



The voice of
European business
in Myanmar

EUROCHAM MYANMAR
YEAR IN REVIEW

2019



This year has been another successful year in which EuroCham Myanmar was able to represent its members' needs and concerns and actively contribute to a sustainable development of the local economy.

In times of violent clashes in the upper part of Myanmar, it is even more important to remind corporations of the responsibility they have towards the local community, and the influence they can have on environmental issues. I am proud to see the members' strong support of the EuroCham Responsible Business Initiative (EMRBI) and help to leapfrog Myanmar's economy towards a sustainable business environment.

The Myanmar-EU Economic Forum 2019 reached over 40% of the attendees representing the Myanmar government. This mirrors EuroCham's strong reputation and relevance for the Government of Myanmar.

I am especially delighted to see our member companies actively participate and make their voices heard.

Myanmar's economy is expected to grow by 7% next year. As the voice of European businesses in Myanmar, we will keep advocating for fair market conditions, that allow all stakeholders to benefit from economic prosperity.

My time as Chairman of the Board comes to an end. Within the three years in this position, I've seen tremendous efforts and advocacy successes. I want to express my deepest thanks to all people involved, and wish EuroCham, its members, and the country of Myanmar all the best for the future development.

DAVID LEVRAT

Chairman of EuroCham Myanmar

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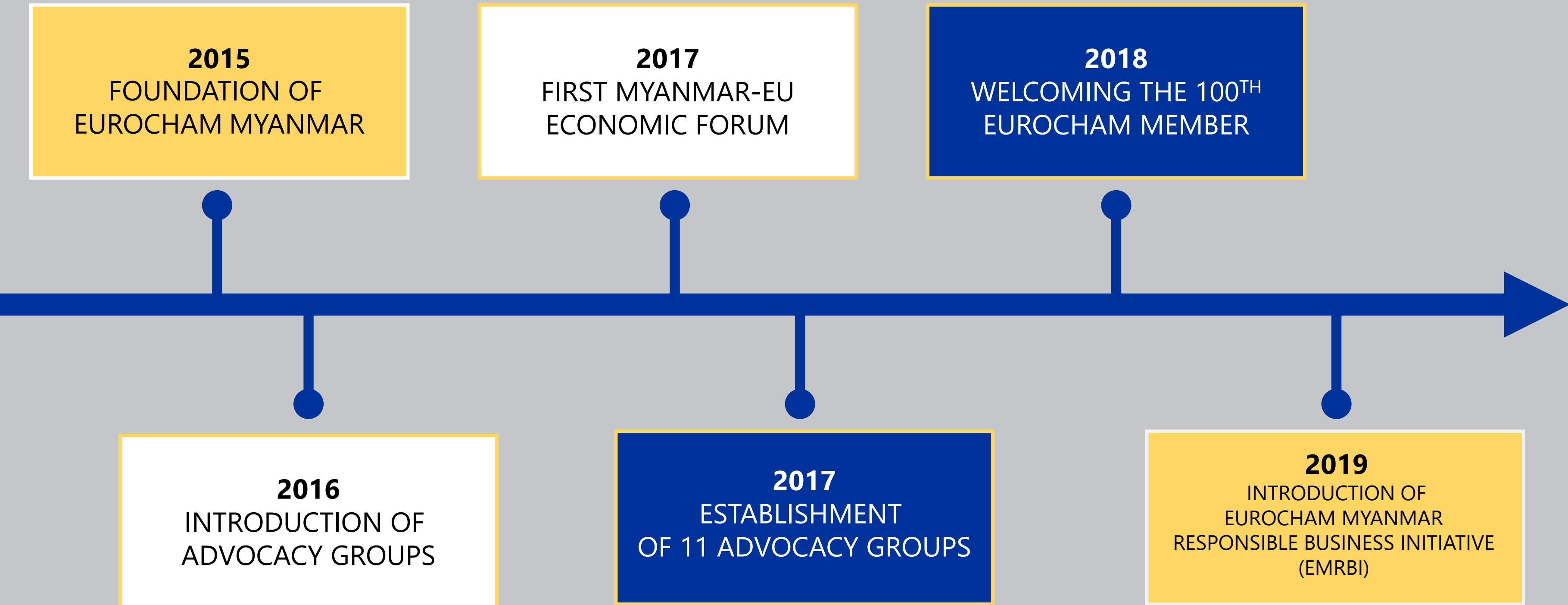
EUROCHAM MYANMAR RESPONSIBLE
BUSINESS INITIATIVE (EMRBI)

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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



David Levrat
Chairman
of the Board of Directors

Country Manager at TRACTEBEL



Alexander Bohusch
Vice-Chair

*Attorney at Law at
Luther Law Firm Limited*



Dirk Vantghem
Vice-Chair

*Director of Operations at
EUROCHAMBRES*



Frederik Meerhoff
Vice-Chair

*General Manager at
Zuellig Pharma Myanmar*



Min Thu Aung
Vice-Chair

*Head of Business Sustainability at
Telenor Myanmar*



Nicolas Delange
Vice-Chair

Managing Director at Yever



Romanic Roignan
Vice-Chair

*General Manager at
Total E&P Myanmar*



Ruben Lee
Vice-Chair

*General Manager at
Philips Myanmar*

EuroCham Team

2018-2019



MEMORANDUM OF UNDERSTANDINGS (MoU)

