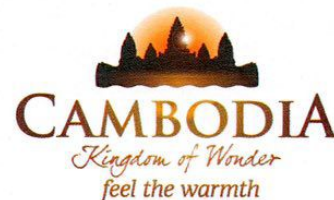




KINGDOM OF CAMBODIA NATION RELIGION KING



MINISTRY OF TOURISM

No. 105.MOT

Phnom Penh, May 26th, 2025

PRESS RELEASE

on the Outcome of the Opening Ceremony of the "Cambodia-China Tourism Year 2025",
accompanied by the Special Art Performance "Beauty of Cambodia-Jiangsu"
Phnom Penh, 23-25 May 2025

With the authorization of the Royal Government of Cambodia, the Ministry of Tourism, in cooperation with the Embassy of the People's Republic of China in the Kingdom of Cambodia, Jiangsu Province of the People's Republic of China, and relevant ministries and institutions, organized the Opening Ceremony of the "Cambodia-China Tourism Year 2025," accompanied by the special art performance titled "Beauty of Cambodia-Jiangsu" from May 23-25, 2025. This event achieved the following key outcomes:

Opening Ceremony of the "Cambodia-China Tourism Year 2025":

On the evening of May 23, 2025, the Opening Ceremony of the "Cambodia-China Tourism Year 2025" was held at the Chaktomuk Conference Hall in Phnom Penh under the high presidency of H.E. VONGSEY Vissoth, Permanent Deputy Prime Minister and Minister in charge of the Office of the Council of Ministers, representing Samdech Moha Borvor Thipadei HUN Manet, Prime Minister of the Kingdom of Cambodia, and H.E. Xu Kunlin, Governor of Jiangsu Province of the People's Republic of China. The event was also attended by H.E. HUOT Hak, Minister of Tourism; H.E. Wang Wenbin, Ambassador Extraordinary and Plenipotentiary of the People's Republic of China to Cambodia; H.E. Ek Sam Ol, President of the Cambodia-China Friendship Association; along with senior officials from relevant ministries and institutions, diplomatic representatives, nearly 1,000 national and international guests, and numerous media outlets from both Cambodia and China. The official celebration of the "Cambodia-China Tourism Year 2025" marks a historic outcome of the state visit by H.E. Xi Jinping, President of the People's Republic of China, to the Kingdom of Cambodia from April 17-18, 2025. During the visit, Samdech Moha Borvor Thipadei Prime Minister and H.E. the President jointly agreed to designate 2025 as the "Cambodia-China Tourism Year," following the successful designation of 2024 as the "Cambodia-China People-to-People Exchange Year."

H.E. Permanent Deputy Prime Minister, H.E. the Provincial Governor, H.E. the Minister, and H.E. the Ambassador expressed their gratitude to the top leaders of both countries for strengthening bilateral cooperation in the spirit of the "Cambodia-China ironclad friendship and community of shared future with depth and pragmatism in the new era". They also highlighted the Diamond cooperation between Cambodia and China, particularly the launch of the "Cambodia-China People-to-People Exchange Year," which achieved fruitful results in 2024, especially in the tourism sector, with Cambodia receiving approximately 850,000 Chinese tourists—an increase of 55% compared to 2023.



The official Opening Ceremony of the “**Cambodia-China Tourism Year 2025**” was held in a grand and vibrant atmosphere, featuring spectacular visual presentations, traditional dance performances, joint acrobatic displays, Bassac and Huju opera scenes including an artistic encounter between Hanuman and Sun Wukong, as well as musical performances by hundreds of artists from both countries. The event also included the display of promotional videos showcasing the tourism potential of Cambodia and Jiangsu Province, vividly highlighting the unique appeal of both countries. As part of the opening ceremony, a Cambodia-China Tourism and Culture Exhibition was organized, displaying a wide range of cultural heritages from both countries, especially UNESCO World Heritage-listed sites, drawing strong interest from the presiding officials and guests from both Cambodia and China.

In addition, to celebrate the launch of the “**Cambodia-China Tourism Year 2025**” campaign, the Ministry of Tourism, in cooperation with the Chinese Embassy in Cambodia and the Jiangsu Province, organized joint Cambodia-China cultural performances for the public on the evenings of May 24-25, 2025, at Techo Meas Techo Yort Park. These performances received enthusiastic applause from both domestic and international tourists strolling along the Chaktomuk Riverside Walk Street. On this occasion, **H.E. the Minister of Tourism** and **H.E. the Chinese Ambassador** also visited the walking street in the evening, to observe the vibrant atmosphere firsthand and promote Cambodia’s rich tourism potential. Their visit also aimed to showcase Cambodia’s peace, political stability, public security, and social order—particularly the safe and welcoming environment for international tourists and especially Chinese visitors.

Bilateral Meeting and Signing of Memoranda of Understanding

On the occasion of the attending the opening ceremony of the “**Cambodia-China Tourism Year 2025**” by the delegation from the People’s Republic of China, on the afternoon of May 23, 2025, **H.E. HUOT Hak, Minister of Tourism**, and **H.E. XU Kunlin, Governor of Jiangsu Province**, held discussions on tourism cooperation between Jiangsu Province and Cambodia, with a particular focus on promoting increased tourist flows from Jiangsu to Cambodia.

On that occasion, **H.E. the Minister of Tourism** and **H.E. the Governor of Jiangsu Province** also witnessed the signing of six Memoranda of Understanding (MoUs), which included:

1. Memorandum of Understanding on Tourism Cooperation between the Sihanoukville Provincial Department of Tourism and the Jiangsu Provincial Department of Culture and Tourism
2. Memorandum of Understanding on Tourism Cooperation between the Siem Reap Provincial Department of Tourism and the Jiangsu Provincial Department of Culture and Tourism
3. Memorandum of Understanding on Friendship Cooperation and Academic Exchange between the National Institute of Tourism of Cambodia and the Nanjing Institute of Tourism and Hospitality Management
4. Memorandum of Understanding between CaHeng International Cultural Tourism Investment Co., Ltd and Jiangsu Performing Arts Group Co., Ltd
5. Memorandum of Understanding between the Cambodia Tourism Association and Tunlu Corp
6. Memorandum of Understanding between the Cambodia Tourism Association and Nanjing Niushou Mountain Cultural Tourism Group Co., Ltd



In line with the opening ceremony of the “**Cambodia-China Tourism Year 2025**” on May 25, 2025, the Ministry of Tourism plans to welcome approximately 1,000 Chinese tourists in subsequent phase of arrivals. This large-scale tour package to Cambodia is a fruitful result of implementing the Memorandum of Understanding on tourism cooperation and the organization of tour packages between the Ministry of Tourism of Cambodia and China Tourism Group (CTG), which was signed on December 6, 2024.

The official opening ceremony of the “**Cambodia-China Tourism Year 2025**” was successfully held and marked a proud milestone for Cambodia’s tourism sector through tourism promotion, networking, business connections, the signing of Memoranda of Understanding, preparation of joint tourism events, and activities to attract more tourists from Jiangsu Province as well as from China. This aligns with the spirit of the “**Cambodia-China Tourism Year 2025**,” which fosters deep cooperation among all relevant parties based on tourism cooperation principles requiring the active participation of all stakeholders.

