

NEWSLETTER

Quarterly 1 . MARCH 2021



ADVOCACY

Closed-door meeting
EU Ambassador

MEMBER INTERVIEW

Exclusive interview
from DHL Express Laos

MEMBER OFFERS

Exclusive offers from
AIF Group



A group photo taken with delegates of LNCCI and LICA at the first dry port in Laos- Savannakhet Dry Port.

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A group photo taken with Korean Ambassador of the Lao PDR at the first dry port in Laos-Savannakhet Dry Port.



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Message From President of ECCIL

Peter FOGDE
President of ECCIL

Dear Members,

Let me start with wishing you all a fruitful New Year! The outlook could have been better though, with new Covid cases discovered in Laos just about a year from the previous total close down of the country, and with Thailand and Cambodia seeing surges in number of affected people. The coming weeks will be crucial in determining whether we are going towards a new close down in Laos or not. Let's hope for the best and plan for the worst!

There are certainly challenges ahead for the whole Lao business sector and thereby, of course, also for our Chamber. I personally look forward to these challenges, knowing that you have elected a board with a composition of members, with seven different nationalities, that are well suited for the tasks ahead.

We have several members that come with experience from work with the previous board, and among the newly elected we find; the first woman in the history of the Chamber who also carries with her a strong commitment to CESR; a strong representative in Savannakhet who can bolster our presence in the Southern Provinces; a Lao citizen, also a first, with strong contacts in the Lao business community; and four more who all are joining the Board with a genuine interest and strive to develop our Chamber.



Professionally we cover a wide range of sectors including hospitality, IT & communications, logistics, marketing & trade, garment, agriculture & forestry, fisheries, insurance, automotive, engineering & construction.

On top of that we have an already established and efficient Executive Team to run the daily business of ECCIL, and to, as well, support the Board.

The Board's mandate period is two years, and the focus of the work ahead will be set during the coming initial Board Meetings. Needless to say, we will continue the previous board's quest to make the Chamber financially self-sustainable by the end of 2023, and to achieve this with the ambition to not increase the member ship fees.

I would, in this connection, like to inspire all of you members to actively contribute to this objective by chasing up new members! Only one new member recruited per each present member would carry us more than half-way to financial break even!

Last, but not least, let us be reminded about the reason for our Chamber's existence!

***"The objects of ECCIL shall be to promote and increase business between LAO PDR
and Europe for their mutual benefit and for the benefit of the Members"***
(Articles of Association)

With this in mind, let us use the current downturn to prepare our Chamber for the time when traveling can start and investors and traders stand outside knocking on the doors of Lao PDR again!

Yours sincerely,
Peter

ECCIL news

04 03 BAF Introductory Session



"The BAF session that I attended was very informative and gave me the confidence to start inviting my clients to use BAF as support."

ECCIL EuroCham Laos organized an exclusive session for its members on "How to Grow Your Business" co-hosted with BAF, the Business Assistance Facility. Attendees had opportunities for asking questions on how their business can be supported or matched, what is the coverage and a step by step procedure as well as techniques for their application!

10 03 Workshop on Networking Skills



"Enjoyable workshop with good group exercise led by an energetic instructor – very informative"

Following the Workshop on "Negotiation Skills", we are very happy to have received very positive feedback from our attendees, we do hope they can apply best practices to network and pitch better.

Most key takeaway points from our attendees:

- Networking can be prepared
- Be more focused and direct
- 30s Pitch
- 7 Principles of Networking

25 03 Breakfast Talk on the Lao Credit Bureau



Together with its Platinum sponsor BSK – AIF Group, a Breakfast talk in the topic of the "Lao Credit Bureau Action plan" was conducted, attracting a crowd of more than 50 participants, including Banks, Leasing and Microfinance companies.

The Breakfast talk aimed at giving participants insights on how the Lao Credit Bureau will impact the lending landscape of Lao PDR.

26 03 Training on Digital Marketing

In the era of digitalization, participants of the Training on “Digital Marketing” were provided with fundamentals of Marketing, Digital Marketing tools, how to choose the most adapted one and how to evaluate the content delivery.



Upcoming Events

28 04 Webinar on “Trade mark Protection and Intellectual Property-Related Updates in Laos”



Jointly organised with the South-East Asia IP SME Helpdesk, the aim of this webinar is to improve awareness among EU SMEs and public & private stakeholders on the recent IP changes, as well as promote the need to improve their protection following EU best practices.

To register: <https://bit.ly/3scRzm3>

29 04 Breakfast talk on “Plugging into the future of EV in Laos”



Jointly organised with our Silver sponsor Jaguar Land Rover and the British Embassy in Lao PDR, panelists from public, private and development sectors, will discuss what is to be expected in Laos in terms of EV.

