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Royal Group CEO: 'A business that cares a lot about our community'

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Royal Group CEO Kith Meng (right) and Mao Chamman (second right) are regular donors to the Cambodian Red Cross, of which Prime Minister Hun Sen's wife Bun Rany is the president. Photo supplied

The Royal Group's philanthropic philosophy has touched lives in all segments of Cambodian society.

The group's people-oriented corporate social responsibility (CSR) initiatives continue seeking to improve the quality of life in underprivileged communities, reskilling workers and addressing education to health issues, as well as assisting the Kingdom during disasters.

"It is very important to live by the principles of our organisation and to demonstrate what we stand for, especially in critical times. We are a business that cares a lot about our community," said Royal Group chairman and CEO Kith Meng.

The home-grown conglomerate has spent millions of dollars on its diverse range of CSR programmes, which are now entrenched as a comprehensive business strategy – ready to assist Prime Minister Hun Sen's programmes for social good during challenging times.

The Royal Group's CSR efforts this year are very much focused on Covid-19-related activities.

Kith Meng and his wife Mao Chamman recently donated \$3 million to fight the recent outbreak – termed the February 20 Community Event.



Ezecom, a subsidiary of the Royal Group, carries out a CSR project. Photo supplied

Prior to that, they contributed \$3 million to assist the government in procuring a vaccine against the corona-virus threat.

Their financial contributions to tackle the pandemic started early last year when they donated \$500,000 when the first incident was reported in Cambodia.

The group's Cambodian Broadcasting Service (CBS) has also used its position as a leading broadcaster to play a key role in providing reliable information to the public about Covid-19 health risks since its outbreak early last year.

This shared value of giving back to society is deeply ingrained within the Royal Group and its subsidiaries.

Wing (Cambodia) Specialized Bank, which is part of the Royal Group, has contributed \$100,000 to tuk-tuk drivers who lost income during the Covid-19 outbreak.

Wing has also been actively involved in various charitable activities, such as the Kantha Bopha Foundation and Smile Cambodia – an NGO that provides free surgery for children suffering from facial deformities.



Wing hands over a donation to the Angkor Hospital for Children. Photo supplied

The couple are regular donors to the Cambodian Red Cross, and on every World Red Cross and Red Crescent Day – which is celebrated on May 8 – they donate \$500,000 to the largest humanitarian organisation in the Kingdom.

Kith Meng and Mao Chamman's charity works have also touched the Kantha Bopha Hospital, where they are patrons.

In 2018, they donated 1,372 square metres of land valued at \$8 million to the Cambodia Kantha Bopha Foundation, which was established by Hun Sen.

Their humanitarian assistance also reached victims of last October's severe flooding, when they donated \$200,000, while mobile network operator Cellcard, another company under the Royal Group, offered free mobile services to flood victims, medical professionals and rescue teams involved in natural disaster relief operations.



Relief efforts after severe flooding last year. Photo supplied

To support and improve the lives of people, especially underprivileged children, the Royal Group's Infinity Insurance – the largest Cambodian-owned insurer – has partnered with Sustainable Cambodia, the Komar Pikar Foundation and Riverkids.

In such ways, and with Covid-19 further highlighting the need to "give back", the Royal Group's recent endeavours demonstrate its continued commitment to lead the way with its wide-range CSR projects in support of the government's vision for a progressive and innovative nation.

MOST VIEWED



Cata: Reopen tourism quickly to put Cambodia on the map

The speed of the government's Covid-19 vaccination campaign will provide significant opportunities for Cambodia to welcome back fully-vaccinated international visitors, as the Kingdom gears up to host the ASEAN Tourism Forum (ATF) on January 16-22, Cambodia Association of Travel Agents (Cata) president Chhay Sivlin



Hunt on for 'Phnom Penh Noodle' owner

The Cambodian embassy's trade consul in the US is searching for the owner of products that used the iconic image of Angkor Wat temple on packages of the noodles branded "Nam Vang Noodle" and sold in the US. The search came after the embassy received



SOPs steer 'new normal' tourism

The Ministry of Tourism has introduced a set of minimum standard operating procedures (SOP) for four major classes of tourism businesses (SOP) is geared towards the "new normal" of the industry. These SOPs are tailored to support businesses in their daily activities and enable them



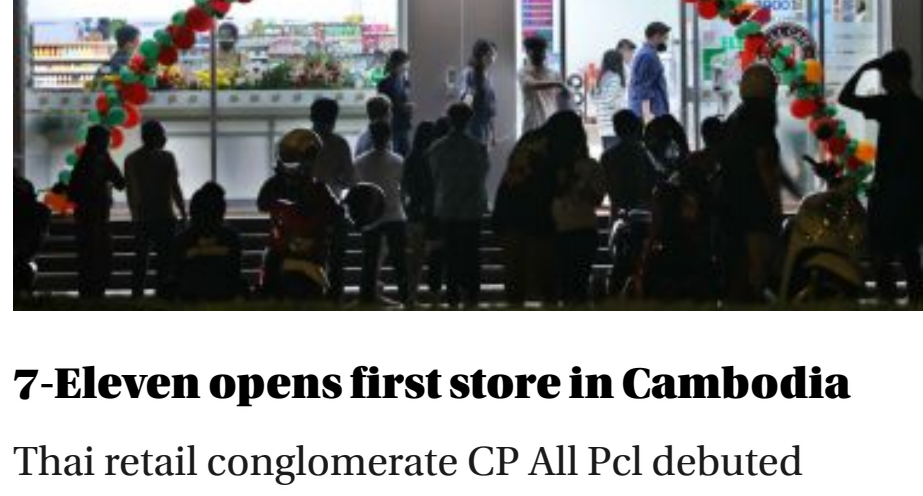
Sleepless in sin city - Will half-sized, outlawed online gambling sector persist below the surface in Cambodia?

Chinese authorities are coming down hard on online gambling. Similar events are starting to happen in Cambodia, raising questions as to how all of this will end. It is 1:30pm, Sotheary (not her real name) is sitting on the wooden floor of her house, facing



33 Cambodians repatriated from China, Thailand

The Cambodian Consulate General in China's Chongqing municipality, in cooperation with Chinese authorities, rescued 12 Cambodian women who had been trafficked there. According to Ministry of Foreign Affairs and International Cooperation spokesman Koy Kuong, the 12 women will be repatriated to Cambodia on September 2 at 3:30 PM



7-Eleven opens first store in Cambodia

Thai retail conglomerate CP All Pcl debuted Cambodia's first 7-Eleven convenience store in up-and-coming Prek Leap commune of northeastern Phnom Penh's Chroy Changvar district on August 30, as part of the company's plans to expand across ASEAN. The first outlet of the US-based