



AMCHAM
CAMBODIA

ANNUAL REPORT
2020

**THE AMERICAN CHAMBER OF
COMMERCE IN CAMBODIA**

The American Chamber of
Commerce in Cambodia
93 Preah Sihanouk Boulevard
2nd Floor, SINET Building
Phnom Penh, Cambodia
amchamcambodia.net
+855 15 255 191

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AMCHAM CAMBODIA

Founded in 1996, the American Chamber of Commerce in Cambodia (AmCham Cambodia), is an independent non-profit membership organization comprised of both American and Cambodian companies who share a connection to American commerce. Our role is supporting our Members' growth and success.

AmCham Cambodia supports, advocates, and promotes forward-looking public and private sector collaborations that contribute to the regional and global advancement of the Cambodian business environment, and works towards achieving meaningful, diversified economic growth. AmCham Cambodia provides its members – large or small, multinational or individual, American, Cambodian or of any other nationality – dedicated support and advocacy in fostering the success of legitimate business activities in the Kingdom.

AmCham businesses play an important role in the Kingdom's story of economic development and are a leading voice in Cambodia's international business community.

AMCHAM OVER THE YEARS: A RETROSPECTIVE

By Bretton G. Sciaroni

Today the American Chamber of Commerce in Cambodia is a dynamic, growing organization, contributing to the growth of the economy and improving Cambodian-American relations. But it was not always so. Founded over 20 years ago, it represented a small group of US citizens who were working in Cambodia. Although I was an original board member, as was Michael Hayes of the Phnom Penh Post, AmCham was the brainchild of Kevin Whitcraft, a member of a famous entrepreneurial family in Bangkok. Kevin founded RMA, a major player in the business community here whose American products include Ford, John Deere, Pizza Company, Krispy Kreme Donuts, among other products. He was familiar with the AmCham in Thailand and thought we should replicate it here.



By the end of the decade, Kevin had personally moved on to other challenging third world opportunities. It was at that time that I became Chairman, primarily because no one else wanted to do the job. Little did I know at that time that it would almost become a lifetime appointment.

In the early days AmCham was known as the American Cambodian Business Council because the Ministry of Commerce would not allow business associations to the use of the title “Chamber of Commerce” because it only recognized the

Cambodia Chamber of Commerce. Later, MoC relented and let any business association use the phrase, and AmCam became AmCham.

Initially AmCham had very few members as there were very few American businesses in Cambodia. Later, with the end of the war with the Khmer Rouge in the late 1990s and the attendant economic growth, the number of members grew accordingly as Cambodia became a popular investment destination. Throughout it all, AmCham has been a popular reference point for potential American investors, looking for information on doing business in Cambodia.

Through the years, AmCham has greatly profited from its partnership with the US Embassy. This has been demonstrated in many ways: we have held joint meetings, dinners and events. We have joined successive US Ambassadors on business missions to a variety of destinations, including Singapore, Bangkok and the USA. Frequently these business missions meet with the local AmChams at these destinations.

Also, very often Cambodian businessmen are invited to participate in order to attract more American business to Cambodia. The most recent such mission was the delegation that Ambassador Patrick Murphy took to the Indo-Pacific Business Forum in Bangkok of November 2019, in conjunction with the ASEAN Summit.

The AmCham partnership with the US Embassy is demonstrated also by virtue of the existence of the Overseas Security Advisory Council (OSAC). An organization which is led by the Embassy's Regional Security Officer, it focuses on a variety of issues of interest to the expatriate population. The issues can include

security issues, criminal matters including counterfeiting and smuggling, health issues, etc. This unique body knows of no parallel entity in the business community.

AmCham has also participated in regional and international business groups. We have long been members of an association of AmChams in the region, originally known as APCAC. We have sent delegations to the annual meeting, held at regional capitals. We also have been represented at Operation Door Knock, held in Washington D.C. every summer. In addition, we send our Executive Director to the regional meetings of EDs of all the regional AmChams. We have even hosted such a meeting years ago in Siem Reap.

The Cambodian AmCham also has long been an affiliate of the US Chamber of Commerce in Washington D.C. We have visited the US Chamber many times over the years and recently even had a senior representative visit us in Cambodia.

