

## EU-ASEAN Business Networks

### Feature Article

Boosting the EU's trade relationship with Cambodia within the context of AEC



Interview with Mr. Emmanuel Menanteau, Chairman of EuroCham Cambodia

This interview was conducted following EuroCham Cambodia's first annual "Cambodia EU Business Dialogue" event. This event included a series of panel discussions (one of which featured Chairman Menanteau as a panelist) and provided updates on Cambodia's business landscape from the perspective of European and foreign investors. EuroCham and its Sectorial Committees also formally introduced their first White Book, a set of policy recommendations designed to support the Royal Government in their efforts to improve the ease of doing business in Cambodia. Participants and panelists to the CAMBODIA-EU Business Dialogue included senior members of the Royal Government of Cambodia, EU officials and representatives of the European and Cambodian business communities who are active in the Kingdom.

#### Q: Will regional economic integration enhance or diminish Cambodia's competitiveness?

A: Greater integration within the Association of Southeast Asian Nations (ASEAN) and the wider Asia-Pacific region offers considerable opportunities for Cambodia. As we heard during the panel discussions at the Cambodia EU Business Dialogue event, Cambodia as a country of less than 16 million people is not by itself able to offer a large enough market to attract larger international investors. However, through ASEAN Economic Community (AEC) Cambodia can come to serve as a base for companies seeking to reach a much wider market of 630 million people within ASEAN.

Of course, there are several obstacles to overcome before this goal can be realized, and all appreciate that the market liberalization commitments that form the basis of AEC will continue to rollout beyond the official target of January 2016. Regional integration will also incorporate the adoption of commonly accepted technical and governance standards and Cambodian companies need to be preparing themselves now and becoming informed of the likely impacts of AEC on their specific industries.

(continues p.2)

### Editorial

The EU-ASEAN Business Networks are pleased to present the 6th edition of the EU-ASEAN Business Update. This quarterly newsletter covers the work and market updates from European consortiums in eight ASEAN countries created under the European Union's SEBSEAM (Support for European Business in South East Asian Markets) programme: Indonesia (EIBN), Malaysia (SEBSEAM-M), Thailand (EABC), Vietnam (EVBN), Philippines (EPBN), Cambodia (EuroCham Cambodia), Laos (ECCIL) and Myanmar (EuroCham Myanmar).

Since their creation, these Networks have been working to ensure that EU companies are able to do business in ASEAN markets as efficiently and openly as possible so as to boost the EU's trade and investment in region. In each country, the Networks implement targeted advocacy at all political levels and in the first quarter of 2016, EuroCham Cambodia, one of the Networks' members has successfully launched its first White Book, a set of policy recommendations designed to support the Cambodian government in improving the ease of doing business in Cambodia.

This year, to bring ASEAN to light on the international stage as a competitive investment destination for European Businesses, the EU-ASEAN Business Networks will participate together in Hannover Messe, Europe's largest industrial fair, and present a joint trade show booth on 25-29 April.

The EU-ASEAN Business Network will continue to work collaboratively to support EU businesses and SMEs interested in entering this market of 625 million people.

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### Upcoming Events

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- Green Business
- Training on 'Human Resource Management'
- Trade mission and expo on Agriculture...





**Q: Around 25% of total foreign direct investment (FDI) into ASEAN derives from the EU whereas for Cambodia this figure is much lower at less than 5%. How can Cambodia become more attractive to European investors?**

Whilst Europe is Cambodia's largest trading partner, with Cambodia exporting products to the value of 4bn Euros to Europe in 2015, European FDI into Cambodia does indeed remain low. The Kingdom already has a lot to offer to prospective investors with one of the most business-friendly investment regimes in the region. There is a lack of awareness amongst European businesses of the advantages that Cambodia can offer and it is the joint responsibility of both the Royal Government and the business community here to better communicate what the country has to offer.

Naturally there remain some challenges to doing business here, whether it be the skills gap or a lack of regulation in some fields. The Royal Government is well aware of these issues and is taking measures to address them, a process that EuroCham Cambodia is happy to assist with through our Advocacy department.

**Q: EuroCham Cambodia has recently organized the first ever Cambodia-EU Business Dialogue. Why is it important to organize such a dialogue?**

The panel discussions at the end of March represented an important milestone in shaping the future relationship between European investors and the Cambodian economy and it comes at an important time. Cambodia's strong economic performance over the past twenty years has been largely built upon export growth on the back of preferential market access. 'Everything But Arms' has been a great success and has helped the Kingdom develop to where it is today where it will soon transition out of the 'least developed country' category. Such market access schemes are not permanent solutions but are intended to assist in economic development up to the point where the country can start to move up the value chain and potentially link up with regional production chains. To achieve sustainable growth in future, Cambodia will need to attract new types of investor outside of the traditional garments and footwear sectors, and we believe that European investors have a lot to offer to the national economy.

