

3 POWER - PACKED SHOW IN 1 PLATFORM



MYANMAR'S COFFEE,
TEA & SWEETS EXPO



TASTEFULLY
MYANMAR



MYANMAR FRANCHISE
EXPO & CONFERENCE

သင့်ရဲ့ စီးပွားရေးအောင်မြင်မှု အရသာကို
မြန်မာ့အကြီးဆုံး စားသောက်ကုန်၊ ကော်ဖီနှင့် ထုတ်လုပ်ရောင်းပိုင်ခွင့် ပြပွဲကြီးတွင် ခံစားလိုက်ပါ။

**TASTE YOUR BUSINESS SUCCESS AT THE
MYANMAR'S BIGGEST
FOOD, DRINK, COFFEE AND FRANCHISE SHOW**

SHOW DIRECTORY

**6-8
MARCH
2020**

MYANMAR EXPO

Opening Hours:
9am -5pm

Organised by

ALT exhibitions

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Welcome to Myanmar's Coffee, Tea and Sweets Expo 2020. On behalf of the Myanmar Coffee Association, it is our pleasure to cooperate with ALT Exhibition for Myanmar's Coffee, Tea and Sweets Expo 2020 in Myanmar.

Myanmar Coffee Association is a non-profit trade organization working to increase the prosperity of all sectors of the industry by providing technical training, professional development education, local and international market linkages, access to financial assistance, information resources, capacity for sustainable economic growth, industry representation and advocacy, industry standards and certifications, recognition for excellence and opportunities for collaboration.

In line with the above goals and objectives, we invite all of our coffee stakeholders can be here with us to build more networks for your business and knowledge about the Coffee industry. We wish for great success to all the participants, exhibitors, organizers, and visitors a worthy time at Myanmar's Coffee, Tea and Sweets Expo 2020.

Myo Aye
Chairman
Myanmar Coffee Association

Message from The Organizer

Rahul Bharadwaj
Managing Director

It is my great pleasure to extend my warmest welcome to all our valued Exhibitors, Sponsors, Supporting Partners, Speakers, Participants, and Visitors to Tastefully Myanmar Expo 2020 held in- conjunction with Myanmar Coffee, Tea & Sweets Expo – Myanmar Biggest Food & Drink Expo Show and 3rd Edition of Myanmar Franchise Expo and Conference 2020 on 6th- 8th March 2020 at Myanmar Expo @Fortune Plaza. The 3 days Expo will welcome more than 300 brands name, 120 exhibitors, 150 booths in Franchising, F&B Manufacturers, Wholesalers, Distributors, Food Service, Hypermarkets, Supermarkets, Food Processing & Packaging, Cafes, Bakery & Confectionary Retailers, and many others will gather to showcase latest products, supplies & technologies, franchising opportunities at this Biggest International sourcing platform of the year.

Tastefully Myanmar 2020- Myanmar Biggest Food & Drink Expo alongside with Myanmar's Coffee, Tea & Sweets Expo, an ideal platform where you can source for the latest food and drinks products, meat, seafood, food ingredients, wines, machineries, equipments & food technology, coffee , tea & sweet products, which produced locally and overseas.

Myanmar has been an ideal place to start up on businesses and it a steady growth in terms of economy and increasing consumer activity is a welcoming market for international franchise brands. The market had little exposure to most foreign brands from the 1990s until recent market liberalization initiatives. Since then, the country has experienced an influx of international franchises, especially in food and beverage sector from western and Asian countries.

Taste your business Success at the 3 Power –Packed Show where is just not an Expo only, the Organizer has partnered with Golden Brown Coffee to launch its 1st Myanmar Brewers Cup Competition, and various activities including Cake Decoration Competition hosted by Culinary Institute of Myanmar (CIM), Wine Master Classes & Wine Tasting , Cooking Demonstration, Barista & Latte Art Demo, Cupping Session, Baking & Pastry Demonstration by MAHA and good –line up of International speakers from International franchise brands to share the latest topic and success story of building the franchise brands in the industry.

Last but not least, a special thank you note to our valuable Exhibitors, Platinum Sponsors, Gold Sponsors and Sponsors, Associations, Supporting Partners, Official Media Partners & Media Partners, Local Partner, Official Transport Partner, Official Registration Partner, Official Hotel and members of the Press & Medias for joining hands with us to make it a successful show. We hope all visitors and participants have a fruitful event and we look forward seeing you again in 2021.

