Khmer Culture & Religion
Customs and Traditions

Prime Minister's Message...
Political and Macro - Economic

Khmer Culture
Food, Wedding & Personality

Foods & Health
Health Benefits of Brown Rice

Common Diseases During the "Rainy Season"

The Slumdog Socialite

Cambodia to Pump Oil in 2010
Living the Experience!
Legends...history...romance...embrace them in Siem Reap, home of the magnificent Angkor Wat temples. Just over 20 minutes from the UNESCO World Heritage Site, the five-star Angkor Palace Resort & Spa evokes the lush serenity of a secluded retreat. Experience fine Khmer artistry in the 259 spacious rooms, suites and villas. Savour the hallmark Royal Khmer cuisine. Chill out by the swimming pool or work out at the tennis courts and the gym, practise your swing at the 16-bay driving range. After a day of temple touring, get pampered at Kainnora Spa with its choice of traditional Khmer and modern therapies. You will be totally charmed.
Luxurious silk apparel

Trendy, youthful designs, custom fit and ready to take home in 24 hours

You’ll be treated like royalty by our attentive English speaking staff.

Desilk Boutique is located in convenient, safe and easy to find Achamean St. opposite the Central Market in Siem Reap city. It is only a five minute walk from Hotel de La Paix on Sivatha Road.

Ask about our special offer for foreign visitors and NGO staff and volunteers.

International and local orders are welcome. FREE hotel pick-up and gift delivery. Call us today on 063.761.198 or 011.775.168, email : sales@desilk.com
Dear Readers,

Welcome to our third quarterly online edition of Cambodia Insight Magazine.

Unlike print, cyberspace is not limited to a set number of pages. Fortunately, Evans Marketing, which is the publisher of Cambodia Insight, has been in the forefront of developing digital media since the public internet emerged in the early 1990’s.

A recent professionally conducted and internationally audited Digital Magazine & Newspaper Survey received 30,000 responses from a cross section (2/3 trade-professional and 1/3 consumer) of digital edition readers of 160 publications representing 50 publishers.

The survey message was delivered to 375,000 current digital subscribers and received an 8.8% response rate. The sampling error was < + 0.5% at a 95% confidence level. The survey findings confirmed our optimism that readers prefer electronic sources for many reasons.

Here are some examples of On-Line E-Zine advantages

• Viral marketing through Web 2.0 websites (social community sites)
• Numerous links within the text to other sources as well as a set of related links at other sites.
• Links to related archival articles and/or searchable archives
• In-depth Q & A with source or subject
• E-mail for feedback to the editor or writer
• Chat rooms for readers who are interested in similar topics
• Audio and/or video clips
• Additional photographs or graphics
• Opportunity to pose a question to an expert
• Survey to complete at the end of the article
• Option to arrange for e-mail notification of new issues

A few of the key findings and results: High overall satisfaction, 92% of digital readers are engaged, reading their issue within a week and over 52% read it immediately or the same day. Digital Readers Take Action. Over 91% take one or more actions when reading advertisements or articles. As frequent readers, 61% have read 3 or 4 of the last four digital issues, similar to the rate for an “average” print reader. The “Big 3” reasons for reading digital include: 1. Environmental friendliness 2. Ease of saving 3. Convenience of searching. Surveys across age group, gender and occupation show similar satisfaction and preferences.

My thanks to our knowledgeable Evans Marketing support team and especially, to all of you that have sent in letters of support for Cambodia Insight. Also, my thanks to all that have invested their time to comment on the articles, photographs, graphic design and overall quality. We have been fortunate in receiving many constructive suggestions for the improvement and distribution of Cambodia Insight magazine and believe we have incorporated much of this into our forty page third quarter digital edition of Cambodia Insight.

I look forward to hearing from you and hope you will become a subscriber to and an advertiser in, our Free Cambodia Insight Digital E-Zine. (You may subscribe and download at www.CambodiaInsight.com)

Sincerely,

Charles R. Evans, Publisher Cambodia Insight
Managing Director, Evans Marketing Business Adviser Co., Ltd., Office at Ta Phrom Hotel on Pokambor Ave. Mondul 1, Sangkat Svay Dangkum, Siem Reap-Angkor Kingdom of Cambodia  Charles@CambodiaInsight.com
Tel: +855 (0) 63.969.201 Fax: 63.969.201 H/P: 017.906.721
Kick-off the work week with wet and active weather due to rainy, monsoon season.

PEACE OF MIND IN ANY ENVIRONMENT

STABLE CONNECTIONS ON ADVANCED FIBER OPTIC WITH HIGH BANDWIDTH SPEED.
RELIABLE AND EXPERIENCED CUSTOMER CARE AND TECHNICAL SUPPORT.

CALL US FOR A SPECIAL OFFER

ONLINE IN TOUCH WITH YOUR WORLD

CUSTOMER CARE
023 72 72 72
081 72 72 72

Phnom Penh Head Office
60 Monivong Boulevard, Phnom Penh, Cambodia

Siam Reap Office
#6-9, Mondul 2 Village, Svey Dangkum Commune, Siam Reap

Sihanouk Ville Office
Group 1, Village 4, Songklat 4, Mitlapheap, Sihanouk Ville
Angkor Hospital for Children, in Siem Reap Cambodia, is a pediatric teaching hospital funded by the NGO Friends Without A Border.

http://angkorhospital.org

Acha mean Road, Svay Dangkum Commune
Siem Reap, Cambodia
Tel : (855) 63 963 409
Fax : (855) 63 760 452

Golf Driving Range
Angkor Palace Resort & Spa

Our golf driving range
is open from 6 am until 7 pm.
We have 16 shaded bays
with rental clubs available.

Tel : +855 63. 760. 511  Ext. 1801
Fax : +855 63. 760. 512
www.angkorpalaceresort.com
CONTENTS

06 Prime Minister’s Message...
   Political and Macro - Economic

08 Khmer Religion...
   Khmer Buddhist believe in the four noble truths

10 Khmer Culture
   Food, Wedding & Personality

17 Foods & Health
   Health Benefits of Brown Rice

22 Common diseases during the “Rainy Season”...

26 The Slumdog Socialite

32 Cambodia to Pump Oil in 2010
   Living the Experience!
Cambodia has gone through a rapid transition; starting from scratch after the civil war to the current situation in which the country enjoys peace, political and macro-economic stability and social progress. This favorable environment is a prerequisite for the future growth and prosperity of Cambodia.

Based on this solid foundation, Cambodia has integrated itself into the region and the world and engaged in both bilateral and multilateral cooperation, with special emphasis placed on establishing political, economic, cultural, trade and investment ties.

The Royal Government of Cambodia welcomes public and private partnerships in Cambodia; the government pays great attention to the business environment and promoting private sector competitiveness. The Royal Government considers the private sector to be the engine of growth, with its own role that of strategist and manager of the development, to ensure stability, transparency and predictability.

In this spirit, in 1999 the Royal Government initiated a dialogue mechanism – the Government-Private Sector Forum (G-PSF) – whose role it is to provide a forum for consultation with the private sector on new initiatives of the government, and to provide a mechanism to address issues faced by the private sector in its overall operations.

The Government-Private Sector Forum is held twice a year under my chairmanship and its deliberations are considered akin to an enlarged cabinet meeting. Since its inception, the Forum has been convened 14 times. Through this mechanism, the Royal Government has resolved many business and investment issues and I strongly encourage investors in Cambodia to participate actively in this entire dialogue mechanism.

