

YANGON
9-10 May 2013

Myanmar Consumer summit

Official Addresses by:

Dr. Maung Aung, *Advisor*
Ministry of Commerce

Dr. Daw Thida Htin,
*Deputy Director General, Information
and Public Relation Department*
Ministry of Information

Confirmed Speakers:

- TNS
- F&N
- Loi Hein
- Myanmar Spa Today Far East Advertising
- Ogilvy & Mather
- City Mart Group

and more...

You will network with:

CEOS, Presidents, GMs, Product/Marketing/ Sales Directors, Business Development Managers, Head of Strategic & Planning, Supply Chain Managers, Brand Manager, Head of Consumer Insights/ Customer Knowledge, Retail Analyst and Merchandising Directors from FMCG Companies, Advertising & Marketing Firms, Retail & Consumer Industry, Market & Retail Research/Consulting Services, Logistics & Warehousing, Retail & Shopping Centers Developer, Fashion & Apparel Industry, Mobile & Electronics Companies, Domestic Appliance Manufacturer, Supermarket/Food & Liquor Companies and organizations which support and/or supply products & services to the consumer industries.

“Benchmarking Today’s Myanmar Consumers to Create Sustainable Growth Opportunities for Tomorrow”

Myanmar is truly one of the last unexplored consumer markets in Asia. As it is also one of the few immediate growth opportunities globally, it becomes critical to gain a genuine understanding and have a benchmark of consumer behavior and perception today. This will help companies assess where the market is today, how their products and services potentially fit into Burmese consumer culture and needs. More importantly how to grow their brands in the future to have a successful and sustainable business model for years to come.

CMT’s Myanmar Consumer Summit 2013

- Consumer Purchasing Behaviors, Trends & Insights
- Positioning your Products/Brands in Myanmar
- Building and Choosing the Right Sales & Distribution Channels
- Advertising & Promotion Channels and New Media & Advertising Law
- Demand forecast in **FMCG, Automotive, Electronics & Electrical Appliances**

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