

YEAR IN REVIEW // 2015

EUROPEAN CHAMBER OF COMMERCE IN CAMBODIA



EUROCHAM
CAMBODIA



ANNUAL REVIEW TABLE OF CONTENTS

03 Summary 2015

04 Message from our President

05 EuroCham 2015 Sponsor

06 Executive Director's welcome

07 Special thanks to our Members

10 EuroCham Activities
- AGM - EU Days
- Events - Forums

21 Advocacy & EuroCham Committees
- White book - Committees
- MoUs

30 Outreach
- Our Network
- Activities

37 EuroCham at your Service
- Services - Tools for our
- Team Members

45 Highlight 2016



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3 Investment conferences with
over **200** people reached

9 COMMITTEES

4 SIGNATURES
— of MoU —

63 NEW —
MEMBERS

3 FORUMS



New —
WEBSITE
— Launch

Over **1 800** participants in our
breakfasts, luncheons and
networking events



EuroCham
2015 in
Summary

Message from the EuroCham Chairman



Emmanuel Menanteau,
Chairman of EuroCham

Dear Valued Members and Partners,

EuroCham Board of Directors and Executive Team are pleased to present you with the 2015 Year in Review! Thanks to your continuous support and the generosity of the European Union, 2015 was a busy year at EuroCham as our expanded Executive Team worked hard to fulfil our services, outreach and advocacy initiatives.

As the largest Western business association in Cambodia, last year EuroCham organized over 40 events, joined several outreach missions overseas and welcomed 60 more companies bringing our membership to 220. Today, EuroCham is more visible than ever in the business community and has gained increased recognition from our private and public Cambodian counterparts.

In 2016, our focus is to strengthen our ability to serve you and your company in the following ways:

We will communicate more frequently with you via a monthly newsletter that will inform you about the Chamber's activities, our members, and their industries. We were pleased to launch the newsletter in January, which contained the results of our first Chamber members business confidence survey.

We are finalizing a range of Business Support Services created to assist our current and new members when interacting with the Cambodian government (e.g. securing work permits, making tax payments, or adapting to reforms such as the updated business registration process).

We are strengthening our Outreach activities to attract more European investment. After a thorough search, we have recently recruited a dedicated Outreach Manager to increase the European business presence in the Kingdom.

Through Advocacy, we will continue to reach out to Royal Government in order to foster dialogue and information sharing. The first edition of the EuroCham White Book will be launched in March, which will serve as the basis for consultations with our partner Ministries.

Thanks to our French, German and British founding Chambers, EuroCham has come a long way since 2011. This could not have been achieved without your ongoing and enthusiastic support. With your continued backing, we intend to bring EuroCham even further and we look forward to another great year together.

GOLD SPONSORS _____



SOFITEL
LUXURY HOTELS

PHNOM PENH PHOKEETHRA

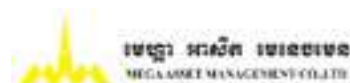


SILVER SPONSORS _____



A WARM THANK YOU
TO ALL OUR **SPONSORS** in **2015**

FORUM SPONSORS _____



SPECIAL THANKS TO OUR FOUNDING CHAMBERS _____



A Letter from the Executive Director



Ratana Phurik - Callebaut,
Executive Director

Dear Members and Partners,

EuroCham was born in 2011 with the vision that European companies and our partners would be stronger working together.

In a small country like Cambodia where there is still a limited presence of large European companies, the ICI+ funding granted by the European Union for five years has equipped EuroCham with the resources to make a substantial impact in promoting Cambodia abroad, advocating and defending European interests, and providing professional resources and support to companies wishing to enter the Cambodian Market.

2015 was the first full year of the program's implementation and during the year we recruited and built a full team, launched our advocacy program, created new committees, and started new outreach activities. Needless to say, this year was filled with intense, fruitful, sometimes complicated but always very interesting moments.

It is quite enlightening to see how European Chambers and organizations were built around the world, especially in Asia. We see chambers that focus only on advocacy while others operate simply as chambers of chambers. The ICI+, also a regional program, has been implemented in many different ways as well; sometimes led by a national chamber, sometimes operating independently from the local European Chamber and sometimes even split in two programs. Diversity is the norm and adaptation is the key.

EuroCham Cambodia is quite unique; we promote diversity within rather than outside the organization with strong and integrated national chapters. But in the end, the reality is that we exist because of our members, thanks to our members, and through our members.

The most remarkable feature of our organization is certainly the great spirit of collaboration found at all levels: collaboration inside the different sectorial committees, collaboration between the Private sector and the Royal Government, collaboration with institutions, collaboration between chambers locally and regionally.

It is truly inspiring to verify that indeed, together we are stronger.

Cambodia is building its future, and EuroCham Cambodia is proud to be part of it.

Thanks to
all our
2015
Members
EuroCham.



The French Cambodian Chamber of Commerce and Industry
(Chambre de Commerce et d'Industrie France-Cambodge)

Founded in 1897 as “Chambre Consultative Mixte de Commerce et d’Agriculture”, CCIFC was re-established in 1998 as the French-Cambodian Business Club, a space to promote business opportunities and share resources and experiences within the French business community. The enthusiasm of the Club spread quickly throughout the francophone business community and by November 2000, the Club had more than 50 members and became the French-Cambodian Chamber of Commerce. In 2015, it became the French Cambodian Chamber of Commerce and Industry (CCIFC), a group of more than 120 members with a binational structure.

Today, CCIFC is the largest Western business association in Cambodia and our members include multinational corporations, SMEs and individual entrepreneurs, as well as NGOs and international organisations that work harmoniously within Cambodia’s economic landscape. Altogether, CCIFC has members across a wide spectrum of business sectors such as hotel and tourism, information technology, import/export, trading and sourcing, food and beverage, healthcare, and more. Over the years, CCIFC has rapidly devised strategies to develop bilateral trade while promoting employment in Cambodia, resulting in the creation of the well-established Career Forum.

Since 2002, CCIFC has been part of the Federation of French Chambers of Commerce and Industry Abroad (CCI International) – a global network of 112 Chambers in 82 countries comprised of 23,000 member companies (50% of which are foreign businesses) – the largest private association of French businesses in the world.

In 2011, CCIFC joined forces with its German and British counterparts to launch the European Chamber of Commerce in Cambodia (EuroCham), wherein the European business communities pool their resources and coordinate their activities. CCIFC is actively involved in the EuroCham committees and business forums and contributes back to its members, most notably the Import/Export Commissions, small and medium sized industries/business forums, business intelligence and assistance to members, sectorial activities with the GoodFrance group, the online magazine “Entreprendre Cambodge”, the French Week and the 14 of July (Bastille Day) event.



Le Rendez-vous des Entrepreneurs



GALA de la CCIFC



14 Juillet à Koh Pich



Membre de





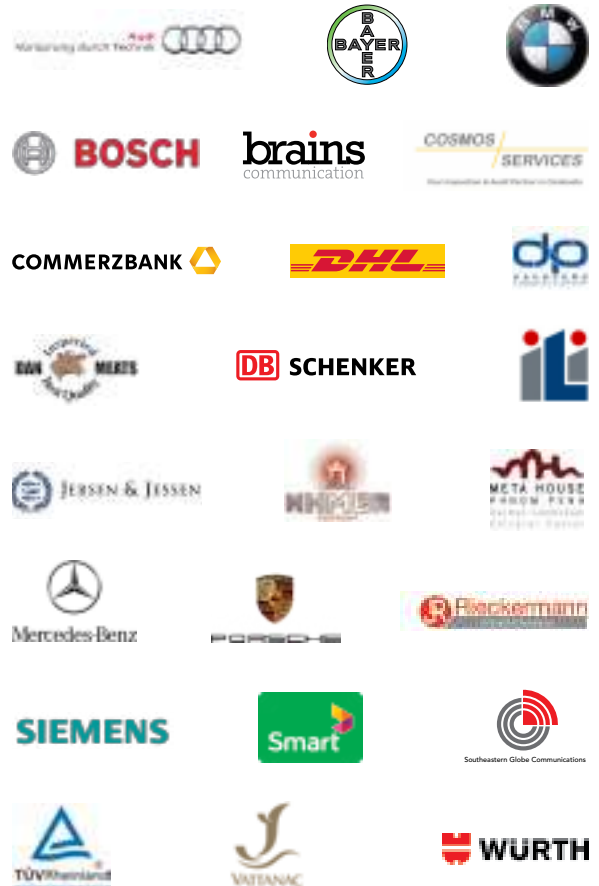
GOOD NETWORK GOOD BUSINESS

Created in 2001, ADW members voted for the organization to become the first national chapter to be established within Eurocham Cambodia in 2011.