Cambodia has opened its economy for Foreign Direct Investment (FDI) in all sectors including banking, insurance and telecommunications. Unlike in other countries, investors in Cambodia are allowed to control 100 per cent of the shareholding, without local participation requirement.

We are strongly committed to pursuing our efforts to improve the investment environment in order to make Cambodia an attractive FDI destination within the region. Indeed, the economic development of the country requires the concerted efforts of the government, the business community and development partners. Along with our efforts to provide an enabling environment by focusing on the streamlining of legal and administrative procedures, the reduction of business transaction costs and the fight against corruption, the Royal Government has recently adopted concrete measures and made further efforts aimed at attracting FDI.

The Royal Government has embarked on multiple reform programs including public financial management, governance on land management, public administration, and legal and judiciary procedures. Concerning the latter, the Royal Government has achieved encouraging progress, and numerous trade and investment related laws have been adopted and implemented within the past year.
We recognize that still more needs to be done and we are fully aware that many challenges are ahead of us, but our successful past experience tells us that Cambodia is moving in the right direction. Lessons drawn from our past shortcomings will help us to overcome the obstacles and challenges in our journey towards a better future.

Cambodia offers many investment opportunities in sectors such as agriculture, agro-industries, infrastructure, labor intensive industries, export oriented industries, oil and gas, mining and tourism.

As an agricultural country, Cambodia welcomes investment in infrastructure, technological transfer and technical assistance in order to improve agricultural productivity. To avoid food shortages in the future, technology will play a crucial role as it leads to the improvement of agriculture productivity.

Cambodia is self-sufficient in rice and exports it surplus, but our nationwide fertile land has not been used to its maximum potential yet. With sufficient investment to improve agriculture productivity, Cambodia can become a key rice supplier for the region and the world.

Despite remarkable progress, more attention also needs to be given to the strengthening of partnerships in energy development and tourism development in order to overcome the challenges of the global financial crisis. Cambodia welcomes investment in the energy sector to secure the pace of economic development both within the country and the region.

Cambodia is busy reconstructing and improving its transportation networks, providing clean water supplies, improving electricity supplies, and developing its nationwide telecommunications network.

To promote the tourism sector in the face of the global financial and economic crisis, I have made recommendations in relation to boosting market research and advertising, improving visa procedures and transportation, strengthening the development of human resources, and improving the environment of key tourist locations. We are also striving to develop tourism by organizing more tourism, cultural, sport and religious events such as the Johnnie Walker Cambodian Open - an international golf tournament held annually in Cambodia, Angkor Wat International Half Marathon, and a triathlon. Cambodia is also hosting the Asean Tourism Forum in January of 2011.

Increasing the number of Bangkok to Siem Reap flights; a visa exemption agreement between Cambodia and Thailand; the adoption of a single visa policy; the restoration of the Poipet to Siem Reap road (used by many tourists and freight companies travelling from Thailand to Siem Reap); are all initiatives that will bring about a huge increase in the number and quality of tourists visiting Cambodia over the coming years.

With overland border crossings in mind, I would like to appeal to the officials stationed at all border checkpoints to better facilitate the journeys and transportation of tourists. Obviously, past experience indicates that easing transportation by land is very important to attracting more tourists and trade, especially during a period of crisis. Cambodia welcomes the concept of Asean Connectivity. The completion of physical infrastructure such as road, rail, air and sea linkages within the Asean region which runs through Cambodia, Laos, Vietnam and Myanmar is vital, because the appraisal of this connectivity will bring benefits to all member states of Asean by boosting trade, investment, tourism and regional development. Narrowing the development gap should remain our top priority in order to ensure the complete realization of Asean integration.

Cambodia has developed from ground zero to a country that enjoys peace and security, and an investor friendly outlook. Prosperity still eludes us, but through the strength and determination of the Cambodian people, combined with the assistance of our development partners and sound leadership, Cambodia has risen from the abyss; and the favorable environment we enjoy today is a prerequisite for the future growth and prosperity of this Kingdom.
Most Khmer Buddhist believe in the Four Noble Truths

Most Khmer are Buddhist and believe in the Four Noble Truths. These are:

- All sentient beings suffer. Birth, death, and other separations are inescapably part of life.
- The cause of suffering is desire. Desire is manifested by attachment to life, to security, to others, to being itself, etc.
- The way to end suffering is to cease to desire.
- To way to cease to desire is to follow the Eightfold Path: (1) right belief (2) right intent (3) right speech, 4) right conduct (5) right endeavor or livelihood (6) right effort (7) right mindfulness (8) right meditation.

Following the path leads to cessation of desire and to nirvana or emancipation from rebirth and the endless cycles of suffering. The picture is of the Buddha meditating, protected by Naga.

Worship is at a temple and at altars in individual homes. Worship at temples is usually led by one or more monks, often with the gentle assistance by a lay elder.

As worship includes monks and congregation chanting in Pali or Bali they also burn joss sticks, and pray. Worship may be concluded by the monks eating their food.

Buddhism believes that all bad Karma was created in the past, based upon beginning less greed, hatred and delusion. And born of body, mouth and mind, I now repent and reform. It is the well known Repentance Verse in Buddhism.

In Buddhism, the distinction between what is good and what is bad is simple. It hinges on the intention or motivation from which an action originates.

The deed which is most often associated with greed/attachment, hatred/ill will, delusion/stupidity is evil.

Greed, hatred and delusion are called the Three Poisons or Three Evil Roots, which are the primary source of all evil deeds. It is the Three Poisons that create all bad Karma, unfortunately resulting in all kinds of suffering in accordance with the Principle of Cause and Effect.

In Buddhism, the distinction between what is good and what is bad is simple. It hinges on the intention or motivation from which an action originates.

The Three Poisons are also obstacles to the attainment of good Karma. Thus we have to abandon them by all means.

Greed is the cause of many offences. The five greedy desires are: wealth, sex, fame, eating and sleeping. Greedy desire is endless and therefore can never be satisfied. The lesser the greedy desire, the happier and more satisfied we are. The best prescription to deal with greed is in giving away.

Anger

Hatred to people is another cause of evil deed. We should not lose temper and get angry when we are unhappy. We should be calm and patient.
Buddhists have many festivals throughout the year. These festivals celebrate events in the lives of Buddhas, Bodhisattvas and famous teachers. During these occasions people can also take refuge and precepts, or leave the home life to become monks and nuns.

Buddha Day

For the Buddhist community, the most important event of the year is the celebration of the Birth of the Buddha, his Enlightenment and Nirvana. It falls on the full-moon day in May. On this day, Buddhists take part in the ceremonial bathing of the Buddha. They pour ladles of water scented with flowers over a statue of the baby Siddhartha. This symbolizes purifying one’s thoughts and actions. The temples are elaborately decorated with flowers and banners; the altars are laden with offerings; vegetarian meals are provided for all; and captive animals, such as birds and turtles are set free. This is a very joyous day for everyone.

Ullambana

The observance of Ullambana is based on the story of Maudgalyayana, a disciple of the Buddha. When Maudgalyayana’s mother died, he wanted to know where she was reborn. Using his spiritual powers, he traveled into the hells and found her suffering miserably from hunger. He brought her a bowl of food, but when she tried to swallow it, the food turned into hot coals.

The distressed Maudgalyayana asked the Buddha, “Why is my mother suffering in the hells?”