We also have substantial interaction with the US-ASEAN Business Council, a business association comprised of many major corporations. It has a business mission to Cambodia on nearly an annual basis and AmCham typically gives a country briefing to them. Among the major corporations represented here locally include Coca-Cola, Chevron, Ford, GE, and Dupont, among others.

In addition to outreach to the national, regional and international business communities, AmCham has an active program of interaction with the Royal Government of Cambodia, in order to improve the economy and Cambodian-American relations. In recently years we have hosted receptions, speeches, and luncheons for a variety of RGC officials, including the

Ministers of Commerce, Education, Labor, Public Works and Transport, and their staffs, as well as Members of the Nation Assembly and the Anti-Corruption Unit.

AmCham also interacts with the American community in general. We participate in the usual US activities such as the 4th of July party, Memorial Day party, Thanksgiving dinner, the Marine Corps Ball as well as other annual events.

Looking toward the future, we can confidently say that AmCham's best days are still to come. Although the current AmCham Chairman is stepping down this year, the dynamic leadership of Allen Tan has witnessed a dramatic growth in members, committees, sponsors and activities.

We are aided in this effort by an active Board of Governors and a capable staff. Finally, we are also indebted to the US Ambassador, Patrick Murphy, whose peripatetic activities and energy has well and truly put the entire US community on the map and has led to an overall improvement in US-Cambodian relations. And so the contributions of AmCham to Cambodian-American relations will continue well into the future. The best is yet to come!

Bretton G. Sciaroni is senior partner of Sciaroni & Associates Law Firm. He is Chairman Emeritus of AmCham and also serves as the President of the International Business Chamber of Cambodia and Co-Chairman of the Working Group on Law, Tax and Governance.

CHAIRMAN'S MESSAGE

Dear AmCham Family,

As we reflect on 2020, there is much we could say. Many of our members have experienced considerable hardship, both personally, and in business. Some have had to leave the country to take care of loved ones and others have had to close businesses they worked years to build.



Along with these hardships, we reflect on what we must be thankful for. Cambodia has been incredibly fortunate thus far. The health impacts of COVID have been low, and many businesses have been allowed to remain open. Most importantly, as far as we know, no AmCham members have contracted COVID.

As an organization, AmCham also faced challenges. At the beginning of 2020, we were still struggling with the weak financial position of 2018, having made some improvement in 2019, but not enough. Together with the departure of our executive team, and the ongoing COVID crisis, we had to make some tough decisions.

Despite these challenges, thanks to the support of our members and the hard work of outgoing executive team, including Erich, Sundee, and Jimmy, partners like the US Embassy Economic Team, Ambassador Patrick Murphy, colleagues in the Royal Government, and a strong board, we were

able to rise to the occasion. The AmCham that exists today is more inclusive, capable, and financially sound than it has been for the last five years. Plainly put; we have never been more able to serve the interests of our members than we are now.

This comes at a great time. While we can start to see the end of the COVID-19 health crisis with vaccines that look promising, we know the economic recovery will take longer. 2021 will be a challenging year.

AmCham will need to be stronger than ever. Our members will require excellent programing, services, and advocacy. Fortunately, we have built the strong executive team needed to meet these challenges, led by our capable new executive director, Mr. Travis Mitchell. The current AmCham office is built on a foundation of excellent internal management systems, institutional partnerships, and a stable financial model.

One measure of our success as an organization is demonstrated in the impressive roster of candidates standing for election to the board this year. The desirability of AmCham has clearly increased, and membership rolls reflect this. We are proud to report that we achieved a 90% approval rating from AmCham members in the 2020 Membership Survey conducted this November. We will continue to work to live up to this high standard.

It is hard for me to believe it has been four years since my friend and mentor, our Chairman Emeritus Brett Sciaroni, asked me to run for the board. Since then, I have been honored with your trust, first as a Governor, then Secretary, and for the past two years as your President. This has been a rewarding experience for me personally, and I have been humbled to see the great work

our members do each day to build their businesses in the Kingdom.

As this is my last official letter to you as our President, I would like to thank you all for having me and wish you all the best in the year to come. Rest assured I will always be a friend to AmCham and at your disposal.