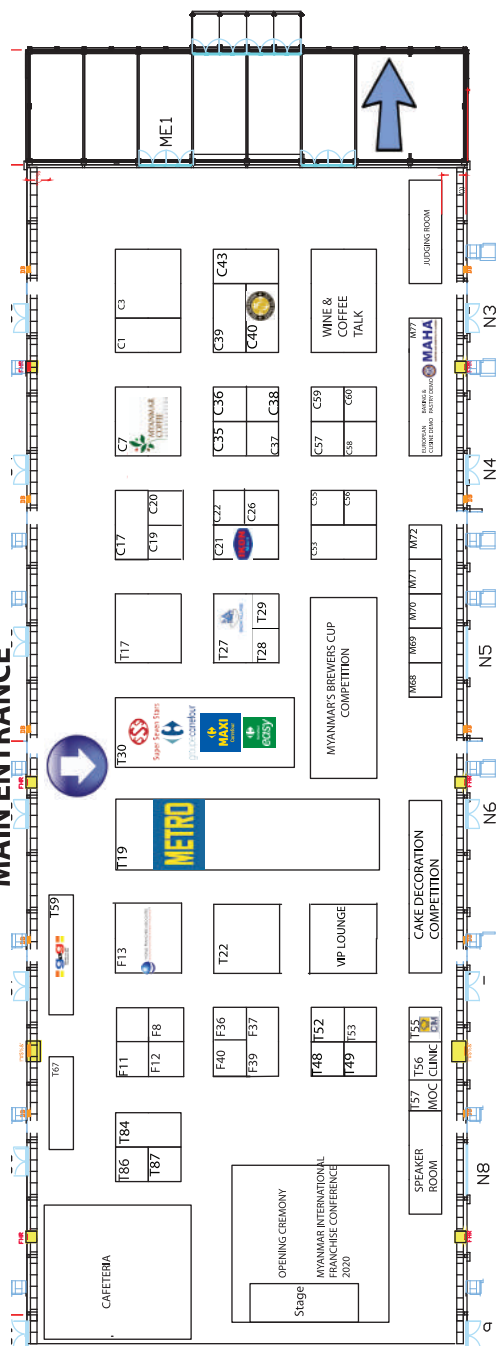
EXHIBITOR LIST

Company Name	Booth No.
AURA	C57
BENJAMIT PACKAGING CO LTD	C37
BETTER DAY MEDIA LTD	M67
BUBBLE Z	T84
BUHLER MYANMAR	C35
CENTURY BEVERAGE	C17
CIY.CLUB - CODING CLUB FOR KIDS	F11
CULINARY INSTITUTE OF MYANMAR	T55
E & N GROUP	C19
EXPANGLOBAL	F39
FRANGLOBAL	T67
GOLDEN BROWN COFFEE	C40
GONE MYIN TAUNG	C58
GRAB & GO CONVENIENCE STORE	T59
GRAB & GRABFOOD	T26
GRAND MERCURE HOTEL	M68
IKON MART	C21
IPC GREEN CO LTD	F7
KISS TRADING MYANMAR	C55
MAHA	M77
MAKRO	T17
MAP MY GENE PTE LTD	F12
MATRADE	M70
METRO WHOLE SALE MYANMAR LIMITED	T19
MORNING SKY CO.LTD	T48
MOUNTAINEER COFFEE MYANMAR	C60
MYANMAR COFFEE ASSOCIATION	C7
MYANMAR TIMES	M72
NATRON INDUSTRIES	T22
PIZZA MARU	F40
PREMIER COFFEE	C39
ROASTERS ASIA PACIFIC (M) SDN BHD	T87
SNOW VILLAGE MYANMAR CO.,LTD	T27
SP BAKERY	C1
STAR AVALON CO., LTD	M69
SUPER SEVEN STARS INTERNATIONAL TRADING CO.,LTD	T30
SUPER SHINE TRADING CO.LTD	T53
TORISHO JAPAN FRIED CHICKEN	T28
VF FRANCHISE CONSULTING	T64
VOLUME	C26
WIN AGRO -LIVESTOCK CO LTD (WALCO)	C38
WOLF KITCHEN MYANMAR	T29
WORLD FRANCHISE ASSOCIATES	F13
ZIP EVENT	M71

FLOOR PLAN



MAIN ENTRANCE





6th March 2020, Friday

TIME	PROGRAMME
9.00am-9.30am	Arrival of Guests
9.30am-9.40am	Welcome Speech By Organizer, ALT Exhibitions
9.40am-10.00am	Opening Address By Guest of Honor
10.00am-10.05am	Ribbon Cutting Ceremony & Declare Show Officially Open By Minister
10.05am-10.10am	Photography Session with Minister & VIPs
10.15am- 12.00pm	Minister & VIPs Tour the Hall
AFTERNOON SESSION	
12.00pm- 1.00pm	Special Arrangement, European Cuisine Demonstration Hosted by Maritime And Hospitality Academy (MAHA)
12.00pm-12.30pm	"How GrabFood Deliveries Increase Profit Margin?" By Head of GrabFood, Myat Kaung Min
2.00pm- 2.30pm	"What Is Franchise" & "Selecting the Right Franchises" By Troy Franklin, COO, World Franchise Associates
2.30pm-3.00pm	"Micro Moments and Precision Marketing" By Mr Sayar Win Myat
3.00pm-3.30pm	"How to Build A Successful Brand in Myanmar" By Prof. Dr. Aung Tun Thet
3.30pm-4.00pm	"Unit Level Profitability" By Mr Brett Larrabee, Director of International Development Little Caesar
4.00pm-4.30pm	"Franchisee Trends and India As A Market" By Mr. Gaurav Marya Chairman – Franchise India, Franglobal

