Cambodia’s leading mobile telecommunications provider Smart signs long-term partnership with UNESCO in the name of education and becomes UNESCO’s exclusive telecom partner on quality education in Cambodia

Phnom Penh, 16th August 2016: Under the honorable presence of H.E. Dr. Hang Chuon Naron, Minister of the Ministry of Education, Youth and Sport, Smart Axiata and UNESCO have inked an agreement as official long-term partners to cooperate and implement common projects towards the advancement of quality education in Cambodia.

Beyond its core business as a leading mobile telecommunications provider in Cambodia, Smart’s DNA is largely structured around the CSR pillars of Environment, Community Sports and Education. Therefore, initiatives to give back to national economy, society and nature have been continuous. Signing a Memorandum of Understanding with UNESCO today is a major milestone between the two parties to reaffirm the commitment and passion they have towards being a key partner of Ministry of Education, Youth and Sport in developing Education in Cambodia.

The collaboration involves developing and implementing joint programs to strengthen and support ongoing initiatives in the field of local education, especially in the research and development of ICT based education such as E-Learning and M-Learning, promotion of literacy as well as development of digital content for basic education. “Building on our existing partnership, we are combining both our expertise – frontline telecommunications technology and globally recognized education capabilities – to make a difference for the Cambodian community,” said Thomas Hundt, Chief Executive Officer of Smart Axiata.

Anne Lemaistre, Representative of UNESCO in Cambodia said “I am very optimistic of this partnership and the synergies we bring in enhancing educational opportunities for the learners in Cambodia. One of the examples of this is the ICT-based basic education equivalency program, encouraged by His Excellency Minister during the International Youth Day which we are going to initiate from this year. I am sure working together we will identify many synergetic opportunities for promoting effective examples of public-private-partnerships in coming days.”

“Our previous and most recent collaboration with UNESCO has enabled 92,000 Cambodians to learn reading and writing through the National Literacy Campaign. Today, we are not only signing the MoU for long-term cooperation, but also celebrating our existing partnership. Lately, discussion on a program to bring female student dropouts back to school have been underway. Collectively, we will do much more; the journey has just begun,” Thomas continued.

Smart and UNESCO’s National Literacy Campaign 2015 was carried out with the full support from the Ministry of Education, Youth and Sport. This initiative was recently recognized by Telecom Asia Awards as the Best Community Project in 2016. Moving forward, the new program to provide learning support to female lower-secondary dropouts is slated for launch soon, amongst many other new education initiatives from this new long-term collaboration between both parties. For more information and updates on the
PRESS RELEASE

Smart-UNESCO partnership, please follow Smart’s Facebook Page at www.facebook.com/SmartAxiata or visit www.smart.com.kh.

About Smart

Smart Axiata Co., Ltd., a leading mobile telecommunications company of Cambodia, serves currently over 8 million subscribers under the ‘Smart’ brand. Smart Axiata is part of Axiata Group Berhad, one of the largest telecommunications groups in Asia with over 290 million customers.

In January 2014, Smart launched its 4G LTE network and became the first and only mobile operator in Cambodia to provide true 4G services. 4G LTE powered by Smart, the fastest mobile Internet in Cambodia, is now available in 25 key provincial capitals as well as other key provincial cities. Smart also provides 2G, 2.5G, 3G and 3.75G mobile services, supporting the very latest in multimedia and mobile Internet services as well as international roaming across more than 190 countries. Its extensive nationwide network coverage now covers more than 98% of the Cambodian population.

Through its partnership with Apple, Smart is the one and only telecom operator partner of Apple in Cambodia being able to offer iPhone’s and iPad’s. Smart moreover is the exclusive partner of Universal Music in Cambodia. Being a strong advocate of digital innovation, Smart has launched various ranges of value added services and digital services such as SmartLuy, Smart Life Insurance, SmartPay and Smart Music.

Smart Axiata was recognized as Asia Pacific Emerging Market Telecom Service Provider of the Year 2015 by Frost & Sullivan. In the same year, Smart Axiata was also awarded as the Best Telecommunications Company Cambodia 2015 and Best CSR Company Cambodia 2015 by Global Banking & Finance Review.

The company's workforce consists of more than 1000 people including local and foreign experts. Smart is committed to its customers, employees and the people of Cambodia in delivering its promise of improving their lives. “Live. Life. Be Smart.”