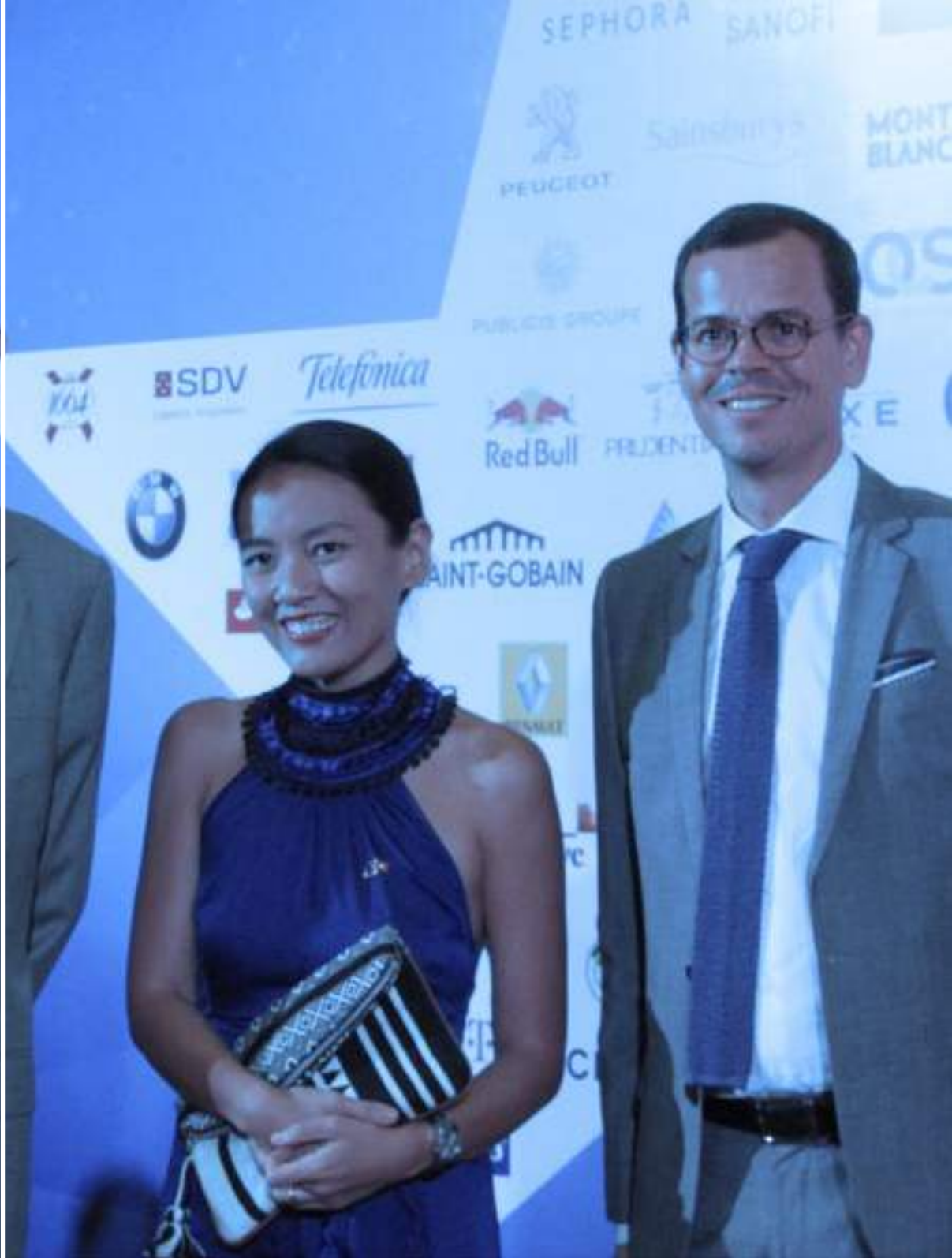
Integration into a large and efficient European business organisation offers an opportunity to our members to access a strong professional business network, and to participate in advocacy committees vis-a-vis the Royal Cambodian Government, as well as to be part of outreach initiatives which support the economic development of Cambodia.

The German Business Group is today a primary resource for German business networking opportunities in Cambodia and a first contact point for German investors and brands looking to be present in Cambodia.

We also introduce visiting German business delegations to the German, local and international business communities with the goal of facilitating more relevant investment from Germany to the Kingdom of Cambodia.



adw-cambodia.org



10

EuroCham Activities

AGM

Events

EU Days

Forums

Annual General Meeting

EuroCham held its 2015 annual general meeting on June 12 at Sofitel Phnom Penh where our members arrived to hear about the Chamber's achievements, adopt motions, and elect the new Board. The general assembly approved the Chamber's accounts and financial reports as well as EuroCham's strategy for the next two years. Also, annual elections were held for seven positions on the board of directors. In conformity with EuroCham statutes, the seven nominees who receive the most votes join the six members nominated by the Founding Chambers to form the EuroCham Board of Directors for the year. By a large majority, all previously elected members of the Board were reconfirmed. We are pleased to present the 2015-2016 EuroCham Executive Committee:



Emmanuel Menanteau
Chairman
Cambodia Airports



Tassilo Brinzer
Vice-Chairman | Chairman ADW
Southeastern Globe Communications



Arnaud Darc
Vice-Chairman | Chairman CCFC
Thalias



David Tibbott
Vice-Chairman | Chairman Britcham
HongKong Land



David Parott
Treasurer
ANZ Royal



Alexandra Herbel
Secretary General
TUV Rheinland



Bun Youdy
Board Member
Bun & Associates



Andre de Jong
Board Member
Bosch



Carlo Figà Talamanca
Board Member
SGFE



Matthew Rendall
Board Member Britcham
Sok Siphana & Associates



Thomas Hundt
Board Member
Smart



Guillaume Massin
Board Member
DFDL



Dominique Catry
Board Member
Individual Member

Breakfast Talks

In 2015, EuroCham organized 12 Breakfast Talks reaching out to the European business communities in Phnom Penh and Siem Reap on various topics such as taxes, contracts, business in ASEAN, labour law, business integrity, human resources and employment. The talks aim to bring comprehensive, ready-to-use information on doing business in Cambodia and the region, and allow the audience to interact directly with the key experts and guest speakers through an extended session of Questions & Answers.

Breakfast Talk list:

- How business integrity and transparency can create value for your company?
- Expand your business in Laos
- Work permit in Cambodia (Siem Reap)
- Questions and answers on labor law
- Intellectual property rights
- Boost your business's online visibility with search engine optimization
- Commercial arbitration
- AEC & taxation
- New import and export procedures at MoC
- Workshop on taxes and contracts: The A-B-C's of Compliance (Siem Reap)
- Morning Session with the President of the Anti-Corruption Unit
- Introduction to the National Employment Agency

Feature: Morning Session with the President of the Anti-Corruption Unit



EuroCham Cambodia hosted a Morning Session with H.E. Dr. Om Yentien, Senior Minister and President of the Anti-Corruption Unit (ACU), focusing on how the private sector can benefit from engaging with ACU.

H.E. Dr. Om Yentien gave the audience an insight into the inner workings of the ACU. Speaking on EuroCham's recent MoU with the Anti Corruption Unit, he emphasized the importance of this partnership as "a vehicle that can carry many people", serving the Royal Government's goal of improving the Kingdom's business environment.

According to H.E. Dr. Om Yentien, ACU's three approaches to fight against corruption are awareness raising, prevention and law implementation. He shared ACU's experiences in dealing with corruption in the private sector and clarified that claimants are not required to pay any administrative fees or contribute any operational expenses. "Try us and see what we can do," he concluded.

