



AIA (Cambodia) Life Insurance Plc

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Media Release

AIA Cambodia's Children's Day Tournament looks to promote an active lifestyle from young and provide Cambodians with Healthier, Longer, Better Lives

Phnom Penh, 10 June 2023 – AIA (Cambodia) Life Insurance Plc (“AIA Cambodia”) today commemorated Children’s Day and highlighted the key role sports play in safeguarding overall health and wellness with the launch of the AIA Children’s Day Tournament.

The football competition is a collaboration by the leading life insurer with Boeung Ket FC and the Union of Youth Federations of Cambodia Phnom Penh (UYFCPP). It aims to achieve collective goals that include introducing football to more Cambodians, nurturing future champions, creating solidarity and enabling youth to showcase their sporting talents.

Contested as a one-day event at the T-Soccer field here, the tournament features approximately 500 international and public-school students from Phnom Penh competing in Under-15, U-13 and U-11 categories.

The AIA Children’s Day Tournament is the first of a trio of football competitions organized by AIA Cambodia, Boeung Ket and UYFCPP after signing a partnership in February that saw the insurer named the title sponsor of all three. The other two, to be contested soon, comprise the 14-week AIA High School League and the AIA Corporate Cup for corporations.

These tournaments follow AIA Cambodia’s sponsorship renewal this month of the AIA-ISF Youth League for another three years. The insurer has worked with the Indochina Starfish Foundation (ISF) since 2017 to enable more than 7,000 underprivileged children remain healthy and open doors to a brighter future. Their partnership has also resulted in the ongoing AIA-Spurs Healthier Kids Football Training program with AIA’s global principal partner, English Premier League club Tottenham Hotspur.

Other recent activities by AIA Cambodia to solidify their reputation as a principal advocate of wellness and a champion of sports include working with the Insurance Regulator of Cambodia to provide football equipment to Heng Samrin Tbong Khmom University. The insurer has in the past presented 100 schools nationwide with necessities such as goalposts and footballs.

The AIA Children’s Day Tournament was attended by Boeung Ket FC president Mrs. Puth Thyda, UYFCPP vice president H.E. Khut Chandara, AIA Cambodia Chief Financial Officer Mr. Samreth Muny and AIA management, Life Planners and staff, among others.

Mr. Andrew Loh, AIA Cambodia CEO, said: “We are honored to introduce the inaugural AIA Children’s Day Tournament and help Cambodians live healthier, longer and better lives from an early age. We thank Boeung Ket FC and UYFCPP for working with us to ensure children have another avenue to compete, show off their abilities and develop socially alongside their peers.”

“This tournament prioritizes Children’s Day objectives of upholding child welfare and safety. We aspire to meet these goals while educating our young on how an active lifestyle, teamwork, inclusion and other beneficial attributes can give them a head-start in life.”

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“Participating in sports is also one way youngsters can begin their journey towards ‘Better & Beyond’, where they continuously set new milestones and become shining examples of adults who make use of optimal mental and physical health to better themselves.”

For details on AIA Cambodia’s health-based marketing initiatives, please email kh.marketing@aia.com. For information on AIA Cambodia’s comprehensive life, critical illness, accident solutions, and medical coverage, contact AIA Client Care at 086 999 242, visit aia.com.kh or browse www.facebook.com/AIACambodia.

About AIA Cambodia

AIA (Cambodia) Life Insurance Plc (“AIA Cambodia”) is a member of AIA Group Limited, the largest independent publicly listed pan-Asian life insurance group with branches and subsidiaries in 18 markets.

AIA Cambodia is guided by our purpose to help Cambodians live Healthier, Longer, Better Lives. Since commencing business in 2017, we’ve become the first life and health insurer to provide coverage on 26 critical illnesses. As among the Kingdom’s premier insurers, AIA Cambodia today offers market-leading life and health solutions for all walks of life ranging from tailor-made crucial coverage plans that include critical illnesses, accidents, medical insurance and overseas emergency assistance.

We focus on building an inclusive society that benefits from a healthy lifestyle, achieving this via community-first initiatives that include partnering the Ministry of Women’s Affairs to further empower gender equality and women’s rights and raising breast cancer awareness through our annual Fit for Hope campaign.

AIA Cambodia also uplifts thousands of underprivileged children by sponsoring the AIA-ISF Youth League – Cambodia’s largest grassroots football league. We collaborate with AIA’s global principal partner, English Premier League club Tottenham Hotspur, to ensure these children receive the education they deserve.

AIA Cambodia is the only Cambodian life insurer awarded HR Asia’s “Best Companies to Work for in Asia” for three consecutive years, from 2020 to 2022. Headquartered in Phnom Penh, the company currently has branches in Siem Reap, Kampot, Kampong Cham and Battambang.

More information at www.aia.com.kh

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