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ถึง ส่วนราชการทุกส่วนราชการ หน่วยงานรัฐวิสาหกิจทุกแห่ง อำเภอทุกอำเภอ องค์การบริหารส่วนจังหวัดบุรีรัมย์ และเทศบาลเมืองทุกแห่ง

ด้วยจังหวัดบุรีรัมย์ได้รับแจ้งจากกระทรวงการต่างประเทศว่า ได้รับหนังสือลงนามโดย นาย Chea Bora รัฐมนตรีช่วยว่าการกระทรวงการท่องเที่ยวกัมพูชาถึงผู้ว่าราชการจังหวัดบุรีรัมย์ เชิญจังหวัดและภาคเอกชนเข้าร่วมงาน Cambodia Biz Fair 2022 ซึ่งจัดขึ้นภายใต้แนวคิดหลัก “Gastronomy & Culinary Fair” ที่จังหวัดพระสีหนุ ระหว่างวันที่ ๕ - ๙ พฤศจิกายน ๒๕๖๕ เพื่อนำเสนอผลิตภัณฑ์และบริการที่สอดคล้องกับแนวคิดหลักในการจัดงาน ซึ่งกระทรวงการต่างประเทศได้นำส่งหนังสือดังกล่าวมาเพื่อจังหวัดบุรีรัมย์พิจารณาคำเชิญเข้าร่วมงาน Cambodia Biz Fair 2022 ของกระทรวงการท่องเที่ยวกัมพูชาตามที่เห็นเหมาะสมต่อไป

จังหวัดบุรีรัมย์จึงขอความร่วมมือท่านประชาสัมพันธ์ให้แก่ผู้ที่สนใจทราบ หากมีผู้สนใจเข้าร่วมงาน Cambodia Biz Fair 2022 ขอให้ติดต่อผู้ประสานงานฝ่ายกัมพูชา Mr. Ouk Samath หมายเลขโทรศัพท์ +๘๕๕ ๑๒ ๒๔๗ ๘๗๘ และ +๘๕๕ ๑๒ ๙๙๗ ๔๕๗ ไปรษณีย์อิเล็กทรอนิกส์ samath.ouk007@gmail.com หรือ sinan@b2cambodia.travel โดยตรง รายละเอียดปรากฏตามหนังสือกระทรวงการต่างประเทศ ที่ กต ๑๓๐๓/ว.๗ ๑๖๓๖ ลงวันที่ ๑๗ ตุลาคม ๒๕๖๕ ทั้งนี้ สามารถดาวน์โหลดสำเนาหนังสือดังกล่าวที่ QR Code ท้ายหนังสือนี้

จึงเรียนมาเพื่อพิจารณา สำหรับอำเภอให้แจ้งองค์กรปกครองส่วนท้องถิ่นในพื้นที่ทราบด้วย



สิ่งที่ส่งมาด้วย



สำนักงานจังหวัด
กลุ่มงานอำนวยการ
โทร./โทรสาร ๐ ๔๔๖๖ ๖๕๖๓
ไปรษณีย์อิเล็กทรอนิกส์ : saraban_buriram@moi.go.th

สนง.ตร.
19 ต.ค. 2565

ศาลากลางจังหวัดบุรีรัมย์
รับที่ 31267
วันที่ 20 ต.ค. 2565
เวลา.....น.

ที่ กต ๑๓๐๓/ว.๗ ๑๖๓๖

ถึง ศาลากลางจังหวัดบุรีรัมย์

ด้วยกระทรวงการต่างประเทศได้รับหนังสือลงนามโดยนาย Chea Bora รัฐมนตรีช่วยว่าการกระทรวงการท่องเที่ยวกัมพูชาถึงผู้ว่าราชการจังหวัดบุรีรัมย์ เชิญจังหวัดและภาคเอกชนเข้าร่วมงาน CAMBODIA BIZ FAIR ๒๐๒๒ ซึ่งจัดขึ้นภายใต้แนวคิดหลัก “Gastronomy & Culinary Fair” ที่จังหวัดพระสีหนุ ระหว่างวันที่ ๕ – ๙ พฤศจิกายน ๒๕๖๕ เพื่อนำเสนอผลิตภัณฑ์และบริการที่สอดคล้องกับแนวคิดหลักในการจัดงาน ดังรายละเอียดปรากฏตามสิ่งที่ส่งมาด้วย

