

**YOUR GATEWAY  
TO FOOD & BEVERAGE  
BUSINESS  
IN MYANMAR**



7<sup>th</sup> Edition  
**Myanmar  
FoodBev**

**17-19 DECEMBER 2020**

**MYANMAR EXPO HALL  
( FORTUNE PLAZA )  
YANGON**

Organized by

**Ind9x**  
CREATIVE VILLAGE



Officially supported by



Local partner



Co-located with

5<sup>th</sup> Edition  
**Myanmar  
RETAIL  
SOURCING  
EXPO 2020**

[www.MyanmarFoodBev.com](http://www.MyanmarFoodBev.com)



## ABOUT THE SHOW

Myanmar FoodBev was successfully held since 2014. The 6<sup>th</sup> edition in 2019 showcased over 100 brands and companies from Myanmar and international including Hong Kong, Korea, Malaysia, Saudi Arabia and Thailand.

Co-located with the 5<sup>th</sup> Myanmar Retail Sourcing Expo which showcased the new products & solutions for retail business. The exhibition aims to connect international suppliers to Myanmar supermarkets, hypermarkets, retailers, importers, distributors, hoteliers, restaurants and cafe operators.

The 7<sup>th</sup> edition of Myanmar FoodBev will be held again on 27-29 August 2020 at Myanmar Expo Hall ( Fortune Plaza) in Yangon, Myanmar.

## EXHIBITION OVERVIEW



## INDUSTRY AT A GLANCE

- Myanmar does not currently have a strong base in consumer goods production so it imports the majority of its consumer goods from neighboring countries such as Malaysia, Thailand, China, Singapore and India.
- Top suppliers accounting for 88.1% of Myanmar's international purchases were: China (31.8%), Singapore (15.2%), Thailand (11.3%), Japan (5.5%), Malaysia (5.2%), India (5.1%), Indonesia (4.8%), United States (3.6%), Vietnam (3%) then South Korea (2.7%).
- E-commerce in Myanmar is in its nascent stage, with just USD 6 million (K9.16 billion) in market value, according to Colliers. In comparison, Myanmar's retail market is estimated to be worth USD 10 billion, according to export.gov.

• The Myanmar retail sector has seen a large number of foreign consumer brands enter the country and sold in stores over the past four years. The value of retail sector in Myanmar is between USD 10 and USD 12 billion in 2018. Consumer buying power will continue to be concentrated in Yangon and Mandalay.

• At the end of 2018, Yangon's retail space reached the 400,000 sq meters mark, up by 17 percent quarter on quarter and 24 percent year on year. In 2019, Yangon is projected to have an additional 150,700 sq meters (1.6 million sq feet) of leasable space which is the highest in Myanmar to date.

Sources : EXPORT.GOV, World Top Export, MyanmarTimes, DITP YANGON

## VISITOR PROFILE

- Airlines, Cruise Lines, Rails
- Bakeries, Confectioneries
- Convenience Stores, Grocery Stores
- Country Clubs Management
- Department Stores, Retailers
- Foodservice and Hospitality Consulting
- Hospitality, Culinary Institute
- Hypermarkets, Supermarkets
- Importers, Distributors, Wholesalers
- Institutional Catering
- Restaurants, Fast-Food Restaurant, Bars, Clubs, Café Management





# EXHIBITOR PROFILE

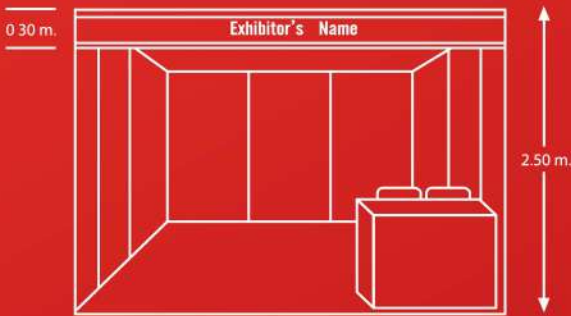
- Raw Materials
- Additive & Ingredients
- Equipment & Supplies in Food & Beverage Industry
- Finished Food & Beverage & Confectionery
- Innovative Food & Beverage Products
- Food and drink technology
- Food Packaging
- Food Franchise

# PARTICIPATING PACKAGE

Raw Space Only : USD 290 /sq.m.  
(min.18 sq.m.) THB 8,700 / sq.m.

