



**KINGDOM OF CAMBODIA
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**ROYAL EMBASSY OF CAMBODIA
JAPAN**

Press Release

**Ambassador of Cambodia Meets Secretary-General
of the ASEAN–Japan Centre**

H.E. Mr. CHUM Sounry, Ambassador-Designate of the Kingdom of Cambodia to Japan, held a meeting with Dr. HIRABAYASHI Kunihiro, Secretary-General of the ASEAN–Japan Centre (AJC), on 20 January 2025 in Tokyo. The meeting took place in a cordial and constructive atmosphere and underscored the importance of the AJC as a key bridge in advancing ASEAN–Japan cooperation.

During the meeting, Ambassador-Designate Sounry expressed his appreciation for the leadership of the Secretary-General and the dedicated work of the AJC Secretariat, and congratulated Dr. Hirabayashi on his reappointment. He welcomed the Centre's concrete achievements, including initiatives to enhance ASEAN's visibility in Japan, notably through activities linked to EXPO 2025 Osaka, Kansai. The Ambassador-Designate reaffirmed Cambodia's strong support for the AJC and its mandate since Cambodia became a member in 2001, particularly in promoting trade, investment, tourism, and people-to-people exchanges.

Both sides exchanged views on strengthening future cooperation, including Cambodia's support for the preparation of the AJC Strategic Plan 2026–2030, ensuring alignment with ASEAN's long-term priorities. Ambassador-Designate Sounry also appreciated AJC's continued support to Cambodia, particularly in tourism capacity-building and CLMV-focused initiatives, and highlighted Cambodia's interest in cooperation related to LDC graduation.

In this context, the Ambassador-Designate highlighted the importance of AJC–Cambodia cooperation, noting the Centre's valuable support in promoting Cambodian tourism, strengthening capacity-building programs, and facilitating outreach to Japanese businesses and stakeholders. He expressed Cambodia's readiness to further deepen cooperation with the AJC through joint activities, information sharing, and coordinated outreach, while the Royal Embassy of Cambodia in Tokyo reaffirmed its commitment to working closely with the AJC to advance practical cooperation that delivers tangible benefits for Cambodia and the broader ASEAN–Japan partnership.

Tokyo, 20 January 2025

