



## Day 1 - 27 Oct 2014, Monday

- 08:00 Registration & Coffee
- 09:00 Chairman's Welcome & Introduction
- 09:10 **Myanmar's New Advertisement Policy**
- Implementation of the new policy
  - Which sector will be impacted?
  - Guidelines on internet and digital/mobile advertisements?
  - Balancing contents to meet consumer protection act?
- Daw. Thida Tin, Deputy Director General Information and Public Relation Department, Ministry of Information*
- 09:40 **Building Local Presence & Distribution Network for FMCG**
- Different approaches to building distribution channels
  - Positioning and building international brands for the local market
  - Drawing experience from emerging markets and making it work in Myanmar
- Mr. Zaw Myo Hlaing, Country Director Unilever Myanmar*
- 10:10 Discussion followed by Refreshment Break
- 10:40 **Panel Discussion: Accessing the Myanmar Market**
- Policies that impacts business
  - Distribution channels and partnership
  - Rural marketing: how to penetrate and distribute products into rural areas
  - Effective time to market
  - How local brands are defending their market?

- Leveraging on media & advertisement?
- Import liberalization: How does it impact distribution and supply chain?

**Panelists:**

- Mr. Myint Zaw, President Professional Marketer Association of Myanmar*
- Mr. Lester Tan, Managing Director APB Alliance Brewery Co. Ltd. (Part of the Heineken Company)*
- Mr. Zaw Myo Hlaing, Country Director Unilever Myanmar*

11:15 **Managing Supply Chain Network Risk and Volatility to Win – P&G Perspective**

- Mr. Bob Travers, Associate Director (ASEAN Supply Network Organisation) Procter & Gamble (P&G)*

11:55 **The Conservative, Contemporary & Cosmopolitan: Dissecting Myanmar's Consumer Market?**

- Understanding Myanmar's demographic i.e. education, employment, income
  - Learning their mindset: life concern, attitudes, perception towards brand
  - Buying habit: purchase outlet, influencer, etc.
  - How to approach the Burmese: media consumption
  - Market need gap: key product usages
- Ms. Sarinporn Jivanun, Managing Director Environsell Thailand*

12:25 Discussion followed by Networking Lunch

14:00 Chairman's Remarks

14:10 **Consumerism Trends in the Emerging CLMV Countries**

- Socio-economic structure & impact on purchasing power
  - Leveraging on the similarity between the Cambodia, Laos & Vietnam to Myanmar
- Mr. Jason Copland, Managing Director TNS Myanmar*

14:40 **Costs of Mobile Money and Myanmar Consumers**

- How does it line up with medium of exchange costs?
  - Nature of Myanmar people's spending habits and view on money
  - Challenges of implementing Mobile Money Operation
- Mr. Aung Aung, Board Member Myanmar Citizens Bank (MCB)*

15:10 **Internet in Your Pocket**

- Internet status in Myanmar
  - Role of smartphone and internet usage/subscription
  - Increasing internet awareness - what are the developments?
- Mr. Roson Luo, Director (Consumer Business) Huawei Tech. Investment Co., Ltd.*

15:40 Discussion followed by Refreshment Break

16:10 **Successful Market Entry into Myanmar's Beverage Market**

- Customers' acceptance and market evolution
  - Market accessibility
- Mr. Graham Lim, Country Manager (Marketing - Soft Drinks) Fraser and Neave Limited*

16:40 **Balancing Creativity and Functionality: Effective Advertising & Communication Strategies which will Succeed in Myanmar**

- Reaching out to more customers through billboard, TV and print media
  - Breaking the norm from traditional to creative & innovative advertisements
- Ms. Lynn Lynn Tin Htun Managing Director Mango Marketing Services Co., Ltd.*

17:10 Discussion followed by end of Day 1

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## Day 2 - 28 Oct 2014, Tuesday

