

From: Art. 4.1(b) (TRADE)
Sent: Friday, February 06, 2015 6:57 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.europa.eu); Art. 4.1(b) (EEAS-BANGKOK) (Art. 4.1(b) @eeas.europa.eu); Art. 4.1(b) (EEAS-YANGON)
Cc: SCHLEGELMILCH Rupert (TRADE); Art. 4.1(b) (TRADE)
Subject: Flash - meeting with Heineken on Myanmar investment agreement

On 4 February 2015, Art. 4.1(b) (B2) and Art. 4.1(b) (B2) met at his request with Roland Verstappen, Global Director, Public and Governmental Affairs, Heineken International in relation to the planned EU-Myanmar investment protection agreement.

Mr Verstappen outlined Heineken's past and recent investments in Myanmar, including CSR activities:

- Heineken **left Myanmar** in the 1990s Art. 4.2 first indent
- Decided to **invest anew** once the country launched political and economic reforms to tap into the country's growth potential, Art. 4.2 first indent
- Plans to open of a **production facility** by the end of the second quarter of 2015, Art. 4.2 first indent
- **Problems** encountered by foreign investors in Myanmar include: insufficient investment in infrastructure (roads, railways) and energy (although the government appears willing to launch a tender), administrative procedures Art 4.2 first indent
financial and payment systems, Art. 4.2 first indent .
- **CSR activities:** worldwide CSR policies in place; specific actions in Myanmar include cooperation with Dutch and Myanmar government on waste water management, workshop on road safety with Myanmar ministries and CSOs, workshop on underage drinking, vocational training in HORECA, educating farmers on contract farming and on the use of chemicals.
- Importance to give **positive spin to foreign investment:** investing locally allows governments to ensure better collection of taxes, create jobs (200 direct jobs created with the plant and 200 more foreseen in the medium term), spread CSR best practices, allow local communities to benefit from infrastructure set up by investors (e.g. waste water management plant).

We provided an update on the status of negotiations (first text-based round to be held in Yangon in the week of 9 February) and recalled the objective of the agreement (level playing field for EU investors vis-à-vis other foreign investors, high level protection for EU investors, importance of chapter on sustainable development and responsible business conduct, possibility to bring up specific concerns linked to investment in the committee foreseen by the agreement). Encouraged Heineken to provide us with concrete examples of sustainable development and CSR-related activities in Myanmar.

Mr Verstappen was one of the persons invited by INTA to speak at the public hearing organised on 6.11.2014 at the EP on the Myanmar investment agreement and made a good case for the investment agreement.

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