

ECCIL NEWSLETTER

Quarterly 2 . June 2021

ເຝິກອົບຮົມ: ການເຂົ້າເຖິງຂໍ້ມູນດ້ານການຄ້າອາຊຽນ
ແລະການເຜີຍແຜ່ຂໍ້ມູນການນຳໃຊ້ລະບົບ ASSIST.

ATR and ASSIST Outreach Event (Lao PDR)

23 June 2021, Vientiane, Lao PDR



BUSINESS ENVIRONMENT & NEWS

Protection of Cross Border
Products | 16

MEMBER INTERVIEW

Exclusive interview from
HENLAEW | 08

FACTSHEET

ASSIST & ATR instrument
| 11



Savan Logistics with ongoing improvement of the business opportunity
"Extend a new yard for internal and external customers"



CONTENTS

07 **ECCIL**
EuroCham Laos

TRAINING

EFFECTIVE COMMUNICATION



ECCIL
EuroCham Laos

LOOKING FOR INVESTMENT INCENTIVES IN LAO PDR?



13

04 MESSAGE FROM ECCIL

Message from President of ECCIL

05 ECCIL NEWS

Rountable meetings and Events in June

07 UPCOMING EVENTS

Detailed list of upcoming events

08 MEMBERS CORNER

Exclusive interview from HENLAEW, New Member of ECCIL

11 FACTSHEET

ASSIST & ATR Instrument

13 PRESS CORNER

New guidelines on obtaining investment promotion incentives

15 ECCIL AT WORK

EBOWWN Annual Meeting

16 BUSINESS ENVIRONMENT & NEWS

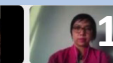
Protection of Cross Border Product

08

IndusTek



Speaking: reception@eabc.com.au (H...



14

EBO EUROPEAN BUSINESS ORGANISATION
WORLDWIDE NETWORK

A wide network covering markets in every continent and region, and growing ...

1. Argentina	24. Mali
2. Armenia	25. Moldova
3. Australia	26. Myanmar
4. Benin	27. Mongolia
5. Brazil	28. Nepal
6. Burkina Faso	29. New Zealand
7. Cambodia	30. Nigeria
8. Canada	31. North Macedonia
9. Chile	32. Papua New Guinea
10. China	33. Philippines
11. Dominican Republic	34. Russia
12. Ethiopia	35. Senegal
13. Ghana	36. Singapore
14. Hong Kong	37. South Africa
15. India	38. Sri Lanka
16. Indonesia	39. Sudan
17. Ivory Coast	40. Taiwan
18. Japan	41. Tanzania
19. Kazakhstan	42. Thailand
20. Korea	43. Togo
21. Laos	44. Trinidad & Tobago
22. Macao	45. Ukraine
23. Malaysia	46. Vietnam

THE EBO WORLDWIDE NETWORK: THE VOICE OF EUROPEAN BUSINESS ABROAD



Message From President of ECCIL

Peter Fogde
President of ECCIL

Dear Members,

In this number of the Newsletter, we are celebrating The First Decade of the European Chamber of Commerce and Industry in Lao PDR!

On May 3rd, 2011, ECCIL had its foundation General Assembly followed by the celebration of the Grand Opening on September 30. This historical event was held on the premises of the German embassy and attracted some 250 guests, among them representatives from the Lao government, ambassadors and European trade counselors, EU representatives, and leading members of the European and Lao business community.



A 10-year journey that has brought us to where we are today with 100 members from more than 18 different nations, whereof 11 European, representing significant foreign direct investment and employing more than 7,000 people. And it was just the 1st decade!

