

KINGDOM OF CAMBODIA

Nation Religion King



Phnom Penh, December 20, 2023

Press Release

**Graduation Ceremony of the Training Program on
“Digital Marketing on Social Media for Cambodia’s Enterprises” Cohort 2**

On **December 20, 2023, from 2 pm to 4 pm**, Digital Economy and Business Committee (DEBC), in collaboration with Techo Startup Center (TSC) and Meta company and with the support by Aleph company organized the graduation ceremony of the training program on **"Digital Marketing on Social Media for Cambodia’s Enterprises" Cohort 2** at Business Development Center (BDC). This event was presided over by **His Excellency Dr. Taing Nguonly**, Director of Techo Startup Center, and Deputy Secretary General of the General Secretariat of DEBC, **Dr. Heng Pheakdey**, Public Policy Manager of Meta Company, **Mr. Hem Sopanha**, Managing Director of Aleph company along with the participation of trainers, trainees, and other honorable guests.

The **"Digital Marketing on Social Media for Cambodia’s Enterprises"** is an 8-week training program designed to enhance comprehensive understanding and use of digital technology, especially digital marketing on social media among enterprises and businesses in Cambodia. The training program offered in two cohorts with the benefits to a total of **100 trainees**.

As a result, the training program 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.