



YEAR IN
REVIEW
2023



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2022-23 AT A GLANCE



Message from
the EU Ambassador



H.E. Igor DRIESMANS
Ambassador of the European Union to Cambodia

Dear valued Members and Partners,

I am glad to meet you through this annual publication to take stock of the work and achievements of the European Chamber of Commerce in Cambodia in 2023, and to think together about shared strategies for the future.

Cambodia had an extraordinary recovery in 2022 with a 5.1% GDP growth and the economic outlook for 2023 and 2024 remains quite positive. There are however some challenges ahead as the external demand is weakening, which is affecting export sectors, a key driver of economic growth. The disruption of global supply chains and the international crisis as a result of Russia's invasion of Ukraine has resulted in sharp increases in prices of oil, gas, and certain agricultural inputs, along with inflation pressures that puts higher pressure in the private debt levels in the country.

Recent RGC (Royal Government of Cambodia) policies and regulations focus on greener development and diversifying the economy to increase value added in the country and go digital. In this context, European companies become an important source of technical know-how, and have a competitive advantage with their high labour, environmental and social standards. Another key priority both of the RGC and also of the European Union, is to enhance Cambodia's integration into ASEAN, and to strengthen backward linkages with global value chains.

This year's EuroCham workshops, forums and talks have greatly contributed to this know-how transfer by covering all possible topics with a clear understanding of what the market demands. EuroCham's advocacy team has been reinforced, resulting in the 2024 White Book recommendations but also specific events to discuss on new policies and regulations with the participation of the RGC, such as the Law on Investment and its Sub-decree, the Energy Efficiency Policy, or counterfeit goods and illicit trade, to name a few. EuroCham's contribution to Cambodia's integration into ASEAN is also fundamental. A great example is the ASEAN-Cambodia Business Summit on the 28th and 29th of September 2023.

EU cooperation in Cambodia has a clear focus on private sector development, and EuroCham is our key partner. I would like to end by expressing my gratitude to the Chairman, Tassilo Brinzer, the Executive Director Martin Brisson, and all the board members for their continued efforts to support European business and for their good collaboration with the Delegation of the European Union.



Tassilo BRINZER

Chairman of EuroCham Cambodia

Dear members, dear partners, dear friends of EuroCham Cambodia,

Welcome to the latest edition of EuroCham Cambodia's **"Year in Review 2023"**, which covers a significant period for EuroCham as we moved on from the Covid-19 pandemic, further adapted our operations towards financial independence, and underwent important management changes.

Cambodia, too, enters a new era with a new and rejuvenated leadership that took office in summer 2023. We look forward to continuing our close partnership with the Royal Government again in the coming months, and years.

We will have reached over 400 members in 2023, of which 40% are not European but Cambodian, Asian, and international companies. EuroCham Cambodia remains the largest international chamber in Cambodia and represents an innovative, progressive, and largely compliant part of the business community. Our members have a clear vision for sustainability, open trade, and investment that connects Cambodia to ASEAN and the world.

Through our events and communication initiatives, we continue to promote the modern Cambodia that is open to investment, trade, and an inclusive lifestyle that promotes quality of life and financial opportunity. Our newsletter and LinkedIn pages are followed by thousands of readers from many parts of the world who have a keen interest in Cambodia's business environment.

Through our advocacy efforts and our **"2024 White Book"**, presented in September 2023, we continue to support the Royal Government with ideas and suggestions from the private sector on innovation and efficiency gains within the government's regulatory and administrative environment. We hope that we can contribute to a new era of ongoing growth, better connectivity to the region, and sustainable investment for better jobs and business. For the first time, we are transparently presenting our advocacy initiatives and work via the new **"Advocacy Compass"** on our website, constantly updated and allowing our members and stakeholders to monitor the progress we are making together with the Royal Government.

Our members lie at the heart of EuroCham, and with our newly hired membership liaison officer, we will continue to improve the membership experience further. Please do not hesitate to contact us at any time with your input, feedback, and critique.

Finally, I would like to thank Her Excellency Carmen Moreno for her hard work as Ambassador of the EU to Cambodia since 2019. We look back fondly on the successes we shared together, and are grateful for her and the EU Delegation in Cambodia's support during a difficult time for us, and for the Kingdom. The EuroCham team wishes Ms. Moreno a successful and enjoyable time in her new posting and warmly welcomes her successor, His Excellency Igor Driesmans, to Cambodia.



Martin BRISSON

Executive Director of EuroCham Cambodia

Dear Esteemed Members and Partners,

It is with great pleasure that I welcome you to the EuroCham Cambodia Year in Review 2022-2023. As the newly appointed Executive Director, I am honoured to present a comprehensive overview of the remarkable journey we have embarked on over the past year. Before we delve into the details, I would like to extend my gratitude to Thomas Hesketh and Denis Sainte-Marie, EuroCham's previous executive directors, who paved the way for us to thrive today.

In the midst of tremendous changes in the Kingdom, EuroCham Cambodia has remained the leading foreign chamber in the country and remained steadfast in its commitment to fostering the sustainable development of the economy, maintaining a fruitful dialogue with the Royal Government of Cambodia, and serving our members. This Year in Review provides a retrospective on 12 months of collective achievements and innovative strides that propelled the European business community forward.

Each of our 12 sectoral committees has been revamped, many with new leaders, after a slow period during the Covid-19 pandemic. As a result, a new White Book is on the way, built by their recommendations, and set to be released at the ASEAN-Cambodia Business Summit later this month. An e-version of the White Book will also be launched, allowing us to provide live updates of our dialogue with the government.

We've made strides in serving our almost 400 members, hosting Open Office sessions to meet the team and receive an overview of EuroCham's benefits. We are a member-driven organisation, after all, and hearing your feedback is crucial for us to improve our services.

Our team, members, and partners have worked together well, tirelessly working to achieve our shared objectives. This guide not only captures our accomplishments but serves as a roadmap for the path that awaits us. We will continue to champion sustainability, digital transformation, and an inclusive business landscape.

I extend my heartfelt gratitude to our members, partners, and the entire EuroCham team for their dedication and remarkable contributions. Together, we have charted a course for progress, and I am excited to lead us into a future full of promise and potential.

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FOUNDING CHAMBERS AND NATIONAL CHAPTERS



By becoming a member of CCI France Cambodge, you'll join the world's leading private network of French companies, CCI France International, and gain access to a network of over 33,000 companies in 94 countries and many other privileged offers.

As a national chapter, joining CCIFC
on top of EuroCham is free of charge!
Learn more about joining CCIFC
by email (directeur@ccifcambodge.org)
or via ccifcambodge.org.

 081 272 244



 ccifc@ccifcambodge.org



As a founding chapter of EuroCham Cambodia, German Business Cambodia (GBC) helps German companies and investors to find the right entry point to Cambodia's unique and dynamic market. Our broad and longstanding business network enables us to provide support to our German members and to cooperate with the German Chamber network within Germany and the region.

Since 2018, we offer consulting to European and Cambodian companies wishing to take part in various support programmes, mainly through our German development partner Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH. While a number of grant agreements have been signed between GIZ and EuroCham, GBC has focused on supporting the implementation of the consecutive grant agreements provided by the GIZ Business Scouts for Development Programme. These growing partnerships have yielded an increase in pilot investments from German companies, numerous publications on sourcing and exporting, as well as knowledge transfer partnerships with Cambodian companies. Sustainability, environmental technologies, energy efficiency and trade facilitation have been high on the agenda for GBC and its partners.

- **Upcoming 10/2023:** German trade mission to Cambodia on Waste Management
- **Upcoming 09/2023:** Webinar ASEAN Market Insight Laos, Cambodia, Myanmar
- **08/2023:** Webinar on Electrical and Electronic Equipment Industry
- **08/2023:** SME export certification support program
- **06/2023:** Training on financing & investor acquisition
- **06/2023:** Input on local construction sector for German VDMA
- **06/2023:** German **Networking Night** with AHK Vietnam
- **05/2023:** Partner & contributor to **Waste Summit Cambodia 2023**

- **04/2023:** Support of GlZ workshop on sustainable **Cashew** pricing
- **04/2023:** Charity art gallery opening with Kinderhilfe e.V.
- **02/2023:** Support of AHK Myanmar's German delegation trip on (waste)water
- **02/2023:** Reception of **German President** Steinmeier & delegation
- **02/2023:** Cambodia market insight webinar for **German VDMA**

- **12/2022:** GIZ Business Scouts for Development - **Grant III**
- **11/2022:** Contribution to transnational event on **cashew nuts value chain**
- **11/2022:** Contribution to **SME Export Talk 7**
- **10/2022:** Webinar on **Business Opportunities** in Cambodia's organic market
- **08/2022:** Partner & contributor to **Waste Summit Cambodia 2022**
- **07/2022:** Business delegation trip to **trade fair Biofach**, accompanying 11 Cambodian SMEs
- **05/2022:** presentation @ **AgriTechnica Asia Bangkok**
- **04/2022:** Pop-Fair & **Breakfast Talk @ Factory**
- **3&6/2022:** Webinar and Roundtable on **HREDD**
- **02/2022:** developPPP event, leading to four project applications
- **Annually:** Facilitation of **four Senior Expert (SES) deployments**

- Upcoming: **6 new Product & Supplier Brochures**
- Upcoming: Publication on Cambodia as an **alternative manufacturing destination**
- Upcoming: **Guide to Special Economic Zones**, targeted at European companies
- **Published three Sector Briefs** on the Organic Market, Handicraft and Electrical & Electronic Equipment
- Financing of **6 Export Guides** on **EU requirements** for local exporting companies

INNOVATION





The British Chamber of Commerce of Cambodia (BritCham) was founded as the British Business Association of Cambodia in 1995 by Senaka Fernando MBE, and officially registered as Chamber of Commerce with the Cambodian government in 2013. BritCham is one of three founding chambers of EuroCham Cambodia, and currently has 50 members.

EVENT SUMMARY:

The chamber has continued to produce high-level and engaging events, and works closely with relevant ministries, partners, and the wider community. Some of our favourite events from the year are highlighted below.

2020/21

20
Events

700
Attendees

2021/22

15
Events

970
Attendees

2022/23

25
Events

1,211
Attendees

EVENT HIGHLIGHTS:

Joint Trade and Investment Forum

On 29th May, BritCham, alongside the British Embassy, MOC, MOE, MISTI, MEF and CCC attended the Joint Trade and Investment Forum with the intention to strengthening of economic ties between the United Kingdom and Cambodia, particularly in financial services, auditing tax advice, insurance, real estate, education, manufacturing.



Great British Education Week

On the 14th of October, BritCham and the British Embassy hosted the Great British Education Week, a highly successful one-day conference with roundtable discussions and participation by the Ministry of Youth, Education, and Sports.



Special Events:

14th February 2023:

Visit of HMS Spey - Sihanoukville

19th September 2022:

Queen Elizabeth Memorial and funeral screening

30th November 2022:

Celebrated St Andrew's and St David's day for the first time

6th May 2023:

Kings Coronation

Signature Events:

30th July 2022:

Call My Bluff - everyone's favourite wine tasting event.

26th November 2022:

Phnom Penh Ashes - 6 teams and a lot of rain

28th January 2023:

Burns Night – Ceilidh dancing and Scottish food.

Monthly:

Friday Socials



THE ITALIAN-CAMBODIAN BUSINESS ASSOCIATION

The growing presence of Italian companies in Cambodia was the main driving factor behind the establishment of the Italian-Cambodian Business Association (ICBA) on 6 July 2017.

The creation of the Italian chamber allowed the Italian business community to strengthen its presence in Cambodia and facilitate more cooperation between Italian businesses and their Cambodian counterparts. With the ICBA in place, world-renowned Italian brands have benefited from further exposure to the rapidly growing Cambodian market.