ในการนี้ กระทรวงการต่างประเทศขอนำส่งหนังสือดังกล่าวมาเพื่อจังหวัดบุรีรัมย์พิจารณาคำเชิญเข้าร่วมงาน CAMBODIA BIZ FAIR ๒๐๒๒ ของกระทรวงท่องเที่ยวกัมพูชาตามที่เห็นเหมาะสมต่อไป ด้วย โดยผู้ประสานงานฝ่ายกัมพูชา คือ Mr. Ouk Samath หมายเลขโทรศัพท์ +๘๕๕ ๑๒ ๒๔๗ ๘๗๘ และ +๘๕๕ ๑๒ ๙๙๗ ๔๕๗ ไปรษณีย์อิเล็กทรอนิกส์ samath.ouk007@gmail.com หรือ sinan@b2cambodia.travel

จึงเรียนมาเพื่อโปรดพิจารณา

กระทรวงการต่างประเทศ
๑๗ ตุลาคม ๒๕๖๕

กองเอเชียตะวันออก ๒
กรมเอเชียตะวันออก
กระทรวงการต่างประเทศ
โทร. ๐ ๒๒๐๓ ๕๐๐๐ ต่อ ๑๔๔๔๘
โทรสาร ๐ ๒๖๔๓ ๕๒๐๒

KINGDOM OF CAMBODIA
NATION RELIGION KING

CAMBODIA
Kingdom of Wonder
feel the warmth

MINISTRY OF TOURISM
No. 100 MOT

Phnom Penh, September 14, 2022

Governor
Buriram Province
The Kingdom of Thailand

Subject: Invitation to Participate as Seller in CAMBODIA BIZ FAIR 2022 to be Held from 05th – 09th November 2022 at Pouy Chumteav Mao, Preah Sihanouk Province, Cambodia.

Your Excellency,

The Ministry of Tourism of the Kingdom of Cambodia hereby expresses its sincere thanks and appreciation for your support and cooperation in joint tourism promotion.

I have the honor to inform you that the Ministry of Tourism of the Kingdom of Cambodia in collaboration with PATA Cambodia and IMCT Co., Ltd. will organize the **CAMBODIA BIZ FAIR 2022** under the theme "**Gastronomy & Culinary Fair**" at **Pouy Chumteav Mao, Preah Sihanouk province, Cambodia** from **05th – 09th November 2022** aiming to enhance the understanding of food industry and local products that attract national and international producers to focus on trade, supply, food, agriculture with technology from ASEAN member countries, ASEAN plus three such as China, Japan, Korea and some countries in Europe. Furthermore, it also wishes to enhance the communication and strengthen good cooperation with other countries and contribution to promote sustainable and inclusive tourism with at least 700 booths and about 400,000 to 500,000 visitors from all over the world.

As it is a good opportunity to promote your country's related products and services, the Ministry of Tourism of the Kingdom of Cambodia would like to invite you and your private sectors to participate as seller in the exhibition of Cambodia Biz Fair 2022.

Please contact our official at (855)12 249 878/12 997 457 or E-mail: samath.ouk007@gmail.com, sinan@b2bcambodia.travel for more information. We look forward to welcoming you at the Cambodia Biz Fair 2022.

Sincerely yours,
For Minister

CHEA BORA
Secretary of State

Cc: - Royal Embassy of the Kingdom of Cambodia in the Kingdom of Thailand
- Royal Embassy of the Kingdom of Thailand in the Kingdom of Cambodia

