



The voice of
European business
in Myanmar

EUROCHAM MYANMAR
YEAR IN REVIEW

2015
2016
2017
2018
2019
2020
2021



This year has seen tremendous challenges for many around the world. Dealing with much uncertainty, the COVID-19 crisis stresses the ways in which we do business. As EuroCham Myanmar, we aimed to support our members in different ways. In a frontier market like Myanmar, this can be even more complex: resources are scarce, trust challenging to establish, and getting information from reliable sources critical.

More than ever, it has been important that members share their concerns and that we engage with authorities to ensure the sustainability of the Myanmar economy. Thanks to the work of EuroCham's team, we accomplished several goals such as our first time hosting the Agribusiness Forum in Nay Pyi Taw,

bringing together private sector and government stakeholders in large numbers or the opening of the liquor market, allowing foreign liquors to cater the Myanmar market. You will find more detailed information in this Year in Review.

Last, to ease our members' concerns related to the COVID-19 pandemic, we publish on ongoing basis all government updates in our News section online, and share to weekly summary directly to members. Next to this, we engaged with the Economic Recovery Committee, which is tasked to manage and oversee Myanmar's answer to the crisis.

I wish you the best – please take care of yourself, your team and business partners. Stay safe, and let's move forward together.

Nicolas Delange
Chairman of EuroCham Myanmar

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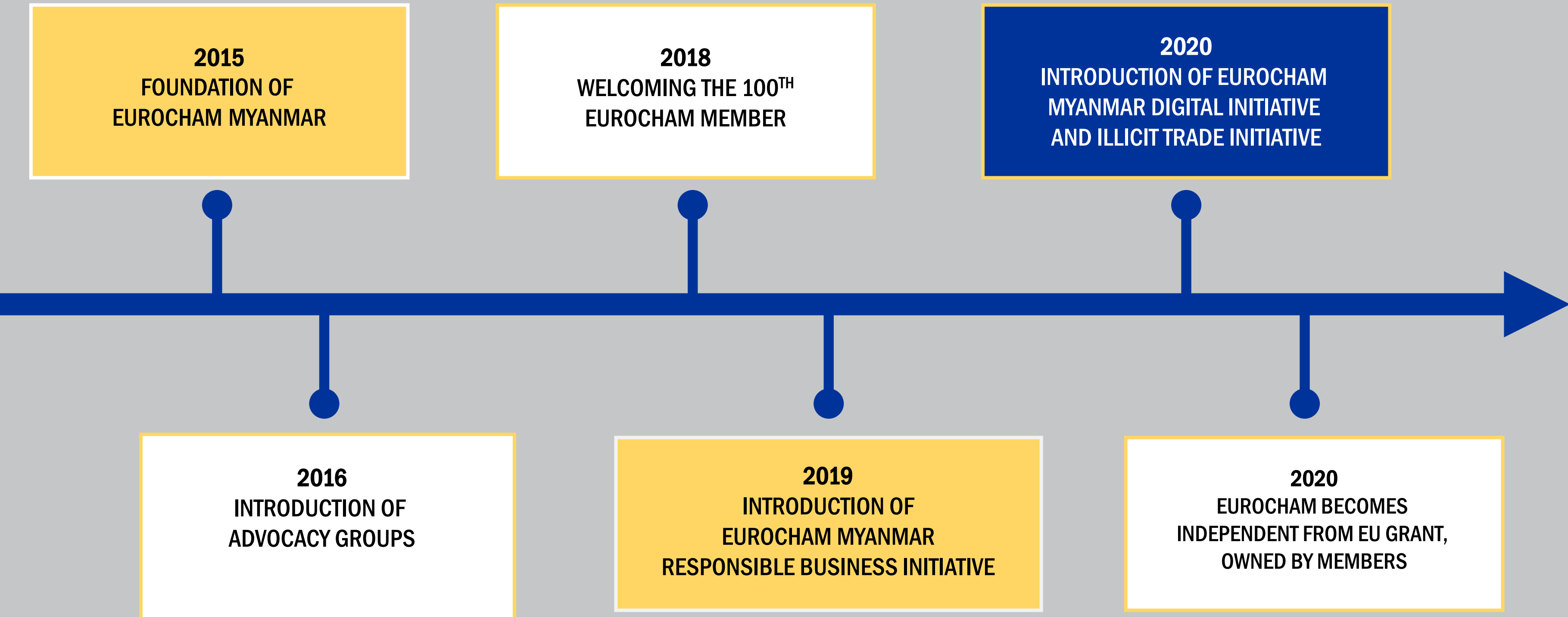
EVENTS & OUTREACH