Furthermore, the event provided opportunity for us to launch our 2016 White Book, our first ever publication providing trade and investment-related policy recommendations

to the Royal Government. This project covering a wide range of issues and sectors is the result of a 1-year consultation process with our members about the obstacles they face doing business in the Kingdom and will serve as the basis for our ongoing discussions with the Royal Government to assist them in further enacting investor-friendly reforms.

**Q: What is the role of EU-ASEAN Business Networks in boosting trade and investment between the EU, Cambodia, and ASEAN at large?**

The EU-ASEAN Business Networks receive the support of the EU Delegation through the ICI+ SEBSEAM program which means that we operate under a mandate to help European companies and especially SMEs into the ASEAN market. There are three ways that we boost trade and investment between EU and ASEAN. First, each network has an outreach program—they go to Europe to promote their respective country as an attractive investment destination. Concerning Cambodia, there is a 'perception gap' between the perceptions of Cambodia held by some European companies and the realities of modern-day Cambodia. EuroCham has been in collaboration with central Government institutions like the Council for the Development of Cambodia to address this. Another way these EU programs boost European trade with ASEAN is through advocacy efforts. Advocacy ultimately allows European investors to have their concerns and expertise heard by relevant government bodies. And in Cambodia's case, you can see the results of this just a few days ago when we handed over our 2016 White Book, met with a very warm reception from the Royal Government. Lastly, many organisations within the EU-ASEAN Business Networks have strong knowledge of the local market and offer business support services. At EuroCham, our Services team acts as an intermediary between interested European investors and potential partners in Cambodia by hosting trade missions, making introductions and conducting feasibility studies. But EuroCham is just over a year into its existence, so we are working to play an even larger role in increasing economic activity between the EU and Cambodia.

**Q: Your company, VINCI Airports Group, is one of the most successful European businesses in Cambodia. What advice can you give other European companies interested in investing in Cambodia and ASEAN?**

EuroCham's Business Confidence Survey released during the event provided some interesting insights into the perceptions of

our members, who generally felt that whilst the Kingdom can at times prove challenging it nonetheless offers considerable growth opportunities for their business. The Royal Government of Cambodia is committed to a pro-business reform agenda and my advice to European prospective investors would be to come to the country now whilst the market is still relatively unsaturated and to begin to develop an understanding of how to run a successful business here. Cambodia is a rapidly developing economy that is increasingly connected to the wider region and that has a growing middle class who are coming to demand an ever-larger variety of high-quality goods and services. Companies newly establishing themselves in the Kingdom cannot expect that everything will be plain sailing but with perseverance and clear communication a lot can be achieved here. As far as investing in ASEAN, my advice would be similar since ASEAN is one the fastest growing economies in the world, but like Cambodia, each region within the bloc has its own challenges and I would recommend to arrive early and become familiar with the nuances of the area's business landscape.



## ABOUT ASEAN

The Association of Southeast Asian Nations is a political and economic organisation of ten countries of Southeast Asia, which was formed on 8 August 1967 by Indonesia, Malaysia, the Philippines, Singapore and Thailand. Since then, membership has expanded to include Brunei, Cambodia, Laos, Myanmar (Burma) and Vietnam. Its aims include accelerating economic growth, social progress, socio-cultural evolution among its members, protection of regional peace and stability, and opportunities for member countries to discuss differences peacefully. In 2015, the ASEAN Economic Community will integrate it into a single market of 600 million consumers, with freer movement of capital, goods and services.

In 2014, its combined nominal GDP had grown to more than US\$2.57 trillion. If ASEAN were a single entity, it would rank as the seventh largest economy in the world, behind the US, China, Japan, the United Kingdom, Germany and France.



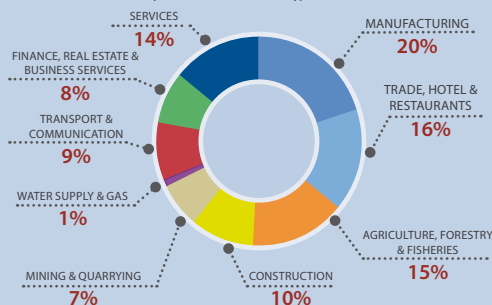
## ABOUT INDONESIA



Capital	Jakarta
Area	1.904.569 km <sup>2</sup>
Distance East - West	5.120 km
Population	254 million

## QUARTERLY UPDATE

### Composition of Indonesian GDP (% of total share), 2015



Source: Statistics Indonesia 2015

Growth	4.7%
Inflation rate	4.4% (February)
Balance of Trade	+50 m\$ (February)
Budget Balance	+26 % y-o-y (Q4 2015)

## QUARTERLY NEWS HIGHLIGHTS

March 1, 2016  
**Indonesia Bank sees 2016 GDP growth...**  
[read more](#)

