



63<sup>rd</sup>

**NATIONAL DAY**

**MALAYSIA CARES**

SPECIAL SUPPLEMENT  
AUGUST 31, 2020

The Phnom Penh Post

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DESIGN BY TIM BORITH





# 'We care, we share'



**M**Y FELLOW Malaysians, today, on August 31, we are celebrating our 63rd national day and the anniversary of the establishment of diplomatic relations between Malaysia and the Kingdom of Cambodia.

Let us recall that historic day when our first Prime Minister Tunku Abdul Rahman hailed the word *merdeka* – “independence” – seven times before reading out the 1957 Proclamation of Independence in front of thousands of Malaysians.

As well as celebrating our independence, we also commemorate those who have made sacrifices to secure peace and harmony for our beloved nation.

We celebrate this year's national day under the theme “Malaysia Prihatin” – “Malaysia Cares” – and in the midst of the Covid-19 pandemic the importance of unity has never been more paramount.

While battling this common enemy, we must continue moving forward and working together for development based on the strength of our solidarity.

We will need this unity and solidarity more than ever.

Let us strengthen our resolve so that we can achieve all our goals so we can achieve greatness. The road ahead will be long,

our climb will be steep and we may not get there soon, but I promise you that as a team we will get there one day. We can and we will get through this!

When we are facing a grave situation like Covid-19, we should support each other, and as well as our fellow Malaysians, we have not forgotten local communities.

It heartens me that the embassy's “We Care, We Share” initiative has managed to reach out and help many Cambodians too.

In addition, “We Care, We Share” resonates well with this year's national day theme.

Thus, I am pleased that many Malaysians have come on board and stepped in to be part of this noble programme to assist those in great need.

We also continue to engage our Cambodian friends through our Malaysian technical and defence cooperation programmes and alumni.

Such engagements have provided opportunities for me to keep abreast of the alumni's progress as they are now officially members of “Friends of Malaysia”.

This year has also witnessed a series of repatriation flights managed by my team that saw more than 500 Malaysians return home safely.

This will not be the end of our work. There will be many more who will need help – and we will be there for them.

And now is the moment for us to demonstrate our undying patriotic spirit, pride and love for Malaysia.

My team and I fly the flag of Malaysia – the Jalur Gemilang – all around the embassy, and I would like to encourage all Malaysians in the Kingdom to do the same – let's fly our Jalur Gemilang high!



HE Eldeen Husaini Mohd Hashim, Ambassador of Malaysia to the Kingdom of Cambodia.

Even though we are not able to celebrate this momentous event as usual, it should not be a reason for us not to enjoy, embrace and further promote our society, our harmony and our patriotism, and uphold the agenda of nation building.

What makes this year's national day even more special and exciting is that 63 Malaysians – to emphasise the 63rd birthday of our nation – from all walks of life in Phnom Penh will have come together on Sunday as a nation in a foreign land to pedal their bikes and ride their motorcycles on a “Merdeka Ride” to pay tribute to all those who have fought for us against all odds.

So I would like to take the opportunity to thank my fellow Malaysians for their strong support for having made this event so successful.

Finally, I would also like to wish *Selamat Menyambut Hari Kebangsaan* to all Malaysians in Cambodia.

Let's remember how grateful we are to have Malaysia as our home.

Everything from its melting pot of cultures, multi-ethnicity, diverse heritage, multiple languages and exciting food have become an integral part of our society.

And last but by no means least, please stay safe, and together let's march to victory in our Covid-19 battle!

Thank you, God bless you, and may God bless our “Malaysia Prihatin” initiative.

HE Eldeen Husaini Mohd Hashim, Ambassador of Malaysia to the Kingdom of Cambodia.







Putting people at the heart of  
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of our mission,  
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We strive to enable communities  
to rise, to grow and to succeed.



## IN THE HEART OF THE COMMUNITY

Being deeply rooted in the communities that we serve, our customers' needs and experiences are our priorities. We take pride in and value the relationships that we build and our shared history, for only through meaningful collaborations will we grow and prosper together.

Thank you for your trust and support, Malaysia.