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CHAMBER OVERVIEW





Total Number
of Events



Total Event
Attendees



Members



Advocacy Groups



Advocacy Meetings



Policy
Recommendations



Meetings with
Government Ministries



Partially/Substantially
Tackled Policies



Nicolas Delange
Chairman
of the Board of Directors

Managing Director at Yever



Alexander Bohusch
Vice-Chair

*Attorney at Law at
Luther Law Firm Limited*



Ben Butters
Vice-Chair

Deputy CEO at EUROCHAMBRES



Adrian Short
Vice-Chair

*General Manager at Cycle & Carriage
Myanmar*



Min Thu Aung
Vice-Chair

*Head of Business Sustainability at Telenor
Myanmar*



Jens Michel
Vice-Chair

*CEO at METRO
Wholesale Myanmar*



Rianne Roggema
Vice-Chair

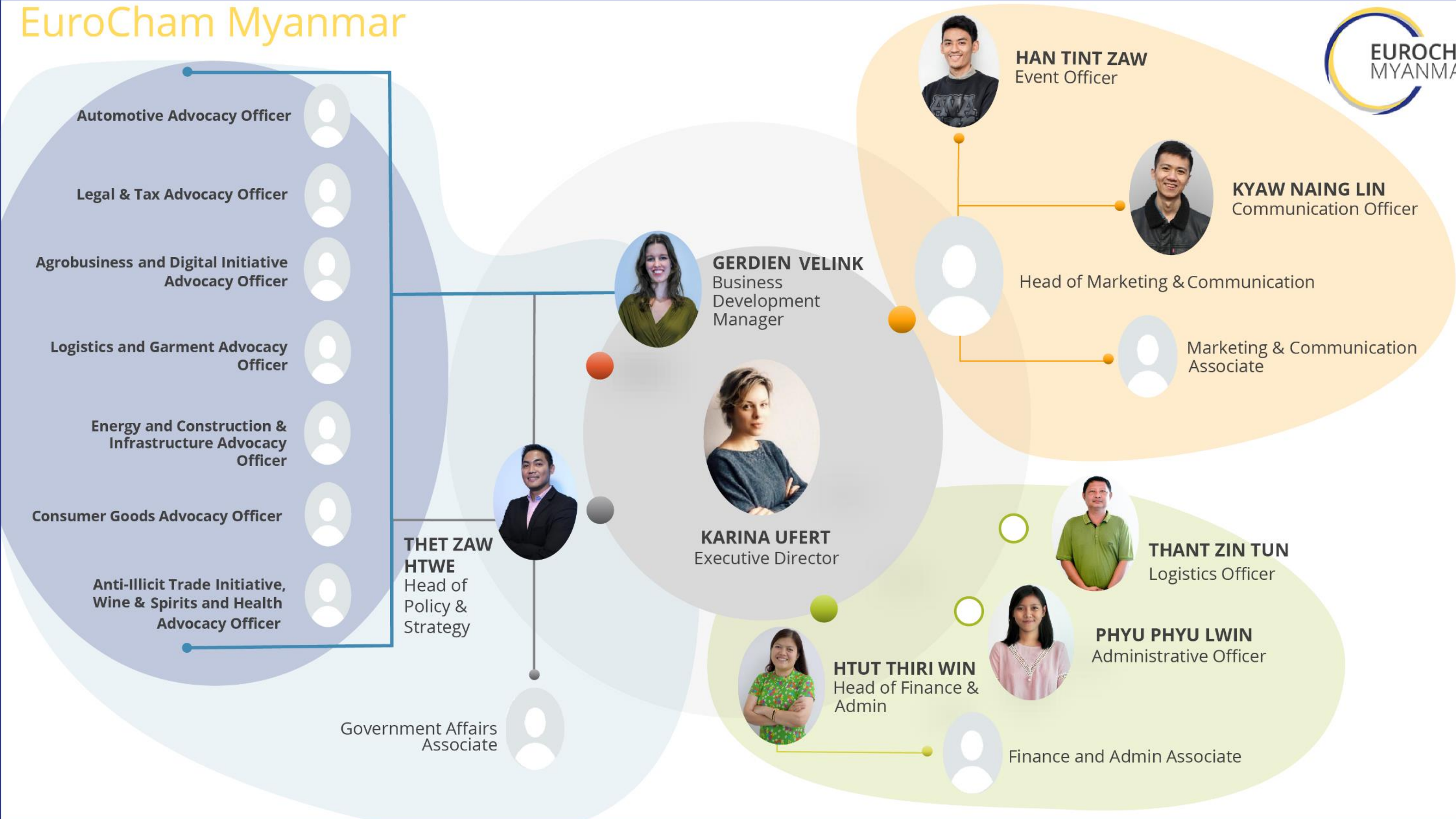
CEO at Duwun



Philippe Battle
Vice-Chair

*Area General Manager
at Accor Myanmar*

EuroCham Myanmar



MEMORANDUM OF UNDERSTANDINGS (MoU)

2015



Union Of Myanmar Federation Of Chambers Of Commerce And Industry

British Chamber Of Commerce In Myanmar



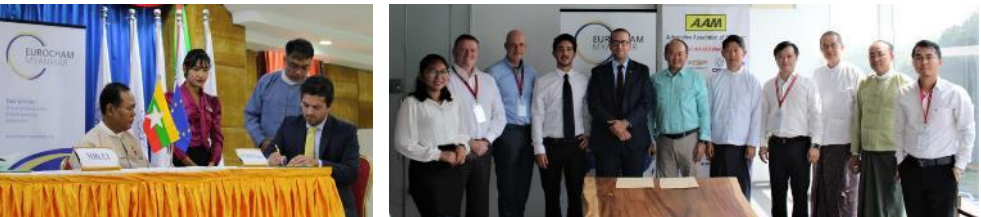
German Myanmar Business Chamber

Italy Myanmar Chamber Of Commerce



French Chamber In Myanmar

Automotive Association Myanmar



Mandalay Region Chamber Of Commerce And Industry

Myanmar Food Processors And Exporters Association



Myanmar Construction Entrepreneurs Federation



Myanmar Intellectual Property Proprietors' Association



Myanmar Engineering Society

2017

EuroCham Cambodia



Delegation Of German Industry And Commerce



Myanmar Trade Promotion Organization

2018

2020

The Business Coalition for Gender Equality (BCGE)



Extension of Automotive Association of Myanmar (AAM)



2020

Italy Myanmar Business Association (IMBA)



The Greece – Myanmar Chamber of Commerce



CO-FUNDED BY



EUROPEAN
UNION



EUROCHAMBRES



CCI FRANCE MYANMAR
FRENCH MYANMAR CHAMBER OF COMMERCE & INDUSTRY

MEMBER OF



EUROPEAN
BUSINESS
ORGANISATION
WORLDWIDE
NETWORK

EBO WWN - TEAM EUROPE ABROAD



EU-ASEAN
BUSINESS COUNCIL



MoU WITH



British Chamber of Commerce

Myanmar



CCI FRANCE MYANMAR

FRENCH MYANMAR CHAMBER OF COMMERCE & INDUSTRY



GERMAN MYANMAR

BUSINESS CHAMBER



GREECE - MYANMAR
CHAMBER OF COMMERCE



ITALY
MYANMAR
CHAMBER OF
COMMERCE



IMBA

BUSINESS ASSOCIATION

BESTSELLER CARLSBERG DE HEUS DKSH ELEGANT SUPREME GLOBAL TECHNOLOGY
HEINEKEN H&M METRO PHILIPS PHILIP MORRIS PROGRESS ASIA PRUDENTIAL
AGRIM BEL GA BELMOND BMW UNILEVER ZUELLIG PHARMA BSK C&A CYCLE & CARRIAGE
DIAGEO EXERA EY GUSTON JOTUN KEMPINSKY HOTEL LINDEX MAERSK MOET HENNESSY NESTLE NORDIC
OCEANFRONT OCTAGON SCANIA PERNOD RICARD PREMIUM LIVING SOLUTIONS ROLAND BERGER
ADIDAS AGRI AUDI ROSEWOOD SCHNEIDER ELECTRIC GENERAL
B. BRAUN BEIERSDORF SIKA SIOEN TELENOR VOLKSWAGEN VOLVO
BRITISH AMERICAN TOBACCO CHARLTONS CMA-CGM CUBE DIGITAL DENTONS DFDL
DSV AIR & SEA EAST WEST SEED EDF ENI FRESENIUS MEDICAL CARE FRESH STUDIO IMPACT TERRA
JARDINE SCHINDLER JOHN COCKERILL KAPPAHL KUEHNE + NAGEL LESAFFRE MAHAR DAWN
MELIA MSC MY JOBS MYANMAR BUREAU VERITAS ONE TO WATCH OVS PRICEWATERHOUSECOOPER
ROCHE SHELL SIEMENS SN POWER TOTAL E&P UNITEAM MARINE SHIPPING VRIENS & PARTNERS



**THANK YOU TO OUR
MEMBERS & PARTNERS!**

Myanmar and Asia in Focus

With a team of more than 50 European and Myanmar lawyers and internationally trained professionals in our office in Yangon, Luther has the competence and expertise necessary to comprehensively assist and advise our clients on all aspects of corporate and commercial law as well as regulatory compliance, including:

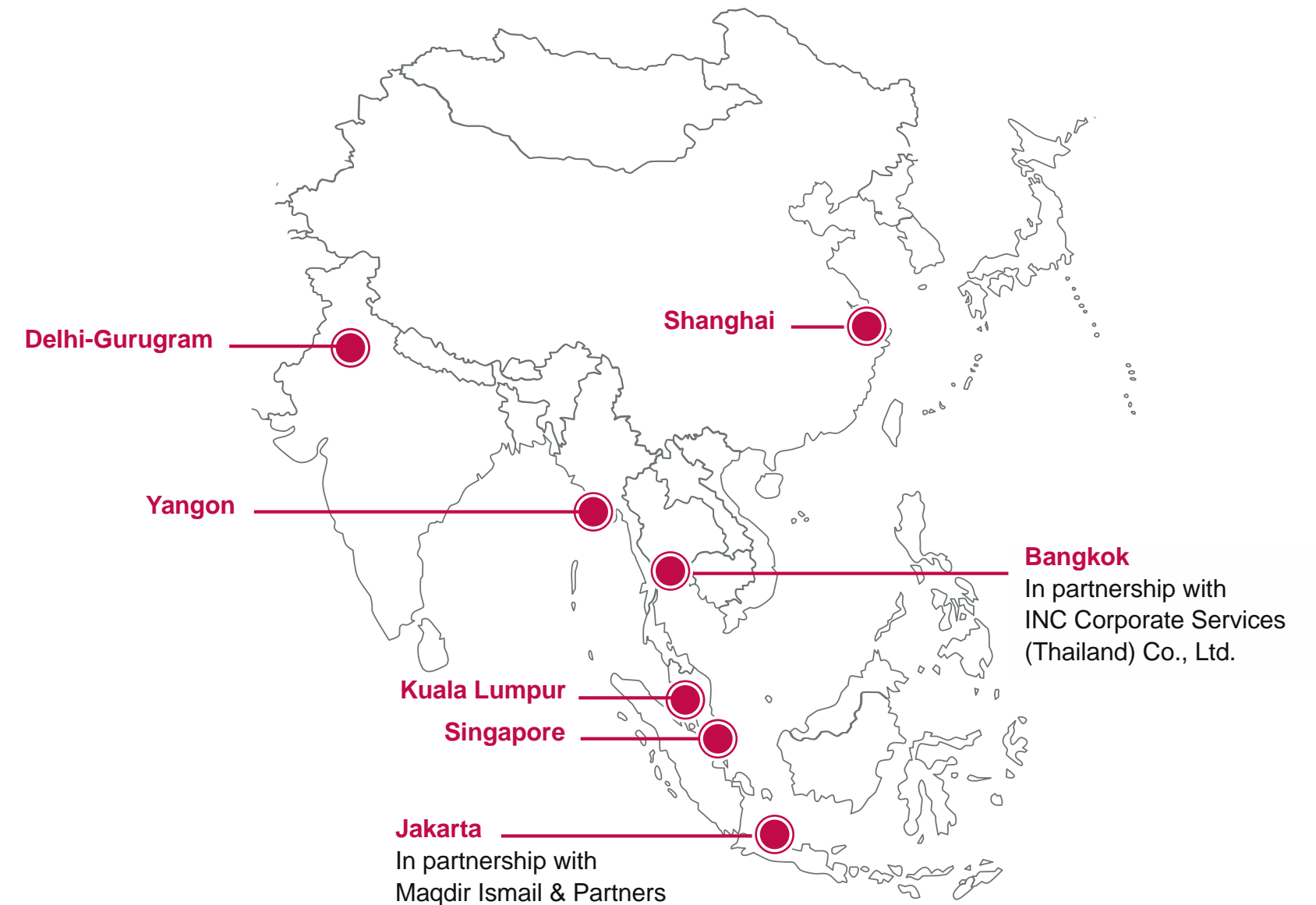
- | | |
|----------------------------------|---------------------------------|
| ▣ Legal advice | ▣ Bookkeeping and accounting |
| ▣ Tax advice | ▣ Tax compliance |
| ▣ Incorporation services | ▣ HR administration and payroll |
| ▣ Corporate secretarial services | ▣ Payment administration |