The Morning Session ended with a very engaging Q&A session; when asked whether the ACU has adequate resources to fight corruption, H.E. Dr. Om Yentien told the audience that ACU has around 400 staff and said they will use "brains" rather than "labour" in their mission. Indeed, since its establishment in 2010 over 60 ACU staff have received training in Hong Kong.

EuroCham was the first Chamber of Commerce to sign an MoU with the Anti-Corruption Unit, on 24 July 2015.

Luncheons

EuroCham organizes high profile Luncheons to provide its members and partners the ability to have first hand updates from and privileged access to high ranked personalities. In 2015 we conducted six exclusive luncheons, all with great attendance; ambassadors and representatives from the EU and members states graced us with their presence & remarks:

- Updates by H.E. Mr. Sun Chantol, Minister of Commerce on the reforms implemented by the Ministry
- Updates by H.E. Dr. Hang Chuon Naron, Minister of Education, Youth and Sports about the reforms introduced by his Ministry
- Trade Union Draft Law with CAMFEBA Vice President Ms. Sandra D'Amico and Mr. Maurizio Bussi, Director of the ILO's Decent Work Team for East and South-East Asia and Pacific
- Cambodia Industrial Development Policy 2015-2025(IDP) with H.E. Mr. Sok Chenda Sophea, Secretary General of the CDC, Minister attached to the Prime Minister
- E-Commerce in ASEAN Emerging Markets with Mr. Zachary Chew, Regional Head for Amazon Global Selling and Ms. Maia Qiu, Regional Manager for Amazon (in collaboration with BritCham)
- ASEAN Economic Community with H.E. Dr. Sok Siphana, Advisor to the Royal Government of Cambodia

Feature: Luncheon with H.E. Mr. Sok Chenda Sophea

EuroCham Cambodia hosted a Luncheon with H.E. Mr. Sok Chenda Sophea, Minister attached to the Prime Minister and Secretary General of the Council for the Development of Cambodia (CDC), focusing on the "Cambodia Industrial Development Policy 2015-2025" (IDP), officially launched by the Prime Minister on 26 August 2015.

The Council for Development of Cambodia has been fully mandated to lead, coordinate and push the implementation of the IDP.

His Excellency announced the main objectives of the Industrial Development Policy (IDP) for 2015-2025 as following:

- Promoting a platform for growth focusing on economic diversification, strengthening national competitiveness, and enhancing productivity.
- Capturing regional trends and changes in regional architecture (AEC, TPP, China and Thailand)
- Providing policy framework and specific mechanism to develop a competitive industrial sector in Cambodia and to achieve its full integration into regional and global value chains;



- Enhancing the development of five specific areas: Agro-Industry, SMEs, Skill Training & HR as well as Transport & Logistics.

After giving an overview of the revised Organizational Chart of CDC, H.E. Mr. Sok Chenda Sophea provided the guests with some updates on investment and Special Economic Zones (SEZ) Laws. For more information, refer to H.E. Mr. Sok Chenda Sophea presentation and the Cambodia Industrial Development Policy Report 2015-2025 (located at EuroCham-cambodia.org).

Networking Nights

EuroCham networking events stand out among professional gatherings in town. These informal meetings are attended by members of the local and western business community, offering an ideal venue to build and widen a professional network in a friendly environment.

Last year, 12 networking events were organised by the Chamber, among which two of them in association with other Chambers of Commerce and business associations in Cambodia.

The Green Business Forum, the EU and French weeks and the first Italian Products Fair in Cambodia offered the occasion for thematic networking events. Moreover, two afterwork events were held in Siem Reap, in order to consolidate the Chamber's presence and reach out the business community there.

Following the example of Archetype who launched the Council on Tall Buildings and Urban habitat, networking events can also be a great occasion for a company to launch a specific product and reach the right audience.



Networking Nights



EU Week 2015



In cooperation with EuroCham, the EU delegation organized EU Week 2015; an event attended by high profile guests from both public and private sector as well as all European Embassies in Cambodia.

Beginning May 4th, EU Week 2015 was a week of celebration to raise EU awareness among the Cambodian public. "In spite of the fact that the EU is an important political partner of Cambodia, its first provider in grant aid with the EU Member States and its first export market, many Cambodian citizens are not sufficiently aware of what the European Union really is and does" said Jean-François Cautain, then Ambassador of the European Union to Cambodia.

Emmanuel Menanteau, Chairman of EuroCham further explained, "This year, the European Chamber of Commerce in Cambodia has teamed up with the Delegation of the European Union to Cambodia to set up the EU Week. One of the main purposes of this

partnership is to raise awareness about the importance of European Business in Cambodia, its support in various areas of society and its contribution in general to the Cambodian economy".

Activities of the EU Week included an expo on European Union and European Brands, a bike tour, concert, and networking reception. Ambassadors also visited Universities to engage Khmer students. Indeed, the event was a tremendous success, with the bike tour alone attracting over 4,000 participants.

EuroCham provided its members an EU Day cocktail reception featuring EU Ambassador Jean-François Cautain and other Member states Ambassadors like Mrs Anna-Maj Hultgard (Sweden), Mr Jean-Claude Pimboeuf (France) and Mr Bill Longhurst (UK).

Forums

In 2015, EuroCham Cambodia organized a Green Biz Forum, a Human Resources Forum, and a Career & Recruiting Forum. The green business and human resources forums were led by their corresponding EuroCham sectorial committees as a place for discussion between the Government and the Private Sector (particularly European companies).



The Green Business Forum was held on April 23rd at the Raffles Hotel, Phnom Penh and introduced the work of the EuroCham Green Business Committee. The main topic underlying the conference was CAMBODIA - VISION 2030. High-profile experts gave talks on sustainable business and strategies for 2030 and beyond.

Our Career Forum brought together fresh graduates and recruiting companies over two days where job seekers met and learned about more than 50 companies, attended conferences by HR specialists and participated in career advice workshops like CV writing.

Following an official opening by the Minister of Environment, the main plenary discussion of 2015 focused on the theme "Responsible Business in Cambodia: how environmental and social responsibility makes economic sense."

There were also four breakout sessions featuring experts on and full panel discussions on:

- Sustainable While Competitive: Green Buildings and Developments
- Energy Efficiency for Small and Medium Enterprises
- Solar and Renewable Energies
- Sustainable Biomass

The famous Cambodian Artist Mr Chhim Sothy was invited to perform a live-painting session during the Green Biz Forum and during the wrap-up session, he presented his vision of Cambodia in 2030 through a vibrant, rich and colorful art piece.

EuroCham-cambodia.org/event/23/Green-Business-Forum

Forums



The annual EuroCham Career Forum, initially launched by the French-Cambodian Chamber of Commerce in 2005, was held on June 21 and 22 at Koh Pich. EuroCham has headed the annual job fair since 2014, and it is known among recruiters and job seekers to be the largest recruitment event in Cambodia. The Forum brought together graduates and professionals looking for jobs as well as companies looking for new employees, and featured a large exhibition showcasing career opportunities from a range of companies. Conferences and information sessions were held on topics like how to prepare for job interviews and CV writing. Senior representatives of the Ministry of Commerce and the Ministry of Labour and Vocational Training presided over the opening ceremony.

EuroCham-cambodia.org/event/16/Career-Forum-2015



EuroCham held its second HR Forum last year, attracting Cambodia's HR companies and professionals to the Intercontinental Hotel in Phnom Penh to network and learn from one another. Organized by EuroCham's HR committee, the half day conference opened with remarks by the Senior Representative of the Ministry of Labour and Vocational Training and featured speakers from multilateral organizations as well as the private sector sharing their knowledge on Cambodia-specific HR topics such as:

- Perspective on labour code
- Compliance auditing enforcement
- Employment engagement and leadership
- Employee development.

