

Myanmar Consumer Summit

9-10 May 2013
PARKROYAL Yangon



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Day 1 - May 9th, Thursday

08:00 Registration & Coffee

08:50 Chairman's Welcome Remarks

09:00 **Update on Import/Export Regulations in Myanmar & Opportunities for Foreign Companies**
*Dr. Maung Aung, Advisor
Ministry of Commerce*

09:30 **Outlook for Myanmar's Consumer Market**

- Demand/supply projections
- Assessing the value of an emerging market
- Offering products to suit the local customer's preferences
- Available infrastructure and cost effective distribution channels

10:00 **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*

10:45 Coffee Break

11:15 **Legal Framework for Consumer Market in Myanmar**

- Restrictions on trading
- Tax regime
- Lease agreement

*Alessio Polastri, Managing Partner
P&A Asia*

11:45 **Growth Opportunities in Consumer Market**

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

*Ralf Matthaes, Regional Managing Director,
TNS Indochina*

12:30 Networking Lunch

13:50 Afternoon Chairman's Remarks

14:00 **Myanmar's Socio, Economic & Geographical Outlook**

- Developments and economic outlook in different states
- Regional considerations including language, scripts and living standards
- Culture of doing business in different areas

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

14:30 **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.*

15:00 **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*

15:30 Networking Tea Break

16:00 **Impact of Media & Advertising Reforms**
*U Myint Kyaw, Director, Information and Public Relation Department
Ministry of Information, Myanmar*

16:30 **Effective Communication Channels to Myanmar Consumers – Changes, Challenges and Chances**

- Changes: Impact on media and communication - Political, Economical, Infrastructure, 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, Managing Director
Myanmar Spa Today Far East Advertising Ltd*

17:00 End of Day 1

Day 2 - May 10th, Friday

09:00 *H.E Dr Pwint San, Deputy Minister
Ministry of Commerce (Invited)*

09:15 **Preparing for Greater Challenges with Influx of Foreign Brands – View from 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*

09:45 Networking Coffee Break

10:15 **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*

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, Associate Director- Research
Colliers International Thailand Property Consultants Co.,Ltd.*

11:15 **Bringing your Brands to Myanmar via Franchising**
*Jay Cohen, Country Manager
Kelvin Chia Partnership, Cambodia*

11:45 **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

*John Goodman, President, Asia Pacific
Ogilvy & Mather*
*Panelists:
Soe Moe Thu, Director
City Mart Group
Rose Swe, Managing Director
Mango Media Co. Ltd.*

12:30 Final Discussion & Closing Lunch

14:00 End of Conference

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