7th March 2020, Saturday

TIME	PROGRAMME
10.00am –11.00am	"Top Seven Things to Consider Before Purchasing A Franchise" By Mr. Sean T. Ngo, CEO/Founder, VF Franchise Consulting
11.00am-12.00pm	Why You Should Consider Education and Services Franchises Ms. Selina Lee, Vice-President of Asia, Scholastic World Of English Mr. Alvin Tan, CEO/Founder, Sureclean
AFTERNOON SESSION	
BRAND PRESENTATION	
2.00pm-2.15pm	MAP MY GENE , Singapore
2.15pm-2.30pm	CODE IT YOURSELF (CIY Club), Malaysia
2.30pm-2.45pm	IPC GREEN INTERNATIONAL PRESCHOOL AND NURSERY , Thailand



**MYANMAR'S COFFEE,
TEA & SWEETS EXPO**



**TASTEFULLY
MYANMAR**

6th March 2020, Friday

TIME	PROGRAMME
9.30am-5.00pm	1st Myanmar's Brewers Cup Competition Hosted By Golden Brown Coffee
10.00am-3.00pm	Cake Decoration Competition Hosted By Culinary Institute of Myanmar (CIM)
3.30pm	Judging Process
AFTERNOON SESSION	
2.00pm-3.00pm	Bakery & Pastry Demonstration Hosted By Maritime & Hospitality Academy (MAHA)

7th March 2020, Saturday

TIME	PROGRAMME
10.30am-12.00pm	"Myanmar Coffee: Crop to Cup" By U Min Hlaing, Vice President of Myanmar Coffee Association
AFTERNOON SESSION	
1.00pm-2.00pm	Career in Hospitality & Wine Industry in Myanmar By Myanmar Sommelier Association
2.00pm-4.00pm	Cupping Session with Element Coffee
2.00pm-3.00pm	Bakery & Pastry Demonstration Hosted By Maritime & Hospitality Academy (MAHA)

8th March 2020, Sunday

TIME	PROGRAMME
11.00 am -12.00pm	Insight into Wine Culture in Myanmar By Myanmar Sommelier Association
AFTERNOON SESSION	
2.00pm- 3.00pm	Wine Tasting with Riedel
2.30pm- 3.30pm	Bakery & Pastry Decoration Hosted By Maritime and Hospitality Academy (MAHA)



Company Name	Benjamit Packaging Co., Ltd.
Representative Name	Ms. Khanuspabha Kwansurakul
Position	Export Sales Executive
Phone Number	+66 94 453 3236
E-Mail	rath.bjmexport@yahoo.com
Website	www.benjamit.com



Company Name	Better Day Media Co., Ltd
Representative Name	Ma Phoo Han Thi Khin
Position	Sales and Marketing Executive
Phone Number	09-777002771
E-Mail	marketing@foodmagazinemyanmar.com
Website	www.foodmagazinemyanmar.com



Company Name	Buhler Myanmar Ltd
Representative Name	Ni Ni Win
Position	Admin/Marketing
Phone Number	9977947551
E-Mail	nini.win@buhlergroup.com
Website	-



Company Name	Century Beverage Company Limited
Representative Name	Daw Thin Thin Mar
Position	Director
Phone Number	+95 9 775001311
E-Mail	thinthinmar@centurybeverage.com
Website	www.centurybeverage.com



Company Name

Chih Cheng Drink & Food Co., Ltd

Representative Name

Mr. Wu

Position

CEO

Phone Number

886-4-2215-3753

E-Mail

awe72600@gmail.com

Website

www.awe.tw



CULINARY INSTITUTE OF MYANMAR

Company Name

CULINARY INSTITUTE OF MYANMAR

Representative Name

Ms. Phyu Hnin Oo

Position

Managing Director

Phone Number

01-527552, 09-5001005

E-Mail

culinaryinstituteofmyanmar@gmail.com

Website

www.culinaryinstituteofmyanmar.com



Company Name	E & N Company Limited
Representative Name	Mr Tran Anh Chien
Position	Director
Phone Number	+84949812911
E-Mail	Chien.tran@enpl.asia
Website	http://russianhouse.asia/

NATRON

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Company Name	NATRON MYANMAR TRADING CO., LTD
Representative Name	MIKE YUE
Position	SALES MANAGER
Phone Number	+65-90690906
E-Mail	Mike.yue@natron.com.sg
Website	www.natron.com.sg