**Happy 63<sup>rd</sup> Independence Day.**

[www.maybank2u.com.kh](http://www.maybank2u.com.kh)







# All-weather friendship blooms

**A**S 63 years of independence and the opening of diplomatic ties with the Kingdom are marked, Malaysian Ambassador to Cambodia HE Eldeen Husaini Mohd Hashim shares with *The Post* his views on the flourishing relations between the two nations.

**Q** What are the main priority areas that will be given preference to enhance bilateral relations between both nations?

One of my main priorities is of course to assist fellow Malaysians in Cambodia, including helping further their business interests here. Helping Malaysians establish a bigger business footprint in the Kingdom will help enhance our ties with Cambodia.

My other priority is to continue engaging closely with all cabinet ministers, senior ministers, members of parliament, local authorities and key Cambodian figures to maintain our existing cooperation, while exploring other areas of mutual interest such as telecommunications, finance and banking, cyber security, sport and tourism.

In view of the Covid-19 restrictions, I intend to keep the momentum going by utilising information technology such as Zoom and social media, as well as organising gatherings and events on a much smaller scale.

**Q** Malaysia and Cambodia have enjoyed solid bilateral relations. How do you rate the level of ties so far, both in terms of people-to-people ties and from trade and investment perspectives?

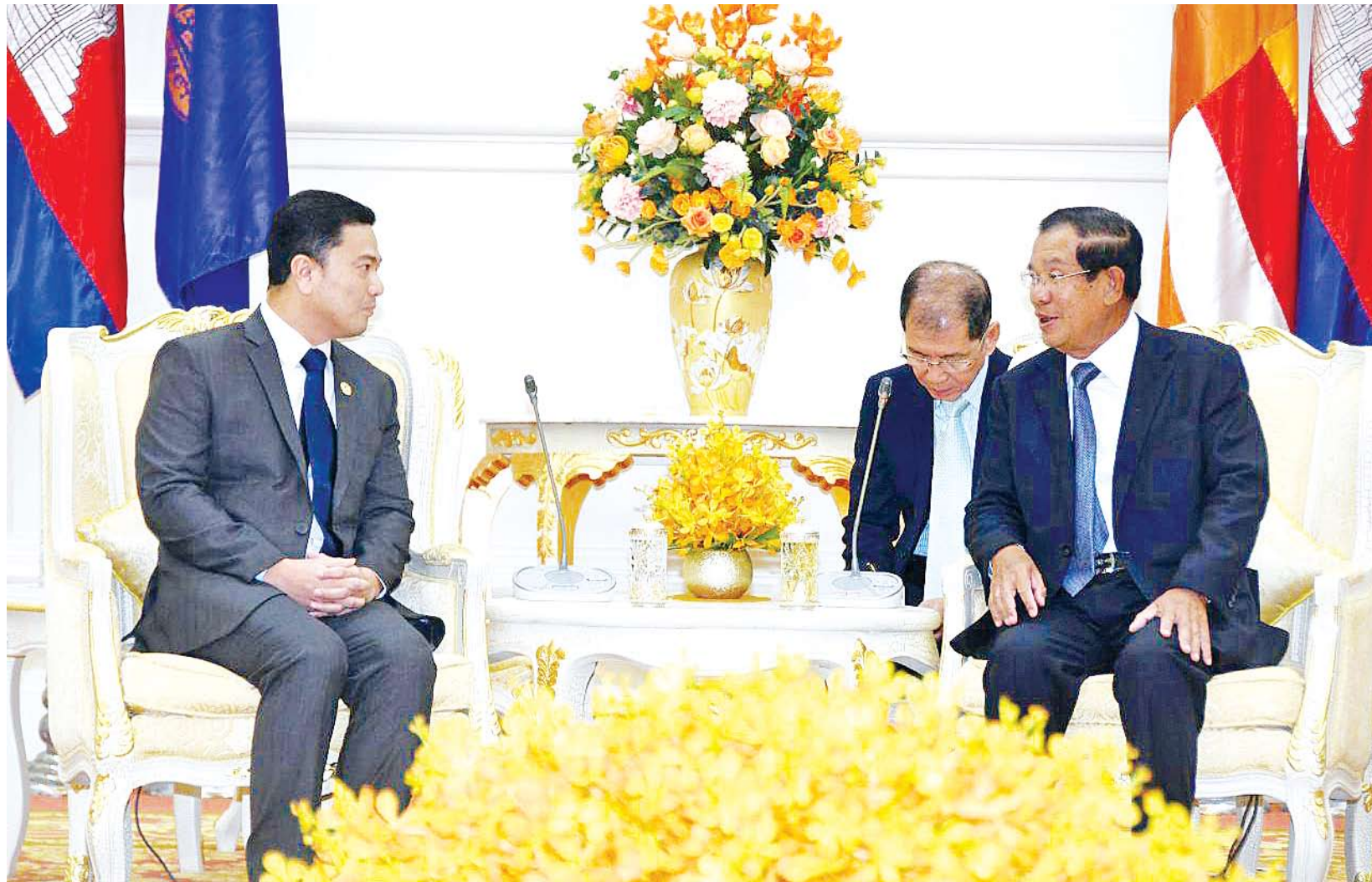
Having been in Cambodia for just over a year now, I would summarise our relations as Malaysia and the Kingdom having collectively built up excellent bilateral ties. We now have a solid platform on which to continue helping each other to achieve further greatness.