The HR Forum was held June 4, and more information can be found here:

EuroCham-cambodia.org/event/12/Human-Resources-Forum



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1 Global Finance Magazine 2015 2 The Banker magazine, Bank of the Year Awards 2006, 2011 and 2013
3 Source: Greenwich Associates Asian Large Corporate Banking Survey 2013 4 Based on market capitalisation
5 As at September 2014

anzroyal.com

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YOUR WORLD. YOUR WAY



21

Advocacy

White book

MoUs

Committees

Advocacy

EuroCham's Advocacy team is committed to serving our members by giving them a voice in our organized dialogue between the private sector and the Royal Government. A large part of this endeavor relies on the EuroCham Sectorial Committees, who meet regularly to discuss and propose constructive solutions to regulatory and structural issues that affect businesses in Cambodia. The current Sectorial Committees at EuroCham are:

Automotive; Digital and New Technologies; Green Business; Healthcare; Human Resources; Real Estate & Construction; Tourism; Transports, Logistics & Import-Export and the newly established Tax Committee.

In order to be a relevant policy-partner for the Royal Government, EuroCham has joined existing channels of consultation such as the Government-Private Sector Forum and the Customs-Private Sector Partnership Mechanism. We are also active members of various working groups like Industrial

Relations, Law, Tax & Governance, Agro-industry, Customs-Domestic Trade, and Tourism.

In June 2015, EuroCham successfully nominated Luu Meng, the Chairman EuroCham's Tourism Committee, as the Co-Chair of the Government-Private Sector Forum Working Group on Tourism (Working Group B). Consequently, EuroCham is now the secretariat of the Private Sector Working Group on Tourism, and has recently invited the Cambodia Tourism Federation to join hands in ensuring its overall coordination.

In addition to being an active member of the Government-Private Sector platforms, EuroCham is building formal bilateral ties with relevant Ministries and their leadership. As such, EuroCham signed Memoranda of Understanding with four Government institutions in 2015, while several Ministers of the Royal Government were invited to present and discuss their reform agenda to the business community at our EuroCham

Luncheons throughout the year.

Since the second half of 2015, the Advocacy Team has been working with our Sectorial Committees to create the first EuroCham White Book, a set of policy proposals to be published and formally presented to the Royal Government at the Cambodia EU Business Dialogue on March 28. It is our hope that this book can serve as the basis of discussion with the Royal Government in our ongoing commitment to improve the ease of doing business in the Kingdom.

Lastly, EuroCham Cambodia is now enthusiastically connecting with the Cambodian private sector to promote previously unexplored opportunities between European and local business networks. In 2015, we established close cooperation with the Cambodian Chamber of Commerce and initiated contact with many local business associations.

// White Book

The Advocacy Team is currently working on a White Book that will be published by the end of the first quarter of 2016. This will be the first EuroCham Cambodia White Book and its contents will be updated on a yearly basis. Developed through a series of in depth consultations with our Sectorial Committees, the White Book presents a range of policy proposals designed to improve the overall Cambodian business environment and regulatory framework in Cambodia. The White Book will be formally handed over to the Royal Government on March 28th, at the Cambodia EU Business Dialogue Forum dedicated to investment in Cambodia, with the view of using it as a basis for policy dialogue.

// Annual Survey

In September and October 2015, EuroCham collected data for the first Annual Business Survey to determine our members' perceptions of Cambodia's current trade and investment climate. The survey also covered companies' attitudes toward Cambodia's ongoing reforms, and it gathered their opinions on existing opportunities and challenges in Cambodia. EuroCham received answers from 72 companies and published the results early 2016. This data allows us to create a business climate indicator, tracking the evolution of our members' perceptions over the coming years and helping us know where to prioritize our focus.

Signatures of MoUs

EuroCham Cambodia made remarkable progress in 2015 by signing Memoranda of Understanding (MoUs) with four government institutions. These milestones reflect the growing importance of EuroCham as a key partner of the Royal Government to increase and strengthen dialogue with the Private Sector.



Anti-Corruption Unit (ACU)

Signed on 24 July 2015, the MoU between the Anti Corruption Unit and EuroCham indicates our mutual commitment to build a culture of compliance and transparency in the private sector, with the ultimate goal of improving the business environment in Cambodia. Being the first Chamber of Commerce to sign an MoU with ACU, EuroCham is fully supportive of the Royal Government's efforts to promote integrity and accountability that builds confidence with local and foreign investors, leading to sustainable economic growth.



Ministry of Land Management, Urban Planning and Construction

The MoU with the Ministry of Land Management, Urban Planning and Construction emphasizes a framework of cooperation on three sectors: Cadastral & real estate development, Land management & urban planning, and Construction. EuroCham is eager to support the Ministry's efforts at improving existing and creating new regulation by relying on our member's expertise. The MoU was signed on 27 July 2015.



Ministry of Tourism

EuroCham is delighted to partner with the Ministry of Tourism by signing an MoU on 21 September 2015. This MoU demonstrates our mutual willingness to promote the tourism sector in Cambodia, focusing especially on European trade and investment, technical and legal assistance, and experience sharing.



Ministry of Commerce

This MoU between the Ministry of Commerce and EuroCham, signed on 29 October 2015, shows our joint commitment to build a culture of cooperation in improving the overall business environment in Cambodia to attract more European investment and ultimately improve the economic growth of the country. Various topics are covered by the MoU, including the implementation of current reforms as well as the exchange of information.

Sectorial Committees

Committees

Our nine Sectorial Committees function as platforms for industry-specific information sharing. For the last six months the Committees have been jointly developing EuroCham's annual White Book, a series of policy proposals that constructively address the issues impacting the ease of doing business in Cambodia. These White Book policy proposals will be presented to the Royal Government at the Cambodia EU Business Dialogue Forum on March 28, 2016 and will serve as the foundation of EuroCham's engagement with the Royal Government in 2016.

Several of our Committees also organize regular events like EuroCham's Breakfast Talks — semi-regular short talks led by a keynote speaker over breakfast— as a way to share technical information with industry professionals. Most visibly, the committees put on special forum events to promote sector-specific topics featuring keynote speakers, panel debates, breakout sessions, and large turnouts of industry professionals.

Green Business Committee

Green businesses (also known as sustainable businesses) minimize the negative impacts of their activities on the global or local environment, community and society. The Green Business Committee is open to all companies and individuals that either work in the green sector (e.g. renewable energy; waste management) or operate their businesses by respecting green principles (e.g. energy efficiency, low carbon dioxide emissions). The Green Business Committee is also involved in the promotion of Corporate Social Responsibility in Cambodia, whose main objective is to raise awareness for green practices in Cambodia and to draw public attention on issues that require urgent revision.

The Green Business Committee is composed of three active Subcommittees:

- Renewable energy
- Corporate social responsibility
- Green buildings

Executive Committee

Carlo Figà Talamanca, EuroCham Board Member,
Green Business Committee Chairman, Sustainable
Green Fuel Enterprise SGFE

Romina de Jong, Green Business Committee, Head
of Sustainable/Renewable Energy– Secretary of the
Solar Association of Cambodia; Country Manager of
PicoSol

Raphael Deau, Green Business Committee, Head
of Corporate Social
Responsibility – Climate and Development
Consultant

Michel Cassagnes, Green Business Committee,
Head of Green Buildings,
Archetype Cambodia Ltd

Andéol Cadin, Green Business Committee Executive
Team, Archi-Dev Cambodia

EuroCham-cambodia.org/advocacy/green_business

Highlights

- Established close working relationships with the Ministry of Environment
- Organized the Green Business Forum 2015, opened by the Minister of Environment
- Active in several sub-technical working groups contributing to the drafting Environmental Code
- Became a member of CSR Platform
- Attended consultation meetings with the Global Green Growth Institute and the Ministry of Environment about urban green growth development.

Sectorial Committees

Automotive Committee

The Automotive Committee supports authorized importers and distributors of automotive brands headquartered in Europe and deals with matters specific to the automotive industry in Cambodia. The Committee seeks to work closely with Cambodian authorities to improve the automotive business environment and practices within the sector.

Executive Committee

Antoine Jeanson, Automotive Committee Chairman,
Automotive Asia (Cambodia) Limited - Chairman

James Zemke, Automotive Committee Vice-Chairman,
Star Auto Cambodia Company Limited
- Mercedes Benz

EuroCham-cambodia.org/advocacy/automotive

Highlights

- Attended the 5th Customs-Private Sector Partnership Mechanism meeting with the General Department of Customs and Excise
- Worked on ensuring coherence between its Advocacy program and the Cambodian Automotive Industry Federation policy proposals.