February 24, 2016  
**List of industries 100% open for foreigners...**  
[read more](#)

January 27, 2016  
**Trade Ministry to continue EU-CEPA...**  
[read more](#)

## EIBN NEWS



December 2015

### The New and Extended EIBN Business Guide Now Online

Following almost two years of market researching and compiling of existing information from various sources and local actors, EIBN is presenting its EIBN Business Guide. The EIBN Business Guide aims to provide guidance to European Union SMEs who look to Indonesia as a possible market, attempting to clarify as easily as possible what doing business Indonesia entails, as well as exporting and importing to and from the country. [Download and know more about the EIBN Business Guide here.](#)

02 December 2015

### ASEAN Economic Community Info Session

Anticipating the market demand in the ASEAN, EIBN organised the info session "ASEAN Economic Community: Future Impact on European businesses", on December 2, 2015 with the support of the Delegation of the European Union, the ASEAN Secretariat and EU - Indonesia Trade Cooperation Facility (TCF). [Read more.](#)

1- 4 February 2016

### Danish Maritime Business Delegation

EIBN in cooperation with the Danish Export Association, the Danish Fish Tech Group and the Danish Marine Group, hosted a Maritime Business Delegation with a 4-day program designed to provide the participating Danish companies with a comprehensive overview of the Indonesian Maritime Market and Industry. [Read more.](#)



For more news and information, check [www.eibn.org](http://www.eibn.org) and contact us through our **online messaging system**

## UPCOMING EVENTS



### EIBN tours Europe in Q2

April - June 2016

From April to June, EIBN will deliver a round of presentations and business consultations, in Bulgaria, Greece, Cyprus, Portugal, Spain, Malta, Denmark and Netherlands. In these sessions, EIBN will cover the specifics of the business potential of the Indonesian market and the support available to EU businesses through the Network. EIBN will be joined by its regional partners EPBN and EVBN in the Bulgaria, Greece and Cyprus roadshows. [Know more about the roadshows here.](#)

### Hannover Messe

25-29 April 2016

EIBN will be participating in Europe's largest industrial fair together with its regional partners in ASEAN under the EU-ASEAN Business Networks Booth. [Read more.](#)

### Seafood Expo 2016

26-28 April 2016

As a key sector for EIBN in 2016, participation in this event will bring the opportunity to directly meet key-players in the supply of seafood and seafood-related products and services. [Read more.](#)



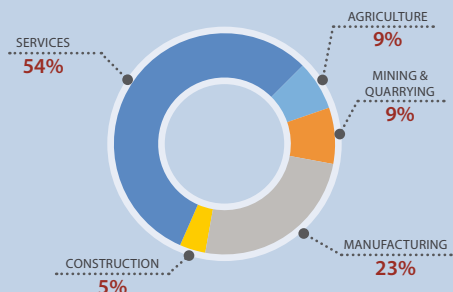
## ABOUT MALAYSIA



Capital	Kuala Lumpur
Area	329,847 km <sup>2</sup>
Distance East - West	450 km
Population	30.3 million

### QUARTERLY UPDATE

#### Composition of Malaysia Economy 2014 (% of GDP per Sector)



Source: Department of Statistics, Malaysia and Bank Negara Malaysia

GDP Growth	4.7%
Inflation rate	2.5%
Balance of Trade	+ 2.3 billion USD (Sep)
Budget Balance	-3.5 %

### QUARTERLY NEWS HIGHLIGHTS

2016  
**ASEAN Pathfinder Project...**  
[read more](#)

February 2, 2016  
**Malaysia: A Showcase for Sustainable Consumption and...**  
[read more](#)

January 31, 2016  
**Malaysia-EU FTA talks to be completed by first quarter of 2016...**  
[read more](#)

## SEBSEAM-M NEWS

20th April 2016

### Trade and Investment Forum



In the midst of exciting new regional developments with the continued growth of EU-ASEAN trade and investment, the conclusion of the EU-FTA in Vietnam, the start of negotiations in the Philippines, and Malaysia's own conclusion of the TPPA, EU-Malaysia relations stand at a crucial crossroads, with significant impact for the business community. Join us on April 20th at Doubletree Hotel Kuala Lumpur for a dialogue with Tan Sri Dr.

