



## COST OF PARTICIPATION



Standard booth (9 sq.m)  
**USD 300 / sq.m.**  
**THB 10,500 / sq.m.**

- ★ 3 x 3 Meters (9 Sq. M.)
- ★ 3 partitions, 2.40 meters high
- ★ Company name plate (not more than 24 characters)
- ★ 1 table
- ★ 2 chairs / 1 rubbish bin
- ★ 2 Fluorescent light tubes (40W)
- ★ Power: 1 outlet

Raw Space Only  
 (min 18 sq.m.)  
**USD 280 / sq.m. or**  
**THB 9,800 / sq.m.**

### EARLY BIRD PROMOTION

(UNTIL NOV. 15, 2015)

#### Franchise & SME: Product & Service Categories

- Accounting / Tax Services
- Education
- Apparel / Shoes & Bags
- Associations
- Bakery / Confectioneries / Snacks / Specialty Food
- Beauty / Spa
- Beverages / Ice Cream / Yogurt
- Business Coaching & Training
- Childcare / Child Development
- Computers / Electronic Products
- Consultancy Services
- Convenience Stores
- Entertainment & Games
- Fast Food / Restaurants
- Franchise Suppliers / Retail Equipment & Technology
- Gifts / Stationery
- Health & Fitness
- Home Furnishings / Furniture
- Homewares / Storage Products
- Internet / Online Services
- Jewellery / Fashion Accessories
- Laundry Services
- Legal Services
- Printing Services / Printer Consumables
- Land Banking / Real Estate / Shopping Malls
- Senior Care Services
- Sign Products & Services
- Etc.

#### Business Support

- Business Marketing Services
- Consultancy Services
- Education
- Design Services
- Legal Services
- Printing
- Trademark & Brand
- Etc.



Attend Booth : Mr. Chaiwat Yang 081-6438595  
 (ThaiFranchise Sale Partner)  
 email : worldtfc@gmail.com

LINE id: chaiwatyang

# Myanmar International Franchise & SME Expo

## 19 – 21 JANUARY 2017

(Thu.-Sat.)

Gandamar Grand Ballroom  
 Gandamar Wholesale  
 Yangon, Myanmar



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# MYANMAR MARKET PROFILE

- The US decision to lift all of its remaining economic sanctions on Myanmar, also known as Burma, has surprised many. President Barack Obama's Move to End Myanmar Sanctions Promises a Lift for Its Economy
- The total population of Myanmar is estimated 66.23 million persons
- Myanmar's economy is expected to grow 8.4 percent in 2016 and early 2017 the highest rate in Asia and the Pacific, according to the Asian Development Bank's Asian Development Outlook 2016.
- In 2014, the number of foreign arrivals reached more than 3.08 million
- Cumulative foreign direct investment (FDI) into Myanmar reached US\$64.42 billion as at August 2016.
- The Asian Development Bank (ADB) plans to expand its concessional lending programs from \$150 million to \$350 million in 2017.
- Registration under Myanmar Foreign Investment Law; companies with 100% foreign investment.
- The Myanmar Automatic Cargo Clearance System (MACCS), which aims to expedite customs procedures, will be initially launched on a trial basis in August 2016, according to the Customs Department.
- US Launches \$10-Million Loan Guarantee Scheme for Myanmar

## BOOTHS AND EXHIBITION

The franchise of interest from international and Solution for SME. The Demonstration and workshop from franchisor. Thai Culinary Challenge 2017.

## ADVERTISING & PUBLIC RELATIONS PLAN

- ★ **Printing Media :**
  - Daily newspaper : 7 Day Daily, Daily Eleven
  - Journals : Weekly Eleven, 7 Day, Myanmar Time, Myanmar Post Global, The Myanmar Post, The Messenger
  - Magazine : Myanmar B2B Management, U.M.F.C.C.I Business Magazine
- ★ **TV Channel :** MRTV, MWD, MRTV-4, CH7, Sky Net, 5 Network
- ★ **Radio Station :** Shwe FM, Mandalay, City FM, Cherry
- ★ **FM,** Padamyar FM
- ★ **Online media :** Facebook, Banner AD, Community website, Mailing list
- ★ **Bill-Board, Hanging banner, Vertical banner, Flyers** around shopping mall area
- ★ **Invitation letter** to investor and entrepreneurs



**Myanmar International Franchise & SME Expo**



## INVESTMENT OPPORTUNITIES

- ★ Increases in the open market to the AEC.
- ★ Increase opportunities for business matching between buyers and sellers who are interested in the franchise business, and products from SME.
- ★ Opportunities for exhibitor and interested investor able to learn more about the business aspects
- ★ Be Inspire those who would like to have a business of their own. Starting a business can be easier with franchise



## BOOTHS AND EXHIBITION (CONTINUED)

### Franchise Zone

- ★ Food & Beverage
- ★ Education
- ★ Services
- ★ Health & Beauty
- ★ Association
- ★ Etc.



### SME Entrepreneurs Zone

- ★ Manufacturer & OEM
- ★ IT Solution for SME
- ★ Other business opportunity

## ACTIVITIES & WORKSHOPS

- ★ **Seminar**  
Step By Step Actionable Growth Strategies For Your Business In The Franchise Industry  
Branding Design for Retail Store  
10 Checklist, before buying Franchise  
How's important of Intellectual Property  
Optimize you business with Technology  
How to buy a franchise
- ★ **Workshop**
- ★ **Franchise Consulting**
- ★ **Shopping Zone**
- ★ **Business Matching**

## EXHIBITOR'S VOICE



Myanmar is a country that has high economic growth. Thai food is very popular and has potential to expand its market in Myanmar. This is the first time that we have Thai food exhibition in Myanmar International Franchise & SME Expo and so far we have received good feedback from businessmen in Myanmar. Our Exhibitors at the NFI Pavilion have opportunity to meet with distributors and business partners in the exhibition. Our exhibitors have also been taken good care by the organizer.

**Yongvut Savapruck**  
National Food Institute, Thailand



This is our first time joining Myanmar International Franchise & SME Expo 2016 and people are very excited with our Japanese quick haircut concept. Thus, we found our partner in Yangon at the first meeting. Please wait for our first store soon.

**Jason Budiarto**  
General Manager PT. Kaizen Indonesia

## ABOUT EXHIBITION

From our 1st ever International Franchise Exhibition in Republic of the Union of Myanmar on March 2015 and January 2016 at Tatmadaw Hall, have been received very good response from buyers and visitors

Meet the franchise business, SME products & services and other business opportunities from local and abroad The business opportunities seminar from experts in the franchise business, workshop and training to build business opportunity to those interested.

## TARGET GROUP

- ★ Investors, Venture Capitalists, Chain store operators and Business Developers
- ★ Potential Franchisees / Master Franchisees
- ★ Business owners seeking franchising and new business opportunities
- ★ Business owners looking for franchising and licensing information
- ★ Anyone from the franchising & licensing industries
- ★ owners Commercial buildings, office buildings, shopping malls