29 04 Networking reception sponsored by Laolive



Come and join us on this Spanish night with delicacies and wines from our member Laolive, meet our members and make new connections.

30 04 Training of Trainer



What would be your future plan in the organization you are working for? Do you like training or mentoring people? This course will give you guidance on how to conduct training programs and be a good trainer for your team, downline as well as your organizations.



Build the negotiation skills you need to transform competition into cooperation! If you are looking for a course that sharpens and strengthens your negotiation skills, this is right for you as the curriculum is designed to advance your competency and you can learn how building greater capacity to empathize, influence, and listen can lead to successful negotiations.



Following the success of the first Top Executive Meeting 2019, ECCIL EuroCham Laos together with the LNCCI, AmLaoBizz, Austcham Lao, BBGL, MBCL are proudly hosting the second Top Executive Meeting 2021. The event will provide participants an opportunity to create new contacts, gain new insights for doing business in Laos, and meet top government officials.



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MEMBERS CORNER

New Members



L'Adresse team has been in business for 10 years, offering "a unique touch of twisted French classic cuisine from organic Lao terroir delicacies".

L'Adresse welcomes you with comfy chairs, modern chic décor, a laid-back atmosphere and a warm welcome.



Tri Continental works on Design and Marketing on one hand; Consulting, sourcing and procurement in the field of hospitality on the other hand.

Members news

AIF Best Telecom Co., Ltd



Best Telecom Co., Ltd. was officially launched in the evening in March. The lead in ceremony were Mr. Khamkhit Xaysongkham, Director General of the Department of Communications, Ministry of Defense and Chairman of the Board of Directors of Best Telecom Co., Ltd.; Mrs. Kingphongneun Phoummasack, Managing Director of Best Telecom Co., Ltd. and CEO of AIF Group; Mr. Somdee Duangdee, Deputy Prime Minister and Minister of Finance. The ceremony was also attended by ministers, deputy ministers, director, generals,

and head of division from related authorities together with key person from AIF Group and media press.

AIF DroppinX



DroppinX is a brand-new business line that currently operates under AIF Group. DroppinX's service is to provide a market place platform and delivery service for all our vendors. In addition to serve our vendors, DroppinX also provides vendors application that shows all details of sale and number of interactions with users. Vendors are eligible to see their statistic of performance daily, weekly and monthly for future marketing usage.

MEMBERS CORNER

BFL



Our Platinum sponsor BFL signed a Memorandum of Understanding (MoU) with the Task Force Committee for Local Production Promotion, to provide LAK 2.1 billion to finance strategic developments in the Agriculture sector of the Lao PDR. This cooperation and project financing is particularly significant for both entities as it aims to encourage quality and effectiveness of local agricultural production, in order to ensure sustainability and growth of production, enabling competition with imported agricultural products. Moreover, this will facilitate the sufficient supply of local products to meet the domestic and

international demand. His Excellency, Mr. Athsaphangthong Siphandone, Vice Governor of the Vientiane Capital Municipality, represented the Task Force Committee along with Mr. Bounleua Sinxayvoravong, Deputy Minister to the Ministry of Finance and Mr. Lasay Nouanthasing, Director General, Department of Agriculture and Forestry of Vientiane Capital.

ANZ



ANZ's Institutional business has maintained its No. 1 position for overall quality in relationships across Asia for the fourth consecutive year, according to the latest Greenwich Associates Large Corporate Banking study. The independent annual survey also ranked ANZ Institutional as a Top 5 corporate bank in Asia for overall market penetration for the ninth year running.

ANZ Group Executive International, Farhan Faruqui said: "As we emerge from one of the most challenging years for the global economy, this recognition from our customers around the region is deeply appreciated and a testament to our continued focus on supporting

their business needs. Our network connecting 14 Asian markets remains a key differentiator and a competitive advantage, helping our customers with trade and capital flows between our home markets of Australia and New Zealand, and the region."

NTPC



Our Silver sponsor has moved! The team is now ready to welcome you in their new office space, nearby the Lao-German technical college.

MEMBERS CORNER

Members offers

AIF - BIC Microfinance Special offer



50% upfront fee for all unsecured loan products
Terms & conditions apply

For more information, please contact Ms. Souvanny at Souvanny.K@bicfinancial.com

Offer valid between April 2021 – 31 December, 2021

AIF - DroppinX



EXCLUSIVE ECCIL MEMBERS

1,000 Promo codes: **10%** discount
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Advertising opportunities for **4 members per month** without any extra cost Based on first come first served basis

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Prudential



Prudential is offering free financial consultation! Have you ever stopped to think about your financial planning? Have you ever imagined what would happen to your family and loved ones, if an unexpected event happens to you one day? Financial planning requires a portfolio of savings and protection tools, to keep you wealthy and healthy. Come to speak with our Prudential Financial Consultant at Banque Franco-Lao branches to find out more!