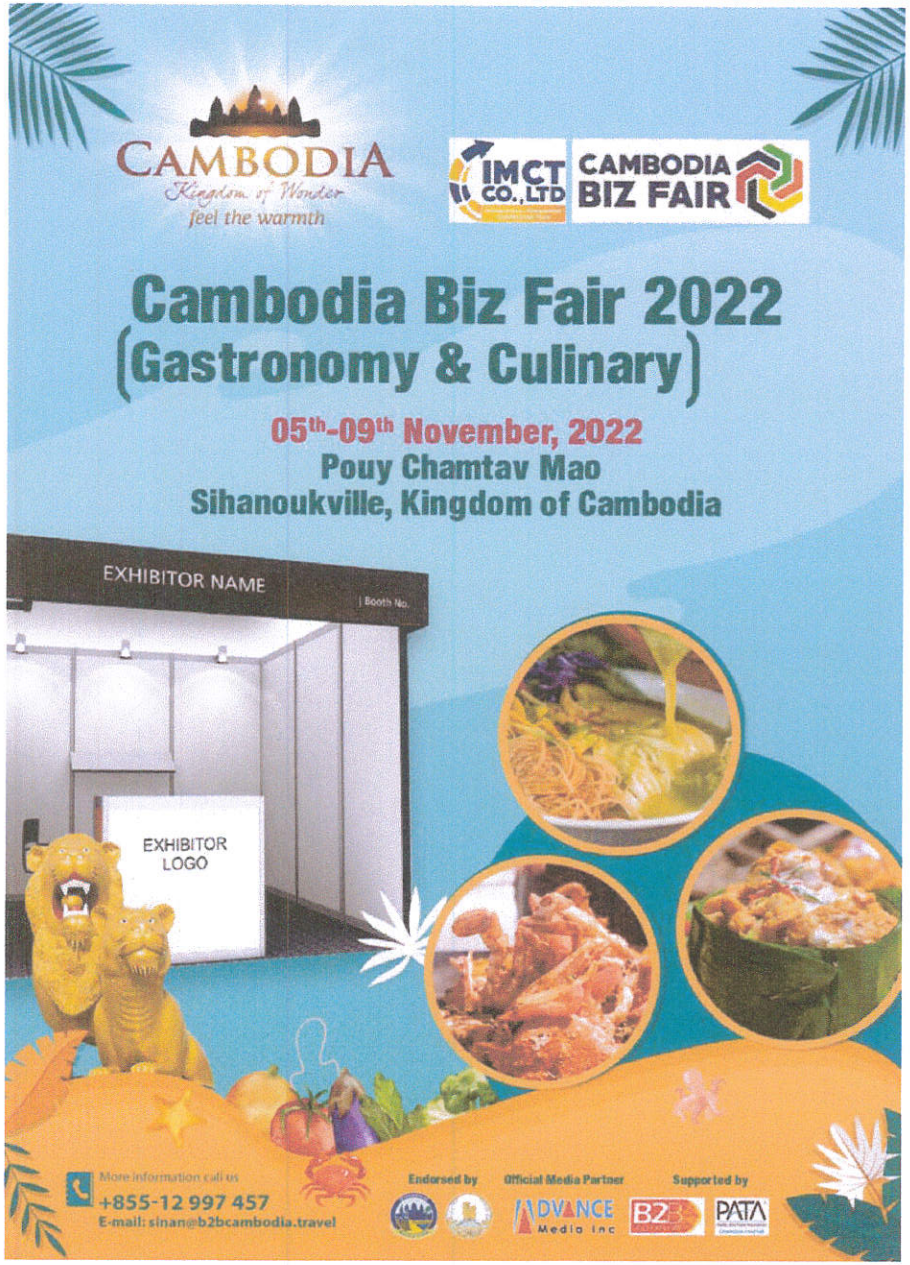
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Event Agenda

CAMBODIA BIZ FAIR 2022
under the theme "GASTRONOMY & CULINARY FAIR"
05th – 09th November 2022
Pouy Chumteav Mao, Sihanouk Ville Province
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Time	Events/Date	Venue
Day 1 : Saturday 05th November 2022		
8:00-21:00	Delegates Registration	Pouy Chumteav Mao, SHV
8:00-9:00	Ribbon Cutting and Minister announce the opening of Cambo Biz Fair	Pouy Chumteav Mao, SHV
9:00-17:00	1- Exhibition 2- Seller & Buyer Briefing (Tourism) 3- Pre- Appointment Session (Tourism) 4- Buyer reconfirms Seller Appointment 5- Tourism Business Matching program (One by One facing)	Pouy Chumteav Mao, SHV
10:30-12:30	Destination Briefing by 4K Provinces	Pouy Chumteav Mao, SHV
10:00-12:00	Mini Stage Concert	Pouy Chumteav Mao, SHV
12:00-13:30	Team preparation for Cooking Competition, Food Testing, Lunch	Pouy Chumteav Mao, SHV
13:30-16:30	Buyers and Sellers Appointment-Continues	Pouy Chumteav Mao, SHV
16:00-22:00	Musical Entertainment (Main Stage)	Pouy Chumteav Mao, SHV
18:00-21:00	Sponsorship Product activities presentation 10mn and 5mn each	Pouy Chumteav Mao, SHV
Day 2 : Sunday 06th November 2022		
8:00-21:00	Delegates Registration	Pouy Chumteav Mao, SHV
9:00-17:00	Exhibition	Pouy Chumteav Mao, SHV
07:30-08:00	Registration for CVTEC Meeting	Independence Hotel
08:00-08:20	Opening The CVTEC Meeting by Minister or Acting Minister	Independence Hotel
08:20-13:00	Round Table Discussion by Cambodia, Vietnam, and Thai Governors- 2 sessions and follow by a conclusion meeting report	Independence Hotel
10:00-12:00	Buyer and Seller appointment session	Pouy Chumteav Mao, SHV
10:00-12:00	Mini Stage Concert and sponsorship products activities	Pouy Chumteav Mao, SHV
12:00-13:30	Cooking Competition, Food Testing, Lunch	Pouy Chumteav Mao, SHV
13:30-16:30	Entertainment Program and sponsorship products activities	Pouy Chumteav Mao, SHV
18:00-21:00	- Mini Stage Concert - Beach Lantern	Pouy Chumteav Mao, SHV
Day 3 : Monday 07th November 2022		
5:00-9:00	Fun Run 3-5 km	Pouy Chumteav Mao, SHV

