



**For immediate release:**  
15 November 2019

## **NagaWorld Kind Hearts contributes to the development of youths and sports**

**Phnom Penh, Cambodia, 15 November 2019** – NagaWorld Kind Hearts, the corporate social responsibility (CSR) arm of NagaWorld, in collaboration with the Union of Youth Federations of Cambodia (UYFC) contributed \$2 million for sponsorship of various youth development programmes focussing on “Empowering Youths and Developing Sports in Kampong Speu”. His Excellency Hun Many, Member of the National Assembly representing Kampong Speu Constituency and UYFC President, received the sponsorship on behalf of the UYFC from NagaWorld Managing Director Mr. Pern Chen during a cheque presentation ceremony held at NagaCity Walk recently, attended by UYFC officials and Kampong Speu administrative board members.

The youth development programmes aim to nurture talent and provide more opportunities for the new generation of Cambodians to achieve their future goals and passion in sports and other sectors. NagaWorld Kind Hearts is confident that the sponsorship will continue to benefit Cambodian youths in the same way as their numerous CSR projects implemented in Kampong Speu province over the years through support of His Excellency Hun Many. These include the 2-year Football Development Programme, which provides training in professional coaching to secondary and high school sports teachers, and sponsorship of sports equipment and infrastructure.

NagaWorld Managing Director Mr Pern Chen said, “The population of Cambodia is very young – 70% of the population is under the age of 35. We believe it is important to invest in Cambodia’s young generation, as it is an investment in the future of the Kingdom. Youth empowerment focusses on creating greater community change by providing better access to resources and opportunities to improve the quality of their lives and the lives of their families. We hope the sponsorship of these programmes will enable youths in Kampong Speu to become productive members of society and pay it forward by giving back to their families and communities.”

The UYFC has been playing a vital role in promoting youths to become a strong pillars of society and the nation by collaborating with relevant partners to create a platform whereby youths can develop their capabilities including vocational and life skills training and internships, as well as providing job opportunities across the country. By partnering with NagaWorld, youths will have better opportunities to develop their skills and launch careers in the hospitality industry and other sectors. The success of these initiatives will lead to an expansion of the scope of cooperation, which will bring about development for all.

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In conjunction with the sponsorship, NagaWorld Kind Hearts also encourages Cambodian youths to enroll in the newly-launched Executive Trainee Programme (ETP) to discover tremendous employment opportunities and skills development in the hospitality industry at NagaWorld. A CSR initiative of NagaWorld Kind Hearts, the ETP is dedicated to nurturing young talents to develop their fullest potential by gaining valuable work experience on cross-functional job rotations with the multi-award winning, world class Integrated Resort. A comprehensive ETP benefits package includes attractive allowances up to \$300 per month, unlimited daily meals, all-year-round training opportunities and accommodation on request. Interested candidates can attend the daily walk-in interviews at Naga Academy (#14 Street 252), either from 11am to 9pm on Mondays to Fridays or 9am to 5pm on Saturdays and Sundays.

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### **About NagaWorld Kind Hearts**

Since its establishment in 1995, NagaWorld has embraced kindness of heart, contributing positively to the socioeconomic growth and development of Cambodia. NagaWorld Kind Hearts was formed in March 2014 by employees with NagaWorld's full support to promote volunteerism towards Corporate Social Responsibility programmes focussing on 4 key pillars: Education Enhancement, Community Engagement, Sports Development and Environmental Care. At present, over 204,000 Cambodians have benefitted through these programmes.

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