



**CCI FRANCE MYANMAR**

FRENCH MYANMAR CHAMBER OF COMMERCE & INDUSTRY

# Activity Report 2023

“

*Together, we are stronger*

”



# Who We Are...

## 25 years in Myanmar...

### A Record of Growth and Success

- The **French Business Association** was born in **1996**
- Changed into **Association France Myanmar des Affaires (AFMA)** in **2004**
- In **2013**, AFMA became **the 113th Chamber** of the CCI France global network and officially as **CCI France Myanmar (FMCCI, the French Myanmar Chamber of Commerce & Industry)** in **2014**
- In **2017**, signed an MOU with UMFCCI, and achieved **APAC Small Chamber Award** by the International Chamber of Commerce and **Best Performing Chamber** by CCI France International
- Initiated the first **“Myanmar Young Entrepreneurs Awards“** in **2018**, aiming to promote and encourage sustainable entrepreneurship and innovation in Myanmar
- Introduced **“Come to Myanmar Video Competition“** in **2019**, in order to boost Myanmar Tourism
- Initiated the **Myanmar Salary Survey** in **2018**, conducting it annually until **2021**, and then upgraded it to an enriched version, the **Myanmar HR Survey**, in **2023**

**1<sup>st</sup>**  
Western Chamber  
registered in  
Myanmar

**300+**  
Companies  
supported every  
year

**45+**  
Business events  
& training per  
year

And Continue to serve French and Myanmar businesses currently...

# 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 Board of Directors



**PRESIDENT**

**Nicolas DELANGE**  
CEO  
Yever



**VICE-PRESIDENT**

**Sandar PO**  
Managing Director  
Beauty Treasures Co.,Ltd.



**VICE-PRESIDENT**

**Pauline DUMAS**  
Director  
CMA Ships Myanmar



**TREASURER**

**Eric GLOVER**  
Executive Director  
E3E



**SECRETARY GENERAL**

**Eddy JABNOUNE**  
Director  
APFL & Partners



**BOARD MEMBER**

**Arnaud de RUFFRAY**  
Director  
FMIDecaux



**BOARD MEMBER**

**Charles BOUHELIER**  
Managing Director  
Artelia Myanmar



**BOARD MEMBER**

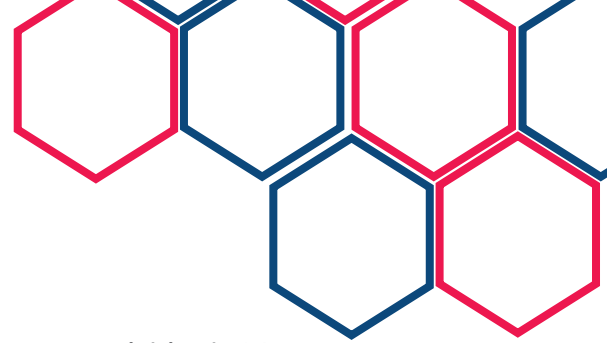
**Mahesh K BHANDARI**  
Director  
uab



**BOARD MEMBER**

**Jerome STUBERT**  
General Manager  
Novotel Yangon Max

# Our Team



Our team of **6 professionals** is at your service to help you to develop your activities in Myanmar.



**Taryar Ahnt Kyi**  
Chief Executive Officer  
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**Kay Thwel Htun @ Katherine**  
Membership & Communications Executive  
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**Zar Nay Khin @ Sora**  
Business Development Officer  
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**Mai Poy Poy Htet Moe Myint Mo**  
Finance & Admin Officer  
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**Ei Thazin**  
Digital Marketing & Creative Officer  
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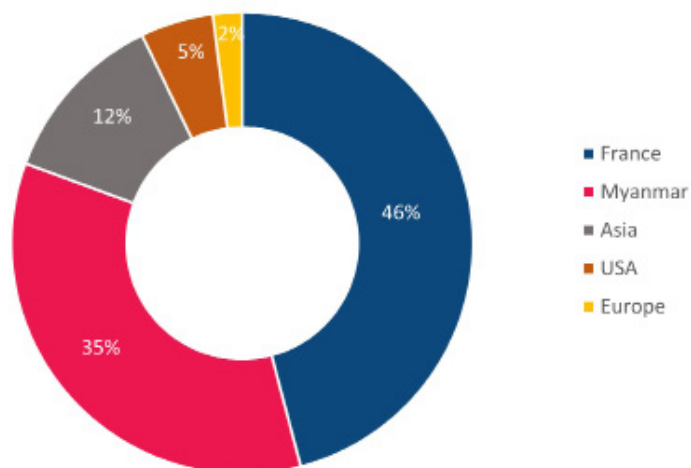


