



CCI FRANCE MYANMAR

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2020 ACTIVITY REPORT

Together, we are stronger



Who we are...

25 years in Myanmar...

AFMA, the French Myanmar Business Association, was born in 1996.

In 2013, we became CCI France Myanmar, the French Myanmar Chamber of Commerce and Industry, the 113th Chamber of the CCI France global network.

...and counting

Our missions

We support all our Members in every way to develop their activities in Myanmar.

We also offer services to help foreign companies to invest, and set up a business in Myanmar.

Finally, we aim at developing trade relations between France and Myanmar, by supporting French companies investing in Myanmar, by promoting in France the opportunities offered by Myanmar.

Our team

Our team of 8 professionals (7 in Yangon + 1 in Mandalay) is at your service to help you to develop your activities in Myanmar.



1st
Western Chamber registered in Myanmar

60+
Business events & training per year

200+
Companies supported every year

Our Board of Directors



President
Sarah Lubeigt
Country Manager
Bioderma



Vice-President
Jérémy Damloup
Director
Akhuka



Vice-President
Su Su Tin
Managing Director
Exo Travel



Treasurer
Marc Guyonnaud
General Manager
AGS Four Winds



Secretary General
Pierre Guédant
E&S Manager
EDF



Board Member
Aye Mi Khing
General Manager
Peugeot



Board Member
Philippe Battlé
Country Manager
Accor



Board Member
Karen Boesen
General Manager
Total E&P Myanmar



Board Member
Nicolas Delange
CEO
Yever



Board Member
Ei Khin Khin
Managing Director
Banyan Services



Board Member
Jeff Gine
Director
MLR Services



Board Member
Eddy Jabnoute
Director
Audier & Partners



Board Member
Julien Le Roux
Managing Director
Berim



Board Member
Joris Thomas
Country Director
Byma

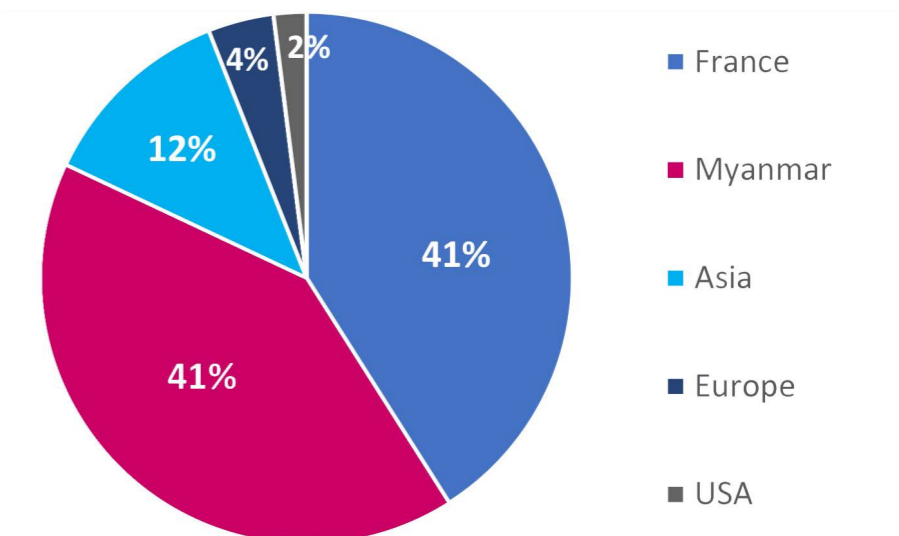


Board Member
Ye Myat Min
CEO
nexlabs

Our 150+ Members

Professionals of 12 nationalities from all sectors to extend your NETWORK

France	61
Myanmar	62
Singapore	8
Thailand	7
Hong Kong	4
UK	3
USA	2
South Korea	2
Germany	1
Spain	1
Indonesia	1
Ireland	1



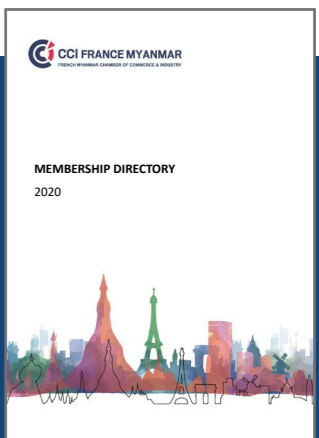
All sectors

Agriculture	1%	Public organisations	2%
Banking, Finance & Insurance	6%	Supply & Procurement	3%
Consulting & Business Services	9%	Telecommunications & IT	6%
FMCG	6%	Transport & Logistics	5%
Hospitality & Tourism	15%	Energy	5%
Industry & Manufacturing	5%	Construction & Engineering	11%
Legal Services	5%	Healthcare & Medical	9%
Media & Communication	5%	Others (Real Estate, Education...)	8%

Learn more about our Members

Download our Membership Directory for free on our website or visit the individual presentation pages of our Members on:

WWW.CCIFRANCE-MYANMAR.ORG



How we support our Members

Free
Contacts, news, communication, advocacy, support



A private workspace for our Members

CCI France Myanmar launched its own private and secured Slack workspace in March 2020.