Our Myanmar clients comprise of international and multi-national private investors, MNCs and SMEs, Myanmar businesses and conglomerates as well as embassies, state owned enterprises, international development organizations and NGOs.

With 13 European and 7 Asian offices and partner firms, Luther is one of the top addresses among German commercial law firms. Knowledge of the market in which our clients are active is a prerequisite for providing successful advice. That's why our lawyers and tax advisors, in addition to their specialised legal knowledge, also focus on advising clients from particular industries.

Luther Law Firm Limited and Luther Corporate Services Limited

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Level 8, Unit #1, 84 Pan Hlaing Street,
Sanchaung Township, 11111 Yangon, Myanmar
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Fax: + 95 1 7502852



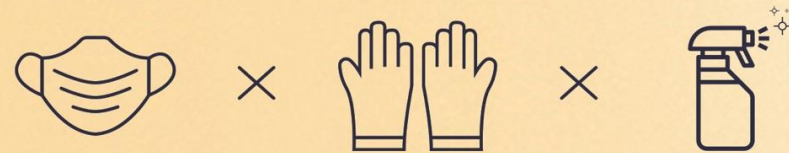
Bangkok, Berlin, Brussels, Cologne, Delhi-Gurugram, Dusseldorf, Essen, Frankfurt a.M., Hamburg, Hanover, Kuala Lumpur, Jakarta, Leipzig, London, Luxembourg, Munich, Shanghai, Singapore, Stuttgart, Yangon

Legal and Tax Advice | www.luther-lawfirm.com
Corporate Services | www.luther-services.com

Luther.

EXTRAORDINARY AS USUAL

everything has changed, but the best bit is,
you will not notice the difference







SOFITEL INLE LAKE MYAT MIN / MGALLERY NAY PYI TAW / PULLMAN MANDALAY MINGALAR /
PULLMAN YANGON CENTREPOINT / GRAND MERCURE YANGON GOLDEN EMPIRE / NOVOTEL INLE
LAKE MYAT MIN / NOVOTEL YANGON MAX / MERCURE MANDALAY HILL RESORT / MERCURE
YANGON KABA AYE / IBIS STYLES MANDALAY CENTER / IBIS STYLES YANGON STADIUM



SCAN NOW, BE OUR PRIVILEGED GUEST





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BUSINESS SERVICES

PARTNER IDENTIFICATION

Where we are able to identify potential areas of synergy between our members and/or other businesses with an interest in Myanmar, we will happily make an initial introduction so that these opportunities can be discussed further. If you are in need of local business partners (e.g. investment partners, distributors, importers or suppliers) we will **scan our network for suitable prospects** and **provide a detailed list with contact details**. This list will include the names of the individuals or companies identified as prospective businesspartners as well as their essential contact details (office address, website, telephone number, email address).



MARKET STUDIES

EuroCham Myanmar can acquire sector-specific information based upon the interests of your company through the use of market surveys. Additionally, the chamber provides **relevant knowledge and data-gathering activities with the support of its members and connections**, from the size of the existing market to key players within the industry as well as recent trends and opportunities to be found within the sector. Next to market surveys, we can also perform market analysis. Our analysis involves mission scoping with the client, forming a research plan, and implementation of this plan. We will be happy to answer any questions or to agree upon additional research activities if necessary.



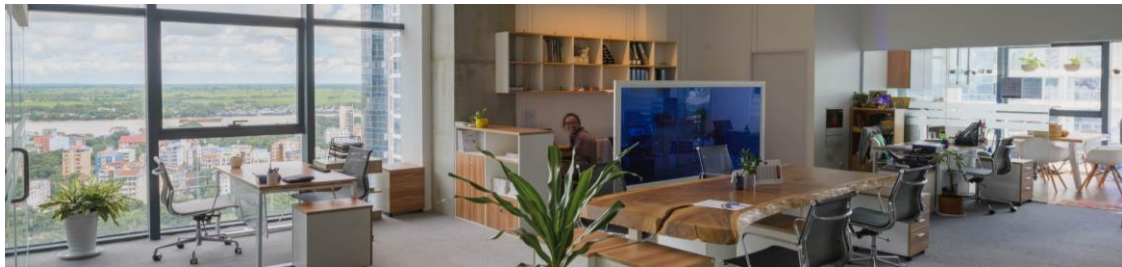
TRADE MISSIONS

EuroCham Myanmar is well-placed to **find useful prospective partners to meet with**, as well as to assist with the logistical aspects of the trip. Specifically, we make use of our extensive business network in Myanmar to identify companies that may be worthwhile for you to meet with.

Having secured the commitment of the prospective partner to meet with you, **we make all arrangements for your visit** (scheduling, transportation, accommodation etc.) and accompany you on the trip as facilitator, providing translation services where necessary.

We have a strong knowledge of the Myanmar marketplace and are often able to **provide technical advice on market oriented matters**. If you are in need of specific expertise, such as legal services, accounting services, or investment counsel, we will be able to provide a list of our members who are well-placed to assist you.

BUSINESS CENTRE



European companies wishing to start a business in Myanmar can rent incubator space to initially map the business climate and their potential market opportunities, or even kick-off their operations in Myanmar.

As the financial cost for conducting these activities in emerging markets such as Myanmar is a key factor limiting the interest of SMEs, EuroCham’s Business Centre will play a crucial role in meeting this basic need. Office space at EuroCham’s Business Centre will be available for a limited period of time and will thus provide temporary accommodation not only to companies, but also to interested parties from Europe (e.g. trade missions, EU representatives, national chambers and commercial counsellors not having a presence in Myanmar).

Services included	Additional services
<ul style="list-style-type: none">• Reception services• Access to the conference room• Access to the pantry• Optic fiber internet connection• Daily office cleaning• Storage place for documents	<ul style="list-style-type: none">• Use of printer/photocopy machine• Conference room• Separate telephone lines

VIRTUAL OFFICE PACKAGE

The virtual office service can provide the alternative professional image for your business, at competitive rates, which are charged on a monthly basis with flexible terms.

