
Telecommunications

New Rules on Advertising for Mobile Network Operators

On 15 February 2017, the Telecommunication Regulator of Cambodia (“**TRC**”) issued Letter No. 0276 TRC on the control over the commercial advertising of all mobile network operators in Cambodia (“**Letter**”). This Letter sets out the actions that the Government will take to strengthen the engagement in dealing with unfair competition, as well as to protect the interest of users. According to this Letter, the TRC requires all mobile network operators to:

- request for prior approval from the TRC for any type of advertisement. The request will be reviewed and the TRC will provide a response within ten working days;
- immediately stop all advertising by all means such as website, social networks or poster about money exchange or promotion that features lies to users and/or cost base; and
- provide to the TRC the cost base used for voice mail per minute and for the mobile data (price to be charged in cent per megabyte) for every semester.

Failure to comply with the abovementioned requirements will prompt the TRC to impose the applicable punishment such as prohibition from the importation of equipment, and suspension of permits, certificates or licenses until the requirements are fulfilled.

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ASEAN Economic Community Portal

The launch of the ASEAN Economic Community ("AEC") in December 2015, businesses looking to tap the opportunities presented by the integrated markets of the AEC can now get help a click away. Rajah & Tann Asia, United Overseas Bank and RSM Chio Lim Stone Forest, have teamed up to launch "Business in ASEAN", a portal that provides companies with a single platform that helps businesses navigate the complexities of setting up operations in ASEAN.

By tapping into the professional knowledge and resources of the three organisations through this portal, small- and medium-sized enterprises across the 10-member economic grouping can equip themselves with the tools and know-how to navigate ASEAN's business landscape. Of particular interest to businesses is the "Ask a Question" feature of the portal which enables companies to pose questions to the three organisations which have an extensive network in the region. The portal can be accessed at <http://www.businessinasean.com>.

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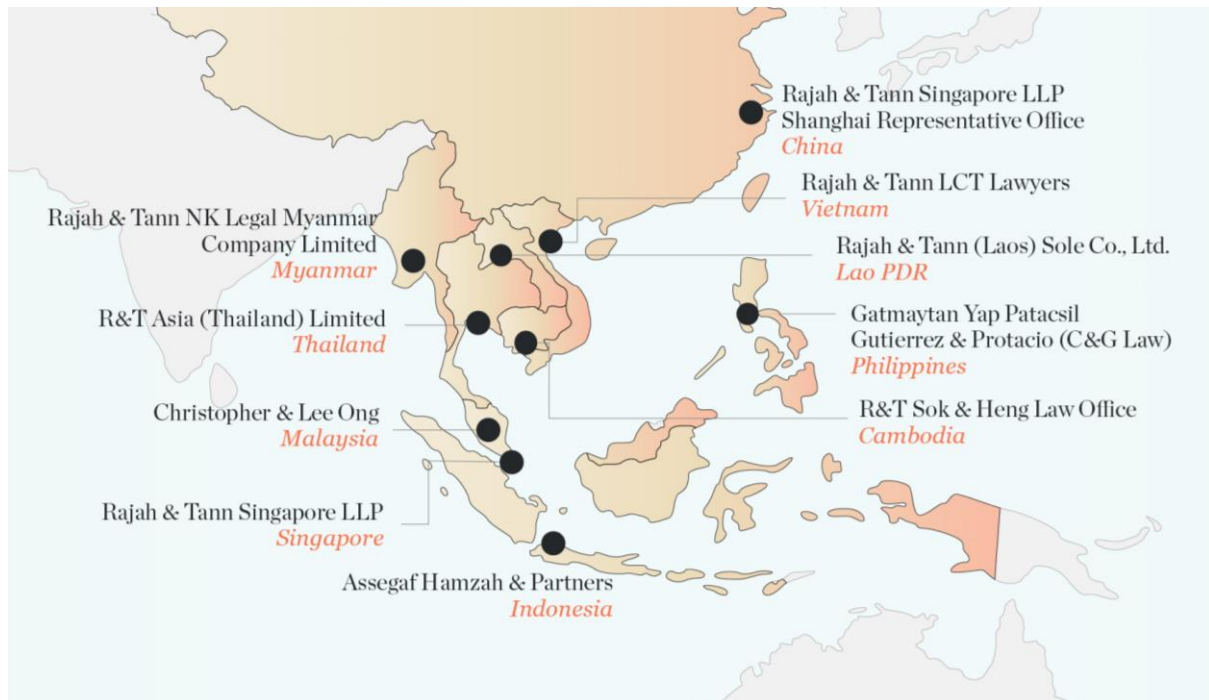
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