This forum allows all our Members and their teams to contact each other directly via messages or video calls.

They can also share news, information, files and promotions about their companies and activities, and discuss in topic-related channels.

Finally they have unlimited access to all the business intelligence shared by our team, including:

- Our Membership directory
- Latest news about the Covid-19
- Calls for tenders
- Weekly press reviews
- CVs of candidates
- Publications and reports
- Calendar of events and training
- Discounts for Members...



New services launched in 2020 in response to the Covid-19 pandemic

Support on cashflow

The economic crisis resulting from the pandemic has dramatically impacted our Members. In order to support them in these difficult times, we are now offering them the opportunity to **pay their membership fees in 3 to 6 installments**, without additional cost.

In addition, we are also offering a minimum **30% discount on their membership fees to any Member introducing new Members** during the year. The discount is incremental.

Support on administrative processes

We collaborate closely with Myanmar authorities, especially the Myanmar Embassy in Paris, to facilitate the return of French nationals and other Members to Myanmar during the pandemic.

We are also developing long-term discussions with the FDA to improve and ease the import processes, which have been disrupted by the pandemic.

Finally, we engage with DICA, UMFCCI and other administrations to forward them requests from our Members.

Promotion of Members

We put our business network at the disposal of our Members, to promote their services and introduce them to new prospects and potential clients.

Our new **online Service Request Form** is a one-stop gateway for companies looking for services in Myanmar. The requests are forwarded to all Members offering the services so that they can directly send their proposals.



Finally, in addition to sharing news about our Members, we have also recorded and posted **Speak Up! podcast interviews** to advertise their companies.



How we support our Members

Discounts
on all our services and training

4
Members Committees



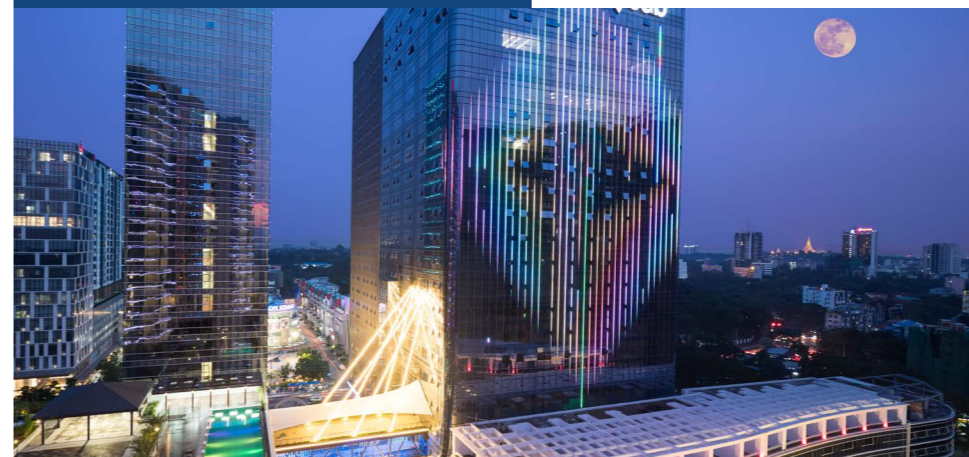
A new business cluster at Times City

We have negotiated attractive conditions with Times City for us and for our Members.

Thanks to this, **CCI France Myanmar and 14 other companies** moved their offices to Times City at the beginning of 2020, enjoying all the facilities and advantages offered by this new luxurious business and shopping complex.

The HUB France Myanmar brings together the following companies and organisations: Action Contre la Faim, Archetype, Audier & Partners, Berim, Bioderma, Dentons Rodyk, EDF, ERA Myanmar, Havas Riverorchid, JDI Engineering, nexlabs, Schneider Electric, TOA Paint, and Ulink Assist.

Networking opportunities will be increased by the presence of the tenants of our Business Centre and by the organisation of events and training in our new conference room.



Activities of our Members Committees

Human Resources

In collaboration with the Members of our Human Resources Committee, we have published, in June 2020, the third edition of our **Myanmar Salary Survey**.

This free publication compiled the data collected from more than **500 companies**.



Made in France

We organised, in August 2020, the first edition of our **French Beauty Week**, at Beauty Diary.

This operation promoted **5 French brands**: Bioderma, Evian, Garnier, L'Oréal and Yves Rocher. It gave way to an official inauguration with H.E. Mr. Christian Lechervy, Ambassador of France to Myanmar.



