



***ASEAN TOURISM FORUM***  
15 - 21 January 2011  
Phnom Penh • Cambodia

# **BUYER MANUAL**

## **A TRAVEX INFORMATION**

### **A1 VENUE & DATE**

Venue : Diamond Island Convention and Exhibition Centre  
(Phnom Penh, Kingdom of Cambodia)  
Date : 19 - 21 January 2011 (Wednesday – Friday)

### **A2 ADMISSION**

- A2.1 All BUYERS, SELLERS and other TRAVEX badge holders must wear their badges at all times to gain access to the TRAVEX area and to ensure their unrestricted movement within the TRAVEX area.
- A2.2 Anyone not issued with a TRAVEX badge, regardless of rank or relation to any authorized TRAVEX badge holder, will not be granted access to the TRAVEX area for the duration of TRAVEX business appointments.

**PLEASE NOTE THAT MINORS UNDER THE AGE OF 18 WILL NOT BE ALLOWED ENTRY DURING THE ENTIRE DURATION OF TRAVEX.**

- A2.3 Lost badges will be replaced after payment of an administrative fee of US\$15.00 per badge.

### **A3 TRAVEX DELEGATE REGISTRATION**

Venue : ATF 2011 TRAVEX Registration Counter  
Date & Time : 17 January 2011 (Monday), 9:00 am - 6:00 pm  
18 January 2011 (Tuesday), 9:00 am - 6:00 pm

### **A4 TRAVEX BRIEFING FOR SELLERS & BUYERS**

#### **♦ COMPULSORY SESSION ♦**

Venue : Diamond Island – Hall B, Wedding Plaza 1  
Date & Time : 19 January 2011 (Wednesday), 2:00 - 2:30 pm

### **A5 ON-SITE APPOINTMENTS SCHEDULING**

#### **♦ COMPULSORY SESSION ♦**

#### **SELLERS-MEET-BUYERS**

Venue : Diamond Island – Hall C&D, Wedding Plaza 1  
Date & Time : 19 January 2011 (Wednesday), 3:00 - 3:45 pm

#### **BUYERS-MEET-SELLERS**

Venue : Diamond Island Exhibition Hall  
Date & Time : 19 January 2011 (Wednesday), 3:45 - 4:30 pm

## **A6 BUYER / SELLER ROLES**

- A6.1 BUYERs may not promote or sell any tourism products/services or any other products/services to any other BUYER or SELLER during TRAVEX and the entire duration of his/her stay in Cambodia for ATF 2011. The TRAVEX Secretariat encourages registered BUYERs and SELLERs to report any violation of this guideline.
- A6.2 Similarly, registered SELLERs are not allowed to buy any tourism products/services from any participating BUYER for the period of TRAVEX and ATF 2011. BUYERs and SELLERs are encouraged to report any such violation of this guideline to the TRAVEX Secretariat.
- A6.3 TRAVEX exhibition hours are:

<b>Day 1</b>	<b>Thursday</b>	<b>20 January 2011</b>	<b>9:00 am – 11:45 am</b> <b>2:00 pm – 6:00 pm</b>
<b>Day 2</b>	<b>Friday</b>	<b>21 January 2011</b>	<b>9:00 am – 11:45 pm</b> <b>2:00 pm – 6:00 pm</b>

## **A7 BUSINESS APPOINTMENTS**

- A7.1 No one may interrupt an on-going appointment.
- A7.2 SELLERs/BUYERs of a competing organisation and/or members of the Press, the ATF 2011 Host Committee (MOT) or ASEANTA Board of Directors are not allowed to sit in during an on-going appointment. If an outside party is present during an appointment, the TRAVEX Marshall is authorised to interrupt the appointment to inquire first with the SELLER and second, with the BUYER, if the presence of the outsider is necessary and/or acceptable. If either one is not agreeable to the presence of the outsider, the said outsider shall be required by the TRAVEX Marshall to leave the booth immediately.
- A7.3 No press interviews are permitted during a BUYER/SELLER appointment, unless specifically requested by either the BUYER or SELLER. In such instance, prior notice must be given by the SELLER/BUYER to the TRAVEX Secretariat, otherwise the interview will be immediately terminated.
- A7.4 Cancellations and/or substitutions of appointments are not allowed without prior approval of all parties involved in the appointment. Prior notice must also be given to the TRAVEX Secretariat before any cancellation and/or substitution can be confirmed. Failure to give prior notice to the Secretariat may result in the listing of the participants concerned as “No-Shows”.

