

From: Art. 4.1(b) (TRADE)
Sent: Wednesday, April 01, 2015 4:15 PM
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) (EEAS-BANGKOK); Art. 4.1(b) (EEAS-BANGKOK); Art. 4.1(b) (EEAS-BANGKOK); Art. 4.1(b) (EEAS-YANGON)
Cc: SCHLEGELMILCH Rupert (TRADE); Art. 4.1(b) (TRADE)
Subject: Flash - meeting with Heineken on Myanmar 01 04 2015

On 1 April 2015, Art. 4.1(b) (B2), Art. 4.1(b) (B2) and Art. 4.1(b) (C2) met at his request with Roland Verstappen, Global Director, Public and Governmental Affairs, Heineken International in relation to Myanmar.

Mr Verstappen provided an **update on Heineken's activities in Myanmar**. The inauguration of the brewery Art.4.2 first indent initially planned for July is likely to be delayed Art.4.2 first indent. Heineken hinted it might seek the presence of a representative of the EU together with a representative of the Dutch government for the inauguration. Mr Verstappen mentioned the various activities undertaken to support the local communities' development even before opening the brewery (local farmers, etc.).

We emphasised the importance of putting forward concrete examples of EU investments in Myanmar and of the good practices employed by EU investors in terms of labour rights, environment and human rights. This will also be important for EU constituencies such as the EP and civil society organisations.

Mr Verstappen outlined the 4 pillars of Heineken's investment strategy: i) energy efficiency, ii) water, including recycling of used waters, iii) local sourcing (in Myanmar Heineken plans to create JVs to source rice and even export to other brewers), and iv) responsible drinking (e.g. workshop on road safety in Myanmar). He recalled that Heineken's decision to leave Myanmar in the 1990s was due to Art. 4.2 first indent

In that vein, Mr Verstappen enquired about our assessment of the **situation and outlook on the political and economic reforms in Myanmar**. Art. 4.2 first indent

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On the economic front, we mentioned that a draft new investment law had been submitted to Parliament after a short public consultation in which the EU contributed. This new law would increase transparency for investors. However, it is unclear whether the law will be adopted before the election in November. On the political front, we referred Mr Verstappen to the EEAS and briefly explained that the EU's position had been to lift the sanctions, to accompany the Myanmar government in its reforms and to maintain an open discussion on political issues, notably human rights, with the Myanmar government (e.g. Human Rights Dialogue).

Art. 4.1(b)

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Investment negotiator



European Commission
DG TRADE

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