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Phnom Penh, March 30, 2023

Press Release
The Official Launch of the Training Program on
“Digital Marketing on Social Media for Cambodia’s Enterprises”

On **March 29, 2022, from 2 pm to 5 pm**, Digital Economy and Business Committee (DEBC), Techo Startup Center (TSC), and Meta company co-organized the official launch of the training program on **"Digital Marketing on Social Media for Cambodia’s Enterprises"** at Oakwood Premier Phnom Penh. This event was presided over by **His Excellency Dr. Kong Marry**, Under Secretary of State of the Ministry of Economy and Finance and Secretary General of the General Secretariat of the Digital Economy and Business Committee, with the participation of around 100 representatives from the relevant enterprises associations, institutions, and private sector.

Notably, **"Digital Marketing on Social Media for Cambodia’s Enterprises"** is an 8-week training program organized by the Digital Economy and Business Committee (DEBC) in partnership with Techo Startup Center (TSC) and Meta company. The training program aimed to deliver four key objectives: (1) to provide trainees with a comprehensive understanding of social media marketing and its role in today’s business environment, (2) to equip trainees with the skills and knowledge necessary to develop and implement effective social media marketing strategies, (3) to teach trainees how to create and curate high-quality, engaging content that aligns with their social media goals, and (4) to teach trainees how to build and engage with a community on social media. This training program will be offered in 2 cohorts in 2023. The first cohort starts from May 02, 2023, to June 23, 2023, and the second begins from August 01, 2023, to September 22, 2023, with expected impacts to a total of 100 enterprises in building a professional network and developing digital marketing skill Cambodia’s digital economy.

The official launch was embarked upon by a welcoming speech from **Dr. Heng Pheakdey**, Public Policy Manager of Meta, and an opening speech from **H.E. Dr. Kong Marry**, Under Secretary of State of the Ministry of Economy and Finance and Secretary General of the General Secretariat of the Digital Economy and Business Committee. In the opening speech, **His Excellency** highlighted the potential and opportunities in using digital technology to increase productivity and efficiency of

business operations and expand the business market in the digital economy and business sector for micro, small, and medium enterprises.

During the official launch, our guest speakers, who are business owner and digital marketing specialist, shared their hands-on experiences in utilizing digital marketing on social media to run day-to-day business and also highlighted some perspectives on the importance of digital marketing for enterprises during the digital era. In addition to this, the official launch also included a presentation on the training program, such as a program overview, course modules and timeline, benefits, application eligibility, and requirements along with many questions from our participants.

Lastly, **H.E. Dr. Chhieng Vanmunin**, Deputy Secretary General of the General Secretariat of the Digital Economy and Business Committee, provided a closing speech, emphasizing the benefits of the training program in strengthening capacity building and digital marketing knowledge for Small and Medium Enterprises to run a successful business. Furthermore, **H.E. Dr. Chhieng Vanmunin** also encouraged all enterprises to participate in and disseminate this training program to get more information and knowledge from the specialist in order to practice and run their business effectively.

As a result, the workshop ran smoothly and achieved the expected outputs and useful inputs through lively discussion and the sharing of innovative ideas and experiences.

Please visit our website www.digitaleconomy.gov.kh/trainings/digital-marketing to learn more about the above and to register. For further questions, please send us a message to the official Facebook pages

1. Digital Economy and Business Committee (DEBC)
(www.facebook.com/digitaleconomyandbusinesscommittee)
2. Techo Startup Center (TSC)
(www.facebook.com/Techo.Startup.Center)