09 SEP | **11-12 2020**

The 1st Asia Computing & Gaming Show

COMTECH myanmar.comtechexpo.com

MYANMAR 緬甸資通訊暨電競展

Demographics of **Myanmar**

- Capital: Nay Pyi Taw ★
- Cultural & Commercial Center: Yangon ●

Land area
676,578 sq km

Weather
Average : 22 -27 ° C
Rainy season:
May to September
Dry Season
October to April

Population
Est. 54.41 million
Global Rank:26
(year 2019)

Median Age
27.8

Literacy rate
93.1%

Religion
Buddhists:87%
Christian:6.2%
Others:6.8

Language
Burmese (official)

Political System
Constitutional
republic

GDP
71.215 billion
(US$, year 2018)

GDP per capita:
1325.95
(US$, year 2018)

Currency
Burmese Kyat
(approx. 1,426.79 per US$)

Top 5 Exports by Category (year 2018)
- Mineral fuels, oils
- Articles of apparel, not knit or crocheted
- Cereals
- Pearls, precious stones, metals
- Articles of apparel, knit or crocheted

SOURCE: data.worldbank.org, tradingeconomics.com, wits.worldbank.org

Market Potential

• Digital Readiness Index

ICT Development Index (ITU, 2017)	E-Government Development Index (UN, 2018)	Networked Readiness Index (WEF, 2016)	Cyber Security Index (ITU,2018)
18.Singapore	7.Singapore	1.Singapore	6.Singapore
63.Malaysia	48.Malaysia	31.Malaysia	8.Malaysia
78.Thailand	73.Thailand	62.Thailand	35.Thailand
101.Philippines	75.Philippines	73.Indonesia	41.Indonesia
108.Vietnam	88.Vietnam	77.Philippines	50.Vietnam
111.Indonesia	107.Indonesia	79.Vietnam	58.Philippines
128.Cambodia	145.Cambodia	104.Laos	120.Laos
135.Myanmar	**157.Myanmar**	109.Cambodia	**128. Myanmar**
139.Laos	162.Laos	**133.Myanmar**	131.Cambodia

SOURCE: UN(United Nations), WEF(World Economic Forum), ITU(International Telecommunication Union)

Myanmar, the late bloomer is ready to take a great leap forward.

Market Potential

- DIGITAL ECONOMY ROADMAP

1 *Mission*

4 *Pillars*

6+1 *Strategic Framework*

9 *Priority Sectors*

14 *Goals*

32 *Short Term Action Plan*

16 *Longer Term Action Plan*

"1 *Mission*
Enabling Digital Transformation, Digital Government, Digital Trade and Innovation to develop a Digital Economy across all sectors for inclusive and sustainable socioeconomic development. **"**

Digital Economy Development Committee,2019

Market Potential

- DIGITAL ECONOMY ROADMAP

4 Pillars   (Digital Transformation) + (Digital Government) + (Digital Trade) + (Digital Society) = (Digital Economy)

6+1 *Strategic Framework*

Digital Transformation and Digital Trade

Digital Government

Digital Connectivity | **Digital Skill & Inclusion**

Digital Security | **Digital Innovation**

Crosscutting Regulations and Policies

9 *Priority Sectors*

Education

Healthcare

Manufacturing and SME

Tourism and Hospitality

Technology Sector & Startup ecosystem

Agriculture, Fishery and Livestock

Digital Trade

Financial Services

Transportation and Logistics

Market Potential

14 Goals		**2019.2**	**2020**	**2025**
Digital Transformation and Digital Trade	Digital transformation across business sectors	-	10%	30%
	Effective utilization of digital technology by SMEs	**-**	**20%**	**50%**
	Digital financial service transactions	**0.5%**	**15%**	**30%**
Digital Government	Improve ranking in WEF Network Readiness Index	133	130	120
	Improve ranking in UN E-Government Development	157	155	145
Digital Connectivity	**Unique mobile subscription**	**48%**	**50%**	**55%**
	Mobile network coverage in percentage of population	**92%**	**93%**	**98%**
	Improve ranking in ITU ICT Development Index	135	130	120
Digital Skills and Inclusion	**Internet users in percentage of population**	**40%**	**45%**	**50%**
	Qualified tech-related graduates yearly	2,500	5,000	10,000
	Number of people employed in the digital economy	-	100,000	300,000
Digital Security	Improve ranking in ITU Global Cybersecurity Index	128 (year 2018)	97	90
Digital Innovation	Foreign direct investment in digital industry	60 billion	80 billion	120 billion
	Improve ranking in Global Innovation Index	-	125	120