Member story - Interview of Xaysana Phommavongsay Country Manager of DHL Laos



Could you please tell us more about DHL Laos and yourself?

It's been 22 years for me here at DHL where I started to work as a pickup delivery staff. DHL is a very supportive company in terms of leadership. Finally I was promoted and became the Country Manager in 2015 until now. The strength of DHL is being an expert in air express with loads of experiences since its first started the business in 1969 in America. In 2002, the company has changed from America to Germany which turned it to be a European company.

In 1995, DHL has officially launched their business in Laos, until now it's been 26 years already.

Today DHL is well known among business people but not really popular for general public. The most important thing is DHL benefits from a network of 220 countries and territories around the world with high standard and same service quality. Our staffs are provided with the exact same training, so they have the same knowledge and skills in terms of services: for instance we have CIS (Certified International Specialist) programme for basic staffs for every of our network around the world and every division have their own CIS. For managers, we have CIM (Certified International Manager): every manager of our network will work on the same management standards. Therefore, it could be said that we are growing and going in the same direction so every of our staff could work anywhere of our network around the world.

We use the same system as our colleagues worldwide, including tracking system, customer service system and other process systems, we called that GSOP (Global Standard Operating Procedures).





How does your Company operates in the time of COVID-19?

It's been 26 years for DHL since its first establishment and we believe that DHL was among the first to arrive in Laos in terms of air express service with 100% investment infrastructure. We have everything in the same quality as foreign branches including tracking system, customer service system and other process systems, we called that GSOP (Global Standard Operating Platform).

The reason why we have survived without affected by

around the world while DHL was the one who helps connected with the readiness of infrastructure, well trained staffs, good network and we also have our own network flights, we were ready with the pandemic of COVID-19. Operations were disrupted a little bit during March and May 2020 by using commercial airline, we could finally brought our own plane to Laos, we used it once a week with the capacity of storage of 15 tons, our business could run smoothly afterwards. Until now, there is no other cargos could run the business, only DHL could do that. Even though we are a private company, we are proud to play a role in helping the country to keep working as smooth as possible.

As I have mentioned before, if we are ready, no matter what happens we will figure it out little by little. No matter what will happen, either the borders remain closed or finally open in the near future, our business will keep running like this. Foreign branches including tracking system, customer service system and other process systems, we called that GSOP (Global Standard Operating Procedures).



What is your strategy for the next 5 years?

In terms of strategy we have our 5 years management strategy. For 2020-2025 strategy, every country manager will receive both global and regional strategy. There are two main important points as following:

For the global one, we emphasized in three bottom lines. The first one we want to be is "Employer of Choice" means that we would like everyone in the world think of DHL as their first choice when thinking about a place to work, we would like to become a great

place to work. There are lots of activities in the Employer of Choice programme. Second is "Provider of Choice" means to become the supplier that everyone wants in terms of transportation and No.1 Logistic company in the world. Third one is "Investment of Choice", we also have DHL in the stock market, whoever want to be part of DHL could also buy the share in our stock market.

Our strategy focuses in employees, service quality and our investors. In addition, we also have four pillars which is the strategy in business administration. The first one is "Motivated people", if we do not motivate our staffs, this will surely affect the service quality, we believe in great service quality, which will bring us loyal customers. Once customers are here, this will provide us profitable network, we then leverage this profitable network to the investment of service quality.



This motto could be used in every kind of business or sector, as their way of administration.

2020 was a good year as customers have no other options available, but we are one part that could help them to keep moving forward and connect. For 2021, we need to sustain our service in 3 points. The first priority is the safety of our staffs. The second is service quality, we gained more customers because of that and we have to ensure continuously that even though we will have more customers, we keep providing great service quality. The last priority is our staff benefits, offering our staff the best while staying with us.

Do you have any expansion plans?

We will keep expanding our service to provinces, now we have in Luangprabang and just officially launched our business in Savannakhet. We have our own vehicle in the area but using other suppliers for transporting the products to Vientiane. The next target provinces are Xiengkhouang and Pakse. We plan to have more service points in Vientiane as well as other service points in the provinces especially in downtown area like Vientiane Center and Parkson for the customer to drop by. Expanding our business to provinces is to allow our customer with better and more comfortable service.