Tourism Committee

The Tourism Committee brings together European based associations and businesses involved in the Cambodian tourism and hospitality sector. In 2015, Mr. Luu Meng was elected as the Chairman of this Committee. This was followed up by EuroCham, with other associations, supporting the nomination and election of Mr. Luu Meng as the Co-Chair for the Government-Private Sector Forum on Tourism (Working Group B). Following this election, the G-PSF Tourism established a Secretariat and seven Task Forces. This was co-endorsed by the two Co-Chairs, HE Dr. Thong Khon, Minister of Tourism and Mr. Luu Meng on behalf of the Private Sector. The seven task forces are: Clean & Green City; Marketing & Promotion; Tourism Industry; Research & Development; Tourism Investment & Development; Training; and Special Task Force (Safety & Security). The Tourism Committee continues to welcome anyone who would like to get involved in strengthening Cambodia as “the destination”.

Executive Committee

LuuMeng, Tourism Committee Chairman,
Thalias co. Ltd.

Alexis De Suremain, Tourism Committee Vice-Chairman - *Pavilion Boutique Hotel*

Carrol Sahaidak-Beaver, Tourism Committee Secretary General, Director a.i. of *the Cambodia Tourism Federation*

EuroCham-cambodia.org/advocacy/tourism

Highlights

- Successfully nominated its Chairman to become Co-chairman of PSWG on Tourism
- Attended the PSWG on Tourism meeting with Minister of Tourism
- Involved its members in public-private task forces appointed by the Ministry of Tourism to jointly address identified issues.
- Signed the MOU with Ministry of Tourism

Sectorial Committees

Healthcare Committee

The Healthcare Committee consists of healthcare professionals sharing codes of conduct issues and whose manufacturing facilities are either located in Cambodia or abroad. The Committee promotes high standards in quality control for local manufacturing processes and encourages ethical promotional activities. The main objective of the Healthcare Committee is to build a safe environment for patients and a fair environment for conducting business.

Executive Committee

Nicolas Chabanier, Healthcare Committee
Chairman, *DKSH (Cambodia)*

Thibaud Sournia, Healthcare Committee Vice-
Chairman, *Europcontinent*

[EuroCham-cambodia.org/about/advocacy/
healthcare](http://EuroCham-cambodia.org/about/advocacy/healthcare)

Highlights

Developed a detailed advocacy strategy to be implemented in 2016.

Human Resources Committee

The Human Resources Committee consists of companies and professionals involved in the HR and recruitment sectors. The Committee works on promoting awareness about Cambodian labour laws and aims to assist with implementation of labour laws that are fair to workers, businesses, and the Royal Government alike. It also contributes to the highly successful EuroCham Career Forum.

Executive Committee

Amaury de Saint Blanquat, HR Committee
Chairman, *Saint Blanquat & A.*

Susanna Coghlan, HR Committee Vice-Chairman,
AAA Cambodia Ltd.

Djamel El Akra, HR Committee Secretary General,
Thalias co. Ltd.

[EuroCham-cambodia.org/advocacy/human_
resources](http://EuroCham-cambodia.org/advocacy/human_resources)

Highlights

- Organized the HR Forum, with opening remarks by a Secretary of State for Labour & Vocational Training
- Participated in the Career Forum
- Organized various breakfast talks on Labor Law and National Employment Agency
- Joined the Government-Private Sector Forum Working Group on Industrial Relations.

Sectorial Committees

Real Estate & Construction Committee

This committee, comprised of Real Estate & Construction companies, actively engages the Ministry of Land Management, Urbanization and Construction by providing technical assistance to the draft of related regulations. It is particularly interested in construction standards and safety, as well as urban and coastal land use planning and management.

Executive Committee

André de Jong, EuroCham Board Member, Real Estate & Construction Committee Chairman,
Bosch (Cambodia) Co., Ltd

Guillaume Massin, EuroCham Board Member, Real Estate & Construction Committee Vice-Chairman,
DFDL

Simon Griffiths, Real Estate & Construction Committee Vice-Chairman,
CB Richard Ellis (Cambodia) Co., Ltd

Alexander Spitzky, Real Estate & Construction Committee Vice-Chairman,
Jebsen & Jessen (Cambodia) Co., Ltd

EuroCham-cambodia.org/advocacy/real_estate

Highlights

- Signed MoU with Ministry of Land Management, Urban Planning and Construction
- Provided comments on a draft Prakas on Construction Projects Management
- Provided technical support to the elaboration of a decree on Coastal Management
- Provided technical advice with regard to urban heritage preservation regulations and methodology.

Digital & New Technologies Committee

The Digital and New Technologies Committee welcomes businesses that provide technology services or have a strong interest in the new technologies sector. The Committee is a platform for information sharing within the IT industry while collaborating with the Cambodian authorities in improving overall the business environment and practices in the sector.

Executive Committee

Paul Simbsler, Digital & Technology Committee Chairman, Sim & Ros Trade Ltd.

EuroCham-cambodia.org/advocacy/digitalandtechnology

Highlights

- Organized a talk on the topics of Search Engine Optimization (SEO)
- Co-organized a luncheon on E-Commerce in ASEAN Emerging Markets
- Actively collaborates with BritCham E-commerce Group
- Established connections with the ICT Federation of Cambodia.

Sectorial Committees

Transportation & Logistics Committee

The Transportation, Logistics and Import-Export Committee members include container shipping companies, freight forwarding and logistics companies, airlines, airport operators, consulting firms, and parcel service companies. The committee's main objective is to represent the private sector in studies and consultations that may be used as input to policy formulation.

Executive committee

Simon Lassailly, Transportation & Logistics Committee Chairman - *SDV Manager Director* (till October 2015)

EuroCham-cambodia.org/advocacy/transportation_logistics

Highlights

- Attended the 5th Customs-Private Sector Partnership Mechanism meeting with the General Department of Customs and Excise. The main issue raised by the Committee during the meeting were positively addressed by the General Department of Customs and Excise.
- Provided comments to GDCE Workshop on the contents of the draft Handbook on Customs Clearance.

Taxes Committee

Our newest addition to the EuroCham committees, the Tax Committee works on collecting information about the legal and practical aspects of the developing Cambodian tax system while taking the pressures of a transitioning economy into account. The committee also works to help EuroCham members to stay compliant in a changing tax environment while proposing solutions to the Royal Government and major stakeholders through existing Advocacy channels.

Executive committee

Antoine Fontaine, Tax Committee Chairman, *Bun & Associates*

Anthony Galliano, Tax Committee Vice-Chairman, *Cambodia Investment Management*

EuroCham-cambodia.org/advocacy/transportation_logistics

Highlights

The Committee was established late 2015.

G-PSF and Public-Private Sector Partnership Mechanisms

The Government Private Sector Forum (G-PSF) was established in 1999 by the Prime Minister of Cambodia's initiative to provide a reliable mechanism for dialogue and consultation between the Royal Government and the private sector on trade and investment related issues.

A series of thematic Working Groups is co-chaired by a Minister of the Royal Government and an elected representative of the private sector to provide an officially sanctioned platform for the business community to collectively raise problems and propose solutions to their Royal Government counterparts. Issues that could not be solved at the Ministerial level are transmitted to the G-PSF Plenary Session which is chaired by the Prime Minister himself and normally meets once a year.

The Council of Development of Cambodia (CDC) acts as the secretariat of the G-PSF while the Cambodia Chamber of Commerce ensures the coordination of the various Working Groups.