Benefits you can get:

- Postal mail reception, with a) optional email notification service upon arrival (self-pickup), or b) optional open, scan and send service
- Bilingual phone reception service (English/Myanmar) for incoming Business Centre calls, and email notification
- Preferential access to EuroCham services and Business Centre
- For the use of other EuroCham office infrastructure, additional fees will be invoiced monthly
 - conference room preferential rate
 - use of the printer.

MEETING ROOM

Our meeting room can be rented either by hour, or half/full day. The room fits 10-12 pax.



IPR HELPDESK

EuroCham Myanmar is cooperating with the South-East Asia IPR SME Helpdesk to deliver regular updates on IPR in Myanmar and the ASEAN region. Through the provision of free information and services the helpdesk supports small and medium sized enterprises from European Union member states to **protect and enforce their Intellectual Property Rights (IPR)** to South-East Asian countries.

For further information and individual requests the South-East Asia IPR SME Helpdesk **provides jargon-free, first-line, confidential advice on intellectual property and related issues**, along with training events, materials and online resources. Individual SMEs and SME intermediaries can submit their IPR queries via email and gain access to a panel of experts, in order to receive free and confidential first-line advice within 3 working days.

For more information, please visit the EuroCham Myanmar IPR Helpdesk at https://eurocham-myanmar.org/business_services/ipr_helpdesk.

To learn more about the South-East Asia IPR SME Helpdesk and any aspect of intellectual property rights in South-East Asia, please visit their online portal at www.ipr-hub.eu.

BUSINESS VISA RECOMMENDATION OR INVITATION LETTER

On behalf of your organisation, EuroCham Myanmar is authorised by the Ministry of Labour, Immigration and Population to provide business visa and can provide invitation or recommendation letters.

RECRUITMENT SERVICES

We can **promote your vacancies**, for as long as necessary, on our different media platforms:

- on the *Jobs* section of the EuroCham Website,
- on the EuroCham social media: Facebook and LinkedIn

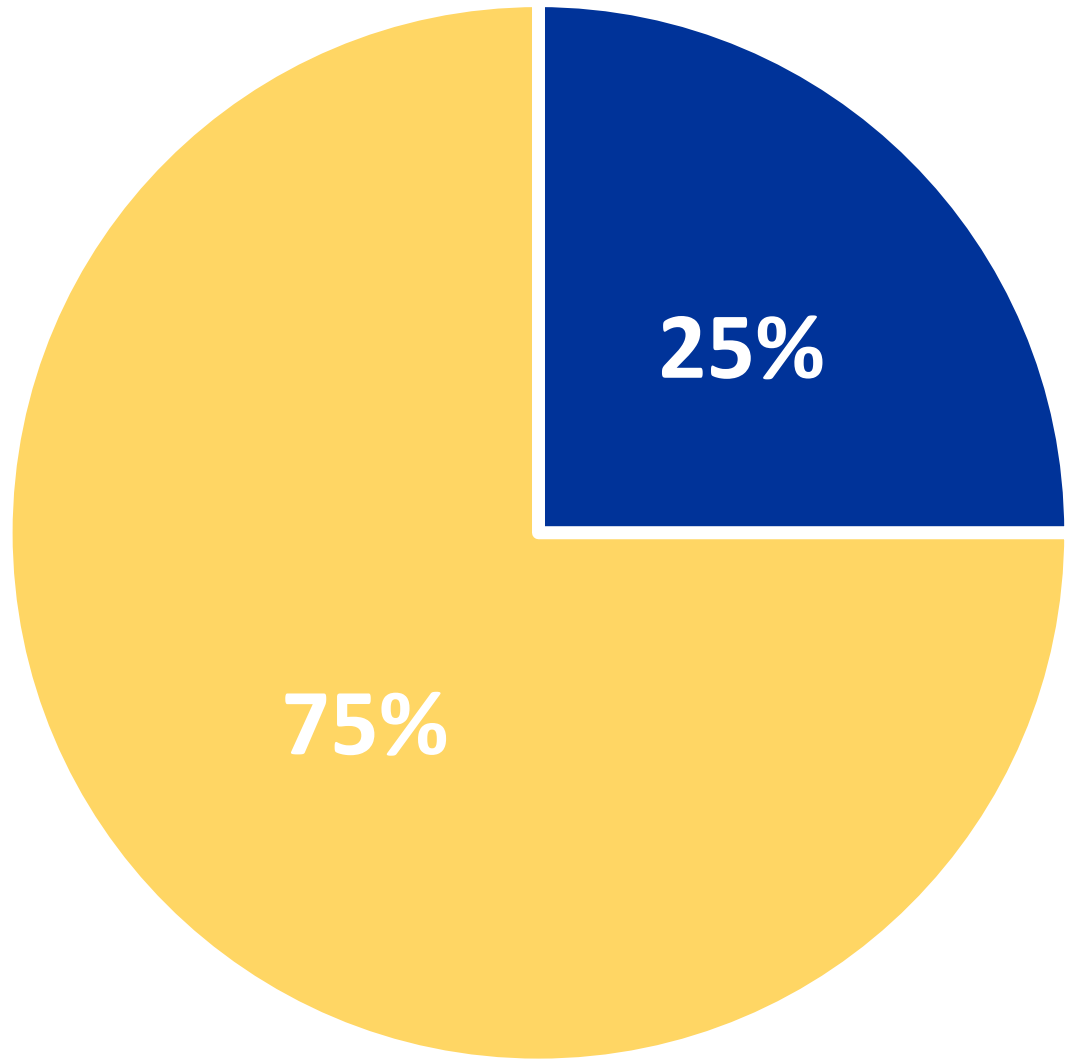
EuroCham Myanmar will post and promote up to 5 job posts per year for Platinum members, up to 3 job posts per year for Gold members, 1 job post per year for Silver members, and with a fee for ordinary members.

For more information, please contact business.development@eurocham-myanmar.org

ADVISORY SERVICES

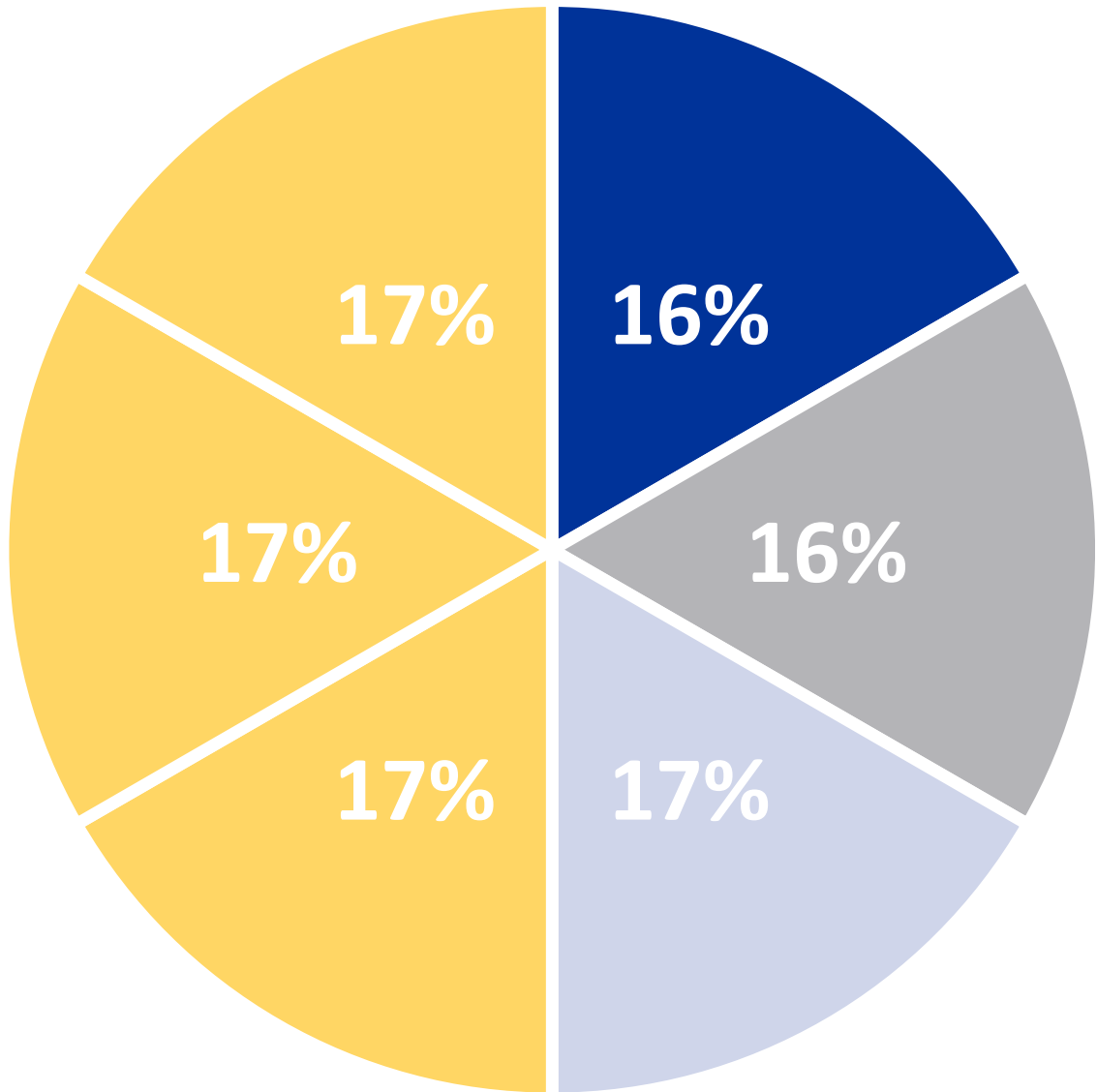
EuroCham has a strong knowledge of the Myanmar marketplace and can provide **technical advice on market oriented matters**. If you are in need of specific expertise, such as legal services, accounting services, or investment counsel, we can provide a list of contacts to assist you.