The Buddha replied, “In her life as a human, she was stingy and greedy. This is her retribution.” He advised, “Make offerings to the Sangha. The merit and virtue from this act will release your mother and others from the hells.”

Delusion

It means the persistent belief in something false and distorted. We have to observe and think in an objective and rational manner, so as to avoid prejudice and misunderstanding. For instance, if we don’t believe in cause and effect, and then commit offence frequently and heavily, we will suffer from the retribution.

Buddhist Festivals

Buddhists have many festivals throughout the year. These festivals celebrate events in the lives of Buddhas, Bodhisattvas and famous teachers. During these occasions people can also take refuge and precepts, or leave the home life to become monks and nuns.

Buddha Day

For the Buddhist community, the most important event of the year is the celebration of the Birth of the Buddha, his Enlightenment and Nirvana. It falls on the full-moon day in May. On this day, Buddhists take part in the ceremonial bathing of the Buddha. They pour ladles of water scented with flowers over a statue of the baby Siddhartha. This symbolizes purifying one’s thoughts and actions. The temples are elaborately decorated with flowers and banners; the altars are laden with offerings; vegetarian meals are provided for all; and captive animals, such as birds and turtles are set free. This is a very joyous day for everyone.

Dharma Day

Asalha Puja, known as ‘Dharma Day’, is celebrated during full-moon in July. This holiday commemorates the first sermon of the Buddha to the five monks in the Deer Park at Benares.

Sangha Day

Sangha Day or Kathina Day is usually held in October. In the Theravada tradition, monks and nuns go on a three-month retreat during the rainy season. After the retreat, the laity offers robes and other necessities to them. This day symbolizes the close relationship between the Sangha and laity.

Ullambana

The observance of Ullambana is based on the story of Maudgalyayana, a disciple of the Buddha. When Maudgalyayana’s mother died, he wanted to know where she was reborn. Using his spiritual powers, he traveled into the hells and found her suffering miserably from hunger. He brought her a bowl of food, but when she tried to swallow it, the food turned into hot coals.

The distressed Maudgalyayana asked the Buddha, “Why is my mother suffering in the hells?”

The Buddha replied, “In her life as a human, she was stingy and greedy. This is her retribution.” He advised, “Make offerings to the Sangha. The merit and virtue from this act will release your mother and others from the hells.”

As a result of Maudgalyana’s offering, his mother and thousands of others were released from their unhappy state. After this, making offerings to release departed relatives and others from the hells became popular in Mahayana countries. Usually, it takes place in September.
Most of Cambodia’s population lives in rural areas as farmers. In the countryside, houses are made of palm leaves and bamboo and are usually built on stilts to protect them from floods that occur annually. A rural village is most often made up of a group of houses that center around a central area.

The husband is the head of the family, he is responsible for providing the family’s shelter and food, while a wife controls her family’s finances. The Khmer wife is also considered the ethical and religious heart of her family. In the countryside, her duties include caring for children, washing clothes, cleaning the house, and growing rice. Clothing is simple and material possessions are hard to come by. Women tend to wear cotton shirts with ankle length skirts. Men and women both wear a krama, a multipurpose cotton garment. Family life in the city is quite similar. The wife may also work outside the home.

In the city clothing is simple, Cambodians usually wear Western style clean nice looking clothes. Cambodian families typically have about five children.
Cambodian Foods

Rice is the most important Cambodian food. Eaten at virtually every meal, also Cambodia is well known in the region for its Prahok, a strong, fermented fish paste used in a variety of traditional dishes. Most Cambodian food is related to the cuisines of neighboring Thailand (without spicy.) And Laos, also Vietnam, are the basis of most Khmer dishes. Fish is almost as important and is eaten fresh, dried or salted. Vegetables are also a vital part of the diet. Cambodians grow onions, peppers, eggplant, tomatoes and potatoes in their gardens. Many homes are also surrounded by coconut and banana trees and other plants. A favorite treat is the durian fruit, horrid-smelling, but delicious in taste. Other fruits include mangoes, papayas, jackfruit and palm fruit.

Cambodian Traditional Practices & Personality

In Cambodia, people are educated to thank you every time someone has done a good thing for them. Cambodians are expected to be honest and polite at all times. Public challenges or disagreements are not common behaviors. Cambodians usually won’t do anything that leads them to feel unsafe. Anger or indignation will upset others, which may be dangerous.

Khmer people are quite easy going. 90% of Cambodians are ethnic Khmers and speak Khmer. The remaining 10 percent include Chinese-Khmers, Khmer Muslims, ethnic hill-tribe people, known as the Khmer Loeu, and Vietnamese. About 10 percent of the population lives in Phnom Penh, the capital, making Cambodia largely a country of rural dwellers, farmers and mostly Khmer artisans.

The ethnic groups that constitute Cambodian society possess a number of economic and demographic commonalities. For example, Chinese merchants lived mainly in urban centers and play middlemen in many economic cycles, but they also preserve differences in their social and cultural institutions. They were concentrated mostly in the central provinces and in southeastern Cambodia.

The major differences among these groups lie in social organization, language, and religion. The majority of the inhabitants of Cambodia are settled in fairly permanent villages near the major bodies of water in the Tonle Sap Basin - Mekong - Lowlands region. The Khmer Loeu live in widely scattered villages that are abandoned when the cultivated land in the vicinity is exhausted. The permanently settled Khmer and Cham villages usually located on or near the banks of a river or other bodies of water. Cham villages usually are made up almost entirely of Cham, but Khmer villages, especially in central and in southeastern of Cambodia, typically include sizable Chinese communities.
A traditional Khmer wedding is one of the most joyous occasions for a Khmer family and typically lasts for three days. It is a grand affair, full of color and festivity, as well as steeped in tradition. Family, friends, and the community come together to share in the celebration. Musicians play throughout the day on traditional instruments, and the couple is dressed like royalty. The bride may change her outfit several times in one day.

Most Khmer men marry between nineteen and twenty-five years of age. Women marry at a younger age. A single young Khmer man commonly asks his parents’ permission and for them to ask for the hand of the girl his loves to marry him. After marriage many young couples will stay the first two years in the home of one of the couple’s parents, until they have one or two children. At that time, the parents will help to take care of the children and the couple will move to their own place.
What is Brown Rice?

Brown rice is also called ‘unpolished rice’ and is brown in color. It is actually how all rice looks before it goes through the process of polishing. Every rice grain has an outer layer of a slightly stiff cover called the ‘hull’ or husk. The husk is always removed from the seed for both white and brown rice. Under this layer is a thin brownish layer called the ‘bran’ layer. This brownish layer on the rice seed clings to the seed and is removed through a polishing process. In the case of brown rice, the brownish bran layer is left intact and only the top stiff cover is removed.

Brown rice is believed to be more nutritious as compared to white rice, as there are many nutrients in the bran that normally get taken off in the polishing process. When you cook brown rice, you need to soak it in water for around 25 minutes to 30 minutes before doing the normal cooking process. If you thought that brown rice would be cheaper than white rice as it is only partially processed, you are wrong. You will find that in most shops and grocery stores, brown rice costs much more than white rice.

The Health Benefits Of Brown Rice?

There are some proven reasons regarding the nutrition claims of brown rice. The news that brown rice brings positive health benefits is fast spreading and people in many countries have started eating brown rice or a combination of white rice and brown rice.

The most important thing about brown rice is that it is rich in fiber which is present in the bran layer of the grains. The health benefits of a high fiber diet are being stressed by medical experts and this alone is a very good reason why you should eat brown rice instead of the regular white rice.