**A8 CAMBODIA HOST COMMITTEE**

Ministry of Tourism of Cambodia  
Lot 3A, St 169, Veal Vong Commune  
Prampi Makara District, Phnom Penh

Tel: (855) 023 88 49 72  
Fax: (855) 023 88 49 74

Email: admin@mot.gov.kh, marketing@mot.gov.kh  
Website: www.mot.gov.kh

**A9 TRAVEX SECRETARIAT**

**ATF 2011 TRAVEX Secretariat**  
**c/o TTG ASIA MEDIA PTE LTD**  
1 Science Park Road  
#04-07 The Capricorn  
Singapore Science Park 2  
Singapore 117528  
Tel: (65) 6395 7575 Fax: (65) 6536 0896  
Email: atf@ttgasia.com

**BANK DETAILS:**

Account Name	:	<b>TTG ASIA MEDIA PTE LTD</b>
Account Number	:	260-289442-178 Bank Code: 7232 Swift Code: HSBCSGSG
Name	:	The Hong Kong and Shanghai Banking Corp. Ltd
Address of Bank	:	21 Collyer Quay, #02-01 HSBC Building Singapore 049 320

For more and updated information on ATF 2011, visit our website at [www.atfcambodia.com](http://www.atfcambodia.com)

## A10 PROJECT TEAM

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### Exhibitors & Sponsorships

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Event Manager  
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**B TRAVEX**

**B1 BUYERS**

- B1.1 A BUYER is a producer of outbound travel to Asia in general and/or ASEAN in particular. ATF BUYERs include travel wholesalers, retailers, agents, convention and incentive organisers, and other establishments dealing in outbound travel activities. BUYER participants may come from North & South America, Europe, Africa, Australasia, Asia including the ASEAN member countries and other parts of the world.
- B1.2 Amenities or privileges extended by the TRAVEX Secretariat to the BUYER DO NOT automatically apply to the BUYER's Accompanying Person(s).

**B2 BUYER/SELLER QUESTIONNAIRE**

- B2.1 The proper and timely completion of the BUYER/SELLER Questionnaire is the first step in the BUYER/SELLER matching process.
- B2.2 Each BUYER/SELLER is provided with a Questionnaire on his organisation's business profile for completion along with the BUYER/SELLER Registration Form. The information derived from the Questionnaire is compiled for inclusion in the Directory of BUYERs and Directory of SELLERs.
- B2.3 Based on the information furnished in the Directory of BUYERs and Directory of SELLERs, a BUYER/SELLER evaluates and selects the organisations for listing in his Onsite / Pre-Scheduled Appointments Request online.

**B3 APPOINTMENT SLOTS**

ATF 2011 provides 32 appointment slots per BUYER delegate.

#### **B4 PRE-MATCHED APPOINTMENTS**

- B4.1 Pre-matched appointments refer to computer-matched BUYER-SELLER Appointment Requests, the lists of which are released to BUYERs and SELLERs prior to their arrival in the host country.
- B4.2 Matching priority is given to the PERFECT MATCH i.e. when both a BUYER and SELLER have requested to see each other.
- B4.3 The appointment requests of BUYERs take precedence over those of SELLERs.
- B4.4 In the event that two or more BUYERs request to meet the same SELLER, priority is given to the BUYER who ranks the requested SELLER higher in his order of appointment requests. In case of a tie, priority is given to the BUYER whose appointment request was received earlier.
- B4.5 Similarly, in the event that two or more SELLERs request to meet the same BUYER, priority is given to the SELLER who ranks the requested BUYER higher in his order of appointment requests. In case of a tie, priority is given to the SELLER whose appointment request was received earlier.
- B4.6 The TRAVEX Secretariat shall not be accountable for non-confirmation of appointment request made by a BUYER or SELLER outside of perfectly matched appointment requests. The TRAVEX Secretariat does not guarantee any number of pre-matched appointments to any BUYER or SELLER. The availability and level of interest for any BUYER/SELLER is beyond the control of the TRAVEX Secretariat. Thus, the TRAVEX Secretariat cannot be held responsible in the event a BUYER or SELLER does not achieved the desired number or choice of appointments.
- B4.7 A briefing for all BUYERs and SELLERs will be conducted on **Wednesday, 19 January 2011 from 2:00 - 2:30 pm in Diamond Island – Hall B, Wedding Plaza 1**. The briefing will inform participants of the procedures to be observed during the on-site appointments scheduling session. It is also an opportunity for participants to seek clarification, if needed, on TRAVEX guidelines and procedures.
- B4.8 All BUYERs and SELLERs are required to attend the briefing and the On-Site Appointment Scheduling sessions, even if their pre-matched appointment schedules may be already full.

