



BELTEI INTERNATIONAL UNIVERSITY

MEMORANDUM OF UNDERSTANDING (MOU)

Between the Kingdom of Cambodia
and the Kingdom of Saudi Arabia



20
25

Lecturer: pang mengeang

Subject: effective personal communication skills for public relations

Years 4: SEMESTER 1



សាកលវិទ្យាល័យប៊ែលទីអន្តរជាតិ

BELTEI INTERNATIONAL UNIVERSITY

Future of Global Leader

FACULTY OF EDUCATION, ARTS AND HUMANITIES

Lecturer: PANG MENGEANG

Subject: effective personal communication skills for public relations

Years 4: SEMESTER 1

**Topic: MOU Between the Kingdom of Cambodia and the Kingdom of
Saudi Arabia**

Group Member:

KHORN MUNYRACHANA

SIN DALAEN

HOEUNG CHHINHORNG

Table of Contents

Introduction	1
1. Objective	2
2. Areas of Cooperation	2
2.1. Training and Capacity Development	2
2.2. Exchange of Knowledge and Expertise	3
2.3. Research, Studies, and Publications	3
2.4. Youth Engagement and Education	3
2.5. Media Cooperation and Public Awareness	3
2.6. Digital Transformation and Innovation	4
2.7. Evaluation and Quality Assurance	4
3. Implementation Mechanism	4
4. Financial Arrangements	5
5. Revision, Amendment, and Modification	5
6. Entry into Effect, Duration, and Termination	5
7. Language and Originals	6
8. Final Provisions	6
9. Signatures	6

Introduction

This Memorandum of Understanding (MoU) is made between the Ministry of Commerce of the Kingdom of Cambodia and the Ministry of Commerce of the Kingdom of Saudi Arabia, hereinafter collectively referred to as “the Parties.” Both nations, recognizing their longstanding diplomatic relations and shared commitment to strengthening bilateral cooperation, have agreed to formalize their collaboration in the area of effective personal communication skills for public relations.

In recent years, Cambodia and Saudi Arabia have placed increasing emphasis on not only expanding trade and investment ties, but also on building institutional capacity to ensure effective engagement with domestic and international stakeholders. Public relations and communication are vital instruments for fostering mutual trust, enhancing transparency, and projecting a positive image of both nations on the global stage. The Parties therefore consider it timely and necessary to establish a framework that will guide cooperation in the development and exchange of knowledge, skills, and best practices in this area.

Through this MoU, the Parties express their intention to collaborate in strengthening personal communication competencies among government officials, business representatives, and communication professionals. This collaboration will not only support the professional development of individuals but will also contribute to improved organizational effectiveness, stronger bilateral relations, and the promotion of cultural understanding between Cambodia and Saudi Arabia.

The Parties affirm that this MoU is based on mutual respect, equality, and a shared vision for advancing cooperation in ways that reflect the evolving needs of both societies. In line with these principles, the Parties have agreed to set forth the following objectives, areas of cooperation, and provisions that will guide their partnership.

1. Objective

The primary objective of this Memorandum of Understanding is to establish a comprehensive and sustainable framework for cooperation between Cambodia and Saudi Arabia in the field of personal communication skills and public relations.

The Parties aim to:

- Enhance the communication capacity of government institutions, private organizations, and civil society actors.
- Support professional development in communication-related roles, including public information officers, media spokespersons, and PR managers.
- Foster a culture of openness, dialogue, and mutual respect in communication between institutions and the public.
- Encourage the exchange of experiences, knowledge, and innovations in communication practices.
- Promote joint initiatives that highlight the value of communication in governance, trade, diplomacy, and cultural relations.

This MoU serves as a foundation for long-term collaboration and the creation of impactful communication strategies that benefit both nations.

2. Areas of Cooperation

The Parties agree to cooperate in the following areas, which may be expanded upon by mutual consent:

2.1. Training and Capacity Development

- Jointly develop and implement training programs on personal communication, public speaking, media relations, crisis communication, and strategic PR planning.
- Create a certification program for communication professionals in public institutions.
- Organize annual communication academies and summer schools for students, young professionals, and government officials.
- Provide scholarships and exchange opportunities for communication studies in both countries.

2.2. Exchange of Knowledge and Expertise

- Facilitate the exchange of trainers, lecturers, consultants, and communication practitioners between Cambodia and Saudi Arabia.
- Share successful communication campaigns and case studies from each country.
- Create an online knowledge-sharing platform to host toolkits, guidelines, and e-learning materials on communication.
- Host webinars and virtual workshops on emerging communication trends, including AI, digital storytelling, and behavioral insights.

