

**From:** Art. 4.1(b) (TRADE)  
**Sent:** Wednesday, February 17, 2016 8:46 AM  
**To:** Art. 4.1(b) (TRADE); Art. 4.1(b) (TRADE); Art. 4.1(b) (TRADE); Art. 4.1(b) (TRADE); Art. 4.1(b) (TRADE)  
**Cc:** Art. 4.1(b) (TRADE)  
**Subject:** Flash - meeting with Heineken on Myanmar 29.1.2016

On 29 January 2016, Art. 4.1(b) ( Art. 4.1(b) , C1) and Art. 4.1(b) (B2) met Roland Verstappen, Global Director, Public and Governmental Affairs of Heineken, at his request, and discussed:

- Status of negotiations of the EU-Myanmar investment protection agreement (IPA)
- Benefits of the IPA: R. Verstappen argued that the IPA would not only benefit Heineken, but also other EU companies (e.g. business partners and others) that may want to invest in Myanmar and could therefore improve the general investment environment
- Outreach for the IPA: ways to inform existing and potential EU investors about Myanmar and the IPA (e.g. through EuroCham, business organisations, EU Delegation in Myanmar)
- SIA for the EU-Myanmar IPA: Heineken was not aware of the SIA, but was going to respond to the stakeholder questionnaire (sent to R. Verstappen after the meeting).
- Heineken's activities in Myanmar:
  - o brewery has been operating for a year now, without major difficulties to be reported, except for the more general concern about the state of the infrastructure in Myanmar.
  - o Heineken's CSR/RBC activities in Myanmar include working with farmers that supply the brewery (barley is still being imported from abroad), renewable energies (Heineken has three solar-powered plants, one of which is in Singapore), reduction of water consumption, education on responsible drinking.
- Heineken's presence in other ASEAN countries, in particular Vietnam (significant operations), Malaysia (presence) and Singapore (through Tiger beer), but also prospects in the Philippines ( Art. 4.2 first indent ) and Art. 4.2 first indent Art. 4.1(b) (B2)