At this date, a total of 10 Working Groups have been established and meet regularly throughout the year:

- a. Working Group on Agriculture & Agro-industry
- b. Working Group on Tourism
- c. Working Group on Manufacturing and Small and Medium Enterprises and Services
- d. Working Group on Law, Tax and Governance
- e. Working Group on Banking and Financial Services
- f. Working Group on Transport and Infrastructure
- g. Working Group on Export Processing and Trade Facilitation
- h. Working Group on Industrial Relations
- i. Working Group on Unhusked Rice-Rice
- j. Working Group on Power and Mining Resources

On August 3, 2015, EuroCham successfully nominated the Chairman of its Tourism Committee, renowned Cambodian Master Chef Luu Meng, to be elected as Co-Chairman of the Working Group on

Tourism (Working Group B). Following this election, the Minister of Tourism appointed a Working Group Secretariat co-administered by EuroCham and the General Department of the Ministry of Tourism. In order to reach out to existing tourism sector associations, the Cambodia Tourism Federation was also invited to participate to the Secretariat. The Secretariat is currently coordinating seven officially appointed public-private task forces who are jointly working on solving all issues raised by the private sector according to the following topics: marketing and dissemination; cleanliness and green; tourism; investment and tourism products development; research and development; training; safety and transportation.

Besides co-managing the secretariat the Working Group on Tourism, EuroCham also regularly participates in other Working Groups namely: the Working Group on Agriculture & Agro-industry; the Working Group on Law, Tax and Governance; and the Working Group on Industrial Relations.

In addition, EuroCham is an active member of the more recently established Customs-Private Sector Partnership Mechanism throughout its three Technical Working Groups (Customs-Export Oriented Garment Industry Working Group; Customs-Export Oriented Non-Garment Industry Working Group; Customs-Domestic Market Oriented Business Working Group) and is about to integrate the newly established Tax-Private Private Sector Partnership Mechanism. Both mechanisms are co-chaired by the Chairman of the Cambodia Chamber of Commerce with whom EuroCham has signed an MOU.

EuroCham is proud to be part of the officially established public-private sector mechanisms with the aim of supporting current efforts that improve the ease of doing business in Cambodia.



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31

Outreach

Our Networks
Activities

Outreach

In addition to our provisions of providing market intelligence and networking opportunities within Cambodia, EuroCham has a dedicated Outreach program aimed at promoting the country as an investment destination to those who perhaps have never considered expanding into the Kingdom.

Specifically, the aims of our Outreach activities are:

- To attract new European investors to Cambodia, particularly those from countries without existing trade support mechanisms within the country;
- To promote awareness and understanding of Cambodia's competitive advantages, particularly by presenting Cambodia as a 'gateway to Southeast Asia' (and the benefits realized through regional integration within the ASEAN Economic Community);
- To encourage European SMEs to explore opportunities within high-growth sectors in Cambodia, such as green technologies, agri-business, luxury goods, and value-added manufacturing;
- To collaborate with institutional and private sector partners, to share information and coordinate a collective voice in advocacy efforts.

Strategy

During the first year of our outreach program, EuroCham consciously adopted a strategy of targeting European SMEs already established in other Southeast Asian markets. We were aware that businesses without much international exposure may have a limited understanding of Cambodia, thus we predicted companies with prior experience in ASEAN would be more open to the opportunities found here. Furthermore, with relationships, personnel, and logistical operations already established within the region, such companies can often coordinate their activities so as to incur less costs when exploring and implementing an investment project in the Kingdom.

Still, many of our members have chosen Cambodia as their first investment destination within ASEAN and we firmly believe that the country offers considerable advantages in its own right. As such, we also participated in a number of outreach events in Europe and intend to greatly expand our activities there in 2016 by recruiting a dedicated Outreach Manager to head an intense European outreach program.

Our Network

EuroCham Cambodia is part of the three following European networks:

- **EBOWWN** (European Business Organisation Worldwide Network)
- **EU-ABC Business Council**
- **EU-ASEAN Business Network**

Within these networks we conduct joint outreach activities and participate in advocacy initiatives. Despite differences in our structures, size and organizations, there is a common ground and a spirit of close collaboration. Also, EuroCham Cambodia works closely with bilateral institutions such as the Thai-German Chamber of Commerce and the Italian Trade Commission to assist their members with requests on the Cambodian market.

Feature: Joint Investment Conferences in ASEAN

EuroCham Cambodia, European Chamber of Commerce and Industry in Lao PDR (ECCIL) and EuroCham Myanmar were invited to jointly present business investment opportunities in Cambodia, Laos and Myanmar. The joint investment conferences took place in Manila in Philippines on 15 September, Ho Chi Minh City in Vietnam on 17 September and Bangkok in Thailand on 3 November respectively. Economic updates as well as legal investment framework were presented to an audience of 40 to 60 entrepreneurs and business people before the floor was opened to a Q&A session.

The three investment conferences were done in cooperation with European Chamber of Commerce of the Philippines, European Chamber of Commerce in Vietnam and by the Thai Chamber of Commerce.

EBOWWN

The European Chambers of the World and their network (EBOWWN)



With the support of the European Commission, the European Business Organization (EBO) Worldwide Network was created in 2001 between representatives of EU business associations and chambers of commerce in non-EU countries. There are currently 26 other officially recognized European Chambers operating around the world in countries outside of the EU.

The number of these business associations is constantly growing and they represent European businesses in countries as diverse as Brazil, China, Papua New Guinea, Ghana, Japan, Australia,

Trinidad and Tobago. Asia is particularly well represented with chambers in 11 countries, seven of which are in ASEAN. Though different in structures and focuses, these associations and CCIs share one common goal – they represent the European business interests in countries outside of the EU in the so-called Third Markets. Their aim is to raise awareness about EU policy priorities and activities, and improve market access for European businesses.

EBOWWN meets twice a year – The Annual General Meeting is held in Brussels, where an exchange of ideas with different directorates of the EU and members of the European Parliament takes place each June. The other meeting is usually in November, and is held at the location of one of its members.



Feature: European Business Organization Worldwide Network (EBOWWN) meets in Beijing

The European Business Organization Worldwide Network (EBOWWN) (including EuroCham Cambodia) met on November 12-14, 2015 in Beijing for its annual regional conference. The conference was attended by representatives of the European Commission's Directorates-General for Internal Market, Industry, Entrepreneurship and SMEs including Deputy Director General Antti Peltomäki and Mr Philippe de-Taxis-du-Poët. The dominating topic of the first day was Economic Diplomacy, and participants shared effective on-the-ground strategies in third-markets.

On November 13, 2015, The EBO representatives met the Designate President of The Asian Infrastructure Investment Bank (AIIB), Mr. Jin Liqueun to learn more about the AIIB's mission and planned activities. This was followed by a visit to the China Institute of International Studies, providing valuable insights into the "one-road-one-belt"- initiative of the Chinese government. The European Union Chamber of Commerce in China also arranged for further presentations with the China IPR SME Helpdesk and the EU SME Centre. Before the conference concluded, the European Chamber Union Chamber of Commerce in China also gave a presentation on its lobby success and the approaches it uses for advocacy.

EU-ABC

European-ASEAN Business Council (EU-ABC)



Endorsed by the European Commission and recognised by ASEAN, the EU-ASEAN Business Council (EU-ABC) represents the voice for European Business in ASEAN. The EU-ABC is the premiere advocacy organization for European corporations operating in the region and working towards the ASEAN Economic Community (AEC).

With the aim to advocate changes in policies, rules and regulations so that European businesses can invest in the region more easily and efficiently, the EU-ABC has created Advocacy Groups covering both sectorial and cross-industry issues. EU-ABC acts as a platform for its members in exchanging information and views.

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

EuroCham Cambodia, being an active member of the EU-ABC, has contributed inputs to EU-ABC regional position papers on ASEAN market access and was commended for having the highest EU-ABC Business Survey participation among its peers



Feature: 4th Annual ASEAN-EU Business Summit



On August 23 2015, the European-ASEAN Business Council in cooperation with the EU-Malaysia Chamber of Commerce & Industry (EUMCCI) organized the 4th Annual ASEAN-EU Business Summit in Kuala Lumpur, Malaysia. The summit brought together over 250 business and political and academic leaders to discuss ASEAN and European commercial relationship. The topics discussed included ASEAN economic outlook, strategic financing, business strategy, consumer protection, and infrastructure.