I am upbeat because you just need to look at the figures – we are among the top investors in the Kingdom, while bilateral trade and other statistics such as tourism numbers have seen upward trajectories over recent years.

In terms of people linkages, it is clear that our people possess the same qualities, such as perseverance, patience and the tendency to work hard. We also share some common history. These are some of the many reasons why Malaysians and Cambodians interact so well together.

Having our ties in an excellent state does not mean we can now rest easy – there is always a higher level of cooperation to aim for and there is potential synergy in other as of yet unexplored areas. Plus, with the Covid-19 outbreak, we must work even closer to address this challenge and ensure our economies remain on a firm footing.

**Q** In which areas if any could both governments improve



Eldeen (left) makes a courtesy call to Prime Minister Hun Sen at the Peace Palace on July 4, 2019. MINISTRY OF INFORMATION

in to better two-way ties?

As mentioned before, our relations are already at an excellent level. I wouldn't say there was a need for improvements, but rather for us to think innovatively and do more to capitalise on our excellent state of relations.

Among the things we need to look into is to promote more exchanges of visits by our senior officials and ministers.

We had built up good momentum in 2019 pursuant to our head of government's official visit in September that year. This had looked set to

build further by the end of this year with the ASEM [Asia-Europe Meeting], but the Covid-19 outbreak changed that.

However, I am certain the world will address the pandemic eventually and the momentum of our two-way relations will build again.

Another aspect that I wish to enhance are linkages between our key agencies. For example, I want to engineer closer links between military, trade and investment agencies, our agencies specialising in economic transformation, our respective institutes on foreign relations,

and other possible link ups between our governments' key people and organisations.

That is why I am scheduled to visit a number of provinces, such as Preah Sihanouk, Battambang, Banteay Meanchey and Ratanakiri, to explore more possible link-ups.

**Q** What is the current status of the Double Taxation Avoidance (DTA) agreement?

The signing of the DTA agreement on September 3 last year, during the official visit of the then Prime Minister Mahathir Mohamad to the Kingdom was a watershed event.

It was one of those milestones that signified an elevation of our bilateral ties.

The DTA agreement is one of the most essential bilateral agreements. The provisions contained therein will go a long way in encouraging greater commerce and easing the process of conducting business between Malaysia and Cambodia.

Regarding ratification, I have reminded the relevant Malaysian authorities to address the issue accordingly and in an expeditious manner.

**Q** Bilateral trade is on an upward trajectory. What is driving the trade segment and is private sector participation contributing to the growth?

Malaysia-Cambodia trade over the years has continued its positive momentum. Total bilateral trade for last year stood at \$767.3 million. This was a healthy 37 per cent increase on the previous year.

Without the active participation of our private sector,

we definitely would not have come this far. Our two governments did their fair share by facilitating, promoting and encouraging business link-ups, but it's our business people who actually got down and made deals happen.

