

ព្រះរាជាណាចក្រកម្ពុជា
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KINGDOM OF CAMBODIA
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Phnom Penh, June 23, 2023

Press Release
Graduation Ceremony of the Training Program on
“Digital Marketing on Social Media for Cambodia’s Enterprises” Cohort 1

On **June 23, 2023, from 2 pm to 5 pm**, Digital Economy and Business Committee (DEBC), Techo Startup Center (TSC), and Meta company co-organized the graduation ceremony of the training program on **"Digital Marketing on Social Media for Cambodia’s Enterprises" Cohort 1** at Business Development Center (BDC). This event was presided over by **His Excellency Dr. Chhieng Vanmunin**, Deputy Secretary General of the General Secretariat of the Digital Economy and Business Committee, and **Dr. Heng Pheakdey**, Public Policy Manager of Meta Company with the participation of trainees, trainers, and other honorable guests.

The **"Digital Marketing on Social Media for Cambodia’s Enterprises"** received a total number of **600 applicants**. After thoroughly screening, only 50 applicants were selected to attend the 8-week training program cohort 1. The 8-week classes were conducted virtually and physically and for each week, trainees were taught and provided insightful explanations on many vital topics by our trainers, namely Ms. Kong Sovan, Mr. So Vandavid, and Mr. Suong Samrith, who are client solutions managers from Httpool.

The graduation ceremony was inaugurated by **H.E. Dr. Chhieng Vanmunin**, Deputy Secretary General of the General Secretariat of the Digital Economy and Business Committee. In his opening remark, **His Excellency** said “The training program cohort 1 went smoothly and achieved the expected results. In this regard, the trainees who are enterprise owners and managers have acquired new important knowledge, innovative ideas, and practical experiences from digital marketing specialists. What they have gained from the training program will essentially benefit them in carrying out their business operations as well as make a significant contribution to the development of the digital economy and business in Cambodia.

During the graduation ceremony, **Dr. Heng Pheakdey**, Public Policy Manager of Meta Company, gave a welcome speech highlighting the importance of strengthening digital skills and knowledge for Cambodia’s enterprises during the digital age era. He also suggested and encouraged

trainees to continually seek and acquire digital marketing skills and knowledge through other training programs so as to expand and run their businesses effectively.

In addition, our guest speakers who are trainees and trainers gave speeches and shared their experience and interest in our training program cohort 1, along with a presentation on the successful result of the training program cohort 1 and additional information on the “**Digital Marketing on Social Media for Cambodia’s Enterprises Training Program**” Cohort 2 which will be open for application on July 1, 2023.

The graduation ceremony proceeded smoothly and achieved the expected outputs and useful inputs through the sharing of insightful ideas, innovations, and practical experiences from distinguished guests and participants.

Please visit our website www.digitaleconomy.gov.kh/trainings/digital-marketing to learn more about the above training program cohort 2 and to register. For further questions, please send us a message on 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)