The health benefits of high fiber content foods are numerous: it reduces the possibility of heart diseases, helps avoid abrupt spikes in sugar levels, helps digestion and reduces constipation. Some medical tests have indicated that the health benefits of brown rice could include controlling high blood pressure. Besides high fiber content, brown rice also contains other nutrients like, B vitamins, manganese, selenium and iron. By eating brown rice, you will also get the health benefits that such nutrients give the human body.

Cooking Brown Rice

Most of us are quite used to cooking white rice and the basic concept remains the same when cooking brown rice too. However, when you make brown rice

Continued on page 18
make sure that you allow the rice to soak in the water for around 25 to 30 minutes before turning on the heat. This is because the grains are a bit more tough and stiff. Soaking in water before cooking the brown rice helps to soften the grains. Cooking the brown rice with too much water makes the grains stick together and feel like a paste. On the other hand using too little water to cook brown rice will make the grains too stiff and will also not bring out the full flavor of brown rice.

Many cooks would offer advice on how to cook brown rice, but it is best for you to learn the basics and then do the fine tuning to suit your taste.

When working out the proportion of water to be added to cook brown rice, start out with a 1:2 ratio. This means that you add 2 cups of water to 1 cup of brown rice. Complete the brown rice cooking and check the texture of the rice by eating a few cooked grains (allow it to cool before trying this). This will give you a starting parameter to work with and you can then make subtle changes to the time that the rice is soaked (before cooking) and also the proportion of water and brown rice.

Brown Rice Storing Tips

If you look at the brown rice grains, you will notice the brownish bran layer that clings to the grain. It is this bran layer that can be affected by prolonged storage and give the brown rice a rancid flavor if stored for more than four to five months. The rancid flavor of brown rice when stored for long periods, is due to the natural oils in the bran layer of the rice grains becoming stale. You can increase the shelf life of brown rice by refrigerating the (uncooked) rice. However if you make a direct comparison, white rice has a longer shelf life as compared to brown rice. When you shop for your brown rice, check the manufacturing date on the packet and choose a store that has a high customer turnaround.

Brown Rice and White Rice: A Comparison

Starting off with the external appearance, white rice is white because of the full polish that is given to the rice. Brown rice can be either fully brown or be a lighter shade of brown depending on the extent to which it has been polished or whether it has been polished at all. White rice has the husk and the bran layer removed from the seed whereas, brown rice retains the bran (fully or partially). The husk is of course removed for brown rice as well.

Cooking white rice involves washing the rice and then cooking it; there is no need to soak the rice before cooking. Brown rice on the other hand, should be washed and then soaked in water for around 25 to 30 minutes before being cooked. Soaking is required for brown rice before cooking because, of the bran layer on top of the seed. The soaking process before cooking brown rice is meant to soften the bran layer on the seed.

If you compare the texture of brown rice and white rice after cooking, the brown rice will have a much firmer texture than white rice. It is this nutty kind of flavor that makes people love brown rice once they have tried it. White rice on the other hand gets a little softer when cooked.

Brown rice has an appetizing flavor of its own; on the other hand white rice is often enhanced with other flavors. Some Asian countries have become experts in adding flavor and fragrance to white rice. This is very rarely done in the case of brown rice and the natural flavor of this rice is one of the reasons for its growing popularity.

White Rice

White rice has a longer shelf life as compared to brown rice. Brown rice develops a rancid flavor if stored unrefrigerated for more than 5 to 6 months. This is due to the natural oils in the bran layer becoming stale with time. It is something that you should remember especially if you are used to buying and eating white rice and have made a recent switch to brown rice.

Coming to the economics between brown and white rice, one would expect brown rice to be cheaper than white rice as it is rice that has not been completely polished. However, the truth is that brown rice is more expensive than white rice. The reason is possibly because brown rice ,

Continued on page 20
Cambodia Business

Investment

BUSINESS OPPORTUNITIES

WHEN BUYING OR SELLING A BUSINESS IN CAMBODIA

CONTACT CHARLES EVANS

Tel: +855 (0) 63.969.200  H/P: +855 (0) 17.906.721
T/F: +855 (0) 63.969.201  Charles@CambodiaBusinessInvestment.com
www.CambodiaBusinessInvestment.com
despite its growing popularity, has a total consumption that is much less than white rice. The economies of larger production scale work in favor of white rice as far as pricing is concerned.

Much coverage has been given to the health benefits of brown rice. If you had to compare brown rice and white rice on the basis of nutrition and health benefits, brown rice would surely come out the winner. For the health conscious, brown rice would be the obvious choice as many health benefits of brown rice have been medically proved.

**Suggestions For Eating Brown Rice**

If you have never eaten brown rice before and would like to make a start, a good idea would be to mix one portion of white rice and one portion of brown rice when cooking. Gradually reduce the proportion of white rice and allow the brown rice to be the major portion in your rice consumption. You will soon start liking the full, rich nut like flavor and texture of brown rice. Continue with your brown rice diet and if you ever try white rice again you will immediately feel that it has a bland and starchy flavor that does not impress you. Few people change back to eating white rice after having eaten brown rice for a couple of months.

Make sure that you see the packing date on when you buy brown rice. You should ideally consume the brown rice within 3 to 4 months from the packing date. Refrigerating it in a tightly sealed plastic bag can increase the shelf life to around 5 to 6 months. Storing brown rice beyond this period gives the rice a stale rancid flavor.

You might find that some brown rice seeds are very brown while others look like they have been partly stripped of the bran (brown layer). This is because the polish process may be completely left off (fully brown seeds) or partially done. In cases where the brown rice is partially polished, the seeds could appear to have a lighter shade of brown or even appear a bit patchy with brown and white patches. The cooking time and soaking time for the rice might differ based on the extent to which the rice is polished. A little practice would enable you to work out the right amounts of soaking time and the right quantity of water to be added when cooking your brown rice.

---

**Welcome to the Kingdom of Cambodia**

Hello my name is Vebol. I welcome you to the country of my birth and to the beautiful land that we Khmer people love. I will be happy to be your local driver, guide and assistant while you are in Siem Reap. Your business will be greatly appreciated!

Telephone : (+855) 012.53.93.48 / (+855) 092.19.44.22
E-mail : veboloung@yahoo.com
Website : www.SiemReapTukTukDriver.com  Face Book : Veboloung

I have a lot of experience, I speak very good English. I am friendly, honest, helpful, reliable, and very knowledgeable about local culture. I can provide you with transport in my Tuk Tuk or if you prefer an air-conditioned vehicle. I charge very reasonable rates! My years of experience allow me to provide excellent itineraries. I look forward to making your stay in Siem Reap a most memorable adventure!

---

**Steamed Brown Rice**

Credit: Atchara Priabnan
The Angkor National Museum is the most important museum dedicated to the Angkor civilization in Cambodia and Asia. It is located in Siem Riep City, in the exclusive Charles de Gaulle Avenue, at the north of the National Road.

Its collection, exhibited in eight galleries (the Exclusive Gallery and the other ones identified from A to G), numbers several masterpieces of the Angkor temples and it is the most complete representation of the culture, history and archeology of the Golden Age of Cambodia.

The Charles de Gaulle Avenue is not far from the temples itself (about two kilometers from downtown). The facade keeps the harmony of the Angkorian unique architecture.