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ក្រុមហិរញ្ញវត្ថុ Smart Axiata បានផ្តល់សេវាទូរគមនាគមន៍ធំរបេ់រមព៊ុជា ច៊ុយបាក់េត្តសលើភាពជាដៃគូរយៈសប្បុកិច្ឆិច និងរីឡា ជាមួយអងគការយូសេេកូរន៊ុេសោយការអប់រំសៅរមព៊ុជា ក្រុមហិរញ្ញវត្ថុ Smart Axiata និងអងគការយូសេេកូរន៊ុេសោយការអប់រំ បញ្ចូលរិចចេហក្បត្ិបត្តិកា និងសៃើមបីបនត ការអប់រំ សរៀបចំ ក្ត្ូែបានេវិត្ស្វ វ ញជា ពិសេេសៅរន៊ុេសរេៈ សយគយល់គ្នន ជាមួយអងគការយូសេេកូសៅដងៃសនុះ គឺជាក្ពឹត្តិការ៍ធំមួយរវាងស្វទូោែជាមួយរបេៈសយើង បានរួមបញ្ចូលគ្នន ទំងពីរសៃើមបីបញ្ជា្រ់ជាងមីនូែកា រសបតជា ាចិត្ត សឆ្ពុះសៅររភាពជាដៃគូំខាន់មួយរបេ់ក្រុមហិរញ្ញវត្ថុ Smart Axiata រន៊ុងការអភ្ិែឌ្ឍនិងការអន៊ុេត្តរមម ែិធីរួមគ្នន រន៊ុងការពក្ងឹងនិងគ្នំក្ទៃល់គំនិត្ផ្តួចសផ្តើមវៃលសលើររមពេ់ែិេ័យអប់រំជាពិសេេសៅរន៊ុងការស្រស្វែក្ជា្និងការអភ្ិែឌ្ឍ ន៍ដនការអប់រំវៃលមានមូលដ្ឋឋ នសលើែិេ័យICT ឃូចជាការអនឡាញនិងM-Learning ការាលើធានអនរេិូតិរាសៅរន៊ុងក្បសទេរមព៊ុជា។ ជាឧទហរេ៍ដនការ អប់រំជាមូលដ្ឋ ឋ នសលើែិេ័យធានអនរេិូតិរាសៅរន៊ុងក្បសទេរមព៊ុជាបានវងលងថា: "ការចាប់ដៃគូសនុះសយើងបានរួមបញ្ចូលគ្នន ទំងពីរជំនាញរបេ់សយើងទំងពីរបសចចរែិទាទូរគមនាគមន៍និងេមត្ថភាពអប់រំទទួលស្វគល់ទូទំងពិភ្ពសោរ" សៃើមបីសធវើឱ្យមានអភ្ិែឌ្ឍន៍ ក្មាប់េហគមន៍រមព៊ុជា។

សោរស្រេី Anne Lemaistre ក្បរិម្រាមអងគការយូសេេកូត្ំណាងសៅរន៊ុងក្បសទេរមព៊ុជាបានវងលងថា: "គ្មានយើងជាមានភាពេ៊ុទិៃឋិនិយមយ ងខា ល ំងដនភាពជាដៃគូសនុះសហើយ សយើងនឹងរួមគ្ន នាំពក្ងឹងឱ្កាេអប់រំ ដើម្បីអនរេិូតិរាសៅរន៊ុងក្បសទេរមព៊ុជា។ ជាឧទហរេ៍ដនការ អប់រំជាមូលដ្ឋ ឋ នសលើែិេ័យធានអនរេិូតិរាសៅរន៊ុងក្បសទេរមព៊ុជានឹងផ្តួចសផ្តើមពីឆ្ន ំសនុះ។ ែា៊ុំក្បារៃណាេ់ថាសយើងបនតសលើររមពេ់ឧទ ូអ ដនភាពជាចាប់ដៃគូគ្នន រវាងែិេ័យស្វធារេៈនិងែិ េ័យឯរជនសៅដងៃខាងម៊ុែ "។
សោរសូីនហ៊ុន បនត ។ ការេហការពីម៊ុននិងងមីបំផ្៊ុត្ របេ្េ្សយើងជាមួយអងគការយូសេេកូបានជួយក្បជា ជនរមព៊ុជា 92.000 នារ់សោយបានសរៀន្េរសេរតាមរយៈយ៊ុទធនាការអរខររមមជាត្ិ។

ផ្លូវ្់។ ការចាប់ដៃគូសនុ្េឺុុ្េឺសម្រប់សយើងផ្ងវៃរដបាសបានសម្រប់សោឬស្រេីរបេុសណាដៃមានស្រស្វប់។ ងមីៗសនុ្េឺរ៏េឺបាសបាសភាពជាដៃគូវៃលមានស្រស្វប់របេ្េឺសយើងផ្ងវៃរ។ ងមីៗសនុ្េឺរ៏េឺបាសបាសភាពជាដៃគូវៃលមានស្រស្វប់

បនតសៅសទើបក្ត្ូែបានទទួលពានរងគ្នំពីគសក្មាងហែមន៍របេ្េឺសខមន៍លអបំផ្៊ុត្សៅរន៊ុងឆ្ន ំ 2016 ពី Telecom Asia Award។

បនតសៅសទើបក្ត្ូែបានសក្គ្នងសបើរៃំសេើរការរន៊ុងសពលឆ្ប់វាក្គ្នន់វត្ជាទ្រូងយនោ្វសម្រប់សវត្ថិភាពផ្តួចសផ្ើតាមវផ្នរអប់រំងមីរន៊ុងចំសណាមគសក្មាងជាសក្ចើនសទើត្។ េក្មាប់ការទទួលបានពត្័មានជាបនតូមចូលសៅកាន់សគហទំព័ររបេ្េឺសបាន េុលមចូលសៅកាន់ smart.com.kh