In order to create promising opportunities and offer an extensive network to its members, ICBA has also successfully established strong relationships with ICCS (Italian Chamber of Commerce in Singapore), ICHAM (Italian Chamber of Commerce in Vietnam), TICC (Italian Chamber of Commerce Thai) and has the ambition to create partnerships with other Italian regional business associations

ICBA GOALS:

EVENTS: ICBA organizes events to promote Italian excellence, culture, and lifestyle by working closely with the Italian business community.

NETWORKING: ICBA creates networking opportunities to enhance the relations between the Italian, Cambodian and other foreign business communities in Cambodia and in ASEAN region.

INFORMATIVE SERVICES AND OUTREACH:

ICBA collaborates closely with EuroCham in stimulating and facilitating trade and investment opportunities between both Cambodia and Italy.

Email: chairman.icba@eurocham-cambodia.org

INITIATIVES AND EVENTS 2022-23

March 2023 : ITALIAN DESIGN DAY 2023 – Vespa Showroom

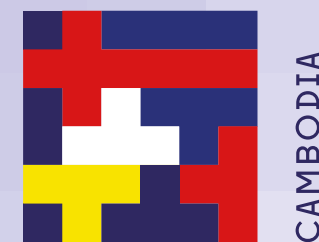
April 2023: Light On MADE in ITALY - T-ONE Building

OUR MEMBERS:

Mr. Alessandro Mangano



Address: Bred Bank Building, EuroCham office, #30, Preah Norodom Blvd, Sangkat Phsar Thmey 3, Khan Daun Penh, Phnom Penh



NORDCHAM

OUR MEMBERS:



Mr. Timo Järvinen

THE NORDIC CHAPTER

Launched on 30th May 2017, NordCham Cambodia has been enhancing business opportunities for the Scandinavian communities present in the Kingdom. By establishing a social network, NordCham aims to provide opportunities to have interaction, share expertise and experience between all its members, the European and the Cambodian Business communities.

MISSION:

Facilitate and increase two-way investments, business and trade flows between Cambodia and the Nordic countries.

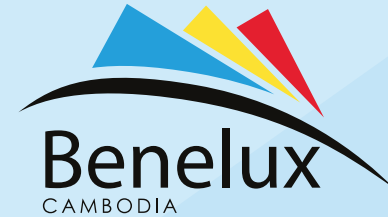
Exchange of knowledge between the Cambodian and Nordic business communities.

Maintain relations with regional Nordic business associations and chambers of commerce in the Nordic countries.

Email: nordcham@eurocham-cambodia.org

Address: Bred Bank Building, EuroCham office, #30, Preah Norodom Blvd, Sangkat Phsar Thmey 3, Khan Daun Penh, Phnom Penh

THE BENELUX CHAPTER



OUR MEMBERS:



The Benelux Chapter was created in 2018 as a small and flexible unit within the expanding European framework of EuroCham. The Benelux area is in the heart of Europe and is historically one of the most industrialised areas in Europe. Therefore, it has much to offer to the Kingdom of Cambodia. Enhancing commercial relations will certainly help the Benelux and wider European community, while also providing support for the thriving Cambodian economy. These goals will be reached by providing information and services to our members concerning commerce, industry and investment opportunities, and through hosting Benelux themed activities.

Email: benelux@eurocham-cambodia.org
Address: Bred Bank Building, EuroCham office, #30, Preah Norodom Blvd, Sangkat Phsar Thmey 3, Khan Daun Penh, Phnom Penh

BECOME A EUROCHAM MEMBER



EuroCham Membership Types



For More Information on our Membership Benefits

Ms. Léa GALERNE

membership@eurocham-cambodia.org
 +855 81 888 454

Mr. Chetra NOEUN

admin.officer02@eurocham-cambodia.org
 +855 10 746 437



Founding Chambers and National Chapters



French Chamber of Commerce and Industry in Cambodia



NordCham Cambodia



German Business Cambodia



Italian-Cambodian Business Association



British Chamber of Commerce of Cambodia



Benelux Cambodia



Central and Eastern European Business Association



CENTRAL AND EASTERN
EUROPEAN BUSINESS
ASSOCIATION CAMBODIA

The European Chamber of Commerce launched the Central and Eastern European Business Association (CEEBC) on Thursday, 11 May at an exclusive "A Night out in Europe" event to be hosted at Hyatt Regency Phnom Penh as part of Europe Week 2023.

CEEBC is EuroCham's newest national chapter, joining the French Chamber of Commerce and Industry in Cambodia (CCIFC), the British Chamber of Commerce in Cambodia, NordCham, the Italian-Cambodian Business Association, and Benelux Cambodia. Before the event Thursday night, CEEBC held its inaugural AGM at the EuroCham to discuss the chamber's statutes and vision.

Email: tomas@ddqdconsulting.com
Phone: +855 10 94 94 19





ABOUT KHMER ENTERPRISE

Khmer Enterprise (KE) is established under the Ministry of Economy and Finance to implement support programs and directly work with partners and beneficiaries.

VISION & MISSION

Our vision is to become the national platform for promoting entrepreneurial activities.

Joint support for building a vibrant entrepreneurial ecosystem can lead to economic diversification and innovation, increased productivity and decent work creation. To achieve its mission, Cambodian entrepreneurs operate by following four key principles:



Co-sponsoring entrepreneurial ecosystem building



Encouraging and promoting the growth of four priority sectors



Providing financial and non-financial support to startups and small and medium enterprises



Motivating local and international investors to invest in Cambodia's entrepreneurial ecosystem



Contact Us

- ☎ 023 900 855
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Event and Partnership Team Introduction



Dani GILL
Event & Partnership
Coordinator



Dinuttama CHHAY
Senior Event &
Partnership officer



Soputhyka KONG
Event and
Partnership Officer

What a year it has been since our last Year in Review. Unlike last time when I was writing to you having only recently joined EuroCham, it is my pleasure to be writing to you again, on behalf of the events team, after my first full year with the organisation.

This past year, Dinu, Thyka, and I have dedicated our time to ensuring EuroCham's breakfast talks, forums, and workshops deliver quality material with engaging speakers. We have also been working to bring some more fun and entertaining events to our amazing members, with member-exclusive events such as the screening of Avatar: The Way of Water, and fun family-friendly events like the one we held in May as part of Europe Week 2023. In 23/24 we want to continue building on these types of events as a way to offer something special to our members, and the extended EuroCham Community.

Not only are we looking to diversify our events, but we are working towards hosting special events that are completely free of charge, namely the Curiosity Tours, which will be fully launched later this year (keep an eye out for these great behind-the-scenes tours and experiences).

Our team has also been able to spend more time getting to know each of our members better, which has brought great value by helping us to update and adjust what we offer based on what you are telling us. For example, we launched the Post-Event Survey this past year, which many of you have taken the time to complete after attending our events (thank you)! We have been motivated by your positive feedback, but we also greatly appreciate the suggestions you have been giving as it allows us to readjust and tailor our events to better suit your needs, which is what we strive to achieve!

In the pages that follow we will share everything we have been up to, while also highlighting some of our favourite events we worked on. You can also find the results of our Post-Event Survey, which we will keep on running throughout the next year.

That's all from us for now! Please, never hesitate to reach out if you want to share any feedback or suggestions, or if you have any questions (related to events or otherwise), we are always here to help.

-Dani GILL
project.officer1@eurocham-cambodia.org

Annual General Meeting 2022

Date Tuesday 20th September, 2022

Location Sofitel Phnom Penh Pokeethra

At EuroCham's 2022 AGM, having well surpassed the quorum, EuroCham's members elected their new Board of Directors. The newly elected BoD then entered into discussions about the ExCom (executive committee) while guests enjoyed a free-flow networking event, sponsored by our long-supporting partner, Pernod Ricard. Following deliberations, the ExCom was then announced to all those in attendance at the networking event, and EuroCham has since been steered by the stellar experience and advice of this dedicated board.



Meet the 2023 Board of Directors



Mr. Tassilo BRINZER
EuroCham Chairman



Mr. Cyril GIROT
Vice-Chairman



Mr. Thomas HUNDT
Vice-Chairman



Mr. Martin MCCARTHY
Vice-Chairman



Mr. Antoine FONTAINE
Secretary General



Mr. David Sok Dara Marshall
Treasurer



Ms. ADOLH Géraldine
EuroCham Board Member



Mr. Narath CHHEAV
EuroCham Board Member



Mr. Marco Juliá EGGERT
EuroCham Board Member



Ms. Julie KEO
EuroCham Board Member



Mr. Etienne KETTENMEYER
EuroCham Board Member

Thanks to our Departing Board Members



Mr. Alain BRUN
Vice-Chairman



Mr. Youdy BUN
Secretary General



Mr. Varabott HO
Treasurer



Dr. Susanne BODACH
EuroCham Board Member



Mr. Christer Horn AF AMINNE
EuroCham Board Member



Ms. Sara MONTI
EuroCham Board Member



Mr. François SCHNOEBELEN
EuroCham Board Member



Dr. Siphana SOK
EuroCham Board Member

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Breakfast Talks

27 OCT	Breakfast Talk on Pension Scheme Implementation	28 FEB	SME Export Talk 10: Understanding How Services Can Be Exported
02 NOV	Fire Preventing Measures	02 MAR	Green Building Certification
14 NOV	Positive Developments from the ASEAN Summit and Related Summits	29 MAR	From Waste to Growth: Sustainable Waste Management in Cambodia
28 NOV	An RBH Event Launch of EuroCham's Responsible Business Hub	06 APR	Achieving Energy Efficiency: Policies and Practices
01 DEC	SME Export Talk 8: Getting Cambodian Fisheries Products to Export Markets	28 APR	Cambodian Agri-Business Perspectives
05 DEC	Is the Cambodian Energy Transition a Reality?	26 MAY	Political and Economic Outlook in Southeast Asia
12 DEC	An RBH Event Cambodia Garment, Footwear and Travel Goods Sector Brief	13 JUL	Unpacking the New Law on Taxation
19 JAN	Commercial Arbitration in Cambodia	13 JUL	Sub-Decree on the 2021 Law on Investment: Locking in Competitiveness and Growth
09 FEB	Automotive Sector Outlook for 2023 and Beyond	27 JUL	Hiring Smart
13 FEB	SME Export Talk 9: Export Opportunities for Cambodian Cosmetics Products	01 SEP	An RBH Event Breaking Barriers: People with Disabilities in the Garment Sector
27 FEB	An RBH Event Preventing Sexual Harassment in the Workplace	07 SEP	Improving Transparency in the Real Estate Sector: Property Measurement Standardisation, a Global Perspective

Forums

30 SEP	Towards an ESCO Association in Cambodia: Challenges and Opportunities
26 OCT	EuroCham's Tax Forum 2022
22 NOV	Green Energy Financing: Challenges and Opportunities
03 FEB	Human Resources Forum
21 FEB	Counter-Counterfeit and Illicit Trade Forum
20 APR	Transport and Logistics Forum 2023
23 MAY	Real Estate & Construction Forum
09 JUN	Green Business Forum: Pioneering Innovation for a sustainable future

Spotlight

Sub-Decree on the 2021 Law on Investment: Locking in Competitiveness and Growth

Date Thursday, 13th July 2023
Location Raffles Hotel Le Royal

This event is taking a well-deserved space in the spotlight of this year's Breakfast Talk Highlights, largely owing to the team's ability to pull together a high-level, well attended and smoothly run event in a very short space of time (and on the same day as another event) as we waited on tenterhooks for the release of the new Sub-Decree on the 2021 Law on Investments.

In the first public discussion on the new sub-decree, we had the honour of welcoming Secretary General of the Council for the Development of Cambodia (CDC), Sok Chenda Sophea, to speak to our audience on the wide array of incentives intended to attract foreign investors. We are grateful for His Excellency's contribution to this event and look forward to working with the CDC more in the future.



Spotlight

Counter-Counterfeit and Illicit Trade Forum

Date Tuesday, 21st February 2023
Location Hyatt Regency Phnom Penh

EuroCham Cambodia and EuroCham's Fast Moving Consumer Goods (FMCG) committee proudly organised the first 'Counter-Counterfeit and Illicit Trade Forum' in Cambodia. We joined forces with the CCF to highlight the ongoing issue of counterfeit goods and illicit trade, how it impacts businesses, and discuss the solutions and current laws aiming to address the issue.

