



# MYANMAR FRANCHISE EXPO & CONFERENCE 2018

6-8 APRIL 2018 • TATMADAW HALL, YANGON

## THE INTERNATIONAL FRANCHISING SHOW



**6-8 APRIL 2018**  
**TATMADAW HALL, YANGON**  
**“FRANCHISING IN MYANMAR**  
**THE NEXT RISING STAR”**



# GOLDEN OPPORTUNITY IN MYANMAR - THE NEXT RISING STAR

## " Now is the Best Time for Brands to Move In"

The International Monetary Fund has predicted Myanmar will have the world's fastest-growing economy this year, with GDP growth of 8.6%. Since the country embarked on a programme of disciplined democracy, investment has been increasing. The smooth transition to a civilian-led government earlier this year is giving many more businesses the confidence to invest and expand here.



Economic growth and urbanization are giving rise to social mobility, and with that, the world's newest, youngest middle class Myanmar is home to 51 million people, more than half of them aged under 30. By 2020, Boston Consulting Group anticipates that 10 million will be middle-class or affluent and they will have disposable income that puts fashion, fragrance and home appliances within reach. This age group will boost up the market for cars, lifestyle and overseas holidays. Mobile connectivity will enable growth and direct it, leading the entire business sectors - from banking to retailing - to leapfrog stages of development.

### EVENT FORECAST IN 2018



**4,000 sqm gross exhibition area**



**200 exhibitors from 18 countries**



**9,000 trade & public visitors**

The 1st Myanmar Franchise Expo & Conference 2016 has been successfully held from 1-3 July 2016 at the Tatmadaw Exhibition Hall, Yangon. It will be the first major international event for the licensing and franchise industry in the country. **The 2nd edition of Myanmar Franchise Expo 2018 is back again on 6-8 April 2018 at Tatmadaw Hall, Yangon** will feature more than 200 exhibitors from international names including country pavilions from USA, Singapore, Thailand, Japan, Korea, Taiwan, Philippine, Malaysia and home grown brands in Myanmar. Book your booth now to untapped the business opportunity in Myanmar, contact **Ms. Michelle** at [michelle@altexpo.my](mailto:michelle@altexpo.my) or [support@altexpo.my](mailto:support@altexpo.my) for prime location booking.



- Now is the time for brands to start making an impression, not just on people who are ready to buy, but also on those who are on their way up. Ford and Chevrolet are already here; Coca-Cola, KFC, and Pizza Hut are among the other international brands to have launched in Myanmar.
- Franchise operator Thai firm, Minor Food Group (MFG) which operates Burger King opened Myanmar's first Burger King in Terminal 1 on July 1.
- BreadTalk Myanmar franchise deal sealed. Singapore bakery giant BreadTalk is moving into Myanmar, signing a master franchise agreement with Myanmar Bakery. BreadTalk is the group's first F&B venture. BreadTalk has nearly 800 outlets across Singapore, China, Hong Kong, Indonesia, Vietnam and Thailand.
- AEON has JV with Creation Myanmar Group to accelerate Myanmar supermarket business and will open new supermarkets at a faster clip over the next five years. The 14 supermarkets purchase from CMGC will be renovated, and the first new AEON Orange store is to open within the year.
- Myanmar Investco (SMI) will launch Japanese ramen restaurant chain, Ippudo in Myanmar early next year. SMI is looking to invest in retail and F&B over the next 3 years and has also signed a franchise agreement with restaurant group Crystal Jade and The Coffee Bean & Tea Leaf.

ALT Exhibitions has done a great job on the planning and organisation of the MFEC Expo 2016 in Yangon, and we look forward to work with them again to join the event in 2017 as Myanmar represents a significant opportunity for WFA and many of the great brands that we represent.

Mr. Troy Franklin, COO - South East Asia  
World Franchise Associates



We are glad to be part of the Myanmar Franchise Expo 2016 and we find that the business matching sessions organized by the organizer has resulted a fruitful participation for us. We see quality visitors who are keen for taking up the franchise business.



Si Thu Tun Jay, Managing Director  
GongCha Myanmar

We've a fruitful event in Myanmar Franchise Expo 2016. Organizer was a very helpful. We received high quality leads from the business matching and visitors to our booth. A must - go event to whoever wants to tap and expand to this new emerging market.

Mr. Mohd Affandy, Franchise Manager  
Teh Tarik Place



## MYANMAR INTERNATIONAL FRANCHISE CONFERENCE 2018

Supporting the Expo is the **Myanmar Franchise International Conference '18** themed: "Franchising in Myanmar – The Next Rising Star". It will feature a panel of international & local speakers on a wide range of topics including legal & contractual matters, financing and managing successful and sustainable franchises, global marketing in franchising industry. The Call for Papers is now on & speakers are invited to submit a synopsis of the presentation to support@altexpo.my.



## BUSINESS MATCHING SESSIONS



# EXHIBIT PROFILE

Automotive  
Accounting / Tax Service  
Advertising  
Apparels & Shoes  
Beauty & Spa  
Cosmetics & Perfumes  
Convenience Stores  
Car & Truck Rentals  
Education & Child development  
Entertainment

Electronics/ Internet  
F&B  
Fast Food  
Fashion  
Financial  
Florist & Gift Shops  
Hotel  
Health & Fitness  
Home Furnishings & Furniture  
IT & Computer

Insurance  
Jewellery  
Laundry & Dry Cleaning  
Maid & Personal Services  
Medical  
Travel & Tourism  
Telecommunication Services  
Transportation, Parking and  
Valet Services

## THE VENUE



The Tatmadaw Exhibition Centre is Yangon's strategically centrally located, well equipped with air-conditioning. The Hall is located to most major hotels and local attractions and also easy accessible by local visitors and has ample parking space.

## COST OF PARTICIPATING



### BARE SPACE ONLY

- US\$ 298 per sq m

### WALK ON PACKAGE

- US\$ 328 per sq m

- Needle punch carpet
- White polyester laminated panels for back wall and two side walls and fascia board
- Adhesive Vinyl letters for exhibitor's name and booth numbers on the fascia board
- Fluorescent lights (40 watts)
- Information Counter
- Folding Chair
- Wastepaper Basket

Organised by:

**ALT** exhibitions

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