8:00-21:00	Delegates Registration	Pouy Chumteav Mao, SHV
9:00-17:00	Exhibition	Pouy Chumteav Mao, SHV
9:00-10:00	- Media Briefing of Cambodian Tourism Situation by 4K Provinces - Presentation on Special Package Tour	Pouy Chumteav Mao, SHV
10:00-12:00	Mini Stage Concert and sponsorship products activities	Pouy Chumteav Mao, SHV
12:00-13:30	Cooking Competition, Food Testing, Lunch	Pouy Chumteav Mao, SHV
13:30-16:30	Entertainment activities	Pouy Chumteav Mao, SHV
18:00-22:00	- Mini Stage Concert - Beach Lantern	Pouy Chumteav Mao, SHV
Day 4 : Tuesday 08th November 2022		
8:00-21:00	Delegates Registration	Pouy Chumteav Mao, SHV
9:00-17:00	Exhibition	Pouy Chumteav Mao, SHV
9:00-10:00	- Media Briefing of Cambodian Tourism Situation by 4K Provinces - Presentation on Special Package Tour	Pouy Chumteav Mao, SHV
10:00-12:00	Mini Stage Concert and sponsorship products activities	Pouy Chumteav Mao, SHV
12:00-13:30	Cooking Competition, Food Testing, Lunch	Pouy Chumteav Mao, SHV
13:30-16:00	Entertainment Activities	Pouy Chumteav Mao, SHV
16:00-17:30	Mini Stage Concert	Pouy Chumteav Mao, SHV
18:00-22:00	Beach Lantern, Illuminated Floats, Moon Salutation (Ork Om Bok)	Pouy Chumteav Mao, SHV
Day 5 : Wednesday 09th November 2022		
8:00-21:00	Delegates Registration	Pouy Chumteav Mao, SHV
9:00-17:00	Exhibition	Pouy Chumteav Mao, SHV
10:00-12:00	Mini Stage Concert and Sponsorship products activities	Pouy Chumteav Mao, SHV
12:00-13:30	Cooking Competition, Food Testing, Lunch	Pouy Chumteav Mao, SHV
13:30-16:00	Entertainment activities	Pouy Chumteav Mao, SHV
16:00-18:00	Cam Biz Fair Media Briefing Award Ceremony	Pouy Chumteav Mao, SHV
18:00-20:00	- Farewell Dinner Reception and cultural performance (by invitation) - Closing ceremony of the CAMBODIA **BIZ FAIR 2022**	TBC
18:00-20:00	- Mini Stage Concert	
20:00-22:00	Music Entertainment, Live Concert	Pouy Chumteav Mao, SHV



CAMBODIA BIZ FAIR 2022

IMCT CO.,LTD | CAMBODIA BIZ FAIR

05TH-09TH NOVEMBER, 2022 Pouy Chamtav Mao, Sihanoukville, Kingdom of Cambodia

CAMBODIA'S FIRST MULTI-SECTOR BUSINESS FAIR

Biz Fair 2022 builds on the results-oriented success of its predecessors, held between 2014 and 2019. It expands, however, beyond tourism to encompass other vital and interconnected economic growth drivers. This reflects rising demand for new and better products and services by consumers, more advanced technology from producers, enhanced economic integration in ASEAN and beyond, as well as the increasing sophistication of consumers in Cambodia and the region.

Our in-depth discussions with national and international business associations, policymakers, ambassadors and their economic attaches, along with consumer surveys, convinced us to expand beyond tourism. Pent-up demand for in-person business networking encouraged us to move swiftly.

This is why we have divided the beach side venue into separate but interconnected sections for five key sectors; gastronomy, beverage, tourism, machinery and ICT, and niche items.

The results of this innovative approach are already generating enthusiasm. Thai vendors alone, have booked 300 booths, marking the first time they will display their products and services en masse in Cambodia.

