



CAMBREW LTD

Part of the Carlsberg Group





House of Guinness Brings World Class Experience to Cambodia

House of Guinness has staged an exhibition to show the rich history of Guinness Foreign Extra Stout. This world class beer has made its way to Cambodia for the public to enjoy.

The event has been staged all over the world, attracting tens of thousands of people, and was brought to the Chip Mong 271 Mega Mall in Phnom Penh from April 28 to 30.

It gave people a chance to understand how this age-old brew is made with the utmost care while pushing boundaries in terms of handpicking the best ingredients in the field of dark lager.

House of Guinness also brought along popular western entertainment with spectacular shows and experimental photography with the aid of advanced technology. Visitors could try the rich taste of Guinness in combination with western music and handouts of souvenirs.

Dating back as early as 1759, Guinness Foreign Extra Stout is brewed with a handful of carefully chosen ingredients such as hops, wheat, yeast and other elements from Ireland, making it one of the leading beers in the world.

Through this great event, we believe that our Guinness has gained more recognition and support from Cambodians.



Following the “Strong Man Strong Beer” campaign in 2021, as well as the “Strong Hands, Strong Will” campaign in 2022, we will continue the promotion of Black Panther Beer to a wider audience. In 2023, we will expand our target customers by attracting new customers and retaining existing ones.

In line with the above goals, we will be promoting “Reasons Why” which makes Black Panther suitable for our customers as a stout beer with our first and second quarter campaigns focusing on “Made for the sharp taste with good ingredients”.

Black Panther beer is meticulously brewed in our brewery, making it recognized as one of the most popular stout beers in the country. So, this year we will focus more on the key factors of Black Panther beer such as:

- Promotion of high-quality ingredients selected from around the world.
- Increasing promotion of our brand by focusing on the sharp taste of Black Panther, which means more than just taste. We also focus on our ingenuity and commitment to the luxury of the product.
- Engaging our target audience by highlighting its ideals of fearlessness and a passion for excellence.



In April, we produced a video about the ingredients and stories of Black Panther Beer in the presence of the most famous singers in Cambodia.

This campaign is like the heart of Black Panther Beer and is expected to get good results. Join in the celebration with Black Panther Beer and use all your ingenuity to make Black Panther Beer even better.



Start the New Year with the New Taste, New Design and Memorable Souvenir with Angkor Beer



Sankranta Koh Pich ran in combination with Angkor Beer and Pepsi over three days from April 7.

Famous artists staged traditional and heart-pumping performances for the thrill-seeking crowds. These took place alongside other fun activities that Angkor Beer laid on for our customers.

Participation in Sankranta Koh Pich aimed to promote Angkor Beer which shines like gold with a new look and a fresher taste. We strongly believe that our Angkor Beer new look and a fresher taste will gain more support and increase brand awareness.



Cambrew Celebrates New Year Reunion



To celebrate the traditional Khmer New Year, Cambrew organized a celebration at the head office with a religious ceremony and Khmer folk games, dances and games to enhance good relations and a pleasant atmosphere at the workplace.





Along with the celebrations, Cambrew produced a short video to remind and encourage Cambodians always to be responsible for their alcohol consumption.

In this video, colleagues shared their willingness to promote alcohol consumption responsibly at reunions with family and friends during New Year celebrations.



As a subsidiary of Carlsberg Group, the leading brewery in corporate social responsibility, Cambrew remains committed to contributing to a positive culture of beer consumption and promoting a safe, alcohol-free culture.

We join the celebration of family reunion, friends and journey on the occasion of the Khmer New Year, which is ultimately fun, friendly, safe with smiles.



Health and Safety at Work, Always!



While celebrating International Safety Day, alongside our ambition to create a culture of ZERO Accidents, Cambrew reminds our hardworking members that health and safety remain at the top of our priorities.



Health and safety events at our breweries in Phnom Penh and Siha-noukville on April 28 and May 22 respectively reflect our commitments and continuous efforts to raise awareness of health & safety in Cambrew so that every colleague can return home as their family expect them to be, safe and healthy.



សុខភាព និងសុវត្ថិភាពរបស់សហគ្រាម
របស់យើងនៅ ខ្សែប្រើគឺមានសារៈ
សំខាន់បំផុតហើយនេះជារបៀប
ដែលយើងធ្វើការដឹកនាំរបស់យើង។
HEALTH & SAFETY OF OUR PEOPLE IN
CAMBREW IS OF PARAMOUNT IMPORTANCE
AND IT'S THE WAY WE DO OUR BUSINESS.





Enshrined in our ESG Programme, Together Towards ZERO and Beyond (TTZAB), our ZERO Accidents Culture ambition aims to bring in the yearly reduction in the accident rate towards ZERO by 2030 by enhancing our focus on the magnitude of the problem and reduce the number of work-related deaths and injuries.