SERVICES PROVIDED 2019-2020



- Partner Identification
- Trade Mission

ORIGIN OF SERVICE REQUESTS



- Austria
- Belgium
- Finland
- Poland
- Estonia
- Spain



Christoph Vavrik
Managing Director of Carlsberg Myanmar

“ As a newcomer to Myanmar, I am very grateful for the outstanding support I got from EuroCham in getting networked with the business community, as well as in being introduced to the economic, political and social reality of my new home-country. Even more importantly, I was impressed by the effectiveness of EuroCham in actually **sponsoring the interests of its members**. The best and most recent example is the successful lobbying by EuroCham, on behalf of its members, regarding the new labelling regulations. The cost-avoidance in pack-mat scrapping that EuroCham delivered will pay for 100 years of membership!”



Nishant Choudhary
Deputy Managing Director of DFDL

“ EuroCham Myanmar is one of the most active advocacy forum, which **works closely with Myanmar authorities in advocating policy reforms conducive to European businesses**. This forum has also provided its members an opportunity to meet and interact with professionals from European companies in Myanmar from varied sectors, which facilitates insight of sectorial business and challenges being faced by these companies. EuroCham’s White Book is a good document to understand what reforms it is pushing for.”



Flora Pintusoontorn
Sales Manager at MAERSK Myanmar

“ As a foreign company operating in Myanmar, we know that whilst the country can offer many opportunities, it also comes with its challenges. This is where being a member of EuroCham has been quite beneficial in a sense that we **have like-minded European companies represented to exchange thoughts and experiences**. Eurocham has also been able to open doors and provide the group access to both private and government bodies to bring many topics into attention.”



Charlie Lambert
Area Sales Manager at Lesaffre Singapore

“ Since Lesaffre joined EuroCham more than a year ago, we feel really grateful for the support we have received so far. Advocacy group, events, forums, networking and business discussions with the EuroCham team **make the challenges and difficulties easier to overcome**. EuroCham is also a very valuable help when it comes to approaching authorities like the FDA or other ministers, which we won’t be able to approach so easily without their support. Last word but not least, the EuroCham team is a very friendly one, and it’s always a great pleasure to work with them !”

Members and Partners enjoy a wide range of benefits and services - from advocacy and preferential access to events to outstanding visibility through EuroCham's extensive network in Myanmar, Southeast Asia and Europe.

Below, an overview of the main benefits our members and partners can have, depending on their membership type:

ADVOCACY

- **Access to Advocacy Group and Forums**
- Access to dedicated events, e.g. Breakfast Talk with the EU Ambassador
- Organisation of face to face meetings with institutional counterparts
- Contribution to sectorial position papers

VISIBILITY

- Membership certificate
- Access to EuroCham's Members Directory
- **Primary logo exposure on EuroCham's website, publications, marketing materials, and events**
- Company leaflet at EuroCham Myanmar's office reception
- Non-promotional news sharing
- EuroMatters magazine: **10% discount** for Eurocham members for any advertisement package + free delivery

EVENTS

- Preferential rates for networking events
- VIP access to events
- Voting right on EuroCham Myanmar's General Assembly
- **Access to members-only events and site visits**
- Opportunity to organise outreach events and informative talks

BUSINESS SUPPORT

- Preferential rate for Business Centre services
- Tailored country debriefs to regional CEOs
- Preferential rate for market studies and advisory services
- **Support for administrative services, such as visa, business licenses, or other red tape procedures**

A detailed overview of membership requirements and benefits can be found on:

www.EuroCham-Myanmar.org

EUROCHAM MYANMAR
Year in review 2019-20



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EUROCHAM MYANMAR INITIATIVES

LEAPFROGGING INTO SUSTAINABILITY

At EuroCham Myanmar, we are convinced that the course of Myanmar’s economic growth needs to be aligned with social progress and environmental sustainability. We identified the undeniable value of European responsible business practices in Myanmar and thus created the CSR Advocacy Group in April 2017, which evolved into the **EuroCham Myanmar Responsible Business Initiative (EMRBI) in 2019.**

The EMRBI provides EuroCham Myanmar members with a platform to exchange experiences and aims to foster positive mutual collaboration with corporations, government, non-governmental organisations and the general public. We aim to do so by organising talks and workshops where companies can share and transfer their practical expertise and know-how in managing business responsibly.

Every member of EuroCham can join the initiative and participate to the promotion of sustainable practices. To join the initiative, please contact: emrbi.associate@eurocham-myanmar.org

OBJECTIVES

- Share** EuroCham member’s insights, views and best practices about responsible business
- Promote** responsible and sustainable operations in Myanmar to the government and the broader business community
- Encourage** better integration of sustainability and responsibility in the daily operations
- Support** the Myanmar Sustainable Development Plan

ADVISORY STEERING COMMITTEE



REGULAR MEMBERS



EMBRI breakfast talk on gender equality in the workplace :
how to promote gender equality as an employer?

EuroCham Myanmar, in partnership with the Business Coalition for Gender Equality (BCGE), organised a Breakfast Talk on gender equality at the workplace. The panel included the Head of HR Development and Training at Total, former UNICEF Representative now a Leadership facilitator, and the UN Resident Coordinator. The panellists shared their experiences, best practices and issues faced related to equal opportunities and treatment for men and women, recruitment policies, participation of women at the workplace, and women empowerment being a responsibility of both the employer and the employee.

EMBRI talk on business and biodiversity:
how to achieve the SDGs?

EuroCham Myanmar hosted a Talk on the challenging interplay between business activities and the preservation of biodiversity. Moderated by Vicky Bowman, the talk offered speakers from the private sector (Total, Unilever), civil society (Wildlife Conservation Society, WWF, Fauna and Flora International) to the World Bank sharing their expertise, knowledge and best practices on the issue. The discussion highlighted the dangers to Myanmar’s rich biodiversity and presented virtuous projects bringing concrete examples on how companies can act to preserve the environment and fulfil the UN Sustainable Development Goals.