2.3. Research, Studies, and Publications

- Support joint research projects on topics such as audience analysis, media behavior, and communication ethics.
- Co-author publications and manuals on effective personal communication for public institutions.
- Translate key documents into Khmer, Arabic, and English to ensure accessibility.
- Encourage universities and think tanks from both countries to collaborate on communication studies.

2.4. Youth Engagement and Education

- Develop programs for university students to learn and practice communication skills in real-world settings.
- Establish a “Youth Communication Leaders” program to mentor young talent in PR and public affairs.
- Organize speech competitions, debate clubs, and public speaking contests to encourage communication excellence among youth.
- Promote internships and volunteer programs in communication departments of government agencies.

2.5. Media Cooperation and Public Awareness

- Collaborate with media organizations to highlight positive stories of bilateral cooperation.

- Develop joint public awareness campaigns on topics of mutual interest, such as health, education, trade, and tourism.
- Share expertise in managing press conferences, media briefings, and interviews.
- Support the development of ethical journalism and media literacy in both countries.

2.6. Digital Transformation and Innovation

- Explore the use of digital tools, mobile apps, and AI-based platforms to enhance communication with the public.
- Promote e-Government communication strategies that simplify and personalize public service delivery.
- Develop digital PR toolkits, social media guidelines, and online feedback mechanisms.
- Encourage innovation in communication, such as interactive websites, chatbots, and multimedia storytelling.

2.7. Evaluation and Quality Assurance

- Establish joint indicators to assess the effectiveness of communication programs.
- Conduct annual evaluations and publish progress reports on the implementation of this MoU.
- Use feedback from citizens and stakeholders to improve communication strategies.
- Encourage peer review and professional development among communication practitioners.

3. Implementation Mechanism

- Each Party shall designate a National Focal Point responsible for the coordination and monitoring of activities under this MoU.
- A Joint Coordination Committee shall be established, consisting of representatives from relevant ministries, universities, media organizations, and civil society.
- The Committee shall meet at least once a year, alternately in Phnom Penh and Riyadh, to review progress, identify challenges, and propose new initiatives.

- Working groups may be created for specific thematic areas such as training, youth engagement, media cooperation, or digital innovation.
- Annual work plans and budgets may be jointly developed to ensure effective implementation of agreed activities.

4. Financial Arrangements

- Each Party shall bear its own costs related to the implementation of this MoU, unless otherwise agreed.
- Jointly organized events may be funded through shared contributions, external donors, or sponsorships.
- The Parties may explore opportunities for financial support from international organizations, development partners, or private sector sponsors.
- Scholarships, training fees, and travel expenses shall be managed according to mutually agreed terms for each specific program.

5. Revision, Amendment, and Modification

- This MoU may be revised, amended, or modified at any time by mutual written consent of the Parties.
- Any revision or amendment shall be documented in writing and form an integral part of this MoU.
- The Parties may also agree to expand the scope of cooperation based on evolving priorities and mutual interests.

6. Entry into Effect, Duration, and Termination

- This MoU shall enter into effect on the date of its signature by both Parties.
- It shall remain valid for a period of **five (5) years**, unless extended by mutual agreement.
- Either Party may terminate this MoU by giving the other Party a written notice at least **ninety (90) days** in advance.
- Termination shall not affect ongoing activities unless both Parties agree otherwise.

- The Parties shall make all reasonable efforts to complete ongoing projects in an orderly and cooperative manner.

7. Language and Originals

- This MoU is executed in three languages: Khmer, Arabic, and English. All texts are equally authentic.
- In case of divergence in interpretation, the English text shall prevail.
- Each Party shall retain one original signed copy of the MoU.

8. Final Provisions

- This MoU reflects the shared commitment of Cambodia and Saudi Arabia to promote communication excellence as a foundation for stronger bilateral relations.
- The Parties express their determination to work together in a spirit of friendship, cooperation, and mutual benefit.
- This MoU does not create legal obligations under international law but serves as a basis for practical cooperation.

9. Signatures

For the Kingdom of Cambodia

H.E. Mrs. CHAM Nimul
Minister of Commerce

For the Kingdom of Saudi Arabia

H.E. Dr. Majid bin Abdullah Al-Kassabi
Minister of Commerce and Chairman of the General Authority for Foreign Trade

Signed on this 6th day of February 2025, in Riyadh, Saudi Arabia





BELTEI INTERNATIONAL UNIVERSITY



Scan here for read online



MOU Between the Kingdom of Cambodia and
the Kingdom of Saudi Arabia