Our excellent state of trade relations wouldn't have been possible without the commitment and dedication of both our private and public sectors. However, trade from January until June this year decreased 46 per cent compared to the same period in 2019. This year's lower figures are due to the challenges brought about by Covid-19.

If it wasn't for Covid, our trade links would probably have continued on their upward trajectory. That's why I am confident the numbers will increase again by next year or even earlier as the pandemic clears.

**Q** How is bilateral tourism progressing?

With regard to bilateral tourism, the exchange of tourist visits between our two countries before Covid has continued to rise, but again this year's figures have decreased quite substantially because of the pandemic.

The tourism sector has been one of the hardest hit sectors for many countries. However, once Covid clears, I foresee a rise in the number of tourist exchanges between Malaysia and Cambodia as there is a lot of desire there.

**Q** Can Malaysia use Cambodia as a gateway to export halal food into the European market?

Malaysia has already committed its support to Cambodia

developing its halal sector. We have been working together since 2016 to realise this aspiration.

Cambodia has certainly shown significant progress in building up the needed SOP [standard operating procedures] for halal certification.

I am confident of Cambodia's potential as a halal hub – it has a young Muslim demographic, it is strategically located in Indochina and Asean, and there is clear desire and commitment by the Cambodian government to develop the Kingdom's halal sector.

**Q** The Covid-19 pandemic has created unprecedented levels of challenges – in the cross-border movement of people, the suspension of flights and a slowdown of businesses. How have both nations been addressing these issues?

We should be glad and thankful that our governments have been very proactive, and this has allowed our countries to largely halt the spread of Covid-19. However, we must bear in mind that the fight is far from over.

Resolving this requires a multi-pronged approach by governments. There are mechanisms at the Asean and bilateral levels, as well as possible arrangements involving two or three countries.

The Covid-19 situation is something that none of us has been through before. An unprecedented challenge like this requires unprecedented steps.

Due to the novelty of Covid-19, these mechanisms will need to be flexible and fluid in order to stem the tide of the virus while continuing to support our economies. ■



Ambassador Eldeen Husaini Mohd Hashim.



# Long haul leads to 'the pot of gold'

**P**RESIDENT of the Malaysian Business Chamber of Cambodia (MBCC) Teh Sing, who arrived in Phnom Penh in the early 1990s, has witnessed firsthand the transformation of the Kingdom – from a struggling post-conflict nation into a sizzling economy in Asean. In an interview with *The Post*, the veteran businessman shares a glimpse of the exciting journey that is Malaysians' contribution to the Cambodian economy.

**Q How has the MBCC contributed to the development of the business sector in the Kingdom?**

The MBCC operates as a non-profit association and in a non-political manner. Our main objective is promoting and encouraging Malaysian businesses to establish and maintain the highest standards of business, management and professional practice in order to upkeep the image of Malaysia.

In addition, we provide a forum for monthly meetings, discussions and interaction for Malaysian businesses and government personnel in Cambodia. MBCC continues to encourage Malaysian investment in Cambodia and foster good relations with the business community in the Kingdom.

**Q How has the business landscape changed in Cambodia since the MBCC started operations in February 1993?**

The business landscape has grown exponentially since 1993. A case in point is that of the beer business. In 1993 Cambrew Limited, a Malaysian company, operated the only brewery in Cam-

bodia. Today there are more than six.

Another case in point is the banking industry. While in 1993 there were less than 10 commercial banks, this has ballooned to 51 today.

**Q An estimated 800 Malaysian companies, both large and small, are currently operating in Cambodia, supported by some 3,000 Malaysians residing here. What is driving Malaysian companies to venture into the Kingdom?**

It started with our former Malaysian Prime Minister Tun Mahathir Mohamad who introduced the "Prosper Thy Neighbours Policy" when he led the first group of Malaysian investors to Cambodia.

Further with the Cambodian government's pro-business investment policies, many new Malaysian businesses were attracted to invest in Cambodia.

**Q A new phenomenon is also visible – a new generation of young Malaysians are entering cutting edge businesses, from fintech and digital technology to professional services. How do you view this growing trend?**

Greater growth for sure!

