

**STATEMENT BY  
H.E MR. KHIEU KANHARITH, MINISTER OF INFORMATION  
THE KINGDOM OF CAMBODIA  
AT THE 10<sup>TH</sup> CONFERENCE  
OF ASEAN MINISTERS RESPONSIBLE FOR INFORMATION  
AND  
1<sup>ST</sup> CONFERENCE OF ASEAN PLUS THREE MINISTERS RESPONSIBLE  
FOR INFORMATION  
02-07 November 2009, Vientiane , Lao PDR**

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*Excellency Mounkeo ORABOUN, Chairman of the 10<sup>th</sup> Conference of AMRI*

*Excellencies ASEAN Ministers Responsible for Information,*

*Excellency Deputy Secretary-General of ASEAN,*

*Distinguished delegates,*

*Ladies and Gentlemen*

On behalf of the Royal Government of the Kingdom of Cambodia, the delegation of Ministry of Information of Cambodia and on my own behalf, I would like to extend my sincere thanks to Lao People's Democratic Republic for the excellent arrangement of the 10<sup>th</sup> Conference of ASEAN Ministers Responsible for Information and the first Conference of ASEAN Plus three Ministers Responsible for Information, and for the very warm welcome and hospitality accorded to the Cambodian delegation during our stay in Vientiane, the wonderful capital city of Vientiane, Lao PDR.

I also would like to express my sincere appreciation to the works well done during the last few days by the Senior Officials Meeting of ASEAN Responsible for information with tireless assistances, supports and efforts made by the ASEAN Secretariat's representatives and the staff of national secretariat.

In this auspicious occasion, may I wholeheartedly congratulate Your Excellency Mounkeo ORABOUN, Chairman of the 10<sup>th</sup> Conference of AMRI for the successful launch of the 10<sup>th</sup> Conference of ASEAN Ministers Responsible for Information and the first Conference of ASEAN Plus three Ministers Responsible for Information.

*Your Excellencies,  
Ladies and Gentlemen,*

The theme "Enhancing Media Cooperation in ASEAN Community Building" is the timely endeavors for the ASEAN Ministers Responsible for Information to tackle their challenges in raising ASEAN awareness among their peoples and to contribute significantly in speeding up the process of building ASEAN community through the medias. In consideration of the theme, I am confident that AMRI would be able to empower the ASEAN people of their rights to take part actively in the causes of national and regional economic developments, durable peace, stability, security and prosperity.

With the entry into force of the ASEAN Charter, AMRI is given more challenge tasks to work within the ASEAN Socio-cultural Community and cross sectors among the ASEAN communities in an efforts to promote ASEAN awareness of its identity as clearly defined in the ASEAN Socio-cultural Community Blueprint.

In this connection, the Ministry of Information of Cambodia is making itself ready to coordinate and assist all ASEAN sectoral bodies to publicize their activities inside and outside the country. In order to achieve the above goals, a set of plan of actions will be established with strong commitment, constant motivation, and close coordination undertaken by the Ministry's officials and media institutions in Cambodia.

The Ministry of Information of Cambodia will use all powers it can to strengthen the existing ASEAN awareness programmes which includes the ASEAN Television News, ASEAN in Action, ASEAN quiz and ASEAN Seminar series for more effective performance, and to encourage the national and local broadcasters to allocate more airtimes with appropriate timeslots for the purpose of ASEAN matters basically on ASEAN relevant news, educational programmes and entertainments.

Priority is also given to private broadcasters to be involved with the ASEAN awareness programmes. At the end of this year, a private television channel namely "Southeast Asia Television" will make an official launch in Cambodia with its basic objective to promote ASEAN identity worldwide. This is an opportunity for the

Ministry of Information of Cambodia to coordinate its efforts with the television channel in order to introduce reliable ASEAN programmes in the most effective ways for the benefits of the Cambodians and the people throughout the region.

*Your Excellencies,*

*Ladies and Gentlemen,*

As far as publication is concerned, the Ministry's magazine "Kambuja" is also on its way to take part in the ASEAN awareness programmes. Currently, it covers news and editorials on ASEAN affairs. However in the near future, this monthly magazine will be designed in its pages the ASEAN latest news, ASEAN Overview, ASEAN charter, ASEAN political, security, economic and socio-cultural documents and as well as educations and sports events. Copies of the colorful magazine will be also increased to meet demands in public institutions and make it available at schools and markets.

The work of the ASEAN awareness promotion is also being done through the interpersonal mechanisms. Seminars, workshops and training courses on ASEAN have been conducted frequently for media officers, reporters and journalists from both government and private media. In order to reach more people, the officials of ASEAN office of Ministry of Information have cooperated with other seminars, workshops and training courses run by the Ministry of Information, regardless of any topics, to insert the ASEAN overview presentation in their programmes. This is the latest endeavor made by our Ministry's officials to promote ASEAN awareness through interpersonal contacts. This activity is encouraged to continue with my strong support.

Finally, I would like to extend best wishes to Your Excellencies Chairman, vice-chairman, ASEAN Ministers Responsible for Information, ASEAN Deputy Secretary-General and all delegates the best of health and the success of the 10<sup>th</sup> AMRI conference's theme " Enhancing Media Cooperation in ASEAN Community Building".

Thanks for you kind attention !!!