Company Name	Golden Brown Coffee
Representative Name	Mr.Tommy
Position	
Phone Number	09- 450065132
E-Mail	tommy@gbncoffee.com
Website	https://www.goldenbrowncoffee.com/



Company Name	Gone Myin Taung Co., Ltd.
Representative Name	U Ye Naing
Position	Department Manager
Phone Number	0978561888, 092061160
E-Mail	josnsom1688@gmail.com
Website	N/A

Grab GrabFood

Company Name	Grab Myanmar Limited
Representative Name	Cindy Toh
Position	Country Head, Grab Myanmar
Phone Number	-
E-Mail	cindy.toh@grabtaxi.com
Website	https://www.facebook.com/GrabMM/



Company Name	GRAB & GO CONVENIENCE STORE
Representative Name	Htet Hay Maan @ Venice
Position	
Phone Number	009595405351
E-Mail	htethay.maan@gng.com.mm
Website	



GRAND MERCURE
YANGON GOLDEN EMPIRE

Company Name	Grand Mercure Yangon Golden Empire
Representative Name	Carlo C. Cruz
Position	Director of Sales and Marketing
Phone Number	+95 (1) 7330288 / +95 (9) 953005363
E-Mail	carlo.cruz@accor.com
Website	www.grandmercureyangongoldenempire.com



Company Name	IPC GREEN CO., LTD
Representative Name	Ronald Lee Finger
Position	Director
Phone Number	+ 66 087 540 5705
E-Mail	ipcinfo@gmail.com
Website	www.ipcgreen.com



Company Name

KENNY ROGERS ROASTERS & JOYBEAN

Representative Name

SYAFFIQ ALI

Position

BUSINESS DEVELOPMENT

Phone Number

+6018-2130121

E-Mail

syaffiq@krrinternational.com

Website

www.kennyrogersroasters.com / www.jollibean.com



Company Name

Kiss Trading Co., Ltd

Representative Name

Bobby

Position

Director

Phone Number

09 79 555 9783

E-Mail

bobby@kiss-trading.biz

Website

www.kiss-trading.biz



Company Name	MALAYSIA EXTERNAL TRADE DEVELOPMENT CORPORATION (MATRADE)
Representative Name	Mr. Azahar Mohamed
Position	Trade Commissioner / Economic Counsellor
Phone Number	+95 1 2301951
E-Mail	yangon@matrade.gov.my
Website	www.matrade.gov.my



Company Name	Map My Gene
Representative Name	Johnner Tan
Position	General Manager
Phone Number	+65 90063500
E-Mail	johnner@mapmygene.com
Website	www.mapmygene.com



Company Name	Maritime And Hospitality Academy (MAHA)
Representative Name	U Nyi Lwin Htet
Position	Coordinator
Phone Number	09450035835
E-Mail	board@maha.org.mmTION
Website	www.maha.org.mm (under construction)

The METRO logo consists of the word "METRO" in bold, yellow, sans-serif capital letters, centered within a dark blue rectangular box. This box is positioned over a faint background image of a globe showing the Eastern Hemisphere.

METRO

Company Name	METRO Wholesale Myanmar Ltd
Representative Name	Mr. Charles
Position	Head of Marketing
Phone Number	9797380002
E-Mail	charles.wong@metro-wholesale.com
Website	https://metro-wholesale.com/



Company Name	Morning Sky Co.,Ltd
Representative Name	Ms Thein Thein Oo
Position	Director
Phone Number	9595505309
E-Mail	Theintheinool168@gmail.com
Website	



Company Name	Mountaineer Coffee Company Ltd.
Representative Name	Sai Aung Win
Position	Managing Director
Phone Number	09898999915, 09978739999
E-Mail	Saiaungwin1991@gmail.com
Website	N/A



Company Name	Myanmar Coffee Association
Representative Name	U Myo Aye
Position	Chairman
Phone Number	09 787828084, 09 964010069
E-Mail	mca@myanmarcoffee.org
Website	www.coffee.org.mm



Company Name	Pizzamaru Myanmar
Representative Name	Min Htoo
Position	GM
Phone Number	09421131671
E-Mail	Minhtoo.pizzamarumyanmar@gmail.com
Website	



Company Name	Premier Coffee
Representative Name	Mr.Kyaw Lin Htike
Position	Head of Marketing Department
Phone Number	9968697779
E-Mail	kyawlin.htike@livia.com.mm
Website	



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Company Name	Scope IT Education (M) Sdn Bhd
Representative Name	R. Linggam
Position	General Manager
Phone Number	+6012 6552725
E-Mail	rlinggam@scopeiteducation.com.my
Website	www.scopeiteducation.edu.au/malaysia / www.ciyclub.com.my



SNOW VILLAGE

Company Name	Snow Village Myanmar Co.,Ltd
Representative Name	Mr.Rambo Lee
Position	
Phone Number	09-950 688 393
E-Mail	snowvillageof@gmail.com
Website	



Company Name	SP Bakery
Representative Name	Ma Win Yee Mon
Position	Franchising Manager
Phone Number	09 969 912517
E-Mail	winyee.mon@spbakery.com.mm
Website	www.spbakery.com.mm



Super Seven Stars



groupecarrefour



Company Name

Super Seven Stars International Trading
Company Limited

Representative Name

Kyaw Zin Htike @ Jap

Position

Marketing Manager

Phone Number

09-971928354

E-Mail

Kyawzin-htike@sssretail.com

Website

-



SUPER Shine
Trading Co., Ltd

Company Name

Super Shine Trading Co.,Ltd.