Comparable to any modern museum in the world, it has a fast ticketing service system (and it is possible to book online), a Guide Map and Audio Tour Set (personal translation device) with eight languages (Khmer, English, German, Korean, Japanese, French, Chinese and Thai.)

It is a highly recommended place to complete visits to the temples. The combination of modern technologies with its multimedia presentations is ready to introduce the visitor into the magic of the Angkor world.

The Museum is placed in 20 thousand square meters (65,616 sq. feet) surrounded with the Cambodian traditional gardens and the exclusivity of the northern area of Siem Riep City.

The Museum is the product of a joint effort of the Royal Ministry of Culture and Fine Art, the APSARA Authority and the Museum Co., Ltd. on a 30 year concession period. No doubt, it is a world class museum dedicated to the preservation of the Khmer artifacts, collections and restorations of the fascinating Angkor Civilization.

The Angkor National Museum is unique in Cambodia. It has its own style and its full inspiration in the ancient glorious time of the Khmer Empire, just at the doors of the temples.

by A. Rodas
Common diseases during the “rainy season”

Each year during the rainy season you will notice that people are sick more often. With the air cooler and more humid, a virus can cause many people to become sick. Children especially can become sick quite easily during the rainy season.

Diseases that are common in the rainy season:

1. Respiratory system infections.
2. Diseases from mosquitoes; vectors such as Hemorrhagic fever and dengue fever.
3. If there is flooding, you will see foot rot disease.

1. Respiratory system infections are divided into:

- Upper respiratory diseases; influenza, flu, throat infection, middle ear infection and sinusitis.

- Respiratory infections such as pneumonia, bronchitis, sudden obstruction of laryngeal inflammation [Croup] and asthma

Complications of flu and cold are common, especially in young children. There simply is not enough immunity. Rainy season will bring a variety of viruses that cause a cold and are contagious from the air. Symptoms usually include a runny nose, itching eyes, sneezing, fever, headache and loss of appetite. Symptoms are mostly better in five to seven days without complications. If not any better there may be a bacterial infection in the sinuses and more headaches. This may be observed from blowing the nose or coughing to see if the color changes from green to yellow. If coughing persists together with a high fever for more than three days, this is respiratory distress and the person should be brought to meet a Doctor or taken to the hospital to receive proper treatment. In young children, some cases are severe and last longer than normal flu. In a few cases, it can be taken care of at home by:

- Children resting quietly.
- Drinking warm water.
- Fever medication (if any fever).
- Wear warm clothing to ensure against the cold weather.
- Do not shower or wash your hair with the flu, especially if the children are young.
- In young children, it may help to bring the mucous up by using a cotton towel dipped in saline and nose drops. Also, drinking milk before bedtime will help your child sleep better.

**Pneumonia.** Cause: infection from viruses and bacteria, with symptoms that look like flu, but it will cause faster breathing and a high fever. Children could begin to suffocate. Breathing becomes more difficult with the nose swollen. The rib cage can become crushed, lips become green. The sooner the better, the person should be brought to the doctor or hospital.
** Bronchitis and asthma** usually start with fever and a clear cough, and it will become more difficult to breathe. In children under 18 months, the first infections from pneumonia often become asthma if the child is chronically ill.

** Pulmonary or sudden blockage of tumors spread inflammation of the larynx to the large trachea.** In the rainy season some viruses will cause inflammation in the throat (bronchitis), most often in children aged 3 months to 3 years old, beginning with: breathing heavy and loudly and with a fever, cough echo, which can be seen when swelling begins obstructing the trachea. If children have the same symptoms of this disease, they should be brought to the doctor as quickly as possible.

2. Dengue fever.

Caused by the dengue virus from common household mosquitoes (female). This type of mosquito will attack in the day time, especially in the rainy season because there is more water to lay eggs. Dengue fever has a few different types:

** Dengue fever.** Which will have high fever (39-40 degrees) 2-7 days, headache, pain in the abdominal area and around the chest, pain in all the joints and muscles, and there may be red points around the neck, vomiting. Also there may be bleeding under the skin, no catarrh, no cough. This type of dengue fever can be finished in 4-5 days without complications.

** Dengue haemorrhagic fever.** The symptoms are almost the same as the first one, but will bleed more in days 3-7 of the fever. Children will be lethargic, have more vomiting, more stomach aches, than grown-ups. If their blood pressure becomes too low, they could go into shock. So if they are suspected of having Dengue Hemorrhagic Fever, they should be taken for a physical examination and blood test.

To reduce risk from Dengue fever, use insect spray to kill mosquitoes and eliminate all still water retention areas.

3. Encephalitis virus.

This is also caused by mosquitoes and will be accompanied with a high fever, fatigue, nausea, vomiting: headaches within 3-4 days from contact. Fever will begin to cause the following symptoms; neurological spasms, lethargy and may become fatal within 10 days if the correct treatment is not administered. There may also be complications such pneumonia and urinary infections. Vaccination can help prevent Encephalitis virus.
Other health problems experienced during rainy season include “skin diseases”

Skin problems found during the rainy season are usually caused by fungi. Because the characteristics of this group, these bacteria thrive in damp conditions and produce rashes of a fungal variety.

Any exercise or sports person may see a brown band with a small white flake often occurring on the breast skin and their body may itch. This type of fungi is typical of ringworm disease, which is common in children and adolescents who practice poor hygiene. Exercise and sports people are susceptible to an infection called ringworm.

Also some places have water retention for long time and the water may have some pathological (worm) type as Hookworm, which can thread directly into the skin. This could cause anemia, or become infected with leptospirosis disease creating a small lesion on the foot which could lead to serious consequences.

Credit: Atchara Priabnan

Bun Seda Angkor Villa & Restaurant

Room rate: $8 - $35

Contact us today!

+855 (0) 63 - 6363 - 600
+855 (0) 12 - 933 - 080
+855 (0) 92 - 364 - 064
We have it all!

Location - Quality - Value
Friendly, attentive & well trained English speaking staff
All new, comfortable, spacious & clean Hotel standard rooms at guest house prices.

We have a five star chef - manager serving great Asian, Khmer & Western food, wines & draft beer at the lowest prices in town.

Jim’s Place ... A stone’s throw away from Pub Street & the Old Market. On street 9, just off the corner of street 2, behind l Viva Mexican Cafe & The Warehouse.

Free WiFi
Street No.9, Mondul 1
Sankat Svay Daangkum
Siem Reap, Cambodia
Tel: +855 (0) 63 764 005
jimplace2009@hotmail.com
budgetguesthouse@jimplace.net
www.jimplace.net
The Slumdog Socialite: Amy lived for shopping and parties - then meeting a Cambodian girl whose home was a rubbish tip changed both their lives

From showbiz parties to the slums: Amy Hanson feels more fulfilled in helping Cambodian orphans.

Standing on a mountain of rubbish in 40-degree heat, I found myself staring into the biggest pair of brown eyes I’d ever seen. They belonged to a little girl of about six.

Peeking from under a tarpaulin, she was looking at me with curiosity. Few tourists to Cambodia ever venture into this particular area. And who can blame them? As my eyes finally moved from hers, I noticed she was barefoot and entirely naked. My heart lurched. I was sweltering in the merciless heat. The stench of rotting rubbish was overpowering. I was literally teetering on piles of rotting nappies, syringes, decomposing food and discarded cans and bottles.

