

MYANMAR



TRADE MISSION

30-31 MAY 2016

Agriculture/Agrifood
Food & Beverage



Dates of Business Delegation

May, 2016

Venue

- 30 May, 2016 - Novotel Yangon Max (459 Pyay Road, Kamayut Township, Yangon, Myanmar)
- 31 May, 2016 - Visits
- 1-3 June, 2016 - Exhibition Food & Hotel Myanmar 2016, MEP Yangon.

Sectors covered by conferences & visits

- Agriculture / Agrifood sector
- Food & Beverage / Restaurant industry

Why Myanmar?

Since 2011, Myanmar's economy has been opening up, offering real opportunities for local and international companies. For its development, the country is now in need of infrastructures, equipment, and means of industrialization in every sector.

In addition, Myanmar possesses many resources (natural gas, oil, timber, precious stones, agriculture, water, sun, young population, cultural and tourist sites, and so on), which will help boost its development in the coming years.

Myanmar is the country offering the most important potential of development in South East Asia.

Key figures

- A surface area of 676,578 sqkm, which makes it the largest country in South East Asia.
- A strategic location between India, China and ASEAN, with a direct access to the Indian Ocean.
- A population of 51.4 million of inhabitants.
- A young population with a growth rate of 2% (25% = 0 to 14 years old / 67.5% = 15 to 64 years old).
- 3 large cities (Yangon 5,8 M., Mandalay 1,3 M., Nay Pyi Taw 1,1 M.), with a urban population annual growth rate of 2.5%.
- A GDP of 73.62 billion USD in 2015.
- A growth rate of 8.5% both in 2014 and in 2015.
- A unemployment rate of less than 4% in 2014 and in 2015.
- Abundant resources in oil and gas, water, timber, precious stones, agricultural products, copper...
- Large potential to become one of the main tourist destination in Asia.



Program*

30th MAY

- Morning** Arrival at Yangon Mingaladon International airport / Transfer by bus to Novotel Hotel
- 11.00 am** **Arrival at Novotel Yangon Max** - Welcoming coffee with members of CCI France Myanmar
Welcoming speeches by **Mr. Julien Esch**, President of CCI France Myanmar
- 11.30 am** General presentation of **Myanmar economic and political situation**
Speaker: **Mr. Dominique Causse**, Conseiller Economique of the French Embassy
- 12.00 am** **Lunch break** at Novotel Hotel with members of CCI France Myanmar
- 1.00 pm** **End of lunch**
Presentation of **Myanmar Companies & Investment Laws**
Speaker: **Mrs. Florence Grangerat**, Audier & Partners Myanmar
- 1.20 pm** Presentation of **Myanmar hotel-restaurant industry**
Speaker: **Mr. Philippe Battlé**, Country Representative of AccorHotels and General Manager of Novotel Yangon Max
- 1.40 pm** Presentation of **Agricultural machines & equipment sector in Myanmar**
Speaker: **Mr. Gerhard Hartzenberg**, New Holland Myanmar
- 2.00 pm** Presentation of **The agricultural sector and the seed market in Myanmar**
Speaker: **Mr. Charles Cooka**, Country Manager of Limagrain Myanmar
- 2.20 pm** Presentation of **The feeding and animal nutrition sector in Myanmar**
Speaker: **Mr. Josselin Le Cour Grandmaison**, Country Director of Invivo Myanmar
- 2.40 pm** Presentation of **The wine and French products distribution market in Myanmar**
Speaker: **Mr. Patrick Lambart**, Country Director of Annam Myanmar
- 3.00 pm** Coffee break
- 3.30 pm** Presentation of **Laws, Rules & Regulations related to Agrifood Sector**
Speaker: **Mr. Alexander Bohusch**, Luther Lawfirm
- 3.50 pm** Presentation of **Myanmar Food Distribution Sector**
Speaker: **Mrs. Win Win Tin**, President of Myanmar Retailer Association
- 4.20 pm** Presentation of **Myanmar Agricultural sector**
Speaker: **Mr. Soe Than Min Htin**, President of Myanmar Fruits, Flowers and Vegetables Producers and Exporters Association

* Disclaimer: Subject to changes, modifications & adjustments especially to accommodate any last minute speaker contingencies



Program*

30th MAY

4.40 pm Presentation of **Myanmar Restaurant Industry**
Speaker: **Mr. Nay Linn Chit**, President of Myanmar Restaurants Association

5.00 pm Coffee break

5.30 pm Beginning of **B2B meetings** with:



UMFCFI (Union of Myanmar Federation of Chambers of Commerce and Industry)
UMFCFI acts as a bridge between the government and the private sector, and has become the representative of the Myanmar business community.