Sincerely,

A handwritten signature in black ink, appearing to read 'ADT', with a stylized flourish extending to the right.

Allen Dodgson Tan, President

AMBASSADOR'S MESSAGE



Embassy of the United States of America

Phnom Penh, Cambodia

November 24, 2020

Dear AmCham Members:

I commend the American Chamber of Commerce in Cambodia for a dynamic and productive year. Since my arrival as Ambassador to the Kingdom of Cambodia in 2019, I've been impressed by the organization's growth in membership and expansion of efforts to support and advocate for the U.S. business community. I am very proud to call AmCham a partner in helping to strengthen trade and investment ties between the United States and Cambodia, and to improve the overall business climate here in the Kingdom.

Although 2020 has challenged us all in unprecedented ways, U.S.-Cambodia economic ties have proved resilient. Our bilateral trade continues to break records, and the United States remains by far the single largest export market for Cambodia's products. U.S. businesses are succeeding in the Kingdom and more American companies are bringing world-class products and services here each year -- with gold-standard business practices, standards, and community relations. As the U.S. private sector presence in Cambodia grows, I'm heartened that AmCham is capably supporting member interests through its activities and advocacy.

I am incredibly pleased with many concrete achievements stemming directly from collaboration between AmCham and the U.S. Mission in Cambodia, including joint efforts to highlight the 70th anniversary of the establishment of bilateral diplomatic ties. In February, we partnered to bring a delegation of U.S. agriculture companies to the Kingdom in search of new trade and investment opportunities. In August, we teamed up to help Cambodia move forward on an important aviation treaty. In September, we celebrated "Trade and Investment Month," which featured a high-profile AmCham-Embassy reception and business fair. And throughout 2020, we executed joint events to promote cyber awareness, highlight U.S. corporate social responsibility, and showcase the diversity of American products and services. Together, we even hosted a model charity golf tournament that raised impressive funds to support a local NGO working to combat human trafficking.

I look forward to building on this strong foundation in the coming year, working with AmCham's new leadership as well as its growing membership to help American businesses succeed in Cambodia, now and in the future.

Sincerely,

W. Patrick Murphy
Ambassador Extraordinary and
Plenipotentiary

2020 BOARD OF GOVERNORS

AmCham's Governors sit for a two-year term and may stand for re-election at the end of their term. Governor terms are staggered – one year 4 seats are up for election, and the following year, the other 5 seats become available. Following each annual election, the board elects officers: Chair, Vice Chair, Secretary and Treasurer from among the sitting board members. Terms for these board positions are one year.

To recognize special long-term service to AmCham, the board has established “emeritus” board positions, which are granted for life. To date, two have been granted:

- Chairman Emeritus position to Mr. Bretton G. Sciaroni
- Member Emeritus position to Mr. Michael Hayes

This honor forever places these individuals in the AmCham spirit and bestows on them the privilege of attending the Board of Governors meetings as non-voting consultants.

2020 BOARD OF GOVERNORS



Mr. Allen Dodgson Tan

President

CEO of J-Hook Co. Ltd.



Mr. Bretton G. Sciaroni

Governor & Chairman

Emeritus

Senior Partner at Sciaroni &
Associates



Mr. Sophea Ros

Vice President

Legal and Public Affairs
Director of Cambodia Beverage
Company (Coca-Cola)

2020 BOARD OF GOVERNORS



Mr. Matt van Roosmalen

Secretary

Country Manager of Emerging
Markets Consulting



Mr. Anthony Galliano

Treasurer

Cambodian Investment
Management



Ms. Ali Copple

Governor

Senior Partner at Enduring
Consultancy

2020 BOARD OF GOVERNORS



Mr. Ashley Irving

Governor

Principal at Australian Centre
for Education



Mr. Steven Path

Governor

CEO of Pathmazing



Mr. Pily Wong

Governor

CEO of Hung Hiep (Cambodia)
Co., Ltd.

AMCHAM COMMITTEES

AmCham Cambodia committees are at the core of what we do as an organization and community. Our committees create and drive AmCham's events, programs and policy positions. Membership in committees is an important benefit to all AmCham member organizations, and we strongly encourage all members to take full advantage of this benefit. In 2020, AmCham focused on three committees: Information and Communications Technology (ICT); Government Relations and Workforce; and Real Estate and Construction.

