



2016 July
Myanmar

参加費無料

東京 | 7月26日(火)
秋葉原UDXビル
4F Gallery

福岡 | 7月28日(木)
天神スカイホール
(西日本新聞会館16F)

ミャンマー地方企業
CEO商談会&セミナー

A Report on Myanmar CEO Network Enhancing Project July 2016



In July, 2016, the CEOs who are acquiring management skills at Myanmar-Japan Center for Human Resources Development (MJC), through technology cooperation project offered by JICA, made a group visit to Japan. To maximize this opportunity, SME Support, JAPAN hosted business matching events titled, “CEO Network Enhancing Project” in Tokyo and Fukuoka City, July 26th & 28th respectively, having 17 CEOs from Myanmar meeting with 110 Japanese companies, totaling in 239 business meetings.

Matching events that specifically targets management group from regional cities in addition to the second largest city Mandalay are rare, so it was a precious business meeting opportunity. Also, in each venue, seminars on business environment in regional cities and on ways to penetrate the market, as well as 1 on 1 business meetings were held to make it a valuable platform to exchange information.

Please become familiar about Myanmar's regional cities and its potential!



Dr. Myint San

National Lecturer

Myanmar-Japan Center for Human Resources Development (MJC)

Myanmar is the second largest country in South East Asia with ideal geographical positioning and abundance of natural resources, possessing potentiality for high growth. With the long awaited democratization of the government in November last year, ASEAN Economic Community (AEC) began on December 31st. Free competition and trade is encouraged and promoted, while direct overseas trades are expanding.

Amid multi layered economic reform in motion, Myanmar's GDP is growing 7-8% annually with many ambitious young business owners in the country. We are currently cultivating resourceful talents who could perform in the global business scene through Myanmar-Japan Center for Human Resources Development (MJC), supported by JICA, and in this event, program graduates from Mandalay and other cities took a visit to Japan.

Mandalay is the second major city in Myanmar next to Yangon and is gaining attention as a commercial city with great positioning for trading with China, India and Thailand. Cities of Yangon and Mandalay can be compared to Tokyo and Osaka of Japan in terms of their relationship with each other. We believe that the cities will support each other for progress by maximizing their culture and geographical advantages.

Agriculture remains as Myanmar's core industry and 70% of the population live in rural area. So there are many business opportunities that are related to Agriculture. In addition, 90% of the companies are small businesses and 70% of the companies from this group is involved in food industry. Infrastructure development such as electricity and roads is a priority, so there are high in business demands.

The service industry such as finance, tourism and telecommunication has grown twice fold this year from the last. Currently, Thilawa, Dawei and Kyaukpyu among others are designated as Special Economic Zones (SEZ) and it is Myanmar's potential for future growth.

Today, you would be hard pressed to find a country in South East Asia with as much population and so much room for growth. I am grateful that we were able to display regional cities' dynamic potential to Japanese companies and I hope that fruitful business meetings will take place throughout a wide range of industries.

Voices from the Participants



YOKOZEKI OIL & FAT INDUSTRIES CO., LTD.

Mr. Koichiro Ito (Left)

Director, Main Factory/Minaminakago Factory

Mr. Kazuhiro Yamagata (Right)

Acting Manager, Production Dept./Sales Dept.

--Great thanks to effective match-making with excellent companies--

We are a refinery and processor of oil and greases for foods, cosmetics and industrial use. Mainly we import raw material from overseas, and we joined this program sensing the potential for new resources in Myanmar.

Although we did not find desirable materials, we received unexpected proposals which included ideas on how to secure raw materials which captured my intrigue. I have attended many of these similar networking events in the past but my impression of people from Myanmar is that they are motivated and sincere. I was moved by their long term approach, not being blinded by short term profit, and their genuine effort in trying to build relationships that would form the foundation of achieving that goal.