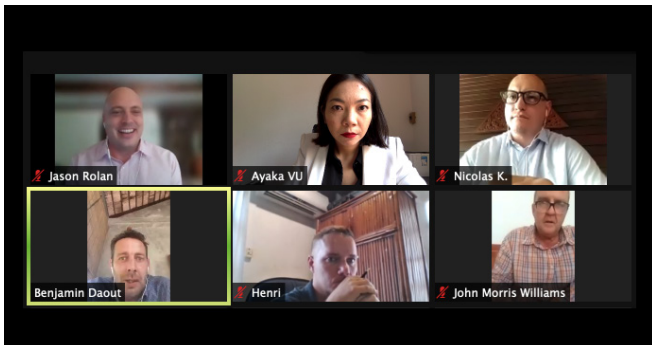
The National Green Growth Strategy to 2030, which was promulgated in 2019, forms a significant milestone in the Government's approach to economic development, seeking to deliver environmentally friendly, sustainable and socially inclusive growth. This opens up opportunities for Lao-European business, where European values, know-how, products and services are well placed to assist Laos in transforming from a linear economy based on exploitation to a circular economy based on renewable resources. Get mobilized!

During the Quarter, ECCIL took the initiative to a Chamber Cooperation on "Business Survey" to show trends impacting International Investments in Lao PDR. The initiative resulted in a five chambers/business groups virtual meeting which, I understand, was the first of its kind. A promising start to a future closer cooperation between the chambers.

Wishing you all a nice summer!
Peter Fogde

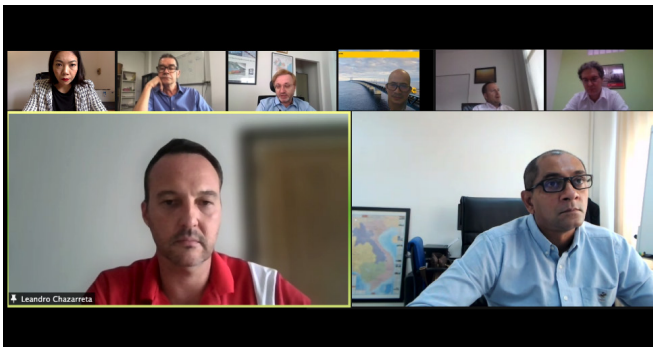
ECCIL News

03 06 Roundtable Meeting on “Hospitality & Tourism”



ECCIL EuroCham Laos held its first Roundtable meeting for the Hospitality & Tourism sector, one of the most affected by the pandemic. Attended by members and non-members, representing the three parts of the country, and development partners, we are appreciative of the active participation during this one-hour meeting.

10 06 Roundtable Meeting on “Import & Export - Trading, Logistics & supply chain”



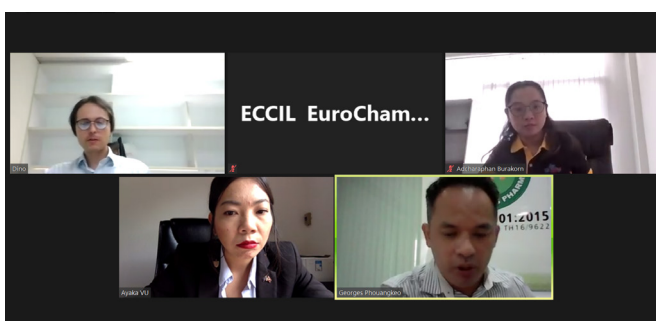
ECCIL EuroCham Laos held a roundtable meeting for “Import & Export - Trading, Manufacturing, Logistics and Supply Chain” sectors. The session was attended by companies operating in these sectors and moderated by one of ECCIL EuroCham Laos member and one board member. The Insightful views and exchange of information and experiences have provided to EuroCham take away points for a concrete set of actions to address the issues faced by the organisations.

21-25 06 Training of Trainer



A course that gave the participants guidance on how to conduct training programs and be a good trainer for their team, downline as well as their organizations. People from different background joined the course and learnt how to create a great workplace through training program, as well as method in developing the human resources.

25 06 Webinar on “Import of Pharmaceutical products in the new normal”



The speakers have provided the audience rich information from legal framework, process of registration to the practical key tips for importing pharmaceutical products and medical equipment. The speakers also answered questions from participants regarding challenging due to COVID 19 in healthcare sector as well.

Discover BFL business solutions



End-to-end financing solutions to support your business growth

There is a BFL solution for each of your business needs

Take advantage of the BRED way of banking ! To support your company's development, BFL provides end-to-end services to cover short and long term financing as well as innovative and secure payment solutions, so you can focus on your business growth.

To know how BFL can support your business projects and developments, contact us.

BFL is part of:



Learn more at www.bfl-bred.com

Upcoming Events

08 07 Panel Discussion on “Future of Electric Vehicle in Laos”



Partnered with our Silver sponsor, Jaguar Laos, and EV Lao, do not miss the event to discuss with our panelists as well as raising awareness on the projected market shift to electric vehicles in Laos, by engaging key policy makers, investors, and development partners, as well as commercial stakeholders through a panel discussion. We are aiming in bringing together interested parties and organisations whose work are linked to the automotive industry, commerce, and sustainability.

22-23 07 Training on “Effective Communication”



Communication at the workplace is very important to work efficiently and be productive in any organization. Employers who spend time and energy to create open communication lines will quickly create trust among employees, resulting in productivity, performance, and overall morale. Attend this training to boost your workplace's productivity rate.

27-30 07 Training on “Supply Chain Management”



Take this opportunity to learn how to effectively analyse supply chain options and choose the best strategies to fit your company aims. Learn the factors to consider when designing a supply network or a logistics partner. The different modes of transport will be covered with their relative pros and cons, and how to choose those most suitable one for the company.

17-20 08 Training on “Coaching in Leadership”



If you are looking to help those under you become more independent, take initiative and responsibility in your business or organization, coaching is a great way to get started.

As a leader you are always on the lookout for new ways to engage with your employees. Coaching is a great tool in your toolbox to help those entrusted to you develop their potential and thrive.

Member story - Interview of Philippe Bernes, HENLEAW



Could you please introduce your company?

Henleaw is a trading company importing quality products dedicated to the emergency and traditional cleaning industry. Either our own brands or authorized distributor, our cleaning product range is for both professional use & domestic use.

What are the biggest strengths of your company?

We have a very strong network of suppliers and manufacturers which support our business and our customers' business and which strive to provide us with continual improved quality products which are either Green Labelled or have absolutely zero toxicity in order to guarantee our customers that using our products will not have any impact on the environment.

What have been the biggest challenges to set up a business during the COVID-19 outbreak?

Back in 2020, the biggest challenges were to import in a very limited time our products to not affect our customers' demand as we work with a limited time frame to support our cleaning product. The second challenge was to indeed create or confirm a demand when everybody was in a budget restriction situation while waiting for better days to come. Hopefully, we don't have these challenges anymore thanks again to our supportive network.

How did your Company operate during the lockdown 2021?

Since Henleaw is still a SME, our organization is very simple: lots of outsourcing with partners who are working from home, lots of video-calling, less "on site" visits, and an adequate planning for demonstration and deliveries permitted us to still be operating today and now can foresee an encouraging Q3-Q4 for 2021 and beyond.

What is your business growing strategy for the next (5) year(s)?

Henleaw was started end of 2019. In SEA, 50% of start-ups last 5 years only, and almost one third among this remaining 50% can expect to reach 10 years. So we aim at completing this first round of 5 years and aiming at 5 more by continuing trusting our network of suppliers, manufacturers and more importantly listening to our customers demands.

What are the reasons behind your decision of joining ECCIL EuroCham Laos?

We joined ECCIL in 2020. As a young company we were looking for a strong and organized structure to support our growing business here in Laos. ECCIL has demonstrated at multiple times their ability to guide and support us, via its members' networking events, but most importantly with their professional training adapted for our team's need, dedicated events of specific subject, and finally when representing the ECCIL members' voice when we were facing issues with local authorities and regulations

How can ECCIL Eurocham Laos help you to overcome some of your challenges?

Keep-up your hard work and dedication to support ECCIL members, and continue representing our interests and report our issues to higher Lao Government level to help us to be even more competitive and sustainable.