11 February 2020



16 September 2020

DIGITAL INNOVATION (EMDI)



KEY ACHIEVEMENT 2019-2020

- Organisational evolution: Transformation of the Advocacy Group into an initiative and the set-up of its new structure, doubled members number from 5 to 10
- Call for Proposal (Myanmar Services Trade Enhancement Project): Made it to the final round of a bid tender from the MoC to digitalize the domestic economy
- Position paper: note addressed to the EU Ambassador on how to use digital as a tool to shape the EU development and cooperation policy for the 2020's

ANTI-ILLICIT TRADE (EMAITI)



KEY ACHIEVEMENT 2019-2020

- Transformation from Anti-Illicit Trade Advocacy Group to the EuroCham Myanmar Anti-Illicit Trade Initiative, led by the former group members as steering committee, now welcoming all members to join the initiative
- Positioning of EMAITI as private sector initiative to work with government to tackle illicit trade. Confirmed with the joining of the Global Illicit Trade organisation TRACIT
- Institutional meeting with the Vice President of the Illicit Trade Eradication Steering Committee, which was set up end of 2019



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ADVOCACY GROUPS

The term “advocacy” means that EuroCham supports its members in facilitating their business interests towards the Myanmar government. Through advocacy groups, companies **represent their industry** and express the industry’s concerns about unclear policies, implementation issues and other obstacles that hinder fair competition.



Suggestions and outcomes from advocacy activities will be compiled and presented in an annual EuroCham “White Book” to the Myanmar government. Together with other position papers that stem from advocacy activities, the White Book shall **brief and support the Myanmar government** in matters of labour standards, transparency and accountability or environmental issues and safety standards.

EuroCham Myanmar Advocacy Groups

- | | | | | |
|--------------|------------|--------------|----------------|----------------|
| AGROBUSINESS | AUTOMOTIVE | CONSTRUCTION | CONSUMER GOODS | GARMENT |
| ENERGY | HEALTHCARE | LEGAL & TAX | LOGISTICS | WINE & SPIRITS |

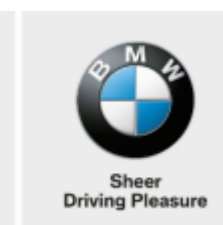
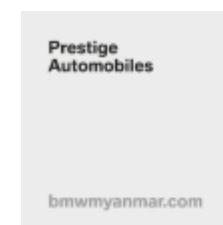
AGROBUSINESS



KEY ACHIEVEMENT 2019-2020

- Hosting the first Agrobusiness Forum in Nay Pyi Taw (December 2019), bringing together private sector and government stakeholders in large numbers
- Constructive sessions with the government on import and export procedures, food safety (bromate usage) and the promotion of good agricultural practices
- Work on initiation of import export dialogue with the purpose of discussing the importance of more transparency in the regulatory procedures

AUTOMOTIVE



Mercedes-Benz



Audi

KEY ACHIEVEMENT 2019-2020

- Government opened up to third parties for inspection of vehicles as suggested by EuroCham Myanmar during the Economic Forum 2019
- Licensed items (CBU units) allowed to be stored in bonded warehouse
- Customer buying Completely-Build-Up unit now allowed to register under their Yangon address

CONSTRUCTION



KEY ACHIEVEMENT 2019-2020

- Meeting with the Pyithu Hluttaw's Construction, Communication and Transport Committee (CCTC) to exchange thoughts on pressing issues that need to be addressed in the construction sector
- Meeting with the Myanmar Engineering Society to have an open discussion on standardisation and Eurocodes.
- Meeting with the Myanmar Construction Entrepreneurs Federation to gain a better understanding of and to collect first-hand information on standardisation, in particular the Myanmar National Building Codes.

CONSUMER GOODS



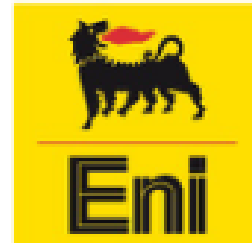
Good Food, Good Life



KEY ACHIEVEMENT 2019-2020

- Group formalised, meeting on ad hoc basis to discuss upcoming regulations
- CSAG representatives met with supply chain group from EuroCham Myanmar, to exchange experiences from the ground and share knowledge

ENERGY



KEY ACHIEVEMENT 2019-2020

- Joined forces with the British, American and French Chamber of Commerce as well as the EU Delegation to advocate for an extension of the solar tender process
- Submitted a 1-pager with recommendations on the Ground Mounted Solar Project to the Ministry of Electricity and Energy
- Provided comments on the Second Draft of the Exploration, Prospecting, Development and Production of Petroleum Bill (EPDPP)

GARMENT



KEY ACHIEVEMENT 2019-2020

- Intensified dialogue with the Union Government on sector development towards Free-On-Board model
- Advocated with the Union Government, Parliamentarians and the EU for the preservation of the GSP/EBA
- Provided comments on the National Textile Policy first draft to the MoPFI

HEALTHCARE



KEY ACHIEVEMENT 2019-2020

- During Covid-19 lockdown health advocacy group advocated for safe and secured supply of medicines into Myanmar. Group achieved to have medicines and medical devices declared as 'Essential Goods'
- First institutional high level meeting in three years, courtesy meeting with MoHS in Nay Pyi Taw in July 2020

LEGAL & TAX



KEY ACHIEVEMENT 2019-2020

- Hosting legal and tax breakfast talks on relevant topics
- Establishment of 'Legal Advisory Support' positions, with the legal and tax members providing ongoing legal support to all EuroCham Myanmar advocacy groups
- Tentative: successful hosting of the online Legal & Tax Forum 2020

LOGISTICS



KEY ACHIEVEMENT 2019-2020

- Advocated for a faster implementation of Bonded Warehouses
- Advocated for a wider range of customs opening hours
- Advocated for a clarification over the International Cross Border Trade Agreement (ICBTA)
- Supported the full application of the Myanmar Automated Cargo Clearances System (MAACS)

WINE & SPIRITS



KEY ACHIEVEMENT 2019-2020

- Opening of the market, now allowing foreign companies to serve the Myanmar market with foreign liquors



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PUBLICATIONS

BUSINESS CONFIDENCE SURVEY



The Business Confidence Survey is a highly important tool to obtain valuable market data and creates a snapshot of the business sentiment in Myanmar. The survey aims to monitor economic developments and create a more transparent business environment in Myanmar. By creating factual data, EuroCham Myanmar endeavours to advocate the desires of European companies towards the governing entities.

The 2019 survey covered the business sentiment of 74 European companies active in Myanmar and investigated the issues and concerns these businesses face in the short-term. The survey further tries to detect ongoing trends based on experiences of European companies.

The 2020 survey will be launched soon. Your experience will be determinant in drawing a vivid picture of Myanmar business environment. We count on our participation!

Advertising spaces available!
T: +95 9 45051 8085
M: marketing@eurocham-myanmar.org

BUSINESS GUIDES



EuroCham Myanmar’s Business Guides highlight the opportunities and challenges in different market segments and provide market data, trends and market entry information to European investors interested in Myanmar.

It is available for these industries:

AGRICULTURE	CONSUMER GOODS	ENERGY
HEALTHCARE	MANUFACTURING	GARMENT



M: info@eurocham-myanmar.org
P: +95 9 45058 2335

Click here to access the [English](#) and [Myanmar](#) White Book 2020 free copies

WHITE BOOK

The White Book is a **collective expression of the views of EuroCham Myanmar's members, represented by the advocacy groups, on specific aspects of the business environment in Myanmar.** The information and views put forward in the White Book are intended to promote a constructive dialogue and offer recommendations for the improvement of European-Myanmar business relations.

Compiled from white papers drafted by EuroCham's advocacy groups, the White Book offers holistic and realistic recommendations to the heads of relevant ministries and departments of the Myanmar government, the Delegation of the European Union to Myanmar, ambassadors, consuls, and trade commissioners of the European member state missions in Myanmar, international, sectorial and partner organisations in Myanmar.



