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Phnom Penh, February 28, 2025

Esteemed Members

the Asia-Pacific Institute for Broadcasting Development (AIBD)

Ref. **Asia Media Summit 2025 Siem Reap, Kingdom of Cambodia.**

Dear Esteemed Members of AIBD,

Greetings from the Ministry of Information, Kingdom of Cambodia.

It is our great honour and privilege to host the **20th Asia Media Summit (AMS 2025)**, which will take place in **Siem Reap from 21-24 July 2025**. With immense warmth and enthusiasm, we would like to extend a heartfelt invitation to all distinguished delegates to join us for this prestigious gathering.

The **Asia Media Summit** remains a premier international platform, uniting **broadcasters, media practitioners, industry leaders, academics, researchers, experts, and policymakers** from across the globe. It serves as a vital forum for dialogue on the evolving media landscape and the latest technological advancements shaping the industry.

Hosting this significant event is a profound honour for the **Kingdom of Cambodia**. We are confident that delegates will not only gain valuable insights from the discussions and knowledge-sharing sessions but will also experience the rich cultural and historical heritage of **Siem Reap—home to the UNESCO World Heritage sites of Angkor Wat, Bayon Temple, and Ta Prohm**. Beyond the Summit's deliberations, attendees will have the opportunity to explore Cambodia's timeless treasures and vibrant traditions.

The theme for **AMS 2025, “Celebrating Two Decades of Excellence & Beyond,”** reflects the remarkable progress of the Asia-Pacific broadcasting industry, particularly in embracing new technologies and innovations. This milestone event offers a platform to honour past achievements while charting a course for a dynamic and sustainable future in media.

We eagerly look forward to welcoming you to our Kingdom for an enriching and memorable Summit. **Som Sva-koum Doy Rikreay!**

Please accept the assurance of my highest consideration.

Sincerely Yours, 



Neth Pheaktra
Minister for Information

cc: Ministry of Foreign Affairs and International Cooperation