

Phnom Penh Post

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October 10, 1994

FAX: 00-66-2-237-4493

Kay Goulding
Regional Media Director
McCann-Erickson Worldwide
Bangkok Office

Dear Kay:

This is a very short notice request for your consideration, but I thought of McCann-Erickson for our upcoming Commemorative Edition in honor of the birthday of His Majesty King Norodom Sihanouk, especially since McCann-Erikson with its contract to help the government attract investment is now a significant "player" on the Cambodian scene. (A copy of our front page article in the most recent edition of the Post describing the CDC's plans is attached for your information - your free copy of the Post is in the mail.)

We tried to contact Mr. Nk Lim at KGS but were told that he was "in Singapore". Hence this fax to you.

For the past two years the Post has compiled a Commemorative Special supplement to honor King Sihanouk with numerous corporations taking out congratulatory advertisements. Could I interest you in a half or quarter page? It would be an ideal way to make your name more widely known in influential circles here in Cambodia.

As I said, this is an eleventh hour request. Our listed deadline for bookings is today, but if you are interested we can hold space til Oct. 12.

I will call you later this afternoon to see if you would like to pursue this further.

With best regards,

Sincerely,



Michael G. Hayes
Publisher & Editor-in-Chief

Phnom Penh Post

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From: Richard McDonough
Date: 7 October 1994

The *Phnom Penh Post* will publish a special commemorative issue on the occasion of the 72nd. birthday of his Majesty Preah Bat Samdech Preah Norodom Sihanouk Varman, 31 October 1994. A special supplement will be published with our 21 October - 3 November issue. We hope that you will join our advertisers and other wellwishers in booking a congratulatory message.

Within two years of publication, the *Post* has gained a reputation for being the most comprehensive and objective source of news on Cambodia. Our readership is estimated at 15 - 20,000 comprising English-speaking Khmers and foreigners in Cambodia as well as a growing number of international subscribers in over 35 countries around the world.

Advertisements for the special issue are available in three sizes in color or black and white as follows:

Dimensions		full color	spot color	b&w
<i>Full Page</i>	5 columns X 15" (25cm X 37.8cm)	US \$2,860	US \$2,160	US \$1,860
<i>Half Page</i>	5 columns X 7.5" (25cm X 18.7cm)	US \$2,040	US \$1,340	US \$1,040
<i>Quarter Page</i>	2.5 columns X 7.5" (12.3cm X 18.7cm)	US \$1,580	US \$880	US \$580

Deadline for booking and materials is 10 October. Reserve now.

Should you have additional questions, please contact me at 017 201 007. I look forward to hearing from you.

Sincerely,



Richard McDonough
Advertising Manager

Phnom Penh Post

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Retail drugs trade runs out of control

BY ANUGRAHA PALAN AND SOU SOPHORNARA

NEAR anarchy in the country's private sector pharmaceutical industry has meant as much pain as gain for Cambodia's sick. Drugs that are illegally manufactured, improperly stored or even banned in several countries are sold freely across the counter here, according to pharmacists, doctors, foreign health experts and Health Ministry officials.

There is no laboratory in the country equipped to analyze drugs and check their content, so there is

Related reports, photo: 6

little hard evidence to back the suspicions that large numbers of drugs are spurious. But a limited survey of pharmacies by the *Post* found that drugs which have been banned by the Royal Government itself are freely available in Phnom Penh.

Dam Sovanny, assistant to the head of the Department of Pharmacy in the Ministry of Health, said that the Ministry banned three drugs a year ago because their hazardous effects had been proven across the world. The *Post*, however, found that at least two of them are easily available across the counter, and few pharmacists seem to even know of the ban.

Analgin and its variants, which have been banned, are extremely popular drugs and are sold under their own names as well as brand names like Novalgin and Baralgin. They are used for pain, inflammation and fever and have been found

to cause agranulocytosis, a blood disease in which the bone marrow fails to produce white blood cells needed to fight disease. It can be fatal according to the List of Banned and Bannable Drugs published by the Voluntary Health Association of India (VHAI), 1989. This document is used by the Cambodian Ministry of Health as a benchmark in making decisions on banning drugs.

A second drug banned by the Ministry, Oxyphenbutazone and its variants, were also on sale at pharmacies the *Post* visited. Again it is used for inflammation, pain and fever. The drug has also been found to cause effects similar to Analgin, as well as liver and kidney damage. Clioquinol, the third drug banned by the Ministry of Health, seems to be less easily available. It was only on sale in one of the drug stores the *Post* surveyed. It is used to treat diarrhoea. The VHAI document says the drug was banned because it causes a nerve disease which can lead to limb paralysis, blindness and incontinence.

