

## Country Introduction



Cambodia, the “Kingdom of Wonder,” is renowned for its breathtaking ancient temples, including the iconic Angkor Wat and Koh Ker, lush landscapes, and rich cultural heritage. Angkor Wat stands as a world wonder and a heritage of humanity, while Cambodia’s performing arts—Apsara Dance, Lhkoan Sbek Thom (Khmer Shadow Theater), Lhkoan Khol, Teanh Prot (Tugging Rituals and Games), and Chapei Dang Veng (The Long-Necked Khmer Lute)—are recognized as intangible cultural heritage. With abundant tourism resources, Cambodia has been honored as Asia’s Leading Cultural Destination 2024 by the World Travel Awards, marking its fourth win.

Beyond its cultural treasures, Cambodia has undergone a remarkable economic transformation. With GDP growth consistently surpassing 7% per year, the nation thrives on its abundant agricultural resources, favorable natural conditions, and a young, competitive workforce. Strategically located in the Greater Mekong Subregion, Cambodia is a key player in regional trade, investment, and ASEAN partnerships.

The country is home to world-renowned agricultural products, including premium rice, cashews, Kampot pepper, and silk. Its business-friendly policies, investment incentives, and trade agreements foster a dynamic environment for investors and entrepreneurs.

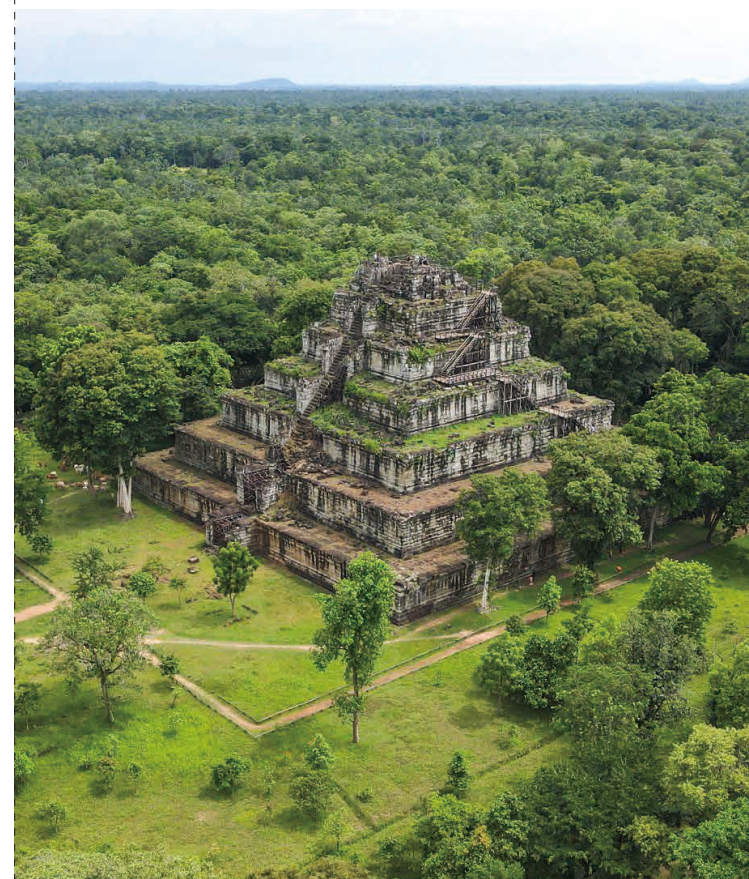
At EXPO 2025 OSAKA, KANSAI, JAPAN, Cambodia welcomes the world to explore its vast potential, showcasing trade, investment, and cultural heritage while strengthening global economic and diplomatic ties.



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# CAMBODIA PAVILION



**Cambodia: A Thriving Trade Hub with a Rich Cultural  
Heritage. Discover Business and Investment  
Opportunities, High-Quality Products, and  
Sustainable Development Initiatives at EXPO 2025  
OSAKA, KANSAI, JAPAN**

Exhibition Concept

Cambodia’s participation at EXPO 2025 OSAKA, KANSAI, JAPAN, is led by the Ministry of Commerce, showcasing the country’s economic potential, trade opportunities, and cultural heritage.

The Cambodia Pavilion is inspired by Koh Ker Temple, reflecting Cambodia’s deep historical roots and innovative spirit. Visitors will experience a dynamic showcase of Cambodia’s top tier export products, investment projects, and cultural performances, highlighting key sectors such as agriculture, textiles, processed foods, and quality handicrafts.

The Ministry of Commerce will host a Cambodia National Day presenting our rich cultural performance on the 5th of July 2025. Also, business networking events, product showcases, and business matchmaking sessions will be organized with the aim of connecting Cambodian exporters with international buyers and investors. This platform will also emphasize Cambodia’s commitment to sustainability, digital trade, and economic transformation, reinforcing its role as a global trade partner.