The ICT Committee works to support and develop Cambodia's growing ICT industry, from SMEs to MNCs. The Committee reviews draft laws and provides inputs, fosters discussions on technology-related issues, and



organizes the quarterly event: Demo Cambodia. As one of our most popular events, Demo Cambodia, or Demo Day, attracts up to 150 attendees, most of them young and dynamic in the entrepreneur scene. It is intentionally priced to be free to encourage participants, and it hosts one guest speaker and then allows 3-5 startups to display or discuss their company. AmCham would like to thank Mr. Chris McCarthy, CEO of MangoTango Asia, for headed this committee in 2020.

The Government Relations and Taxation Committee provides relevant information and support to AmCham Members for matters relating to the law, taxation and corporate governance. They advocate on issues of importance for our Members directly to the government and they provide regular updates to our Members throughout the year. AmCham would like to thank Mr. Sophea Ros, Legal and Public Affairs Director of Cambodia Beverage Company (Coca-Cola), for chairing this committee in 2020.

The Real Estate and Construction Committee serves its members and the real estate industry in developing and promoting programs and services that will enhance the Members' businesses successfully with integrity and



competency, through collective action, which promotes real estate development and ownership values. In 2020, the Committee hosted several networking events at various venues across Phnom Penh, bringing together the leaders in the real estate sector and providing a forum where they could meet with each other and exchange ideas. AmCham would like to thank Mr. Dan Davies for all efforts in leading this committee this year.

MEMBERSHIP

Our Members are the heart of AmCham. We work hard to support our Members and help them grow and succeed. As of mid-November 2020, AmCham boasts **122** members, which almost matches our pre-COVID numbers (125 vs. 122), a huge achievement. After a 21% drop in membership due to the uncertainty of the global economic climate, many of our Members returned in Quarter 4, and we gained 10 new members from a three-month period of August-November 2020.

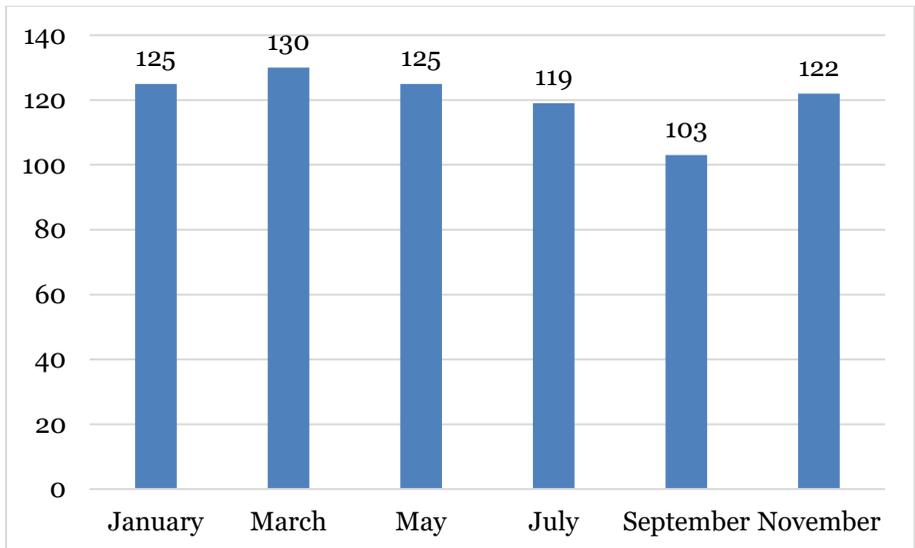


Figure 1: Number of AmCham Members in 2020

AmCham offers different membership levels, in order to provide options for our Members, depending on their needs. As of mid-November 2020, Standard/Corporate Members accounted for almost half of our Memberships.