One hundred booths have been booked by Vietnamese entrepreneurs, another 100 by Cambodian entrepreneurs, while vendors from other ASEAN member states and beyond have taken the rest.

A STUNNING SETTING

The fair venue, situated on the recently developed 14-kilometer Poy Chumteav Mao Beach, was selected to showcase the emergence of what is becoming Cambodia's most treasured destination for recreation, leisure, sporting events and, in the future, concerts.

OPPORTUNE TIMING

The event coincides with Cambodia's annual Water Festival, which draws close to one million visitors to Sihanoukville, the majority of whom are expected to visit Poy Chumteav Mao Beach. This will allow entrepreneurs to gauge the expectations and needs of Cambodia's expanding and youthful middle class.

ACCELERATING COOPERATIVE GROWTH

"Biz Fair 2022 will not only highlight the remarkable evolution of Cambodia's economy, it will also showcase ASEAN's growth into a globally dynamic and forward-looking region – one that harnesses cooperation to achieve sustainable development for its more than 650 million citizens."

Dr. Thuorn Sinan,
President Cambodia Chapter of the Pacific Asia Travel Association, CEO B2B Cambodia Travel

Ministers, policymakers, business leaders, media and diplomats from Asean and beyond will arrive in full force for the 5-day fair in Sihanoukville – the fastest growing town in the Gulf of Thailand.

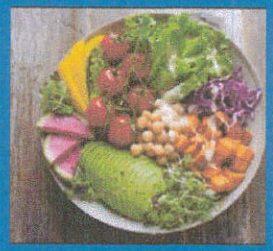
-Delegations from national and international business associations will be eagerly searching for new partners, products and consumers in the gastronomy, beverage, machinery, tourism and niche item sectors. At the same time, they will be taking the pulse of one of the world's fastest growing economies located in the heart of ASEAN's increasingly robust business environment.

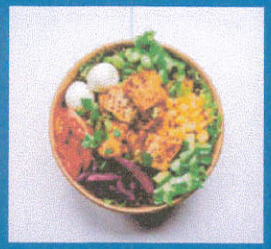
CAMBODIA | IMCT CO.,LTD | CAMBODIA BIZ FAIR | ADVANCE Media Inc | B2B | PATA

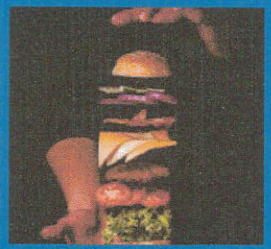
BIZ FAIR 2022'S MULTI-SECTOR COMPONENTS

GASTRONOMY: Consumers in ASEAN are demonstrating an increasing desire for new culinary dishes and products, while cuisines from several member states are now globally popular as well as integral to tourism, as tourists are now accustomed to expanded as well as specialized menus. This component of BIZ Fair 2022 will provide international and regional brands with the opportunity to recruit and expand distributors in Cambodia and ASEAN, enter new markets, learn how to brand their products in culturally effective ways, raise the profile of brands already available and expand market databases.

Biz Fair 2022 will also allow brands and distributors to gain more insight into regional and global trends that will help them identify new opportunities and refine their efforts to capitalize on them.



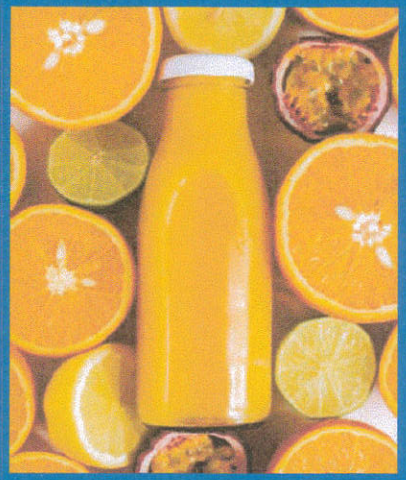




Beverages: ASEAN and Cambodia in particular are among the highest growth markets for beverages globally, according to the World Economic Forum, which forecasts this growth to accelerate. International brands seeking to enter ASEAN markets, expand distribution or add new brands to their portfolios will be linked to wholesalers and vendors from throughout the region who will provide one of the largest selections of beverages with the potential for regional appeal.

Local producers of ingredients used to make beverages will have the opportunity to supply both new and existing brands. Moreover, national and regional distributors will brief international brands on emerging trends among diverse demographics.