Join us at the Cambodia Pavilion to explore the future of Cambodian trade, investment, and cultural innovation!



Cambodia’s Economic Growth & Trade Potential

Cambodia has emerged as one of Southeast Asia’s fastest-growing economies, driven by its strong trade policies, investment-friendly environment, and expanding industrial sectors. As a member of ASEAN and multiple free trade agreements, Cambodia offers vast opportunities for exporters, investors, and business partnerships.

The country’s key industries include agriculture (premium rice, cashews, and pepper), textiles, handicrafts, and processed foods, gaining international recognition for their quality and sustainability. The Ministry of Commerce actively supports trade expansion through policy reforms, export promotion programs, and trade facilitation initiatives.

Beyond trade, Cambodia presents lucrative investment opportunities in tourism, infrastructure, logistics, and digital transformation, reinforcing its position as a gateway to regional and global markets.



Cambodia’s Participation at EXPO 2025

At EXPO 2025 OSAKA, KANSAI, JAPAN, Cambodia will proudly present its vision for economic growth, cultural heritage, and sustainable trade. The Cambodia Pavilion, inspired by Koh Ker Temple, will reflect the nation’s architectural brilliance and forward-looking development.

Visitors will explore key exhibits showcasing Cambodia’s trade potential, investment projects, and unique cultural assets. The pavilion will serve as a platform for business networking, product showcases, and interactive trade discussions, connecting Cambodian exporters with international buyers, investors, and stakeholders.

In addition to business opportunities, the Cambodia Pavilion will feature live cultural performances, traditional art displays, and immersive experiences, offering a glimpse into Cambodia’s rich history and dynamic future.



Cambodia’s Cultural Heritage & Tourism

Cambodia’s rich cultural heritage is a testament to its thousand-year-old civilization, architectural wonders, and deep-rooted traditions. The country is home to the legendary Angkor Wat and Koh Ker Temple, symbolizing Cambodia’s artistic and spiritual legacy.

Beyond its iconic landmarks, Cambodia is known for its vibrant cultural traditions, including the graceful Apsara dance, intricate silk weaving, and world-renowned Khmer cuisine. These traditions continue to be preserved and promoted through sustainable tourism initiatives, ensuring visitors experience both the past and present Cambodian culture.

With a growing focus on eco-tourism and heritage conservation, Cambodia invites travelers to explore its breathtaking landscapes, historic sites, and authentic cultural experiences, all while supporting responsible and sustainable tourism development.



Cambodia’s Agricultural Products – A Legacy of Quality and Sustainability

- Cambodia’s Agricultural Products**
- A Legacy of Quality and Sustainability**
- Cambodia’s agricultural sector plays a crucial role in the nation’s economy, providing livelihoods for millions and contributing to global food markets. With its fertile soil, favorable climate, and commitment to traditional and modern farming methods, Cambodia produces a wide range of high-quality agricultural products that are gaining recognition worldwide.
- Cambodian Rice – The Jewel of Agriculture**
- Rice is the backbone of Cambodia’s agriculture, with the country being one of the world’s top exporters of premium rice. The Phka Romduol variety, known for its fragrant aroma, soft texture, and exceptional taste, has been awarded the title of "World’s Best Rice" multiple times. Cambodian rice is cultivated using sustainable methods, ensuring both high quality and environmental responsibility.
- Kampot Pepper – The King of Spices**
- Grown in the coastal provinces of Kampot and Kep, Kampot Pepper is globally recognized for its bold aroma, rich flavors, and organic cultivation. Available in black, white, and red varieties, it is favored by top chefs and gourmet food enthusiasts worldwide. Its Geographical Indication (GI) certification guarantees authenticity and premium quality.
- Kampong Speu Palm Sugar – Nature’s Sweet Delight**
- Harvested from the Palmyra Palm, Kampong Speu Palm Sugar offers a natural caramel flavor with subtle hints of smoky vanilla. Produced through traditional techniques without chemical additives, it is a healthier alternative to refined sugar and supports sustainable farming practices.
- Kampot-Kep Salt – Cambodia’s Mineral-Rich Treasure**
- Hand-harvested from Cambodia’s coastal salt fields, Kampot-Kep Salt is naturally processed, preserving its mineral content. Kampot-Kep Salt, collected delicately from salt evaporation ponds, is highly prized for its fine texture and refined taste, making it a gourmet essential.
- Cashew Nuts – A Rising Star in Global Markets**
- Cambodia is emerging as one of the leading producers of cashew nuts, known for their rich taste and high nutritional value. With increasing demand, Cambodia’s cashew industry is expanding, offering a sustainable alternative to traditional main crops.