EuroMatters

EuroMatters is a free business magazine that is published every quarter. The publication provides crucial insights into the business environment and economic policies to the international business community present in or interested in Myanmar. At its core, EuroMatters strives to be a sophisticated publication that informs as well as entertains.

This magazine is not only a business magazine, it has also been created to be a great tool to give our members & partners a voice and a primary exposure.

The publication is available in public spaces like hotel lobbies, hospital waiting rooms, embassies, consulates and during our periodical networking events. On a larger scale, EuroMatters will be also distributed in ASEAN through outreach presentations, EU business gatherings and business lounges at Myanmar airports.

EuroCham Myanmar members receive a **10% discount** for any advertisement package as well as free delivery of the magazine.

EuroMatters is available for free at:
www.eurocham-myanmar.org/Publications

Advertising spaces available!
10% discount for the Members
T: +95 9 45051 8085
M: marketing@eurocham-myanmar.org





The EuroCham Member & Partner Directory is accessible to EuroCham Members of all levels, and gives an detailed overview over European companies operating in Myanmar.

<p>Legal Services</p> 	<p>Tourism - Hospitality</p> 
<div data-bbox="1619 688 2209 722"> <h2>Luther Law Firm Limited</h2> </div> <div data-bbox="1619 754 2209 776"> <h3>Company Profile</h3> </div> <div data-bbox="1619 791 2209 939"> <p>With a team of more than 50 European and Myanmar lawyers, company secretaries, accountants, HR specialists and tax advisors in our office in Yangon, Luther Law Firm Limited and Luther Corporate Services Limited have the competencies and expertise necessary to comprehensively assist and advise our clients on all aspects of corporate and commercial law as well as regulatory compliance, including:</p> <ul style="list-style-type: none"> - Legal advice - Tax advice - Incorporation services - Immigration services - Corporate secretarial services - Bookkeeping and Accounting - Corporate and individual tax compliance - HR administration and payroll - Payment administration <p>Our clients in Myanmar comprise of international and multinational investors, SMEs and MNCs, Myanmar businesses and conglomerates as well as embassies, state-owned enterprises, international development organisations and NGOs.</p>  <p>Legal Advice Tax Advice Corporate Service</p> <div data-bbox="1619 1048 2209 1069"> <h3>Business Fundamentals</h3> </div> <ul style="list-style-type: none"> - Established in 2013. - More than 50 employees. - Assisting international and Myanmar clients from all sectors.  </div>	<div data-bbox="2232 688 2818 722"> <h2>Accor Myanmar - Sofitel, Pullman, Grand Mercure, Novotel, Mercure, ibis Styles</h2> </div> <div data-bbox="2232 754 2818 776"> <h3>Company Profile</h3> </div> <div data-bbox="2232 791 2818 900"> <p>For more than a worldwide hospitality leader, we are more than 2,000 women and men in 10 hotels across Myanmar placing people at the heart of what we do, and nurturing real passion for service and achievement beyond limits.</p>  </div> <div data-bbox="2232 917 2818 1074"> <p>Because we take care of thousands of Guests and each of our hotels is a world in itself, we want to open up new ways towards positive and sustainable hospitality. And so we invite the world to come along with us, to give the future a better Welcome. Diversity & Inclusion matters a great deal to our Company. Our passion for Customers has made us a leader in our sector. Today, our Group is transforming from the inside to devise tomorrow's hospitality.</p> </div> <div data-bbox="2232 1091 2818 1249"> <p>For visitors from afar, domestic travelers for business and leisure, local city and neighborhood communities surrounding our hotels all Feel Welcome and enjoy accommodation, restaurants - bars - catering services, Meetings & Events spaces, Wedding and social event celebrations, Wellness - swimming pools - gyms - spas, and services and facilities at the heart of Accor's approach to augmented hospitality and complete lifestyle solutions.</p>  </div> <div data-bbox="2232 1266 2818 1286"> <h3>Business Fundamentals</h3> </div> <ul style="list-style-type: none"> - 10 operating hotels covering the destinations of Inle Lake, Mandalay, Nay Pyi Taw and Yangon. - 1,000's of hotel rooms & suits covering the full range from economy and mid-scale through to luxury. - 7 Accor hotel brands currently present in Myanmar: Sofitel, Pullman, MGallery, Grand Mercure, Novotel, Mercure and Ibis Styles. <div data-bbox="2232 1493 2818 1570">  <p>AccorAsia accor Accorhotels</p> </div>



Firstly in March and then in August 2020 the EuroCham Myanmar conducted two surveys to map out the expected economic impacts with European businesses active in Myanmar. The purpose of the surveys is to address concerns to the Myanmar Government and to seek ways in which the authority may provide support.

Both study targetted European businesses active in Myanmar to assess their level of expected economic impact of the COVID 19 outbreak.



This paper is meant to be a working document for both COVID-19 Economic Recovery Committee Secretary and EuroCham Myanmar to collaborate further on policy and structural solutions to support European investment in Myanmar.

The recommendations were shared by the Advocacy Group co-chairs to U Aung Naing Oo, Ministry of Investment and Foreign Economic Relations Permanent Secretary and COVID-19 Economic Recovery Committee Secretary during a live online discussion on the 5th May 2020.

These documents on COVID-19 are available for free on www.eurocham-myanmar.org/publications



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EVENTS & OUTREACH

EUROCHAM MYANMAR EVENTS – October 2019 to September 2020

23 October 2019	Private sector collaboration with not-for-profit organisations in sustainable development breakfast talk	18 May 2020	In discussion with H.E. Kristian Schmidt, ambassador of the European Union to Myanmar about latest updates Myanmar – EU business climate (webinar)
25 October 2019	Breakfast talk on recent tax changes	27 May 2020	UNODC workshop on business integrity and challenges during the COVID-19 pandemic (webinar)
26 November 2019	Joint networking event EuroCham & Thai Business Association of Myanmar	29 May 2020	Meet the ministers: government leadership in the time of COVID-19 (webinar)
10 December 2019	EuroCham Business Confidence Survey 2019 results and Business Guides 2020 launch	16 June 2020	Talk on key tax and trade considerations during COVID-19 pandemic (webinar)
12 December 2019	Agrobusiness Forum 2019	2 July 2020	Discussion on the new Insolvency Law explained by layers and tax-insurance professionals (webinar)
21 January 2020	Joint European chambers networking	3 July 2020	Learning opportunity about Counterfeiting and Brand Protection during Covid-19 in Myanmar (webinar)
11 February 2020	EMRBI breakfast talk on gender equality in the workplace – how to promote equality as an employer?	9 July 2020	Discussion on Myanmar anti-corruption legal polices and presentation of Integrity Pacts model
19 February 2020	Breakfast talk with H.E. Kristian Schmidt, Ambassador of the European Union to Myanmar	2 September 2020	Breakfast talk on the recently proposed Income Tax Law
25 February 2020	Breakfast talk on mandatory disclosure of beneficial ownership of companies – how to be compliant?	16 September 2020	EMRBI Talks on Biodiversity: discussion on the impact of business on the environment and examples of virtuous projects
5 May 2020	In discussion with U Aung Naing Oo about initiatives to support businesses in Myanmar amidst pandemic outbreak (webinar)	28 September 2020	EuroCham and Vriens&Partners Myanmar analysed the political process ahead of November elections and the possible impacts for companies and businesses
14 May 2020	Foreign Chambers of Commerce in Myanmar together with World Bank – impact of COVID-19 (webinar)		

JOINT EUROPEAN CHAMBERS NETWORKING EVENT

On a quarterly basis, EuroCham Myanmar, together with the 6 other European Chambers (BritCham, CCI France Myanmar, German Myanmar Business Chamber, Chamber of Commerce Italy - Myanmar, Norwegian chamber and SwedCham) organise a networking event that allows attendees to meet among business peers.



BREAKFAST TALK WITH EU AMBASSADOR



EuroCham Myanmar, together with the European Union Delegation to Myanmar, hold a series of Breakfast Briefings with the EU Ambassador to Myanmar to share details on the European Economic Diplomacy with European business companies in Myanmar.

