



TIMES ARE CHANGING, WE ARE EVOLVING

Connecting you to opportunities in Vietnam, Cambodia, Laos and Myanmar since 1995



Cambodia



Laos



Myanmar



Vietnam

TOTAL POPULATION

15,717,700



% of population below 5 years

10.5%

% of population 15-29 years

29.7%

% of population 65 years and over

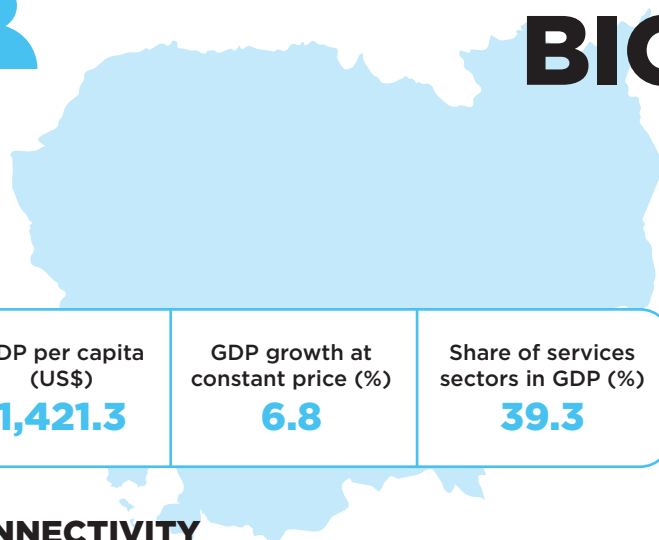
5.2%

Land area (Sqkm)

181,035



CAMBODIA BIO



GROSS DOMESTIC PRODUCT

ASEAN GDP Growth
at Constant Prices (%)



GDP at current price
(US\$ Million)

22,340.3

GDP per capita
(US\$)

1,421.3

GDP growth at
constant price (%)

6.8

Share of services
sectors in GDP (%)

39.3

INVESTMENT

Total FDI Inflows
(US\$ Million)

2,732.2

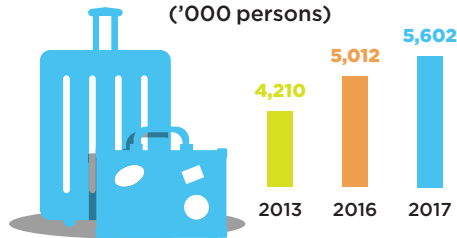
Rate of growth of
FDI inflows (%)

19.8



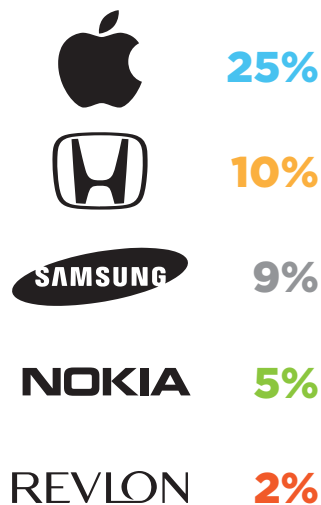
CONNECTIVITY

Tourist Arrivals
('000 persons)

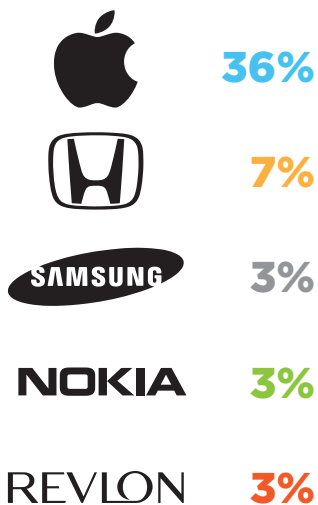


CAMBODIA

TOP 5 BRANDS THAT YOUTH CANNOT LIVE WITHOUT



BRAND THAT CONNECTS BEST TO THE YOUTH



Apple stands-out as the brand for the Cambodian youth, cementing its status as a "brand-brand" in the country.