Behind me lay the carcass of a decomposing cow, flies buzzing wildly around it. In front of me, giant trucks were dumping ton after ton of foul waste. It’s the most hellish corner of the world. But I was oblivious to the stench. All I could think about was this little girl. Squinting into the sunlight, I took in the full horror of the situation.

This little girl wasn’t alone. All around were dozens of pairs of eyes, all staring up at me from under the tarpaulin. This heaving, smouldering 100-acre ‘Smokey Mountain’ is home to more than 600 children looking out for each other as best they can.

Their job is to hunt for rubbish that can be recycled. These tiny children -- some as young as three -- spend their days clawing for tins, plastic, rubber and clothes for just a few pence a day. A stagnant pond, reeking of sulphur, is most often their only source of water.

I came across those ‘Slumdog’ children in January last year - and it was to have a profound effect on my life.

I’d gone to the Far East to escape a life in London which seemed increasingly meaningless and unfulfilling. I wanted a slower pace of life. And, if I’m honest, I also hoped I might find romance.

The last thing I expected was to find my life turned upside-down.

But that’s exactly what happened that day I stumbled on the Stung Meanchey municipal rubbish dump in Phnom Penh, Cambodia. I knew I couldn’t just walk away.

Of all the hellish things I saw, it was those hundreds of bare feet that moved me almost to tears. These children were walking barefoot on a burning, decomposing mess, littered with needles and shards of glass. I looked at their feet and I thought of my life in London and my dream of earning enough to own a rack of Louboutin shoes. How shallow that was.

A few months before, I had been
working as a showbiz journalist for various national newspapers and magazines. My life was a giddy round of partying until 4am. I was a regular at all the ritziest London clubs - Mayfair’s Mahiki, Boujis and Annabel’s, where I rubbed shoulders with Princes William and Harry, Kate Middleton and Chelsy Davey. My shelves were full of all the goody bags I collected from showbiz and fashion launch- es: Jo Malone perfumes, Elle Macpherson underwear and Lulu Guinness jewellery.

I swapped fashion tips with everyone from Keira Knightley to Lily Allen. And nearly always we talked about shoes. They’re the one thing all women love. But, as the years passed, I began to feel increasingly bored.

Then, on Valentine’s Day 2008, the relationship I was in ended. I’d been dating Ramsay, a doctor, for a year. But the truth is we both worked too hard to spend enough time together - he was saving lives and I, well, I was being paid to party.

Most of my friends were married. Some were pregnant and everyone was talking about babies. I was 29 and my body clock was ticking louder and louder. So I decided to take a break.

‘If I could raise £500, the cost of a pair of Christian Louboutin heels, I could provide 250 children with boots’

In October 2008, I set off on the hippy trail with one of my childless friends in search of a slower pace of life and possibly romance.

Arriving in Bangkok, I was certainly distracted at first. Beaches and partying seemed to take my mind off my shallow existence in London. But as the weeks passed, I realised it wasn’t actually that different - just cheaper. One day, as my friend Nancy and I were discussing the amazing fake Marc Jacobs bags we’d found in Vietnam, I suddenly realised just how ridiculous I must have sounded.

Here I was in one of the most fascinating but impoverished areas of the world, still talking about shopping. I was bored of shopping, bored of my shallow materialism. My life felt pretty vacuous and no amount of goody bags could fill the void. I had become exactly what I despised and mocked in the celebrities that I interviewed. I knew I had to do something radical.

So I decided to move on, alone, to Cambodia for a few months. I planned to volunteer for a while. I had worked with children in the past, teaching, so I got on a moped and drove to every school and orphanage in the small seaside town of near by Sihanoukville.

I had been before, on a previous trip, and knew there was a particularly high number of street children and beggars. It was there that I started working at House of Family, an inspirational orphanage for children suffering from HIV. The experience was life-changing. For the first time in years, I felt useful and fulfilled. Then, one day, one of the doctors there started to talk about how many orphans there were in Cambodia and how few places will care for them.

Innocently, I asked what happened to all the children with nowhere to go. ‘They end up on the rubbish dumps,’ she said. I didn’t know what she meant. But, as she explained that on these dumps hundreds of children are forced to eke out their lives, uncared for, fending for themselves, I knew I had to see them for myself. And so, that day in January last year, I found myself at Stung Meanchey municipal rubbish dump in the capital city of Phnom Penh.

Looking at the children, I knew I couldn’t just walk away. Every single aspect of their lives was hellish. It was almost impossible to know where to start. And then I thought about their scarred little feet.

All the children had one thing in common. They all needed shoes to protect their feet from the...
burning surface of the dump, the needles and infections. If I could provide shoes, I could enable them to take the first small steps off the dump and out of poverty.

‘Back at home, I found it difficult to be around my friends with children, watching how much they spent in designer stores’

These were children who, I discovered, were paid the equivalent of 80 pence for working 14 hours a day sorting rubbish that could be sold.

Still reeling from what I had seen, I talked to charity workers in the area. I met Tomas Jensen, who works for Amnesty International, and he introduced me to two people who ran another charity, PSE - Pour un Sourire d’Enfant (meaning ‘for the smile of a child’) - that offers accommodation and food to these desperate little children.

But, to deter families from sending unwanted children to the dump as a means to have them adopted, they can help only children who have been living in this misery for at least a total of six months.

It turned out that his children’s nanny, Mey, had actually grown up on the dump without her parents. Now 26, and a stunningly beautiful, charismatic young woman who speaks several languages.

PSE had rescued her when she was 12. Illiterate, with scarred feet and ankles from wading through rubbish, she was in a desperate state. But the charity helped her turn her life around. Now, she had her own little home and enough money to eat. She knew exactly what it was like for these children. When she told me she’d do all she could to help me, I knew I couldn’t let her - or the children - down.

The response was phenomenal. I raised £1,500 in a week. Then someone passed my email on to a film company called Revolution Films. They invited me to come in and talk about my plan. Even though they’d never met me before, they lent me equipment to take back and film what I was doing, I jumped at the chance. It seemed a fantastic opportunity to spread the word.

Back at home, I found it difficult to be around my friends with children, watching how much they spent in designer stores such as Mamas and Papas on over-priced baby bibs and accessories and little Nike trainers for their toddler to wear on the carpets of their home.

Continued on page 30
Ta Prohm Hotel

- Great in-town Riverfront location
- Friendly, well trained & service minded staff
- Newly refurbished rooms with modern amenities
- Value for your money—rooms from $35.
- Attentive & Caring Management
- Need more? Just ask!

Pokambor Avenue, Mondul I, Sangkat Svay Dangkum
Siem Reap-Angkor, Kingdom of Cambodia
Tel: (855) 63 380 117 / 760 087, Fax: (855) 63 963 528
Email: info@taprohmhotel.com Website: www.taprohmhotel.com
Who knew? Shoe-mad women will spend more than £33,000 during their lifetime on footwear, according to a study by Olay.

The stark contrast with the ‘Slumdog’ children I’d met played on my mind all the time. Why should my friends’ children have hundreds of pairs of shoes they didn’t need, while others had nothing?

Meanwhile, in Cambodia, those hundreds of children were breathing in methane gas 24 hours a day from rotted nappies that had been sent over from the West.

On Valentine’s Day last year I was back on Smokey Mountain, handing out 900 pairs of Wellington boots. Mey helped me buy shoes in every size and colour imaginable. It was an extraordinary day.

Lots of the men from Mey’s village came to help - themselves former residents of the dump.

