

EUROCHAM SERVICES 2020

Helping you understand
the Cambodian market



EUROCHAM
★ ★ ★ ★ ★ ★ ★ ★ ★ ★
CAMBODIA

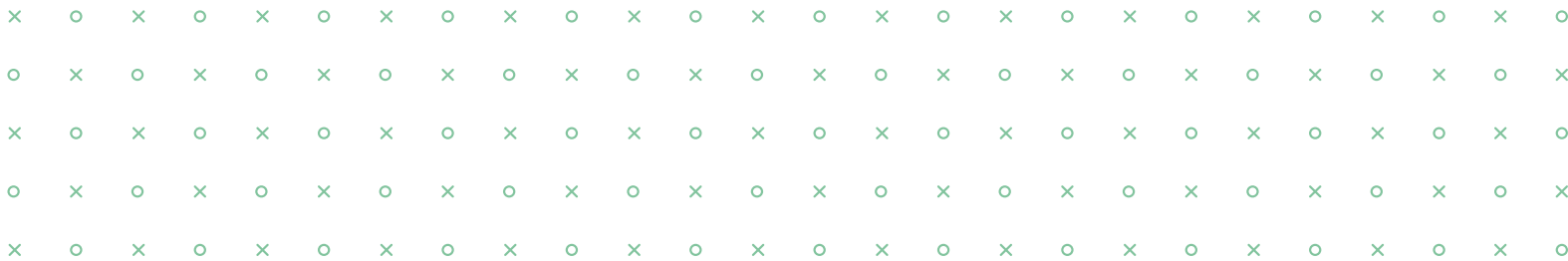


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SERVICES

Description	02
Overview & Statistics	03
Training Courses	07

PRICE LIST09



WHAT ARE EUROCHAM BUSINESS SERVICES?

With an impressive network, and an embedded knowledge of the marketplace, our Services team helps companies and institutions save time, get answers, and grow in Cambodia. Our goal is to be 'one step away' from the key introductions, data and information that current and prospective investors require. In 2019 we expanded our capacity for primary data collection, and in-country networks to deliver on this. We now also support institutions and NGOs obtain answers to their research questions - particularly in areas related to trade facilitation, CSR, public-private dialogue, and private sector development. Finally, 2019 marked the successful launch of EuroCham training courses - aiming to fill the "skills gap" so often reported by members.

IMPORTANT FOR MEMBERS

- EuroCham's business services are offered at discounted rates for EuroCham members.
- EuroCham provides free initial consultations to all enquiries, although more advanced services are provided for a fee.

ADVISORY SERVICES

Market Surveys

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

Market Analysis

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

Institutional Research Services

Tailored research assignments for NGOs, multilateral institutions and embassies.

Business Partner Research

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

SUPPORT SERVICES

Training

EuroCham works with expert trainers to offer public and tailored courses in topics relevant to our members and their staff. Topics include Microsoft PowerPoint, Microsoft Excel, Soft Skills, Financial Management, Project Management, Sales and more.

First Insights

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

Trade Missions

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

Recruitment Services

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

Business Promotion

Sponsorship packages: annual partnerships and event packages

Translation Services

Workshop Planning

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

IF INTERESTED IN ANY OF THE ABOVE PLEASE CONTACT US AT:

European Chamber of Commerce in Cambodia

🏠 #30 Preah Norodom Boulevard, 3rd floor
BRED Bank building, Khan Daun Penh,
Phnom Penh, Cambodia

☎ + 855 10 881 950

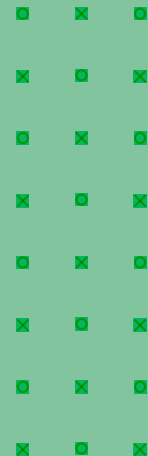
✉ info@eurocham-cambodia.org

OVERVIEW

In 2019 we advised companies looking to invest in the following sectors:

- Agriculture
- Automotive
- Education
- Energy
- Finance
- FMCG
- Food & Beverage
- Garment
- Healthcare
- Hospitality

- Logistics
- Manufacturing
- Media
- Real Estate & Construction
- Retail
- Services
- Technology
- Tourism
- Waste & Sanitation
- And more ...