Standard booth : USD 320/ sq.m  
(min.9 sq.m.) THB 9,600/ sq.m

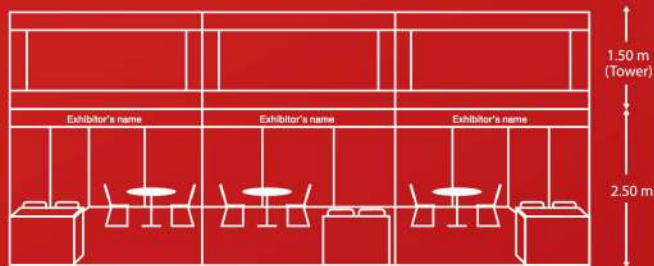
Remark :  
- Thai baht applicable to companies registered in Thailand only



### Standard booth includes :

- Fascia name board
- Reception desk (1 unit)
- Panel system, white
- Waste basket
- Chairs ( 2 units)
- Power socket (1 unit, not for lighting)
- Fluorescent lamps (2 units)
- Needle punch carpet

### Pavillion package : USD 345/sq.m (min 36 sq.m)

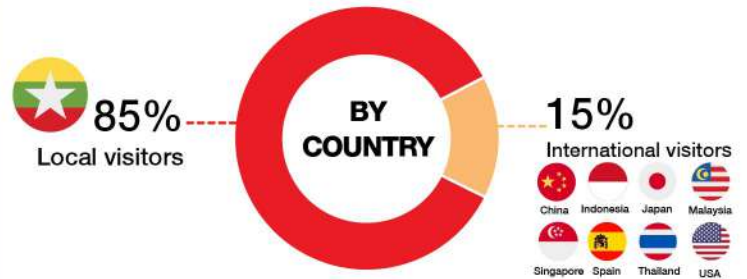
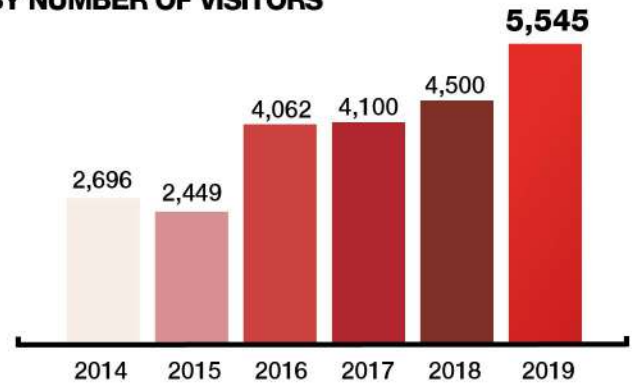


### Pavillion booth includes :

- Tower
- Discussion table (1 unit)
- Fascia name board
- Chair ( 2 units)
- Panel system, white
- Folding chairs ( 2 units)
- Waste basket
- Information counter (1unit)
- Fluorescent lamps (2 units)
- Needle punch carpet
- Power socket (1 unit, not for lighting)

# 2019 VISITORS INFORMATION

## BY NUMBER OF VISITORS



- 1 President / CEO / Management / Owner
- 2 F&B / Restaurant manager
- 3 Retail manager
- 4 Procurement/ Purchasing
- 5 Sales & Marketing



- 1 Beverages / Non-alcohol
- 2 Canned & Processed food
- 3 Food ingredients
- 4 Coffee supplied
- 5 Frozen & Chilled food



- 1 Place order & Sourcing products
- 2 Meet suppliers
- 3 Gather market information
- 4 Attend seminar & activities
- 5 Just visit



## ABOUT ORGANIZER

**Ind9x**  
CREATIVE VILLAGE



ICVeX is a professional organizer of trade exhibitions creating business platform for international suppliers to meet with business partners in Southeast Asia. Exhibitions successfully done by ICVeX include Cambodia Architect & Decor, Myanmar FoodBev, Myanmar Retail Sourcing Expo, Myanmar Build & Decor and Myanmar International Tourism Expo and managed exhibition such as Bangkok International Grand Motor Sale (BIG Motor Sale) 2015-2016 , ITAX Marketplace 2016, Ultrawealth Expo 2017, Automach 2018, Taiwan Expo 2018 and Bangkok Beauty Show 2019 .

ICVeX, a subsidiary of Index Creative Village Public Company Limited (ICV PLC.) – 7<sup>th</sup> agency in world class ranking from Special Events Magazine, is a professional organizer of trade exhibitions creating business platform for international suppliers to meet with business partners in Southeast Asia.

## ABOUT VENUE

Myanmar Expo Hall is located near the heart of Yangon, across Pazundaung Creek which is bridged between downtown Yangon and new, much modern part of Yangon. It has 6,000 square meter of rental space suitable for all types of events and shows, ample car parks space and located beside main road that connects Downtown Yangon and Upper Yangon.

Myanmar Expo will be providing enjoyable environment for exhibitors and visitors.

Address : Fortune Plaza, Corner of Min Nanda  
& Thumana Road, Thaketa Township, Yangon, Myanmar



## ORGANIZER'S CONTACT

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