



## A Report on Myanmar CEO Network Enhancing Project



Spanning two days from January 26<sup>th</sup> to 28<sup>th</sup>, SME Support, JAPAN and The Republic of the Union of Myanmar Federation of Chambers of Commerce and Industry (UMFCCI) collaborated to host CEO Network Enhancing Project, which includes “1 on 1 Business Meetings” and “Mixer Events” in Tokyo and Osaka for Japanese SMEs and Myanmar’s business owners and management.

In its second phase of industrial structuring, Myanmar has seen a spike in demand for electric and electronics equipment, construction and medical equipment sectors. 21 hopeful companies from Myanmar came to Japan to meet and to conduct businesses with Japanese companies that possess technology in these fields and met with 180 companies totaling 500 business meetings.

## Myanmar is in need for the excellent technology and know-how of Japanese companies



**Mr. U Aung Kyi Soe**

**Joint Secretary General**

**The Republic of the Union of Myanmar Federation of  
Chambers of Commerce and Industry (UMFCCI)**

As the new government had taken responsibility of our policies since 2011, we are convinced that Myanmar is on its path to liberation. With last year's victory of NLD and its policies lead by Aung San Suu Kyi, democracy will further flourish while progress will be made in our industrial sector.

To speak upon our cooperative relationship with Japan, the Thilawa special economic zone began its operation with Japan's great support. The expectation from the domestic investors are high and the roll out has been smooth.

Given this opportune timing, I feel great joy and honored that a CEO Network Enhancing Project between Myanmar companies and Japanese SMEs who possess excellent technology were held to provide a platform for opportunities.

There are sectors with expected growth in the future for Myanmar, such sectors include infrastructure, agriculture, manufacturing and food industries, but Myanmar requires highly skilled and seasoned workers that would sustain these industries. So, the training of workers also requires immediate attention.

With great help from SME Support, JAPAN, we were able to have a business meeting event given the perspective of what Myanmar needs in terms of business in developing a new country. It was very impressive to witness new technology and know-how that Japanese companies possess, such as outstanding technology, products, management and training

Myanmar government is strengthening its effort to support overseas companies to enter its market by enacting law of special economic zone which deregulates investments from overseas. I have great expectation that CEO Network Enhancing Project will be a new start to further progress in trading for both of our countries.

## Voices from the Participants

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**“We had two companies interested in becoming our representative agent/distributor”**



**Mr. Takuya Honzawa (Right)  
International Sales Chief**

**Ms. Rika Miyazawa (Left)  
International Sales Chief**

**Marketing & Sales Division  
IKEN Engineering Co.,Ltd.**

Our company sells and installs radiation shielding material used in medical facilities and X-ray rooms, but also radiation measuring, screening and sales of other radiation related products. We provide total solution in radiation safety management.

We participated in this business meeting event to increase exporting our radiation shielding product that does not use lead, which had been deemed necessary in the past, called “Non-lead Board Xp”. This construction material is used in X-ray rooms and is an environmental friendly board since it does not use any toxic lead.

We met with 5 companies and two of them showed interest in becoming a distributor

on the spot with specific details, so the overwhelming response was a pleasant surprise.

We learned that number of hospitals will continue to grow in Myanmar, so we want to take advantage of this opportunity to grow our business.

We are also eager to expand our business in other Asian countries, so we would like to participate again in the CEO Network Enhancing Project in the future.

**“I met with companies that I want to do businesses with”**



**Mr. Lin Kyi**  
**Managing Director**  
**TWIN STAR CO., LTD**

We are a representative agent for a Japanese manufacturer, importing and selling portable engines, gasoline-type electricity generator, pumps, impact tamping rammer and concrete vibrators among other small machineries. Also, we mount parts onto the engines that we import and assemble concrete cutters for sales.

Myanmar is a country of upward growth. I joined this CEO Network Enhancing Project to figure out how to grow our business in the future and to find out what possibilities awaits with Japanese companies moving forward.