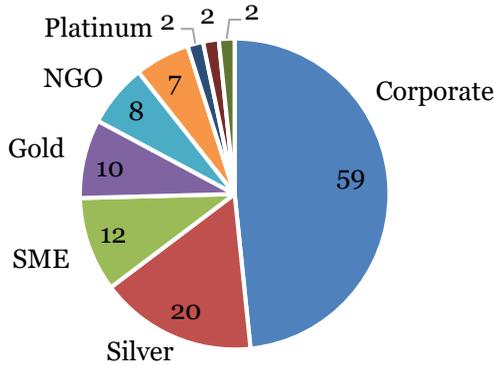


Figure 2: Breakdown of Membership Type

Our Members are represented in **22** separate sectors of the economy, and they are equally spread out among them.

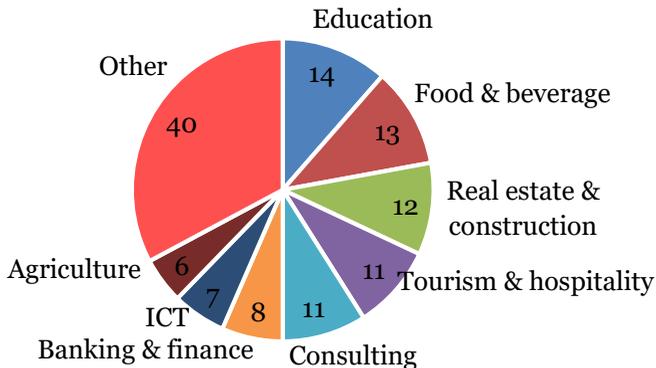


Figure 3: Members by sector

Almost half of our Members (45%) do business directly or indirectly in the United States, and 14% are registered in the US as well. We are proud to host 9 AmCham Members who are also Fortune 100 companies, and we also are home to a dozen SMEs who form the backbone of the Cambodian economy. AmCham welcomes Members of all sizes and works hard to support each of them.

The total workforce of AmCham Members amounts to over 34,000, and expatriates comprise 3.5% of the total employee count. The total revenue of our Member companies also reaches into the hundreds of millions of dollars, so AmCham Members dynamically impact the Cambodian economy.

We are so thankful to all our Members, especially our Platinum Members: Cambodian Investment Management, Cambodia Beverage Company (Coca-Cola), RMA Group Cambodia, Courtyard by Marriott Phnom Penh, Raffles Hotel Le Royal, CamGSM Co., Ltd. (Cellcard), and IDP Education (Cambodia) Ltd..



EVENTS

The following is a list of AmCham events from January 1st, 2020 through December 31st, 2020 grouped by quarters. We transitioned many of our events online due to COVID for five months, but they remained popular and useful to our members.

Q1-2020 Events

<u>Event</u>	<u>Date</u>
AmCham 2020 Kickoff Social Night	01/09/2020
Cybercrime 2020: Threats, risks and protecting your business	01/21/2020
Unlocking Investment in Cambodian Agriculture	01/23/2020
Real Estate and Development Social Event	01/23/2020
Khmer Brewery Tour	02/01/2020
Forum: Business Opportunities in Cambodian Agriculture	02/06-07/2020
AmCham Thirsty Thursday General Networking	02/13/2020
Year Ahead Seminar	02/26/2020
REDC Social	02/27/2020
AmCham's Speaker Series: RISK 2020	03/05/2020
Overseas Security Advisory Council Meeting: The Coronavirus Risk, Threat, and Migration	03/10/2020
AmCham Thirsty Thursday General Networking	03/12/2020



Q2-2020 Events

<u>Event</u>	Date
"Webinar: How to Maintain a Positive Mind During Challenging Times"	04/23/2020
Webinar: How SMEs transition and transform during a crisis.	05/05/2020
Using COVID-19 for Growth - Creating Opportunity out of a Global Pandemic	05/28/2020
Webinar: RISK 2020 Part II	06/16/2020
Webinar: Preparing for Post COVID: How to Ready Your Business to Open Again	06/30/2020

How can SMEs transition and transform during a crisis?