Rebecca, the Secretary General of MITI, HE Luc Vandebon, Ambassador of the EU to Malaysia and key industry speakers: "Outlook on EU-Malaysia 2020." [2015 event highlights.](#)

June 2016

### Upcoming Market Watch Report: Food and Agribusiness Sector

In tandem with the success and the positive feedback of the 2015 EU-ASEAN Forum on Food Safety, SEBSEAM-M will publish "Market Watch Report: Bakery, Confectionary, and Snacks – Machinery, Equipment, and Industrial Trends." [Read the 2015 Report here.](#)

October 2016

### SEBSEAM-M European Smart Cities Forum

To complement the Malaysian government's initiative in developing Malaysian smart cities, SEBSEAM Malaysia component is initiating a forum to enhance effective communication and cooperation between local authorities, European smart cities experts, and SMEs. [Read more on SEBSEAM-M's 2016 initiatives.](#)



For more news and information, check [www.eumcci.com/sebseam-m](http://www.eumcci.com/sebseam-m) or contact us at [communications@eumcci.com](mailto:communications@eumcci.com)

## UPCOMING EVENTS



### Technical Workshop: Construction and Engineering Field

13 April, Kuala Lumpur

Under SEBSEAM-M's Professional Services sector, European companies can join a one-day Series of Technical Seminars with focuses on 'Affordable Housing', 'Building Information Modelling', and 'EUROCODES' in the Malaysian construction industry. Learn the latest construction trends and developments from the best experts from EU-based companies focusing on topics of professional safety, internationalization, productivity, and environmental sustainability. [Read more here.](#)

### Rail Solutions Asia 2016

11 – 13 May

Rail Solutions Asia (RSA) is held by many as the best annual railway show in Asia that combines wide-ranging exhibitions that includes the participation of EU railway solutions firms and local authorities. Read more on RSA 2015 [here.](#)

### EU Pavilion at IGEM 2016

5 – 8 October

Since 2010, International Greentech and Ecoproducts Malaysia has been the leader in gathering industry players and professionals from the public and private sectors to explore opportunities in the green market to drive the green industry in Malaysia. Know more about this activity [here.](#)





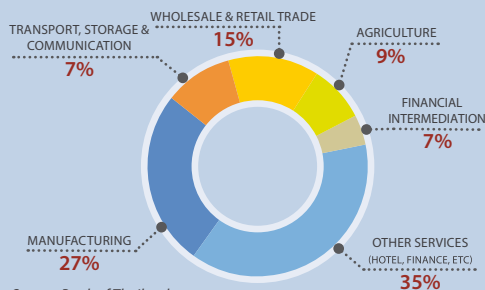
## ABOUT THAILAND



Capital	Bangkok
Area	513,000 km <sup>2</sup>
Distance East - West	780 km
Population	68.8 million

## QUARTERLY UPDATE

### Composition of Thai Economy 2014 (% of GDP per Sector)



Source: Bank of Thailand

Growth	2.8% (2015)
Inflation rate	-0.9% (2015)
Balance of Trade	34.6 billion USD (2015)
FDI	8.02 billion USD (2015)

## QUARTERLY NEWS HIGHLIGHTS

February 19, 2016  
**Customs to speed up import clearance...**  
[read more](#)

February 9, 2016  
**BOI believe cluster policy will draw electronics investment ...**  
[read more](#)

December 31, 2015  
**Thailand's medical industry expects 'little impact' from freer movement of ...**  
[read more](#)

## EABC NEWS

January 14, 2016

### Courtesy Call on DPM Somkid Jatusripitak



EABC led by Mr. Rolf-Dieter Daniel, EABC President paid a courtesy call on H.E. Dr. Somkid Jatusripitak, Deputy Prime Minister of Thailand. The courtesy visit was to introduce missions of the EABC as a platform for representing the interests of the European community and exchanged views on concerned trade and investment issues. During the discussion, major points included service sector liberalization, revision of laws and regulations to better facilitate business operations, investment in transport infrastructure project, among others. [Read more here.](#)

January 13, 2016

### "Railway Investments Life Cycle Management" Seminar

EABC Rail and Road Infrastructure Working Group in collaboration with the Faculty of Civil Engineering, Chulalongkorn University recently organized a seminar on "Railway Investments Life Cycle Management". This seminar was a part of EABC's efforts to bringing European state-of-the-art-knowledge focusing on life cycle aspects of railways system to share with Thailand. [Read more here.](#)

March 3, 2016

### AEM Meeting in Chiang Mai 2-3 March 2016

EABC President Mr. Rolf-Dieter Daniel had participated in the 22nd ASEAN Economic Ministerial (AEM) Retreat in Chiang Mai from 2-3 March 2016, hosted by Thailand. At the event, the ASEAN Economic Ministers and the EU Trade Commissioner held their Fourteenth AEM-EU Trade Commissioner Consultations on 3 March 2016. Click here for the full Media Statement from the Consultations.



