Initiative, and deepen the cooperation between the two countries in all fields. *cm*

As head of the Chinese delegation, **H.E. LI Shulei** delivered a message of collaborative spirit and unwavering friendship, underscoring the importance of the Cambodian-Chinese bond of true friendship and good neighbourliness in helping each other during times in need. Emphasizing the crucial role of cultural exchange in fostering long-standing connections, he advocated for **"working together to foster exchanges and learn from each other's civilizations"**.

**Samdech Pichey Sena TEA Banh**, Supreme Privy Council to His Majesty the King and High Representative of **Samdech Akka Moha Sena Padei Techo HUN Sen**, President of Supreme Privy Council to the His Majesty the King, stated that Cambodia expressed strong optimism and unwavering support for **President Xi Jinping's "Belt and Road Initiative"**, a global endeavour it proudly joined as a founding member in 2013. Cambodia firmly believes that the **"Belt and Road Initiative"**, especially the designation of 2024 as the **"Cambodia-China People-to-People Exchange Year"**, will play a pivotal role in contributing to strengthening regional and global solidarity and promoting closer cooperation among in the fields of economy, trade, investment, infrastructure, cultural exchanges and people-to-people connectivity.

This event was a resounding success, featuring a heartwarming Cambodia-China Friendship Video and symbolic traditional drumming ritual by the leaders of the two countries to launch the Official Opening of the **"2024 Cambodia-China People-to-People Exchange Year"**. The cultural exchange showcased joint performing arts by Cambodian national artists and renowned artists from the Central Committee of the Communist Party of China specially curated for both countries' top leaders, reflecting the great importance both nations place on this extraordinary event.

**His Excellency SOK Soken, Minister of Tourism of the Kingdom of Cambodia**, also met with a delegation of Chinese companies led by **Mr. XU Zhengzhong**, Chairman of Bauhinia Culture Group Corporation Limited, and exchanged views on cooperation in cultural tourism development, explored partnership opportunities and identified pathways to strengthen cultural understanding and attract investment.

**His Excellency Minister** also engaged in discussions with **Mr. LIU Minglin**, CEO of Yunnan Provincial Investment Holdings Group Co., Ltd., which culminated in the signing of a key Memorandum of Understanding (MoU) on promoting joint ventures in cultural tourism development in Siem Reap between the Ministry of Tourism and Yunnan Provincial Investment Holdings Group Co., Ltd. on January 14, 2024. *nl*

