



YOUR GATEWAY TO FOOD & BEVERAGE BUSINESS IN MYANMAR



7th Edition
**Myanmar
FoodBev**

30 SEP - 2 OCT 2021

MYANMAR EXPO HALL

(FORTUNE PLAZA)

YANGON



Organized by

Ind9x
CREATIVE VILLAGE



Local partner



Co-located with

5th Edition
**Myanmar
RETAIL
SOURCING
EXPO 2021**

www.MyanmarFoodBev.com

ABOUT THE SHOW

Myanmar FoodBev is a platform for meeting and networking for international suppliers and local distributors, traders, wholesalers, retailers and food professionals who look to source for all kinds of packaged food, drink and related equipment to serve the growing and diverse demand of Myanmar consumers.

Co-located with the Myanmar Retail Sourcing Expo which showcase products & solutions for retail business. The exhibition aims to connect international suppliers to Myanmar supermarkets, hypermarkets, retailers, importers, distributors, hoteliers, restaurants and cafe operators.

Myanmar FoodBev will be held again on 2-4 September 2021 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

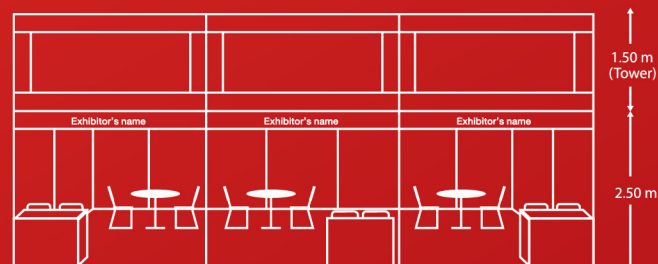
Remark :
- Thai baht applicable to companies registered in Thailand only



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)

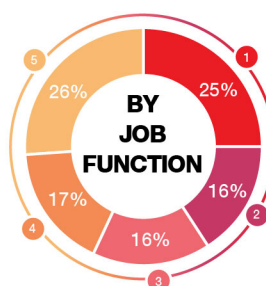
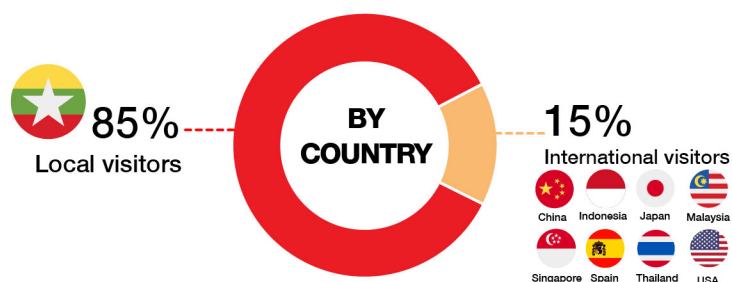
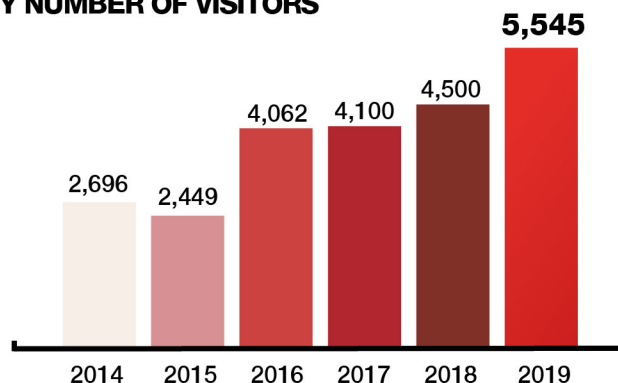


Pavillion booth includes :

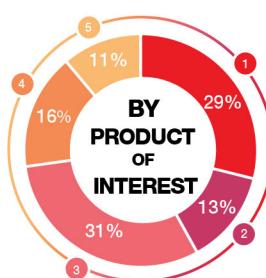
- Tower
- Discussion table (1 unit)
- Fascia name board
- Chair (2 units)
- Panel system, white
- Folding chairs (2 units)
- Waste basket
- Information counter (1 unit)
- Fluorescent lamps (2 units)
- Needle punch carpet
- Power socket (1 unit, not for lighting)

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.) – 7th 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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