**Q Many Malaysians are helming top positions in Cambodian and international companies, especially in the banking and finance sector. Are Malaysians exporting their expertise?**

With regards to the banking and finance sector, Campu Bank [Cambodian Public Bank] was the first Malaysian bank in Cambodia in 1992. It started with only one branch and today has 31, and

these are now headed by Cambodians.

This itself is a great example of Malaysians exporting their expertise.

**Q Could you share how Malaysia-Cambodia trade relations are evolving, especially at the private sector level?**

Malaysia was the largest investor here for more than a decade until being overtaken by China. Malaysian businesses are well recognised by the Cambodian government as well as the Cambodian business community here.

The good trade relations between us can only improve as we currently have a very active Malaysian Ambassador [Elddeen Husaini], who goes the extra mile to further strengthen this relationship.

**Q The "Double Taxation Avoidance" agreement is still on the table. When do you think this will materialise and how important is it for the Malaysian business community?**

It is definitely very important and helpful for our Malaysian business community here. However, with a new Malaysian government formed in March this year, I am in no position to speculate as to when this will materialise.

**Q What advice do you have for budding Malaysian entrepreneurs on this 63rd National Day of Malaysia?**

Having been here since 1992, my advice is that if you come here for the long haul, you will definitely find the pot of gold at the end of the rainbow. ■



Malaysian Business Chamber of Cambodia president Teh Sing. SUPPLIED

*Wishing all Malaysians*

**HAPPY  
63<sup>rd</sup>  
NATIONAL DAY**

**AUGUST 31, 2020**



**Malaysian Business  
Chamber of Cambodia**

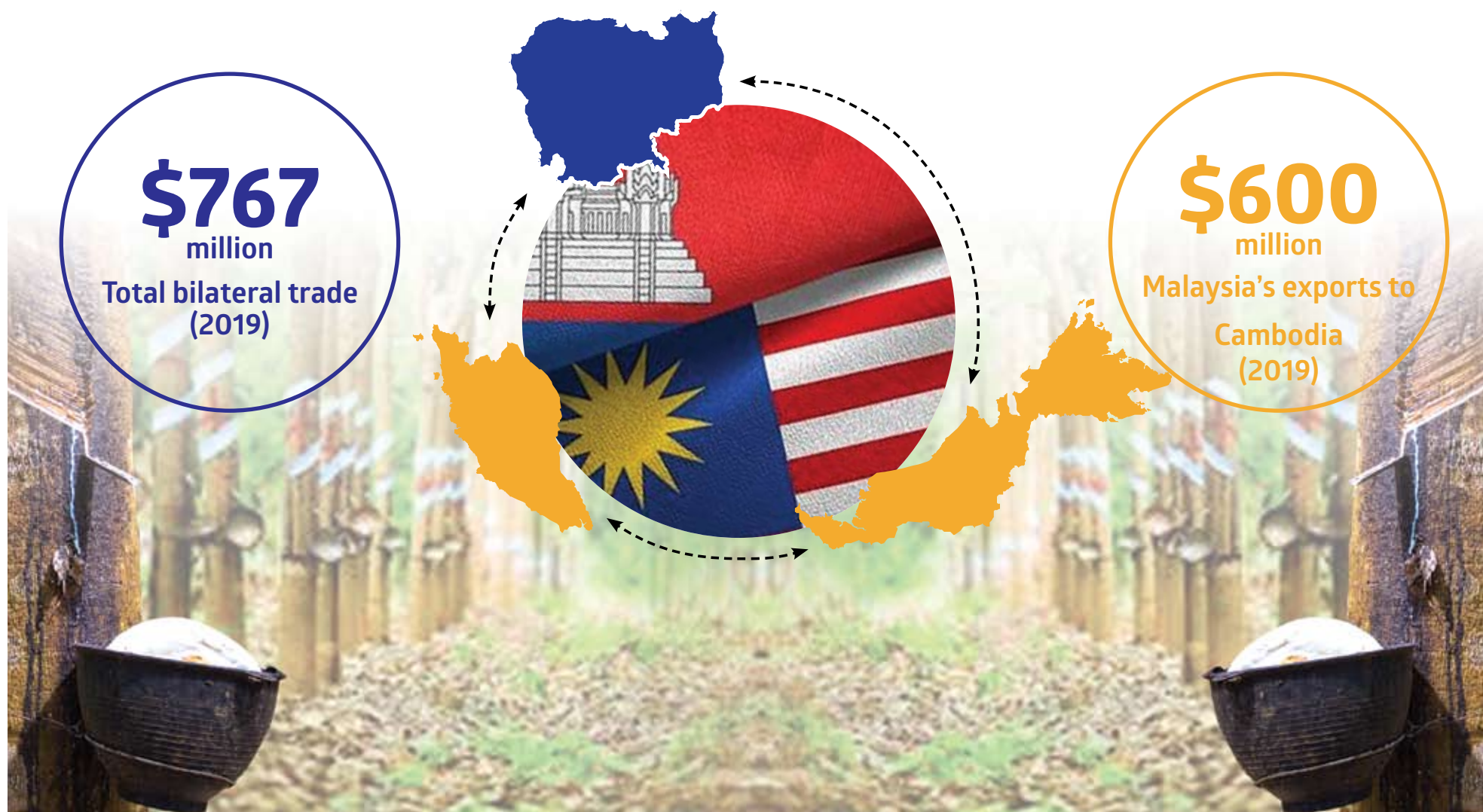
[www.mbccambodia.org](http://www.mbccambodia.org)