Studies

After nearly doubling services revenues in 2018, Business Services continued to grow in 2019 through more sophisticated consultancies. We launched our primary tablet-based data collection service to increase our capacity to carry out market research assignments; we provided consulting to multinational corporations, institutions and development agencies; and we helped plenty of SMEs explore the market.

We successfully bid for a number of publicly tendered research consultancies, capitalising on nine years of experience supporting EU

businesses enter the market, advocating to improve the environment for doing business in Cambodia, and contributing to various private sector forums. The services team has developed an in-house expertise in private sector development, and the interplay between development goals and business objectives. We have an extensive network of both local and international development partners.

EuroCham is increasingly seen as a trusted partner for companies and institutions that wish to understand the Cambodian market.

Training Courses

In May 2019, EuroCham increased its repertoire of services by launching the first of our highly successful training programs. We eventually ran 13 courses in the year, with 216 participants.

Aiming to play a role in “filling the skills gap” reported by our members, EuroCham works with expert trainers to offer public and tailored courses in topics relevant to the private sector.

Topics include Microsoft PowerPoint, Excel, Soft Skills, Financial Management, Sales and more. We are now excited to scale up our training activities, and diversify our course offering for 2020. We continually analyse and assess feedback from all of our participants to ensure that our courses provide good value for money and are aligned to the interests and skills required by members and participants.

Service Requests

In 2019 the Services team responded to more than 300 individual service requests from businesses and investors seeking information about the Cambodian market. Similar to previous years, five sectors dominated nearly half of our service requests: Real Estate & Construction, Energy, Services, Education, and Food & Beverages.

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

For now, the trend continues of European companies mostly wanting to distribute products and services within the Kingdom. This said, in the last quarter of 2019 a promising trend emerged - where we did notice an uptake in the number of European

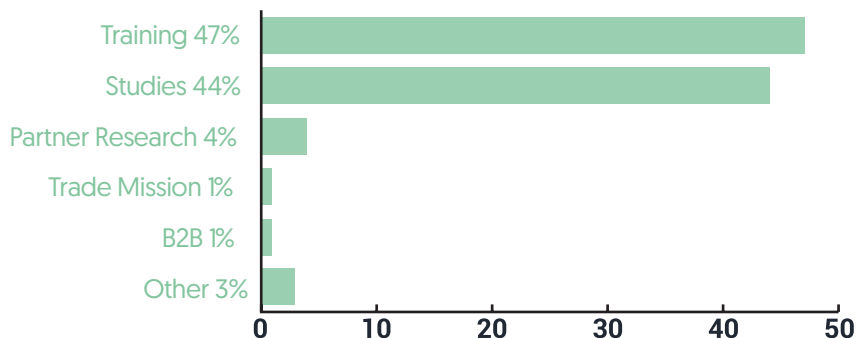
businesses considering Cambodia as a sourcing destination - particularly from organisations seeking to diversify their manufacturing bases away from China.

To respond to all service enquiries, we draw upon our strong relationships with various ministries and experts from the private sector. We provide timely and accurate information to investors requiring clarification on legal and administrative matters such as provisions of the Kingdom's Labor Law, or the requirements of the business registration process.

RESEARCH STUDIES

Invoiced Services Revenue

Training courses contributed nearly half of our revenue.



