

Myanmar Consumer Summit

9-10 May 2013
PARKROYAL Yangon

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Day 1 - May 9th, Thursday

08:00 Registration & Coffee

09:00 Chairman's Welcome Remarks
*Dr. Aung Thura, Chief Executive Officer
Thura Swiss Ltd.*

09:10 **Understanding Myanmar Consumer Market**

- Establishing local presence in Myanmar through local production
- Assessing the emerging market opportunity in Malt Liquor Market
- Offering products to suit the local customer's preferences and creating awareness
- Comparison of developed and emerging markets
- Available infrastructure and effective distribution channels

*Myint Zaw, Sr. Chief Operating Officer
Myanmar Brewery Ltd*

09:40 **What Myanmar Consumers Want?**

- Expanding economy and its impact on consumer demand/choice
- Growing consumer trends, characteristics & buying behaviour
- Volume/value/nature of the market
- What are they willing to pay?

*Ralf Matthaes, Regional Managing Director
TNS Indochina*

10:10 Coffee Break

10:40 **Legal Framework for Consumer Market in Myanmar**

- Implementation of Foreign Investment Law
- Restrictions on trading
- Tax regime
- Lease agreement

*Sebastian Pawlita, Partner
Polastri Wint & Partners*

11:10 **Growth Opportunities in Consumer Market**

- Shopping habits
- Media habits
- Luxury - myth or opportunity

*Ralf Matthaes, Regional Managing Director
TNS Indochina*

11:40 **Geography, Economy, Ethnicity and Social Class: Managing Complexity in the Myanmar Matrix**

- Myanmar's Geography and Basic Economic Structure
- Ethnicity and Center-Periphery Distribution of Wealth and Power
- Class Structure: An Increasingly Wealthy Upper Class or a Rapidly Growing Middle Class?

Stuart Larkin, Myanmar Specialist, Policy & Investment Research & Advisory

12:10 Discussion Followed by Networking Lunch

13:50 Afternoon Chairman's Remarks
*Ralf Matthaes, Regional Managing Director
TNS Indochina*

14:00 **Establishing a Business Strategy to Enter into Frontier Market like Myanmar**

- Determining how and when to enter a new market
- Localisation of your business model
- Positioning your product correctly in a new market
- Pricing strategy
- Successful case study

*Dr. Aung Thura, Chief Executive Officer
Thura Swiss Ltd.*

14:30 **Challenges of Setting up a Sales & Distribution Network in Myanmar**

- Selecting the right partner
- Developing sales network for stronger brand awareness

*Graham Lim
Country Manager (Marketing - Soft Drinks)
Fraser and Neave Limited*

15:00 Networking Tea Break

15:30 **Implications on Media Reform and Update on Media and Advertising Law**

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

16:00 **Effective Communication Channels to Myanmar Consumers – Changes, Challenges and Chances**

- Changes: Impact on media and communication - Political, Economic, Infrastructural, Technological and Social
- Challenges: Current media consumption habits and channels - TV, Print, Outdoor and Social Media
- Chances: What works best in this newly emerging market?

*Saw Yan Naing (William), Managing Director
Myanmar Spa Today Far East Advertising Ltd*

16:30 **Bringing your Brands to Myanmar via Franchising**

- Framework for franchising in Myanmar and related issues
- Framework for intellectual property protection in Myanmar
- Protecting your trademark in Myanmar
- Dealing with Infringement

*Jay Cohen, Country Manager
Kelvin Chia Partnership, Cambodia*

17:00 Discussion followed by End of Day 1

17:15 – 18:15

*Networking Reception
for Speakers and Participants*

Day 2 - May 10th, Friday

09:00 **Ministerial Address:**
*H.E. Dr Pwint San, Deputy Minister
Ministry of Commerce*

09:15 Chairman's Remarks
*Saw Yan Naing (William), Managing Director
Myanmar Spa Today Far East Advertising Ltd*

09:20 **Update on Import/Export Regulations in Myanmar & Opportunities for Foreign Companies**

*Dr. Maung Aung, Advisor
Ministry of Commerce*

09:50 **Preparing for Greater Challenges with Influx of Foreign Brands – Views from a Leading Local Brand Owner**

- Building brand loyalty
- Investing in innovative products and technology
- Collaborating with foreign partners

*Dr. Sai Sam Htum, President
Loi Hein Co. Ltd*

10:20 Networking Coffee Break

10:50 **Media and Advertising Industry in Myanmar**

- Choosing the right marketing partner

*Dr. Anna Khin Khin Kyawt, Managing Director
SAIL Marketing & Communications
Transparent Media Myanmar
Chairperson
Myanmar Marketing Services Association
(MMSA)*

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- 11:20 **Successful Brand Building in Emerging Markets**
- First mover advantage!
 - How companies develop their brands in emerging markets and lessons for Myanmar
 - Drawing the consumer to your brand
- Marion McDonald, MD of Strategy and Planning, Asia-Pacific Ogilvy Public Relations Worldwide*

Panelists:

Soe Moe Thu, Director

City Mart Group

Lynn Lynn Tin Htun, Managing Director

Mango Marketing Services Co., Ltd.

Meimei Chua, Executive Director

Beauty Palace Co. Ltd

- 12:05 **Retail Landscape in Myanmar 1st Perspective:**
- Current retail market outlook & future prospect
 - Why traditional trade will still dominate the market?
 - Changing retail landscape & opportunities for FMCG manufacturers

- Where do local consumers do their purchases?

Jason Copland, General Manager

TNS Myanmar

- 12:30 **Retail Landscape in Myanmar 2nd Perspective:**
- Supply overview in various sectors and comparison with other cities
 - Importance of supporting retail in Yangon in future
 - How local developers are raising their game
 - Will luxury brands come in?
 - Retail space availability & cost comparison
 - Investment opportunities for hypermart & shopping centre
- Tony Picon, Managing Director | Myanmar Colliers International Thailand Property Consultants Co.,Ltd.*

12:55 Final Discussion & Closing Lunch

14:00 End of Conference

14:30 **Doing Business in Myanmar under the Implementation of FIL**

Separately Bookable Post-Summit Workshop

Doing Business in Myanmar under the Implementation of FIL

(14:30 - 17:00pm)

In this workshop we will provide potential investor with head-start introduction to implementation of the new foreign investment laws and climate of investment opportunities, overview of joint venture agreements and partnership structures between domestic and international investors in Myanmar. With experience in assisting local and foreign companies involved in Myanmar, the facilitator will draw examples from his experience.

Workshop Outline:

- Overview of Myanmar investment climate;
- Updates on key-laws;
- Overview of the consumer industry in Myanmar and case studies;
- Finding the right local partner;
- Structuring a joint venture
- Barriers in doing business in Myanmar
- Why to do business in Myanmar

Mr. Alessio Polastri, Managing Partner

Mr. Sebastian Pawlita, Partner

Polastri Wint & Partners

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Program details published herein are confirmed as at 05/07/2013.
Please visit <http://www.cmtevents.com/main.aspx?ev=130520> for latest information on speakers & topics.

Activities	Fee Per Person	Bundle Fee
9 & 10 May Myanmar Consumer Summit	Regular Fee - USD1495 Group Fee - USD1295* <small>*3 or more from same company</small>	
10 May - Post Workshop Doing Business in Myanmar under the Implementation of FIL		Summit & Workshop USD1695 per person
<small># Workshops are open to summit attendees ONLY. Attendees can opt for 1 of 2 workshops.</small>		