You Can Also Become the Employee of the Month! But how?



កម្មវិធី បុគ្គលិកប្រចាំខែ

EMPLOYEE OF THE MONTH



The path to becoming the star of the month is neither easy nor straightforward but is still worth aiming for. Emphasizing the value of those who can collaborate, those who can make themselves reliable and trustworthy is what we have tried to perfect for a long time. Building on excellence, Kea Kahna and Heng Chanmodiny, respectively our senior service technician and commercial controller, went on a journey to turn our company values from just something on paper into real-life action.



**កម្មវិធី
បុគ្គលិកប្រចាំខែ**

EMPLOYEE OF THE MONTH



ខ្ញុំកសាងទំនុកចិត្ត និងភាពជឿជាក់

នៅក្នុងការងារប្រចាំថ្ងៃរបស់ខ្ញុំ។ ជាទំនួលខុសត្រូវរបស់ខ្ញុំ ខ្ញុំត្រូវធានាថា វាលំហូរការងារសម្រាប់ផលិតផល ដែលទាមទារឱ្យគ្រួសារនិងគ្រួសារគ្រប់គ្រងបច្ចេកទេសប្រតិបត្តិការស្តង់ដារត្រូវបានគ្រួសារនិងគ្រួសារយ៉ាងម៉ត់ចត់ ដោយយកចិត្តទុកដាក់និងទាន់ពេលវេលា។

I incorporate reliability

in my daily work. By completing my responsibilities properly, I ensure that all equipment for our products which requires technical support to be standardly operational, can be sent out or returned to markets in timely demand.

គា កញ្ញា

KEA KANHA

អ្នកបច្ចេកទេសផ្នែកសេវាកម្ម
SENIOR SERVICE TECHNICIAN

Kanha has made himself approachable and trusted while focusing on the ability to stay responsible for the best results. Extending on his immediate roles, Kanha also demonstrates collaboration between colleagues from different functions, business partners and stakeholders.

"សហការ អាចរឹងពាក់បាន ៥ ជឿទុកចិត្ត"
"COLLABORATIVE, RELIABLE & TRUSTS"

Chanmodiny observes her work meticulously for any potential flaw to ensure that every angle of information is correct before it is passed to the line manager and stakeholder for review or alignment. The urge to learn and challenge for new frontiers mean Chanmodiny has contributed to the company's growth in both the finance and marketing teams.



**កម្មវិធី
បុគ្គលិកប្រចាំខែ**

EMPLOYEE OF THE MONTH



ការទទួលបានទំនុកចិត្តពីមនុស្សជុំវិញខ្លួន

គឺជាភារកិច្ចការងារមួយដែលត្រូវមានការប្រុងប្រយ័ត្នខ្ពស់ ខ្ញុំបំពេញការងារ ដោយតែងតែកំណត់ពេលវេលា ជាក់លាក់ក្នុងការសម្រេច ក៏ដូចជាពិនិត្យយ៉ាងម៉ត់ចត់ពីកំហុស ឬចំណុចប្រយោង ដើម្បីជួយសម្រួលដល់ការងារបន្ទាប់របស់ ប្រធានគ្រប់គ្រង និងម្ចាស់ជំនួញផ្សេងៗ។

Earning trust from our surroundings

is an ongoing task that requires consistency. I try my best to complete all my tasks within specified timeline and minimize the errors on my parts as much as possible so as to ease my manager and stakeholders of their subsequent works.

ហេង ច័ន្ទ ម៉ូឌីនី

HENG CHANMODINY

អ្នកគ្រប់គ្រងពិនិត្យហិរញ្ញវត្ថុក្រុមហ៊ុន
COMMERCIAL CONTROLLER

"សហការ អាចរឹងពាក់បាន ៥ ជឿទុកចិត្ត"
"COLLABORATIVE, RELIABLE & TRUSTS"



For those who were wondering, this is how they became our star of the month.

To celebrate their success along the way, the management team at Cambrew is honoured to handover the recognition certificates and coupons to Kanha and Chanmondiny.

Following what has been achieved with flying colours, the company's next target is to look for excellence in integrity which involves the element of honesty, adhering to high moral and ethical standards. Who will the next stars be?



Children Help Nurturing the Culture of Work Safety

**WE ARE STRIVING TO CREATE
A SAFER TODAY AND TOMORROW
BY DEVELOPING
A ZERO-ACCIDENT CULTURE**



ZERO
Accidents
Culture

At Cambrew we set health and safety awareness as a high priority. To show our commitment to the issues and celebrate World Day for Safety and Health at Work on April 28, Cambrew organised an art competition under the theme of “Health and Safety” for our colleagues’ children. Every member of our workforce is encouraged to let two of their children participate since Cambrew believes that the children’s presence shows an important role in making the working environment a better place. The competition is reserved for the children of our colleagues and they must be up to 15 years old while the art must be their originals. The context of the art should fall into topics of safety such as road safety, fire safety, and safety in terms of Personal Protective Equipment at Work (PPE).