Members News & Success stories

BFL BRED Group will finance \$10 Million to the Lao Holding State Enterprise (LHSE)



This project financing is a subsequent of the first agreement between BFL and LHSE, which has seen the bank disburse an initial \$10,000,000 in September 2020 to finance strategic developments in the Energy sector of the Lao PDR. This additional financing agreement is particularly significant for both entities as it further strengthen the development of The Lao PDR through sustainable, long term financial solution. This ceremony was represented by Mr. Arnaud Caulier, CEO of BFL and Mr. Manasinh Vonsay, General Manager of LHSE.

J&C Group came up with the “Save Lives, Save Laos” project



Our member J&C Group implemented this project to support the local community in these difficult times. J&C Team has decided to produce face masks promoting Laos and “laoness”. As the masks are produced locally, it creates employment and also saves lives in the process. In addition, with all proceeds being donated to organizations supporting the fight against COVID-19 (for example Street food projects etc), even more lives shall be saved!

Unilever Laos contributed 44.6 million LAK to support GoL tackles the COVID-19 pandemic



Our member Unilever Laos contributions include 11,000 pieces of essential foods, personal care and home care products. So far Unilever has contributed more than 490 million LAK or 53,000 USD worth essential foods and hygiene products and 10 Ventilators to Ministry of Health and some organizations in Laos in their fights against the pandemic. Unilever is committed to continuing our collaboration with the Laos Government and relevant organizations to help stop the spread of the pandemic in the country.

Prudential Laos and Lao Red Cross distributed supplies to help people affected by flood in Xayabury



Our silver sponsor, Prudential Laos's CEO had a chance to engage with Dr Phouthone Muongpak, the newly appointed president of Lao Red Cross. The discussion included exchanging ideas of collaboration to raise awareness in the prevention and management of killer diseases COVID-19 and also the distribution of needed supplies to the people of Xayabury province where more than 3000 people were effected by the floods caused by recent torrential rain.

Civitas is stepping up to the plastic free July challenge



Our member Civitas has pledged to say no to single use plastic both in the office and in the field (a challenge indeed). They are aiming to become a plastic free organisation.

Sponsors & Members

It is our pleasure to welcome Industek as our new Silver sponsor

Silver sponsor:



Founded in 2016, IndusTek is a leading supplier of safety equipment, supplies and the largest supplier of general protective equipment and industry chemicals in Lao PDR.

Members Offers

Exclusive offer!

Our Gold sponsor Crowne Plaza Vientiane provides an exclusive quarantine package rate for ECCIL EuroCham Laos' members. Receive a 5% discount on a starting rate of only 90 USD per night with an all-inclusive meal plan for the mandatory 14-day stay.

Book now by calling Crowne Plaza +856 21 908 888 or email vientiane.reservation@ihg.com

Or contact us at contact@eccil.org



FACTSHEET - ASSIST & ATR

ASSIST - ASEAN Solutions for Investment, Services and Trade

What is “ASSIST”? ASSIST is an online, non-binding and consultative mechanism for ASEAN private sector to find solutions in relation to intra-ASEAN cross-border trade issues by lodging complaints to ASEAN Governments. Facilitate by 5 key actors: ASEAN Enterprise (AE), The Central Administrator (CA), Home Contact Point (HCP), Destination Contact Point (DCP) and Responsible Agencies (RAs).

