

December 16<sup>th</sup>, 2024

AEON MALL (Cambodia) Co., Ltd  
AEON MALL Mean Chey

## **“Education, Diversity, Empowerment”**

### **AEON MALL (Cambodia) Co., Ltd Signs Second Memorandum of Understanding with the Royal University of Fine Arts (RUFA)**

AEON MALL (Cambodia) Co., Ltd (hereinafter referred to as “our Company”) and AEON MALL Mean Chey (hereinafter referred to as the “MALL”) are pleased to announce the signing of a second Memorandum of Understanding (MoU) with the Royal University of Fine Arts (RUFA) as part of our ongoing “**Education, Diversity, Empowerment**” initiative. The signing ceremony was held on December 15<sup>th</sup>, 2024, at AEON Mall Mean Chey.

This renewed partnership builds on a shared commitment to foster a deeper appreciation of Khmer cultural arts among audiences of all ages. Under the terms of this MoU, the mall will host monthly showcases of traditional Khmercultural performance, theater, and arts by talented students from Royal University of Fine Arts. By bringing these artistic expressions into a modern retail environment, and provides a unique space where tradition and contemporary community life come together.

This collaboration also underscores MALL’s “Edutainment” concept, which combines education and entertainment to deliver meaningful cultural experiences. By integrating these performances and exhibitions within the Mall, our company seeks to create an accessible platform for Khmer arts, enriching visitors’ lives while supporting the preservation of Cambodia’s heritage.

Our Company is honored to lead this initiative in promoting and celebrating Cambodian arts, ensuring that this invaluable heritage is kept alive and appreciated by people of all backgrounds and generations. We are committed to creating new opportunities for community engagement, economic growth, and cultural education as part of our mission to “**Fill everyday life in Cambodia with new possibilities.**”

Thank you



### [Overviews of the memorandum]

- ✓ Name : Education Diversity Empowerments
- ✓ Location : AEON MALL Mean Chey
- ✓ MOU Date : 15<sup>th</sup> December 2024
- ✓ Types of performance: Khmer Traditional Performances
- ✓ Performances schedule: One to two times per month

#### ✘ About the Royal University of Fine Arts (RUFA)

The Royal University of Fine Arts is a national university with the task of training and researching in the field of arts and culture with quality, competence, clear skills, ethics and entrepreneurship based on the national policy on the cultural sector of the Ministry of Culture and Fine Arts and the policy on higher education vision 2030. Of the Ministry of Education, Youth and Sports.

## SUSTAINABLE DEVELOPMENT GOALS

Our company is actively working company-wide toward the 17 global goals "SDGs" that should be worked on by 2030. The development goals to which this initiative applies are as shown in the figure on the right.



[For more information]

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