2015



Union Of Myanmar Federation Of Chambers Of Commerce And Industry

2018

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

2019

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

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



MoU WITH



British Chamber of Commerce

Myanmar



CCI FRANCE MYANMAR
FRENCH MYANMAR CHAMBER OF COMMERCE & INDUSTRY



GERMAN MYANMAR
BUSINESS CHAMBER



ITALY
MYANMAR
CHAMBER OF
COMMERCE

MEMBER OF



EU-ASEAN
BUSINESS COUNCIL

BMW CARLSBERG DE HEUS DKSH ZUELLIG PHARMA GLOBAL NET
ROLAND BERGER LUTHER HEINEKEN MELIA PHILIPS METRO
AGRIM ARCHETYPE BEL GA BIG DUTCHMAN BSK GUSTON CMI PERNOD RICHARD H&M
DFDL DIAGEO DULLWICH COLLEGE CYCLE & CARRIAGE EXERA C&A HEC LIEGE
INFOBIP JOTUN MAERSK KEMPINSKY HOTEL OCEANFRONT NORDIC
LINDE NESTLE MOET HENNESSY SCHNEIDER SIOEN SCANIA
PORCELANOSA TROUW NUTRITION VOLKSWAGEN SIKA VOLVO
CUBE DIGITAL AUDI UNILEVER BUREAU VERITAS TELENOR B. BRAUN
AUDIER & PARTNERS RAZEL-BEC FRESENIUS MEDICAL CARE RHENUS DEXTRA FRESH STUDIO
IRIE DIGITAL LESAFFRE KAPPAHL ROCHE BRITISH AMERICAN TOBACCO ENI SIEMENS JOBNET.COM.MM
DSC AIR & SEA SN POWER PRICEWATERHOUSECOOPER AKHUKA ADIDAS DENTONS CASICO
INLE RISK MANAGEMENT VRIENS & PARTNERS TOTAL E&P UNITEAM MARINE SHIPPING KUEHNE + NAGEL
ONGO RONOC EDF SHELL MSC DHL SUPPLY CHAIN SYNAPSE ORIGIN



THANK YOU TO OUR
MEMBERS & PARTNERS!



Elegant Supreme

BORN IN SPAIN IN 1970

Creating fashion bags with passion

Elegant Supreme Group is a multinational company specialized in producing bags and complements for the world's main fashion brands.

Focused on quality and service, we can be your partner for production and supply chain solutions.

Spain China Albania Myanmar



DESIGN - DEVELOPMENT - QUALITY CONTROL - SUSTAINABILITY - SERVICE



Contact:

Ms. White Cai, Myanmar office manager

Email: white.cai@elegantsupreme.com

Address: No.149/1-6 KanaungMin Thar Gyi Road , East Dagon Industry Zone, Yangon, Myanmar

www.esgrupo.com



FEEL WELCOME

ACCOR
MYANMAR

SOFITEL
HOTELS & RESORTS
INLE LAKE MYAT MIN

M
GALLERY
NAY PYI TAW
BY
SOFITEL

pullman
HOTELS AND RESORTS
MANDALAY MINGALAR

pullman
HOTELS AND RESORTS
YANGON CENTREPOINT

GRAND MERCURE
YANGON GOLDEN EMPIRE

NOVOTEL
HOTELS & RESORTS
INLE LAKE
MYAT MIN

NOVOTEL
HOTELS & RESORTS
YANGON MAX

Mercure
HOTELS
MANDALAY HILL RESORT

Mercure
HOTELS
YANGON KABA AYE

ibis
STYLES
HOTELS
mandalay center

ibis
STYLES
HOTELS
yangon stadium



SCAN NOW, BE OUR PRIVILEGED GUEST!

EUROCHAM MYANMAR
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BUSINESS SERVICES

PARTNER IDENTIFICATION

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**.



MARKET STUDIES

EuroCham Myanmar can share 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.



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**.

BUSINESS CENTER



EuroCham Myanmar disposes of generous office space specifically dedicated to an in-house “Business Center”.

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 Center will play a crucial role in meeting this basic need. Office space at EuroCham’s Business Center 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.

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 eligible to apply for a 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:

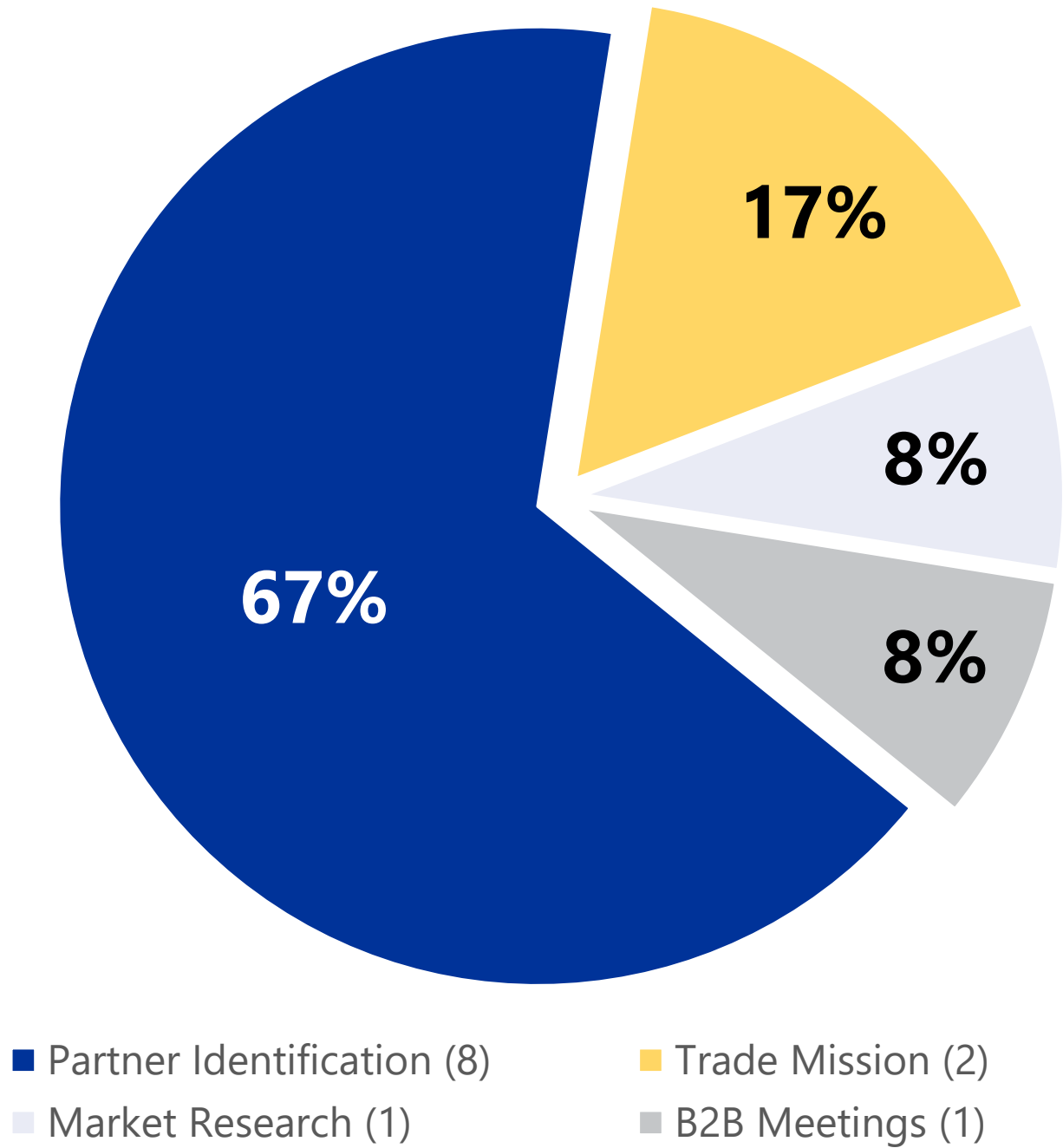
- on the *Jobs* section of the EuroCham Website,
- on the EuroCham social media: Facebook and LinkedIn

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, and 1 job post per year for Silver members.

