

September 30th, 2022

AEON MALL Co., Ltd
AEON MALL (Cambodia) Co., Ltd

AEON Hometown Forest Creation Tree Planting Ceremony to be Held at AEON MALL Mean Chey, AEON 3rd mall in Cambodia

AEON MALL (Cambodia) Co., Ltd (hereinafter referred to as “the Company”) will hold the Tree Planting Ceremony under the theme “**AEON Hometown Forests Program**” in advance of the opening of the AEON MALL Mean Chey, the 3rd Mall in the Kingdom of Cambodia (hereinafter referred to as “the country”) **on Saturday, October 8th, 2022.**

The “**AEON Hometown Forests Program**” tree-planting ceremony is aim to create shopping malls that are surrounded by greenery and integrated into the local community.

This ceremony is an activity in which saplings of “hometown trees” to the area are planted and carefully nurtured together with local residents on the premises of newly built malls, in the hope that the shopping mall will become a place that blends in with the local community and that the spirit of nurturing greenery will spread throughout the world.

This event will be attended by approximately 1,000 local residents and students and planting **approximately 8,000 trees** covering **13 species** indigenous to the region, such as **Crinum Lily, Spider Lily, Western Sword Fern, etc.**

In particular, the company has planted approximately 22,000 trees at the opening of the 1st Mall known as “AEON MALL Phnom Penh” and the 2nd Mall Known as “AEON MALL Sen Sok City”. In addition, through the AEON Environmental Foundation and AEON 1% CLUB, we have planted approximately 22,000 trees to support the “Inauguration of a School program in Cambodia” and planted trees around **the World Heritage Site of Angkor Wat** and “**Chao Srey Vibol Temple**” as well as around **Phnom Tamao Wildlife Center.**

We will continue to earn the trust and support of the people of the country in the future.

We sincerely hope that you will take time out of your busy schedule to participate in this event.

Thank you

Details

1. **Date and Time** : **Saturday, October 8th, 2022, 08:00 AM to 11:30 AM** (Schedule)
*No postponement for rain
2. **Location** : Within the AEON MALL Mean Chey
3. **Reception** : Attendants will be received at the [Registration Reception] located
4. in the Tree Planting ceremony venue from **8:00 AM**
5. **Guests** : **H.E Khuong Sreng**, Governor of Phnom Penh Municipal
H.E MIKAMI Masahiro, Ambassador of Japan to the Kingdom of Cambodia
Mr. Tsuboya Masayuki, Managing Director of AEON MALL (Cambodia)
6. **No. of Trees** : Approximately **8,000 tree**
7. **Tree of Species** : **Crinum Lily, Spider Lily, Western Sword Fern,**
And other **13 tree species**
 - ※Trees that are indigenous to Cambodia have been chosen
 - ※ The plan is to plant approximately 10,000 trees by the time the mall opens.

※ AEON Hometown Forests Program

The creation of environments using “hometown trees” indigenous trees started at the Malacca Shopping mall of AEON Malaysia (Malaysia) in 1991, and the first time it was implemented in Japan was at the JUSCO Shin Hisai branch (Mie Prefecture) in April 1992. The total number of trees planted during the “Hometown and Forest Creation” Tree-Planting Ceremony and by the AEON Environmental Foundation during tree-planting activities reached the 10 million mark in 2013.

※ AEON Environmental Foundation

The AEON Environmental Foundation was established in 1990 to not only engage in a wide range of activities for protecting the environment but to also provide support and grants to other like-minded organizations.

Its tree-planting activities designed to protect and nurture water and verdure have been initiated not only in Japan but also in China, Thailand, Malaysia, Indonesia, Cambodia, etc.

[Venue map]



HUN SEN BLVD., PHUM PREK TALONG 3, SANGKAT CHAK ANGRE KROM, KHAN MEAN CHEY, PHNOM PENH, CAMBODIA.