We have received a good number of responses from our participants. In return, the committee, H&S and HRBP all have selected 10 best artworks in the intermediate step for the Managing Director before the final 3 best artworks, consisting of stronger and catchier creativity, aesthetics and meaning, are chosen for the main prize.

All participants will be awarded a certificate of participation and souvenirs. We, at Cambrew, are humbly happy to host such a competition and we hope that by doing this we can spread the message of health and work safety. Through the ZERO Accident Culture, our journey is to reach ZERO accidents by 2023.



Bolstering Leaders for the 2023 9 Grid Plan



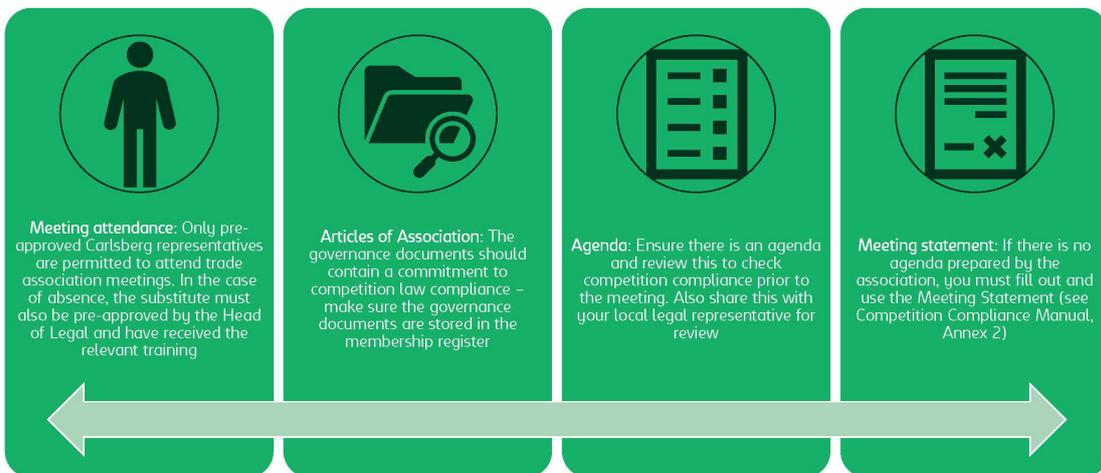
The Carlsberg Project Management Model Training, a caring gesture from our MD to bolster the skills already obtained by the LI leaders, will serve key members who lead the 9 Grid of 2023 in terms of providing in a bigger picture such as the Carlsberg project management model, communication planning and strategies for effective project management.

This training, conducted by Joseph Telfer on April 24 at Cambrew head office, will enable our leaders to manage current and future projects effectively.



A Great Brewer also Requires a Great Lawyer

Mitigating risks – before the meeting



Running a successful company, such as a world-class brewery like ours, demands a lot more than just having a great capacity to brew one of the best beers in the world. It demands courage, commitment, care and the ability to solve and avoid legal problems.

Here at Cambrew, legal training is conducted to equip our members with the necessary tools to safely navigate a web of rules and regulations. Necessitating the need to stay informed, alert and aware of any potential legal action, our trained members must follow set conduct before, during and after meetings.



Mitigating risks – during the meeting



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Some of the issues which have happened along the way have been risks involved in trade association and anti-competitive activities.

When meeting competitors, we may put ourselves in a scenario where we might be forming an illegal cartel and there are many cases of illegal cartels in trade associations. An investigation, if one were to take place, is expensive and time-consuming, and by which time the person who was involved in the unlawful action may have left the firm.



Some people involved in cartel activities can seek leniency from the authorities if they expose illegal activities of members to law enforcement agencies. Fines are not something people want to hear about when it comes to conducting good business.

As one can see, a great beer does not only require a great brewer, but also a great lawyer.

Mitigating risks – after the meeting



Minutes: Check the minutes following the meeting to ensure competition compliance. Make sure the minutes are also checked by your local legal representative



Agenda and Minutes: Make sure the agendas and minutes are stored in the electronic membership register so the legal team can access them



Reporting: You must immediately report any incidents of illegal, or potentially illegal, activities to local legal



Follow-up: All communications from trade associations or members of trade associations must be reviewed carefully – if you suspect anti-competitive conduct this must be escalated to the Head of Legal immediately for action





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ZERO-ACCIDENT CULTURE



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