MFVP (Myanmar Fruit, Flower & Vegetable Producers & Exporters Association)
MFVPEA has 40,000 members and aims at providing tropical and temperate fresh and processed quality fruits and vegetable for the consumers.



MFPEA (Myanmar Food Processors & Exporters Association)
MFPEA bridges the gap between the public and private sectors, and works on key issues such as food safety, export, sourcing of raw material from abroad.



MRA (Myanmar Restaurant Association)
MRA is to be the leading and supportive organization for the development of all Restaurants in Myanmar through education and professional developments.



MRA (Myanmar Retailers Association)
MRA has 800 members and aims at developing Myanmar's retail business by providing training, workshops, networking meetings & advocacy services.



CCI France Myanmar (French Myanmar Chamber of Commerce)
FMCCI is a non-profit organization representing 100 members and working at developing economic relations between France and Myanmar.

7.00 pm End of B2B meetings

7.30 pm Transfer to *L'Alchimiste* by bus

8.00 pm **Networking cocktail** at *L'Alchimiste*, in presence of **H.E. Mr. Olivier Richard**, French Ambassador to Myanmar

10.00 pm End of networking cocktail / Transfer back to Novotel Yangon Max by bus

Program*

31st MAY

- 7.00 am** Departure from Novotel Yangon Max by bus
- 7.30 am** Arrival at **La Tartine**
Breakfast and presentation of **La Tartine**
Speaker: **Mr. Lucas Ducros**, General Manager of La Tartine
- 9.00 am** Departure from La Tartine by bus
- 9.30 am** Arrival at **Market Place Myanmar Plaza**
Presentation and visit of **City Mart Group**
Speaker: **Mr. Patrick Simon**, CEO of City Mart Holding Limited
- 10.30 am** Presentation of **Cold chain logistics in Myanmar**
Speaker: **Mr. Howard Seargent**, Managing Director of Kospa Cold Chain Myanmar
- 11.00 am** Presentation of **Fast food chains industry in Myanmar**
Visit of KFC Restaurant Myanmar Plaza
Speaker: **Mr. Nyan Kyaw**, Marketing Manager of KFC Myanmar
- 12.00 pm** Departure from Myanmar Plaza by Bus
- 12.15 pm** Arrival and lunch at Taing Yin Thar Restaurant
- 13.15 pm** Departure from Taing Yin Thar Restaurant by bus
- 14.00 pm** Arrival at **Yangon Paris Bakery**
Presentation and visit of **Yangon Paris Bakery**
Speaker: **Mrs. Thinn Thandar Htay**, Marketing Manager of Yangon Paris Bakery
- 15.00 pm** **Departure from Yangon Paris Bakery** and transfer to Yangon Mingaladon International Airport
- 15.15 pm** **Arrival at Yangon Mingaladon International Airport** and departure of delegates

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The 3rd International Exhibition for Food & Drink, Hotel, Restaurant, Bakery & Food Service Equipment, Supplies & Services

FOOD & HOTEL 2016
Myanmar



www.foodandhotelmyanmar.com

1-3 JUNE 2016
Myanmar Event Park (MEP)
Yangon

Including:



**Discover
New Business**





With CCI France Myanmar, participate in the largest and most successful trade exhibition on the food and hotel sector in Myanmar.

- Get a free pass to visit the exhibition
- Exhibit on the CCI France Myanmar's pavilion to promote your company and to meet your future business partners in Myanmar

PROJECT PROPOSED FRENCH PAVILION DESIGN FOR FHMM 2016

AN ALLWORLD EXHIBITIONS MEMBER

Project Code : 4982 DWG.Date : 18/2/2016 Venue : MEP , MYANMAR Event Date :1/6 - 3/6/2016

File name : D16-FRENCH PAVILION-FHMM-A01-4982 Client : BANGKOK EXHIBITION SERVICES Drawn By : ELEEN

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WHY PARTICIPATE IN HOTEL & FOOD MYANMAR?