**Saw Pho Se**  
Admin Assitant

# Our Members

Professionals of **8 nationalities** from **all sectors** to extend your **NETWORK**

<b>France</b>	<b>46%</b>
<b>Myanmar</b>	<b>35%</b>
Singapore	8%
Thailand	3 %
Hong Kong	1 %
USA	5 %
Switzerland	1 %
Germany	1 %



## The 18 sectors by Percentage

Agriculture	3%	Hotel & Tourism	8%
Banking, Finance & Insurance	12%	Industry & Manufacturing	1%
Construction & Engineering	5%	Legal Services	5%
Consulting and Business Support	7%	Media, Communications & PR	4%
Education	3%	NGO	5%
Energy	4%	Others (Real Estate, Security, Environmental, Embassy)	10%
FMCG	4%	Supply & Procurement	4%
Healthcare & Beauty	3%	Telecommunications & IT	6%
Healthcare & Medical Equipment	10%	Transport & Logistics	6%

# Our Main Events in 2023



## January 2023

We started 2023 with a great opportunity to connect among HR professionals at Mercure Yangon Kaba Aye. This **HR Networking Event** attracted **116 participants** from various companies and sectors to build relationships and expand their network in the same context. It also featured the launch of the Myanmar Salary Survey 2023.



## February 2023

In partnership with ERA Myanmar, the **Communication Landscape event** gathered 48 participants at Novotel Yangon Max. It explored the changes in traditional and digital media, the effective use of touchpoints, and the importance of integrated touchpoints for brands, considering the media habits of (consumers or customers) in Myanmar.



## May 2023

The **French Ambassador Brief** in 2023 was taken place in the Embassy of French in Yangon. 22 of our Members received an invaluable chance to meet in person with His Excellency Mr. Christian Lechervy, who shared his vision of the situation in Myanmar in this session.



## June 2023

With **232 participants**, we mainly organized the **Joint Chamber Networking** at Novotel Yangon Max. It provided an opportunity for all attendees to discover potential business ventures and establish meaningful connections.



## July 2023

Our **Extraordinary General Meeting** was held at Novotel Yangon Max where we covered some important topics such as the election of a new Board Member, the selection of Audit Firm and the amendments to our constitution with 46 participants.



## September 2023

The event **“Revitalizing Hospitality Industry: Road to Recovery”** at ParkRoyal Hotel attracted 37 participants. We created the atmosphere to learn valuable insights from the speakers on how to improve the industry’s future.



## August 2023

**“The Banking Solution: Enabling Business Resilience and Growth”** event, held at Chatrium Royal Lake Hotel with 45 participants, offered a thorough insight into Myanmar’s vibrant banking sector, equipping attendees with the latest developments in the industry.



## November 2023

This traditional French Wine Festival, **Beaujolais Nouveau 2023**, happened at Novotel Yangon Max where total **106 participants** enjoyed the harmonious blended moment of the vibrant cultures of France and Myanmar.

# Our Key Webinars in 2023

In 2023, we organized **20 webinars** on different topics, with a total of **900 attendees**.



## March 2023

We hosted a Panel Discussion on **"Empowering Women: Business Growth of Myanmar"**, where the panelists discussed their experiences and solutions to overcome all the obstacles. The event had **80 attendees**.

## April 2023

**"Wow Your Customers"** was a Marketing and Branding Webinar that drew **50 attendees**. It explored how to create a customer experience that stands out and satisfies and also emphasized the need to design a service delivery process that adapts to your customer's specific wants and needs.



## August 2023

In partnership with MMFA (Myanmar Microfinance Association), we organized a **Financial Literacy webinar** on the fundamentals of budgeting, spending and planning. **67 participants** learned how to track their income and expenses, set their financial goals, and prioritize them.