CAMBODIA BIZ FAIR 2022

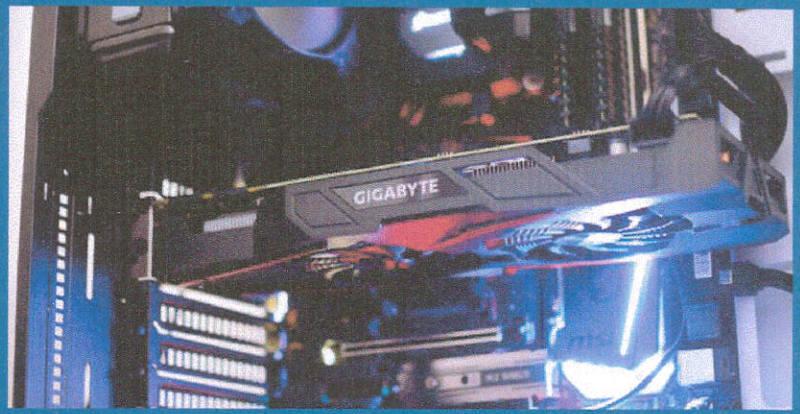
IMCT CO., LTD

CAMBODIA BIZ FAIR

05TH-09TH NOVEMBER, 2022

MACHINERY and ICT: Cutting-edge machinery and ICT is becoming increasingly vital in Cambodia and other Asean nations for commodity producers, wholesalers and mid-sized manufacturers, including packaging companies and food processors. Intensifying competition, opportunities for rapid growth and demand for environmentally sensitive production and hygienic products are also having a transformative effect.

The fair will provide regional and global suppliers with an opportunity to seize market opportunities and pinpoint sectors for priority marketing. Vendors from throughout the region will be able to compare and discuss the successful use of new machinery and ICT products and the resulting competitive advantages.



Niche items: Extensive market research shows that ASEAN's expanding middle class is interested in both brands and value for personal, health and household products. This is resulting in a surge of new brands from local entrepreneurs seeking regional and global expansion.

At the same time, distributors are expanding their product portfolios to enter new market segments, while manufacturers are expanding production in frontier and middle income economies to take advantage of future growth and an abundance of raw materials and enthusiastic workers. BIZ 2022 will provide opportunities for investment in the entire supply chain, from production to sales of niche items ranging from health supplements, cosmetics, personal care and hygiene products, and household furnishing.







Transforming Tourism: Rising incomes throughout ASEAN, a youthful demographic, visa-free access and increasing cultural exchanges as well as cooperation in business, education, sport and environmental protection can be harnessed to transform regional travel as well as present ASEAN as a single destination globally. Biz Fair 2022 will enhance connections between travel professionals within ASEAN to deepen cooperation and increase our shared competitiveness globally.

Networking events and individual meetings can be arranged in advance. Visitors will also have the opportunity to learn about new products and services in the region's most developed tourism markets, including Thailand and Vietnam, as well as identify opportunities to enter less developed markets and discover trends in domestic tourism throughout ASEAN.







CELEBRATIONS, COMPETITIONS AND FOCUSED NETWORKING EVENTS

DISCOUNTS AND PROMOTIONS

Vendors will be offering their own individual promotions and discounts to consumers throughout the event as they compete for the Top Ten list, which will comprise the 10 vendors who generate the highest sales, expanded networks and partners, and new client lists during the five-day fair.

A TASTE OF THE FUTURE

To celebrate the revival and diversity of Cambodian cuisine a competition will be held focusing on regional cuisine. Each of the kingdom's 25 provinces will present five regional dishes and two desserts. Winners from three provinces will be selected and their cuisine promoted nationally and throughout the region.

INTERNATIONAL FLAVOR

All hotel and restaurant vendors will participate in a separate competition, with each serving one special dish and one dessert. Judges will select the top dishes and desserts from five countries.

COFFEE AND COCKTAILS

Competitions will also be held to select the top coffee brews and the most exciting cocktails, with the winners – as in the other competitions – announced and promoted through national and international media.

REVIVING TOURISM

Sixty-five buyers representing agencies will gather for a one-and-a-half days of business to business meetings. Consumers will also be offered creative tour packages and promotions during the entire fair.

COASTAL FOCUS

Cambodia's K4 Zone, comprising the coastal provinces of Koh Kong, Kampong Som (also known as Preah Sihanouk), Kampot and Kep, will receive extensive promotion. Special attention will also be placed on jump starting travel in CVTEC (the Cambodia-Vietnam-Thailand Economic Corridor). CVTEC which encourages tourists from the three countries to travel along their respective coastlines; including Chonburi, Rayong, Chanthaburi and Trat provinces in Thailand, Cambodia's K4 Zone and Kien Giang province and Can Tho city in Vietnam.

