



Asiance

NEWSLETTER

YOUR GATEWAY TO THE ASEAN MARKETS

06/2022

CAMBODIA IS
ROARING AGAIN

FOCUS ON ASTUTE
MOBILE FM



DISCLAIMER

Information and opinions shared in this newsletter only engage their authors and do not aim at hurting anybody.

Pictures and graphics have been found from open sources in good faith, but if copyrights apply please contact us.

asiance@asiance.com.my

Kuala Lumpur, June 20th, 2022



TABLE OF CONTENT

Who we are.....page 4

Our services.....page 4

The topics of the month.....page 5

- Cambodia is roaring again
- Focus on Astute Mobile FM

News & Events.....page8

Any questions? contact us.....page 9

WHO WE ARE

Consulting and trading firm registered in Kuala Lumpur, Malaysia in 2022

Founder and Managing Director, Mr. Germain THOMAS, has 15 years of business experience in Southeast Asia in various sectors such as construction, building materials, interior finishes, IAQ, M&E engineering, automation, facilities management, security, etc. with applications in healthcare, industry, sports, education, residential, commercial, etc.

Multilingual, French Foreign Trade Advisor and active member of many relevant business networks across the region, we offer you professional and independent one-stop-solution services.

OUR SERVICES

We can help you to:

- Understand better the business environment in Southeast Asia
- Deliver market studies and intelligence
- Identify projects, partners, suppliers
- Specify and distribute your solutions to a wide network of developers, architects, designers, consultants, end-users
- Manage social media campaigns, PR
- Organize events and site visits
- Identify investment opportunities
- Recruit the right team
- Get local authorizations, licences, permits
- Protect your brand and IP rights

CAMBODIA IS ROARING AGAIN

Cambodia is **recovering** fast from the Covid-19 crisis and it's telling the world about it by welcoming a few **high-profile business delegations** in May and June.

Cambodia's tourism industry was badly hit by the impact of Covid-19 on international traveling. However Cambodia was the first ASEAN country to reopen its borders to foreign visitors without compulsory quarantine back in November 2021.

Now is the time to attract foreign investors again and there is nothing more convincing that welcoming business delegations on the field.

The **SME Association of Malaysia** was among the first to visit Cambodia early May with a delegation of 36 companies "to discover the investment opportunities and framework that post-Covid Cambodia has to offer."⁽¹⁾

"Despite the bumpy curtailment of Covid-19 pandemic, last year's trade volume with Malaysia was recorded at \$500 million, up 30 percent compared to 2020. As of February, 162 Malaysian investment projects worth \$3.2 billion had been approved by the CDC, ranking Malaysia among the top investors of Cambodia in 2022."⁽¹⁾

(1) <https://www.aseanaccess.com/news/660-cambodia-welcomes-malaysian-sme-trade-delegation.html>

<https://moneycompass.com.my/2022/05/05/cambodia-malaysia-sme-market/>



NETWORKING BATTLEFIELD

Besides Malaysia, China held two major business events and one official visit, the **2022 Cambodia-China Trade and Investment Forum** on May 18th, **Hong Kong's Economic and Trade Office Delegation** visit to the Ministry of E&F on June 16th and the **6th Chinese Business Networking Event** on June 18th.

Cambodia "attracted fixed asset investment of 2.32 billion U.S. dollars from China in 2021, up 67 percent from 1.39 billion dollars in the previous year. On the trade side, the two-way trade volume was valued at 11.2 billion dollars in 2021, up 38 percent from 2020"(2)

(2)<https://english.news.cn/20220518/fb104f9598f04f80bbd05eef6be9068a/c.html>

Last but not least, a major event with more than 350 delegates for the **France-Cambodia Business Forum** was held on June 8-9-10th in Phnom Penh, gathering the French Chamber of Commerce, The French Foreign Trade Advisors, laFrench Tech, French Founders, OSCI, BPI, etc.

Asiance attended this event and it was a great opportunity for us to **network** and showcase our services in Malaysia and **promote Malaysia overall**.

<https://www.lefigaro.fr/conjoncture/le-cambodge-bras-ouverts-pour-les-investisseurs-francais-20220614>



FOCUS ON **ASTUTE** mobile fm

On June 1st, Asiance has started a partnership with **Astute Mobile FM**, a Malaysian innovative mobile facilities management company specialised in **F&B and retail outlets**, and part of KJTS group (<https://kjts.com.my>).

Malaysia is currently facing a **labor crisis** with the "Big Resignation" phenomenon, a sharp increase of salaries and a shortage of foreign workers in various industries such as hospitality, F&B, manufacturing, agriculture, etc. mainly due to tougher immigration regulations.

Maintenance technicians are also in high demand and the successive **heatwaves** hitting Malaysia and Singapore have increased the need for air con maintenance. (3)

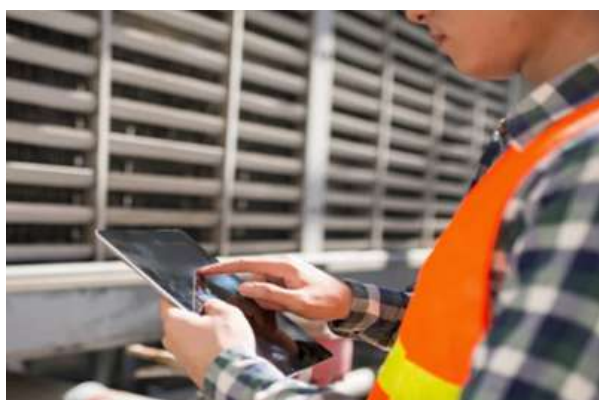
While the traditional way of FM was to have **stand-by technicians** in every location, this model is no longer viable, neither in terms of cost nor efficiency.

This is where Astute Mobile FM comes into the picture with an **agile and professional** team across the whole Malaysia, for preventive planned maintenance (PPM) or corrective maintenance.

From one branch to hundreds of outlets, Astute Mobile FM help you **review your assets** condition and **maintenance budget** for a smarter and more cost-efficient service solution with clear reporting.

Contact us for a more detailed presentation and proposal!

(3)https://www.channelnewsasia.com/singapore/aircon-sales-servicing-companies-retailers-strong-demand-2709076?cid=internal_sharetool_androidphone_27052022_cna



NEWS & EVENTS

- Asiance continues its growth with the signing of a major market study targeting the **healthcare** sector in Malaysia.
- Asiance did its first mission on behalf of **Utilis Malaysia** and a first webinar on behalf of **Delhom Acoustics**.
- In June, Asiance reached the milestone of **300 followers on its LinkedIn** page, a great sign of support to our regular publications and posts.
- **MIDA, BPIfrance, Paris CCI and MFCCI** hold a promotional event of Malaysia in Paris on June 23rd
- Besides being a member of the French Chamber of Commerce (**MFCCI**), Asiance joined the Malaysian International Chamber of Commerce and Industry (**MICCI**) and the Malaysia New Zealand Chamber of Commerce (**MNZCC**).





Asiance

ANY QUESTIONS? CONTACT US

ASIANCE SDN BHD
202201008396 (1454093-A)

WWW.ASIANCE.COM.MY

UNIT 25-9, 25TH FLOOR, MENARA 1MK,
1 JALAN KIARA,
KUALA LUMPUR 50480, MALAYSIA

+60 3 2714 6130 OR +60 19 6901 361

ASIANCE@ASIANCE.COM.MY

FOLLOW US ON LINKEDIN:

