

# 2<sup>nd</sup> Myanmar Consumer Summit

Yangon, 27-28 Oct 2014



## You'll 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

## Customised Sponsorship Package

This event is an excellent platform to promote your organization to influential players and investors in the industry. Sponsorship opportunities available include Corporate, Exclusive Luncheon & Cocktail sponsor. Exhibition / catalogue display can be arranged upon request. Contact [nisha@cmtsp.com.sg](mailto:nisha@cmtsp.com.sg)

## Empowering Consumers with Choice in Fast Changing Myanmar

Myanmar's 60 million consumer market is a golden opportunity for companies seeking inroad into this frontier market! From FMCG to consumer electronics to smart phone makers, international and regional brands are tapping into Myanmar, as demand for consumer goods and consumer spending power are on the incline.

Why is Myanmar's consumer market attractive? How to open shop in Myanmar? What are the options to advertise & media marketing? What are the distribution challenges?

## CMT's 2nd MCS with spotlight on key issues:

- Evaluating the consumer patterns in Myanmar and comparison to other key markets
- Issues & challenges in accessibility and market reach
- Outlook on Myanmar's consumer segments
- Commercial success of launching FMCG products in Myanmar
- Implications of media law to Myanmar's consumerism sector

And more!

Name \_\_\_\_\_  
Position \_\_\_\_\_  
Company \_\_\_\_\_  
Email \_\_\_\_\_  
Address \_\_\_\_\_  
Tel \_\_\_\_\_  
Fax \_\_\_\_\_

- Register Me
- Send sponsorship details
- Exhibitors
- Speaker

### TO REGISTER

Online: [www.cmtevents.com](http://www.cmtevents.com)  
Email: [sasha@cmtsp.com.sg](mailto:sasha@cmtsp.com.sg)  
Fax: (65) 6345 5928  
Tel: (65) 6346 9124

ORGANISED BY



Centre for  
Management  
Technology®

into our 31<sup>st</sup> year

[www.cmtevents.com](http://www.cmtevents.com)