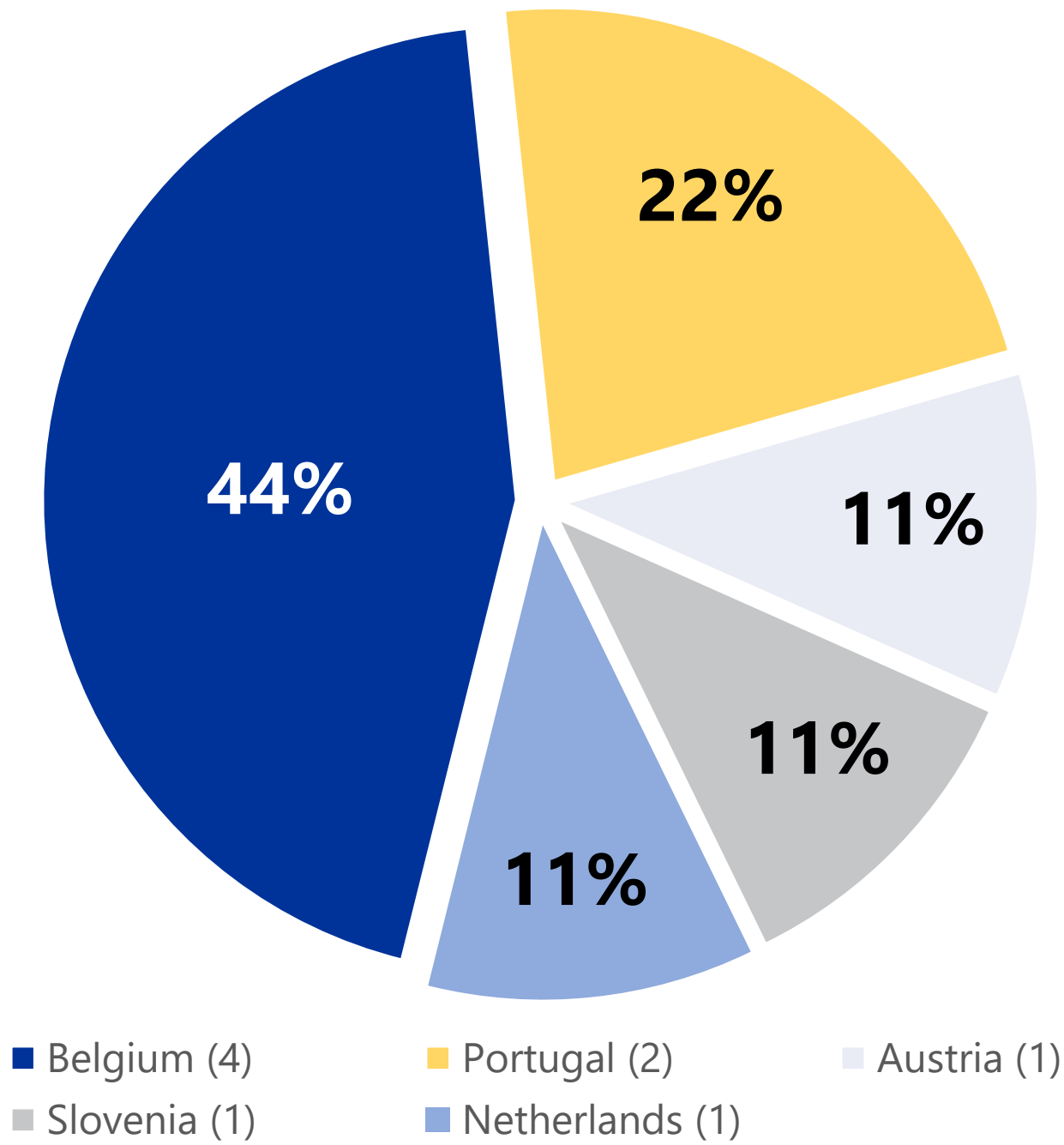
ADVISORY SERVICES

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 2018-2019



ORIGIN OF SERVICE REQUESTS





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.

ADVOCACY

Amongst others:

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

VISIBILITY

Amongst others:

- 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

EVENTS

Amongst others:

- 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

Amongst others:

- Preferential rate for Business Center 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

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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	ANTI-ILLCIT TRADE	AUTOMOTIVE	CONSTRUCTION	CONSUMER GOODS	DIGITAL INNOVATION
ENERGY	GARMENT	HEALTHCARE	LEGAL & TAX	LOGISTICS	WINE & SPIRITS

AGROBUSINESS



KEY ACHIEVEMENTS 2018-2019

- Meeting with Chief Minister of Yangon; Ministry of Agriculture
- Meeting with Ministry of Agriculture, Livestock and Irrigation
- Strengthen cooperation with Food and Drug Administration
- Positive developments in matters of land acquisition
- Actively engaged in improving food safety measurement (e.g. offering test kits for Potassium Bromate in bread products)

ANTI-ILLICIT TRADE



KEY ACHIEVEMENTS 2018-2019

- Meeting with the Union Auditor General
- Meeting with the Ministry of Commerce
- Meeting with the Ministry of Planning and Finance
- Deepen collaboration with the Police Force against illicit trade
- Anti-Illicit Trade Forum 2019 – second edition

AUTOMOTIVE



KEY ACHIEVEMENTS 2018-2019

- Established stakeholder in the automotive industry
- Substantially influenced new regulations from the Vehicle Import Supervisory Committee regarding imports of new vehicles
- Ministry of Transport and Communication opened inspection processes to third parties – based on EuroCham White Book 2019 suggestion

CONSTRUCTION



KEY ACHIEVEMENTS 2018-2019

- Construction Forum 2019 to advocate for higher standards and sustainability
- Panel discussions during EU-Myanmar Economic Forum on:
 - challenges and opportunities in the industry
 - sustainability in Public-Private-Project collaborations
- Signed Memoranda of Understanding with:
 - Federation of Myanmar Engineering Society
 - Myanmar Construction Entrepreneurs

CONSUMER GOODS



KEY ACHIEVEMENTS 2018-2019

- Newly created in 2019
- Reached out to the Government regarding advertisement pricing discrimination
- Myanmar Competition Commission chaired by Commerce Minister responding to EuroCham's position paper on the issue
- AG being invited for consultation on labelling standards organised by the Parliament and Consumer Affairs Department

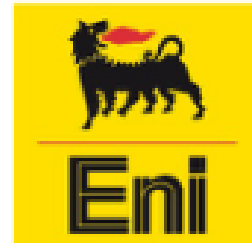
DIGITAL INNOVATION



KEY ACHIEVEMENTS 2018-2019

- Internal research on digitalisation on the workplace
- One of the most attended panel discussion during the EU-Myanmar Economic Forum on potentials coming with the digital transformation

ENERGY




KEY ACHIEVEMENTS 2018-2019

- Energy Workshop in Nay Pyi Taw
- Panel discussion during EU-Myanmar Economic Forum on the electrification of Myanmar by 2030
- Joining forces with the EU Delegation to advocate for a sustainable energy mix
- Submitted a letter and position paper to the State Counsellor

GARMENT





KEY ACHIEVEMENTS 2018-2019

- Reiterated importance of Generalised Scheme of Preferences to the Myanmar Government
- Intensified dialogue with the Union Government on sector development towards Free-On-Board model

HEALTHCARE



KEY ACHIEVEMENTS 2018-2019

- AG met with Medical Services Department to advocate for transparent tender selections;
- Tender processes in public procurement becoming more transparent compared to some years ago

LEGAL & TAX



KEY ACHIEVEMENTS 2018-2019

- Organised several outreach events addressing key legal and tax issues
- Created a dedicated Podcast on current legal and tax changes

LOGISTICS



KEY ACHIEVEMENTS 2018-2019

- Supporting Bonded Warehouse Procedural Development Initiative
- Increased efforts on holistic reforms of the customs process
- Advocated for clear, transparent, and aligned valuation and clearance processes in terminals
- Advocated for consistent one-window processing
- Customs Department always opening its door to the AG for advocacy matters

WINE & SPIRITS



KEY ACHIEVEMENTS 2018-2019

- Recently founded group
- Promote the rule of law and development for a sustainable and modern industry
- Government of Myanmar opening market in late 2019

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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 2018 survey covered the business sentiment of 150 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 year on year increase of participating companies indicates that the survey is a well-received initiative by EuroCham Myanmar.

