



Doing business in Myanmar



EuroCham - The voice of European business in Myanmar



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Commerce in Myanmar

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Yangon
Republic of the Union of Myanmar

Funded by



European Union

Implemented by



Recent History



2016

New government takes office

2015

General elections – new NLD – led government

2013

Full lift of EU political and economic sanctions; EU opens representation in Yangon and encourages trade with Myanmar under the “Everything but Arms” – initiative and GSP

2011

End of military rule; start of democratic transition and substantial reform

Country Overview

Myanmar



Population

- 52 million
- 70 % rural, 30 % urban
- 93 % literacy rate
- 135 ethnic groups

Area

676.578m² – second largest in SEA after Indonesia

Border

6.522 km – with 40 % of the world's population





Economic Indicators



GDP Growth

GDP forecast: 8.4% - 2016 | 8.3% - 2017

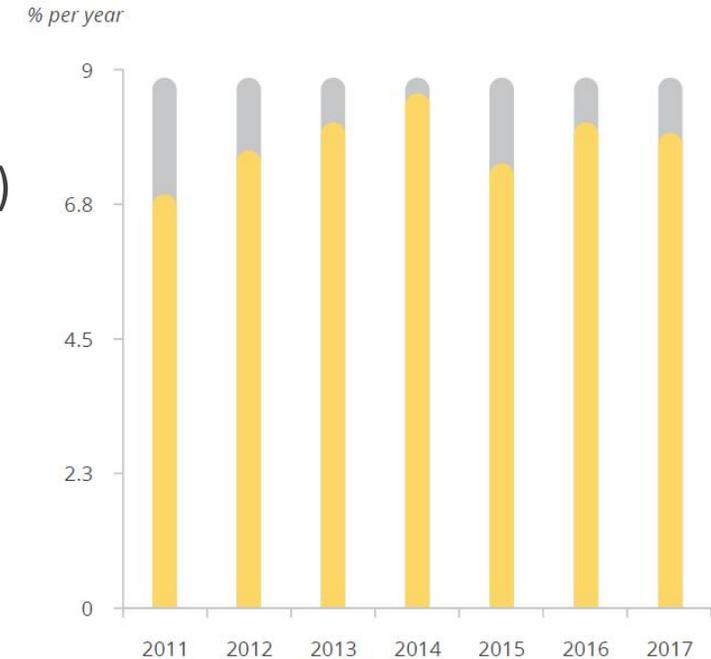
GDP / sector: Agriculture 36%, Industry 22%, Services 42%

FDI: USD 4.1 bn (2014) USD 8.1 bn (2015) USD 9.5 bn (2016)

Industries: Oil&Gas, infrastructure, construction, manufacturing, tourism, mines, transport&communication, agriculture