But even they couldn’t control the mass of heaving bodies. It was chaos. One of the helpers shot off on a motorbike to buy up another 200 pairs of boots in rainbow colours so we had enough for all the children.

As the sun set, I watched the children laughing and giggling as they swopped sizes and helped each other try their boots on. And my heart lurched. It had all been worthwhile.

Suddenly I realised I’d found my calling - and that I was no longer desperate for a baby of my own. I’d prefer to channel that maternal instinct into helping children who are already on this earth.

One of the most moving moments was watching Mey crouching down, talking to a timid little 12-year-old girl, Win. Mey was moved to tears as, faltering, Win explained how she had ended up on the dump. The story mirrored her own.

As the girl tried on her little pink Wellington boots, a huge smile broke across her face. And I knew, whatever the rights and wrongs of her situation, I’d done some good.

But I also knew that providing shoes wasn’t enough. I was sure I could do more to help these children make new lives.

Over the next few days, I convinced PSE (the local charity) to take this child off the dump and give her a home. Again, it was only a small step - there are hundreds of other children who still need help - but it was the most incredible feeling.

I actually drove with Win to her new home, and to watch her face as she began to understand how her life would change was incredible. All she had ever really known was the garbage dump.

With the backing of Revolution Films, which has been supporting my work, I’m planning to visit all the other inhabited dumps in the world - at least eight of them - and highlight the plight of the children there. I’m using my showbiz contacts to appeal to celebrities for help.

I’ll be asking them to donate one pair of designer shoes which I can sell or auction to raise money.

I’ve seen the joy on the face of a child rescued from that nightmarish existence, and that’s motivation enough for me to carry on striving to save as many others as I possibly can. They deserve nothing less.

Credit: Dailymail.co.uk
Our Sponsors

Evans Marketing
Professional Business Brokers & Advisors for 30+ years. One stop service: Company Registration, Balance sheets, Audits, Government Liaison, Publications, Graphic design & Copy writing
H/P: +855 (0) 17-906-721
Tel: +855 (0) 63-969-200
Fax: +855 (0) 63-969-201
E-mail: EvansMarketingSales@Gmail.com
Web: www.CambodiaBusinessInvestment.com

Desilk Boutique
Luxurious Silk Fashions, Trendy, youthful designs, custom fit and ready to take home in 24 hours
Tel: +855 (0) 063-761-198 / 011-775-168
Fax: +855 (0) 12-345-678
E-mail: Sale@Desilk.com
Web: www.Desilk.com

Angkor National Museum
It is a highly recommended place to complete visits to Siem Reap
Tel: +855 (0) 63-966-601
Fax: +855 (0) 63-966-600
E-mail: Info@the-anm.com, AngkorNationalMuseum@gmail.com
Web: www.AngkorNationalMuseum.com

Online
In touch with your world with Online connection unlimited broadband, DSL or FIBER OPTIC
H/P: +855 (0) 15-787-812
Tel: +855 (0) 63-967-272
Fax: +855 (0) 63-967-111
E-mail: Bill.Merchant@Azcom.net.kh
Web: www.Online.com.kh

Maharajah (Royal Indian Cuisine)
A dining experience at Maharajah is the best of any Indian restaurant in town. Most favorite haunt of expatriates, tourists & curry lovers, due to its Fresh, Hygienic & Authentic preparation. Using only high quality authentic Indian spices to ensure all the visitors delicious food with unforgettable taste. Very Reasonably Priced.
Siem Reap: +855 (0) 92-506-622 / 063-966-221
Sihanouk Ville: +855 (0) 15-966-221
Web: www.Maharajah.com

Phalika Ngin
Khmer US, Photographer
Tel: +855 (0) 92-508-882
E-mail: Info@phalikan.com
Web: www.Phalikan.com

CorporateMarketing
Advertising/ P.R., Multimedia Marketing, Promotions – Events, Market Research, Web site Design, Programming & Hosting
H/P: +855 (0) 17-906-721
Tel: +855 (0) 63-969-200
Fax: +855 (0) 63-969-201
E-mail: EvansMarketingSales@Gmail.com

Angkor Palace Resort
One of the leading hotels in Siem Reap, Angkor Palace Resort & Spa is the first Cambodian-owned premier luxury five-star resort accommodation. Its design, décor and furnishing reflect the finest in Cambodian architecture befitting royalties and dignitaries
Tel: +855 (0) 63-760-511
Fax: +855 (0) 63-760-590 / 063-966-335
E-mail: Info@AngkorPalaceResort.com
Web: www.AngkorPalaceResort.com

Ta Prohm Hotel
The best location in the town and you never can ask for more
Tel: +855 (0) 63-380-117 / 63-760-087
Fax: +855 (0) 63-963-528
E-mail: Info@Taprohmhotel.com
Web: www.Taprohmhotel.com

Cambodian Tours
Private Touring
Multi Day Packages
Unique Travel Experiences
Community Connections
H/P: +855 (0) 17-906-721
Tel: +855 (0) 63-969-200
Fax: +855 (0) 63-969-201
E-mail: CharleseCambodiaToursCompany.com
Web: www.CambodianToursCompany.com

Vebol Loung
Best & Cheap Tuk Tuk Tour in Siem Reap, Every where you want to go Call Vebol!!
Tel: +855 (0) 12.53.93.48 / 92.19.44.22
E-mail: Vebol.loung@Yahoo.com
Website: www.SiemReap-AngkorTuk-Remork.com
Face Book : Vebol Loung

Jim’s Place
We have it all! Visit “Jim’s place”
Tel: +855 (0) 63-764-005
E-mail: Jimplace2009@hotmail.com
Website: Budgetguesthouses@Jimplace.net
Face Book : Jim’s Place

ConCert
Helping visitors, Helping businesses, Helping the local community
Supporting responsible tourism through partnerships and participation
Tel: +855 (0) 63-963-511
E-mail: info@concerctambodia.org
Web: www.concertbodia.org
The Tonle Sap - Ecological Hotspot & UNESCO Designated Biosphere

Tara River boat
Comfort & Luxury on-board the BIGGEST Boat on the Great Tonle Sap Lake

Cambodian Tours
Company.com
Private Touring
Small Group Tours
Unique Travel Experiences

Multi Day Packages
Different Destinations
Community Connections

H/P : +855 (0) 17.906.721
Tel : +855 (0) 63.969.200

Visit the GECKO Environment Centre
Visit the Crocodile & Fish Farm at Chong Khneas
Two - Course Meal & a Drink(drinks on Sunset)
Relax on the Tara after lunch & enjoy the view!

Air Conditioned Transfers to & From your Hotel
English, Thai & Japanese Speaking Tour Guides

Chong Khneas
Half - Day Tour
Tour of the Village - 8am to 12pm or 10 am to 2 pm

Chong Khneas
Sunset Special
Tour of the Floating Village - 3.30 pm to 7.30pm (all drinks included)

Kompong Phluk
Flooded Forest
Row through the Flooded Forest & Tour Chong Khneas - 8 am to 4 pm
GLOBAL MELTDOWN

Tourism is down! Money is tight! What to do? Let staff go? Save money? Stop advertising

Marketing is often the first thing that businesses cut back on in a recession. But stop and think a moment... What effect would that have on your business?

Do you want even fewer customers, or do you want to buck the trend and keep your business thriving? Think about it – if people don’t know where you are or what you have to offer, why would they become your customers?

Be sensible and choose your business investments wisely. A few extra dollars spent on advertising might be the best investment you could make...