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

Advertising spaces available!

T: +95 9 45051 8085

M: marketing@eurocham-myanmar.org



Price: US\$ 25.00 / 38,000.00 MMK

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

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.

EuroMatters is available for free at:

www.eurocham-myanmar.org/Publications

Advertising spaces available!

T: +95 9 45051 8085

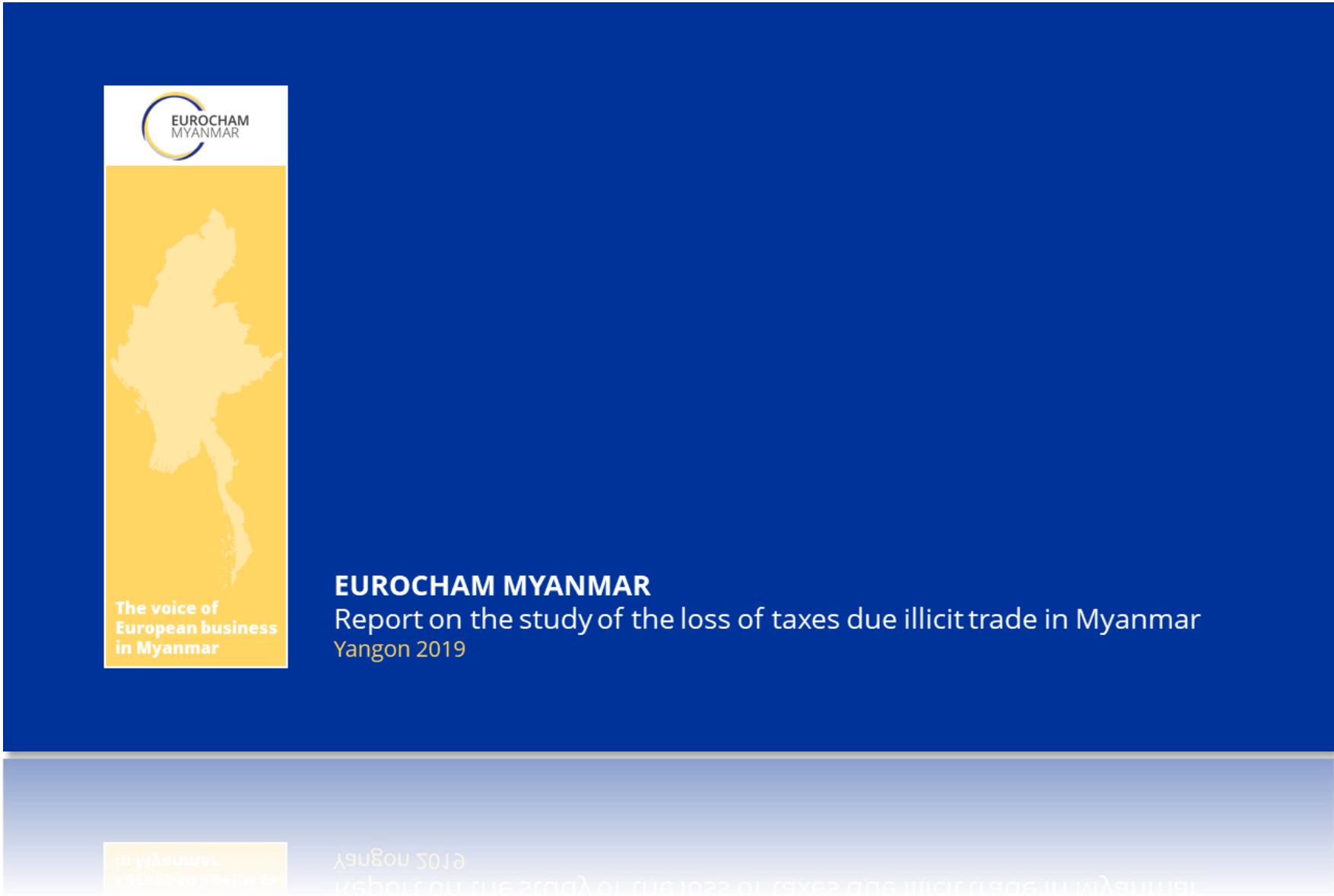
M: marketing@eurocham-myanmar.org



Member & Partner Directory 2019

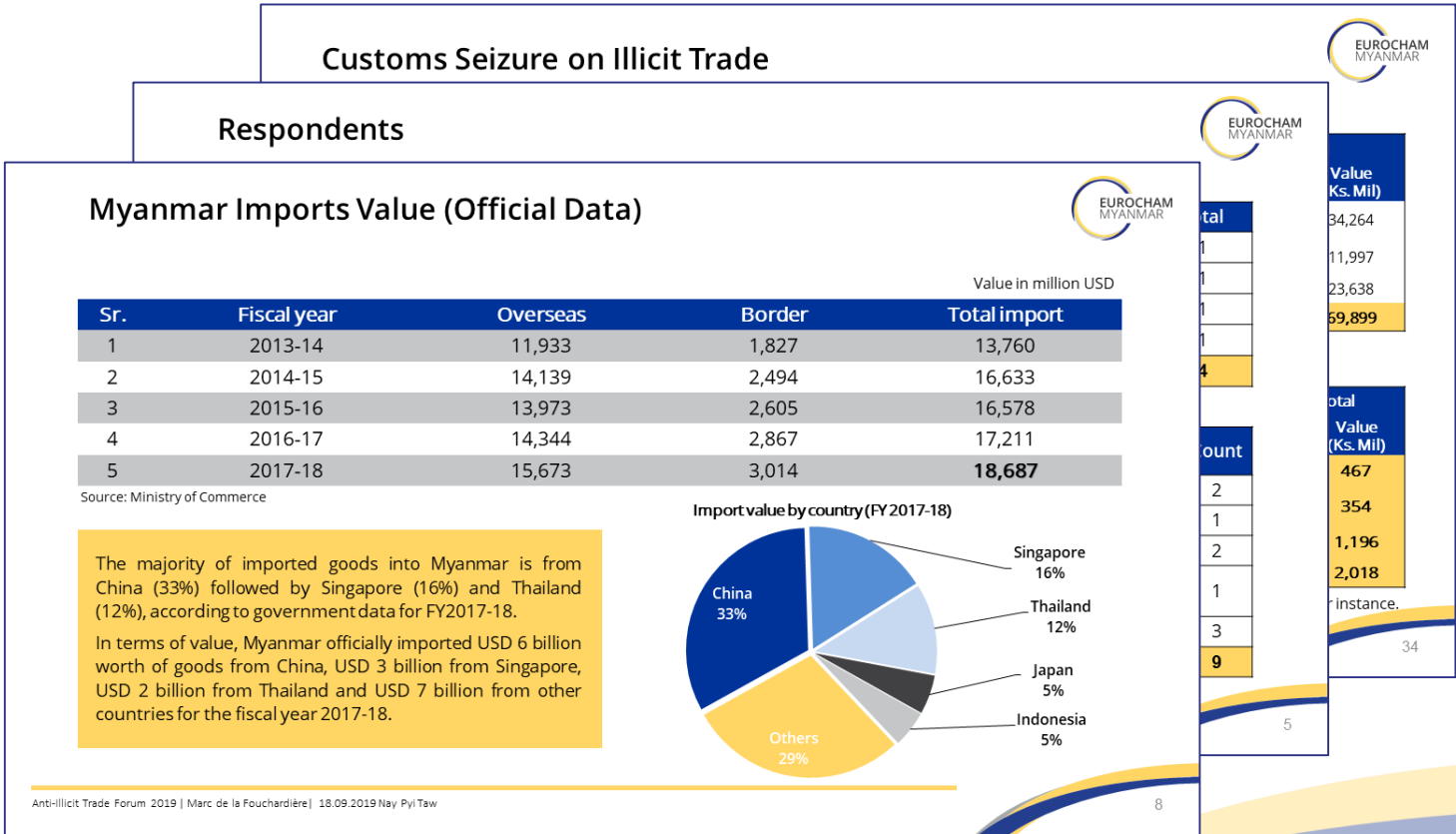
The voice of
European business
in Myanmar

<p>Manufacturing - Import - Distribution - Retail</p>	<p>Tourism - Hospitality</p>
<div data-bbox="2075 566 2202 647"> </div> <h2 data-bbox="1492 682 1849 716">Elegant Supreme Limited</h2> <h3 data-bbox="1492 733 1659 754">Company Profile</h3> <p data-bbox="1492 776 1849 879">Elegant Supreme is a worldwide Group specialized in leather products. It was founded in 1970 in Alicante, a famous leather goods area of production. Since our existence we have been producing and supplying the best quality leather products to the most important accessories companies in the world.</p> <p data-bbox="1492 891 1849 945">Moreover we have production units in Myanmar, China, Albania and Spain. We provide OEM/ODM high-quality products for worldwide brands.</p> <p data-bbox="1492 956 1849 1043">Furthermore we are highly competitive in terms of fashion trends design and we have a strong development due to the continuous advance of our technology in order to always provide the best service.