We had the honour of the presence of H.E. PHAN Oun and H.E. DIM Theng, and capitalised on the opportunity to strengthen the partnership between EuroCham and CCF through an MoU signing which will see both sides cooperate even further over the coming years to combat counterfeit trade.



Networking Nights

20 OCT	Interchamber Women's Networking Event
25 OCT	Meet the New Leadership of EuroCham Cambodia
25 NOV	InterChamber Networking Event
20 JAN	Toast to 2023
11 MAY	A Night out in Europe
14 JUN	Healthcare Networking Night
07 JUL	HR Hangout

Special Events

Open Office, workshops, webinars, luncheons

29 SET	Webinar on the Salary Scale in Tourism and Hospitality	07 MAR	Afternoon Talk and Networking: Gender Equality
19 OCT	EuroCham x Khmer Enterprise Luncheon: Cambodia's Startup and SME Ecosystem	14 MAY	Europe Week 2023: Family Day
27 OCT	2nd Environmental Garment Brands meeting	15 MAY	Youth Day 2023
08 DEC	Bi-Annual Partnership Dinner	13 JUN	Open Office Day
22 DEC	Members Exclusive: Screening of Avatar: The Way of Water	15 AUG	Bi-Annual Partnership Dinner
		17 AUG	Open Office Day
		24 AUG	Annual National Chapter's Dinner



Spotlight

Toast to 2023

Date	Friday, 20th January 2023
Location	The Waterside

As tradition dictates, EuroCham Cambodia held a New Year's networking event, the 'Toast to 2023' at the Waterside in Phnom Penh. This event is a highlight event in the EuroCham calendar that brings together old friends and new ones as together we toasted to the year ahead.

We were thrilled to welcome over 200 high-profile business representatives, NGOs, media as well as country Ambassadors from the EU Delegation, France, Germany, the UK and the Czech Republic, and would like to thank our sponsors, Cambodia Airports, Khmer Enterprise, Vespa, and Pernod Ricard, once again.

During this event our Chairman, Tassilo Brinzer, said 2023 was shaping up to be an exciting year, and I think the chamber has lived up to this expectation! The toast to 2024 will take place again in January 2024.



Spotlight

Europe Week 2023: Family Day

Date	Sunday, 14 May 2023
Location	Sofitel Phnom Penh Phokeethra

As we mentioned in the introduction to EuroCham's activities, we have been working towards offering more fun, family-friendly events, and this Family Day event (that was held as part of EuroCham's celebration of Europe Week) was a smash hit! We welcomed over 300 guests, as EuroCham members and their families joined us at Sofitel Phnom Penh Phokeethra for an array of fun activities and delicious food. We had table tennis, archery, water games, football, pétanque, badminton, and of course a huge bouncy castle and face painting station that delighted many of the children (and some of the adults) in attendance.

If you missed this one, then don't worry – there will be more like this in 23/24!

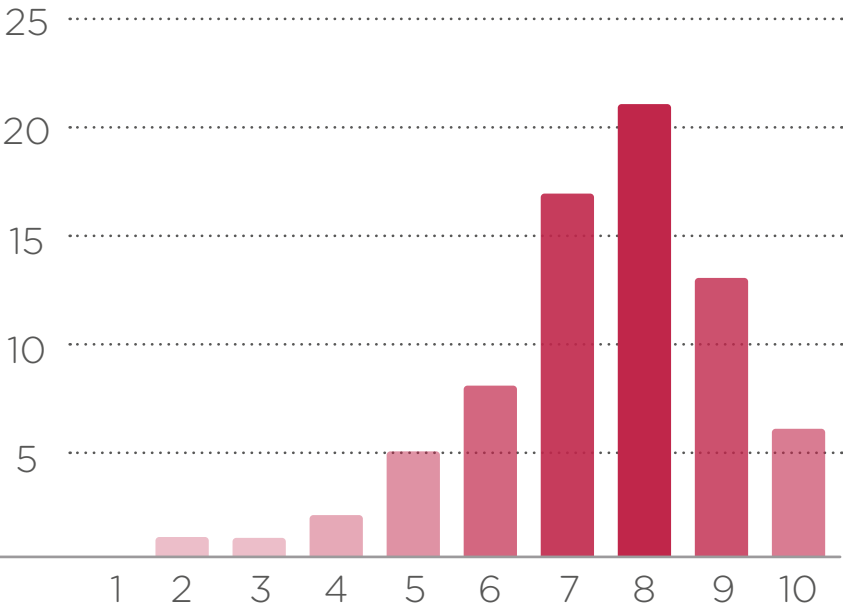
Event Survey Results

General Satisfaction

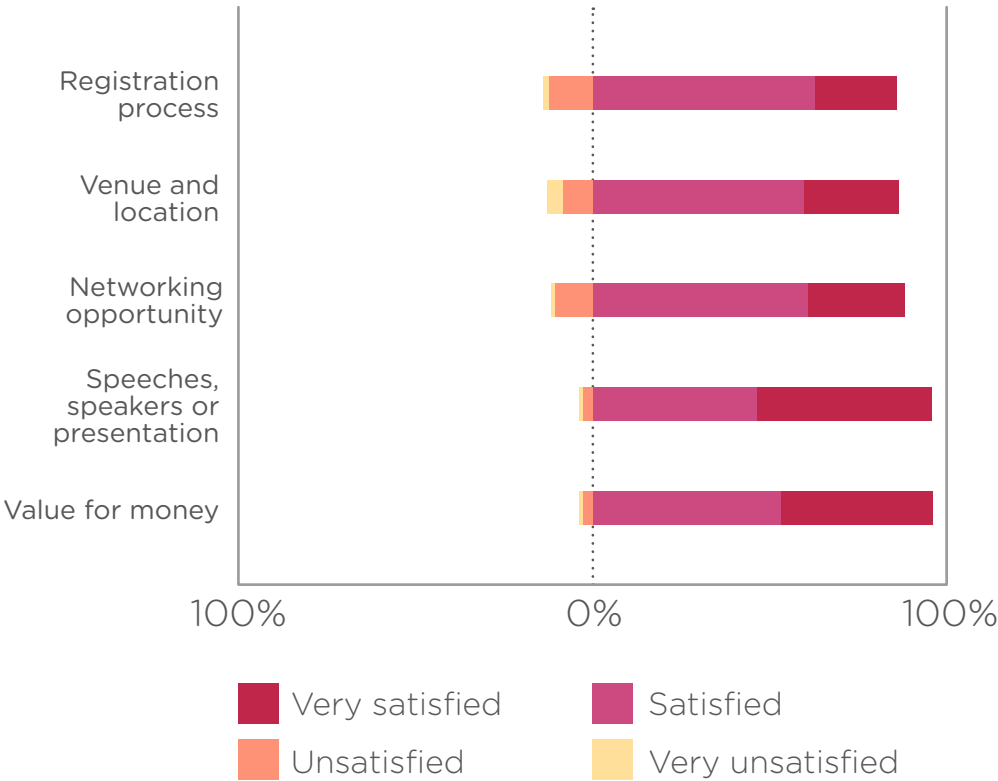
7.43

Average Rating

1 = low, 10 = high



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CAMBODIAN FEDERATION OF EMPLOYERS AND BUSINESS ASSOCIATIONS

COMMUNICATIONS



Brian BADZMIEROWSKI
Senior Communications Officer

Vosumtey SENG
Junior Communications Officer

The communications team coordinates outreach and highlights the important work carried out by the chamber’s different departments. The past year has seen the chamber progress on all fronts, as we have strengthened our relationships with the government, our members, and development partners.

One highlight that sticks out for the communications department is the successful launch of our Position Paper on Renewable Energy in Cambodia. Highlighting the hard work of the team, we organised a press conference and earned important media coverage, including a front-page story in the Phnom Penh Post. Combined with several events that touched on this topic and the ongoing efforts of the Responsible Business Hub, we’re happy that our work on this issue helped push the renewable energy agenda to the forefront, and we’re poised to stay on top of this important issue.

We’re also proud that our newsletter has been expanded to include regular interviews with our members and important figures in

the domestic and regional business scene. It’s important to us to showcase the initiatives of our members, while keeping tabs on the most pressing business stories of the day.

Moving forward, we’re excited to expand our reach even further in the region. As Cambodia’s economic influence continues to grow, we will continue promoting the Kingdom as a prime business and investment destination. Our upcoming ASEAN-Cambodia Business Summit reflects this desire to grow, along with advocating for more economic integration within the Mekong Region.

It’s been great being able to work with a special team and meet so many of our members over the past year. The amount of people involved directly or indirectly with EuroCham is staggering, and it’s a pleasure to be able to meet and work with so many of them. We’re looking forward to making even more connections and expanding our influence even further in 2024.

-Brian BADZMIEROWSKI
pr.officer@eurocham-cambodia.org

Spotlight

Press Conference on Position Paper on Renewable Energy in Cambodia

EuroCham brought together experts from its committees and private sector stakeholders to officially release its Position Paper on Renewable Energy. The event was widely covered and helped to increase exposure for an issue that is high on the chamber’s priority list.



Newsletter

EuroCham’s revamped newsletter comes out weekly and features weekly interviews with members and business leaders.

Cambodia Energy Efficiency Competition

The comms team was proud to represent the chamber during the first edition of the Cambodia Energy Efficiency competition. EuroCham won the top prize for the high-energy use offices category, a testament to the team’s resolve to cut energy costs. This was truly a team effort, and as we enter the second year of the competition, the team is already improving on last year’s numbers.



Statistics

26,559 Followers
24,771 Likes
626,428 Reach

18,538 Followers
13,182 Page view
745,149 Impression
19.7% Engagement

902 Followers
909 Page Visit
1,772 Page Reach

3,250 Followers

1.7M Email Sents
3% Bounce Rate
43,035 Opened
18,380 Total Clicks

393,255 Page views
130,117 Users
24,328 (16%) Returning Visitors
127,723 (84%) New Visitors

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Responsible Business Hub



Sara MONTI
Senior Responsible
Business Hub Coordinator



Massimiliano TROPEANO
Sustainability and Garment
Industry Expert



Sivheng HOENG
Junior Responsible
Business Hub Officer

Towards Mandatory Due Diligence for Supply Chains

In light of increasing international standards deriving from new mandatory laws on sustainability due diligence (DD) across the globe, companies are subject to intensified due diligence duties in their global supply chains to analyse, prevent, and address negative impacts of their business activities on people and the environment. International brands and retailers will consequently also increase their engagement with suppliers in the production countries.

To improve the ability of suppliers based in Cambodia to adapt and comply to these new regulations and reporting requirements, the European Chamber of Commerce in Cambodia (EuroCham), Supported by GIZ FABRIC (Deutsche Gesellschaft für Internationale Zusammenarbeit) and the Textile Apparel Footwear and Travel Goods Association in Cambodia (TAFTAC) established Cambodia's first Responsible Business Hub (RBH) as information/ advisory/ support desk to improve the ability of Cambodia export sectors, especially the garment, textile and footwear sector, to adapt and comply to these new regulations and reporting requirements.

