



"Myanmar consumers have a keen interest in the outside world and a growing exposure to it through media. However, there are unique attitudes and a real polarization of wealth that creates a dichotomy for marketers..."

- Jason Copland, GM, TNS Myanmar

Attain trade information and insights on Myanmar consumer market at CMT's [Myanmar Consumer Summit](#) in Yangon this May 9-10!

Local players from Myanmar Brewery, Polastri Wint & Partners and Thura Swiss will shed light on the consumer behaviors and preferences as well as feasible strategies in entering the frontier market.



Mr Myint Zaw, Senior COO of Myanmar Brewery Ltd, one of the best-run foreign-invested companies in Myanmar, will be bringing you a comprehensive session on establishing your business through local production by streamlining of products to suit local preferences and assessing the emerging market opportunity in malt liquor market. Comparison of consumer markets between developed & emerging countries and selecting the best available infrastructure & distribution channels will also be explored in this session by MBL.



Dr. Aung Thura, CEO of Thura Swiss will give you pointers during the session "Establishing a Business Strategy to enter Frontier Market like Myanmar" on how and when to enter a new market, localizing your business model, positioning your product and pricing strategy that will work best for your organization in this emerging market. The strategic gameplay presentation also builds on successful case studies in Myanmar to further exemplify his points.



Mr. Alessio Polastri, Managing Partner at Polastri Wint & Partners will take you through a detailed breakdown on the legal framework surrounding the local consumer market, looking into FDI law, restrictions in trading, tax regime and lease agreement - all of which are crucial to your business in Myanmar.

This is your chance to attain information on the new frontier market and an exquisite opportunity for you to network with potential business partners at the Myanmar Consumer Summit happening just one month from now!

[REGISTER](#) today - take your first step towards the 60 million strong Myanmar consumer market!

Refer to the [Myanmar Consumer Summit Program Agenda](#) for greater details on the summit.

See you in Yangon next month!

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