Market Potential

- ## Myanmar's Top 10 Imports in 2018

No.	Product Category	Value	% of Total Imports
1	Mineral fuels including oil	US$3 billion	12.50%
2	**Electrical machinery, equipment**	**U$2.6 billion**	**10.70%**
3	**Machinery including computers**	**U$2.3 billion**	**9.50%**
4	Vehicles	U$1.5 billion	6.20%
5	Iron, steel	U$1.2 billion	4.90%
6	Plastics, plastic articles	$857.1 million	3.50%
7	Articles of iron or steel	$675 million	2.80%
8	Animal/vegetable fats, oils, waxes	$625.2 million	2.60%
9	Manmade filaments	$583 million	2.40%
10	Knit or crochet fabric	$551.4 million	2.30%

Subcategories
- Phone system devices including smartphones
- Electrical converters/power units
- TV receivers/monitors/projectors
- Electric storage batteries
- Electric water heaters, hair dryers
- Electrical/optical circuit boards, panels
- Electrical machinery
- Computers, optical readers
- Air conditioners
- Miscellaneous machinery

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%).

SOURCE: www.worldstopexports.com

Market Potential

- Myanmar's new digital strategy improves ICT development and network readiness

- **Some facts:**

    a) **In August 2019, the satellite named "Myanmar Sat 2", headed for space,** allowing the MoTC (Ministry of Transport and Communications) to provide near-universal broadband coverage for the country to support national e-government program.

    b) **The SIM penetration rate stood at 105% in May 2019.**

    c) **The potential to leapfrog technological development,** skipping desktop-based connectivity to emerge as a mobile first digital ecosystem.

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Telecom Operators in Myanmar

SOURCE: oxfordbusinessgroup.com/myanmar-2020

Why COMTECH Myanmar?

- **Digitization is supported in all aspects.**

- **Advocated by MCF** (Myanmar Computer Federation, recognized by Myanmar Government)