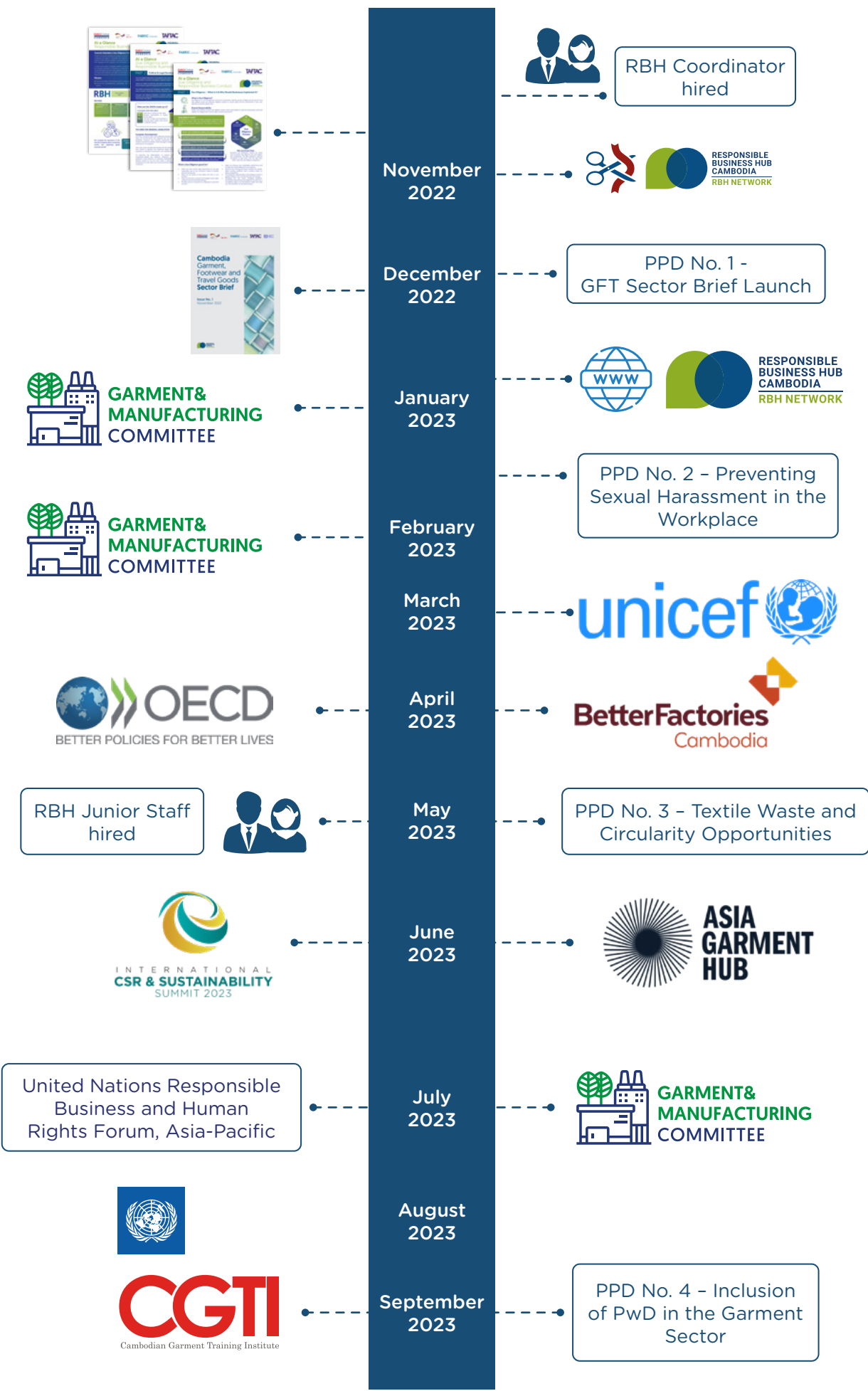
Our Mission

- Improve the ability of the private sector to understand and prepare for the new sustainable due diligence standards
- Improve the competitiveness, sustainability, and capacity for environmental and social due diligence of Cambodian export sectors
- Enhance data transparency related to sustainability progresses achieved in Cambodia.

Our Services

- Publications
- Website
- Basic advisory services
- Knowledge Centre
- Directory of local service providers
- Self - Assessment Questionnaire
- Training programme
- Recognition of best practices (Garment CSR Awards)

-Sara MONTI
rbh@eurocham-cambodia.org



Highlights

Responsible Business Hub Launch Event on 28th Nov 2022

Supported by GIZ FABRIC and in collaboration with the Textile Apparel Footwear and Travel Goods Association in Cambodia (TAFTAC), EuroCham officially launched the first-of- its-kind Responsible Business Hub (RBH) as a support desk offering a large variety of services in the field of responsible business practices.

Public-Private Dialogue Events Series

• PPD No. 1 - Cambodia Garment, Footwear and Travel Goods Sector Brief Launch on 12th Dec 2022

The GFT Sector Brief is the result of a collaborative effort by GIZ, EuroCham, ILO, and TAFTAC in Cambodia. It addresses the data gap in Cambodia’s Garment, Footwear, and Travel Goods (GFT) sector over the past two years, relying on the latest official statistics.

• PPD No. 2 - Preventing Sexual Harassment in the Workplace on 27th Feb 2023

The event, in collaboration with the Cambodia Women Entrepreneurs Association (CWEA) and the International Labor Organization (ILO), represented the occasion to share the latest developments and trends regarding preventive measures and policies against sexual harassment in the workplace which are in place across different business sectors in the country.

• PPD No. 3 - Textile Waste Opportunities for Circular Textiles, Garments and Footwear in Cambodia

In collaboration with GIZ FABRIC and the Global Fashion Agenda (GFA), the event explored opportunities of valorising textile waste and creating circular business models in fashion & footwear manufacturing that helps bring value to Cambodia. Leading local stakeholders gathered to discuss circularity practices and goals.



What comes next in 2023

- PPD No. 4 - Inclusion of people with disabilities (PwD) into the garment sector (1st September 2023)
- CSR Managers’ Forum (17th October 2023)
- CSR Garment Awards (20th October 2023)
- PPD No. 5 - Sustainability reporting requirements in light of due diligence legislation (November 2023)
- PPD No. 6 - Sustainable productivity and digital wages (December 2023)

Statistics

40+
Suppliers in Cambodia have used the RBH Services (out of 80)

30+
RBH Enquiries

200+
Attendees at 3 Public-Private Dialogue Events (PPD)

1,600+
Website users (in the last 90 days) and 40+ downloads

5+
Ministries of Cambodia involved

18
Press mentions

1
Training program for factory managers in collaboration with the Cambodian Garment Training Institute – CGTI

RBH Profile on Asia Garment Hub

Membership



Léa GALERNE
Membership Officer

Chetra NOEUN
Junior Admin &
Service Officer

Welcome to our new membership team!

With a growing list of members about to reach 400+, we now have a dedicated position to represent our valuable members.

How does this benefit you? You have an advocate in EuroCham, someone who is dedicated to ensuring your benefits are realised and your thoughts and concerns are heard.

We are a membership-driven organisation, and strengthening and honouring our relationship with our members is a top priority.

Whether you are looking to connect with like-minded peers to grow your business or fulfill

specific needs or you need some extra exposure for a new product or service you're launching, get in touch with our membership team and we'll make it happen.

Feel free to come to one of our open offices as well, where we have the chance to get to know each other and set the expectations for our collaborative efforts.

As we shift to a new membership database to better organise our directory and make it easier for members to manage their data, we'll be by your side to ensure you maximise your benefits.

-Léa GALERNE
membership@eurocham-cambodia.org

Highlight

Open Office Day

| FEB 13 | APRIL 11 | MAY 12 | JUNE 13 | AUGUST 17 |

EuroCham's Open Office Days offer the chance for members to learn the ins and outs of the European Chamber of Commerce. Representatives from each department give an overview of the chamber's services for new members. Each member learns about how the chamber can assist with communications support, how to join one of the chamber's advocacy committees, and more. Members also learn about how they can get more

involved with events and take advantage of the chamber's services offerings. Aside from a formal presentation, we wrap up the open office with an informal question-and-answer session followed by networking with snacks and drinks. We encourage all new members to join us for an open office, as it provides a valuable chance for us to learn about each other and get feedback for how we can improve our services.

Spotlight

Open Office Day

Date Thursday, 17 August 2023

EuroCham's open office day on 17 August proved especially memorable because we dedicated a good portion of the evening talking informally, and partnerships were

formed between businesses that very night. It was a good example of the chamber providing a platform for like-minded businesspeople to collaborate on shared goals.



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- Automotive
- Digital & Technology
- Fast Moving Consumer Goods
- Garment & Manufacturing
- Green Business
- Healthcare
- Human Resources
- Real Estate & Construction
- Tax
- Tourism & Hospitality
- Transport & Logistics

Advocacy Team Introduction



Joachim DAUTAI
Senior Advocacy Officer



Mey Ching CHAN
Junior Advocacy Officer



Sarine CHAU
Advocacy Intern

The year of rejuvenation

The Covid crisis was a real speedbump to our activities. 2022 was the occasion to rejuvenate EuroCham's advocacy department. Hence, every committee elected new leaders, with the perfect combination of youth and experience, but also a good combination between Khmer and foreign professionals.

Plus, some of our committees have upgraded their efforts. Before, EuroCham's advocacy work relied on 12 sectoral committees and three working groups. The three working groups were established in 2020 to consider quick response groups with the objective of obtaining better insight from the private sector on matters or legal issues related to the sector in question. They also acted as taskforces to address certain specific concerns amongst members of the relevant industry, or to address certain specific government policies. Compared to Sectoral Committees, Working Groups had no executive committee or statutes, and their meetings were generally ad-hoc.

The three Working Groups have been incorporated within the 12 sectoral committees: the Working Group on Education is now under the scope of the Human Resources Committee, the Healthcare representatives Working Group has been merged with the Healthcare Committee and the Fast-Moving Consumer

Goods Working Group joined forces with the Beer, Wine and Spirits Committee to create the new Fast Moving Consumer Goods Committee.

In addition to these three incorporations, new pillars have been developed within the 12 committees to fulfill the needs of our members. Therefore, a dedicated pillar has been created for the suppliers in the Real Estate and Construction Committee, a pillar for the development of E-Health in the Healthcare committee, a skill development pillar for the Human Resources committee and many more that you could find within this edition of the Year in Review.

On the top of all that, this last 12 months was the occasion to launch our committee logos to enhance the branding within our advocacy's work. Because this is what the EuroCham Committees are all about. Associations within the association.

Now that the Advocacy is now fully back on track at its highest speed, the way forward is to look at the return of the anticipated White Book that will also feature an online interactive version: the Advocacy Compass.

-Joachim DAUTAI
advocacy.officer1@eurocham-cambodia.org

Description and Strategy

The purpose of advocacy's work within EuroCham Cambodia is to publicly support the reform of the legal framework to make it favourable for European investment with an eye on sustainability.

EuroCham's Advocacy team serves our members by giving them a strong single voice and by facilitating dialogue between the private sector and the Royal Government. This endeavour relies on the EuroCham Sectoral Committees which meet regularly to discuss and propose constructive solutions to regulatory and structural issues that affect businesses in Cambodia. These committees have three main objectives: firstly, creating a business community between peers to exchange knowledge, experience, and opportunities and challenges faced. Second objective: organise events to raise awareness on certain issues and possible solutions. We also aim to provide a public information platform by inviting representatives from the Royal Government of Cambodia. The third objective is a pure advocacy mission. We want to level the business playing field, and we are constantly in discussion with the Royal Government of Cambodia to improve the business environment. We do this by releasing publications, meeting with officials from the public sector and reaching out to other business associations.

Since 2014, these committees have driven EuroCham's advocacy initiatives by providing policy input to the White Book and public-private technical consultations, and by preparing EuroCham Forums, Luncheons, Breakfast Talks, Exclusive Dinners, and Webinars as a means of promoting open dialogue and information sharing to our wider network.

To efficiently convey the voice of its members to the Royal Government, EuroCham has also actively participated in relevant Working Groups of the Government-Private Sector Forum (G-PSF), especially the Working Group D, on Law, Tax & Governance. In addition to the

participation with the G-PSF, EuroCham reaches out to other business associations to promote a progressive and stable legal framework such as the Japanese Business Association of Cambodia (JBAC), the Cambodian Automotive Industry Federation (CAIF), and the Cambodian Federation of Employers and Business Associations (CAMFEBA). Some of these relationships were strengthened by the signing of a Memorandum of Understanding (MoU), like the one signed with the Textile, Apparel, Footwear & Travel Goods Association in Cambodia (TAFTAC).