Process of filing a complaint

1. The ASEAN Enterprise submits a complaint on the ASSIST website; Or it can be the ASEAN-based association, chamber of commerce, business council, business federation, or registered lawyer or law firm that is representing the ASEAN Enterprise



NON-ANONYMOUS



ANONYMOUS



ANONYMOUS

In case of anonymous complaints, the complaint will be filed using those representative entity's business registration number and no information on the actual ASEAN enterprise need to be revealed to the Home and/or Destination Contact Points

2. The CA reviews the complaint and may return it to the ASEAN Enterprise (or to the representative entity, in cases of anonymous complaints) for possible amendment and re-submission, if necessary;
3. When accepted by the CA, the DCP reviews the complaint and may reject it if it considers that ASSIST is not the appropriate forum for consultation or if it does not wish to address it for other compelling reasons. In this case, a justification must be given;
4. If the complaint is accepted by the DCP, the RAs in that country will search for a solution to the issue;
5. DCP reviews a solution, if the solution can be proposed, it will be notified by the CA to the complainant and to the Home Contact Point;
6. The ASEAN Enterprise (or the representative entity, in cases of anonymous complaints) may accept the proposed solution or reject it.

Note: ASEAN Enterprises can expect practical solutions to be found through ASSIST in 20 to 50 working days maximum from the date of acceptance of the complaint by the Destination Contact Point.

ATR - ASEAN Trade Repository

What is “ATR”?

ATR is an electronic tool which provide a single point of access to public on the National Trade Repositories (NTRs) of each ASEAN Member States. ATR is intended to provide transparency on the trade, customs laws and procedures of all ASEAN members.

What are the topic that we can access through ATR?

The trade-related information accessible through the ATR is organized based on nine topics including:

1. Tariff nomenclature;
2. MFN tariffs, preferential tariffs offered under the ATIGA and other Agreements of ASEAN with its Dialogue Partners;
3. Rules of origin;
4. Non-tariff measures;
5. National trade and customs laws and rules;
6. Procedures and documentary requirements;
7. Administrative rulings;
8. Best practices in trade facilitation;



Donation to Vientiane Rescue



Thank you: Aquatic Development Company (ADC) | Bollore Logistic | Burapha Agroforestry | Civitas | J&C Group | Mascot International Laos | Petrotrade | Savan Logistic | Stora Enso | Peter FOGDE | Team Europe | All anonymous donation

The total amount for Donation is LAK 39,379,499 with USD 2,700

Press Corner

Laos has issued important new guidelines on obtaining investment promotion



Laos has issued important new guidelines on obtaining investment promotion incentives in the country. The Instructions on the Promotion of Investment Incentives concerning the State Land Rental and Concession Fee, which was published in the Lao Official Gazette on May 28, 2021, supplement the Law on Investment Promotion of 2016 by clarifying procedural requirements for general investment requirements, obtaining an incentive certificate, activity-specific requirements, and zone categories for various districts.

Laos' trade deficit exceeds US\$54 million in May 2021



The Ministry of Industry and Commerce revealed the record of US\$54 million trade deficit of May through its website, Lao Trade Portal. The value of imports is at US\$479 million while exports valued at US\$425 million. The largest market of exports goes to China, Vietnam, Thailand, Switzerland and Germany respectively. The main export products are copper ore, bananas, mixed gold, cassava, clothes, raw coffee, sugar, rubber, fruit and sawn wood. The main imported products are vehicles, electrical devices and equipment, diesel, mechanical equipment, steel products, beverages, auto parts, plastic products, fertilizer and food

Lao Government tightens rules on import of cargo trucks



The move has been drawn up by the Department of Import and Export, Ministry of Industry and Commerce to prevent illegal practices regarding to technical information relating to the condition of trucks reported for instance second-hand vehicles being classified as new and duplications of engine serial numbers during the registration of imported trucks. Businesses wishing to import heavy equipment as listed by the Transport Department of the Ministry of Public Works and Transport are required to obtain a technical certificate for the import of vehicles and register them with the

Transport Department for inspection to guarantee that those vehicles have never been registered in Laos.