#### **B5 ON-SITE APPOINTMENTS SCHEDULING SESSION**

- B5.1 The On-Site Appointments Scheduling Sessions are intended to give BUYERs and SELLERs opportunities to secure other appointments in addition to their pre-matched appointments. It is designed to give all participants equal access to BUYERs/SELLERs of their choice for supplementary appointments after the pre-matching process.
- B5.2 To meet the purpose and objectives of the On-Site Appointments Scheduling Sessions, the TRAVEX Secretariat will not recognize or accept any additional appointments to the pre-matched schedule which are made outside of the On-Site Appointments Scheduling Session.

- B5.3 No BUYER/SELLER may refuse an on-site appointment request as long as the said BUYER/SELLER has an open appointment slot.
- B5.4 For close monitoring of both pre-matched and on-site appointments, the TRAVEX Secretariat will provide an On-Site Appointments Scheduling Form which will be released to participants only on-site.
- B5.5 There are 2 types of On-Site Appointments Scheduling Form, which reflect a pre-printed schedule of pre-matched appointments and unfilled time slots for on-site appointments. These are:-
- BUYER's Appointment Sheet Form
  - SELLER's Full Delegate Appointment Form
- B5.6 The appointments acquired on-site will be distinguishable as these will be handwritten while the pre-matched appointments are computer-printed on the form.

## **B6 TRAVEX MARSHALLS**

- B6.1 The TRAVEX Secretariat will be fielding Marshalls in the TRAVEX Hall for the duration of the TRAVEX Business Sessions. They will monitor the attendance of BUYERs and SELLERs for their scheduled appointments based on the Master Schedule.
- B6.2 SELLERs will submit a list of "No-Show" participants to the TRAVEX Secretariat at the end of each day. The TRAVEX Secretariat will in turn send reminders to the concerned "No-Shows".
- B6.3 Every effort will be made by the TRAVEX Secretariat to secure explanations from participants for any "No-Shows". The TRAVEX Secretariat and the TRAVEX Marshalls shall also make themselves available to assist any BUYER and SELLER who may be facing problems in fulfilling his appointments.
- B6.4 Unjustified or unexplained "No-Shows" by either BUYERs or SELLERs may cause the TRAVEX Secretariat to list the participants concerned as non-producing in future ATFs.

## **C1 BUYERS' INFORMATION**

### **C1.1 EVENT PROGRAMME**

- ATF TRAVEX Official Programme

The latest programme will be included in the buyers' delegate bag.

## **C2 BUYERS' PROGRAMME**

### **C2.1 Hosted Buyer's Privileges:**

- Reimbursable round trip air passage based on the pre-determined capped fare
- Sponsored hotel accommodation\*
- Buyer badge to visit the trade only travel exhibition
- Pre-scheduled and On-site business appointments with exhibitors
- Entry to ASEAN Tourism Conference (ATC)
- Entry to TRAVEX Official Events and Functions
- Complimentary airport transfers
- Complimentary daily shuttles to / from official hotel, venue and official functions
- A chance to participate in complimentary city tours and post-familiarization (FAM) tours [registration fees may apply for post-FAM tours]