Representative Name

Ms. Thinn Yu San

Position

Distribution Marketing Manager

Phone Number

09-977875459

E-Mail

thinnyusan@supershinetrading.com

Website

<https://supershinetrading.com>



Company Name

TMSB Co., Ltd

Representative Name

MR KEVEN

Position

Phone Number

E-Mail

de.aura.mm@gmail.com

Website



Company Name

TORISHO JAPAN FRIED CHICKEN

Representative Name

MR. HISAYA KUNITA

Position

Phone Number

66614594916

E-Mail

torishoworld@gmail.com

Website



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Company Name	VF Franchise Consulting
Representative Name	Sean T Ngo
Position	CEO
Phone Number	(+84) 909198501
E-Mail	sean@vffranchiseconsulting.com
Website	www.vffranchiseconsulting.com

V O L U M E

Y A N G O N

Company Name	Volume
Representative Name	Chaw Pyae Ye Htut
Position	Sourcing Specialist
Phone Number	09 969 791 970
E-Mail	shop@volumeyangon.com
Website	www.volumeyangon.com



Company Name	WALCO
Representative Name	Aung Phyto Min
Position	Head of Sales and Marketing
Phone Number	09-5102194
E-Mail	aungphyomin@walco-milk.com
Website	



Company Name	Wolf Kitchen Company Limited
Representative Name	SET NYI HTUT
Position	General Manage
Phone Number	+959 956 822 337
E-Mail	info@wolfkitchen.com
Website	Wolfkitchen.com



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Company Name	World Franchise Associates Ltd.
Representative Name	Troy Franklin
Position	Chief Operating Officer
Phone Number	+60192101909
E-Mail	troy@worldfranchiseassociates.com
Website	www.worldfranchiseassociates.com & www.worldfranchisecentre.com



Company Name	9Round LLC
Representative Name	Troy Franklin
Position	International Franchise Consultant
Phone Number	+60192101909
E-Mail	troy@worldfranchiseassociates.com
Website	www.9round.com



Company Name	Little Caesar Enterprises, Inc.
Representative Name	Troy Franklin
Position	International Franchise Consultant
Phone Number	+60192101909
E-Mail	troy@worldfranchiseassociates.com
Website	www.littlecaesars.com



Company Name	Mundo Astoria
Representative Name	Troy Franklin
Position	International Franchise Consultant
Phone Number	+60192101909
E-Mail	troy@worldfranchiseassociates.com
Website	www.astoria.cl



Company Name	Earl Enterprises
Representative Name	Troy Franklin
Position	International Franchise Consultant
Phone Number	+60192101909
E-Mail	troy@worldfranchiseassociates.com
Website	www.earlenterprise.com



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Company Name	Zipevent Co.,Ltd.
Representative Name	Chanisara Amornkulpittaya
Position	Account Executive
Phone Number	+66 61 425 4455
E-Mail	chanisara.a@zipeventapp.com
Website	www.zipeventapp.com



Company Name	IKON MART
Representative Name	MS MYA SANDAR MIN
Position	Executive Director
Phone Number	+95-1-534216
E-Mail	msm@ikonmart.com
Website	www.ikonmart.com



Company Name	AD Shofar Pte. Ltd.
Representative Name	Justin Jeon
Position	Director
Phone Number	+95 9 421 028 336
E-Mail	justin.jeon@myantrade.com
Website	https://news.myantrade.com

