

March 28, 2016 | Sofitel Phnom Penh

- 07:30 – 08:00      REGISTRATION
- 08:00 – 08:20      OPENING REMARKS
- Mr. Emmanuel MENANTEAU, Chairman, EuroCham Cambodia
  - H. E. Mr. George EDGAR, Ambassador of the European Union to the Kingdom of Cambodia
- 08:20 – 09:45      ENHANCING CAMBODIA'S ATTRACTIVENESS AS AN EU INVESTMENT  
DESTINATION: TRADE, INVESTMENT AND INSTITUTIONAL FRAMEWORK
- **Panelists:**
    - » H. E. Mr. SOK Chenda Sophea, Minister attached to the Prime Minister, Secretary General, Council for the Development of Cambodia
    - » H. E. Mr. George EDGAR, Ambassador of the European Union to the Kingdom of Cambodia
    - » Mr. Emmanuel MENANTEAU, Chairman, EuroCham Cambodia; CEO, Cambodia Airports
  - **Moderator:**
    - » H. E. Dr. SOK Siphana, Advisor to the Royal Government of Cambodia
- 09:45 – 10:00      COFFEE BREAK
- 10:00 – 11:15      INTEGRATION AND COMPETITIVENESS IN ASEAN
- **Panelists:**
    - » Oknha SOK Piseth, President, Young Entrepreneurs Association of Cambodia
    - » Mr. Guillaume PERDON, South-East Asia Region Head, BRED Group
    - » Mr. Philipp DUPUIS, Head of the Economic & Trade Section, Delegation of the EU in Thailand
  - **Moderator:**
    - » Mr. André DE JONG, Managing Director Cambodia, Myanmar and Laos, Robert Bosch
- 11:15 – 12:30      THE WAY AHEAD: PERCEPTION AND FEEDBACK FROM EUROPEAN INVESTORS
- **Introduction of EuroCham's Business Confidence Survey 2015**
  - **Presentation of EuroCham's White Book**
    - » Mr. Guillaume MASSIN, Vice-Chairman, EuroCham Cambodia, Chairman, Advocacy Working Group,
  - **Panelists: Representatives of EuroCham Sectorial Committees**
- 12:30 – 12:45      WRAP UP AND CLOSING REMARKS
- H. E. Dr. SOK Siphana, Advisor to the Royal Government
- 12:45 – 14:00      LUNCH HOSTED BY EUROCHAM CAMBODIA

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08:20 – 09:45

## Enhancing Cambodia's attractiveness as an EU investment destination:

TRADE, INVESTMENT AND INSTITUTIONAL FRAMEWORK



### H.E. Mr. Sok Chenda Sophea

MINISTER ATTACHED TO THE PRIME MINISTER; SECRETARY GENERAL, COUNCIL FOR THE DEVELOPMENT OF CAMBODIA

H.E Mr. Sok Chenda Sophea is the Secretary General of the Council for the Development of Cambodia (CDC), the highest decision-making level of the Royal Government for private and public sector investment which is chaired by the Prime Minister and composed of senior ministers from related government agencies. H. E. Mr. Sok Chenda Sophea is also a Vice-Chairman of the Supreme National Economic Council and previously held the position of Under Secretary of State of the Ministry of Tourism from 1993 to 1997. Before joining the Royal Government of Cambodia, Mr. Sok Chenda was working for Private Companies in France where he graduated at the Faculty of Economic Sciences - Aix en Provence.



### H.E. Mr. George Edgar

AMBASSADOR OF THE EUROPEAN UNION TO THE KINGDOM OF CAMBODIA

Before joining the European External Action Service – the European Union's foreign and security policy service founded in January 2011 - Ambassador Edgar served as British Ambassador to the Republic of Uzbekistan (2012-2015), the Former Yugoslav Republic of Macedonia (2001-2004), and Cambodia (1997-2000). George Edgar studied Mathematics and Philosophy at Cambridge University and has an MA in Environment, Policy and Society from the Open University.



### Mr. Emmanuel Menanteau

CHAIRMAN, EUROCHAM CAMBODIA; CEO, CAMBODIA AIRPORTS

Emmanuel Menanteau began his career in 1993 at French multinational Company Sextant Avionique where he held a number of positions, first as Sales and Marketing Manager then as the Head of the company's office in India. In 2001, he joined France's Thales, a world leading company for Defense, Transport and Aerospace systems as a Vice-President, Sales and Marketing, based in Singapore (2004-2010) then in China (2010). In July 2011, Emmanuel Menanteau was appointed Chief Executive Officer of Cambodia Airports, a subsidiary of VINCI Airports Group (France) holding the concession of the country's network of international airports. Emmanuel Menanteau is a graduate of Paris based School of International Relations and Commerce.

## *Moderator*



### H.E. Dr. Sok Siphana

ADVISOR TO THE ROYAL GOVERNMENT OF CAMBODIA

Over the years, H.E. Dr. Sok Siphana has been holding prominent posts in the Cambodian Government where he is currently serving in the following capacities: advisor to the Royal Government of Cambodia, senior advisor to the Ministry of Commerce, advisor to the Council for the Development of Cambodia. Previously he was Secretary of State at the Ministry of Commerce and Director of the International Trade Centre. He graduated as a Doctor of Philosophy from Bond University School of Law in Queensland and as a Juris Doctor in Law from the Widener University School of Law in Delaware.