The fact that there are virtually no regulations means that the country is an easy market for drugs which have been banned, withdrawn or restricted in other countries.

Drugs come into Cambodia from at least 12 different countries, according to Dam Sovanny, and there are no official figures on how much of the trade is legal. Interestingly, some drugs in the market have been imported from countries which have themselves

See DRUGS on Page 2



Sopharap, 17, crowned Miss Cambodia

High School student Oung Sopharap, 17, took the Miss Konleka Lux Cambodia title on Oct 1. Story and another photo: Page 7.

Photo: Ung Rotana

CDC set to launch advert blitz to lure investors

BY JON OGDEN

THE Council for the Development of Cambodia (CDC) is about to launch a major international media campaign to promote investment.

The start of the drive is timed to coincide with the three-day World Economic Forum on Oct 12-14 in Singapore, to be attended by hundreds of top businessmen.

Full-page adverts trumpeting the Kingdom as a prime business opportunity are to be placed in a number of leading publications, including the *International Herald Tribune*, *Time*, *Asian Wall Street Journal* and *The Economist*.

The substance of the thrust is based around the passage of the Investment Law in August, which included a generous package of tax breaks.

Chanthol Sun, the CDC's secretary general described the law as a "breakthrough." He said: "We want to let the outside world know that Cambodia has a lot to offer the investor. We want to let it be known that our incentives are the most generous in the region, if not the world."

"We want to change Cambodia's image and create a whole new look, to leave the past behind for a bright new future."

The campaign — said by

Chanthol to cost less than \$1 million — has been approved by both Premiers. Prince Norodom Ranariddh, also the CDC's chairman, sees it as a way of countering the damage done to the country's image by reports on security problems.

It is being masterminded by the world's biggest advertising agency McCann Erickson, which this year set up an office in the capital. Chanthol refused to say what the content of the ads would be but promised a bold slogan which would "make people pay attention."

In addition to the media campaign, CDC executives are to tour

the region to drive the message home at a series of seminars. They will include the showing of a new 10-minute CDC video to promote Cambodian culture and resources as well as highlight advantages for investors. The seminar tour will begin with a "networking breakfast" at the World Business Forum and will take in Seattle, Jakarta, Hong Kong, Taiwan and Korea.

The CDC is particularly keen to encourage investment in light industry such as garments and electrical component assembly, tourism, agriculture and aquaculture.

Chanthol said that within 10 days of the Investment Law being

passed, businessmen from Singapore, Taiwan and Malaysia had submitted plans for 10 investment projects totalling \$40 million.

The projects, sited around Phnom Penh, have now all been approved. They include a glove-making factory and beverage company, which may export as well as serve the Cambodian market.

A 14-strong business delegation which visited last month was also highly impressed by investment opportunities, said Chanthol.

Among the projects they were interested in starting was canning agricultural products and exporting soy beans.

TO : KAY
GOULDING

*Cabinet of
His Majesty Preah Bat
Norodom Sihanouk Varman
King of Cambodia*

To Whom It May Concern:

This letter is to inform you that the *Phnom Penh Post* is in the process of producing a special supplement designed to honor His Majesty Preah Bat NORODOM SIHANOUK VARMAN, King of Cambodia, on His Majesty's upcoming birthday celebration (**October 31st**).

As Director of the Royal Cabinet of His Majesty the King of Cambodia I am very happy to bring this to your attention. The *Phnom Penh Post* has undertaken similar efforts in the previous two years and the resulting publications have contributed enormously to the Kingdom's overall efforts to celebrate the birthday of Our Beloved King who incarnates our Nation Unity.

His Majesty King SIHANOUK plays a vital role in the lives of all Cambodians, and the celebration of His Majesty's birthday is an important way for the Khmer people to express their deep feeling of gratitude and respects towards their Monarch.

With this in mind, I lend my personal support to the efforts of the *Phnom Penh Post* for their special commemorative edition. I would also like to encourage all friends of the Kingdom of Cambodia to join with the *Phnom Penh Post* on this momentous and auspicious occasion.

With the assurances of my highest consideration, I remain

Sincerely Yours,

Truong Mealy
Director of the Royal Cabinet

Phnom Penh, 5 October 1994