- **B2B oriented.**

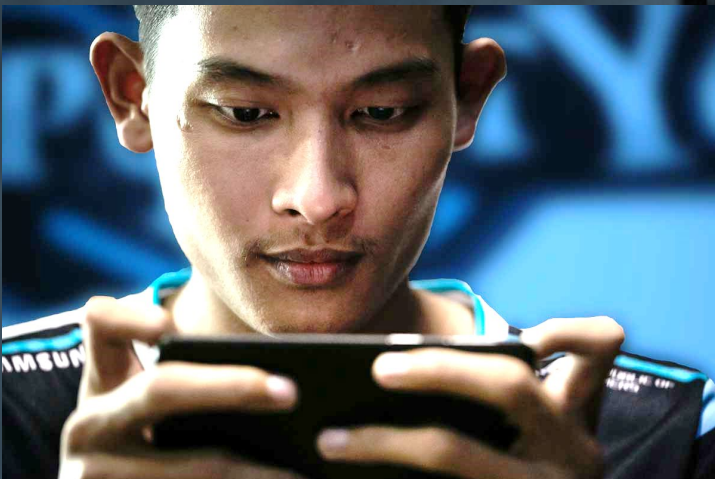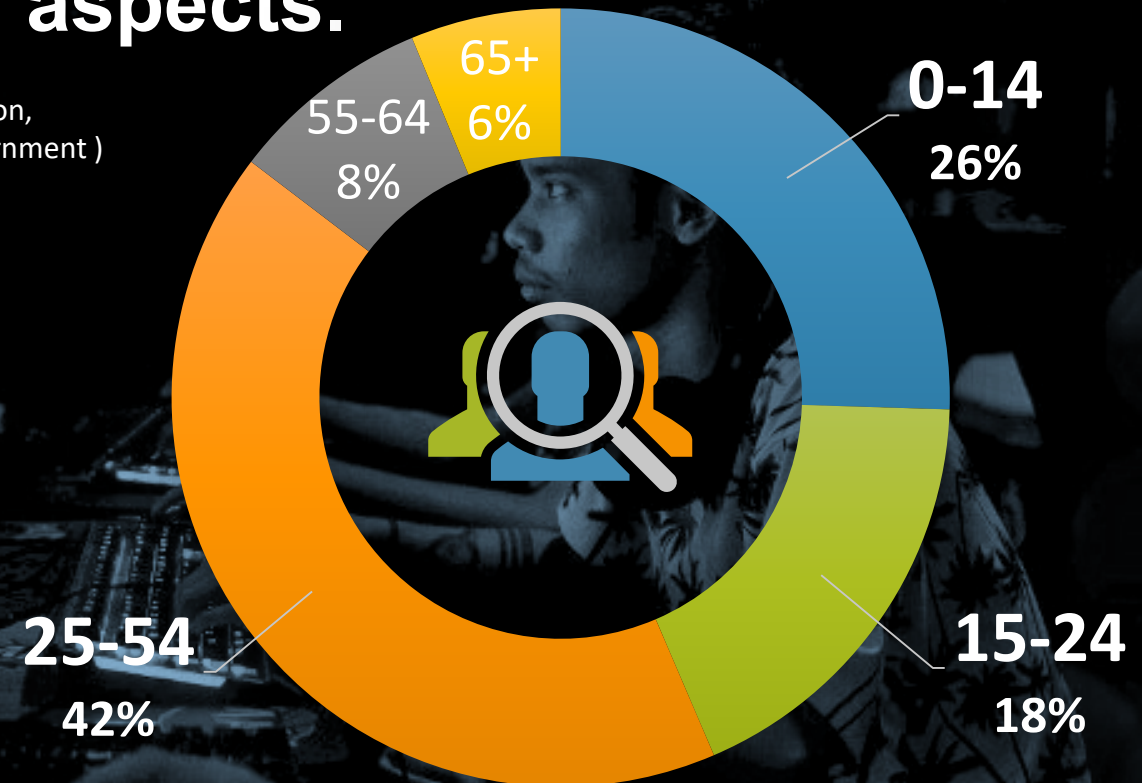- **Introduce Gaming theme** to cater to those young & young at heart.

Photo credit: The ASEAN Post, L'Agence France-Presse

65+ 6%
55-64 8%
0-14 26%
15-24 18%
25-54 42%

Age Group's Share of Total Population (est. 2020)

Taipei World Trade Center P10

About COMTECH Myanmar

Organizer	Taipei World Trade Center
Supporting Associations	Myanmar Computer Federation
Official Website	**Myanmar.comtechexpo.com**
Venue	LOTTE HOTEL YANGON No. 82, Sin Phyu Shin Avenue Pyay Road, 6½ Mile, Ward 11 MM, Yangon 11052 Myanmar (click me for more detail)
Show Dates & Hours	Sep.11-12,2020, 10:00-18:00

Nay Py Taw

Yangon

Htantabin Industrial Zone
Thilawa Special Economic Zone

Extended service:
A Business Group Visit in Yangon will be arranged before the show.

