

MEMORANDUM OF UNDERSTANDING

Between

University of Battambang, Cambodia

And

Asian Network for Public Opinion Research

Preamble

This Memorandum of Understanding, hereafter "MoU", is entered into by and between the University of Battambang, hereafter "UBB" and Asian Network for Public Opinion Research, hereafter "ANPOR". UBB and ANPOR are referred to collectively, as "Parties" or individually as "Party".

1. Purpose

The Parties recognize the benefits to be derived from increased collaboration, cooperation and interaction for the further promotion and understanding of public opinion research.

2. Scope

This MoU sets forth the intentions of the Parties for increased collaboration, cooperation and interaction and does not create any legally binding commitments. If the Parties later agree to undertake specific joint projects with legally binding obligations, they will develop separate written agreements for such projects, setting out each Party's contributions, deliverables, and budgets.

The Parties intend to:

- 2.1 Promote in each country or region in Asia the right to conduct and publish scientific research or practical analysis on what the citizens at large and organized or unorganized groups think and how this thinking is influenced by various factors or influences decisions and opinions.

2.2 Promote the knowledge and application of scientific methods in this objective.

2.3 Assist and promote the development and publication of public opinion research in Asia.

2.4 Promote worldwide the publication of public opinion research on Asia.

2.5 Promote international cooperation and exchange among academic, commercial, or political researchers, journalists, and political actors, as well as between the representatives of the different scientific disciplines.

2.6 Engage in any kind of activity directly or indirectly supporting the above mentioned activities.

3. Costs

Each Party will be responsible for its own costs in connection with all matters relating to collaborations under this MoU, unless both Parties agreed explicitly otherwise. Where possible and appropriate, the Parties may also seek funding for collaborations from other external sources.

4. Duration

This MoU shall be effective for a period of three (3) years from the date of final signature. It may be modified or extended by mutual written agreement by the Parties. This MoU may be terminated by either party upon six (6) months advance written notice.

The Parties to this Memorandum of Understanding hereby confirm their agreement to its terms by the following signatures:

Signed for and behalf of ANPOR



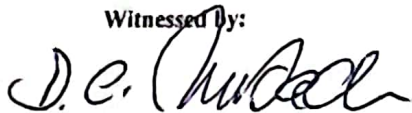
Professor Dr. Jantima Kheokao
President of ANPOR
20th June 2016

Signed for and behalf of UBB



H.E. Sieng Emtotim
Rector of UBB
20th June 2016

Witnessed by:



Professor Dr. Dr.h.c. Dieter C. Umbach
Member of ANPOR Advisory Board
20th June 2016

Witnessed by:



Mr. Bin Chhom
(Vice Rector)
20th June 2016



Dr. Tassanee Krirkgulthorn
Member of ANPOR Advisory Board
20th June 2016



Mr. Sang Chhayath
(Dean of Faculty of Science & Technology)
20th June 2016