REQUESTS AND REVENUE BY SOURCE COUNTRY:

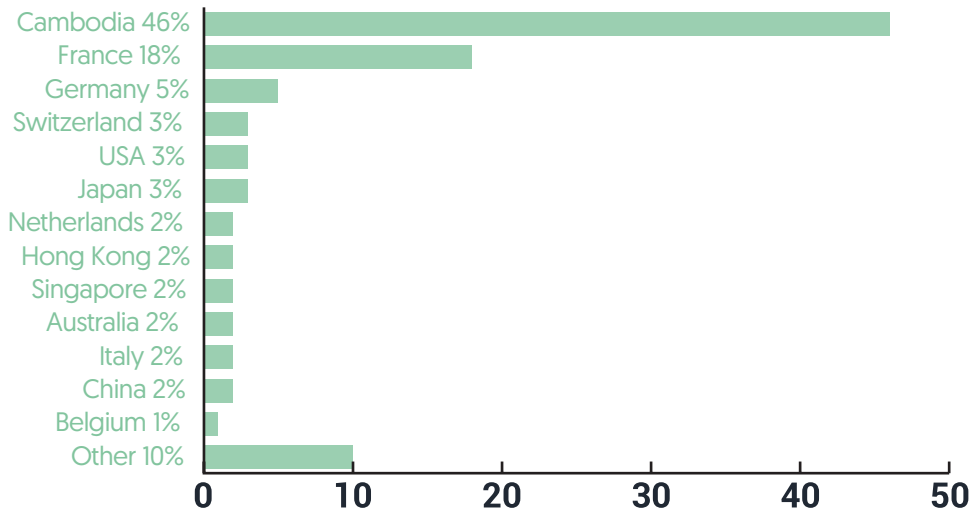
In 2019, 90% of service requests came from 13 countries.

Firms registered in Cambodia made 46% of requests, while 37% of requests came from companies registered in Europe. French requests, mostly referred to us by CCIFC made up 18% of the total.

The origin of services revenue largely matched the origin of requests. 51% of revenue was generated from Cambodian organisations, and 46% from organisations headquartered in Europe, or founded by Europeans - mostly those from France and Germany.

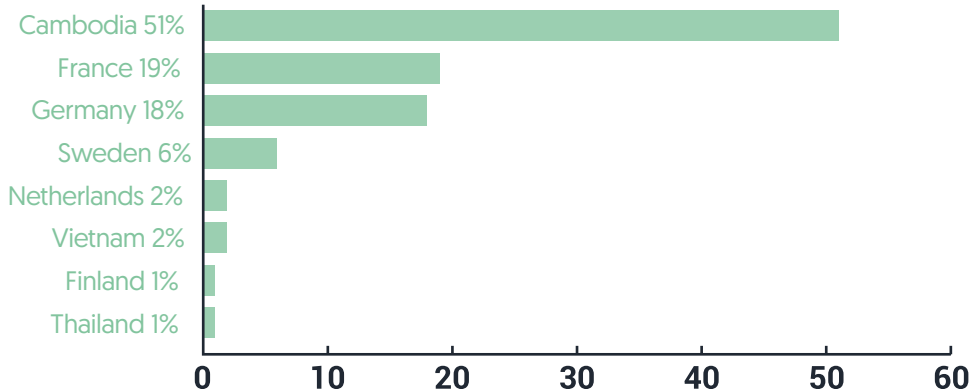
Requests by Source Country:

90% of requests came from 13 countries.



Revenue by Source Country:

51% of revenue came from Cambodian, and 46% from European organisations.



CLIENT TESTIMONIALS

"When our company started to seek business opportunities in Cambodia, we came across the European Chamber of Commerce. The first meeting convinced me that they provide a great way to network and have market resources that turned out to be very helpful. The staff are top notch in their customer service, understanding our needs quickly, and delivering a successful outcome to our research project. In addition the networking events have given us chances to meet entrepreneurs and executives, which is a great way to build your network. And in Cambodia having a network is an asset to perform in the country. I would like to provide a strong recommendation and thank you for the good work"

Yrjänä Raitanen, CEO, Raitanen Consulting Oy Ltd.

"In EuroCham I have found a very competent and highly-specialised partner in the field of market research. The sector briefs were extremely helpful to identify business and project opportunities for Cambodian, German and other European companies. Market opportunities and challenges were identified and thoroughly researched. I particularly appreciated Eurocham's excellent network, both within Cambodia's private sector and government, as well as with donors and non-governmental institutions. This network proved to be very helpful in every respect."