6 Themes

Consumer Electronics

E-Sport & Gaming Gadgets

IoT Network Connectivity

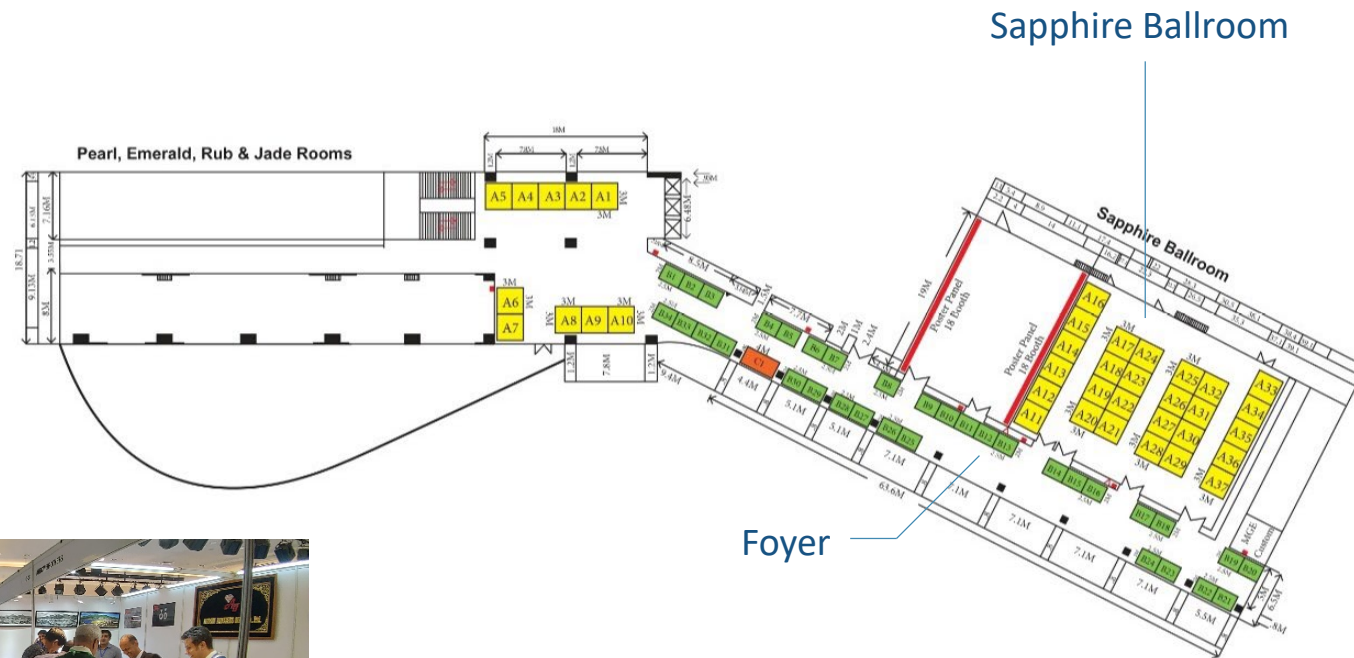**ICT Products & Services**

Security & Surveillance Solutions

Smart eSolutions

Floor Plan
2F, LOTTE HOTEL YANGON

Sapphire Ballroom

Foyer

Foyer

Sapphire Ballroom

Expected Scale

40
Companies

3,000
Visits

70
Booths

30
One-on-one
Business Matching

100
Reports

Potential Buyers

MIT Myanmar Information Technology digital innovation

Elite Tech

ABCT ABC TELECOMM Co., Ltd.

IGE Investment. Growth. Expertise.

HORIZON TELECOM INTERNATIONAL

ASIA MEGA LINK

MMRD Research Division

KINETIC

Global Net Global Technology Company

SHWE LAMIN NAGAR GROUP OF COMPANIES.

SUNTAC TECHNOLOGIES

KMD Knowledge Management & Dedication

technoland computer·mobile·gadget

UNIQUE IT, Mobile & Electronic Center

MPT

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mytel

ananda

Highlight Events

- **Opening Ceremony**

- **Gaming Activities**

- **E-Solution Seminar**

- **One-on-One Business Matching**

- **Networking Event**

Booth Rental

(Tax inclusive)

Single-Booth with Facilities	Booth Size (meter)
US$1,990 /each unit	3M(W)*2M(D)

Early Bird Rate:US$1,500
Register on/ before March 1st, 2020

Application kit: https://cloudcdn.taiwantradeshows.com.tw/2020/myanmar-comtech/kit-en/application-kit-en.pdf

COMPANY NAME

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Thank You