



AIA (Cambodia) Life Insurance Plc
12th Floor, Exchange Square,
Street 106 – 61, Sangkat Wat Phnom,
Khan Daun Penh,
Phnom Penh, Kingdom of Cambodia
AIA.COM.KH

Media Release

AIA Cambodia and Ministry of Women’s Affairs partner to empower women physically, mentally and financially

Phnom Penh, 08 April 2022 - The Ministry of Women’s Affairs (MoWA) and AIA (Cambodia) Life Insurance Plc (“AIA Cambodia”) today signed a Memorandum of Understanding (MoU) to officially enter into a partnership between the government and private sector to further empower gender equality and women's rights in the health sector through the Promote Health and Financial Wellbeing for Cambodian Women project.

The project also aims to fight non-communicable diseases, which affect the health and livelihoods of individuals worldwide and in Cambodia, especially women and girls.

The five-year project, with the theme **“Healthier Women, Stronger Kingdom”** will benefit women and families in Kampong Cham, Battambang, Siem Reap and Kampot and indirectly reach out to thousands more across the Kingdom. Initiatives include on-ground and online forums, training sessions, workshops, the distribution of educational materials and other relevant activities.

The Ministry of Women's Affairs and AIA Cambodia will work closely with relevant Ministries, including the Ministry of Health and local authorities to increase women's and families' knowledge of reproductive health, breast cancer, basic nutrition and financial literacy.

Today’s MoU builds on AIA Cambodia’s continuous efforts to uplift Cambodian women. The insurer’s ផ្អែកលើខ្លួន (The Best of Me) talk show on Facebook and radio, which has parallel objectives with the MoWA partnership, features expert advice to help and inspire women. AIA Cambodia’s annual Fit for Hope breast cancer awareness campaign, launched in 2017, empowers women to learn about the disease and how early detection makes it easier to treat, offers a higher chance of recovery and saves lives.

The MoWA partnership aligns with the AIA Group’s AIA One Billion initiative, which looks to help 1,000,000,000 people in Asia live healthier, longer and better lives. Launched on 22 February, it underscores AIA’s commitment to engage, educate and inspire everyone in Asia to improve physical, mental and environmental wellness while championing financial inclusion.

In announcing the partnership, Mr. Andrew Loh, AIA Cambodia Chief Executive Officer said: “We are thankful and honored to partner the Ministry of Women’s Affairs on this initiative. This collaboration aligns with our purpose to help Cambodians live healthier, longer, better lives, and ensures women are informed about a healthy lifestyle as well as physical, mental and financial wellness to become the ‘Best of Me’ in living a fulfilling life.”

H.E. Dr. Ing Kantha Phavi, Minister of the Ministry of Women’s Affairs said: “This project is in line with and supports relevant Government policies of promoting gender equality and empowering women and families. We hope to develop best practice models on a national



AIA (Cambodia) Life Insurance Plc
12th Floor, Exchange Square,
Street 106 – 61, Sangkat Wat Phnom,
Khan Daun Penh,
Phnom Penh, Kingdom of Cambodia
AIA.COM.KH

Media Release

scale to reduce barriers for women and communities accessing health services and scale up awareness.”

To learn more about the Promote Health and Financial Wellbeing for Cambodian Women project or how AIA’s life insurance solutions benefit you, please contact AIA Client Care at 086 999 242 or visit aia.com.kh.