Dr. Bianca Untied, Business and Cooperation Desk Cambodia, GIZ Global Business Network (GBN)

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

Björn Häggmark, Swedish Ambassador to Cambodia

HIGHLIGHTS

Oxfam: Assessment of Foreign Direct Investment in Agriculture

EuroCham was commissioned by Oxfam Cambodia to analyse the process for Foreign Direct Investment in the Agricultural sector, looking in particular at the past processes for Economic Land Concessions. The objective was to make recommendations to improve the process so that investment activities had fewer negative impacts on project affected communities in the future, while also quantifying past and current investment activity in the

sector. From first hand interviews with Agribusiness Committee members and investors from Korea, Japan and Vietnam, the services team was able to understand the challenges and opportunities faced both by investors, and government actors. The end result was a published report including insightful recommendations to improve each stage of the investment process. The report was published in August 2019.

GIZ Global Business Network: Opportunities in Waste Management and Agriculture Studies

For this assignment, EuroCham was tasked with identifying business opportunities for German companies in two sectors: Waste Management, and Agribusiness. Our team identified and interviewed over 30 government and private sector stakeholders in both sectors. We developed case studies of successful businesses replicable by German

companies, and identified 16 opportunities for investment across both sectors. The reports will be published in 2020, and the findings will be key in preparations for a Bavarian Ministry of Economic Affairs Trade Mission scheduled for June 2020.

Private Sector Study: Brand Perception Study and Expansion Strategy for Leading Hospitality Brand

Launching our new primary data collection capability, EuroCham was commissioned by a leading hospitality brand to undertake an assessment of brand perception, the Phnom Penh hospitality market as a whole, and to identify optimum locations for the expansion of the brand. To do this, EuroCham launched a 700-participant survey across key districts of Phnom Penh, held Focus Group Discussions with current and target customer groups, interviewed

senior staff members, and assessed potential branch locations against nine different indicators. This research enabled our services team to make data driven recommendations as to which new branch locations would be successful, which marketing channels are most effective, and which criteria customers look for when selecting a hospitality venue.

SELECTED CLIENTS



A FEW STATISTICS

34

Projects Undertaken:

market surveys, institutional consultancies, business partner research, B2B meeting facilitation, and trainings.

305

Companies Supported

37%

Support Requests from Europe

46% from Cambodia
12% from Asia
(excluding Cambodia)

13

Number of Training Courses

216

Number of Training Course Participants

4.3

4.3 out of 5 stars

Average Rating of a EuroCham Training Course

NEW

TRAINING COURSES

SATISFACTION SCORES OUT OF A MAXIMUM OF

5
STARS

4.4 ★★★★★

New valuable information

4.4 ★★★★★

Trainer was engaging and effective

4.3 ★★★★★

Would recommend this course

4.2 ★★★★★

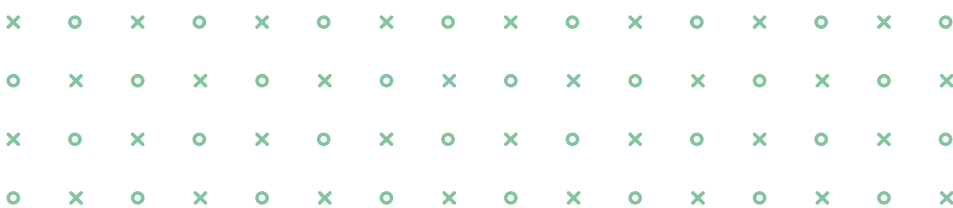
Will be able to apply

4.2 ★★★★★

Matched my expectations

4.1 ★★★★★

Good value for money



In May 2019, EuroCham increased its repertoire of support services by launching the first of our highly successful training programmes. These one, two, or three-day courses have received excellent feedback, and we are looking forward to expanding our offering in 2020.

In order to guarantee continuing high quality we asked over 200 participants from 13 courses to rate their experiences against 6 criteria. We received high average scores in 2019, with five being the highest possible score.