Members of EuroCham's Advocacy Groups learn first-hand information about the business climate between EU and Myanmar and the anticipated implications for EU businesses.

On that occasion, Advocacy groups co-chairs also present to the Ambassador brief updates on the current state of affairs in their respective sectors in Myanmar.

The event is a continuation of an initiative from EuroCham to establish a regular consultation platform between the EU Delegation and EuroCham Myanmar advocacy members.

AGROBUSINESS FORUM 2019

With the common objective of promoting sustainability, inclusivity, productivity and competitiveness in the agriculture sector, EuroCham Myanmar, the International Labour Organization (ILO) and the Organisation for Economic Co-operation and Development (OECD) collaborated in convening the Agrobusiness Forum 2019 on 12 December 2019, focused on promoting good agricultural practices and responsible supply chain management among agrobusinesses operating in Myanmar.

The objective of the Forum was to provide a platform for agrobusiness representatives and Myanmar policymakers to openly discuss challenges and opportunities in implementing good agricultural practices and due diligence in supply chains, including practices related to trade and finance, labour rights and decent work, land issues, technologies and food safety, in Myanmar's agricultural sector. Initiatives and concrete action items were discussed to support collaboration and knowledge sharing mechanisms.



LEGAL AND TAX BREAKFAST TALKS



Legal and Tax Breakfast Talks are quarterly organised by the EuroCham Legal & Tax Advocacy Group.

- On 25th October 2019, the talk presented the Tax Administration Law (TAL) 2019.
- On 25 February 2020, the talk focused on the mandatory disclosure of beneficial ownership of companies, presenting the rationale and the legal requirements under the directive.
- On 16 June 2020, PwC Myanmar discussed the impact of COVID-19 and the key considerations for a response strategy with respect to tax and trade.
- On 2 September 2020, DFDL Myanmar and PwC Myanmar made a comprehensive presentation on the Income Tax law, highlighting the parts with recent changes and the issues that still need to be clarified.

WEBINAR ON BUSINESS SUPPORT AMIDST COVID-19



EuroCham Myanmar organised an exclusive talk with U Aung Naing Oo, Ministry of Investment and Foreign Economic Relations Permanent Secretary and COVID-19 Economic Recovery Committee Secretary on 5 May 2020 to discuss the impact of COVID-19 on foreign businesses in Myanmar.

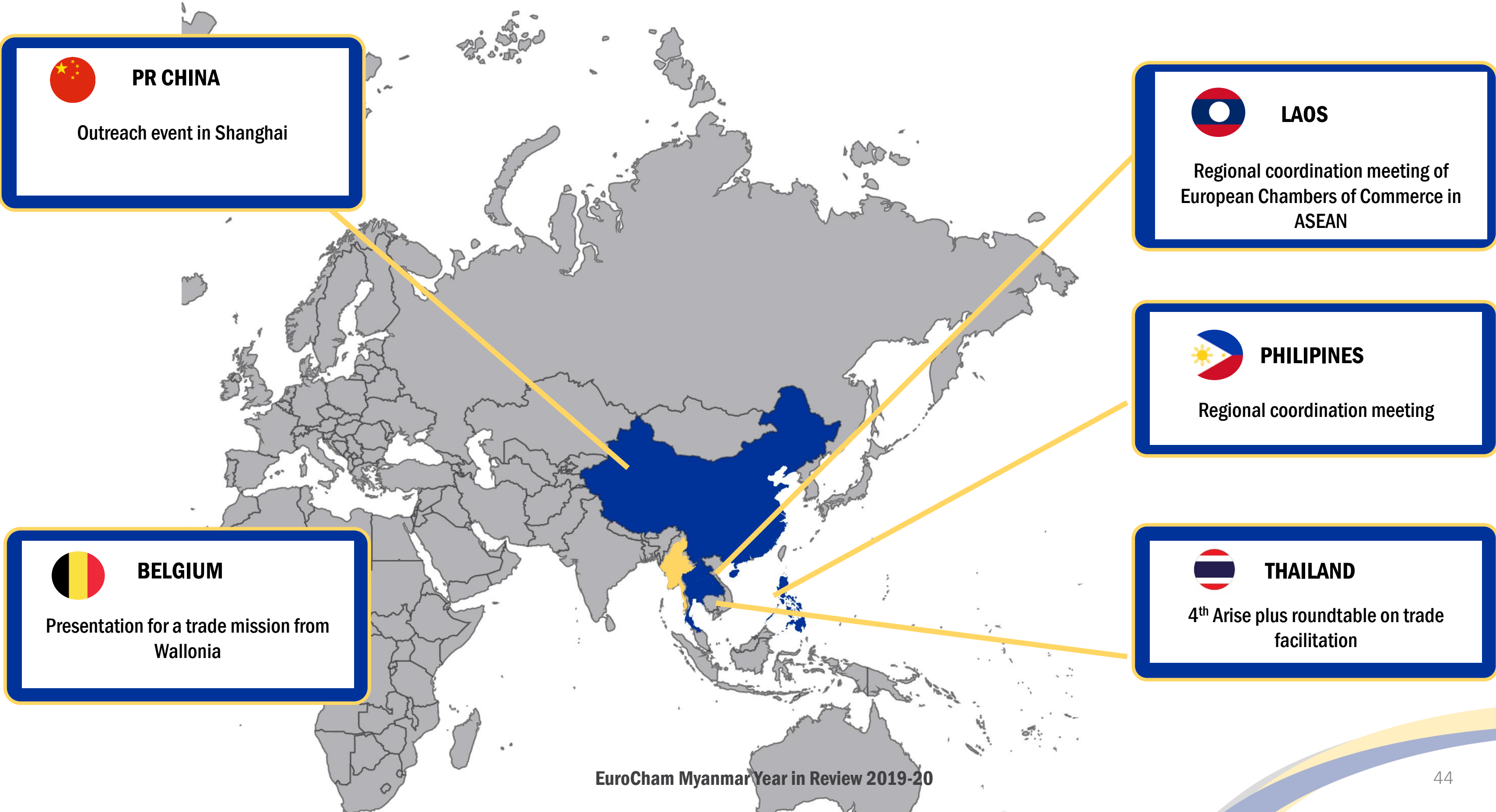
U Aung Naing Oo presented the current measures undertaken by the Myanmar government to support businesses affected by the COVID-19 and the latest and anticipated developments for businesses in Myanmar. Furthermore, advocacy groups co-chairs presented brief updates on the current state of affairs in their respective sectors in Myanmar.

BUSINESS CONFIDENCE SURVEY LAUNCH

The EuroCham Myanmar Business Confidence Survey is one of the key references for current and prospective investors and international press assessing Myanmar's business climate as perceived by European companies.

The latest 2019 findings on the perspectives of European investment in Myanmar were discussed during an event organised on 10th December together with bilateral chambers and European companies in the presence of our distinguished guests from the EU delegation, member state embassies and trade offices, and the Ministry of Investment and Foreign Economic Relations.





Thank you to our colleagues!

While looking in the future of its new life as a self-reliant organisation and fully owned by its members, EuroCham Myanmar would like to express deep gratitude to its colleagues who left the organization in September 2020.

Thank you for your hard work!



Marc de la Fouchardière
Executive Director
In EuroCham Myanmar
since: May 2017



Khin Soe Htaik
Government Affairs
Manager (Nay Pyi Taw)
In EuroCham Myanmar
since: October 2016



Laureenne Sautier
Head of Marketing &
Communication
In EuroCham Myanmar
since: December 2017



Wai Pwint Wabo
Senior Event &
Communication Officer
In EuroCham Myanmar
since: January 2018



May Thant Lwin
Policy & Strategy Officer
In EuroCham Myanmar
since: January 2019



Phyoe Wai Khant
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[@EurochamMyanmar](https://twitter.com/EurochamMyanmar)



[Eurocham Myanmar](https://www.youtube.com/Eurocham%20Myanmar)

A light blue silhouette map of Myanmar is positioned in the background on the right side of the slide.

The voice of European business in Myanmar