</p> <div data-bbox="1882 814 2142 891"> </div> <h3 data-bbox="1855 977 2079 999">Business Fundamentals</h3> <ul data-bbox="1855 1016 2195 1114" style="list-style-type: none"> • We provide our manufacturing services to more than 50 countries. • We have a capacity per year of more than 10 million units. • We give the best quality products for the most successful accessories companies in the world. <h3 data-bbox="1855 1343 1932 1365">Contact</h3> <p data-bbox="1855 1386 2089 1452"> Francisco Javier Tora Mira Director +86-1-866-602-2459 javiertora@elegantsupreme.com </p> <p data-bbox="1855 1468 2159 1517"> Kanaung Minthar Gyi Street, NO.(149/1-6), Eastern Dagon Industrial Zone, Dagon(East) Myothit Township Yangon, Myanmar. </p> <p data-bbox="1855 1534 2049 1583"> www.esgrupo.com/ Elegant Supreme Grupo </p> <div data-bbox="1499 1333 1819 1585"> </div>	<div data-bbox="2842 566 2968 647"> </div> <h2 data-bbox="2265 682 2962 748">Accor Myanmar - Sofitel, Pullman, Grand Mercure, Novotel, Mercure, ibis Styles</h2> <h3 data-bbox="2265 765 2419 787">Company Profile</h3> <p data-bbox="2265 808 2605 891">Far 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 data-bbox="2658 814 2962 928"> </div> <p data-bbox="2265 906 2605 1071">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> <p data-bbox="2265 1086 2605 1255">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> <h3 data-bbox="2635 988 2852 1011">Business Fundamentals</h3> <ul data-bbox="2635 1026 2968 1157" 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 • 6 Accor hotel brands currently present in Myanmar; Sofitel, Pullman, Grand Mercure, Novotel, Mercure and ibis Styles <h3 data-bbox="2635 1288 2715 1309">Contact</h3> <p data-bbox="2635 1320 2915 1369"> Philippe Battle Area General Manager - Accor Myanmar H9045@accor.com </p> <p data-bbox="2635 1386 2962 1435"> c/- Novotel Yangon Max, Executive Office, 459 Pyay Road, Kamayut Township, Yangon, Myanmar +95 1 2305 858 </p> <p data-bbox="2635 1452 2962 1483"> www.accorhotels.com/gb/country/hotels-myanmar-r-pmm.shtml </p> <div data-bbox="2635 1512 2745 1588"> accor Accorhotels </div>