Source: I-TRACK study amongst youth, Phnom Penh, 16-30 years old, February 2018"

JANUARY 2019

S	M	T	W	T	F	S
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FEBRUARY 2019

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MARCH 2019

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31						

1 Jan - New Year's Day

LAOS BIO

TOTAL POPULATION

6,752,800



% of population below 5 years **10.5%**
% of population 15-29 years **30.3%**
% of population 65 years and over **4.2%**
Land area (Sqkm) **236,800**

GROSS DOMESTIC PRODUCT



ASEAN GDP Growth
at Constant Prices (%)



GDP at current price
(US\$ Million)

17,090.2

GDP per capita
(US\$)

2,530.8

GDP growth at
constant price (%)

6.9

Share of services
sectors in GDP (%)

39.4

INVESTMENT

Total FDI Inflows
(US\$ Million)

1,695.4

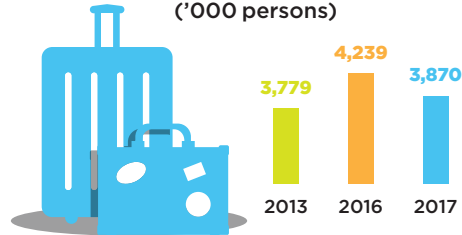
Rate of growth of
FDI inflows (%)

57.6



CONNECTIVITY

Tourist Arrivals
('000 persons)



f ASEAN @ASEAN www.asean.org

Sources: ASEAN Statistical Highlights 2018
Jakarta: ASEAN Secretariat, October 2018

LAOS

URBAN



6 in 10 Laotians in urban areas use the internet

62%

92%

Of Laotians have at least one personal mobile phone



Almost all use the internet using their mobile phone

99%

RURAL

76%

Majority of rural households (almost 8 in 10) have at least one mobile phone... which follows the trend in urban areas



83%

Apart from mobile phones, another top asset owned* by rural homes are motorbikes (at 83%)



APRIL 2019

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MAY 2019

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JUNE 2019

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1 May - Labor Day

Urban Source: Media Index 2017 / Rural Source: Household Survey in 4 northern provinces of Laos (2017)

*Top Assets - defined with more than 75% ownership

TOTAL POPULATION

53,388,000



% of population below 5 years

9.3%

% of population 15-29 years

25.6%

% of population 65 years and over

6.0%

Land area (Sqkm)

676,576



GROSS DOMESTIC PRODUCT

ASEAN GDP Growth
at Constant Prices (%)

2013 8.4

2016 5.9

2017 6.8

GDP at current price
(US\$ Million)

65,607.1

GDP per capita
(US\$)

1,228.9

GDP growth at
constant price (%)

6.8

Share of services
sectors in GDP (%)

42.5

INVESTMENT

Total FDI Inflows
(US\$ Million)

4,340.7

Rate of growth of
FDI inflows (%)

45.2



CONNECTIVITY

Tourist Arrivals
('000 persons)

2,044

2,907

3,443

2013

2016

2017



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www.asean.org

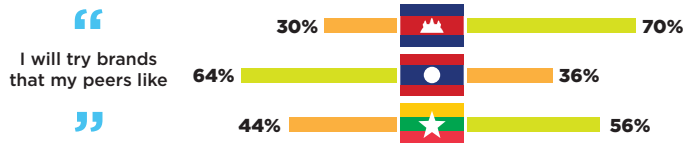
Sources: ASEAN Statistical Highlights 2018
Jakarta: ASEAN Secretariat, October 2018

MYANMAR

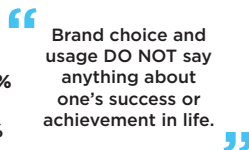
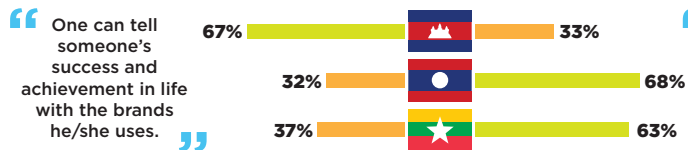
YOUTH IN YANGON HAVE A VERY STRONG SENSE OF SELF VIA BRAND CHOICE.

IRL iTrak® Survey of the Youth Q1-2018, Yangon, n=300+ youths

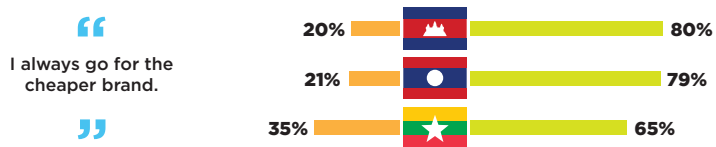
YANGON YOUTH STICK TO THEIR OWN BRAND PREFERENCE REGARDLESS OF PEER PRESSURE,



AND FOR THEM, BRAND CHOICE DOES NOT DICTATE ONE'S SUCCESS OR ACHIEVEMENT IN LIFE.