# Close ties, thriving trade

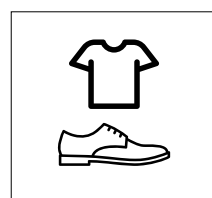


## EXPORTS TO CAMBODIA 2019



Petroleum products

**\$225 million**



Textiles, apparel & footwear

**\$88 million**



Processed food products

**\$49 million**



Chemicals & chemical products

**\$36 million**

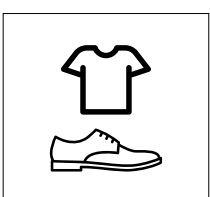


Transport equipment

**\$31 million**



## EXPORTS TO MALAYSIA 2019



Textiles, apparel & footwear

**\$80 million**



Other manufactured products

**\$9 million**



Palm oil & palm oil-based products

**\$31 million**



Natural rubber

**\$14 million**



Other agriculture products

**\$31 million**



Malaysia established diplomatic ties with Cambodia on August 31, 1957.



Mamak's Corner – the oldest Malaysian restaurant in Cambodia – started delighting customers back in the 1990s.

Cambodian Public Bank – the first Malaysian bank in the Kingdom – was established in 1992.



**Malaysian Business Council of Cambodia**

MBCC was set up in February 1993.



# HAPPY 63<sup>RD</sup> INDEPENDENCE DAY MALAYSIA

AUGUST 31, 2020

FROM THE MANAGEMENT AND STAFF OF



## MPA INTERNATIONAL LTD

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**Other Services:** Manpower Supply, Cleaning Services.

*Wishing all Malaysians happy*  
**63<sup>RD</sup> NATIONAL DAY**

AUGUST 31, 2020

From the management and staff



**CAMBODIAN PUBLIC BANK**  
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# HAPPY NATIONAL DAY MALAYSIA 2020



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# Pestech powering the Kingdom

**C**AMBODIA'S first publicly listed power infrastructure company is rolling out its transfer of technology initiatives – as well as lighting up the Kingdom.

Malaysian-owned Pestech (Cambodia) has for a decade been powering rural areas, nurturing local talent in the power industry and contributing to the growing domestic electricity sector.

"Since day one, Pestech has been committed to building up local talent and domestic technical know-how to promote independent operational activities in the company.

"More than 60 per cent of Pestech's human resources are Cambodian nationals, including those involved in the design, engineering and accounts departments," Pestech International group CEO Lim Pay Chuan told *The Post*.

Pestech's technical team is able to operate independently in transmission line-related engineering capabilities, particularly pertaining to designing pylons, planning transmission line routes, conductor stringing and cross-river line engineering.