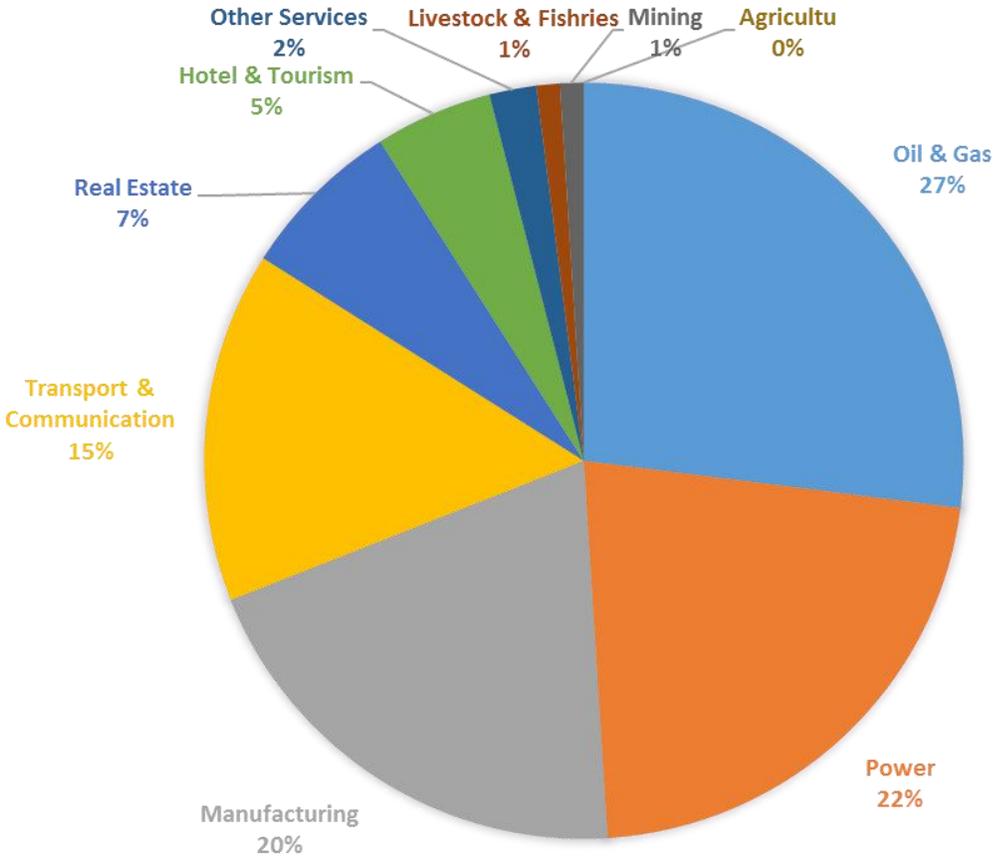
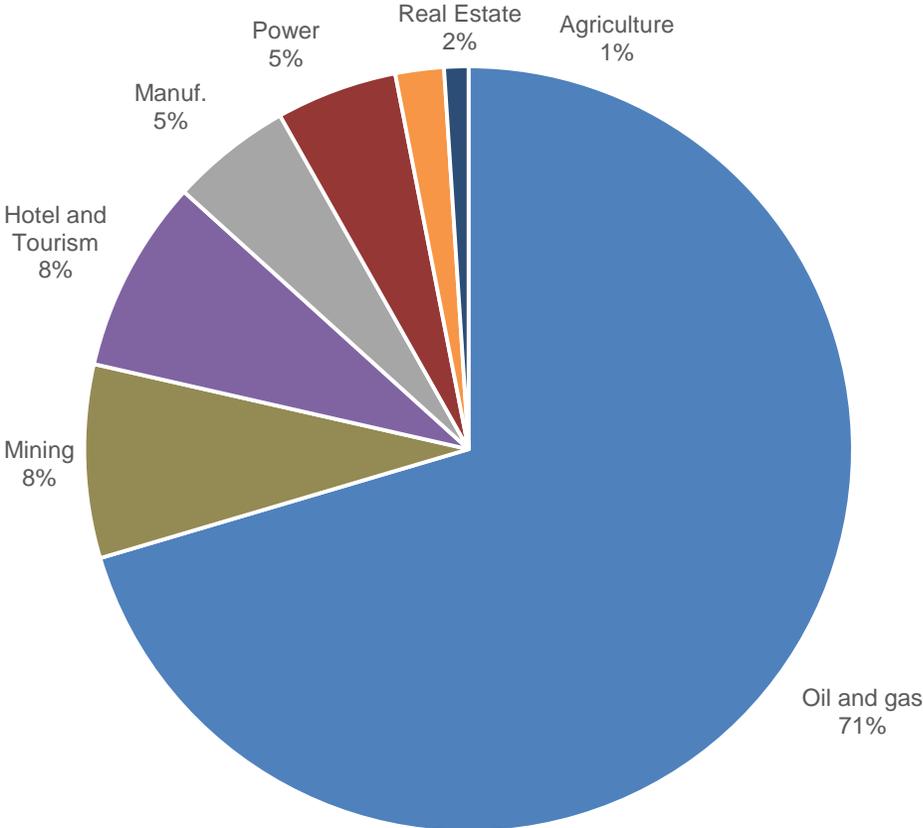
Main exports: USD 5.693 M (Natural gas, beans and pulses, textile, gemstones, rice, wood products)