Professional Training for Sales and Management

The motto of this course was “it’s not about you!” - customer needs come first. Our trainer taught participants the skills and theories required to master a sales role. Topics included how to generate more revenue, how to match your offers to meet customer demands, how to qualify potential customers, how to tap all sales opportunities, how not to come across as pushy, and how to be more confident in yourself and your product.

“I learnt how to identify whether the customer is the ideal one or not by asking the right questions, and as uncomfortable as it is, I really liked the role-plays because it provided a valuable chance to practise my sales technique in a lowrisk scenario”

Testimonial: 11th July, 2019

Professional Leadership Training Courses

Participants learnt what great leaders do and how they contribute to their organisations. They were taught how to bring the best out of their teams by focusing on a collective goal, and asked to reflect on what they could change to become great leaders themselves. Topics included leadership strategy and processes, micro management issues, as well as tips to avoid “the most common leadership mistakes” we see in Cambodia.

“This course demands attention and allows people to use their full talent, breaking traditional routines at work. Thanks for putting the effort and energy into making people open up their eyes and their minds to new management styles”

Testimonial: 18th September, 2019

Microsoft Excel Masterclass

“Can it be done faster?” was the motto for this course, and the answer in all cases was a resounding “YES!”. This course was created to showcase the most useful and impactful Excel features, many of which were unknown to even seasoned users of the product. Sessions were specialised on effective data set up, exploration, analysis and presentation. Participants learnt the methods to unlock Excel’s full potential, became familiar with its most recent enhancements, and were taught how to apply them to make their work smarter, faster, and more efficient.

“Good presentation, clear explanation, and practical. This is a great course. You should not be afraid to learn new features. Excel is scary at first, but it is not that bad once you understand it. I learnt new short cuts, formulas, and other functions, which have already sped up my work. Thank you!”

Testimonial: 5th December, 2019

Logistics and Supply Chain Management Training Course

In this course participants were taught the importance of an efficient supply chain, and just how supply chain dynamics should fit into corporate strategies. Topics included how to design a supply network specific to your requirements, how to select suppliers, what modes of transport are available and how to choose the one most suitable for your company. The new INCOTerms 2020 were also explained during the training to enable participants to confidently use them.

“I really liked this course, it is aligned to my current role and improved my knowledge in the area of Logistics and Supply Chain Management. The trainer was very interesting and has great experience and expertise in the field, and gave concrete cases from this”

Testimonial: 13th October, 2019

Effective Business and Email Correspondence

This course was designed for advanced non-native English speakers who use English professionally on a regular basis. Participants were taught the most common mistakes seen by advanced English users, and how to avoid them. Topics included how to improve corporate communications to ensure personality and competence shine through, and how to set the right tone for varying office scenarios: an unhappy customer, a prospective client, a difficult HR situation and others.

“I learnt the tips and tricks to ensure professionally written emails [how to open the email, close it effectively and politely, and ensure the content matches my objective] , setting the right tone, and getting the message right. The course, game and practice sessions were clearly explained by the trainer”

Testimonial: 28th November 2019

CONTACT LIST

Through our network and desk research we deliver a comprehensive excel list detailing potential business partners. We include brief company descriptions and public contact details.

Process



Time: 1 week

Price: \$720 + VAT [3 days of effort]

Benefits: Cost and time effective way to immediately start contacting partners in Cambodia.

BUSINESS PARTNER RESEARCH

Outsourced business development. We deliver a comprehensive excel list detailing all potential business partners and their contact details. We then hold consultations with those most promising and assess their suitability as business partners, and their interest in partnering. We deliver a sector report, detailed partner profiles, and aim to find a selection of companies who have confirmed their willingness to meet you.

Process



Time: 3 - 6 weeks

Price: \$2000-\$3600 + VAT [9-15 days of effort].

Budget depends on the depth of reporting and the number of consultations we organise.

Benefits: Outsourced business development that enables you to start negotiations right away.

