THE MARKET
MYANMAR

• Strategic location in Asia
• Land area
  › 652,290 square km
• Population
  › 51.8 million
  › Ethnic diversity
• Economy (2016 estimates)
  › GDP: US$74 billion
  › GDP per cap: US$1,416
  › Inflation: 11.5% (9.6% estimate for 2016)

Data: DFAT Country fact sheet, World Bank, ADB
Map: Myanmar Information Management Unit
GDP GROWTH

- Average GDP growth for the ASEAN region expected to be 4.5% in 2016 and 4.8% in 2017.

Source: ADB
MYANMAR IN FIGURES

Source: WPP.com; CIA World Factbook; National Sensis released in 2015
MYANMAR IN FIGURES

Monthly household income
- 10%: 2%
- 23%: 11%
- 32%: 22%
- 11%: 12%
- 25%: 30%
- 9%: 8%
- 15%: 26%
- 16%: 26%

Myanmar household expenditure breakdown (% Total)
- 13%
- 3%
- 8%
- 5%
- 5%
- 5%
- 6%

- Groceries
- Eating/drinking out
- Education
- Transportation
- Utilities
- Communications
- Toiletries
- Housing
- Entertainment
- Others

Source: WPP.com; CIA World Factbook; National Sensis released in 2015; TNS
MYANMAR’S COMMERCIAL POTENTIAL FOR F&B

• Small number of premium retail supermarkets
• Growing number of convenience stores
• Currently no international players – Aeon is coming
• Primarily located in Yangon, with a small secondary market in Mandalay
• Retailers are looking for affordable products
• Proliferation of new restaurants in Yangon
• Food service business supplying to upmarket restaurants, hotels and resorts, to meet the demand of a growing tourist market
• Meat, wine, horticulture and dairy coming from Australia
• Logistics is a challenge – cold storage, transport
REGULATIONS

• No restrictions on fruit and vegetables
• No labelling issue
• Approval process for food imports undergoing changes
• Wine, beer, spirits and meat have faced restrictions
• Samples required for testing by Myanmar FDA
OPPORTUNITIES

• New players looking to compete with City Mart in the retail supermarket space, looking for a variety of products
• Cereals, condiments, and spreads
• Interest in private label
• Meat and horticulture to supply to food service
• Long life milk
• Wine and juice
• Infant/toddler food
Both Myanmar and Australia are signatories to the Association of Southeast Asian Nations (ASEAN) Australia New Zealand Free Trade Agreement (AANZFTA).

A range of Australian products can avail of lower tariff rates when exported to Myanmar under the agreement.

Two websites -

• Using social media to promote Australian products
• Buyer visits to regional and Australian events (FHA, Fine Food)
• Food retail promotions – with City Mart (Jan 2017)
• Food safety seminars to Myanmar officials and industry (Q2, 2017)
• Restaurant fine dining promotions featuring meat and wine (May 2017)
AUSTRADE F&B ACTIVITIES

• Myanmar Premium Food Sampling Showcase (Nov/Dec 2016)
• To select group of qualified importers and distributors (retail and food service)
• Comprehensive reports prepared on products
• Low risk/cost opportunity to assess the market potential
• Austrade follow-up
ALBERT THOMAS
GRAND WYNN (AUST) COMPANY PTY LTD
Grand Wynn Enterprise  
(Established in 1990)  
Brief Information

- Grand Wynn Enterprises (GWE) started as a company that exported spices to various regions in Asia and imported Bakery supplies from Indonesia.

- Today, Grand Wynn exports Frozen Seafood and Dried Fishes to the Middle East, Australia, America and Europe.

- The imported product range has also expanded into a large range of grocery and perishable items, supplying not only to the local retail markets but also to prestige's hotels and restaurants.

- We import our products from various countries such as Europe, New Zealand and Australia.
Grand Wynn Enterprise

- Grand Wynn Enterprise has expanded into a large range of businesses in Myanmar (Burma) such as cold storage, construction and beauty products to name a few.

- Currently, Grand Wynn is planning to open a range of mini supermarkets across Yangon and Mandalay. There are currently a few stores that have already been established in Yangon and Mandalay with more stores to come in the near future.
Grand Wynn has started importing frozen seafood to the Australian market.

This year we have started exporting meat and various perishable goods from Australia to Myanmar (Burma).

We are currently planning to expand the import from Australia to Burma for a range of items, both grocery and perishables.
VERITY LOMAX
How the Chamber can support you…

Outcomes

1. Support Australian businesses seeking to enter or explore opportunities in Myanmar
2. Promote responsible investment; and
3. Assist in capacity building.

Membership benefits

- Access to events and market briefings;
- Opportunities to host and sponsor events;
- Opportunities to host and/or present at Capacity Building Seminars;
- Opportunities to engage in and influence policy in Myanmar;
- Opportunities to participate in delegations;
- Opportunities to learn about and promote Responsible Investment practices;
- Access to Myanmar companies; and
- Access to advertising opportunities.
The Chamber can connect you with Strategic Partners…

- UMFCCI [Myanmar Chamber]
- Myanmar Businesses
- Myanmar Industry Associations
- Myanmar Government Ministers
- 80 Members of the Chamber
- The Australian Embassy
- Austrade & DFAT

- Connections
- Networks
- Building relationships + trust
- Joint Venture opportunities
- Reputation
- Understanding
- Cultural etiquette
- Local market know-how

The Industry Skills Program is an initiative of the Chamber at introducing Australian industry best practices and technical expertise to assist with professional skills development in Myanmar. The Program facilitates the Australian corporate members to provide technical training seminars and workshops to Myanmar professionals and industry organisations.
Please contact me if you have any questions…

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