May 21st, 2020

Supported by:

Annual Partners:

EMC
EMERGING MARKETS CONSULTING

colcord COURTNEY
CORPORATE SOLUTIONS

Coca-Cola

idp

BAFFLES
BUSINESS SOLUTIONS

How to Maintain a Positive Mind-set during these Challenging Times

23 April 2020, 9:00 AM

the Capacity specialists

WEBINAR
JUNE 16
@3:00 PM

PART 2: RISK 2020
COMING OUT OF COVID-19, EBA & STRATEGIES FOR BUSINESSES IN CAMBODIA

AMCHAM CAMBODIA

Q3-2020 Events

<u>Event</u>	<u>Date</u>
Real Estate and Development Social Event	07/23/2020
AmCham Thirsty Thursday General Networking	08/13/2020
"Signing Ceremony of MOU: Promoting sustainable Finance Among Businesses in Cambodia"	08/27/2020
Celebrating US-Cambodia Trade & Investment	09/03/2020
Webinar: How to Vote Overseas for the 2020 US Election	09/22/2020
Mekong Infrastructure Tracker Webinar	09/29/2020

AMCHAM CAMBODIA

CELEBRATING US-CAMBODIA TRADE & INVESTMENT

AN EVENING OF NETWORKING & AMERICAN INVESTMENT SHOWCASE

KEYNOTE SPEAKERS

3 SEPTEMBER 2020
6:00 PM

JOISTEL PHNOM PENH
PROSPECTOR

REGISTER NOW!
SPACES ARE LIMITED

H.E. PAN SOKATHAL
MINISTER OF COMMERCE

AMBASSADOR W. PATRICK MURPHY
U.S. AMBASSADOR TO CAMBODIA



Q4-2020 Events

Event	Date
Amcham's Thirsty Wednesday General Networking	10/07/2020
"Webinar: US – Mekong Partnership"	10/08/2020
AmCam Invitational: Charity Golf Tournament	10/12/2020
Demo Day Cambodia	10/20/2020
Webinar: 5G & Cyber Security: Keeping Safe in a Virtual World	10/26/2020
"Webinar: Indo – Pacific Business Forum"	10/28-29/2020
ICT Committee Meeting	11/03/2020
U.S. Government Resources to Support Energy Sector Development in Cambodia	11/17/2020
Real Estate and Development Social Event	12/10/2020
AmCham's Christmas Jingle Mingle	12/22/2020



JOIN THE AMCHAM ICT COMMITTEE FOR

Demo Cambodia

AN EVENING OF TECHNOLOGY AND NETWORKING

October 20, 2020 — 6pm

e RANTREE



Free Event



Ms. Kate Heusler
Principal Digital and Innovation Advisor, DAI Global LLC

**Cambodia's Digital Economy:
Lessons, Program Activities, & What's Next**

+ Live Software Demos from Cambodian Startups:






This is a FREE event followed by networking, with drinks for sale.
You **MUST** register and get a ticket: bit.ly/DemoKH2020

RANTREE is located on Street 110 across from Canada Tower.



2020 AMCHAM SURVEY

In late October - early November 2020, the American Chamber of Commerce in Cambodia disseminated a survey electronically to its Member companies for two primary reasons: 1.) To determine the impact of COVID-19 on our Members and 2.) To understand how Members view AmCham and ascertain how AmCham can further provide value to its Members in 2021. We opened the survey only to our Members, in order to focus on how current AmCham members view the organization. A total of 40% of our Member companies (n=57) completed the survey, with respondents coming from a dozen sectors.

The **key findings** from the survey are as follows:

1. Unsurprisingly, COVID-19 impacted almost all of our Members, though almost a quarter of respondents reported doing better than last year.
2. Businesses in Cambodia have more confidence in their own outlook for 2021, as compared to the national business outlook.
3. Members reported their biggest challenges were travel restrictions, with fewer tourists and investors, as well as global uncertainty.
4. The tourism and hospitality sector were hit hardest in terms of business performance, whereas the consulting industry fared the best; their confidence in the national business outlook in 2021 subsequently reflects their performance from this year.
5. 89% of Members are satisfied with their AmCham Membership.
6. AmCham's strengths are welcoming people, hosting great, topical events, and connecting individuals.

