

## **Catherine Germier**

Originally from France, Catherine is an impact-driven entrepreneur, consultant, and trainer with over 20 years of experience dedicated to sustainable tourism development & promotion and destination branding & marketing.

She began her career managing environmental public services for 10 years, working across Latin America and Africa, before transitioning to tourism in 2004. In 2005, she relocated to South Korea, where she served as Program Director at the ST-EP (Sustainable Tourism for Eliminating Poverty) Foundation in Seoul before founding Millennium Destinations in 2014, then incorporating it as a boutique consulting firm in 2016.

After moving to Cambodia in 2022, she served as CEO of the regional tourism organization Destination Mekong for three years. She has since re-established Millennium Destinations in Phnom Penh, working with intergovernmental institutions and local and international organizations across the region.

Catherine holds a Master's degree in Management and Business Administration and a post-graduate degree in Sustainable Tourism Development. She has accumulated broad international expertise in branding, marketing, communications, business development, project design, capacity-building, and training.

Since 2024, she has chaired the Tourism and Hospitality Committee at EuroCham Cambodia and has been spearheading the Cambodia Branding Forum initiative. She is now based in Siem Reap.