Main imports: USD 7437 M (Vehicles, iron and steel, machinery)



Sources: World Bank, Asian Development Bank, DICA

FDI 1989-90 to 2010-11 VS 2011-12 to 2015-16



Source: DICA, WB

Why Myanmar? Pros

Newly opened market

- Rapid growth
- Increasing purchasing power – growing middle class
- Rapid urbanization

Attractive manufacturing base

- Large, young, cheap labour market
- Abundance of natural resources
- Strategic location
- Special Economic Zones

Improving environment

- Economic and legal reforms
- Liberalization of sectors

Why Myanmar? Challenges

Local partners

- Unskilled labour force
- Hidden political control

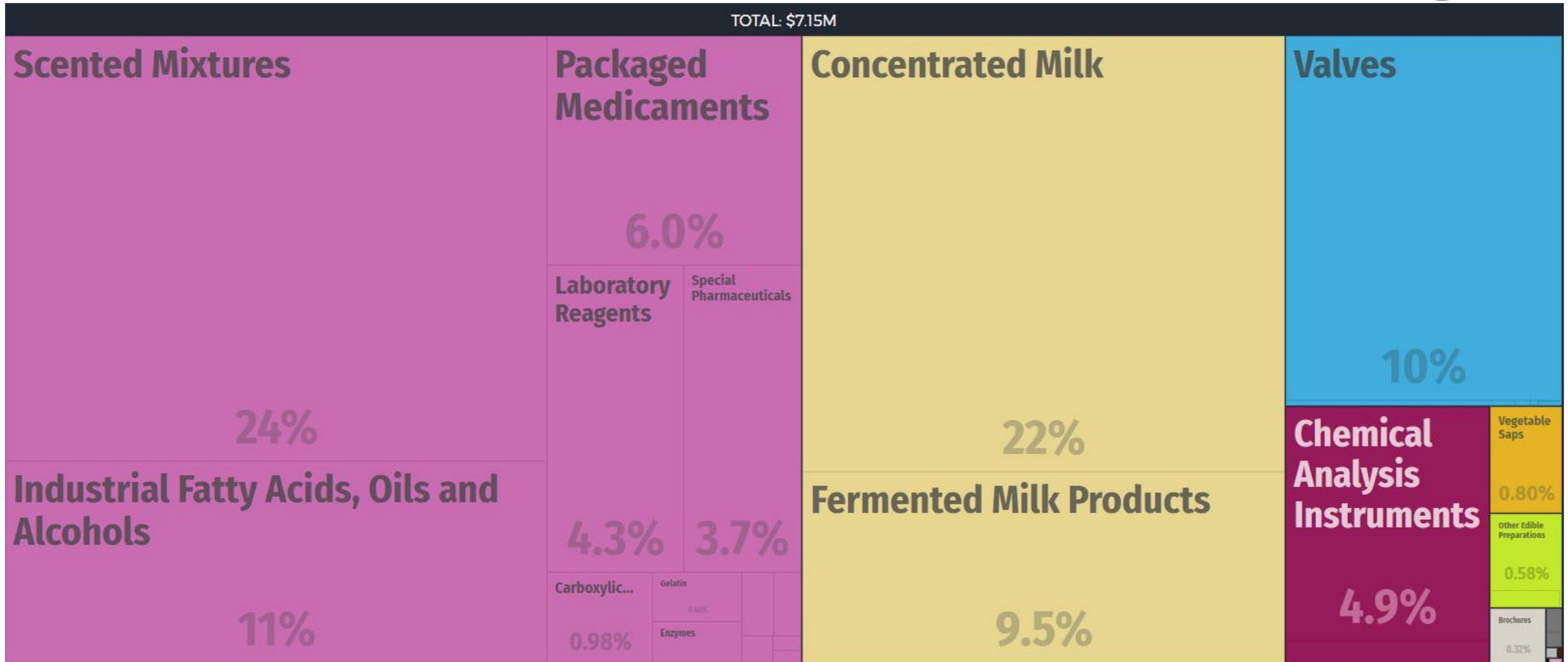
Underdeveloped infrastructure

- Roads/rail in poor conditions
- Difficult nationwide distribution
- Low and unstable electrification rate
- Absence of cold storage supply chain

Complicated regulatory environment

- Changing requirements
- Laws prioritizing local businesses
- Bureaucracy slows down processes

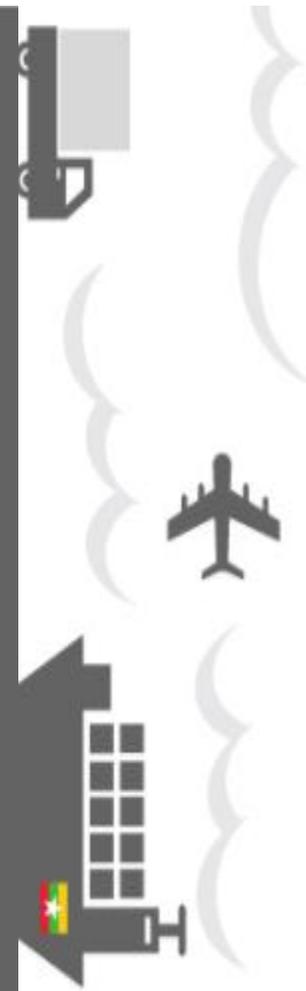
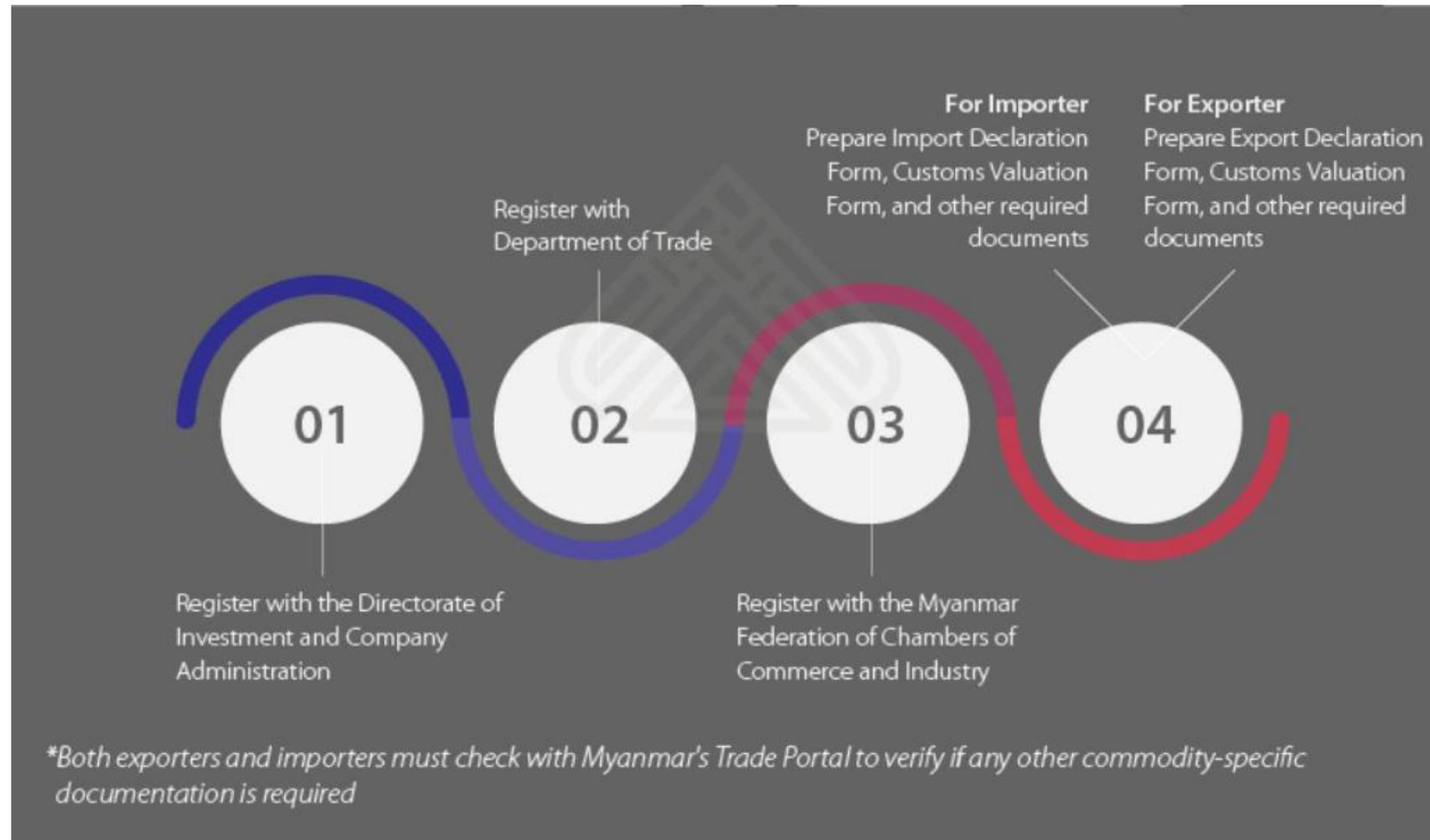
What does Ireland export to Myanmar? (2016)