Job Board

Our members are looking for successful candidates for the following positions:



Deputy Production Manager
Burapha AGRO-Forestry Co., Ltd

Vientiane, Lao PDR



Supervisor, Credit Control
DKSH LAOS Company Limited

Vientiane, Lao PDR



Distributor's Profitability & Standard Assist Manager
Unilever Services Laos(Sole) Co., Ltd

Vientiane, Lao PDR




CROWNE PLAZA
AN IHG® HOTEL
VIENTIANE

**STAYCATION
AT CROWNE
PLAZA
VIENTIANE**

CALL +856 21 90 8888



600K LAK PER
NIGHT

ECCIL at Work

21 & 23 06 EBOWWN Virtual Annual Meeting



Our Executive Director participated in a EBOWWN (European Business Organisation WorldWide Network) virtual Annual meeting with 46 active EBOs across the World. Mr. Jason Collins, has shared with the audience reports from the Board and Regional clusters, as well as their strategies. We are especially excited with the ASEAN cluster strategy, which will reinforce links and activities between the 9 EuroChams of the region.

23 06 ATR & ASSIST Meeting



The event was co-held by the Lao Business Women's Association (BWA) together with the ARISE Plus Team; ECCIL EuroCham Laos' President was one of the co-chair of this event, together with the President of the Lao Handicraft Association and the President of Lao SME Association. The main purpose of the event was to introduce two trade instruments, ATR & ASSIST in line with ATIGA:

24 06 Executive Committee Meeting



ECCIL EuroCham Executive Committee held the 80th Board meeting, sharing reports and progress on advocacy, business development, as well as to discuss strategy for trade & investment promotion and CSR, and how they will be translated into actions.

Business Enviroment & News

Protection of Cross Border Products

Under the new agreement No. 0451/MoI.C.IEDept, dated on 14 June 2021, imposed by the Ministry of Industry and Commerce on the Protection of Cross Border Products defines principles, regulations and measures regarding the protection of cross border products through Lao PDR with the purpose to enable convenience of cross border products as well as to ensure those measures to be well aligned with laws, rules, convention and international conventions that Lao PDR is the party. The term “Protection of Cross Border Products” means monitoring, inspection and approval of transportation of goods from country of origin through Lao PDR to country of destination.



The agreement applies to individuals, corporation, internal and international entities working related to the transportation of goods through Lao PDR. Those who needed the permission must fall under two conditions as following:

1. Enterprises with registration certificate and permitted to operate businesses related to import-export of protection products under laws and regulations of Laos;
2. Enterprises with no business registration certificate in Laos but would like to transport protection products through Laos are required to assign their own representative allowed to operate businesses related to import-export of protection products in Laos to work on paper works instead of the owner.

Documents to prepare for the approval



1. Application form from the Department of Import-Export;
2. Copy of business registration certificate and business operating license;
3. Copy of invoice and packing list;
4. Confirmation letter of export from country of origin, import from country of destination or contract between partners from country of origin and country of destination;
5. Attorney letter from the owner of products in case of giving permission to others to work in terms of paper works.



ກຸ່ມບໍລິສັດ ເອໄອເອັຟ **AIF GROUP**

- Financial Services
- Telecom and IT Solution Services
- Energy & Utilities
- Precious Metal
- General Trading
- Construction
- Hospitality
- Agriculture
- Property Development
- Specialized Equipment, Vehicles
and Construction Materials Supply



AIF GROUP



AIF GROUP



www.aifgroup Laos.com

528 Nongbone Rd, Naxay Village, Saysettha Dist, Vientiane Capital, Laos

Phone: (+856 21) 264-918, 264-423 Fax: (+856 21) 264-917 Website: aifgroup Laos.com

Thank you to all Sponsors

Platinum Sponsors



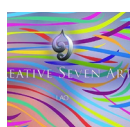
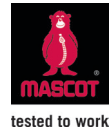
Gold Sponsors



Silver Sponsors



Thank you to all Members



And to all our Junior Members

Advertise With Us!

DOES YOUR BUSINESS NEED ATTENTION?

ECCIL offers you opportunities to promote your business across all of our communication channels

**Contact us on :
contact@eccil.org**



MAKING EUROPE THE PREFERRED **BUSINESS PARTNER** OF LAO PDR

☎ +856 21 264330
✉ contact@eccil.org
🌐 www.eccil.org

 ECCIL
 EurochamLaos