EuroCham also secured bilateral relationships with various relevant ministries, thus providing opportunities for active members to convey industry views and feedback at the highest level to facilitate legal compliance and level the playing field for all companies.

These relationships enable us to send a common and powerful message to the Royal Government whenever possible. This strategy of cross-chamber coordination strengthens the relevance and legitimacy of our policy recommendations, allowing us to secure successes with our government counterparts.

Throughout the years, we have been able to maintain a general recognition and appreciation of our White Book, the third edition of which was released in July 2019, containing 65 policy recommendations.

Finally, in order to further promote the voice of the private sector at the policymaking level, EuroCham has continued to engage with various development partners and international organisations. We are regularly in touch with institutions such as the UN, the World Bank, the Asian Development Bank and the German (GIZ) and Japanese (JICA) development agencies, who express their appreciation of EuroCham's feedback, particularly with respect to Cambodia's economic outlook and general business climate.

Advocacy Explained

WHAT IS ADVOCACY?

Advocacy is commonly defined as the public support of an idea or a recommendation. It also corresponds to the support, advice and help given to people with special needs or aims. At EuroCham, we publicly support changes within the legal framework to improve the general business environment, and to make Cambodia a place that attracts foreign investment.

HOW EUROCHAM OPERATES?

EuroCham advocacy relies on the work of its sectoral committees. The purpose of these committees is to reunite professionals from a same industry to identify common issues and solutions. Once these issues and their solutions are identified, EuroCham will be in charge of bringing these to the Royal Government of Cambodia and recommending them to apply the proposed solutions submitted by our members.

In order to bring these issues and solutions up, EuroCham has access to multiple tools:

- The most popular one is the White Book. The White Book compiles policy recommendations from the perspective of the private sector.
- Consultation with the Royal Government of Cambodia: because EuroCham does not represent one company nor only one private interest, EuroCham is capable of facilitating the dialogue with the Royal Government of Cambodia.
- Event organisation: the EuroCham's sectoral committees are the motor of our events. Organising a public event is a way to raise public awareness on certain topics but also to invite representatives from the Government to inform the public about their latest initiatives and strategies.

DOES ADVOCACY WORK?

The answer is yes. Of course, it takes time, but the results are worth the effort. Through our committees, our members have pushed several agendas forward in collaboration with the government. One recent example of this is advocacy's work on the seniority back payments.

HOW CAN I MAKE THE BEST OUT OF EUROCHAM'S ADVOCACY WORK?

As a member of EuroCham your best way to contribute to advocacy is first to join one of our twelve sectoral committees. To join, reach out to our advocacy department, and we will inform you what committee fits the best to your issue. Participate in our committee meetings. Advocacy works when we find the time!

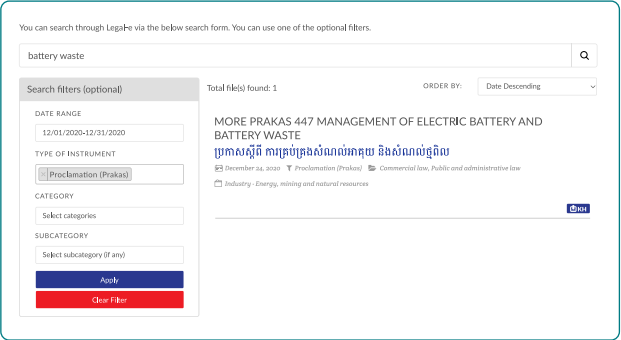
Introduction of White Book

The White Book is the flagship publication of EuroCham and the result of the general work completed by EuroCham’s sectoral committees. The White Book conveys the collective expression of EuroCham members on specific aspects of the business environment in Cambodia. The information and views put forward in this publication are solely intended to promote constructive dialogue and offer suggestions for the improvement of Cambodian-European business relations.



Launched in 2016, the White Book will be back for a special 2024 Edition! This edition of the White Book will contain 13 chapters, 12 being in line with our committees, and a new one focusing on trade policy.

Legal E-library



www.eurocham-cambodia.org → Info Cener → Legal-e



EuroCham
Cambodia's
Online Legal
Library

The advocacy department has developed Legal-e, an online legal library freely accessible by EuroCham members on the EuroCham website.

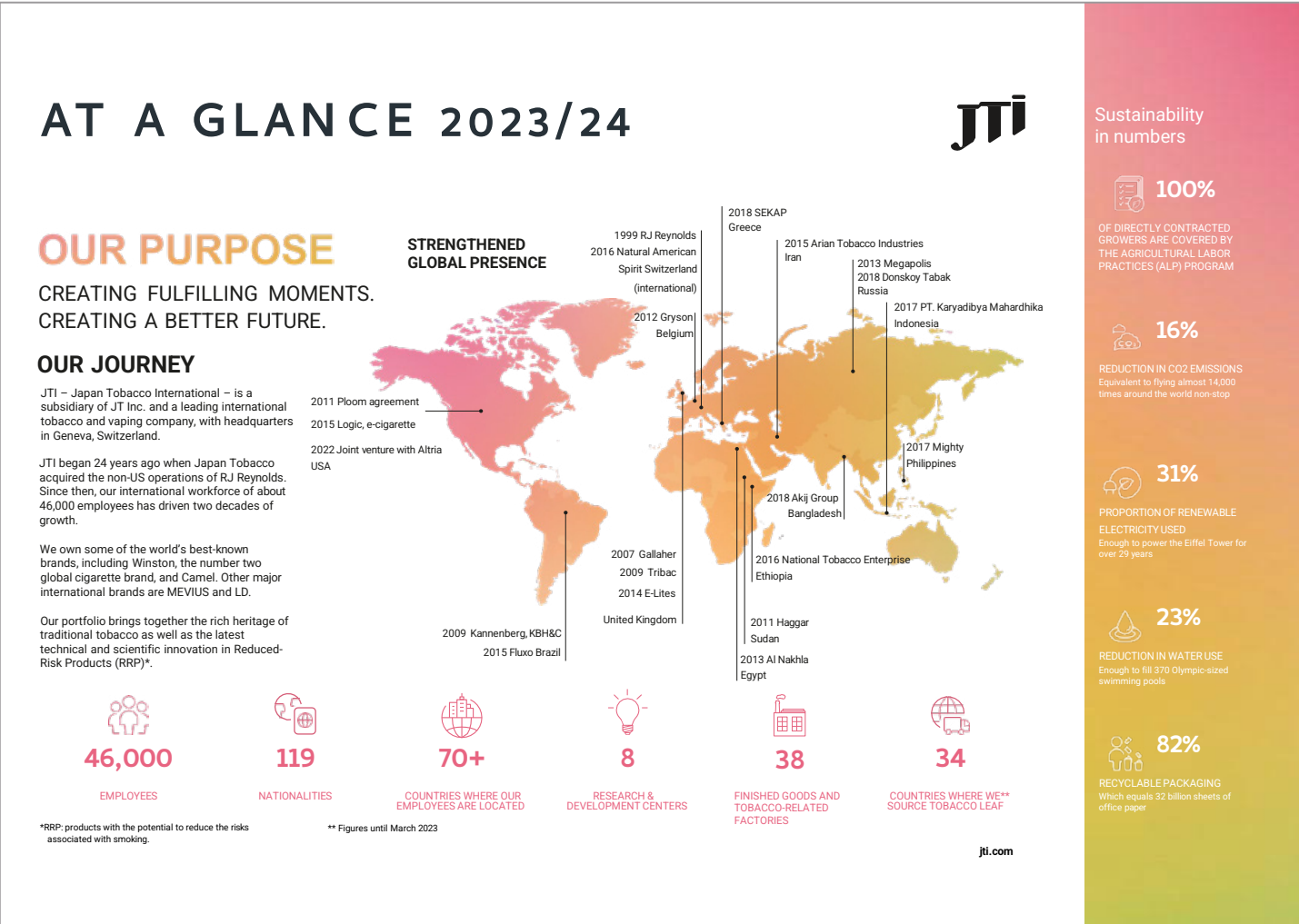
The purpose of Legal-e is to build a better knowledge of Cambodia’s legal framework amongst EuroCham members. By having transparent access to Cambodia’s legislation and regulatory framework, EuroCham members are more resilient and can more easily navigate doing business in Cambodia in compliance with the law.

Our online legal library has a comprehensive search function with free text search and filter

options, allowing members to search for certain industries, types of legal instruments, or given date ranges.

Legal-e is a constantly evolving tool. At launch, we already provide free access to about 520 Cambodian legal texts and dozens of (unofficial) English translations. We are working hard to expand the Legal-e every day and will soon also provide easy access to policy documents, templates and other useful sources.

Knowledge sharing is one of the cornerstones of our members’ network; should you have documents or legal sources to share, feel free to reach out to our advocacy team.



Advocacy Focus and Highlights



The Council for the Development of Cambodia (CDC) has officially issued the awaited Sub-Decree on the Law on Investment bringing clarifications on the applications of Qualified Investment Projects” (QIPs), “Expanded Qualified Investment Projects” (EQIPs) and “Guaranteed Investment Projects” (GIPs). EuroCham had the privilege of being the first foreign business association to organise an informative dissemination workshop of this new regulation on the 13th of July with the participation of **H.E. Sok Chenda Sophea**.

The General Department of Taxation (GDT) released the **new Law on Taxation on the 16th of May 2023**. This new law represents a leap forward as it provides updated definitions and compiles all regulations in a centralised text. The EuroCham Tax Committee worked with the General Department of Taxation on the organisation of the successful **Tax Forum 2022** Edition on **26th October 2022**.

The General Department of Customs and Excise (GDCE) issued Sub-Decree No. 122 on the Adjustment of the Customs Tariff, Specific Tax, and Export Tax Rate on Certain Goods. This Sub-Decree was welcomed by EuroCham members notably because it helps add structure the tax regime. EuroCham also met with the General Director of the GDCE, **H.E. Dr. Kun Nhem** to introduce the plan of the Automotive and Transports & Logistics Committee. The GDCE also attended EuroCham’s Counter-Counterfeit & Illicit Trade Forum to explain their initiatives and strategies for combatting the import of counterfeit products.

EuroCham works closely with the **Ministry of Land Management, Urban Planning and Construction (MLMUPC)**, notably during the Real Estate & Construction Forum on 23 May, where their representatives provided more details on the latest legal updates from the MLMUPC. In addition to the Forum, the Real Estate & Construction Committee continues to work on the adoption of standardised measurements in the real estate sector in collaboration with the MLMUPC.

EuroCham has also met with **Ministry of Industry, Science, Technology & Innovation (MISTI)** to foresee any further collaborations between the two entities. During this meeting, **H.E. Cham Prasidh** welcomed the idea of extending the application of UNECE Safety Standards to all cars.

The Ministry of Public Works and Transports (MPWT) participated in the EuroCham Transports & Logistics Forum. **H.E. Sun Chanthol** informed EuroCham members about the latest infrastructure updates and introduced the plan of the MPWT to improve logistics in the Kingdom. The MPWT also participated in the Breakfast Talk on the Automotive Sector: Outlook and Beyond to discuss the further adoption of electric vehicles in Cambodia.

Agriculture is one of the pillars of the Cambodia’s economy and EuroCham wants to support the Government on this topic as expressed in a courtesy meeting in late March with the **Ministry of Agriculture, Fisheries and Forestry (MAFF)**. During this courtesy meeting **H.E. Dith Tina** expressed his curiosity about the Agri-Business Committee’s advocacy work. The wider public also had the chance to learn about MAFF’s vision to support more sustainable agriculture during the 28th of April Breakfast Talk on Cambodia Agri-Business perspectives.

EuroCham collaborated with the **Ministry of Commerce (MoC)** mainly through the Consumer Protection Competition and Fraud Repression Directorate-General (CCF) with EuroCham signing a Memorandum of Understanding with the CCF on the **21st of February during the Counter-Counterfeit and Illicit Trade Forum**. In addition to this MoU, the CCF provides us with updates on the implementation of the Law on Consumer Protection. Later during the year, the Fast Moving Consumer Goods Committee of participated in the consultation of the upcoming law on product liability.