HOWEVER, THEY ARE WILLING TO SPEND MORE FOR PREMIUM BRANDS IN GENERAL.



JULY 2019

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AUGUST 2019

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SEPTEMBER 2019

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* IRL iTrak® Survey of the Youth Q1-2018, Phnom Penh, Vientiane and Yangon. N=300+ per city. If you are interested to know more about iTrak® results on Survey of the Youth, Drop us a line at myanmar@indochinaresearch.com, or visit any of our office.

TOTAL POPULATION

93,671,600



% of population below 5 years

7.4%

% of population 15-29 years

21.5%

% of population 65 years and over

8.5%

Land area (Sqkm)

331,231



GROSS DOMESTIC PRODUCT

ASEAN GDP Growth
at Constant Prices (%)



GDP at current price
(US\$ Million)

223,837.1

GDP per capita
(US\$)

2,389.6

GDP growth at
constant price (%)

6.8

Share of services
sectors in GDP (%)

38.8

INVESTMENT

Total FDI Inflows
(US\$ Million)

14,100.0

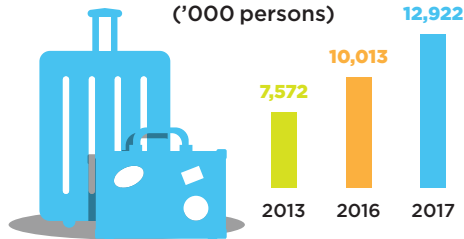
Rate of growth of
FDI inflows (%)

11.9



CONNECTIVITY

Tourist Arrivals
('000 persons)



VIETNAM BIO

VIETNAM

HAPPY, HEALTHY AND OPTIMISTIC POPULATION



62%

FEEL HAPPY
OR VERY HAPPY



89%

FEEL HEALTHY
OR VERY HEALTHY



87%

THINK 2019 WILL BE
A BETTER OR SIMILAR
YEAR FOR THEM

ACTIVE WORKING POPULATION



67%

ARE SATISFIED
WITH THEIR JOB



57%

ARE SATISFIED WITH
THEIR REMUNERATION

OCTOBER 2019

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NOVEMBER 2019

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DECEMBER 2019

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25 Dec - Christmas Day
31 Dec - New Year's Eve

JANUARY 2020

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FEBRUARY 2020

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MARCH 2020

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APRIL 2020

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MAY 2020

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JUNE 2020

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JULY 2020

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AUGUST 2020

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SEPTEMBER 2020

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OCTOBER 2020

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NOVEMBER 2020

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DECEMBER 2020

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TOTAL POPULATION

169,530,100

% of ASEAN

% of population below 5 years

% of population 15-29 years

% of population 65 years and over

Land area (Sqkm)

26.4%

8.4%

23.9%

7.2%

1,425,642

GROSS DOMESTIC PRODUCT

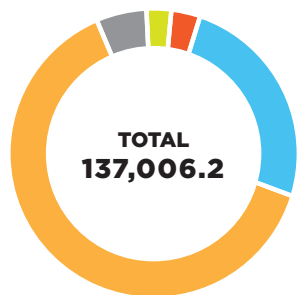
ASEAN GDP Growth
at Constant Prices (%)



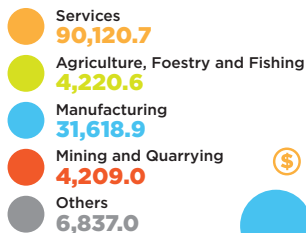
GDP per Capita
at Current Prices (US\$)



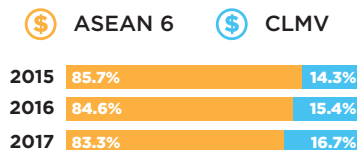
INVESTMENT



**ASEAN NET FDI Inflows
by sector, 2017 (US\$ Million)**



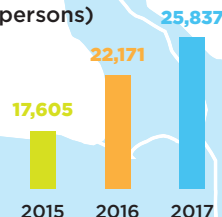
**ASEAN Net FDI Inflows
by ASEAN 6 and CLMV (%)**



CLMV INFO

CONNECTIVITY

Tourist Arrivals
('000 persons)





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