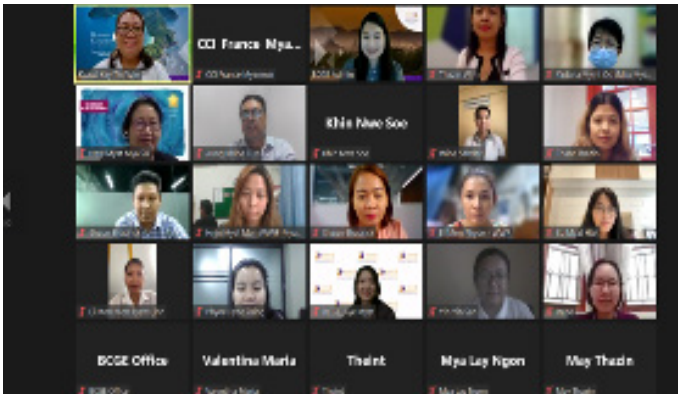
## September 2023

Our webinar, **"The power of Negotiation"**, showed how mastering this soft skill can enhance the career growth and organizational performance and we had **62 attendees** for this session.





# Our Trainings in 2023



## January - September 2023

We partnered with BCGE to deliver the **“Inclusive Leadership”** training series from January to September of 2023 through Zoom. This series consisted of six sessions taught attendees how to lead diverse teams and foster an inclusive culture.

## June 2023

This **“Project Management Training”** enlightened attendees about various aspects of project management, such as managing the scope, time, cost, HR, risk, and communication of a project, as well as assessing its feasibility and conducting client research.



## August 2023

By attending our **“Strategic Planning and Execution Training”**, participants gained the skills to confidently contribute in the strategy planning process and to effectively communicate and defend their own Strategy Maps.

## October 2023

In this two-day **“Business Report Writing Training”**, attendees learnt how to transform raw data into powerful business reports, including the entire process of creating, structuring, and delivering impactful ones.



# How we support our Members

Discounts on all our services and training

Free Contacts, news, communication, advocacy, support



## Signal

### A secure workspace for our Members

CCI France Myanmar launched its own private group through Signal as a secure workspace in December 2022.

This space 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
- Publications and reports
- Calendar of events and training
- Discounts for Members...

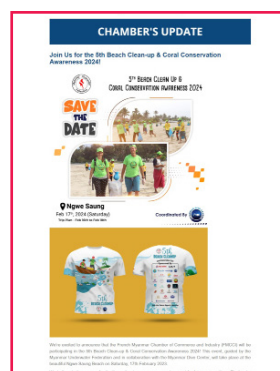
### Boost members' brand exposure through our Website and others....

We proudly highlight member company's values, vision, and goals, and how they align with their customers' needs and expectations on our Website. Moreover, we have never missed a chance to welcome our new members with specific posts through our social media channels.

### Offer the Latest News and Regulatory Changes

To stay updated on the News and Regulations, we send out Weekly Newsletter and Bi-weekly Regulatory Updates.

This helps our Members and their teams to learn about the latest trends and get ready for the most important scenarios.

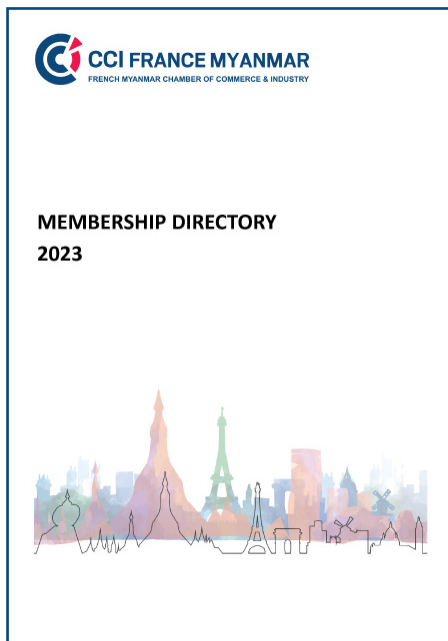


# Our Publications



## Membership Directory

In the first month of 2023, the yearly edition of our **Membership Directory** was circulated with the update presentation of our members.



## Corporate Training Catalogue

In February 2023, we published the enhanced edition of our **Corporate Training Catalogue**, offering different, flexible and tailored-made trainings answering the specific needs from our members.



## Myanmar HR SURVEY

We have published, in August 2023, the comprehensive analysis of the HR industry in Myanmar, our **Myanmar HR Survey 2023**.

This year's edition features an extensive set of special inquiries, carefully examining the impact of the challenges from 2021-2022 on Myanmar's workforce and their salaries.

This publication, free for our members, compiled the data collected from more than **700 responses** collected from diverse sectors.



# MANY THANKS TO OUR PARTNER MEMBERS

## OUR PARTNER MEMBERS



## FOLLOW US



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