Find out how we can help you

Visit us Monday to Friday, 9am to 5pm. 560 Phum Stoueng Thmey, Svey Dankum Commune, Siem Reap
Phone: +855 63 963 511
Email: info@concertcambodia.org
www.concertcambodia.org

Siem Reap’s new quarterly magazine
Quality tourism / investor oriented content from the experienced editorial, design, marketing and management team of Evans Marketing

Office at Ta Prohm Hotel : Pokambor Avenue, Mondul I, Sangkat Svay Dangkum, Siem Reap-Angkor, Kingdom of Cambodia
Tel : +855 (0) 63.969.200, T/F : +855 (0) 63.969.201 / E-mail : Info@CambodiaInsight.com
PHNOM PENH - CAMBODIA said on Thursday it will begin pumping oil for the first time in December 2012 as it looks to tap the potential of its substantial offshore reserves.

Deputy Prime Minister Sok An, who is also chairman of the Cambodian National Petroleum Authority, said the ‘first drop of oil production’ would start in two years.

Cambodia was feted as South-east Asia’s next petro-state after oil was discovered there in 2005, but production stalled amid apparent wrangling between the government and US energy giant Chevron over revenue sharing.

Prime Minister Hun Sen warned the oil company in April that he would terminate its contract if the offshore fields had not begun pumping by late 2012.

The nation is sitting on an estimated hundreds of millions of barrels of crude and three times as much natural gas. But it remains unclear how much can actually be recovered, or if potential revenue would be used to benefit Cambodia. The premier has warned it was ‘highly premature’ to estimate how much oil the undersea reserves might hold.
This is your chance to see the real Cambodia and is an opportunity not to be missed. Join a local family and spend a few hours walking in their shoes. Help with a harvest, get into planting, weave thatch, learn to drive a bullock cart or perhaps brave the infamous Prahoc!

This project directly helps all villagers providing a sustainable income year round. Capture some incredible photographs and memories that will last a life time.

Tour Details
- Departs 8am-4pm
- $32.00 per person
- Experienced Local Guide
- Air-conditioned transport
- Picnic lunch
- Village tour & activities
- No passes required
- Local host family
- Activities vary according to the season, Eg. rice harvest, thatch rice planting, prahoc, rice wine
- Visit a local school help teach
- Bullock cart of Cambodia tractor ride

Tel : +855 (0) 63.969.200  T/F : +855 (0) 63.969.201
Office at Ta Prohm Hotel Pokambor Avenue, Mondul I, Sangkat Svay Dangkum, Siem Reap-Angkor Kingdom of Cambodia
www.CambodianToursCompany.com
Angkor Discovery

Enjoy the incredible grandeur of Angkor Wat and unlock some of her secrets. Explore the mystical Bayon adorned with faces and enjoy the history of the temples within the Ancient city of Angkor Thom. This includes all the must see sights.

Tour Details.
- Departs 8.30am – 4pm
- $22 per person
- Khmer buffet lunch included
- Angkor Pass required
- Experienced Local Guide
- Includes all transport
- Designed for those short on time, who want to maximize their temple experience

<table>
<thead>
<tr>
<th>MON</th>
<th>WED</th>
<th>SAT</th>
</tr>
</thead>
</table>

Outlying Adventure

From some of the earliest Angkorian temples to the most intricately carved Banteay Srei, and everything in between. Visit the beautiful Ta Prohm temple, with those amazing trees. Lolei Pagoda, & Journey through some beautiful local countryside.

Tour Details
- Departs 8.00am – 5pm
- $30.00 per person
- Experienced Local Guide
- Picnic lunch provided
- Angkor Pass required
- Air-conditioned transport

<table>
<thead>
<tr>
<th>TUE</th>
<th>THU</th>
<th>SUN</th>
</tr>
</thead>
</table>

H/P: +855 (0) 17.906.721
Tel: +855 (0) 63.969.200

Office at Ta Prohm Hotel Pokambor Avenue
Mondul I, Sangkat Svay Dangkum
Siem Reap-Angkor Kingdom of Cambodia
www.CambodianToursCompany.com
Tel: +855 (0) 63.969.200 T/F: +855 (0) 63.969.201
Treak Village Walk & Talk

Treak Village is home to around 230 families, half surviving day to day. The village mostly consists of farmers & while Siem Reap is changing quickly, change here is slow, giving you the opportunity to see life in a typical village. From the grounds of an ancient pagoda to vast rice fields & stilt home this should not be missed.

Tour Details
- $20 per person
- 50% of the tour fee goes to the Treak Village Enrichment program
- Allow approx 2 hrs
- Ancient Temple
- Sacred Pagoda
- Village stories & life

Booking on request - min 3 hrs notice

Tonle Sap Great Lake

The Tonle Sap is the life blood of Cambodia providing more than half the fish consumed in Cambodia. The lake and the peoples lives are greatly entwined. Your guided boat trip includes visits to floating homes, schools and much more. Learn about this incredible eco system and the people who live on it.

Tour Details
- $20 per person
- Departs 1pm – 4.00pm
- Includes transport to / from lake
- Guided bout trip on Tonle Sap
- Includes stops on route
- Experienced Local Guide

TUE  WED  FRI  SAT

Learn about life on one of the worlds most amazing lakes
**Kompong Phhluk**

Located around 16km from Siem Reap, on the flood plains of the Tonle Sap this village is an absolute must see.

Homes tower on stilts, some 10 meters high in dry season, while in the wet, water laps at the floor boards. Few tourists make it this far, allowing you to explore and enjoy. Photo opportunities abound. This is an experience you will never forget.

**Tour Details**
- Departs 8.30am-3.30pm
- $32.00 per person
- Experienced Local Guide
- Picnic lunch & drinks
- No passes required
- Village tour & market tour
- Transport to and from boat point
- Boat transport
- Please note access issues occur over dry season we may visit an alternate village if req’d

**MON** | **THU** | **SUN**
---|---|---

**Beng Melea**

Beng Melea is a temple still shrouded in mystery. Perhaps the living template for Angkor Wat, Beng Melea is a temple offering incredible beauty, and adventure. 60km from Siem Reap, Beng Melea is free from the large crowds of the main temples. Our tour takes in hidden passageways, climbs over, through and up this credible temple ruin. This is the temple where you can live out your inner Indiana Jones!

**Tour Details**
- Departs 8.00-3.30pm
- $32.00 per person
- Experienced Local Guide
- Picnic Lunch
- Airconditioned transport
- River Quarry Stop
- Small jungle temple included
- Journey through local villages
- $5 Beng Melea Pass Required

**MON** | **WED** | **FRI**
---|---|---

**Jungle Temple Ruins**

**An incredible experience**
create your own Khmer cuisine

Cooking Classes

Details:
- Classes run most days at 1:30pm
- $22 per person including transfers
- Advanced bookings are essential
- Hands on Interactive Class
- Enjoy making & eating your own creation
- Set in a Village pavilion 10 mins from town
- Learn about Cambodia’s food, customs and superstitions
- Meet a village family and learn about cooking and cuisine in a Khmer household.
Locally known as The ‘Palace’, this is the only international five-star resort designed and built by a Cambodian architect; its décor and furnishings reflect the finest in Cambodian architecture, befitting dignitaries and guests from all over the world. Nestled invitingly within a spacious 11-hectare estate, the lush resort evokes the serenity of a secluded retreat dotted with lush tropical landscaping, waterfall and Cambodian sugar palm trees.