



MYANI-HOTEL'18

MYANMAR'S NO 1 INTERNATIONAL HOSPITALITY INDUSTRY SHOW

MYANMAR'S **NO.1** INTERNATIONAL
EXHIBITION FOR
HOTEL EQUIPMENT & SUPPLIES

**1-3 | NOV
2018**
MEP MINDAMA, YANGON

Organised by :

M AMBTarsus
EVENTS GROUP

www.myanhotel.com



CAPTURE BUSINESS OPPORTUNITIES AT MYANHOTEL 2018

Since the liberalisation of the Myanmar economy in 2011, the tourism industry is experiencing an exponential growth, that has created vast opportunities for the hospitality industry.

Co-located at MEP, Mindama are two other industry shows namely, MYANFOOD 2018 – Myanmar's International Food & Beverage Exhibition and MYANCAFE 2018 – Myanmar's International Café & Bar Equipment & Supplies Exhibition.

Scheduled to be held from 1-3 November 2018 at the MEP, Mindama, MYANHOTEL 2018 is held to provide a platform, delivering solutions that would meet the country's increasing demand in the hospitality, food and drinks industry. Expecting more than 5,000 trade visitors, this comprehensive platform is set to deliver you decision makers and strengthen your business in the Myanmar market.

Emerging from the depths of isolation after decades of junta rule, Myanmar is opening its doors to the outside world, driven by the escalating force of the industrial sector. The International Monetary Fund (IMF) estimated Myanmar's GDP to be 6.7%, an acceleration compared with last year's figure of 5.9%, with over US\$ 6 billion expected for the fiscal years of 2018 – 2019.

Myanmar's Ministry of Hotels and Tourism has in place a master plan for the country, aptly named as 'Myanmar Tourism Master Plan' (2013 – 2020). Setting an ambitious goal, where they aim to receive 7.48 million annual international tourists by year 2020, Myanmar's tourism receipt is expected to increase from US\$534 million in 2002 to US\$10.18 billion in 2020.


From being unknown to booming over a span of few years, the Myanmar hospitality industry is enjoying a robust boom, driven by surging tourist arrivals, fueling a demand for a wider variety of quality hospitality equipment and supplies. Therefore, whether your objective is to conduct market feasibility studies, seek local partners and distributors, increase existing market share or simply to just maintain relationships with key clients while looking for new opportunities with foreign partners, you can be assured that your needs will be met at MYANHOTEL 2018.


Take charge and grasp the opportunities at MYANHOTEL 2018 to get ahead in the next economic frontier – Myanmar! Contact Ms Aye at aye@ambtarsus.com / +959 420138301 or Mr. Darren at darren@ambtarsus.com / +601 6245 4791 to reserve your preferred booth location.




THE NO.1 PLATFORM FOR YOUR MARKETING PLAN IN MYANMAR

 **Meet** over 10,000 industry professionals in Myanmar's hotel, restaurant and catering industry

 **Ideal** platform to source for new distributors, agents, and strategic partners in Myanmar

 **Boost** your company branding & market positioning

 **Gain** in-depth knowledge on the latest innovations and advancements of new products and technologies in the industry

 **Opportunity** for introduce latest innovations through New Product Launches, Promotional Campaigns etc.

 **Business Networking** platform for developing new business and partnerships

 
www.myanhotel.com

OUR UNMATCHED TRACK RECORD OF SUCCESS

Below is our track record at MYANHOTEL:

Exhibition Expectations

- **98%** of exhibitors rated the event as very

Quality of Visitors

- Quality of Visitors **93.1%** of exhibitors are satisfied with the quality of visitors.

Overall Participation

- **9631** total visitors attended the show with **190** exhibitors from **20** countries.



EXHIBITOR FEEDBACK 2017

"We manage to meet our right target audience. A good event over all!"

Mr. Ekkaist
Director - CaffaCoffee Maker

"We are able to meet with good potential customers who are normally difficult for us to make appointment with. A very good show."

Mr Wong HorngVit
Director, Hardware World Co., Ltd

"We met the right decision makers from restaurant and hoteliers, we are able to connect the dots at myanfood and myanhotel exhibition."

Mr Phyo PyaeSone
Sales and Marketing Manager - The Host Mart



MARKET UPDATE - MYANMAR'S TOURISM SECTOR



Foreign direct investments (FDI) in Myanmar's tourism sector amounted to \$1.14 billion in 2011, spread among 36 projects. In 2016, it increased to \$3 billion, according to the Ministry of Hotels & Tourism.



The World Travel & Tourism Council (WTTTC) estimated the total contribution of tourism amounted to Myanmar's GDP would increase by 5.9% in 2016 and 7.8% per annum through 2026.