For more news and information, check [www.eabc-thailand.eu](http://www.eabc-thailand.eu) or contact us at [service@eabc-thailand.eu](mailto:service@eabc-thailand.eu)

## UPCOMING EVENTS

### 2016 European Business Position Paper

March 2016

EABC is organizing a launch event of its 2016 European Business Position Paper by the end of March 2016. The European Business Position Paper involves the constructive policy and regulatory dialogues among European businesses from the ten Advocacy Working Groups including Automotive, Cross Sectoral Issues, Energy and Energy Efficiency, Food and Beverages, Healthcare & Pharmaceuticals, Information & Communication Technology, Insurance, Intellectual Property Rights, Rail & Road Infrastructure and Transport & Logistics. [Read more here.](#)

### Annual General Meeting

April 2016

The EABC will host its 2016 Annual General Meeting in April 2016 where the EABC's activities were presented to its members, followed by an overview of the EABC's plan for 2016 to continue bolstering trade relations between Thailand and the EU. The event was followed by a European Networking Night.

### EABC at T.I.D.E 2016

July 2016

Join us at the upcoming Thailand Design & Innovation Expo in Bangkok, where we will be hosting an EU Pavilion soon in July 2016.





ABOUT VIETNAM



Capital	Hanoi
Largest city	Ho Chi Minh City
Area	332.210 km <sup>2</sup>
Population	93 million

SPENDING FOR FOOD AND BEVERAGE SECTOR HAS BEEN INCREASING ACROSS YEARS



GDP Growth	6.8% (2015)
Inflation rate	0.63% (2015)
FDI	\$ 7,199 mio USD (2015)
Trade volume	\$ 264 billion (2013)

QUARTERLY NEWS HIGHLIGHTS

March 19, 2016  
**Vietnam named bright spot in ASEAN.**  
[Read more](#)

March 22, 2016  
**Economy set to grow 6.5 – 7% in next five year.**  
[Read more](#)

March 1, 2016  
**Economic highlights in February.**  
[Read more](#)

EVBN NEWS



March 23, 2016

**AGROFOOD TRADE MISSION TO VIETNAM 2016**

The 2nd edition of the Agrofood Mission to Vietnam was successfully organized and conducted by the EU-Vietnam Business Network (EVBN) from March 15th to March 18th 2016 in Ho Chi Minh City and Hanoi. EVBN was proud to welcome a rich and diversified Delegation of 19 companies (that is to say 5 more than in 2015!) coming from 9 different countries of the European Union (Belgium, Bulgaria, France, Ireland, Italy, Lithuania, Poland, Portugal and United Kingdom were represented). [Read more here.](#)

January 2016

**EU-Vietnam FTA officially concluded – “A new era in EU-Vietnam relations”**

On 2 December 2015, the EU Commissioner Cecilia Malmstrom and Vietnamese Minister of Industry and Trade Vu Huy Hoang signed a Declaration officially announcing the successful conclusion of negotiations of the EU-Vietnam Free Trade Agreement (EVFTA) in Brussels, Belgium. [Read more here](#)

September & November 2016

**Two trade missions to Vietnam**

After the great success of the trade mission in Food and Beverage sector in 2016, the EU-Vietnam Business Network is proud to host the next two trade missions to Vietnam in Healthcare sector in September 2016 and Green Technologies sector in November 2016 (2nd edition). The two subsidized trade missions are great opportunities for European companies to discover the Vietnamese market. [Read more here](#)



For more news and information, check [www.evbn.org](http://www.evbn.org) or contact us at [info@evbn.org](mailto:info@evbn.org)

UPCOMING EVENTS

APRIL 2016



**UPCOMING EVENTS IN EUROPE**

In April, the EU-Vietnam Business Network (EVBN) will organize a series of different events in Europe together with two other SEBSEAM projects: the EIBN (EU-Indonesia Business Network) and the EPBN (EU-Philippines Business Network). On

April 4th, Mr. Philip Endersby, Business Development Manager, will represent EVBN during the ASEAN business seminar: Opportunities in World's Fastest-Growing Economic Community in Sofia, Bulgaria. The seminar will inform SMEs about market developments and business opportunities in Vietnam. [Read more here](#)

May 25, 2016  
**Webinar: Healthcare and Medical device sectors in Vietnam**

Sector: Healthcare & Medical devices. [Read more here](#)

June 22, 2016  
**Webinar: Green Technologies in Vietnamese market**

Sector: Waste Management, Water Management, Renewable Energy, Energy Efficiency [Read more here](#)



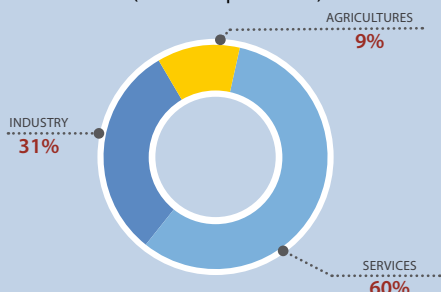
## ABOUT PHILIPPINES



Capital	Manila
Area	343,448 km <sup>2</sup>
Islands	7,107
Population	100 million

## QUARTERLY UPDATE

### Composition of Philippine Economy Q1 2015 (% of GDP per Sector)



GDP Growth	5.2%
Inflation rate	1.7% (Q2 2015)
Balance of Trade	953.89 million USD (August)
Balance of Payments	-24 million USD (Jun. 2014)

