



*Mr. William Naramore, CEO of Borey Williams Co. Ltd. (seated left) and H.E. Dr. Kol Pheng, Founder of Pannasastra University (seated right) join MOU signing ceremony outlining plan to jointly launch multiple school campuses.*

## **American Property Developer and Pannasastra International School Ink Partnership MOU**

11 November, 2010

This Wednesday, the rapidly growing American-owned property developer, Borey Williams, entered into a formal partnership with the well renowned Pannasastra University and International School brand. The founders of both organizations, Mr. William Naramore and H.E. Dr. Kol Pheng respectively, joined in a formal MOU signing ceremony at the newest location of Borey Williams housing sub-division in Kambol district, Phnom Penh. The two brands plan to jointly launch a long-term multi-campus strategy that will serve both Borey Williams residents within the private residential developments as well as families in the surrounding areas in the Kambol and Porsenchey districts.

Both Kambol and Porsenchey districts have been experiencing exceptional rates of new residential housing construction due to many of the new government-funded infrastructure projects. Most notable of these projects include the Phnom Penh-Sihanoukville Expressway, the completion of the "Win-Win Boulevard" ring road, and the construction of a new fresh produce wholesale market along the Win-Win Boulevard. These two districts are highly desirable for families shopping for a new home, mainly due to the close proximity to the aforementioned ring road which connects national roads 4, 5, and 6, and also the average single-family home prices in the area are much more affordable than developments in the more central districts of Phnom Penh.



With the influx of thousands of homes being built in the area, the opportunity for education providers and private schools is wide open. However, there are still very few quality educational providers that have made the move to the area. Both the leadership of the Pannasastra and Borey Williams brands have been eyeing this gap in the market and decided to take a "first mover" approach by joining efforts to jointly launch campuses in the Borey Williams developments. The Borey Williams team will act as the "developing partner" providing useable land, expertise in design and building construction, provide access to their hundreds of residents, and provide marketing support throughout the surrounding areas for student recruitment catchment outside of the Borey. The Pannasastra team will act as the "operating partner" providing years of

experience and brand reputation, expertise in school management and organization, classroom management, curriculum development, and teacher recruitment.



The partnership will start with the launch of a primary school campus serving families with students from grades Kindergarten through to 6th grade. The tentative date for the first campus launch is set for mid-2023. The long-term strategic approach will seek to add additional campuses within subsequent Borey Williams housing locations which will serve secondary school grades, 7 through 12, and eventually through to university student programs. Pannasastra University was established in 1997 by its founder H.E. Dr. Kol Pheng and has continuously been at the top of Cambodia's university rankings since its inception. The brand prides itself on implementing international and American educational standards in the classroom, maintaining an exceptional track record of student character building, and recruiting only top level educators and administrators. The effectiveness of the education systems Pannasastra has implemented is plainly evident in its graduates as they are continually in high demand by Cambodia's top employers.

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Google Map: <http://bit.ly/bwilliam>

Telegram Channel: <https://t.me/boreywilliams>