I feel that these meaningful meetings were made possible due to effective arrangement and advisory services given by the expert advisors from SME Support, JAPAN. Since there are countless number of overseas companies, it would be impossible for us to find potential partners on our own. The advisors and translators both offered sustained support during the business meetings as well, which allowed for lively conversations. The scheduling was efficient without any wasted time, so we had a meaningful day.



Mr. Shinichi Iimura

President

Kouyou Electric Industry Corporation

--Knowledgeable advisors and translators helped bridge understandings--

I feel that Myanmar has a lot of room to grow as a country. I have visited on several occasions

and have positive impression of their national character and felt safe, so for many years I have wanted to contribute to the country by providing our technology developed over many years of experience in power transmission line. However, I did not have any overseas business development experience so it helped me greatly to hear about this CEO Networking Event from SME Support, JAPAN and had the privilege of well-thought-out coordination services.

It goes without saying that emerging countries need electrical power. I met with two companies during this past event and discussed ideas on steel towers to deliver power while involving government projects, or support for electrical construction of high rises which has not been fully developed as of yet, but these are needs that are certain to become a reality, a big challenge. For this reason, this meeting event was meaningful for our company to gauge possibilities in expanding business in Asia.

I also believe that having highly capable translators and advisors with industrial knowledge sitting with us is the reason why our conversations moved along seamlessly. Because it is a great opportunity to network with local business persons who are usually difficult to meet directly, I look forward to maximizing the benefit of SME Support, JAPAN's CEO Network Enhancing Project by proactively participating in the future.



Ms. CHU CHUE (黄慧敏)
Director
FAVOURITE FOCUS CO., LTD.

--I found a business in demand in Myanmar's market--

We are a trading company that imports diapers and bed sheets for medical use. After studying abroad in Japan for 8 years, I founded my company with an aspiration to bridge Japan and Myanmar.

At the Tokyo event, we were delighted to have had 11 Japanese companies requesting 1 on 1 meeting with us, and it was truly valuable time for me. Myanmar is an emerging country with great potential, so we have big businesses left that have large market shares. Consumers' living standard will continue to improve and we can predict that the demand for high quality Japanese products will rise, and in this CEO Networking Event, I found many products, equipment and businesses that are necessary for Myanmar's future.

If Myanmar delegates could also request which Japanese companies to meet, such a double matching system would be even more effective in my opinion. Furthermore, by taking full advantage of the ASEAN Economic Community (AEC) and match Japanese companies that already have presences in the Asian countries, it would help us overcome pricing challenges, which would result in even more effective business meetings.



Mr. Tatsuaki Suzuki
President
Uotou Co., Ltd.

--Specific advices on realizing technology collaboration would be helpful--

We are a processor and distributor of already-made retort foods. The Asian market has dry food products such as instant noodles, but retort food market has not fully matured. It is near impossible to export Japanese products to Myanmar due to pricing limitations but I participated in this event to discuss possible technology collaboration for future development.

I had the pleasure of meeting with three manufacturers and distributors of traditional Myanmar foods in the event and all showed great interests. Although there are still unknown values due to challenges in infrastructure and procuring retort pouches, but if we could actualize manufacturing in Myanmar by maximizing Japanese technology, then we could achieve low pricing and distribution not only in Myanmar but neighboring market in China as well.

Dispatching technician overseas or legal issues pertaining to licensing present great challenges for us small businesses, so if we could receive consultation from the advisors on these areas, then various types of technology collaboration would be more executable.

Scenes from Mixer Events

During the Mixer Event which was held after the business meeting sessions, Myanmar companies were pre-arranged in groups by tables to make it easier for Japanese companies to conduct seamless exchange of information with Myanmar companies of their preference.



Sponsor & Contact Information

Marketing Support Department

Organization for Small & Medium Enterprises and
Regional Innovation, JAPAN (SME Support, JAPAN)

37th Mori Bldg. 3-5-1, Toranomom, Minato-ku

Tokyo, Japan

Tel : (81) 3-5470-2375

Email: ceo-network@smrj.go.jp