In addition to portable devices, I am interested in food industry and electronic products for hospitals/clinics, so I was stimulated by meeting with Japanese companies from a variety of industries.

I was particularly intrigued by portable X-ray device that could be carried. There is demand for this product because the rural areas in Myanmar do not have electricity, if we can come to terms on requirements I would like to realize business with the company. Moreover, the winch manufactured by Maxpull Machinery & Engineering, Co. Ltd. is very high-quality and felt that it was a great product. Since we did not have enough time during the 1 on 1 Business Meeting portion of the event, I invited the company to join the Mixer event in the evening because I wanted to speak more with them.

I feel that CEO Network Enhancing Project not only provides opportunity to meet companies with great technology, but it also allows us to conveniently build trusting relationship, making this event a truly wonderful opportunity.

**“The Mixer event held in the evening is an invaluable opportunity to speak frankly”**



**Mr. Koji Murata (Right)**  
**Mr. Yuji Hashimoto (Left)**  
**International Sales Department**  
**MAXPULL MACHINERY &**  
**ENGINEERING CO.,LTD.**

We are a company specialized in manufacturing of winches. As a specialist, we manufacture products pursuing function, safety, durability and compactness, and believe you'd be hard pressed to find other makers even in the world with as wide variety of winches as our company.

We began overseas operation in 2013, and since then, we have established seven representative agencies in 5 countries including Thailand, Indonesia, Malaysia, Vietnam and Singapore, but not in Myanmar, so we decided to participate in this CEO Network Enhancing Project.

We received a very assertive response from a Myanmar company saying, “I want to bring this winch back to Myanmar”. When we discuss technology, we run out of time, but the company invited us to “join the Mixer event in the evening”. I am very grateful that a platform to speak frankly is provided. In addition to all this, we also had a company offering us to introduce our company to a local acquaintance, so we felt a firm response in this business meeting event.

Until now, we often participated in trade shows overseas for sales and marketing efforts, but as I joined this CEO Network Enhancing Project in Japan, I felt that this is a very good opportunity. I usually bring a manually operated winch to business meetings for display, but transportation is made much easier because the event is held in Japan.

- I received a meeting request through J-GoodTech from a Myanmar company- \*



**Mr. Akihisa Narai**  
**Manager, Sales department**  
**Hashimoto Electronic Industry Co.,Ltd**

Our company designs and manufactures electronic security devices, medical equipment such as blood flow meter and also electronic control system. I joined this business meeting because we had two meeting requests from Myanmar companies and for the purpose of expanding our market in healthcare medical devices.

We have experiences in representative contracts but not particularly in overseas distribution, and I realized the importance of maintenance system in addition to sales network rooted in the local region, which is why I decided to join this even with the expectation of meeting distribution partners and have met with three companies.

I had received a meeting request from the Myanmar companies and was able to estimate their areas of interest so we had effective and efficient meetings where 30 minutes felt even short.

Our blood flow meter is an advanced medical apparatus, so our company will facilitate to prepare support and maintenance structure but every company we met showed great interest in its effectiveness and I was able to gauge the demand in Myanmar's market and felt the need for preventive diagnoses in the country.

\* J-GoodTech is an online business matching platform for Japanese SMEs with excellent technology/products and major companies in and outside of Japan.

## **Scenes from Mixer Events**

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During the “Mixer Events”, held after the “1 on 1 Business Meetings”, interpreters are strategically assigned to allow a seamless exchange of information and business conversations. Lively exchange of information were held among total of 86 persons and 127 business conversations.

## **Business Meeting Outline**

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<Tokyo Site>

Event Date: January 26<sup>th</sup>, 2016 (Tuesday)

Venue: Bellesalle Tokyo Nihonbashi

<Osaka Site>

Event Date: January 28<sup>th</sup>, 2016 (Thursday)

Venue: Rihga Royal Hotel

SME Support, JAPAN will continue to strive in providing valuable business networking events for overseas companies and SMEs in Japan. For those who could not participate in this event, please consider joining us next time.

We look forward in meeting you in the future.

## **Organizer & Contact**

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