B2B MEETING

Based on your requirements and planned date of visit to Cambodia, we organise & facilitate B2B meetings between you and potential partners. We either visit potential partners directly - or use international quality EuroCham meeting rooms as the venue.

Process



Time: 1 - 4 weeks. The longer we have, the better the quality of meetings we can organise.

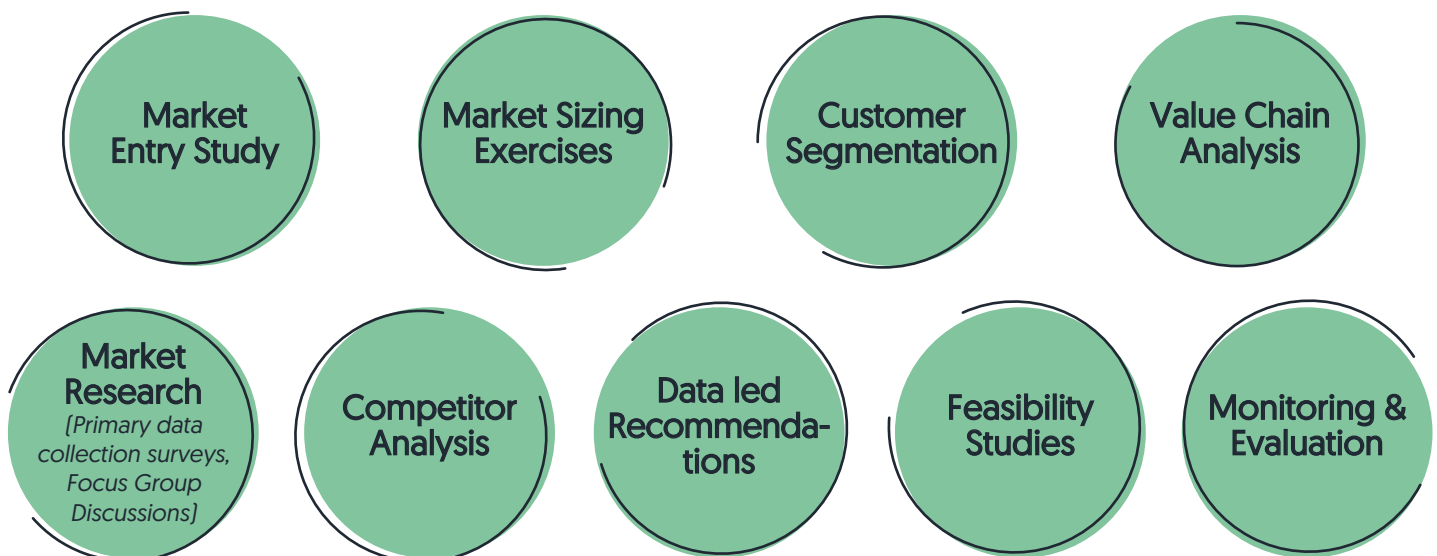
Price: \$240 + VAT [1 day of effort per meeting organised].

Note: EuroCham does not provide food, accommodation or transport to venues during the B2B meeting service. These can be arranged by EuroCham at extra cost if requested.

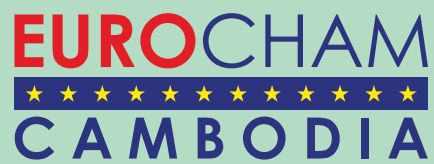
Discount Price: \$140 + 10% VAT if this service immediately follows a Business Partner Research or Contact List Assignment.

BESPOKE CONSULTANCY SERVICES

EuroCham offers bespoke studies that can include all the above services, and more. Bespoke studies are tailored to answer the questions specifically requested by the client. We work with private sector, NGO, and institutional clients.



Price: Dependent on days of effort required. We ask clients to provide a detailed Terms of Reference for the information they want to acquire and the objectives they want to achieve.



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FOUNDING CHAMBERS AND NATIONAL CHAPTERS