This survey was commissioned by EuroCham Myanmar and the Anti-Illicit Trade Group in August 2019 and is available for free on www.eurocham-myanmar.org/publications

- Overview of illicit trade in Myanmar
- Estimations of illicit trade values for selected categories
- Revenues loss amounts by categories
- Current action plans



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EVENTS & OUTREACH

EUROCHAM MYANMAR EVENTS – October 2018 to September 2019

09 October 2018	Joint European Chambers Networking Event	14 May 2019	Breakfast Talk on Tax Changes
19 October 2018	Myanmar Insights: Overview of investment Landscape in Myanmar	24 May 2019	Joint Chambers Networking Event
12 December 2018	Business Guide Launch	04 June 2019	VIP Networking Event
16 January 2019	Joint European Chambers Networking Event	05 June 2019	Myanmar-EU Economic Forum 2019
22 January 2019	Construction Forum 2019	10 July 2019	Tackling Air Pollution in Myanmar
07 February 2019	Consultation meeting with H.E. Philipp Dupuis	22 August 2019	Breakfast Talk on Company Law
27 February 2019	Breakfast Talk with EU Ambassador	04 September 2019	Thilawa SEZ Site Visit
19 March 2019	EuroCham & YOMA Land Dinner	19 September 2019	Anti-illicit Trade Forum 2019
22 March 2019	Business Climate in Upper Myanmar	24 September 2019	Joint European Chamber Networking Event
30 April 2019	Joint European Chamber Networking	03 October 2019	Breakfast Talk with EU Ambassador H.E. Kristian Schmidt

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 Italia - 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 advocacy members.

EUROCHAM CONSTRUCTION FORUM 2019

ADVOCATING FOR HIGHER STANDARDS

EuroCham Myanmar, together with leading European companies represented in the Construction and Infrastructure Advocacy Group, organised the first EuroCham Construction Forum at Grand Mercure Yangon Golden Empire Hotel in Yangon on 22nd January 2019.

The general aim of the forum was to advocate for higher standards in the construction industry through discussing European best practices.

Moreover, the objective of the forum was to present an update on how the construction industry of Myanmar is moving forward, and to discuss the importance of a sustainable and innovative approach in supporting this transition.



BUSINESS CLIMATE IN UPPER MYANMAR



SHARING EXPERIENCES

EuroCham Myanmar, together with MRCCI, organised an event on Business climate in Upper Myanmar at the MRCCI conference room in Mandalay on 21st May 2019. The event was a focus on the challenges and opportunities in the upper Myanmar region.

The purpose of the event was to picture the current business climate in upper Myanmar, focusing especially on Mandalay. The gathering was an excellent opportunity for different business stakeholders to share their experiences on different business aspects, from the legal framework to supplies of utilities, including education and land titles.



FOSTERING DIALOGUES

EuroCham Myanmar hosted the third edition of its annual signature event on advocacy on the 5th of June 2019 in Nay Pyi Taw. The forum provided a platform for more than 500 business leaders and policy makers from the Union of Myanmar and Europe to interact and debate key business and trade issues.

The Myanmar-EU Economic Forum provided the EuroCham Advocacy Groups with the chance to publicly acknowledge the tremendous improvements in business regulations by the government, while pointing out remaining challenges and offering the support of European companies in tackling them.

Through this event, European companies acknowledged they would like to see a continued government effort in working constructively on an investment friendly business climate to attract foreign investment, create jobs in Myanmar and assure sustainable and inclusive economic growth.

This 3rd edition of the Myanmar-EU economic forum proved to be a great event for businesses to meet and share knowledge on how to improve the business climate and attract more investments.



Discussions revolve around the economic development of Myanmar and current business initiatives, trade affairs and European investment, and address key issues in the following sectors:

Energy	Powering the Myanmar Sustainable Development Plan
Construction	Building a Sustainable Myanmar
Health	Promoting innovation and co-operation to develop a sustainable healthcare system in Myanmar
Logistics	Accelerating Myanmar’s growth through logistics – challenges and opportunities
Digital Innovation	Beyond Connectivity - harnessing internet access to benefit Myanmar
Anti-illicit Trade	Tackling Illicit Trade- Challenges and Opportunities for the Public and Private Sectors
Agrobusiness	Making food safety work along the entire supply chain
Garment	A seamless industry for the future
Automotive	Vehicles safety: how could we improve it?
Wine & Spirits	The shared benefits of opening Myanmar’s spirits market



Attendees



Ministries



Departments



Embassies



GOLD SPONSOR



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LEGAL & TAX BREAKFAST TALK ON COMPANY LAW



On August 22, EuroCham Myanmar hosted its second Legal and Tax Breakfast Talk. Lately, the Myanmar Companies Law (MCL) brought significant changes to the investment landscape in Myanmar. One of these changes included the implementation of Directors' duties, which was the topic of this talk.

