

PRESS RELEASE

EuroCham's FMCG Forum: Tackling Counterfeit Goods and Illicit Trade

Phnom Penh, Cambodia – December 4, 2024 – Hosted by the European Chamber of Commerce in Cambodia (EuroCham) and its Fast-Moving Consumer Goods Committee, with support from JTI and the Wine Spirits and Beer Importers and Distributors Association (WSBIDA), the **FMCG Forum: Tackling Counterfeit Goods and Illicit Trade** was held at Novotel Hotel in Phnom Penh BKK1. The event brought together a diverse group of industry stakeholders, including government officials, business leaders, regulatory bodies, and consumer protection agencies to address key challenges facing the industry and share insights on fostering a more transparent, consumer-centric FMCG sector

The forum kicked off with a welcome remark from **EuroCham's Chairman Tassilo Brinzer** followed by opening remarks from **H.E. Mak Pichrith, Secretary of State, Ministry of Commerce** offering a macro view of the FMCG landscape, underscoring the sector's critical importance to the Cambodian economy. The Royal Government of Cambodia's ongoing initiatives to support the industry were also highlighted.

Next on the agenda was a presentation from **Mr. Sothea Rami Sambath**, Chairman of the EuroCham FMCG Committee and CEO at Auskhmer Import Export Co., Ltd. He discussed the central role the FMCG market plays in the country's economic development as well as some of the key challenges facing the sector, such as counterfeits and the resulting lost revenues from taxes and registration. **Ms. Julian Cheung**, Anti-Illicit Trade Operation Director of JTI Asia Pacific Region, followed with a presentation on Anti-Illicit Trade operations and their development.

After Ms. Julian Cheung's presentation, a panel of experts took the stage to discuss the impacts of counterfeiting and illicit trade on intellectual property and customs processes. Moderated by **Ms. Sin Sokanha**, Vice-Chairperson of the EuroCham FMCG Committee and Partner at BUN & Associate, the group discussion brought back Ms. Cheung along with **Mr. Lao Reasey**, Deputy Director of Department of Intellectual Property at the Ministry of Commerce; **Mr. Sok Sovithyea**, Director of the Department of Planning and Techniques at the GDCE; **Mr. Tan Ser Chhay**, CEO of Attwood and President of the Wine Spirits and Beer Importers and Distributors Association; and **Ms. Chan Sereyratha**, Senior Legal Associate at S&O IP Cambodia.

Ms. Dara N. Van, Business Development Manager at Confluences Asia then presented her firm's Consumer Report 2024, shedding additional light on key trends and developments that shaped the sector in the past 12 months. The second panel of the day was moderated by **Mr. Tivea Koam**, Vice-Chairperson of EuroCham FMCG Committee and Senior Communications and Corporate Affairs Manager at Unilever Cambodia and looked at how advertising and

labelling are affected by counterfeiting and illicit trade. Mr. Tivea Koam was joined by **Mrs. Vansok Khem**, Partner at DFDL; **Mr. Penn Virakoudom**, Deputy Director General, CCF; **H.E. Mr. Chan Sopha**, Director General at ISC/ MISTI; **Mr. Anil Sharma**, Business Unit head Consumer at Mega Lifesciences Cambodia; and Ms. **Anne de Graaf**, Corporate Affairs Director at HEINEKEN Cambodia.

The event was wrapped up with a brief presentation from EuroCham Cambodia's Service Coordinator **Mr. Andries Van Straten** on the group's South-East Asia IP SME Help Desk – an important tool for helping businesses navigate this challenging landscape – and closing remarks from Mr. Sothea Rami Sambath.

About EuroCham Cambodia

The European Chamber of Commerce in Cambodia (EuroCham Cambodia) was created in 2011 by French, German and British business associations in Cambodia to act as the official chamber of the European business community in the Kingdom. Since then, it has grown to over 400 members and 7 national chapters, comprising 11 European countries. [EuroCham Cambodia](#)'s core activities are to promote, support and represent its members and European business interests in dialogue with the Royal Government of Cambodia, with the aim of developing a more efficient and fertile business and investment environment for all.

EuroCham's key objectives are to

- Consult & advocate on key issues related to doing business in Cambodia;
- Promote investment to Cambodia
- Work to improve access for European business to the Cambodian market, and vice-versa; and facilitate business between small and medium size companies of Cambodia and EU Member States;
- Provide services relating to economic, legal, technical, financial, market and other business issues in the EU and Cambodia and industry specific information to investors;
- Promote a strong European Union business identity vis-à-vis the Cambodian business community;
- Work closely with Cambodian stakeholders in supporting inclusive and sustainable growth of the Cambodian economy

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