## QUARTERLY NEWS HIGHLIGHTS

March 18, 2016  
**Philippines chosen for inventor assistance program**  
[read more](#)

March 13, 2016  
**IT revolution crucial to seeing PH through growth crossroads**  
[read more](#)

March 12, 2016  
**Asia reforms key for global economic growth – IMF chief...**  
[read more](#)

## EPBN NEWS

January 19, 2015



### Agriculture Advocacy Workshop

EPBN held an Agriculture Advocacy Forum last January 19, bringing together the Senate Committee on Agriculture and Food, Office of the Presidential Assistant for Food Security and Agricultural Modernization (OPAFSAM), Department of Agriculture (DA), EU Delegation and the private sector. [Read More.](#)

February 19, 2015

### Roundtable discussion with former PPP Executive Director USec. Canilao

Several ECCP members and EPBN colleagues had the privilege to have a roundtable discussion with USec. Canilao. The former Undersecretary shared more about the PPP Center, its achievements up to meeting date, and what the future holds for the PPP Center. [Read More.](#)

March 11-13, 2015

### First European Motorshow

The EPBN Automotive, Parts, Lubricants and Fuels Committee supported ECCP - European Chamber of Commerce of the Philippines and FMI - Fairs & More, Inc. in having the biggest car show highlighting the best of European Cars. [Read More.](#)



For more news and information, check [www.epbn.ph](http://www.epbn.ph) or contact us at [info@epbn.ph](mailto:info@epbn.ph)

## UPCOMING EVENTS



### EU-Philippines Business Summit

October 4, 2016

With its promising economic future, there has never been a greater time to do business in the Philippines. Attend the EU-Philippines Business Summit 2016 and be a partner in the country's next phase of economic progress. [Read More](#)

### Tourism Advocacy Workshop

March 16-20, 2015

In 2015, the Philippines posted a record 5.36 million international arrivals, generating roughly USD 5 billion, and creating 5 million jobs. Overall, tourism contributed more than 8% to the country's local output in the previous year. These numbers highlight the tourism industry's potential to become one of the country's main drivers of sustainable and inclusive economic growth. But there is still much to be done for that potential to be met in full and for the Philippines to become a desired international tourism destination.

### EPBN Redesigned Website

March 2016

The revamped website of EPBN aims to keep everyone updated on the latest news on the on EPBN activities, business opportunities in the Philippines and information on how to build your business in one of the promising economies in ASEAN.

Visit: <http://epbn.ph>



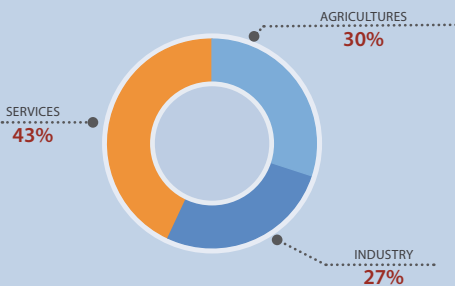
## ABOUT CAMBODIA



Capital	Phnom Penh
Area	181.035 km <sup>2</sup>
Major Cities	Siem Reap, Sihanouville, Battambang
Population	15.7 million

## QUARTERLY UPDATE

### Composition of Cambodian Economy 2014 (% of GDP per Sector)



Source: World Bank

GDP Growth	7% (2014)
Inflation rate	3.9% (2014)
Balance of Trade	-3.01 billion USD (2014)
FDI	1.34 bn (current USD 2014)

## QUARTERLY NEWS HIGHLIGHTS

January 7, 2016

**Gov't Preparing to Eliminate Import Duties for ASEAN Products**  
[read more](#)

January 8, 2016

**The Launch of Online Business Registration in Cambodia**  
[read more](#)

March 11, 2016

**Implementation of the Social Security Scheme on Healthcare**  
[read more](#)

## EUROCHAM CAMBODIA NEWS

February 24-26 / March 17

### Trade Missions



From 24th-26th March, EuroCham Cambodia successfully organized a trade mission for the German-Thai business delegation interested in expanding into the Cambodian market ([read here](#)). The delegation had the opportunity to visit several industrial sites and meet with senior representatives from the Royal Government, EuroCham relevant Sectorial Committees and local business

community. In addition to the German delegation, EuroCham assisted Austrian Businesses in their trade mission to Cambodia on March 17th ([read here](#)).