\* Please refer to Flight and Hotel Booking Guidelines for more details

### **C2.2 Trade Buyer's Privileges:**

- Complimentary hotel accommodation (First-come-first-serve basis)
- Buyer badge to visit the trade only travel exhibition
- Pre-scheduled and Onsite business appointments with exhibitors
- Entry to ASEAN Tourism Conference (ATC)
- Entry to TRAVEX Official Events and Functions
- Complimentary daily shuttles to / from official hotel, venue and official functions
- A chance to participate in complimentary city tours and post-familiarization (FAM) tours [registration fees may apply for post-FAM tours]

## **C3 REGISTRATION FEE**

C3.1 All Buyers are required to pay a registration fee of **US\$300.00** to the TRAVEX Secretariat.

C3.2 Confirmation of hosting is subject to receipt of payment. Buyers are required to make full payment within 2 weeks from the date which the TRAVEX Secretariat has confirmed your participation. No exception will be made.

## **D HOTEL ACCOMMODATION & FLIGHT INFORMATION**

### **D1 HOTEL ACCOMMODATION**

- D1.1 Allocation of hotel accommodations will be done by the Host Committee and TRAVEX Secretariat and all Hosted Buyers will be notified of their assigned hotel accommodation.
- D1.2 Accommodation for Hosted Buyers at ATF 2011 Official Hotels will be based on respective flight itineraries, up to the maximum nights of hosted accommodation during the hosted period of either:
- a) \*\*17 - 22 January 2011 (Five nights - i.e. nights of 17, 18, 19, 20 & 21 January 2011 only) or
  - b) \*\* 18 - 22 January 2011 (Four nights - i.e. nights of 18, 19, 20 & 21 January 2011 only)
- \*\*Five nights of hosted accommodation is applicable only to Hosted Buyers based outside the Asia- Pacific region, and on long-haul flights.
- D1.3 Hosted room type - Single room **includes** daily breakfast for one person. Hosted Buyers may choose to upgrade to a Double or Twin room with additional daily breakfast for a second person at their own expense.
- D1.4 Cost for additional nights for early arrivals or extension of stay and other incidentals will be borne by the buyers.

### **D2 FLIGHT INFORMATION**

- D2.1 For convenience and administrative ease, Hosted Buyers are requested to book their own flight arrangements to and from Phnom Penh (reservation, booking, confirmation and ticketing) through their airlines or travel agent.
- D2.2 Regardless of airlines or travel agent used, Hosted Buyers will be reimbursed at a pre-determined capped fare as stated in the Agreement Form.
- D2.3 Reimbursement will be processed on-site at ATF 2011 TRAVEX. The currency (US dollars) and exchange rate for reimbursement onsite will be determined by the Host Committee.
- D2.5 Hosted Buyer will absorb the cost of their airline tickets in the event of cancellation from the hosting programme.
- D2.6 All Buyers must arrive into Phnom Penh not later than 18 January 2011 and depart not earlier than 21 January 2011.
- D2.7 Reimbursement will be processed on-site at ATF 2011 TRAVEX:

17 – 19 January 2011	9:00 am – 6:00 pm	<b>Submission of Travel Documents ONLY</b>
20 January 2011	9:00 am – 12:00 pm	<b>Submission of Travel Documents ONLY</b>
21 January 2011	9:00 am – 6:00 pm	<b>Delegate Collection of Airfare Reimbursement</b>
Venue: Diamond Island Convention & Exhibition Center – Hall A, Wedding Plaza 1 (Reimbursement Office)		

The following documents must be presented for reimbursement to be processed on-site:

- Copy of air ticket/electronic air ticket
- Copy of boarding pass
- Copy of passport (original passport to be produced for verification)

**E KEY EVENTS FOR BUYERS**

**E1 OPENING CEREMONY**

E1.1 The ATF 2011 Opening Ceremony will be on Monday, 18 January 2011, 5:00 pm to 9:30 pm at Diamond Island Convention and Exhibition Center (Outdoor).

**E1.2 Punctuality**

All delegates are required to be punctual for the opening ceremony. The ceremony will commence at 5:00 pm.

**E1.3 Dress Code**

The dress code for the Official Opening Ceremony is smart casual.