Why is being part of the European Chamber of Commerce and Industry in Lao important to you?

Most of our customers are foreigner especially garment factories which they mostly export their products to Europe. The reason we want to be part is we would like to see the movement of our customer, more members in order to build more networks. We also would like to know about the Europe's regulation of import-export. Additionally, we are European company, that is why we want to be part of ECCIL EuroCham Laos.

Is there anything you would like to suggest others in order to join ECCIL EuroCham Laos?

ECCIL EuroCham Laos is a good advisor for both European and Asian who interested to export the products to Europe which will provide advantages to their business. ECCIL EuroCham Laos has also been coordinating with government counterparts which allow us to know and inform members for the upcoming trend instantly.

Advocacy

Closed-door meeting with H.E. Ina Marciulyonite, EU Ambassador to Lao PDR



On 19 March 2021, the first closed-door meeting was successfully held at EU Delegation to Laos Office, Vientiane Capital. The meeting was chaired by H.E. Ina Marciulionyte, EU Ambassador to Lao PDR, and attended by ECCIL EuroCham Laos and its valued sponsors from various sectors.

The objective of the meeting was to provide an opportunity for the members to exchange with the ambassador in several areas, including EU priorities in 2021-2025 and rising opportunities for foreign investors. Our members had the occasion to share their challenges in these fields: customs, exchange rate and agribusiness.

Lastly, The EU Ambassador has committed to help deliver the message from EuroCham Laos members to the Government of Lao PDR, in order to address these issues, to make sustainable improvement in the mentioned topics not only for members but also for its future foreign investments.

Upcoming papers



ECCIL at Work

17 03

Celebration of the 111th Anniversary of the International Women's Day



Our Executive Director attended the celebration of the 111th Anniversary of the International Women's Day at the Lao Women Information and Museum center, under the theme of "Women in Leadership – Achieving an equal future in a COVID-19 World".

Ms Ayaka VU was invited to participate in the panel in the topic of "SMEs and ODOP Promotion for women", discussing with other panelists obstacles faced by Lao women entrepreneurs and how to overcome these challenges. It was a very insightful session that we were honored to participate in;

we do hope the audience also enjoyed the insights shared by the 5 panelists.

31 03

2021 General Assembly and election of the new Executive Committee

ECCIL has successfully held its Annual General Assembly, gathering our valued members. Mr Arnaud CAULIER, outgoing ECCIL's President has opened the General Assembly, before the Executive Director took over with the presentation of 2020 Activities and Financial reports, followed by the election of the new Executive Committee for the mandate 2021-2023.

The election was successfully conducted with the following results: meet our new Board!



EuroCham Network News

European Union Delegation to Lao PDR - Call for in-kind Corporate Sponsoring for Europe day



ສະຫະພາບ ເອີຣົບ
European Union

The European Union Delegation to Lao PDR is organizing its annual Europe Day reception on 9 May 2021 for which they may accept corporate sponsoring.

This event is an excellent opportunity for companies/organisations to promote their image, brands/activities through corporate sponsorship-collaboration with the European Union Delegation to Lao PDR.

Terms of reference: <https://bit.ly/3uRITDd>

If you find interest in the prospect of associating your company with this event, then please do not hesitate to reply to our call to email address delegation-laos-administration@eeas.europa.eu (link sends e-mail) by 30 April 2021.

Press Corner

How Laos is overcoming landlockedness and bolstering growth

Laos is one of the fastest growing economies in Southeast Asia. From 2010 to 2018, it realised the second highest compound annual growth rate (CAGR) in exports in the region, next only to Vietnam. The country's rapid growth in exports is more remarkable considering it is the only landlocked country in Southeast Asia. Read more: <https://bit.ly/2QkrFiU>

Laos Must Speed Up Reform To Maximise Benefits Of Railway: World Bank

World Bank economists have expressed support for the Lao government in speeding up economic reform and improving the business climate, as this will enable the country to maximise benefit from the Laos-China railway.

Economists at the international financial institution unveiled their views during the online launch of the latest economic update for East Asia and the Pacific on March 26.

Read more: <https://bit.ly/3tqwrld>

Job Board



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Discover Banking on Women solutions



Backing women in business to unlock sustainable opportunities

We support Lao women who run SME businesses

BFL Banking on Women is supporting Lao women entrepreneurs build a sustainable future for themselves and their families. To do so, we have developed an ecosystem of financing solutions, partnerships, and resources to ease women's access to finance and greater opportunities.

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Learn more at www.bfl-bred.com/banking-on-women

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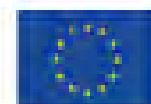
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