OPENING CEREMONY: PROMOTING COOPERATIVE TOURISM



H.E. DR. THONG KHON, MINISTER of Tourism will preside over the opening ceremony.

The Ministry of Tourism is among the most important ministries in Cambodia, with dedicated departments in each of the kingdom's 25 provinces and municipalities. It has been led by **H.E. Dr. Thong Khon** since 2007, during which the number of international arrivals to the Kingdom increased more than threefold and domestic tourism surged by more than 1,000 percent.

The minister reports directly to **Prime Minister Hun Sen** and is regarded as one of the most dynamic and innovative members of the cabinet. Minister Khon's presence at the opening ceremony underscores the importance the ministry regards Biz Fair.
Key officials from the ministry will be attending the event to meet with vendors and other participants.

CLOSING CEREMONY: FOCUSING ON ENVIRONMENTAL PROTECTION



H.E. SAY SAM AL, MINISTER OF ENVIRONMENT will preside over the closing ceremony.

The Ministry of Environment has become a key player in Cambodia's development as the country moves towards a development model that stresses environmental protection and sustainability. **Minister Say Sam Al** is a leader in sustainable development both for the public and private sectors.

Massive public investments in major tourist destinations like Sihanoukville and Siem Reap are transforming the towns into environmentally sustainable destinations. The minister's attendance and remarks will highlight the rising importance of environmental protection in Cambodia. Key officials from the ministry will attend the Fair to discuss projects with investors, visit vendors and encourage the use of cutting-edge technology that reduces harmful environmental impacts.















MEDIA OUTREACH: MASS COVERAGE IN CAMBODIA, TARGETED AUDIENCES INTERNATIONALLY

Major television channels, radio stations and newspapers (print and digital) in Cambodia will provide coverage of BIZ 2022 before, during and after the event, including interviews with vendors and investors. Regional media will also attend, particularly from Thailand and Vietnam – the two countries who will have the most vendors at the fair.

Regional social media influencers will also blog from the event, while newsworthy press releases will be distributed by a New York City-based PR agency to ensure BIZ 2022 achieves global news coverage.

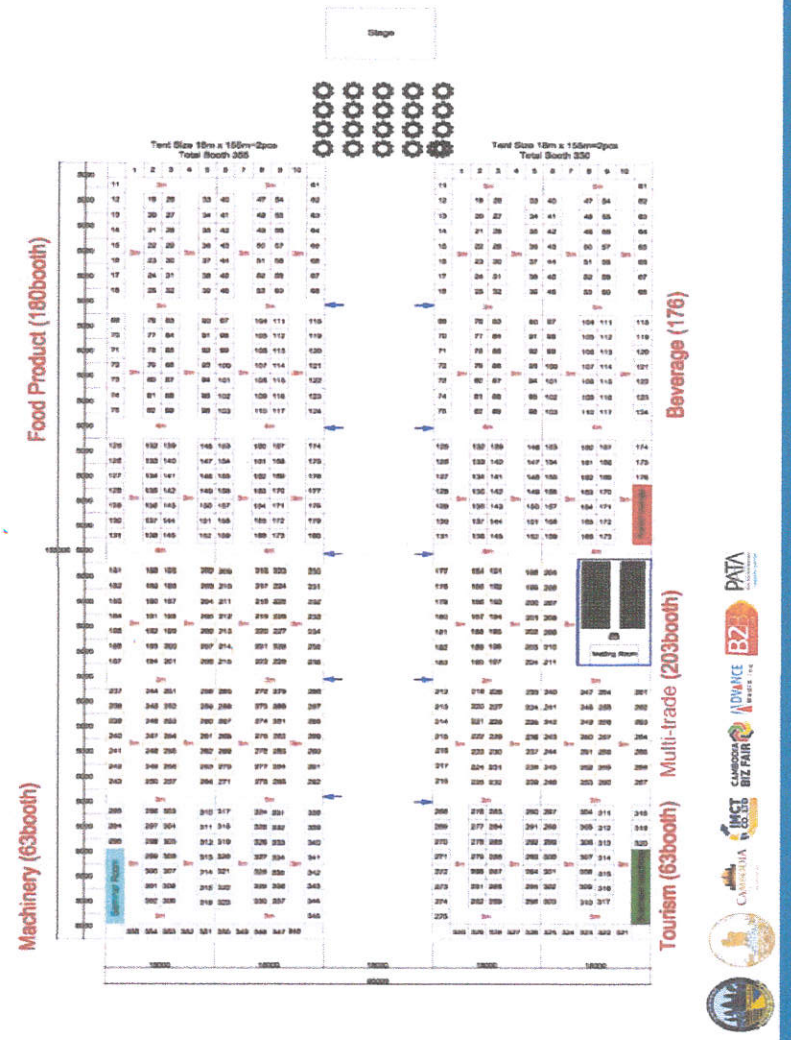
Press conferences will be broadcast live and a dedicated YouTube channel will be used to upload videos of vendors, distributors, investors and visitors.