**E2 ASEAN Tourism Conference**

Date: 19 January 2011, Wednesday

Time: 9.00 am – 12.30 pm

Venue: **Diamond Island – Hall B, Wedding Plaza 1**

### F3 SOCIAL FUNCTIONS

There are social functions for all Buyers to network apart from the business sessions.

<p><b>1) ATF FRIENDLY GOLF</b> Date: 18 January 2011, Tuesday Time: 0700 - 1400hrs Venue: Grand Phnom Penh Golf Club</p>	<p><b>6) LUNCH HOSTED BY BANGKOK AIRWAYS</b> Date: 20 January 2011, Thursday Time: 1200 – 1400hrs Venue: Diamond Island, Hall E (For Buyers and Media Only)</p>
<p><b>2) ATF 2011 OPENING CEREMONY</b> Date: 18 January 2011, Tuesday Time: 1700 – 2130rs Venue: Diamond Island Exhibition Centre (Outdoor) (Open to all delegates)</p>	<p><b>7) DINNER HOSTED BY TOURISM MALAYSIA</b> Date: 20 January 2011, Thursday Time: 1900 – 2100hrs Venue: Naga World (By invitation only)</p>
<p><b>3) LUNCH HOSTED BY CAMBODIA ANGKOR AIR</b> Date: 19 January 2011, Wednesday Time: 1230 – 1400hrs Venue: Diamond Island, Hall E (For Buyers and Media Only)</p>	<p><b>8) LATE-NIGHT FUNCTION BY CHONBURI PROVINCIAL ADMINISTRATIVE ORGANIZATION, SOFITEL WITH TTG</b> Date: 20 January 2011, Thursday Time: 2130 – 2400 hrs Venue: Sofitel Phnom Penh Phokeethra (Open to all delegates)</p>
<p><b>4) DINNER HOSTED BY INDONESIA (INDONESIA NIGHT)</b> Date: 19 January 2011, Wednesday Time: 1900 – 2130hrs Venue: Sofitel Phnom Penh Phokeethra (Open to all delegates)</p>	<p><b>9) LUNCH HOSTED BY MINISTRY OF TOURISM, CAMBODIA (MOT)</b> Date: 21 January 2011, Friday Time: 1200 – 1400hrs Venue: Diamond Island, Hall E (For Buyers and Media Only)</p>
<p><b>5) LATE-NIGHT FUNCTION BY FAIRMONT, RAFFLES &amp; SWISSOTEL, PANDAW RIVER CRUISES WITH TTG</b> Date: 19 January 2011, Wednesday Time: 2100 – 2300 hrs Venue: Raffles Hotel Le Royal (Open to all delegates)</p>	<p><b>10) CLOSING CEREMONY AND HANDING OVER OF ATF 2012 FLAG TO INDONESIA</b> Date: 21 January 2011, Friday Time: 1830 – 2130hrs Venue: Naga World (Open to all delegates)</p>

**NOTE: Timing and programme are subject to changes.**

#### TOURS

##### 1) City Tours

The Host Committee, Ministry of Tourism Cambodia, will be organising City Tours on:

<u>Date</u>	<u>Time</u>	<u>Pick-Up Location</u>
17 January 2011 (Mon)	0800 – 1700 hrs	Diamond Island Convention & Exhibition Centre
18 January 2011 (Tue)	0800 - 1600 hrs	Diamond Island Convention & Exhibition Centre

# The City Tours are complimentary and open to all delegates attending ATF 2011. Registration is on a first-come-first-served basis.

##### 2) Post Show Tours

ATF Buyers and Media have been invited to register for either of the post show tours below at subsidised rates. Full tour rates apply for non-ATF buyers and media.

**Programme 1 (Code: SRP1)**  
3D / 2N Siem Reap Province Tour  
Cost: US\$100.00 per pax  
Max: 70 pax

**Programme 2 (Code: PSP2)**  
2D / 1N Preah Sihanouk Province Tour  
Cost: US\$100.00 per pax  
Max: 45 pax

## G GENERAL INFORMATION

### G1 Cambodia, Phnom Penh

Country Name	Cambodia
Capital City	Phnom Penh

The Kingdom of Cambodia is characterised by rich Indochine history filled with abundant heritage, warm and friendly people; a culture that is both intriguing and endearing.

