

## PRESS RELEASE

### EuroCham hosting policy dialogue on financial inclusion and fair trade

**SIEM REAP, 15 SEPT** – EuroCham, in partnership with the Ministry of Commerce, and the EU-ASEAN Business Council (EU-ABC) is proud to announce its Siem Reap Policy Dialogue on Financial Inclusion and Fair Trade, taking place on 18 September at the Sokha Siem Reap Resort Convention Center at 8:30 am.

The event will be preceded by a Meet the Leaders networking night on 17 September held at Sofitel Siem Reap, with a special performance by Phare, the Cambodian Circus.

Distinguished public and private stakeholders attending the policy dialogue include Minister of Commerce H.E. Pan Sorasak, Chairman of the EU-ABC Martin Hayes, EU Ambassador to ASEAN Igor Driesmans, and Delegate of the Royal Government of Cambodia in charge as Director General of the CCF, H.E. Phan Oun.

EuroCham Chairman Tassilo Brinzer, said: "We look forward to this weekend, with a great networking event on Saturday and an interesting dialogue between the ASEAN and Cambodian private and public sectors. Join us in Siem Reap and meet EuroCham members and stakeholders in the EU ASEAN partnership!"

Among the topics to be discussed during the policy agenda are increasing access to financial services in rural areas, digitalising financial services, supporting MSMEs, and examining the roles that non-traditional financial instruments play in the regional economy.

"MSME's comprise more than 90% of enterprises in the country. In 2018, they employed over 70 percent of the workforce and contributed more than 50% of the GDP. I look forward to discussing the challenges and opportunities that regulators and the private sector see as they collaborate to spur economic growth in this sector," Manager of Strategic Communications at Prudential and panel moderator Akhshy Thiagarajan said.

Concerning fair trade, the panel will discuss the ongoing issue of illicit trade in the region, including how e-commerce and Covid-19 played a role in exacerbating the problem as well as potential solutions to the issue.

The Asia Pacific International Spirits & Wines Alliance (APISWA), will release its *Towards an ASEAN Community: Tackling Illicit Alcohol in Southeast Asia* publication, which analyses the illicit alcohol trade in the region.

The two events will cap off the 54<sup>th</sup> ASEAN Economic Minister's Meeting in Siem Reap and represent an opportunity for stakeholders to meet with leaders of European companies in ASEAN, senior policymakers from the EU and ASEAN, as well as Cambodian government representatives.

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### **About EuroCham Cambodia**

**The European Chamber of Commerce in Cambodia** (EuroCham Cambodia) was created in 2011 by French, German and British business associations in Cambodia to act as the official chamber of the European business community in the Kingdom. Since then, it has grown to over 300 members and 5 national chapters, comprising 11 European countries. [EuroCham Cambodia](#)'s core activities are to promote, support and represent its members and European business interests in dialogue with the Royal Government of Cambodia, with the aim of developing a more efficient and fertile business and investment environment for all.

EuroCham's key objectives are to

- Consult & advocate on key issues related to doing business in Cambodia;
- Promote investment to Cambodia
- Work to improve access for European business to the Cambodian market, and vice-versa; and facilitate business between small and medium size companies of Cambodia and EU Member States;
- Provide services relating to economic, legal, technical, financial, market and other business issues in the EU and Cambodia and industry specific information to investors;
- Promote a strong European Union business identity vis-à-vis the Cambodian business community;
- Work closely with Cambodian stakeholders in supporting inclusive and sustainable growth of the Cambodian economy

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### **About EU-ASEAN Business Council**

The EU-ASEAN Business Council (EU-ABC) is the primary voice for European Business within the ASEAN region. The overarching objective of the EU-ABC is to promote changes in policies, rules, and regulations so that European businesses can more easily invest and develop their businesses in ASEAN, benefiting local economies and populations, in addition to their own shareholders.

Formally established and constituted in early 2014, the EU-ABC has existed on an informal basis since 2011, successfully organising several EU-ASEAN Business Summits and regularly interacting with the European Commission, ASEAN Member States, ASEAN Secretariat, and other related organisations such as the ASEAN Business Advisory Council.

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