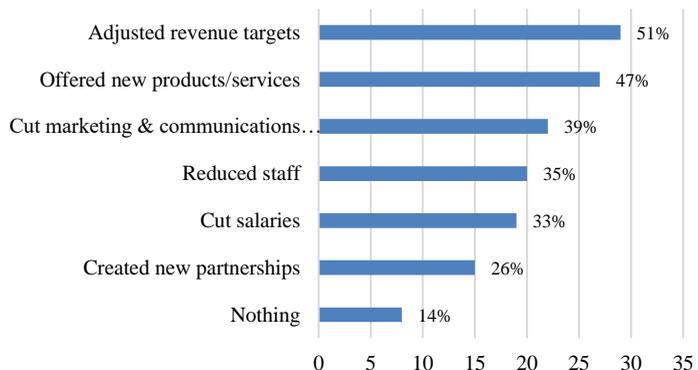
7. AmCham should engage with the government more and advocate more for its Members.

IMPACTS OF COVID-19

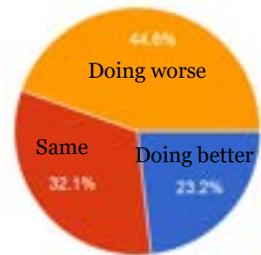
This year brought numerous challenges, and we wanted to see how our Members dealt with them. When asked to what extent did COVID-19 impact their organization, over **60%** of our respondents reported that they were impacted in some way, with almost a third reporting no impact. Only 10% of our Members were not affected by COVID-19. Those working in **education, tourism & hospitality, and NGOs** were most affected, in descending order.

When asked how Members adjusted to the changing economic climate, over half of them (51%, n=29) stated that they had to adjust their revenue targets. They also offered new products/services, cut their budgets, and reduced staff and salaries. Members from all sectors reported impacts; no one particular sector was immune. Members also had to take multiple actions, not just singular ones, in order to adapt to the situation. Only 14% (n=8) of Members did not have to adapt, and reported that it was

business as usual; they also came from a variety of sectors, so there was no “ideal” industry to be in.



Just under half of our Members reported that their organization remained roughly the same size as compared to pre-COVID, and this cut across all sectors. Over one-third of Member organizations had to reduce in size, with the majority of those in tourism, education, and manufacturing, and almost **18%** of Members reported an increase in their size. However, some of those in **finance** and **consulting** were able to hire more staff.



When comparing to pre-COVID, almost half of our respondents reported that they are doing worse than before, with another third performing roughly equivalent to last year. One-quarter of respondents stated that their business is performing better than last year. Those companies focused on

real estate, consulting, and food & beverage reported doing better in 2020.

We asked our Members to rate their organization's business outlook for 2021. Overall, Members tended to be more **optimistic** (almost half), with only 12% reporting that they are pessimistic. Those in consulting and manufacturing and logistics were most optimistic, with NGOs and tourism Members reported being more cautious about next year. Of those who were optimistic, 21% had reported that they had done worse in 2020 than 2019, indicating that they were expecting a change in the economy in 2021.

We inquired our Members how confident they felt in Cambodia's ability to recover economically in 2021. Overall, the majority remained **uncertain about the country's outlook**. However, 40% were optimistic, compared to 20% being pessimistic.

Members rated Cambodia's business outlook in 2021 slightly lower compared to their own organization's outlook (40% vs. 49% optimistic; 20% vs. 12% pessimistic), indicating that they believe in their autonomy and ability to improve their own business outlook rather than the country's.

ADDITIONAL SECTORAL ANALYSIS

The pandemic and subsequent economic repercussions forced most Members to adapt. However, those in **consulting** fared best; 38% of Member companies in consulting expanded this year, and the sector held 30% of the total growth across all sectors, which were evenly split. In terms of business performance, no one sector stood out. Rather, individual company performance was a more definitive factor of business performance rather than industry.

Tourism and hospitality Members were hit the hardest, with 36% reporting poor business performance, and they possess the most pessimistic outlook among all sectors. In fact, those in education held a 37% more favorable outlook compared to those in tourism, and consultants and finance were 34% more optimistic than the tourism Members. Thus, those in the tourism sector were hit hard financially in 2020 and subsequently hold a bleaker outlook on 2021 compared to others.

However, when looking at the national economic outlook for 2021, those in food and beverage reported a slightly pessimistic position, equal to that of tourism Members, despite the fact that food and beverage Members performed 14% better than those in tourism.

VIEWS ON AMCHAM

The second half of the survey gauged Members' perspectives on AmCham. When asked if they were satisfied with their AmCham membership, **89%** of Members noted that they were either satisfied or very satisfied; those in food and beverage expressed the highest satisfaction, with those in consulting and non-governmental organizations reporting the lowest.