MYANMARTIMES
HEARTBEAT OF THE NATION

မြန်မာတိုင်း
HEARTBEAT OF THE NATION

Company Name

Representative Name

Position

Phone Number

E-Mail

Website

The Myanmar Times

May Thazin Myint

Kaung Khant Kyaw

Min Thu

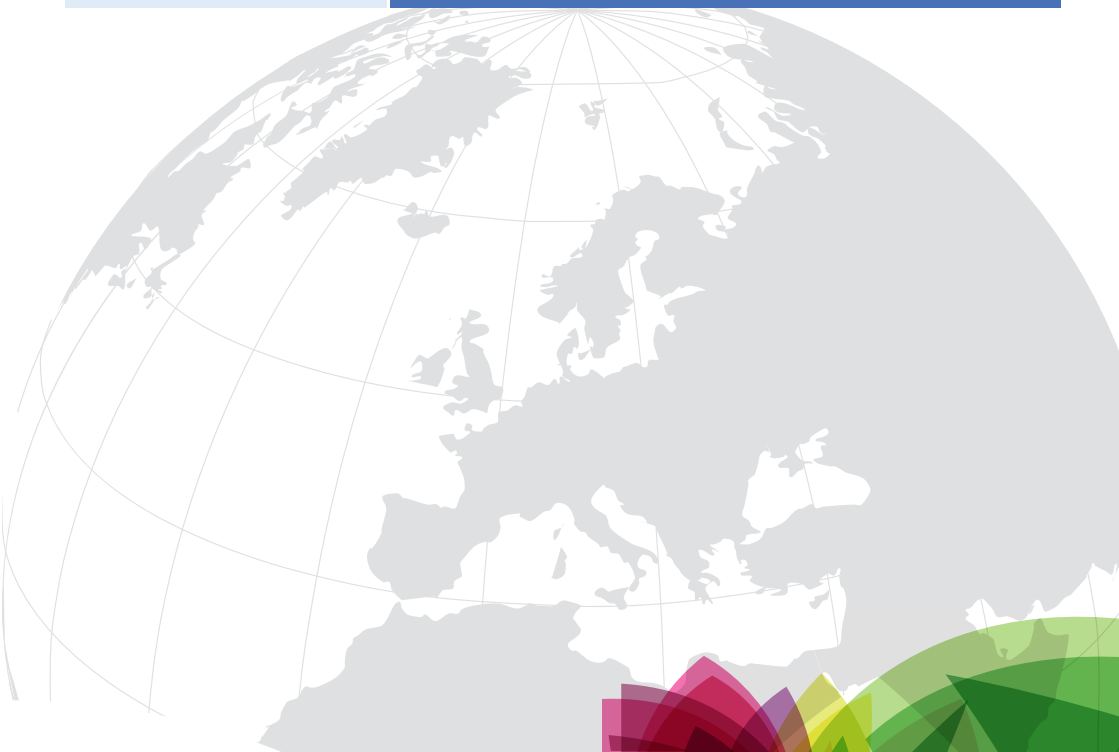
Bo Bo Aung

Marketing Executive

09428338478

maythazinmyint195@gmail.com

-



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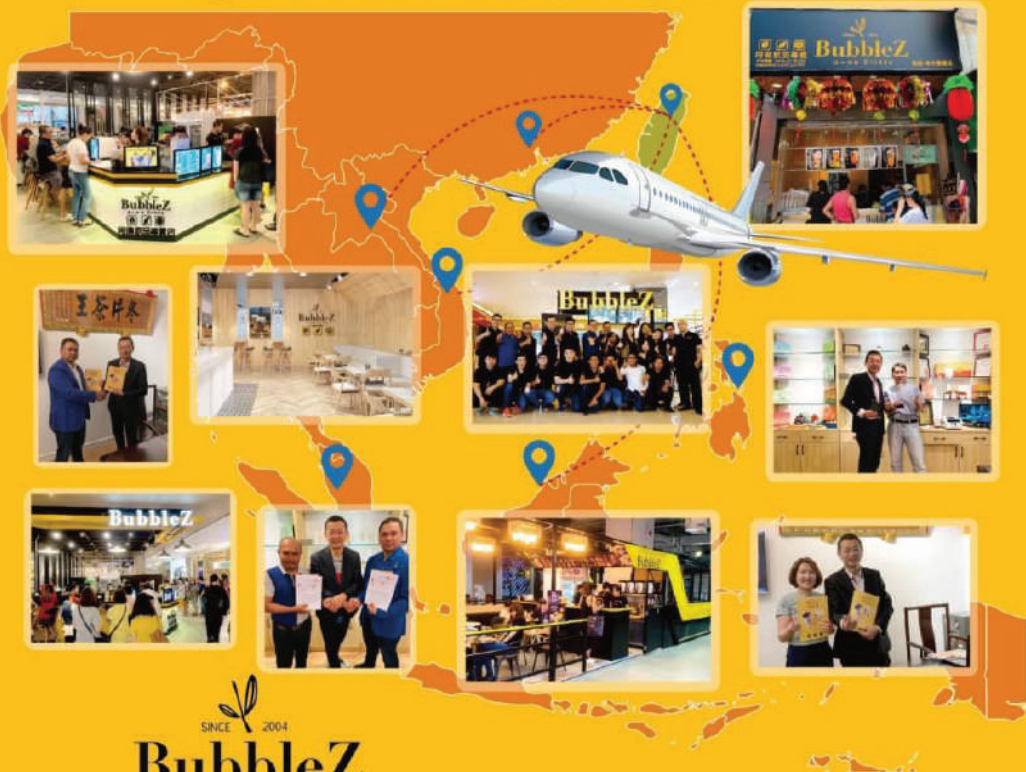
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WORLD FRANCHISE ASSOCIATES

BUILDING FRANCHISE BUSINESS WORLDWIDE®

World Franchise Associates (WFA) is a leading international franchise sales, marketing, development, and advisory company.