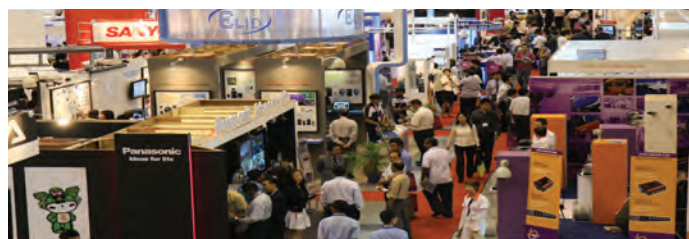
The CEO of Unique Luxury Hotels of Asia, Dhammaras B Kasem, likened Myanmar's tourism industry to that of Thailand 30 years ago.



In November 2017, Cambodia & Myanmar signed a memorandum of understanding to promote the flow of tourists to the temples of Angkor, Siem Reap and to the ancient city of Bagan, Myanmar. Thus, creating a single tourist destination, Angkor-Bagan, for the benefit of both countries.



The Heritage Hotel Kempinski of Yangon, scheduled to be open to guests in the spring of 2018, is currently in the final phase of restoration. Located in the heritage district of Myanmar's largest city, this five-star deluxe hotel is set to define the standards of luxury in Yangon.



FACTS ABOUT THE HOST COUNTRY

Capital: Naypyidaw

Largest City: Yangon

Official language: Burmese

Area: 676,578 km² (3.06% Water)

Population: 53 million

GDP Total: US\$67.43 billion (2016)

GDP per capita: US\$1,275.02



SPONSORSHIP OPPORTUNITIES

MYANHOTEL 2018 is an excellent platform to increase your company's brand image and profile, as the show will cover a wide range of events, such as the exhibition, technical symposiums and conferences. Contact the Organiser to know more about the sponsorship opportunities available. Your logos could be featured prominently in many promotional materials and on site signage. Contact Mr. Darren Siow at darren@ambtarsus.com for more info.



THE VENUE

MYANHOTEL 2017 will be held at MEP at Mindama, which is Yangon's newest, largest and most modern exhibition hall. The hall is located just 3km from Yangon International airport, 15km from the centre of Yangon, and can easily be accessed from major international hotels. The hall offers 4,800sqm of indoor exhibition space, along with car parking and additional meeting rooms.



THE PROFESSIONAL ORGANISOR

MYANHOTEL 2018 is organized by Myanmar's top tradeshow organiser, AMB Tarsus Exhibitions Myanmar Pte Ltd which is a fully Myanmar registered company. Established in 2013, the Company organises a programme of industry leading exhibitions including MyanFood, MyanHotel, FoodTec, MyanBuild, MyanWater, Pump & Valve Myanmar, MIVAR, MyanEnergy, MISEF, Myanmar Hardware Expo, MyanConcrete, MyanGlass, MyanLab, MyanFurniture, MyanAuto, MyanBike and Bus & Truck Myanmar. The Company is member of the AMB Tarsus Events Group which has operating offices in Malaysia, Cambodia, Philippines, Myanmar, Sri Lanka, Laos and Singapore.



COST OF PARTICIPATION



BARE SPACE ONLY

- US\$338* per sqm

WALK ON PACKAGE

- US\$360* per sqm

Inclusive of

- Needle punch carpet
- White polyester laminated panels for back wall & two side walls and fascia board
- Adhesive Vinyl letters for exhibitor's name and booth numbers on the fascia board
- Fluorescent lights (40 watts)
- 1 Information Counter
- 2 Folding Chair
- Wastepaper Basket

**excluding 5% commercial tax applicable to Myanmar companies*

EXHIBIT PROFILE

- Accounting/Payroll/F&B Software & Systems
- Bar Equipment & Supplies
- Broadband & Internet Services
- Building Management System
- Cleaning Equipment & Supplies
- Coffee Equipment & Supplies
- Conference/Event management Systems
- Entertainment Systems
- Energy Saving/Green Technology
- Foodservice Equipment & Supplies
- Food, Wine & Drinks
- Front Office/Reservation Management Systems
- Furniture/Fittings/Furnishing Supplies
- Gardening Equipment & Supplies
- Housekeeping Supplies & Services
- Laundry/Dry Cleaning Equipment & Supplies
- Property Management Systems (PMS)
- Point of Sale Systems (POS)
- Refrigeration/Cold room Equipment
- Recreational Equipment/Gym/Swimming Pool
- Safety & Security Systems
- Storage Systems
- Sound, Light & PA Systems
- Tableware, Cutlery & Supplies
- Toiletries
- Uniforms
- Vending & Dispensing Equipment

Organised & Managed by :

AMB Tarsus Exhibitions Group



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DELIVERING BUSINESS ACROSS ASIA'S EMERGING MARKETS