

KINGDOM OF CAMBODIA

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Phnom Penh, 11 August 2026

PRESS RELEASE

Official Launch Ceremony and Dissemination Workshop of the “National Strategy on Startup Development 2026-2030”

On the morning of Tuesday, 11 August 2026, at the Sokha Phnom Penh Hotel, the official launching ceremony and dissemination workshop of the “**National Strategy on Startup Development 2026-2030**” was organized and honorably presided over by **His Excellency Akka Pundit Sapheacha AUN Pornmoniroth, Deputy Prime Minister, Minister of Economy and Finance, and Chairman of the Digital Economy and Business Committee**, acting as the distinguished representative of **Samdech Moha Borvor Thipadei HUN Manet, Prime Minister of the Kingdom of Cambodia**. The event brought together senior government officials, development partners, investors, academic institutions, entrepreneurial support organizations, entrepreneurs, and private sector representatives to build a shared understanding and to prepare for this strategy’s implementation with a proactive spirit, a strong commitment, and a high sense of responsibility.

“**Startups**” are considered a vital element for innovation and entrepreneurship, drawing significant attention from many countries both regionally and globally. However, startups possess distinctive characteristics that set them apart from micro, small, medium, and large enterprises. Specifically, startups utilize innovation and deep digital technologies to create business models in new markets rather than existing ones. Despite operating under conditions of high uncertainty, they possess high scalability potential alongside the expectation of eventually exiting their startup status to become successful companies in the future. In fact, numerous startups across the region and the globe that began with just a small team, or a few individuals have ultimately transformed into industry giants, commonly known as “Unicorns,” such as Airbnb, Uber, Netflix, and Grab.

Concurrently, startups in Cambodia are rapidly evolving into a vital engine for national economic growth, playing an indispensable role in realizing Cambodia Vision 2050. Recognizing the sector’s immense potential and positive economic impact, the Royal Government has introduced a comprehensive framework to strategically address the challenges hindering startup growth. This newly launched national strategy will serve as a clear roadmap, guiding ministries, institutions, and all relevant stakeholders in contributing to the development of a more robust, inclusive, and sustainable startup ecosystem.

The strategy outlines a clear vision **“To foster a vibrant, resilient, and inclusive Cambodian startup ecosystem that nurtures innovative entrepreneurs to develop new solutions, strengthen existing markets, create new markets, and grow startups into scalable and competitive companies while strengthening Cambodia’s connectivity with the regional and global innovation ecosystem to contribute to national economic development.”** This vision is built upon three primary approaches: 1) Government as a developmental enabler, 2) Ecosystem-based startup development, and 3) Co-evolution for startup development.

In his keynote address, **His Excellency Akka Pundit Sapheacha** emphasized the role of implementing ministries and institutions in translating this strategy into concrete action plans. He urged the Digital Economy and Business Committee to continue collaborating with relevant stakeholders to establish a robust monitoring and evaluation framework by utilizing clear key performance indicators (KPIs), aimed at ensuring the strategy is implemented with maximum efficiency and effectiveness. Furthermore, he called upon all actors within the ecosystem to work closely and actively participate with the ministries and institutions responsible for implementing policy measures to create synergy and a favorable environment for developing startups into highly competitive enterprises.

The event also featured a reporting address by **His Excellency Dr. KONG Marry**, Secretary of State of the Ministry of Economy and Finance and Secretary-General of the General Secretariat of the Digital Economy and Business Committee. This was followed by a comprehensive presentation summarizing the strategy and an engaging panel discussion themed, “Translating National Strategy into Impacts: The Future of the Startup Sector in Cambodia.”

It is also worth highlighting that the National Strategy has established **4** overall KPIs, which include: **1)** Startup Ecosystem Performance Index (SEPI) transitioning from an Emerging Ecosystem to an Expanding Ecosystem, **2)** the number of startups that participate in startup incubation programs reaching **300**, **3)** the number of startups that receive investment reaching **100**, and **4)** the size of investment in startups reaching USD **30** million. In this regard, implementing ministries and institutions shall prepare their own KPIs to support and drive the realization of these 4 core targets.