A panel of legal experts consisting of Lingyi Quek (Resident Managing Lawyer, Dentons Myanmar), Eddy Jabnoute (Country Representative, Audier & Partners Myanmar), Bhawna Bakshi (Legal Advisor, DFDL), Guillaume Stafford (Head of Legal, METRO Wholesale Myanmar), and U Wunna Aung (Director, DICA) provided their insights and perspectives on what this change will entail for the investment landscape in Myanmar.

This panel discussion was followed by an interactive Q&A during which the attendees have had the opportunity to raise specific issues and get valuable insights.

The Legal & Tax Breakfast Talk is a newly introduced Breakfast Talk Series to be held on a quarterly basis.

ANTI-ILLICIT TRADE FORUM 2019

On the 19th September, EuroCham Myanmar together with the Anti-Illicit group organised the 2nd edition of the Anti-Illicit Trade forum in Nay Pyi Taw. The event was attended by more than 140 guests, with the presence of H.E. U Soe Win, Union Minister of Planning and Finance, U Maw Than, Auditor General of the Union, Daw Myat Myat Soe, Commissioner of Anti-Corruption Commission, and U Aung Naing Oo, Permanent Secretary, Ministry of Investment and Foreign Economic Relations.

High-level government representatives and media were given a tour around an exhibition showcasing some smuggled and counterfeit goods available for purchase in many shops in Myanmar. Explanatory images of seized smuggled and counterfeit products were also displayed in order to assess the extent of illicit trade in Myanmar.

The event provided insightful outcomes, through panel discussions with regulation and enforcement bodies and roundtables exchanges on Agrobusiness, Beverages & consumer goods, Health and Intellectual property.





BELGIUM

- Meeting with Myanmar Ambassador
- Meeting with Flanders Investment & Trade



FRANCE

Meeting with the OECD



PR CHINA

Presentation at the European Chamber of Commerce in China



VIETNAM

- Meeting with the European Chamber of Commerce in Vietnam
- Meeting with Flanders Investment & Trade



THAILAND

Meeting with the Delegation of the European Union



SINGAPORE

Presentation on Investing in Myanmar

EUROCHAM MYANMAR
Year in review 2018-19



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EUROCHAM MYANMAR RESPONSIBLE BUSINESS INITIATIVE (EMRBI)

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. To achieve so, Myanmar needs responsible and quality investments, as stated in the Myanmar Investment Promotion Plan.

We identified the undeniable value of European responsible business practices in Myanmar and thus created the CSR Advocacy Group in April 2017 to encourage the private sector to adopt responsible business behaviours. In 2019, **the CSR Advocacy Group evolved into the EuroCham Myanmar Responsible Business Initiative (EMRBI), taking the promotion of responsible business to another level, and opening it to all our members.**

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.

We are convinced that good practices can only be spread based on their effectiveness and their impact, creating a chain reaction in the service of a prosperous and fair economy in the country.

The EMRBI's action plan is executed by EuroCham Myanmar's executive team with a high level of consultation from an Advisory Steering Committee comprised of responsible business experts.

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



Launched during the 2019 Myanmar-EU Economic Forum



EMRBI-themed Breakfast Talk every quarter



Video coverage of pressing issues

ADVISORY STEERING COMMITTEE



REGULAR MEMBERS



EUROCHAM MYANMAR #TRASHTAG CHALLENGE

On the 21st March, EuroCham Myanmar team went to Botataung Jetty to clean the surroundings and collected 15 bags of trash.

EuroCham team is thrilled to have participated to the #TrashTag Challenge and to took action on this global phenomenon.



EMRBI BREAKFAST TALK: AIR POLLUTION

On July 10th, EuroCham Myanmar hosted a Breakfast Talk on how to address air pollution to echo the World Environment Day celebrated on June 5th.

Some of the topics covered were **the opportunities to** explore renewable energy and green technologies, the Myanmar **Energy Master Plan**, the **recent increase in electricity prices**, **Yangon traffic**, **agricultural burning** or the alternatives in solid fuels for domestic use.

The breakfast talk also featured a photo exhibition launched by the European Union delegation in Myanmar with the objective of raising awareness of the sources of air pollution and steps that can be taken to tackle them.





THANK YOU FILIP!

EuroCham Myanmar team would like to send its appreciation for Filip's dedicated energy, time, effort, and commitment in building and growing EuroCham Myanmar to what it is today. Over the last years, Filip's stewardship has been characterised by innovative ideas, strategic thinking and his tireless efforts to increase the credibility and visibility of EuroCham Myanmar in the region and beyond.

The recognition EuroCham Myanmar is benefiting today is a precious asset, and the relationships Filip has fostered with our partners, members and stakeholders will ensure the organisation prosperity tomorrow.

By all measures, EuroCham Myanmar has improved on his watch by cementing the confidence of the EU Delegation, increasing our memberships, building a growing team of young and committed talents, improving the financial stability and building a great relationship with EuroCham's partners.

Thanks, Filip, for your dedication and the great job you have accomplished in your four-year term as Executive Director.

EuroCham Myanmar team wishes you the very best in your future endeavors.



European Chamber of Commerce in Myanmar

Parkside One
271-273 Bagayar Street
Sanchaung Township
Yangon
Republic of the Union of Myanmar

T +95 9 45058 2335
E info@eurocham-myanmar.org
W eurocham-myanmar.org



[eurocham.myanmar](https://www.facebook.com/eurocham.myanmar)



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[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