- Organization leader in trade exhibitions in Asia
- 141 participants from 21 countries = the largest food & hotel exhibition in Myanmar
- Open to professional and businesses only = 6,430 trade visitors (96% from Myanmar)
- Represented countries in 2015 = Australia, China, Denmark, France, Germany, Hong Kong, India, Indonesia, Italy, Korea, Malaysia, Myanmar, New Zealand, Philippines, Russia, Singapore, Spain, Taiwan, Thailand, USA, Vietnam
- Many events during the exhibition:
 - * Myanmar Culinary Arts Competition
 - * Myanmar National Barista Championship
 - * FoSTAM Safe foods for Hotels & Restaurants Seminar
 - * Myanmar Restaurant Association Bartenders Demonstration
 - * MEC 3 Gelato Master Class
 - * Myanmar Coffee Association Seminar

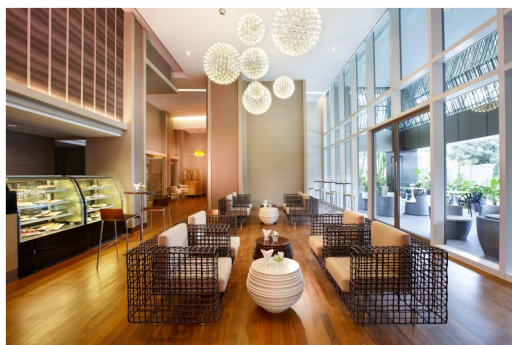


WHY EXHIBIT WITH CCI FRANCE MYANMAR?

- Benefit from the visibility and the image of our pavilion FRANCE
- Claim your identity and build up your notoriety in Myanmar
- Benefit from our networks and contacts in Myanmar
- Exhibit and meet your business partners on a fully-serviced and fully-equipped space (beverages and food, decoration, furniture and equipment, cozy meeting spaces...)
- Benefit from the support of our team on the pavilion
- **Benefit from special rates and our very attractive package**



Novotel Yangon Max



Indulge yourself in 5-star luxury 30 minutes' drive from Yangon International airport at Novotel Yangon Max. Contemporary design with Myanmar accent and modern accessories make your room a tranquil retreat. Cool off with a dip in the swimming pool. Watch the famous Shwedagon Pagoda from the pool deck while sipping a cocktail at the Pool Bar.

Located on Pyay Road, Novotel Yangon Max is a short walk away from Junction Square shopping mall and a 10 minutes drive from the Shwedagon Pagoda. The 366 room hotel is a perfect choice for both business and leisure travellers.

Its private, spacious and fully equipped meeting rooms, combined with its all-service conference packages, offer you a perfect environment to organise professional events and business meetings with great peace of mind, in order to guaranty their success.

Registration fees for participants from abroad

Rates and registration: Registrations are made only through the CCI France of your country of origin.

- **Trade Mission package only (30-31 May 2016) = 1,100 USD / person (international flights not included)**

The conference package includes the following services:

- * Access to all conferences on 30th and 31st May, 2016*
- * Access to all visits organised on 31st May, 2016*
- * B2B meetings on 30th May, 2016 at Novotel Max Hotel
- * Accommodation in a single room for 1 night (30th May, 2016) at Novotel Max Hotel, in Yangon
- * Coffee breaks, services, and luncheons during the conferences on 30th and 31st May, 2016
- * Networking Cocktail at *L'Alchimiste* Restaurant on 30th May, 2016
- * Transports and transfers as mentioned in the program on 30th and 31st May, 2016*

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- **Exhibition – Food & Hotel Myanmar 2016 package only (1-3 June 2016) = 1,900 USD / person**

The Exhibition package includes the following services (accommodation is not included):

- * Support services on the pavilion by CCI France Myanmar team during the whole exhibition
- * Room for 2 roll-ups and a brochure stand on the pavilion during the whole exhibition
- * Access to one table and 4 chairs for business meetings during the whole exhibition
- * Coffee, soft drinks, snacks and 3 lunches (1 lunch/day)
- * Communication, PR, Media relations and promotion before and during the event

- **Trade mission + Exhibition Package = 2,800 USD / person**

Terms and conditions

Registration will be considered as confirmed only after reception of the completed registration form and of the full payment of fees. Registration fees have to be paid in full before 2nd May, 2016. Registration fees are non-refundable after 9th May, 2016.

Contact

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