

SRW&Co. Announces ASEAN Global Leadership Program (AGLP) Scholar 2024/2025



Jakarta, 21st January 2025. Regional Management Consulting firm SRW&Co. today announces the 2024/2025 ASEAN Global Leadership Program (AGLP) Scholar. The second recipient of the AGLP Scholarship is Phirum Dyphan from Cambodia. Phirum Dyphan is the Founder and CEO of MUCH Mobile Healthcare, the first leading provider of home healthcare services in Cambodia, which brings hospital-level care into the comfort of patients' homes. The company was recently honored with the ASEAN Business Award 2024 for Priority Integration Sector- Healthcare. The company envisions MUCH Mobile Healthcare becoming the leading mobile healthcare provider in the Asia-Pacific region.

The AGLP scholarship was launched in 2016 by SRW&Co. as a CSR initiative in collaboration with the ASEAN Business Advisory Council. The coveted scholarship is open to the ASEAN Business Award winners and finalists. To date a total of 7 AGLP Scholars from across the ASEAN region, had attended the AGLP in the top ranked business schools in UK, China and USA. Launched in 2009, the ASEAN Global Leadership Program (AGLP) is an exclusive leadership development program designed to equip senior executives from both the private and public sectors with strategic management skills, global business insights, and to foster an extensive network for business and government leaders across the ASEAN region.

SRW&Co. Chairman & Partner Daniel Wong congratulated Phirum Dyphan on her success in winning the AGLP Scholarship. He said the applicants for the scholarship had undergone a very selective process of screening and interview assessment in meeting the stringent selection criteria. "We assess the candidates in terms of their leadership qualities and their vision to build and grow a sustainable business. We also consider their commitment to promote networking and leadership development among the business community in the ASEAN region", said Wong.

ASEAN Business Award 2024 Chair Thanongsinh Kanlagna also congratulated Phirum Dyphan on her winning of the coveted AGLP Scholarship. "Having the AGLP Scholarship 2024/2025 as part of the ASEAN Business Awards 2024 with Laos Chairmanship was just perfect. The scholarship provides our ABA winners and finalists with such a beneficial program to help them further improve their entrepreneurial leadership and managerial skills in developing their businesses ...", said Thanongsinh. He also commended SRW&Co. for providing the AGLP Scholarship to the ABA winners and finalists in helping them to become more competent in achieving their business vision and objectives.



Sharing her thoughts on receiving the coveted AGLP scholarship, Phirum said: “I am honoured and excited to have been awarded the ASEAN Global Leadership Program (AGLP) Scholarship. This is a significant milestone for me, and I am deeply grateful for this incredible opportunity to enhance my leadership skills and contribute to the ASEAN region’s growth. I look forward to participating in the AGLP program and representing Cambodia.”

Phirum Dyphan will be attending the spring edition of the ASEAN Global Leadership Program to be conducted by ESCP Business School in Paris from May 19-23, 2025. She will join a group of 30 senior executives from the ASEAN region in the week-long program with a very interesting agenda comprising classroom lectures, group discussion, a leadership forum with attendance by international and French business leaders, and company visits to iconic French companies.

For more details about the ASEAN Global Leadership Program (AGLP) and AGLP Scholarship, please visit:

[AGLP Scholarship 2024/2025](#)

[AGLP ESCP 2025 - Brochure](#)