

2nd Myanmar Consumer Summit

18-19 June 2014, Yangon



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Day 1 - 18 June 2014, Wednesday

- 08:00 Registration & Coffee
- 09:00 Chairman's Welcome & Introduction
- 09:10 **Opening Keynote: Socially Responsible Media Code for Myanmar**
HE Aung Kyi, Union Minister of Information
- 09:30 **Growth of the Digital/Mobile Media Scene in Myanmar**
 - Implications of the telecommunication developments to e-commerce, internet ads & social media
 - How will digital/mobile media evolve compared to traditional media
 - Experience and lesson learned from CMLV markets
- 10:00 **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
- 10:45 Discussion followed by Refreshment Break
- 11:15 **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. Bob Travers, Associate Director (ASEAN Supply Network Organisation) Procter & Gamble - P&G

- 11:45 **Understanding Myanmar's Consumer Product Distribution**
 - Reach and coverage of distribution channels & wholesale sector
- 12:15 **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

Sarinporn Jivanun, Managing Director Environsell Thailand
- 12:45 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, General Manager 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 **Commercial Success of Launching Smart Phones for Myanmar's Consumer Market**
 - Entry strategy
 - Integrating the supply chain network
 - Increasing resale & brand value

Mr. Roson Luo, Director (Consumer Business) Huawei Tech. Investment Co., Ltd.
- 15:40 Discussion followed by Refreshment Break

- 16:10 **Changing Landscape of Mobile Connectivity: Myanmar's Telco Development**
 - Network infrastructure roll out plan
 - Affordability of SIMs and access to devices
 - What does it mean from a retail perspective?
- 16:40 **Balancing Creativity and Functionality: Affective 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
- Day 2 - 19 June 2014, Thursday**
- 09:00 Chairman's Remark
- 09:05 **How did Local Brands fight Multinational Brands - Post Liberalization**
- 09:35 **Import Licensing and Import Tax Issues for Foods and Beverages**
 - How is the process to obtain FDA approvals, and how does it work in reality?
 - Special challenges for fresh fruit and vegetables, meats and dairy products
 - Update on how the customs duty and Commercial Tax is calculated for alcoholic beverages
 - What are the packaging and product information requirements in Myanmar?

Mr. Edwin Vanderbruggen, Partner VDB Loi Myanmar
- 10:05 **Fine Food Products Outlook for Myanmar: Is it a Growing Niche?**
 - Consumers preference and consumption trends
 - Retail channels & opportunities for expansion
 - Restriction on importation of premium wine and food products
 - Marketing of premium products: issues & challenges

Mr. Chad Van den Hoek, Director of Marketing, Quarto Products Myanmar

- 10:35 **Successful Market Entry into Myanmar's Beverage Market**
 - Customers' acceptance and market evolvement
 - Supply chain management: from packaging to ingredients
 - Market accessibility
- 11:05 Discussion followed by Refreshment Break
- 11:35 **Panel Discussion: Opportunities & Challenges for Myanmar's Franchise & Retail Sectors**
 - Consumer behavior and retail trends?
 - Potential scope for affluent international fashion labels
 - Challenges for local franchisee & retailers
 - Developing and retailing in-house/local brands
 - Leasing strategies & attracting the right tenant mix
 - Developing modern retail outlets & convenience stores

Panelists:
Mr. Han Kyi, Director Creation Myanmar Co., Ltd.
Daw. Wai Thit Lwin, Managing Director ABC Convenience Stores
- 12:05 **Redefining Traditional Trade to Meet Modern Requirements: The Case for Myanmar**
- 12:35 Final Discussion followed by Closing Lunch
- 14:00 End of conference

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