The Ministry of Mines and Energy (MME) issued new regulations on Principles for Permitting to Use the Rooftop Solar Power in Cambodia on the 25th of April 2023. Before that, the MME released the National Energy Efficiency Policy (NEEP) that was explained during a **Breakfast Talk on Energy Efficiency organized by the Green Business Committee on the 6th of April**.

Sustainability is also a key pillar of EuroCham, and during the **EuroCham Green Business Forum**, the **Ministry of Environment (MoE)** introduced its vision for a more sustainable economy in Cambodia.

The Ministry of Health (MoH) is currently working on a new pharmaceutical law aiming notably to facilitate the registration of pharmaceutical products in Cambodia as mentioned during a courtesy meeting on the 21st of March with the EuroCham Healthcare Committee.

The Ministry of Labour and Vocational Training (MoLVT) during the **Human Resources Forum on the 3rd of February** shared its vision relying on 4 pillars: Modernisation in Labour Inspection Systems, Strengthening Labour Dispute Settlement Mechanisms, Social Security Expansion, and Strengthening Occupational Safety and Health. On the latest topic, EuroCham had the chance to be invited to the Project Advisory Board on enhancing the occupational safety and health standards on construction sites.



EuroCham Cambodia



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Sectoral Committees

Our twelve sectoral and cross-sectoral committees function as platforms for information sharing on specific sectors of activity and are the primary contributors to the EuroCham Advocacy Programme.

Throughout the year, the committees provide input to be compiled in the White Book before it is formally presented to the Royal Government. Committees are then involved in subsequent consultations to discuss these recommendations with relevant ministries. Several committees initiate events organised by EuroCham such as our Breakfast Talks that focus on specific, technical topics geared towards management-level professionals, or highly visible sectoral forums that promote topics relevant to the sector through keynote speeches and panel debates.

Committees



Established in 2018, the Agribusiness Committee is open to companies involved in the agricultural forestry, fisheries and food processing sector. The main driver of the committee is to encourage more sustainable agricultural production by encouraging practices that strengthen soil fertility while taking into consideration food safety and labour regulations.

ELECTED REPRESENTATIVES

- **Mr. Eugene Kraamwinkel**, Chairman (Phu Rieng Kratie Aphivath Caoutchouc)
- **Mr. Rajiv Pradhan**, Vice-Chairman (Swisscontact)

[Agribusiness Committee - EuroCham Cambodia \(eurocham-cambodia.org\)](#)



The Automotive Committee gathers authorised importers and distributors of automotive brands, including two-, three-, and four-wheelers. The committee concerns itself with matters related to consumer protection by encouraging a stronger enforcement of homologation for all distributors. It also looks at the taxation policy that affects the automotive industry.

ELECTED REPRESENTATIVES

- **Mr. Makara Chhoeurn**, Chairman (RMA Cambodia PLC)
- **Mr. Kjeld Olsen**, Vice-Chairman (Car4you)

[Automotive Committee - EuroCham Cambodia \(eurocham-cambodia.org\)](#)



The Digital & Technology Committee focuses on the development of five main areas: the 5G network, e-commerce framework, the National Internet Gateway, digital skills, and financial services. Last year, the vice-chair took on the role of representative for financial services in the committee. The committee is open to any company who has an interest in these sectors including banks, web developers, telecom companies, etc. The goal is to play an active role in the development of new policies and government strategies that will shape the future of Cambodia's digital landscape.

ELECTED REPRESENTATIVES

- **Mr. Tomas Pokorny**, Chairman (D.Q.D Consulting)
- **Mr. Nicolas Hollanders**, Vice-Chairman in charge of the financial services (Bred Bank Cambodia)
- **Mr. Kenneth Tang**, Vice-Chairman (Worldbridge Sports Village)

[Digital & Technology Committee - EuroCham Cambodia \(eurocham-cambodia.org\)](#)



The Fast Moving Consumer Goods Committee, is the newest committee, the result of a merger of the Fast Moving Consumer Goods Working Group and the Beer, Wine and Spirits Committee. This committee gathers companies involved in the manufacturing, distributing, importing, marketing, or sale of fast moving consumables such as cigarettes or food. It also targets companies that have direct, demonstrable interests in these industries, such as retailers. To maintain the importance of alcoholic beverages, one representative of the committee leadership is in charge of the beer, wine and spirits industry pillar. The main driver of this committee is consumer protection based on three thematic: consumer-end information, prevention of illicit trade and minimum purchasing age for alcohol and tobacco products.

ELECTED REPRESENTATIVES

- **Mr. Daren Ong**, Chairman (Pernod Ricard Cambodia)
- **Mr. Tivea Koam**, Vice-Chairman (Unilever Cambodia)

[Fast Moving Consumer Goods Committee - EuroCham Cambodia \(eurocham-cambodia.org\)](#)



The Garment & Manufacturing Committee is open to companies linked to the garment, textile, footwear, travel goods sector, including factories, brands, and certifiers. The main goal of the committee is to enhance more sustainable production within the garment industry, as it is one of the pillars of the Cambodian economy. On this topic, the committee contributed to the publication of a position paper in August 2022 on Renewable Energy in Cambodia. In addition to more sustainable production, the committee advocates for a better implementation of occupational health and safety standards in garment factories. One of the Vice-Chair positions of the Garment & Manufacturing Committee is also filled by TAFTAC, which signed an MoU

with EuroCham in 2022. It allows the committee to work closely with one of the most important business organisations in Cambodia.

ELECTED REPRESENTATIVES

- **Mr. Emerald Am**, Chairman (LABS Foundation)
- **Ms. Molika Meas**, Vice-Chairwoman (iCare Benefits Group)
- **Mr. Choon Yik Thong**, Vice-Chairman (TAFTAC)

[Garment & Manufacturing Committee - EuroCham Cambodia \(eurocham-cambodia.org\)](#)



The Green Business Committee is a platform to enhance sustainable business practices in Cambodia and to minimise the negative impact of business activities on the global or local environment, community, and society. The committee is composed by either members who specialise in green practices (renewable energy, green buildings, waste management) or by members who operate their businesses in an environmentally-conscious manner. The transition to a green economy is the main guideline of the committee focused by three themes: renewable energy, green financing, and corporate social responsibility.

ELECTED REPRESENTATIVES

- **Dr. Sajith Edirisuriya**, Chairman (Chip Mong Insee Cement Corporation)
- **Ms. Cécile Dahomé**, Vice-Chairwoman (Sevea Consulting)
- **Mr. Varabott Ho**, Vice-Chairman (CamED)
- **Mr. Rogier Van Mansvelt**, Vice-Chairman (CME Baitang)
- **Mr. Natharoun Ngo Son**, Vice-Chairman (EnergyLab Cambodia)

[Green Business Committee - EuroCham Cambodia \(eurocham-cambodia.org\)](#)



The Healthcare Committee combines healthcare and medical businesses, from the pharmaceutical distributors to practitioners. A key goal is to promote good practices, standards, ethics, and high-quality products for Cambodian patients. The committee actively engages with the Ministry of Health to promote efficient regulations and full compliance. The main objective is to build a safe environment for patients and a fair environment for conducting business.

ELECTED REPRESENTATIVES

- **Dr. Vireak Chea**, Co-Chairman in charge of the E-health Development (PillTech Solutions)
- **Ms. Chhommonica Pech**, Co-Chairman representing the Pharmaceuticals Companies (Zuellig Pharma)
- **Ms. Dyphan Phirum**, Co-Chairwoman representing the Practitioners (Much Mobile Healthcare)

[Healthcare - EuroCham Cambodia \(eurocham-cambodia.org\)](https://eurocham-cambodia.org/Healthcare)



The Human Resources Committees is open to professionals who are in charge of human resources at their company. The committee has always been driven by compliance and advocating for fair labour laws that encourage regulations and balance interests of both employers and employees. This year, we also started focusing on skill development. Hence a new pillar was created and one of the vice-chairpersons is now in charge of the skill development topic. On top of this, the HR committee is aiming to become a real HR club to share best practices and tips between HR professionals.

PILLARS:

- Labour Law
- Skill Development

ELECTED REPRESENTATIVES

- **Mr. Narath Chheav**, Chairman (EuroCham Board of Director)
- **Dr. Antoine FONTAINE**, Vice-Chairman in charge of the Labour Law (Bun & Associates)
- **Mr. François Schnoebelen**, Vice-Chairman in charge of the skill development (Ecole d'Hôtellerie et de Tourisme Paul Dubrule)

[Human Resources Committee - EuroCham Cambodia \(eurocham-cambodia.org\)](https://eurocham-cambodia.org/HumanResources)



The Real Estate and Construction Committee gathers companies involved in real estate, construction, engineering, legal advice, development and suppliers. The committee actively engages the Ministry of Land Management, Urban Planning and Construction — which shares an MoU with the chamber — to provide technical assistance during the drafting of related regulations.

It is particularly interested in construction standards and worksite safety as well as in modernising residential property and cadastral and real estate development. The committee is involved in the organisation of various thematic events, including the EuroCham Real Estate and Construction Forum and the Tall Buildings Forum.

PILLARS:

- Real Estate
- Suppliers
- Construction

ELECTED REPRESENTATIVES

- **Mr. Michel Cassagnes**, Chairman (Archetype Cambodia)
- **Mr. Ross Wheble**, Vice-Chairman in charge of the Real Estate pillar (Knight Frank Cambodia)

- **Mr. Serge Pak**, Vice-Chairman in charge of the Suppliers pillar (Beton Block and Pave)
- **Mr. Lawrence Lennon**, Vice-Chairman in charge of the Construction pillar (CBRE Cambodia)

[Real Estate & Construction Committee - EuroCham Cambodia \(eurocham-cambodia.org\)](https://eurocham-cambodia.org/RealEstateConstruction)



The Tax Committee shares information about the legal and practical aspects of Cambodia's tax system to address the challenges that arise in a market undergoing formalisation, notably by publishing an article when a new tax regulation comes into effect in EuroCham's newsletter. The committee also works on identifying cross-sectoral legal and structural issues and proposes solutions to the Royal Government notably on the topics of tax formalisation processes or the development of a securities regulatory framework.

ELECTED REPRESENTATIVES

- **Mr. Chum Socheat**, Co-Chairman (R&T Sok & Heng Law Office)
- **Dr. Antoine Fontaine**, Co-Chairman (Bun & Associates)

[Tax Committee - EuroCham Cambodia \(eurocham-cambodia.org\)](https://eurocham-cambodia.org/Tax)



The Tourism & Hospitality Committee was relaunched in 2020 and is open to associations and businesses involved in the Cambodian tourism and hospitality sectors which includes tour operators, hotels, spas, restaurants, and NGOs. The Tourism & Hospitality Committee's main priority is promoting Cambodia as a tourist destination.

ELECTED REPRESENTATIVES

- **Mr. Jacques Guichandut**, Chairman (All Dreams Cambodia)
- **Mr. Jean-Claude Dhuez**, Vice-Chairman (SÂMATA)
- **Mr. François Schnoebelen**, Vice-Chairman (Ecole d'Hôtellerie et de Tourisme Paul Dubrule)
- **Mr. Pierre-André Romano**, Vice-Chairman representing the Siem Reap members (Beyond Retail Business Cambodia)

[Tourism & Hospitality - EuroCham Cambodia \(eurocham-cambodia.org\)](https://eurocham-cambodia.org/TourismHospitality)



The Transports & Logistics Committee is open to companies working in shipping lines, freight forwarding, airlines, consulting firms, and parcel delivery companies. The key focus area of the committee is the simplification of customs procedures and the improvement of transportation safety in the Kingdom.