Headquartered in London with international offices in strategic markets, owned and managed by a team of global franchise experts with many years of combined franchise development and franchise marketing experience.

SERVICES INCLUDE:



INTERNATIONAL FRANCHISE MARKETING & SALES PROGRAM

Focuses on assisting franchisor from all sectors of the franchise industry with their international expansion by identifying qualified and capable country developers and master franchisees in target markets.

- 1 Multi-Channel Marketing Identifies Investor Candidates
- 2 Candidates Qualified & Engaged
- 3 Execution of Franchise Agreement



FRANCHISE DEVELOPMENT PROGRAM

Our comprehensive development program delivers all the key elements required to guide successful multi-unit businesses through the development of a franchise systems and make a brand ready to build a successful domestic and international franchisee network.

- 1 Initial analysis defines structure and planning
- 2 Development of franchise systems, tools and processes (STP)
- 3 Preparation of comprehensive franchise documentation suite (FDS)



FRANCHISE INVESTOR ADVISORY PROGRAM

A comprehensive 3-step franchise advisory service designed to help companies or high net worth individuals to identify, evaluate and secure master or area development franchise or license rights for their country or region for brands.

- 1 Development of Franchise Developer Profile
- 2 Evaluation of and Introduction to Franchise Brands
- 3 Acquisition of Development Rights

franspeak
INTERNATIONAL



franchise alert
EXCLUSIVE BRAND INTRODUCTIONS

Troy Franklin: troy@worldfranchiseassociates.com | Mobile/WhatsApp +60 192101909

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World Franchise Associates



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World Franchise Centre



WORLD FRANCHISE ASSOCIATES

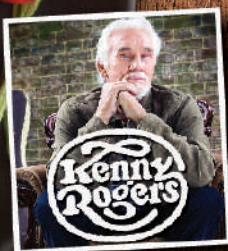
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Why is Genetic Test Important?

According to geneticists, your genes can reveal many things about you. Genes can identify factors that determine all facets of your life such as your potential, hobbies, artistic talents, intelligence, social abilities, career aptitudes and even what ailments you are prone to develop. Genetic analysis provides an undisputed reference for human life.

Inborn Talent Genetic Test (46 Talents & Traits)

Personality Traits

1. Optimism
2. Risk-taking
3. Persistence
4. Shyness
5. Composure
6. Split personality
7. Hyper Activeness
8. Depression
9. Impulsive
10. Attentiveness
11. Mouldability

Intelligence Quotient [IQ]

1. Intelligence
2. Comprehension
3. Analytical
4. Memory
5. Creativity
6. Reading Ability
7. Imagination

Emotional Quotient [EQ]

1. Affectionate
2. Faithfulness
3. Passion
4. Propensity for Teenage Romance
5. Sentimentality
6. Sociability
7. Self Reflection
8. Self Control

Sports

1. Endurance
2. Sprint
3. Technique
4. Training Sensitivity
5. Tendency of Sport Injuries
6. Sport Psychology

Artistic

1. Performing
2. Musical
3. Drawing
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5. Literature
6. Linguistic

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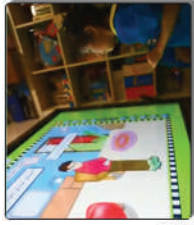


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စားစရာ
ပို့ဆောင်နိုင်မယ်



သင့်ဖောက်သည်တွေကို
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MYANMAR COFFEE ASSOCIATION

MISSION

The Myanmar Coffee Association is a non-profit trade Organization working to increase the prosperity of all sectors of the Industry by providing:

- Technical Training :
- Professional development education :
- Local and international market linkages;
- Access to financial assistance :
- Information resources :
- Capacity for sustainable economic growth :
- Industry representation and advocacy
- Recognition for excellence :
- Opportunities for collaboration :

Based On :

- Our pride in our products,
- Our commitment to the principles of accountability,
- equal opportunity, sustainability and transparency, and
- Our responsibility to build unity within the coffee industry.

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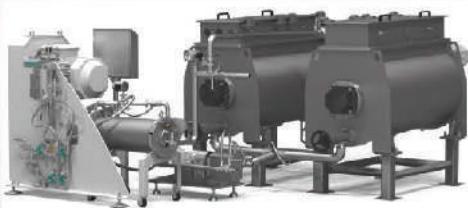
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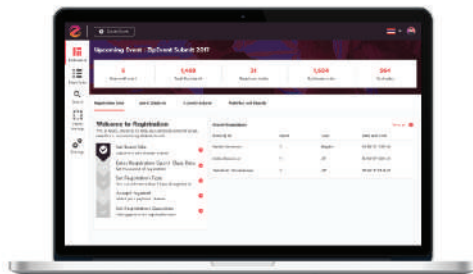


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ENROLL NOW



Mountaineer Coffee

Mongmao, Northern Shan State, Myanmar



Mountaineer Coffee is more than a coffee shop

Mountaineer Coffee uses single origin coffee from Mongmao, Northern Shan State. Our harvest season commences in the early winter months at the elevation between 1,200 to 1,500 meters. Coffee grown at these elevations have more complex and high quality flavour.