The company is currently involved in building around 850km of transmission lines

and no less than five substation systems, including the key 500kV transmission system from Sihanoukville to Bekchan in Kandal province.

Some 515km of transmission line have already been completed.

"These projects are part of the overall national power grid development programme that aims to improve access to electricity for rural and urban requirements, including the much needed support of business and economic development through the enhancement of the living standards of the rural population in particular.

"A good example would be the bringing of reliable and stable power supply to Kampong Cham and Kratie provinces, where more business activities have since been established, including hotels, eateries and financial institutions," Lim said.

Pestech was listed on the Cambodia Securities Exchange in August, with the funds raised to be used for the ongoing projects and as working capital.

"The building up of reliable power infrastructure is the base on which to fuel the economic growth of Cambodia. Industrial and social development depend significantly on the availability of a stable power supply to generate sustainable growth.

"The power sector is playing



Pestech International Group CEO Lim Pay Chuan.

an important role in this fast growing economy by providing the much needed infrastructure that underlies the social and economic growth of Cambodia by bringing electricity to fuel the growth," Lim said.

Pestech has also run people-centric programmes to reach out to local communities.

"We have been consistently supporting the welfare of the communities where we work. We have provided complimentary medical camps and youth development programmes, and

renovated schools.

"We have also taken part in Red Cross annual fundraising campaigns and other corporate social responsibility programmes in Cambodia," Lim said.

The power infrastructure builder's net assets have grown from around \$400,000 in 2010 to some \$14 million last year.

A robust and reliable power infrastructure is vital to fuel a country's economic growth – particularly in the case of Cambodia where there is an

ever-growing demand for electricity as urban households' incomes rise and industries continue to advance.

"It is evidenced that the country is consuming increasing amounts of electricity in line with its stable GDP growth over the past decade.

"Pestech is committed as Cambodia's first listed power infrastructure company to developing such an important sector and the local expertise to operate and maintain it," Lim said. ■



**PESTECH**



**Wishing all Malaysians**

**HAPPY**  
**63<sup>rd</sup>**  
**NATIONAL DAY**

**31-AUG-2020**











**SCIA**  
Singapore Cambodia  
International Academy

K12 Education

Pre-University Education

Enrichment Programmes

Workshops and Seminars



**SCIA Campus**  
Located within One Park  
Phnom Penh City Center



"On behalf of the SCIA Management and SIM Group, I wish all Malaysians and their families happiness, peace and prosperity. My team at SCIA will continue to strengthen our relationship with our parents and corporate partners, so as to better serve the community."

*Selamat Hari Merdeka!*



**Tan Wee Pin**  
Managing Director, SCIA

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MERDEKA!  
MERDEKA!  
MERDEKA!

WISHES ALL MALAYSIANS LIVING IN CAMBODIA.





**63<sup>RD</sup> Happy National Day!**

**Hard Rock CAFE**  
CAMBODIA



# With events, Malaysia shows it cares



Demonstrating that it cares, the Embassy of Malaysia in Phnom Penh carries out numerous activities that capture the headlines. Members of the embassy have been involved in undertakings ranging from donating provisions to religious communities under the "We Care, We Share" initiative and repatriating Malaysians stranded in Cambodia during the Covid-19 outbreak, to organising sporting events and celebrating a wide range of Malaysian festivals.







# SELAMAT HARI MERDEKA

## AUGUST 31

*The 63rd Hari Merdeka is different from those of previous years due to the ongoing COVID-19 pandemic. During this challenging time, we at Smart Axiata, as a part of Axiata Group Berhad, would like to send a message of solidarity and support to our Malaysian friends in Cambodia on this occasion as we stand strong together against the coronavirus.*

**1M**  
USD  
COVID-19  
RELIEF  
FUND

At Smart, we will continue creating positive impacts to address issues arising from the COVID-19 crisis through our **1 Million USD COVID-19 Relief Fund**.

Thus far, 9 entities have been granted funding to set up their projects which focus on **ICT for education, personal hygiene, crisis management and social distancing**.

Smart Axiata's Fund is still accepting applications.  
For more information, please contact us at [sustainability@smart.com.kh](mailto:sustainability@smart.com.kh).

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