We also published two editions of our **Catalogue Made in France**, listing and advertising all the French products and food items sold online and delivered by our Members. This operation aimed at supporting brands, shops and restaurants which were impacted by the lockdown, while complying with safety measures.

Our online events & training

70+
Business events & training per year



Our professional training go online

We have organised **15 professional training sessions** in 2020 for more than **160 participants**.

To adapt to the pandemic, all our training programs are now taking place online on Zoom or Teams.

In addition to offering custom made on-demand training to companies, our catalogue covers 25 fundamental professional skills, to help companies to develop their activities: cognitive skills, communication, digital, language skills, management, marketing, sales, and other soft skills.

Regular face-to-face training will resume as soon as the conditions allow it, in our new dedicated training room at Times City or on our clients' premises. Yet, we will continue to offer companies the opportunity to organise the training for their employees online.

Our new partners

Following our decision to move our services online, we partnered up with training centres in Myanmar and abroad (Korea), to offer new innovative modules and programs.



Luxury Business Institute (Korea)



MLR Legal & Tax Services (Myanmar)



Parami Insitute (Myanmar)



Wall Street English (Myanmar)

Our main events in 2020

3,000+
Participants in 55 events

55 events for 3,000+ participants in 2020

12 Networking events

Despite the pandemic, we have managed to organise 12 networking events in 2020, including

- **5 networking cocktails** and wine tasting events with other Chambers and organisations (New Zealand, European Chambers...)
- **3 Business & HR Talks**
- 1 AGM
- 1 online forum in Asean with video B2B meeting
- 1 French Beauty Week
- 1 cocktail with the French MEDEF delegation

43 Zoom webinars

Following the safety measures implemented in response to the pandemic, we have moved our events online.

In 2020, we have organised **42 Zoom webinars**, all of them **free of charge for our members**, on a broad range of topics: information on Covid-19, business related issues, legal matters, human resources, and 2 French Ambassador's Brief.

In addition to this, we also organised **6 online events for clients and Members**, as part of our new business services.

January 2020

Our 2019 **Annual General Meeting** took place at the Mercure Kaba Aye, with **70 participants**. It gave way to the election of the new Board of Directors.



February 2020

The **inauguration of the HUB France Myanmar** and of LeBooster Yangon brought together 40 participants at Times City, in the presence of H.E. Mr. Christian Lechervy, Ambassador of France to Myanmar, and a French delegation from MEDEF International.



We also organised the **first Wine & Cheese Afterwork** event in our conference room at Times City, in partnership with JM Wine. This degustation of French wine and cheese allowed 30 participants to meet face-to to network and discuss business.



The 3rd edition of our friendly networking **Wine & Cheese Tasting Competition** with the New Zealand Chamber of Commerce, took place at Le Cellier (Novotel Yangon Max), with **80 participants**.



August 2020

The first edition of the **French Beauty Week** brought together **5 French brands** (Bioderma, Evian, Garnier, L'Oréal and Yves Rocher) at Beauty Diary. The inauguration took place with H.E. Mr. Christian Lechervy, Ambassador of France to Myanmar.



The 2nd **French Ambassador Brief** in 2020 was delivered online to 35 of our Members by His Excellency Mr. Christian Lechervy, who gave an update on the Covid-19 situation and on the bilateral relations between France and Myanmar.



October 2020

5 French Chambers (Cambodia, Malaysia, Myanmar, Singapore, Thailand), organised the **1st Healthcare B2B Forum in Asean**. This first regional event, took place online with **140 participants from 6 countries**, including France. It focused on the health sector, and gave way to workshops and to video B2B meetings between participants directly on our platform.




December 2020

Our 2020 **Annual General Meeting** took place online, on Zoom, and brought together 60 Members. 4 new Directors were elected.

Our business services



Our business services



A brand-new business centre at Times City

We have moved our office and business centre from Parkside One to the 16th floor of Times City, in January 2020.

With this move, we managed to double the capacity of our business centre to up to 40 persons. We can now offer a wide range of services, from individual hot-desks in our open space to closed offices for 2, 4 and 6 persons.

In addition, we now have a separate fully-equipped training/conference room, with a capacity of 30 persons, which completes the 2 meetings rooms which are accessible to free for our tenants.

LeBooster Yangon hosted 11 companies in 2020, including companies using our virtual domiciliation service: Acteus, bioMérieux, Bred Bank, Freyssinet, Groupe SEB, Luma, MLR, My Good Assistant, Myanmar Assistance, Razel-Bec, Vinarco.

In addition to our services, they can all enjoy the networking opportunities offered by the HUB France Myanmar.

Explore new opportunities online and from your country of origin

Online prospection services

In response to the Covid-19 and to the restrictions on international flights, we have **launched new E-missions**, allowing companies outside of the country to prospect the Myanmar market.

Our online E-missions include sourcing missions, market studies, matchmaking and research of partners, and video meetings with prospects, with the support of our team or of a translator if necessary.

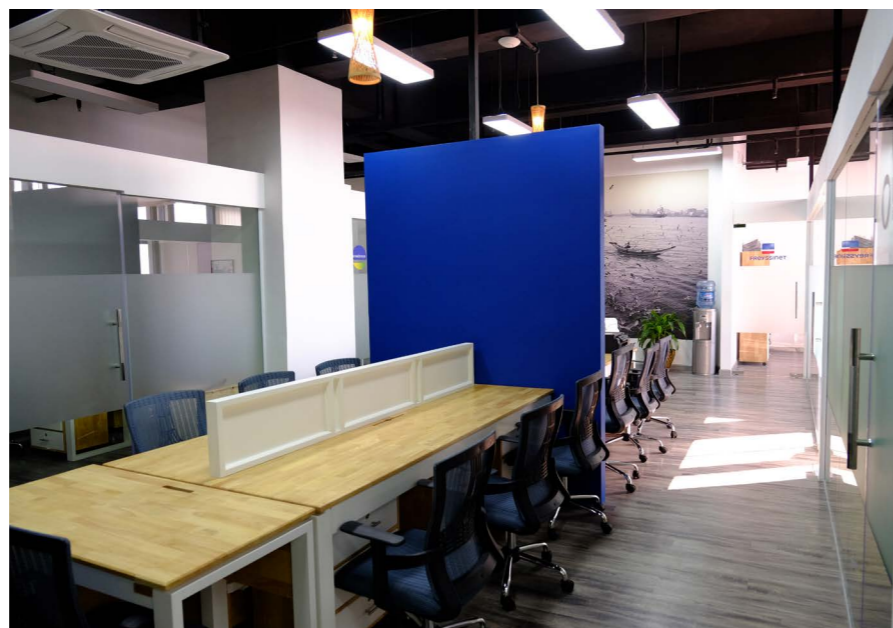
In addition to helping our clients to develop their activities during

the pandemic, our E-missions lead to dramatic gain in terms of time, resources and costs.

HR services

The pandemic has prevented investors to come and set up a company in Myanmar.

Because of that, since Myanmar laws forbid to do business in the country without being registered, several companies based abroad use **our recruitment and wage portage services to employ teams locally**, so that they can start their projects or develop their sales without any further delays.



The gate to Mandalay

We keep developing our business centre in Mandalay, which hosted 3 tenants in 2020: Bioderma, Lithan and MyWorld.

Located in the vibrant commercial district of Mingalar Mandalay, we offer affordable and flexible all-inclusive solutions to companies wishing to develop their business in Mandalay with a small full-time team, without opening an office.



Our services include furnished hotdesks or closed offices, Wifi, meeting rooms and direct support from our team on site. We also offer our Members a free limited and punctual access to hot-desks and meeting rooms during their business trips to Mandalay.

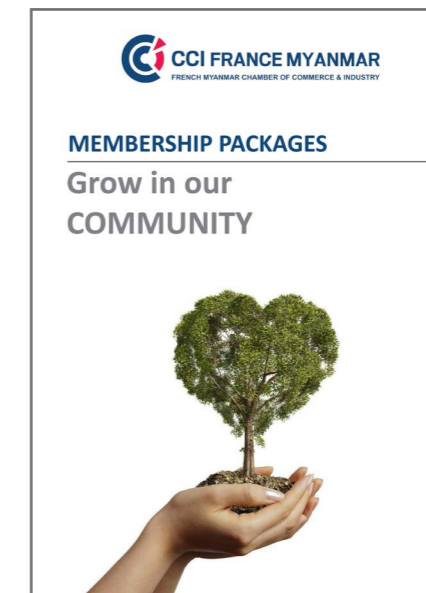


Communication: more information, contacts & visibility for our Members!

Publications

In 2020, we published for the first time our **Catalogue of Services**, in French and in English, as well as a brochure promoting our **Membership packages**.

The document provided a critical support to our Members during the crisis. Following this success, we have launched a second and **special Christmas edition** of the Catalogue, in December 2020.



In addition, in June 2020, we published the 3rd edition of our **Myanmar Salary Survey**, compiling data from **500 companies**.

In August 2020, we launched the first edition of our **catalogue Made in France**, promoting French products available on delivery in Yangon during the lockdown from **16 restaurants, companies and retail shops**.



Our audience

- 150+ Members
- 2,500+ business contacts
- 3,000+ readers of our newsletters
- 60,000+ visits on our website
- 20,000 followers on Facebook
- 10,000 followers on LinkedIn
- Website translated in 3 languages (the only Chamber to do so in Myanmar)

MANY THANKS TO OUR PARTNER MEMBERS

OUR PARTNER MEMBERS



FOLLOW US



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