Mountaineer's logo depicts a local ethnic woman, working as a coffee farmer. Being part of the coffee supply chain, the local farmers play a major role in harvesting the highest quality coffee cherries.

Our goal is to use locally sourced coffee bean and offer the highest cup of coffee to our customers. We are passionate in what we do and desire to show coffee lovers how amazing our coffee is. We specialize in both specialty coffee and espresso coffee. We proudly support local farmers and aim to contribute to both the local community and the Myanmar coffee industry.



Penagos Pulping Machine

International standards machine is used to process coffee cherries.



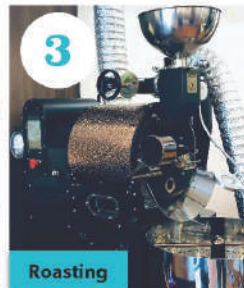
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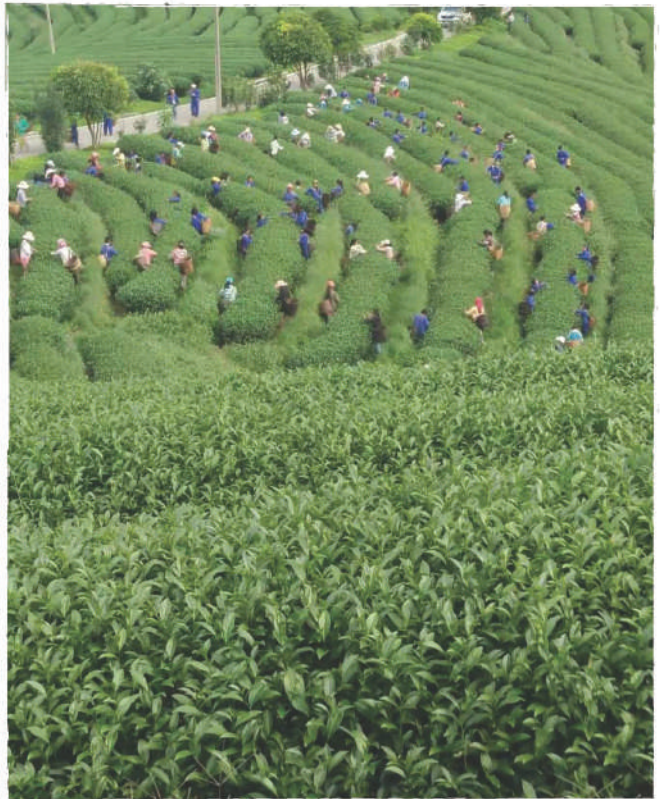
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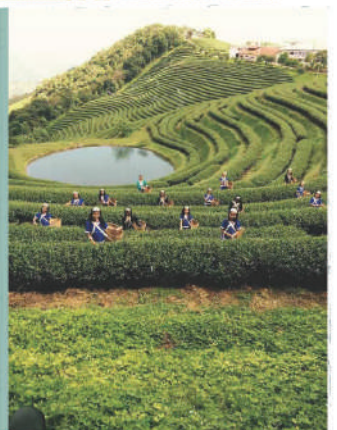
Professional Coffee Team

Our team consist of professional processors, roasters, brewers, and baristas.





Gongming Mountaineer Tea Estate is located in Mongmao, Northern Shan State, Myanmar. The tea plantation was founded in April, 19998. By December 2001, it was officially incorporated as Three Mountain and began its business operations. The factory is located approximately 2,400 meters above sea level. The main product of this factory is high-mountain Oolong tea. Its taste notes are mellow, nectarous, full-bodied, healthy, and brightly colored. it assimilated the essence of nature and has a refreshing, cooling and comforting effect.



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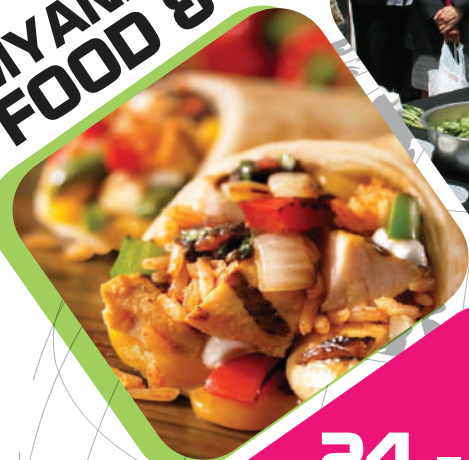


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