January 14/ February 5 & 12

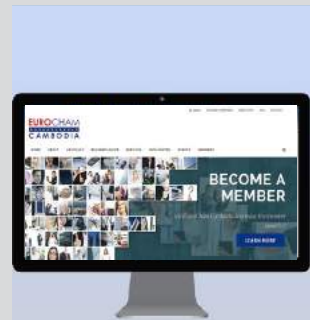
### Signature of MoUs

The first quarter of 2016 has seen strengthened relations between EuroCham Cambodia and local and regional business associations/chambers. EuroCham has signed MoUs with Mekong Trading Hungarian-Cambodian Trading House on January 14 ([read here](#)), ECCIL on February 5 ([read here](#)) and Cambodia Chamber of Commerce on February 12 ([read here](#)). The Chamber also looks forwards to signing an MoU with Italian-Thai Chamber of Commerce.

February 16 / March 7 & 28

### EuroCham New Publications

EuroCham launched its first **Business Confidence Survey** ([read here](#)) and the **Year in Review 2015**, a magazine-style report in February and March 2016 respectively ([read here](#)). During the Cambodia – EU Business Dialogue on March 28th, the Chamber also formally introduced its first **White Book** a set of policy recommendations provided by our 9 Sectorial Committees ([read here](#)).



For more news and information, check [www.eurocham-cambodia.com](http://www.eurocham-cambodia.com) or contact us at [services@eurocham-cambodia.org](mailto:services@eurocham-cambodia.org)

## UPCOMING EVENTS



### Green Business

April 27

This year EuroCham is organizing the Green Business Forum under the theme "Green is Riel". The purpose of the Forum is to promote the idea that green and sustainable businesses are not a trade-off for economic growth. The Forum will be organized around a series of panel discussions with EuroCham Green Business Committee members and other experts from green enterprises in Cambodia.

## Studies on Fast-Moving Consumer Goods (FMCG) and Luxury Goods and on Agricultural and Agro-processing Sectors in Cambodia- (to be confirmed)

EuroCham in cooperation with BritCham and UKTI will publish two studies by the second quarter of 2016, one is on Fast-Moving Consumer Goods (FMCG) and Luxury Goods, the other is on Agricultural and Agro-processing Sectors in Cambodia.

## Hannover Messe

April 25 - 29

EuroCham along with other members of EU-ASEAN Business Networks will participate and have a joint booth in Hannover Messe, Europe's largest industrial fair. [More about this fair](#)

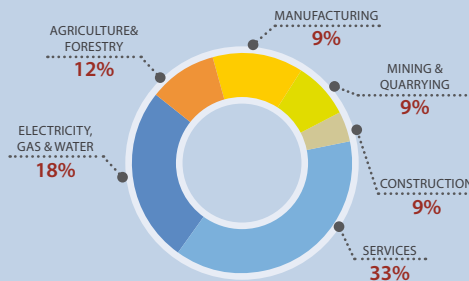
## ABOUT LAOS



Capital	Vientiane
Area	236,800 km <sup>2</sup>
Religion	Buddhism
Population	6.9 million (2014)

## QUARTERLY UPDATE

### Composition of Laos Economy 2012 (% of GDP per Sector)



Source: The World Bank

GDP	11.8 billion USD (2014)
GDP Growth	7.5% (2014)
Imports	49% of GDP (2014)
FDI net inflow	427 million USD (2013)

## QUARTERLY NEWS HIGHLIGHTS

2nd March 2016  
**Breakfast meeting at ECCIL with UK Envoy Lord Puttnam**

[read more](#)

3rd March  
**ECCIL participates in AEM retreat in Chiang Mai, Thailand**

[read more](#)

## ECCIL NEWS

### Regional Value Chains: Laos' gateway into the ASEAN single market

On 31st December the AEC was established, coinciding with the assumption of the ASEAN Chairmanship by the Lao PDR. The AEC immediately raised important questions relating to the free flow of goods, services, investment and labour and in response ECCIL and the 'Regional Economic Integration of Laos into ASEAN, Trade and Entrepreneurship Development (RELATED)' project of the German Development Cooperation hosted a seminar on 'Regional Value Chains: Laos' gateway into the ASEAN Single Market' on 26th January. [For more information click here](#)

### Dutch-Lao seminar on Corporate Social Responsibility in Laos

This seminar was jointly hosted by The Dutch Embassy in Thailand and ECCIL on 23rd February at the Lao Plaza hotel in Vientiane. A capacity attendance of business people in the private sector, government agencies, members of the diplomatic corps and civil servants participated. The value of CSR and the necessity to include CSR provisions in business plans was explained and many examples of how it has helped business to succeed in the Netherlands were given. [For more information click here](#)

### The ASEAN Business Advisory Council 2nd conference on the post 2015 agenda of the AEC

The 2nd conference of the ASEAN-BAC was held on 5th February at the Lao Plaza hotel, jointly organised by the Lao National Chamber of Commerce and Industry (LNCCI) and ECCIL. [For more information click here](#)