PILLARS:

- Logistics
- Transportation

ELECTED REPRESENTATIVES

- **Mr. Suy Bunthan**, Chairman (DHL Express Cambodia)
- **Mr. Seng Vichet**, Vice-Chairman in charge of the Logistics pillar. (Cambodia Beverage Company Limited Coca-Cola)
- **Mr. Matthew Owen**, Vice-Chairman in charge of Transportation pillar. (Ben Line Agencies Cambodia)

[Transport & Logistics Committee - EuroCham Cambodia \(eurocham-cambodia.org\)](https://eurocham-cambodia.org/TransportLogistics)



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W www.bun-associates.com



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Services Team Introduction



Matthew POCOCK
Services Department
Coordinator

Jessica TJANDRA
Senior Trade &
Investment Analyst

Visal CHOURN
Market Research
Analyst

**Elise Paulina
EKSTRÖM**
Trade and Investment
Analyst

Chanmonyneath NETH
Junior Market
Research Analyst

The year 2022-2023 marked a significant period of expansion and growth for EuroCham's Services. The team successfully initiated several new projects that aimed to enhance various aspects of trade and investment. Three of them showcased the team's growing involvement in SME promotion: the ESCO Entrepreneurial study; new SME Export Talks; and the SET4SME project.

The Services team also secured new grants that played a pivotal role in advancing their objectives. One of these grants was the Business Scouts for Development III, provided by GIZ. This grant opened up new opportunities and activities to strengthen economic connectivity between Cambodia and Europe, with a particular focus on supporting SMEs.

Furthermore, the expansion of activities into the garment sector was a significant achievement for the Services team. This was made possible through the Fabric II grant, also provided by GIZ, which helped promote sustainable practices, raised awareness about environmental responsibility, and encouraged positive change within the garment sector.

In addition to project-based achievements, the Services team actively engaged in collaboration with other teams, most notably Advocacy. Examples include the organisation of ARISE+ activities focused on Trade Negotiation Training and the White Book 2024. Through these projects, the Services team played a vital role in raising public awareness about the importance of

trade policies, advocating for favourable business conditions, and fostering dialogue between stakeholders.

What to Look Forward to for 2023-2024?

Looking ahead to 2023-2024, the Services team has exciting prospects on the horizon. The department plans to implement new staff changes to ensure the team's effectiveness and to expand its core skillset. This strategic approach aims to equip the team with the necessary expertise to address the evolving needs of EuroCham members effectively, including through a greater emphasis on internal upskilling.

The operational priority remains actively seeking and signing new grants and other projects that align with the needs of EuroCham members and contribute to the long-term sustainability of businesses. The team aims to diversify its service offerings, ensuring they remain in tune with the evolving demands of the membership base.

In closing, it is essential to express gratitude to all past and present members of the Services team for their invaluable contributions. A special mention goes to Tom Hesketh, who led the Services team for an extended period, playing a pivotal role in making many of these achievements possible. Thanks to these efforts, the team is poised to continue making a significant impact in the years to come.

*-Matthew POCOCK
m.pocock@eurocham-cambodia.org*

What Are Eurocham Business Services?

EuroCham offers discounted rates on research services exclusively for its members. All members, regardless of the country of origin, receive a free 30-minute initial consultation. However, more advanced services are available for a fee.

With an extensive network and deep knowledge of the Cambodian marketplace, our services team assists organisations in saving time, obtaining answers, and achieving growth. Our objective is to be just one step away from providing key introductions, data, and information that are crucial for current and potential investors. In 2022, we expanded our technical capacity and in-country networks to fulfill this goal. Additionally, we increasingly support institutions and NGOs in obtaining research answers in areas such as trade facilitation, SME support, consumer protection, and private sector development. Regarding training, we successfully conducted 16 in-demand courses, training a total of 361 participants to bridge the “skills gap” frequently highlighted by our members. The courses were highly rated, with an average rating of 4.4 out of 5.

Advisory Services

1. MARKET SURVEYS

Sector-specific information; interviews with knowledgeable stakeholders; primary data gathering and analysis.

2. MARKET ANALYSIS

Comprehensive research to answer specific client questions via tailor-made studies, including market entry studies, regulatory research, feasibility analyses and impact assessments.

3. INSTITUTIONAL RESEARCH SERVICES

Tailored research assignments for NGOs, multilateral institutions and embassies.

4. BUSINESS PARTNER RESEARCH

Business matching between prospective investors and our local network; trade missions; information-gathering and networking tours; turnkey and bespoke meeting arrangement.

5. SME EXPORT DESK

EuroCham supports the development of Cambodia through its SME Export Desk as well as other initiatives that support and promote the SME ecosystem through our various initiatives and programmes.

Support Services

TRAINING

Through its inhouse Training Academy, EuroCham works with expert trainers to offer public and tailored courses in topics relevant to the Cambodian market. Topics include financing, Excel, negotiating, public speaking, project management, and more.

FIRST INSIGHTS

Technical advice on matters such as business registration, taxation; IPR protection; dispute resolution; referrals to local experts.

TRADE MISSIONS

Information gathering and networking tours; turnkey and bespoke for trade agencies, embassies, chambers, and associations worldwide.

RECRUITMENT SERVICES

Promotion of job vacancies to our network via our media platforms; identifying suitable candidates.

BUSINESS PROMOTION

Sponsorship packages: annual partnerships and event packages

TRANSLATION SERVICES

Informal but high-quality translation of documents.

WORKSHOP PLANNING

EuroCham has expertise in providing large scale forums, conferences, breakfast talks, and public private dialogue workshops for the institutions and trade organisations, adding impact to our consulting assignments and report publications.

If interested in any of the above

please contact us at:

m.pocock@eurocham-cambodia.org

Overview

During the last few years, we advised companies looking to invest in the following sectors:

- Agriculture
- Automotive
- Education and Skills Gap Reduction
- Energy
- Finance
- FMCG
- Food & Beverage
- Garment
- Government
- Healthcare
- Hospitality
- Logistics
- Manufacturing
- Media
- Real Estate & Construction
- Retail
- Services
- Technology
- Tourism
- Waste & Sanitation
- And more....

Research Studies

In 2022, our Business Services department experienced growth by engaging in more advanced consulting activities. We expanded our data collection service thereby enhancing our ability to carry out market research projects. In addition, we provided assistance to multinational corporations, institutions, and development agencies, while also supporting several small and medium-sized enterprises (SMEs) in their exploration of the market.

Furthermore, we achieved success in securing various publicly tendered research consulting projects. This enabled us to continue offering support to European businesses seeking to enter the market. We also advocated for improvements in the business environment in Cambodia and actively participated in various private sector forums. Our Services team has developed expertise in private sector development and possesses a deep understanding of the relationship between development goals and business objectives.

We have established a broad network consisting of local and international development partners. As a result, EuroCham has gained recognition as a reliable and trusted partner for companies and institutions seeking to gain insights into the Cambodian market.

Training Courses

The range of courses in our in-house Training Academy has been expanded from 6 to 16, and the total number of participants trained is over the double amount of those trained in 2021, at over 500. Some of the new courses offered include trade policy and trade negotiations, financing, and CSR.

Service Requests

From September 2022 to 2023, the Services team responded to approximately 100 service requests from businesses seeking information about the Cambodian market. 2022 saw a change in where enquiries originated. Enquiries came from a wide range of sectors including: renewable energy, construction, logistics & transport, trainings & capacity building, trade policy, consumer protection, export certification support, market access, CSR promotion, business matchmaking, and trade missions.

The majority of requests sought sector-specific information, and guidance on how products and services that have been successful in Europe or in the ASEAN region could be adapted to meet the specific needs of the Cambodian market.

To respond to all service enquiries, we draw upon our strong relationships with various ministries and experts from the private sector.

Statistics

September 2022 - August 2023

16

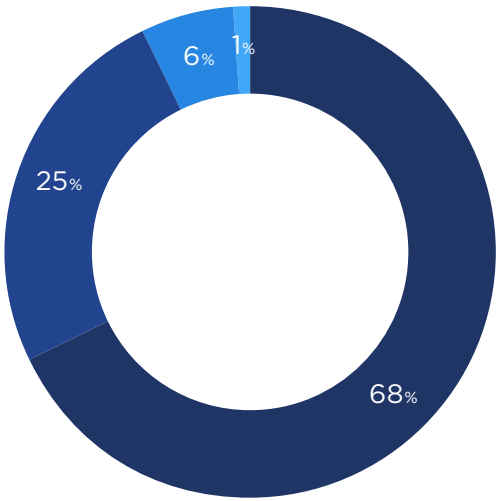
of Training Courses

360

Training Course Participants

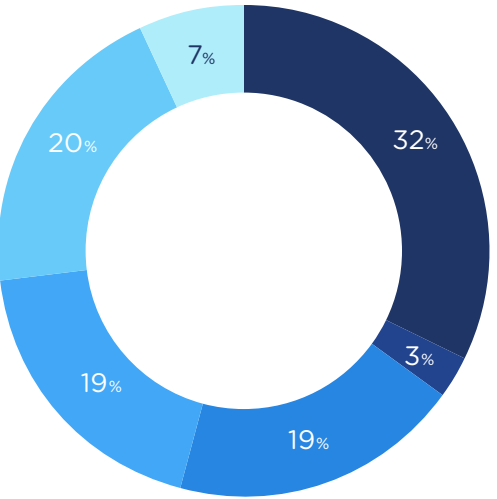
4.4

(out of 5) Average Rating of a EuroCham Training Course



Invoiced Service Revenues

- Grant
- Studies
- Training
- Other



No. of Enquiries

- Business Enquiries
- B2B
- Access to Finance Training
- SPEC
- Sourcing from Cambodia
- Projects

Client Testimonials

“

We have in the past year cooperated with EuroCham Cambodia on various topics and activities and very much appreciated their professional cooperation. The team has organised a high-quality training on international trade policy and trade negotiations and supported the SME Export Tals, which were very well received by participants. We benefitted here from the team’s broad knowledge of the local market and stakeholders as well as it’s remarkable event organisation and communication skills. Also, the value of EuroCham as an advocacy voice became very visible to us in the process of developing the new White Book, which we think will be an excellent source for public-private dialogue in Cambodia in the future.

Maren Bremmer, Advisor at Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

”

In EuroCham I have found a very competent and highly-specialised partner in the field of market research, event management, and networking. EuroCham has drafted and published a wealth of information on behalf of GIZ, including the excellent ongoing series “Sourcing from Cambodia” for European companies, the popular “Export Guides to Europe” for local SMEs, and an upcoming publication on Cambodia’s Special Economic Zones, to name a few. Furthermore, EuroCham’s vast networks with both Cambodia’s private sector and government have proven most helpful to me in gaining access to relevant key stakeholders in Cambodia.

Christoph Janensch, GIZ Business Scouts for Development Programme

“

The Swedish Embassy needed within a specific time limit two market studies regarding Cambodia. One concerned a specific segment of industrial goods, the other a large scale development plan. The studies were to give an overview of the current situation including main potential customers, established competitors and regulatory framework etc, as well as an assessment of opportunities and risks. The reports were delivered on time with information that provides a solid basis for planning how to engage further in the Cambodian market. The EuroCham team made sure that the Embassy’s objectives with the studies were carefully reflected in the terms of reference and in the final reports. The service of EuroCham produced in a cost-efficient way quality market information, which was exactly what the Embassy was looking for.

Björn Häggmark, Swedish Ambassador to Cambodia

”



ABOUT KHMER ENTERPRISE

Khmer Enterprise (KE) is established under the Ministry of Economy and Finance to implement support programs and directly work with partners and beneficiaries.

VISION & MISSION

Our vision is to become the national platform for promoting entrepreneurial activities.