The next two questions focused on communication. Asked if AmCham provides information that is relevant to their business, Members overall agreed (4.0/5.0), with our Corporate Members reporting the highest satisfaction. In terms of sector, those in tourism and hospitality were most satisfied. AmCham then asked if AmCham reaches out to Members on a regular basis, with most Members agreeing with that statement (4.3/5.0); those in finance expressed the most satisfaction.

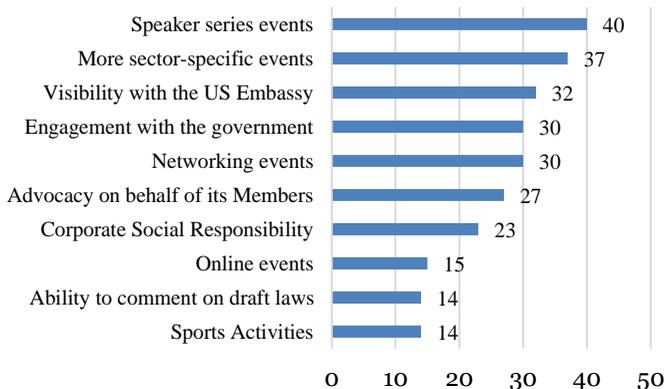
Events constitute an important function for AmCham, as we strive to bring together Members and Non-Members. Respondents overwhelmingly expressed that they felt welcome at AmCham events. **95%** reported that AmCham warmly looked after its Members. AmCham also holds useful events for Members, according to the survey results; those in food & beverage found them more useful, with those in education and agriculture less likely to agree; larger Members were more satisfied as compared to SMEs

When asked if Members are able to make meaningful connections at AmCham events, respondents stated that yes, they were (4.2/5.0). Membership type did not play a role for this, but those in food and beverage (4.8) had an easier time forging relationships than others, especially those in NGOs (3.8) and finance (3.9).

Advocacy is another integral pillar for AmCham. We asked Members if AmCham advocates on their behalf to the government, and almost half (49%) remained neutral on this issue. Members were inclined to agree that AmCham actively advocated, though Membership type had no impact on the respondents. Those in the education sector reported the lowest scores among sectors (2.8 vs. an average of 3.5/5.0).

We asked our respondents what types of activities they would like to see more of in 2021. Over 70% of the respondents mentioned that they would like more **speaker series** events, with two-thirds wanting more **sector-specific** events, like real estate, agriculture, tax, or education. Visibility with the US embassy also proved to be popular (57%), as well as engagement with the government and networking events, which were chosen by 54% of

respondents respectively. Neither membership type nor sector factored into these requests.



To conclude the survey, we asked Members what was one thing that AmCham did well. Over half (52%) reported that AmCham **holds excellent events** that were both fun and topical. Second, AmCham **supports its Members** and **communicates well** with them (31%). Third, AmCham **connects people** in an easy

manner (15%) and finally, AmCham provides timely information to its Members (13%).

With respect to how AmCham can improve, the majority of respondents (34%) said to **increase engagement** with the government as well as **advocate more** on Members' behalves (23%). Other suggestions were to hold more speaker events with in-depth topics, host sports events, include different types of people in events, and continue reaching out to its Members for their needs. Other comments suggested that AmCham hold inter-Chamber events, increase their CSR activities, and offer events at different times in order to allow more people to attend. Finally, creating a Telegram group to share information is better and faster than e-mail.

LOOKING FORWARD

Taking into account the results from the 2020 AmCham Survey, AmCham must continue to rely on its strengths, while expanding its services to help support its Members and attract new ones.

Recommendations going forward into 2021

1. Create more value-added services to Members, such as regular engagement sessions with the government, monthly breakfast talks on sector-specific issues, and more opportunities for advocacy
2. Further enhance communication between AmCham and the Members
3. Emphasize inclusion and diversity to reflect both the Cambodian market and American culture
4. Work closely with the US embassy to develop a joint-work plan to deepen economic engagement and promote greater bilateral trade and investment between the Kingdom of Cambodia and the United States of America