10:00 – 11:15

## Integration and competitiveness in ASEAN



### Mr. Philipp Dupuis

HEAD OF THE ECONOMIC AND TRADE SECTION, DELEGATION OF THE EU IN THAILAND

Philipp Dupuis is since August 2015 Head of the Economic and Trade Section of the Delegation of the European Union in Thailand. He also covers Cambodia, Laos and Myanmar. From 2009 to 2015 he was Deputy Head of the Unit in charge of the trade relations with North America in the Directorate General for Trade of the European Commission in Brussels. He was previously Deputy Head of the Units responsible for the trade relations with the Americas, the Middle East and the management of the Generalised System of Preferences (GSP). He studied Business Administration and Political Sciences at the University of Mannheim in Germany and did a Banking Apprenticeship at the Deutsche Bank in Germany.



### Oknha. Sok Piseth

PRESIDENT, YOUNG ENTREPRENEURS ASSOCIATION OF CAMBODIA

Oknha. SOK Piseth is the CEO & Co-Founder of G Gear Co., Ltd—the distributor of Bosch Power Tools, LG Electronics, and Hyundai Elevator in Cambodia—and has been the president of the Young Entrepreneurs Association of Cambodia (YEAC) since 2013. In this capacity, he has represented Cambodia in numerous global and regional summits and seminars. Piseth started his first business, Toys & Me, in 2007 at the age of 23, after earning two Bachelor Degrees—one in Informatics Economics from the Royal University of Law and Economics and another in Teaching English from the Royal University of Phnom Penh. He also won the bronze medal of McKinsey Business Plan Competition which was organized by the National University of Management (NUM).



### Mr. Guillaume Perdon

SOUTH-EAST ASIA REGION HEAD, BRED GROUP

Guillaume Perdon is the Region Head of BRED Group in South-East Asia. He has been the CEO of the Lao JV of Bred Group, Banque Franco-Lao Ltd, since its inception in 2010. He is also running the establishment of BRED Bank in Cambodia. Previously Guillaume Perdon held a variety of management positions (CFO, Risk Director and Managing Director) in the banking industry in Western Africa. He is graduated from Ecole Supérieure de Commerce de Clermont-Ferrand.

## *Moderator*



### Mr. André de Jong

MANAGING DIRECTOR CAMBODIA, MYANMAR AND LAOS, ROBERT BOSCH

André de Jong has been the Managing Director of Robert Bosch (Cambodia) Co., Ltd. since November 2013. de Jong represents Bosch in Cambodia, Laos and Myanmar, and responsible for enhancing Bosch's business there. Born in the Netherlands, de Jong began his career with Bosch in 1997 as Brand Manager for Power Tools Accessories in Benelux. Since then, he has amassed a wealth of branding, marketing, international management and leadership experience in Switzerland, Hong Kong, Vietnam and Germany. André de Jong holds a degree in Business Economics from Erasmus University Rotterdam.

11:15 - 12:30

## The Way Ahead:

PERCEPTION AND FEEDBACK FROM EUROPEAN INVESTORS

### Presentation of EuroCham's White Book

- Mr. Luu Meng, Chairman, Tourism Committee, EuroCham; Co-Chairman, Private Sector Working Group on Tourism
- Mr. Amaury de Saint Blanquat, Former Chairman, HR Committee, EuroCham
- Mr. Antoine Fontaine, Chairman, Tax Committee, EuroCham
- Ms. Lam Bui, Executive Committee Member, Transportation, Logistics and Import-Export Committee, EuroCham
- Mr. Antoine Jeanson, Chairman, Automotive Committee, EuroCham
- Mr. Christopher McCarthy, Chairman, Online Innovations & Technologies (eCommerce) Business Group, BritCham
- Mr. Carlo Figà Talamanca, Chairman, Green Business Committee, EuroCham
- Mr. Nicolas Chabanier, Chairman, Healthcare Committee, EuroCham
- Mr. Michel Cassagnes, Executive Committee member, Real Estate and Construction Committee, EuroCham

### *Moderator*



#### **Mr. Guillaume Massin**

VICE-CHAIRMAN, EUROCHAM CAMBODIA; CHAIRMAN, ADVOCACY WORKING GROUP

Guillaume Massin is Partner, Cambodia Managing Director at DFDL and Deputy Head of the Regional Real Estate Practice Group. His practice covers Property, Corporate and Commercial, Criminal Law and Procedures and technical assistance consultancies. Guillaume is team leader on a number of major real estate and agriculture-related projects in Cambodia. He has played an important role in landmark deals, has advised international groups on land use rights and construction permits, has assisted banks and private equity funds, supervised the acquisition and structuring of hotel and resort projects, including negotiations with the Royal Government of Cambodia as well as worked on land development projects for factories in Special Economic Zones.

12:30 - 12:45

## Closing Remarks



#### **H.E. Dr. Sok Siphana**

ADVISOR TO THE ROYAL GOVERNMENT OF CAMBODIA

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