



MINISTRY OF TOURISM

# KINGDOM OF CAMBODIA

NATION RELIGION KING

## Press Release

### **“The Official Composition of the Cambodia Tourism Marketing and Promotion Board (CTB)”**

Phnom Penh, 28 June 2024 - Pursuant to the Royal Government Decision No. 124 SSR dated 27 June 2024, **Samdech Moha Borvor Thipadei HUN MANET, Prime Minister of the Kingdom of Cambodia**, has appointed the official composition of the Cambodia Tourism Marketing and Promotion Board (CTB). This appointment was made following the Royal Government's Sub-Decree on the **“Revision of the Sub-decree on the Organization and Functioning of the Cambodia Tourism Marketing and Promotion Board”** dated 6 February 2024, with the aim of encouraging cooperation between public and private partnerships in promoting Cambodia's tourism to the international markets, in accordance with the principles of collective thinking and practice with responsibility.

The composition of the CTB consists of representatives from 8 public institutions, with the Minister of Tourism as the Chairman, and 7 private sectors who hold significant roles in the tourism field. This diversified composition of 15 institutions reflects the comprehensive thinking and full participation in strengthening partnerships and cooperation between the public and private sectors to jointly promote the attractiveness and competitiveness of Cambodia, find a holistic solution to the challenges in the tourism sector, and achieve specific developmental objectives.

The revision of this mechanism has proceeded through several stages of in-depth discussion and consultation with the private sector and key stakeholders, under the direct leadership of **H.E. Sok Soken, Minister of Tourism**, and ongoing guidance from **Samdech Moha Borvor Thipadei HUN MANET, Prime Minister of the Kingdom of Cambodia**.

The CTB will act as a facilitative and receptive platform, enabling the private sector to fully collaborate with the Royal Government in accordance with the principle of **“think together, act together and take responsibility together,”** both in funding, technical and conceptual contributions, to promote the development of Cambodia's tourism sector, aligning with the rapidly evolving global and regional tourism trends that requires high flexibility to ensure the sector's development remains sustainable, inclusive and resilient.

The launch of the CTB marks an important milestone in advancing the Ministry of Tourism's strategic initiative **“BUILD + 3Ds”** and contributes to the achievement of the tourism vision in the Pentagonal Strategy - Phase I of the 7<sup>th</sup> Mandate Royal Government, which is to turn Cambodia into a leading and vibrant tourism destination.

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