What does Ireland import from Myanmar? (2016)



Registration procedure for importers/exporters



The European Chamber of Commerce in Myanmar



Launch and Establishment

2014 in Yangon, 2015 in Brussels

Funding

Five Year Grant (2015-2019) by the EU
EuropeAid/135160/DD/ACT/MM (ICI+)

Implementation

Applicants: CCI France Myanmar and
EUROCHAMBRES

Affiliated entities: Ceipiemonte, VOKA, HCCI



Mission and Mandate

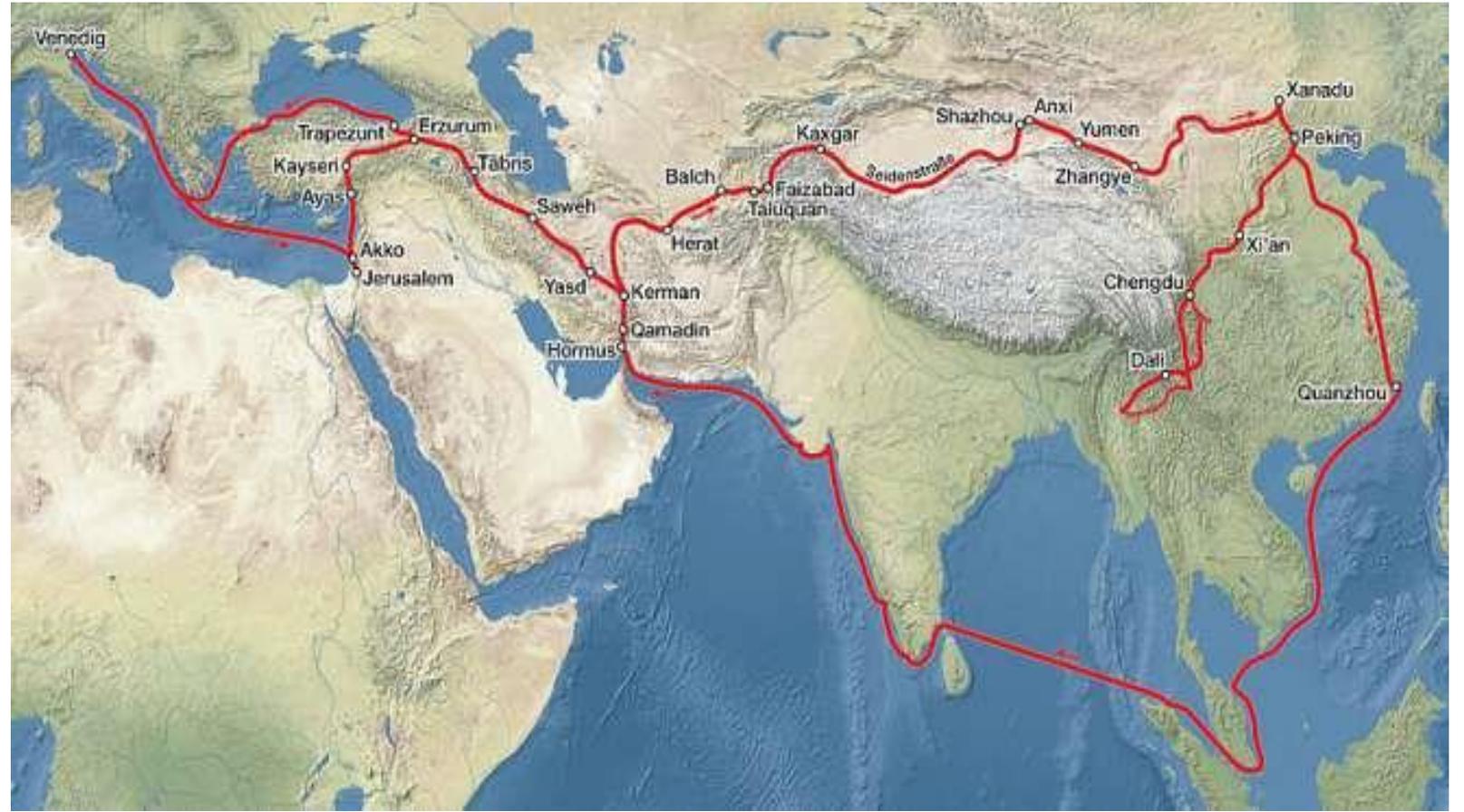


- Advocate for member interests with organisations in Myanmar, the ASEAN region and the EU
- Promote the development of trade, commerce and investment between the EU and Myanmar
- Improve conditions for doing business in Myanmar
- Provide a platform for EU businesses in Myanmar

- **Advocacy Services**
- **Support for market entry**
- **Information on market and legislation**
- **Organization of business delegations and b2b meetings**
- **Identification of business opportunities**
- **Business Center**







- Marco Polo
- Set off for Asia in 1271, returned 24 years later full of **riches** and **treasures**.



THE EU ASIA BUSINESS LINK

WWW.EALINK.EU

EALink is a one-stop-shop where European SMEs and business organizations can find key information and relevant links to develop business in Asia.

The Platform puts users in direct contact with **Asia-based experts and organisations** who can answer questions and provide advice, helping European businesses achieve success on **Asian markets**.



VIETNAM

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Meet distributors, partners and buyers in Vietnam
Meet European players already established in Vietnam & hear about their experience in entering the Vietnamese market
Visit points of sale / factories in Hanoi & Ho Chi Minh City

— EALINK —

About us

The EU Asia Business Link (EALink) is the platform aimed at helping European businesses to set up and develop commercial relations in several Asian countries. EALink is your starting point to find information and support in the target market provided by a wide network of EU Business Support Initiatives as well as European Chambers.

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Webinar: How To Attain a Halal...

This online seminar provides a roadmap and practical advice on how-to attain a Halal certification for your products...

ASK ANYTHING

Should you have any question relating to establish commercial relations with Asia countries, our team will point you to the right business support organization in Asia.

[Ask your question](#)



Thank you

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