Among the speakers were Dato' Seri Ong Ka Chuan, Minister for International Trade and Investment II, Malaysia, Mr. Francois Guibert, Chairman of the EU-ABC, Dr. Mohd Munir Bin Abdul Majid, Chairman of the ASEAN Business Advisory Council and Mr. Martin Hayes, President of Robert Bosch SEA. EuroCham Cambodia took part in the event and was present with a booth jointly with the EU-ASEAN Business Networks. Ms. Ratana Phurik-Callebaut, Executive Director of EuroCham, delivered a presentation on the support that the EU-ASEAN Business Networks can bring to EU companies who are willing to invest in the region.

EU-ASEAN Business Network

The EU-ASEAN Business Networks



The EU-ASEAN Business Networks is a collective of ASEAN-based organizations and projects implementing the EU's ICI+ / SEBSEAM project. While not identical in structure and 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 (an area of focus for EuroCham Cambodia in particular). The network leverages the joint expertise and experience of well-established European business organizations (plus an extensive network in ASEAN and in the EU).

In order to present their project updates, share their best practices and discuss jointly-planned activities, the EU-ASEAN Business Networks hold coordination meetings twice a year. Examples of joint activities from 2015 were trade fairs (CeBIT), roadshows in Europe (Baltic states), shared EU-ASEAN quarterly newsletters, and joint-representation during high level conferences or events (EU-ASEAN Business Summit). EuroCham Cambodia works closely with the network, particularly its neighbouring colleagues in EuroCham Myanmar, ECCIL (Laos) and EVBN (Vietnam).



Feature: CeBit in Hanover, Germany

In March 2015, EuroCham's Outreach arm advocated Cambodia's rapidly developing ICT sector opportunities to businesses from around the world. EuroCham Cambodia and counterparts from Indonesia (EIBN) and Vietnam (EVBN) traveled to Hannover, Germany to attend CeBit, one of the largest trade expos in the world and a platform for IT industry networks to discuss topics related to the digital world and get updates on developments and trends in the IT industry.

During this trip, EuroCham met with the Hannover Chamber of Commerce and OAV (German Asia-Pacific Business Association) to raise awareness amongst their membership about Cambodia as an investment destination. The five day event saw 3,300 exhibitors and 222,600 visitors from 70 countries.



Other Activities

Bilateral Relationships

In addition to collaborating with pan-European consortiums, EuroCham has developed relationships with national chapters and trade offices in other ASEAN markets and business associations within Europe. This allows us to share investment opportunities and identify areas of synergy between our members and those of other organizations.

We've established a strong working relationship with the German-Thai Chamber of Commerce; in January we went to Bangkok and led a full-day conference with their members explaining investment opportunities in Cambodia. A month later, we were delighted to host a German delegation from Thailand who traveled to Phnom Penh for a three day EuroCham-led conference and fact finding mission focusing on Cambodia's trade and investment opportunities.

Collaboration with the Thai-Finnish Chamber of Commerce is underway; we will be holding a breakfast seminar in Bangkok to introduce Cambodia to Scandinavian companies in Thailand. Furthermore, EuroCham Cambodia is arranging activities with The Belgian, Luxembourg, Thai Chamber of Commerce, and we are potentially in collaboration with European counterparts in Laos, with similar talks being held with the Franco-Thai Chamber of Commerce and Thai-Italian Chamber of Commerce.

We've also started developing relationships within Vietnam. In addition to productive talks with the German Business Association in Vietnam and Belgian-Luxembourg Chamber of Commerce in Vietnam, we've made contacts within the Czech and Italian trade offices and, in the latter case, we have implemented market research projects within Cambodia on their behalf.

Within the European Union, a Memorandum of Understanding has been signed with Evalliance, a French association promoting cooperation between European companies (especially French) and Cambodia in the textile and garment sector. Under the agreement, Evalliance will actively promote investment within the garments industry by French and European companies, while EuroCham Cambodia will coordinate targeted trade missions and market intelligence reports for prospective investors. A similarly positive working agreement has been established with CCI de région Nord de France who will be forwarding information requests from their members about Cambodia to EuroCham Cambodia's Business Services team and welcoming our representatives to their seminars in France.

Feature: Expo Milano 2015 EU-ASEAN Days

In September, EuroCham Cambodia attended Expo Milano 2015 in Italy to participate in EU-ASEAN Days.

Expo Milano 2015 focused on Agro-Food, Food Quality and Security, and Green Economy and EuroCham Cambodia joined with EVBN, etc. to present economic and commercial opportunities related to Agro-Food sector in ASEAN. The presentation was followed by a business Matchmaking Event organized by Enterprise Europe Network.

The B2B meeting gave a chance to participants to discover the latest products and innovations, get to know more business opportunities in the EU and ASEAN, and seek potential technological, industrial, and commercial partnerships.

The Expo was co-organized by the EU delegations and European Chambers of Commerce.

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38

EuroCham at your Service

Services

Tools for our
members

EuroCham
Team

Services

The Business Services team at EuroCham Cambodia facilitates prospective investors' entry to the Cambodian market while assisting established European businesses expand their interests in the Kingdom. Individuals or companies considering investing in Cambodia are encouraged to get in touch with EuroCham and benefit from our organization's embedded knowledge of the Cambodian marketplace and our strong network of contacts within the public and private sector.

While our services are available to non-members, EuroCham members are eligible reduced fees. Cambodian-owned businesses with an interest in finding European partners are equally welcome to contact us for assistance.

// 2015

Saw the implementation and expansion of our Services team. We provided business facilitation services for a considerable number of small and medium enterprises (SMEs) and were especially proud of these key achievements:

People

During the first full year of the expanded EuroCham mandate, a full-time dedicated business team was developed in order to provide value-added business services to prospective and existing investors within the Kingdom. We sought to develop an effective and multicultural team with good knowledge of the Cambodian and European markets to create more efficient, high-quality, and competent business support services. Time and resources have been invested in building an extensive bed of knowledge within our team, consulting with stakeholders in all major sectors of the economy and strengthening our relationships with institutional partners in Cambodia and abroad in order to maintain an expansive network of contacts across a broad range of business activities.

Development

Building upon this embedded local knowledge and network, we have commenced offering of a suite of business services to assist European SMEs considering investment or expansion within the Kingdom

- **Pre-consultation** (providing introductory market information and comprehensive understanding of the Kingdom for prospective investors)
- **Market surveys** (supplying sector-specific introductory information supported by interviews with knowledgeable stakeholders and data-gathering activities)

- **Business partner research** (identifying areas of synergy and cooperation between prospective investors and our network within Cambodia)
- **Trade missions** (organizing customized fact-finding and networking tours, arranging meetings with relevant partners, and handling all logistical aspects of the mission)
- **Advisory services** (offering technical advice on business registration, taxation, intellectual property protection, dispute resolution, and provision of contact information for local experts where we are unable to provide the information ourselves)
- **Translation services** (translating between Khmer and various other languages)
- **Events planning** (organizing business launch events to introduce or promote European businesses to the Cambodian market)
- **Recruitment services** (promoting job vacancies through our website and throughout our network to identify suitable candidates)
- **Business promotion** (sourcing annual and event-specific sponsorship packages)

Services

Services Provision

Drawing upon the local knowledge gained throughout the year, the Services team actively compiled market information on industry-specific topics and shared this information publicly via the EuroCham website. We have released our first 'Business Opportunities in Cambodia' booklet which provides a full set of introductory information about Cambodia for those who may never previously have considered the Kingdom as an investment destination. The team has also produced a number of factsheets on specific industries and technical subjects (business registration, taxation, etc) and will be publishing them soon.

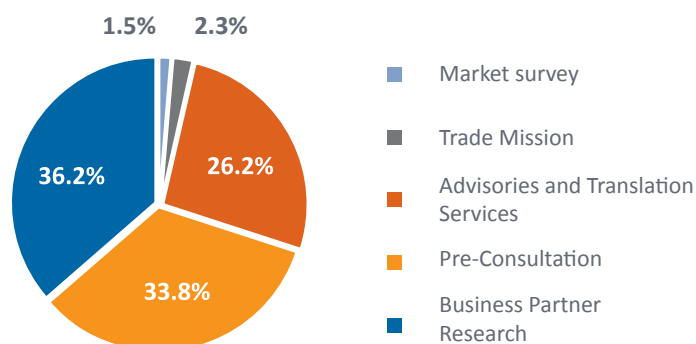
While the Services team was only created in July, we have nonetheless been able to respond to 260 specific service requests, most of which came from prospective investors seeking information about their industry and how they could best generate demand for their products or services within the Cambodian context. We also provided timely and accurate advice to investors requiring clarification on legal and administrative matters such as provisions of the Kingdom's Labor Law or the requirements of the business registration process with the Ministry of Commerce.