### Sixth International Conference on Water Resources and Hydropower Development

The conference took place in the National Convention Centre over 3 days from the 1st to 3rd March. More than 500 delegates from 50 countries attended and wide-ranging discussions covered all aspects of water resources development of particular relevance to the Asian region. Delegates represented major utilities, hydro plant developers, consulting practices and manufacturing companies as well as financial and environmental specialists. [Read more here](#)



For more news and information, check [www.eccil.org](http://www.eccil.org) or contact us at [khankeo.moonvong@eccil.org](mailto:khankeo.moonvong@eccil.org)

## UPCOMING EVENTS

### Training on 'Human Resource Management'

ECCIL is organising a workshop on HR management for business people seeking further knowledge on how to support and keep quality staff. The event takes place from the 29th to 31st March.

### Seminar on AEC and SME financing

There will be a seminar on this vital subject on 1st April at a venue as yet to be announced. Anyone interested can get more information on the ECCIL website at [www.eccil.org](http://www.eccil.org) when the final details have been established.

### Workshop on the 5 pillars towards SME success

This workshop is to be held in the ECCIL office in Vientiane on 25th and 26th April. More information can be obtained on the ECCIL website at [www.eccil.org](http://www.eccil.org)

### Workshop on Lao Accounting Legislation

A workshop on this subject will be conducted on 27th April in the ECCIL office in Vientiane. For more details go to the ECCIL website at [www.eccil.org](http://www.eccil.org)

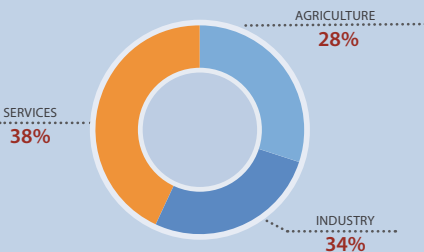
## ABOUT MYANMAR



Capital	Naypyidaw
Area	676,578 km <sup>2</sup>
Religion	Buddhism
Population	53 million

## QUARTERLY UPDATE

### Composition of Myanmar Economy 2014 (% of GDP per Sector)



Source: World Bank, ADB, European Commission

GDP Growth	8.5% (2014-15)
Inflation Rate	8.4% (2015)
FDI	USD 8.4bn (2015)
Balance of Trade	EUR 103m (2014)

## QUARTERLY NEWS HIGHLIGHTS

April 01, 2016  
**New Myanmar government takes office...**  
[stay posted](#)

February 24, 2016  
**UK provides \$300m loan to boost exports to Myanmar...**  
[read more](#)

March 03, 2016  
**Yoma Strategic appointed as Volkswagen importer & distributor...**  
[read more](#)

## NEWS

March 2016



### New Office & Web Launch

The European Chamber of Commerce in Myanmar – EuroCham Myanmar – started its operation in September 2015 and recently moved into their new offices in Yangon. With the launch of its website, EuroCham Myanmar also started the membership campaign. Companies interested in advocacy services, market research or membership can find more information on [www.eurocham-myanmar.org](http://www.eurocham-myanmar.org) or pay a visit in person at:

**Parkside One | 271-273 Bagayar Street  
Sanchaung Township | Yangon**

March 13

### Strategy First Institute Conference

EuroCham was present at the annual Strategy First Institute Conference held in front of an audience of 200 participants in the National Theatre of Myanmar. The chamber gave a presentation on its work and was part of a panel discussion on the future economic cooperation between Myanmar and Europe.

January 20

### Meeting with NLD Economic Committee



EuroCham Myanmar met with members of the NLD (National League of Democracy) Economic Committee to introduce the chamber and discuss potential synergies. The four members of the Economic Committee present at the meeting include two future ministers. They presented the NLD's economic agenda to

EuroCham and both sides highlighted their interest in cooperation and the upcoming changes and tasks for Myanmar's future government... [read more](#)

March 16 – 18

### EuroCham Myanmar receives EuroCham Taiwan delegation

A trade mission with CEOs from Taiwan visited Yangon in an initiative organized by EuroCham and ECCT... [read more](#)

January 25

### Trade and Development Workshop

EuroCham gave a presentation at a workshop for agricultural producers wishing to export to the EU. The training was conducted by the GIZ.



For more news and information, check [eurocham-myanmar.org](http://eurocham-myanmar.org) or contact us at [info@eurocham-myanmar.org](mailto:info@eurocham-myanmar.org)

## UPCOMING EVENTS

May 30/31 and June 1/2

### Trade mission and expo on Agriculture/ Agrifood and F&B

EuroCham is partnering CCI France Myanmar in an international trade mission followed by the fair Food & Hotel Myanmar 2016 in Yangon. The program includes presentations of the keys sectors and players, Introductions to Myanmar's FDI and the related legal framework, site visits, B2B matching, a networking event and optional visits or exhibition to the fair at a discounted rate... [read more](#)