

## SERC kicks off second Excellence Program

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“ Local expertise with international experience makes us the advisor for choice ”

The Security and Exchange Regulator of Cambodia (SERC) is currently conducting the second Excellence Program after successfully running the first program in 2017. HBS Law is pleased to have the opportunity to join The “Excellence Program” which aims to provide consultation to support enterprises especially SMEs for sustainable growth to compete in the region. The program is organized by the SERC and co-participated by related capital market stakeholders mainly focuses on the company capacity building, with consideration of topics that are most beneficial to participants such as business concepts, financial roadmap, raising capital through IPOs, corporate governance, reporting standard, taxation, e-commerce, trademarks, and business sustainability, which are practical and shared by executives as well as distinguished local and foreign guest speakers.

By implementing and facilitating the program, SERC is aiming to foster and promote the private sector in Cambodia towards long-term growth and success through the Excellence Program which will support and develop the capacity and knowledge of participants. SERC, together with related capital market stakeholders, is of the intention to guide the participants on establishing and maintaining company standard, preparing appropriate financial reports, and accessing finance which contribute to the business growth with sustainability and help prepare the companies for further competitions within the region as well as international markets.

The objective is that participants from the enterprises especially SMEs will have a better understanding of the program and be able to take challenges and adapt to their own companies in order to be ready for access to finance through the stock market.

HBS Law shall maintain its dedication to updating our (potential) clients on the latest news and development of the country's capital market and security sector.

### AUTHORS' PROFILES



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