Having built up our network of contacts within the Kingdom we were able to work with 68 companies or individuals seeking local contacts to help realize their business plans, and in many instances we helped them to find a suitable business partner or service provider. To be sure, business partner research accounts for over half of our revenue from invoiced services, followed by our bespoke, in-depth market analysis reports.

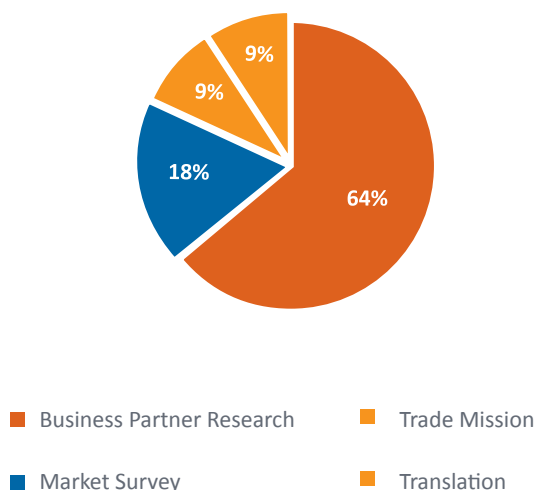
Furthermore, we were able to offer a smaller number of tailor-made trade missions to Cambodia—ideal for companies who have ambitions plans in the Kingdom and can dedicate a number of days to visit Cambodia to meet with prospective partners and stakeholders for their project. This service in particular was well-received, as demonstrated by the positive testimonial below, and we expect to be able to expand this service in the coming year.

Reflecting the relatively small number of large international companies operating within Cambodia, our services are aimed predominantly at SMEs. In 2015, 65% of the services we provided were to SMEs, while the rest were comprised of individual investors and a small number of institutional partners (embassies, national trade missions, other chambers of commerce). The main sectors we worked with in 2015 were consumer goods, food & beverage, textile, trade logistics and agro-industry.

Type of Requested Services



Invoiced Service Requests | 2015

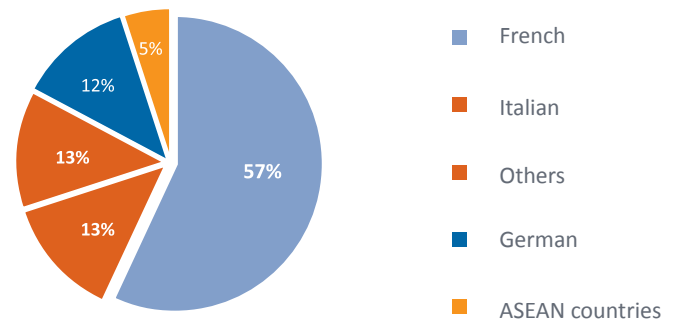


Services

A majority of our service requests are from French nationals, many of whom are directed to us by the CCFC (the active French national business association in Cambodia that is fully integrated into EuroCham). However, during the year we also worked with significant numbers of German and Italian investors as well as smaller quantities from Belgium, Croatia, Czech Republic, Greece, Hungary, Latvia, the Netherlands, Poland, Portugal and Spain.

The services team has proven to be a dynamic and flexible focal point through which European investors can gain a better understanding of the Cambodian market. We are pleased to have assisted investors from such a broad range of industrial sectors, business activities, and national origin over the year and we look forward to further developing the services that we provide in 2016.

Country Origin of Request | 2015



Testimonial after trade mission

"If companies are interested to gain access to the Cambodian market, my advice would be to utilize the services of EuroCham in Phnom Penh. The staff is extremely competent and work very hard to understand a company's market interest and requirements for entry. They take great pride in providing a business with quality contacts and numerous events for networking. Graesslin is a 60 year old business from Germany and due to the efforts of EuroCham, we are now actively involved in selling our solutions into the Cambodian market."

Ken Sayker, Director of Sales Asia Pacific, GRÄSSLIN

New Services & Tools for our Members

// 2016

This year, EuroCham will introduce a one-stop business registration service for new market entrants that covers all legal and administrative aspects of starting a company in Cambodia (e.g. registering a business, work permits, visas).

New investors in Cambodia will also be able to take advantage of our 'helpdesk' service, which will provide a comprehensive support framework (including telephone, fax, internet, postal services and administrative support staff) for SMEs in their first steps of setting up in the Kingdom.

Additionally, we will continue to publish our sectorial and technical factsheets and market studies and we are exploring how webinars and training workshops can be best applied to meet the needs of our members and of prospective investors.

Website

At EuroCham-cambodia.org, the public can access our member directory under "Member" tab, and specific Sectorial Committee information under "Advocacy" tab. EuroCham members also have the ability to engage our audience by logging into the site and posting news, events, and job announcements. Furthermore, members can get updates on our events, business developments in Cambodia, and press reviews on our website. Finally, our business guide and information about EuroCham services are also online.



Membership Directory

EuroCham publishes an annual Membership Directory booklet, allowing people to browse through our members and learn more about them. The Directory features a profile on every member making it an important reference tool for companies doing business in Cambodia. We distribute a free copy of this directory among our dense business community in Cambodia, ASEAN and Europe and relevant government institutions.



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HIGHLIGHT // 2016

Breakfast Talks

JANUARY

13th | From Data to Marketing Success

FEBRUARY

2nd | Training Session on Business Re-registration through Online System in Phnom Penh and Siem Reap respectively
16th | No Access to Finance : Myth or Reality
23rd | Breakfast Talk with Microsoft
26th | "10 ideas to improve your cash management"

MARCH

2nd | Breakfast Talk with Acted
TBC | Special Economic Zone, Role of Credit Bureau Cambodia, Net Metering and more to come

Publications

JANUARY

EuroCham Monthly Newsletter (Every last Thursday of each month)

FEBRUARY

EuroCham Members' Survey 2015

MARCH

- EuroCham "Business Opportunities in Cambodia" Info Pack
- White Book 2016

MAY

- EuroCham Welcome Pack;
- EuroCham Membership Directory 2016-2017
TBC | Quarterly/ Biannually E-magazine

Forums

MARCH

28rd | EU-Cambodia Business Dialogue

APRIL

7th | Construction Forum
27th | Green Business Forum

JUNE

HR Forum

NOVEMBER

Real Estate and Construction Forum
TBC | Career Forum ; Tourism Forum

Special Events

JANUARY

27th | Meeting with The General Department of Customs and Excise

FEBRUARY

12th | MoU Signature with The Cambodia Chamber of Commerce

MID-MARCH

Semaine Francaise / French Week organized by CCIFC

EARLY MAY

EU Week

JUNE

EuroCham AGM (Annual General Meeting)

OCTOBER

Oktoberfest 2017 organized by ADW

International Fairs

APRIL

25th & 26th | Hannover Messe in Germany

OCTOBER

16th - 20th | SIAL in France

Studies

MAY

- Agricultural and agro-processing sectors in Cambodia
- Fast-Moving Consumer Goods and Luxury Goods in Cambodia

Trade Missions

FEBRUARY

German Delegations from Thailand Trade Mission

MARCH

Austrian Fact Finding Mission



Photo: J.Montessuis/Film Noir Studio

Thank you

EuroCham's inaugural year was one of promise and we have no doubt the best is yet to come. Last year we laid strong foundations for the Chamber by initiating our advocacy, services and outreach programmes while also building our team, strengthening our committees, and reaching out to our counterparts inside and outside

of Cambodia. We would not have achieved this without the enthusiastic participation of our members and partners. We'd also like to thank the EU Delegation to Cambodia and the EU member states Embassies for their outstanding support as well as our sponsors. You can count on us to deliver even more in 2016!

EuroCham.



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Founding associations