Joint support for building a vibrant entrepreneurial ecosystem can lead to economic diversification and innovation, increased productivity and decent work creation. To achieve its mission, Cambodian entrepreneurs operate by following four key principles:



Co-sponsoring entrepreneurial ecosystem building



Encouraging and promoting the growth of four priority sectors



Providing financial and non-financial support to startups and small and medium enterprises



Motivating local and international investors to invest in Cambodia's entrepreneurial ecosystem



Contact Us

- ☎ 023 900 855
- ✉ contact@khmerenterprise.info
- 🌐 khmerenterprise.info
- 📘 www.facebook.com/ke.khmerenterprise
- 📍 Business Development Center (BDC) Building, 9th Floor, OCIC Blvd., Sangkat Chroy Changvar, Khan Chroy Changvar, Phnom Penh, Cambodia



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Grant Activities Highlights

ARISE Plus Trainings



Cambodia signed its first two bilateral free-trade agreements (FTAs) in 2022 – one with China and one with Korea, and more are likely on the way. In this context, EuroCham and ARISE Plus Cambodia completed a three-day training on Trade Policy & Negotiations on 15 March 2022 designed to help private sector representatives contribute to ongoing and future trade talks and benefit from existing FTAs.

During the course, participants were briefed on the basics behind trade deals and given a chance to negotiate their own deals using Trade Intelligence Negotiation Adviser

(TINA). Through the interactive programme, participants were able to simulate different trade deals with countries around the globe and make propositions that could create benefits for the Cambodian economy.

Among the methods available for the private sector to influence future negotiations are presenting issues to EuroCham’s advocacy committees, which then pass issues to the Government Private Sector Forum (G-PSF). Each year, the G-PSF presents issues to the Government, acting as a liaison between the public and private sectors.

Business Scouts for Development 3



EuroCham is in its third year of partnership with the GIZ Business Scouts for Development. This action-packed grant agreement – which contains several components such as new Sourcing Brochures, an Alternative Manufacturing and SEZ guide, phase 2 of Export Certification Support, a German Trade Mission and promotional webinars – aims to promote Cambodia as a sourcing destination for European countries. The grant covers sectors such as cashew nuts, rice, cosmetics, ecotourism, chili, and corn.

Through this grant, we aim to create a platform

to connect Cambodian exporting companies with European buyers and to support the establishment of long-term business relationships. Cambodian products are well-known for their exceptional quality (Kampot Pepper, World’s Best Rice Winners in 2022), but many Cambodian companies lack the networks and technical competence to meet EU import requirements. By forming linkages between Cambodian companies and European buyers, we hope to improve the international perception of Cambodian goods, so that the Kingdom is rightfully recognised for the high-quality products it produces.

Swisscontact Small Package Exporter Champions



Small Package Exporter Champions (SPEC) is a capacity-building and business networking programme for Cambodian small and medium-sized enterprises looking to ship small package consignments internationally and drive their export growth. It combines awareness-raising, mentorship and a certificate system. The programme was launched in 2022 under a project of the Global Alliance for Trade Facilitation that aims to improve small package e-trade for SMEs.

Swisscontact, Khmer Enterprise, and EuroCham Cambodia in collaboration with the Ministry of Commerce and Cambodia Women Entrepreneurs Association recently celebrated the programme's achievements so far. The launch of the second phase offered the chance for SMEs, trade experts and public and private sector actors to discuss the challenges and opportunities faced by SMEs as they start their cross-border trade.

Khmer Enterprise Entrepreneurial Ecosystem Report



Khmer Enterprise Entrepreneurial Ecosystem 2022 is a mapping report conducted by EuroCham on behalf of Khmer Enterprise. The project aims to provide up-to-date report and information on Cambodia's Entrepreneurial Ecosystem for the year 2022 to raise awareness and factual data about relevant stakeholders (from both public, private and DP), entrepreneurial programmes, networking events, communities and partnerships. The project is done through various data collection methods, including desk research, quantitative survey, and interviews with entrepreneurs. The priority sectors of this study are Agriculture, Manufacturing, ICT, and Services. In this report, we will break down each sector's entrepreneurial ecosystem, including sector overview, growth, risks and challenges, opportunities, and showcase and interviews with 5-10 entrepreneurs from each sector.



Our International Network

EBOWWN

The European Business Organisation Worldwide Network



With the support of the European Commission, the European Business Organisation (EBO) Worldwide Network was created in 2001 between representatives of EU business associations and chambers of commerce in non-EU countries. There are 40 officially recognised European chambers operating around the world in countries outside of the EU. Though different in structure and focus, these associations and CCIs share one common goal – to represent the European business interests in so-called Third Markets. Their aim is to raise awareness about EU policy priorities and activities, and improve market access for European businesses.

EU-ASEAN Business Network



The EU-ASEAN Business Network is a collective of ASEAN-based organisations and projects implementing the EU's ICI+ / SEBSEAM project. While not identical in structure or objectives, each of these networks shares the common goal of ensuring EU companies can operate in ASEAN markets as efficiently and openly as possible.

The SEBSEAM (Support for European Business in South-East Asia Markets) project is made up of three pillars: outreach (promotion), services (support for European companies on the ground), and advocacy (public-private dialogue at country level).

In order to present their project updates, share best practices and discuss jointly-planned activities, the EU-ASEAN Business Networks holds coordination meetings twice a year. We work very closely with the networks, particularly our neighboring colleagues in EuroCham Myanmar, ECCIL (Laos) and EVBN (Vietnam) including during joint investment seminars where we present our countries' business opportunities throughout Europe or Southeast Asia.

EU-ASEAN Business Council



Endorsed by the European Commission and recognised by ASEAN, the EU-ASEAN Business Council (EU-ABC) is the premier advocacy body representing the voice of European businesses at the ASEAN level, and offers its members a medium to easily exchange information with one another.

The EU-ABC's membership is made up of eight European Chambers of Commerce in Southeast Asia as well as large European multinational corporations. It allows members to engage in high-level meetings with policymakers in the ASEAN countries, the ASEAN secretariat, and EU institutions.

As an active member of the EU-ABC, we have contributed input to regional position papers on ASEAN market access and in 2019 we facilitated their official visit to Cambodia by securing high-level ministerial meetings. We have been recognised for having one of the highest EU-ABC Business Survey rate of participation of all member chambers for the last three years in a row.

Training Courses

EuroCham’s Training Academy has been busy expanding. Since the arrival of a new capable supervisor, Chanmonyneath Neth, in February 2022, the training programme has seen its outreach and content increased even further from previously impressive results. The range of courses has been expanded from 6 to 16, and the total number of participants trained is more than twice the number of those trained in 2021, at over 500. Some of the new courses offered include trade policy and trade negotiations, financing, and CSR.

09 SEP	The Modern Sales Professional Training Course
20 OCT	Power BI (1st Batch)
19 NOV	Complete Marketing
06 DEC	ESCO Business Model Training
09 JAN	Design Thinking for Managers (1st Batch)
20 FEB	Leadership for First-Line Managers
22 FEB	Excel Masterclass
13 MAR	Advanced Training Course on Trade Policy and Negotiations (Part I)

We are committed to assisting individuals in identifying and achieving their development and career goals by providing demand-driven courses that fit the needs of Cambodia’s emerging industrial markets. In order to guarantee quality, we carefully select our training partners and ask each participant to rate their experience against five criteria. We consistently received high scores in 2022-2023, with an average rating of 4.4 out of 5 stars.

21 MAR	Power BI (2nd Batch)
03 APR	Advanced Training Course on Trade Policy and Negotiations (Part II)
19 JUN	Sustainable Waste Management for Companies in Cambodia
26 JUN	Access to Finance
10 JUL	Corporate Social Responsibility & Social Ethics
27 JUL	Design Thinking for Managers (2nd Batch)
02 AUG	LinkedIn for Business Professionals
14 AUG	Strategic Project Management



Spotlight

Modern Sales Professional Training Course

Date Friday, 9th September 2023

You are not born as a salesperson, you become one. Could you generate more revenue? Does your offer meet customer demands? Are you selling the right product/service or are you selling for the sake of selling? Have you been tapping all sales opportunities? How confident are you in your product/service, and your ability to sell? Regardless of what you sell, to succeed in creating new business, you need to incorporate entrepreneurial sales approaches into your existing sales toolkit.

ESCO Business Model Training

EuroCham was proud to co-host a Energy Service Company (ESCO) Business Model Training course on 6, 7, 12, 13 and 14 of December, with five experts sharing their insights about ESCO initiatives in Cambodia that focus edon building the capacity of local practitioners (ESPs), transferring practical experience and technical knowledge to relevant stakeholders working in EE (Energy Efficiency) and RE (Renewable Energy) to be able to implement EE projects and use Energy Savings

Performance Contracting (ESPC). To support the transition towards a greener economy, greener manufacturing bases, and a greener supply chain, there was a need for a business ecosystem strengthening programme that can link important actors in Cambodia. This training was a collaborative effort with UNDP Cambodia made possible thanks to funding sponsor from Global Green Growth Institute (GGGI).

“We are closer to making most of the solar projects viable to invest in. It will be beneficial to either have better financing options (lower rate) or a slight reduction in capacity charges”.

Co-Founder & CEO at Samai Distillery, Founder & CEO of NRG Solar

Design Thinking for Managers

The world has become more linked and complex because of today’s rapid technological advancements, and design thinking offers a way to deal with this in a way that is largely human-centric and enables us to think creatively, solve complex problems, and create innovative products

and services. By taking this course, participants will be able to learn the framework for design thinking, engage in project-based approaches, develop a customer-centric mindset, and practice how to effectively create, emphasise, and analyse.

“Akira had an excellent attitude and our questions were with a granular level of detail. Some of the key takeaways from the course were I learned how to listen to people without judgement and design effective prototypes”.

Prospective Customer, Personal Assistant Owner Representative from Luxicity Hotel and Apartment

Advanced Training Course on Trade Policy and Negotiation

Advanced Training Courses on Trade Policy and Negotiation were organised by EuroCham, funded by ARISE+ and co-funded by the European Union (EU) and German Federal Ministry for Economic Corporation and Development (BMZ). The first part of the training series focused on trade policy and negotiations for goods trade, while the second part emphasised trade in services. During the training, participants were familiarised with

different aspects of trade policy and negotiations in Cambodia including policy formulation, and public-private dialogues mechanism related to trade policy and negotiations. Participants also received an overview of ongoing and forthcoming negotiations led by the Royal Government of Cambodia and gained practical experience to contribute to the preparation of negotiations in the future.

“With these recent updated insights and broad experiences shared, all of us will utilize them to be more proactive and supportive in the ongoing and forthcoming trade negotiations & policy making processes and to work in Cambodia’s best interest”.

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Matthew POCOCK
Services Department Coordinator




Massimiliano TROPEANO
Sustainability and Garment Industry Expert




Brian BADZMIEROWSKI
Senior Communications Officer




Dinuttama CHHAY
Senior Event & Partnership officer




Joachim DAUTAIS
Senior Advocacy Officer




Sok Im LIM
Senior Graphic Designer




Jessica TJANDRA
Senior Trade & Investment Analyst




Visal CHOURN
Market Research Anaylst



Elise PAULINA EKSTRÖM
Trade & Investment Analyst




Léa GALERNE
Membership Officer




Soputhyka KONG
Events & Partnership Officer




Good luck to Team Members




Sreynoch TENG NOEURN
Accountant




Meyching CHAN
Junior Advocacy Officer




Sivheng HOENG
Junior Responsible Business Hub Officer




Dara KHAN
Junior Graphic Designer




Chanmonyneath NETH
Junior Market Research Anaylst




Denis SAINTE-MARIE
Executive Director




Tom HESKETH
Executive Director




Uksa NOUN
Senior Analyst & Training Coordinator




Félix BOTINEAU
Trade & Investment Analyst




Monyka CHHAY
Communications and Membership officer




Chetra NOEUN
Junior Admin & Service Officer




Vosumtey SENG
Junior Communications Officer




Yumi THY
Junior Finance Officer




Sarine CHAU
Advocacy Intern




Thavy BUN
Janitor




Maggie CHEN
Market Analyst




Sileap RITHY
Trade & Investment Analyst



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eurocham-cambodia.org

#30 Preah Norodom Boulevard,
3rd floor BRED Bank Building,
12210 Phnom Penh, Cambodia



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