**MOU Signing Between Aquarii BD (Cambodia) Co Ltd and Khmer Enterprise**

(Phnom Penh): 15 June 2022 - **Aquarii BD (Cambodia)**  has formalized a strategic partnership with **Khmer Enterprise “KE”** through a Memorandum of Understanding this morning at KE’s office.

Under the MOU, Aquarii and KE agreed to promote the Kingdom as an attractive destination for investments and to do business in. One key joint commitment is to help address outdated perception of Cambodia and lower the trust deficit that foreign businesses and investors may have of the country by raising awareness of Cambodia’s pro-business and pro-investment policies, and working closer together to ensure that the right partnerships and support can be made available or accorded to businesses and investors that come through their respective network or platforms. To do so, they have agreed to mutually promote each other’s platforms and their respective activities and initiatives – such as networking events and investment roadshows among others – to a wider audience. They are also committed to have regular discussions to exchange views and update each other on the needs and concerns of the business community.

“This strategic partnership is an initiative that will benefit Cambodia Ecosystem in terms of connecting local entrepreneurs to international investors and businesses through business matching, investment and networking events to showcase Cambodian potential business,” said CEO of Khmer Enterprise **Dr. Chhieng Vanmunin**.

Khmer Enterprise, established by the Ministry of Economy and Finance (MEF), aims to mobilize, invest and manage resources to support the development of a vibrant entrepreneurial ecosystem in Cambodia, thereby promoting entrepreneurial activities driving innovation and value-added creation in Cambodia’s economy. Khmer Enterprise has the vision to become the national platform for promoting entrepreneurial activities in the four priorities sectors: ICT focuses on tech start-up, service focuses on hospitality and logistics, agriculture focuses on agro-processing for domestic consumption and agriculture for export, and lastly, manufacturing focuses on import substitution.

Aquarii is a business strategy and development company newly established by diplomat-turned-businessman, Michael Tan. Tan was formerly the Singapore Ambassador to Cambodia from Jun 2016 to Dec 2020, and is now Aquarii’s Founder Director and Chief Executive Officer, based in Phnom Penh. “We continue to identify like-minded and credible strategic partners such as Khmer Enterprise to complement and supplement Aquarii’s larger efforts help bridge outdated perception that foreign businesses and investors may have of Cambodia, as well as to enable and empower the larger business and investment community in Cambodia through its online business platform, advisory service and its diverse network of contacts, resource persons and various partners”, explains Tan.

Businesses in Cambodia that have a formal partnership with Aquarii and choose to include their company information in the Business Directory on Aquarii’s freely accessible online platform ([www.aquariibd.com](http://www.aquariibd.com)) will be acknowledged as such in the filtered search results of the directory. This should give greater confidence to foreign businesses and investors to connect or deal with service providers, business counterparts or investment partners in Cambodia that they have sourced through the Aquarii BD platform.

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| **Online Business Platform**  A free-to-access online gateway for foreign businesses and investors interested in establishing a business, partnership or investment in Cambodia. Include your company information in our Business Directory for free, peruse the Classifieds section if you have a business or asset for sale. Be seen and be accessible on www.AquariiBD.com if you want to reach out to a wider audience of businesses and investors.   * Dashboard on Cambodia * Business Directory * Classified * Business Calculator * Library of Laws and Regulations * Market Trends and News |