Home to the magnificent Angkor temple complex and graced with colonial charm, Cambodia is mystifyingly beautiful. The 12th century Angkor complex is an archaeological gem of Asia that is universally recognized as one of the seven wonders of the world. With 200 monuments spread over an area of 400sq km, the Angkor truly represents Khmer art, great civilization, spirituality and national identity. Situated close to the Angkor complex is the provincial town of Siem Reap. Siem Reap has long been the gateway to the Angkor ruins and offers a wide range of hotels, restaurants and nightspots, as the Tonle Sap Lake nearby beckons with riverine activities.

2011's host city is a place once known as the "Pearl of Asia" - Phnom Penh. Its riches lie in its architecture infused with a unique flavour of French and Khmer traditions, with touches of the present age - bistros, boutique hotels, modern art galleries - dotting its bustling streets. An eclectic city of both history and modernity at the same time, it now stands proud as the commercial and political heart of the kingdom.

Embracing tourism as one of its key industries as national development intensifies, a prosperous future lies ahead for Cambodia and its people.

#### **Discover the many charms of Cambodia**

Equally fascinating is the UNESCO-designated World Heritage Site, the 9th - 12th century Preah Vihear Temple that rests on the edge of an enormous cliff 625 meters above sea level.

One will also be mesmerised by the Mekong River flowing north - south across Cambodia, which has adorned the sets of many international films.

Distinctively ubiquitous are the villages which are central to life in Cambodia. Be awed by traditional houses made from bamboo and other natural building materials. The construction of these houses is also steeped in tradition and beliefs, adding more character to the villages which already have defined territorial rights.

Cambodia also boasts a seaside paradise in the coastal city of Sihanoukville, 235km southwest of Phnom Penh.

Breathtakingly scenic and peaceful, it makes for a perfect getaway from the hustle and bustle of city life.

With its rich heritage and vast array of sights, it is no wonder Cambodia continues to be one of the fastest growing tourist destinations in Southeast Asia. It is indeed an ideal stage for ATF 2011- the region's foremost tourism and travel event.

#### **CLIMATE**

The average temperature is between 27 - 28 degrees celsius and varies in regions from 20 - 27 degree celsius during the wet season and 28 - 35 degrees celsius during the dry season. The coolest months of the year are December and January.

#### **LAND AREA**

Approximately 181,035 sq km.

#### **RELIGIONS**

Buddhism is the official religion with close to 90% of the population Buddhists. Others - Islam, Christianity and Hinduism.

#### **POPULATION**

13.7 million, of which 90% are Khmer, the rest Chinese, Vietnamese, Indian, Thai, Phomg, Kuoy, Stieng, Tamil, etc.

#### **CURRENCY**

Riel, in denominations of 50, 100, 200, 500, 1,000, 2,000, 5,000, 10,000, 20,000, 50,000 and 100,000. The US Dollar is widely accepted in Cambodia. Credit cards are accepted in major hotels, banks, shops and restaurants.

#### **LANGUAGE**

Khmer is the official language but English and French are also spoken.

#### **OTHER GENERAL INFORMATION**

For more information, please visit [www.mot.gov.kh](http://www.mot.gov.kh).

### **H1.1 LIST OF OFFICIAL HOTELS – Hosted Buyers only**

#### **NagaWorld Hotel / Entertainment Hub**

Samdech Techo Hun Sen Park, Phnom Penh – 85523

Contact Person: Cheng Se

T: 85523228822

Email: [secheng@nagaworld.com](mailto:secheng@nagaworld.com)

[www.nagaworld.com](http://www.nagaworld.com)

#### **Phnom Penh Hotel**

53 Monivong Blvd., Sangkat Srah Chok

Khan Duan Penh, Phnom Penh – 12201

Contact Person: Cecil L. Victoria

T: 855 23 991868

Email: [dosm@phnompenhhotel.com](mailto:dosm@phnompenhhotel.com)

[www.phnompenhhotel.com](http://www.phnompenhhotel.com)

#### **Hotel Cambodiana**

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