The goal of media coverage is to reach the widest audience possible within Cambodia, as well as targeting the most relevant audiences regionally and internationally.





Tent Size 18m x 155m=4pcs
Total Booth =665 booth





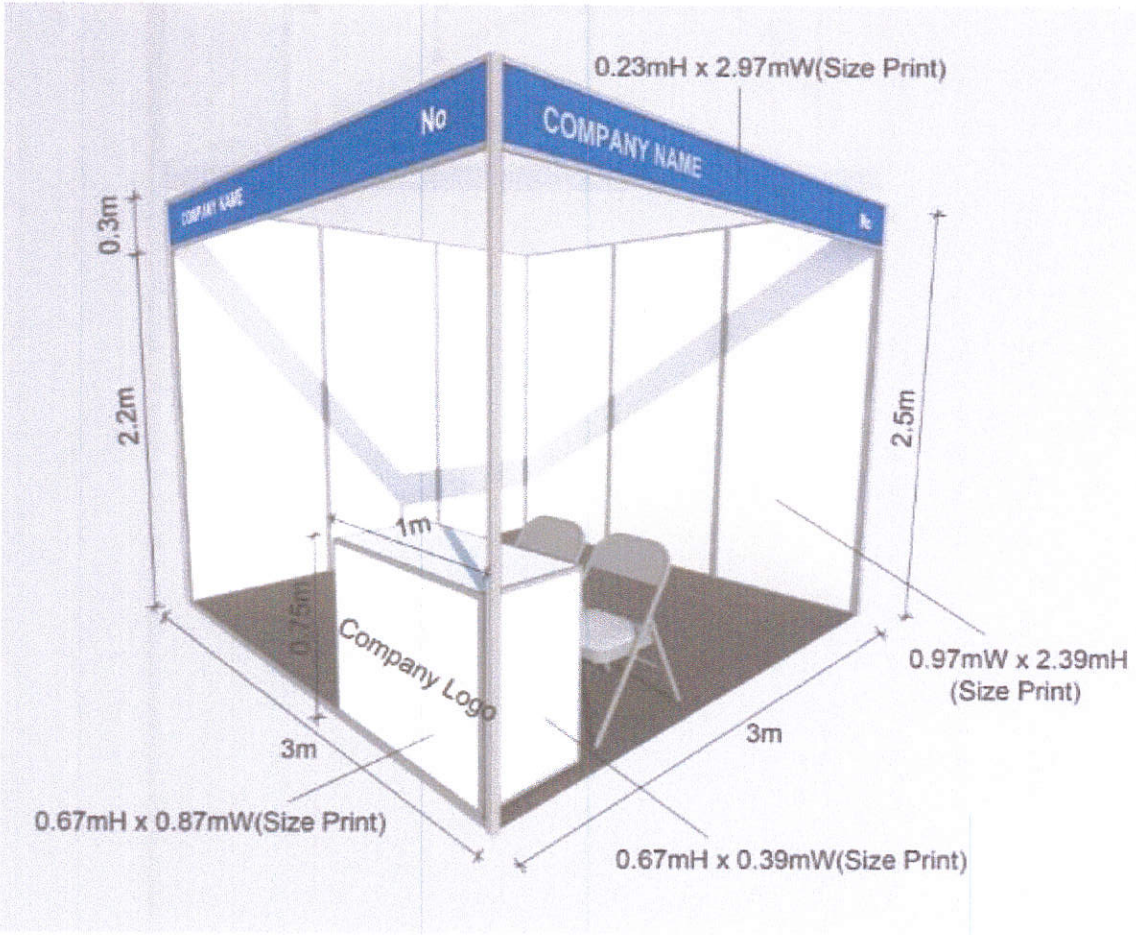







CAMBODIA BIZ FAIR
ADVANCE Media Inc
B2B
PATA

Standard Booth



The above prices are the inclusion

1. Standard Booth 3m X 3m = total 9sqm
2. Electricity and Water usage
3. Security Services 24 hours
4. Name Tag and Booth Facial
5. Cleaning Services
6. Social Media Interview
7. Possible Media Interviews
8. Lighting , 2 chairs 1 table , red carpet

Price 950$/Booth (5 Days)