09:00	Chairman's Remark	10:35	Discussion followed by Refreshment Break
09:05	<p><b>Assessing Opportunities in Myanmar's Confectionery Franchise Sector: Case Study on Chewy Junior</b></p> <ul style="list-style-type: none"> <li>Trends in consumer preference for fast food</li> <li>Perception towards Singapore brands in Myanmar?</li> <li>Successful franchise: What to seek and avoid?</li> <li>How to ensure quality and consistency in food franchise industry - service, sourcing raw materials, skills</li> <li>Site selection and marketing of international franchise for the local market</li> </ul> <p><i>Mr. Maung Thet Naing Oo</i> Managing Director <b>Maverick Management Co. Ltd.</b></p>	11:05	<p><b>Panel Discussion: Opportunities &amp; Challenges for Myanmar's Franchise &amp; Retail Sectors</b></p> <ul style="list-style-type: none"> <li>Consumer behavior and retail trends?</li> <li>Potential scope for affluent international fashion labels</li> <li>Challenges for local franchisee &amp; retailers</li> <li>Developing and retailing in-house/local brands</li> <li>Leasing strategies &amp; attracting the right tenant mix</li> <li>Developing modern retail outlets &amp; convenience stores</li> </ul> <p><u>Panelists:</u> <i>Mr. Han Kyi</i>, Director <b>Creation Myanmar Co., Ltd.</b> <i>Daw.Wai Thit Lwin</i>, Managing Director <b>ABC Convenience Stores</b></p>
09:35	<p><b>Import Licensing and Import Tax Issues for Foods and Beverages</b></p> <ul style="list-style-type: none"> <li>How is the process to obtain FDA approvals, and how does it work in reality?</li> <li>Special challenges for fresh fruit and vegetables, meats and dairy products</li> <li>Update on how the customs duty and Commercial Tax is calculated for alcoholic beverages</li> <li>What are the packaging and product information requirements in Myanmar?</li> </ul> <p><i>Mr. Edwin Vanderbruggen</i>, Partner <b>VDB Loi Myanmar</b></p>	11:35	<p><b>Redefining Traditional Trade to Meet Modern Requirements: Retail Sector Developments in Myanmar</b></p> <p><i>Mr. Tony Picon</i>, Managing Director <b>Colliers International Myanmar</b></p>
		12:05	Final Discussion followed by Closing Lunch
		13:30	End of conference
10:05	<p><b>Shifts from Engaging Audiences with Traditional Media to Social/ Online Media</b></p> <p><i>Ms. Josephine Price</i> Director &amp; Co-Founder <b>Anthem Asia</b></p>		

## "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 personal care to food & beverages to smart phone: international and regional brands are tapping into the country's rising consumer spending power.

The fast changing telecoms landscape is paving vast opportunities for consumer product marketers, seizing the digital age for enhanced commerce through mobile platform, internet advertisements and social media. Cash transactions are making way to mobile point of sale (mPOS) solution. The prospects of mobile services enveloping Myanmar will enhance retail and payment experiences for consumers.

Despite the heady optimism, challenges are still aplenty. Import and distribution channels are still a hurdle for brands moving in to the market. Certain sectors such as food consumables have to consider localization of products and face import and tax restrictions. The rise of the middle class and the shift to more savvy buying habits means media and advertisements need speak of product functionality and seek creative approaches to attract consumers.

CMT's 2nd MCS addresses multiple valuable sessions and benefits as well as extensive networking sessions with regional, international and Myanmar players and experts!

The summit will address key issues

- How to understand the mindset of local consumers and their buying habits?
- How to manage the supply chain management risk and volatility?
- What is the reach & coverage of the distribution sector?
- How to access Myanmar's market?
- How will the mobile connectivity landscape enhance the retail sector?
- What is the prospect of smart phone market for Myanmar?
- What is the cost of mobile money for Myanmar's consumerism?
- What are the challenges and issues in media consumption and advertisement?
- What are the legislations and tax issues related to food importation?
- What is the market for fine food consumables?
- What are the challenges and opportunities for Myanmar's retail sector?
- How will digital and mobile media evolve in the wake of the telecom sector?

*And more!*