

**H.E. Dr. Sok An encourages the use of slogan "Cambodia Kingdom of Culture"**

On 28 January 2010 at the Chaktomuk Conference Hall, **H.E. Dr. Sok An**, Deputy Prime Minister and Minister in Charge of the Office of the Council of Ministers, presided over the closing conference of the 2009 Cultural and Arts work and set the target for the year 2010, attended by around 600 participants who are the representatives of Ministries, Institutions, UNESCO, government officials, teachers and students.

**H.E. Him Chem**, Minister of Culture and Fine Arts, put forth the action plan for cultural work and ways to challenge the risks in order to boost and transform the state of sluggishness into an active one in order to attract supports from all walks of life in the conservation and development of national cultures.

After the discussion on the 2010 Cultural Action Plan, the conference decided to put forth a new objective called "Cambodia Kingdom of Culture" aiming at using the cultural potentialities, economic development, job creation, poverty alleviation, and the contribution to the successful implementation of the second phase rectangular strategy of the Royal Government.

The slogan "Cambodia Kingdom of Culture" has been very much appreciated by H.E. Dr. Sok An who has recommended to widely publish it locally and internationally in order to attract more tourists to Cambodia.

H.E. Dr. Sok An considers culture in Cambodia as a very important indicator to attract more tourists for the economic growth in which the revenue of around USD 1.4 billion is from tourism each year and this is another step of globalization in the principle of trade and tourism in Cambodia. H.E. Dr. Sok An made an appeal to all the people to greatly participate in the preservation and sustainable development of the culture.

The Deputy Prime Minister continued that in addition to the development activities in all sectors, the Royal Government, with clear vision, gave high priority to culture and fine arts sector, considering it the national soul and identity which are priceless as well as inexhaustible resource for the country's economic sustainable development. The government's efforts, in particular Cambodia's reputation on international arena, are reflected through the inscription of Angkor Wat, the Royal Ballet, Khmer Shadow Theatre, and the Temple of Preah Vihear on the World Heritage List, and the election of Cambodia a member of the World Heritage Committee with number two on the list of 12 new members.

On behalf of the Royal Government, H.E. Dr. Sok An requested the Ministry of Culture and Fine Arts to further focus on a number of activities as-follows:

- enhancing human resource development and government official capacity building in culture and fine arts sector in accordance with the current and future needs,
- continuing to strengthen the activities to take advantage of cultural property potential existing all over the country by further setting up heritage sites and developing resorts in provinces into cultural centers to attract more tourists,
- establishing one-stop window for film sector to facilitate national and international companies in movie production business in Cambodia,
- immediately drafting 3 sub-degrees: 1- sub-degree on visual art management, 2- sub-degree on craft art management, and 3- sub-degree on the establishment of joint rights on providing service to effectively develop cultural industry, and;
- further strengthening the implementation of Law on Heritage Safeguarding and promoting preventive measures against illegal digging and trafficking of antiques.

(Press and Quick Reaction Unit)

