







What
is
COMTECH Myanmar?



Organizer



Taipei World Trade Center



Supporting Association

MCF

MYANMAR
COMPUTER
FEDERATION



Exhibits Profile



About Myanmar

Exhibit Profile

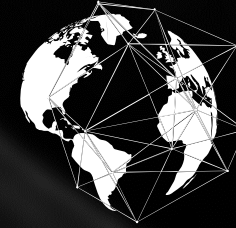
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MYANMAR 緬甸資訊通訊暨電競展



Consumer Electronics



E-Sport & Gaming Gadgets



IoT Network Connectivity



ICT Products & Services



Security & Surveillance
Solutions



Smart eSolutions

About Myanmar

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MYANMAR 緬甸資訊通訊暨電競展

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



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\$)

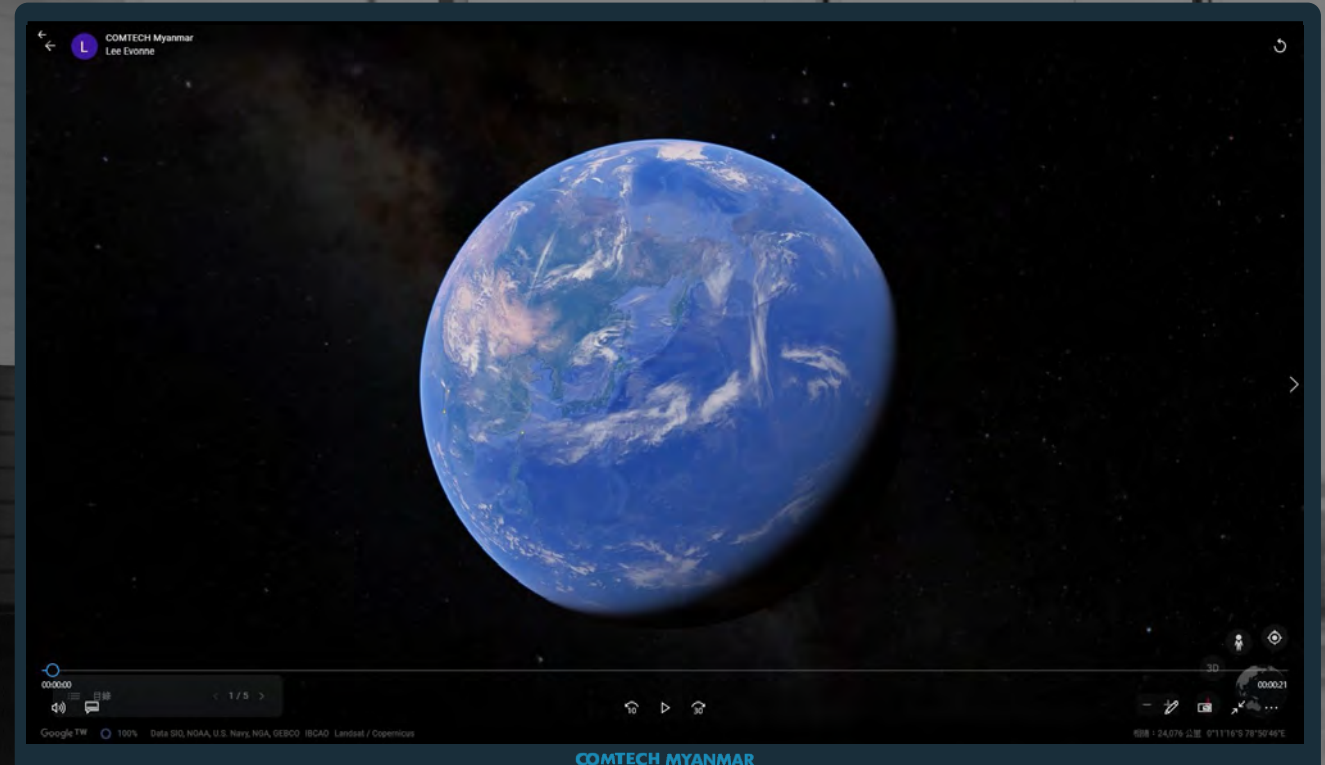


Top 5 Exports by Category (year 2018)

- Mineral fuels, oils
- Articles of apparel, not knit or crocheted
- Cereals
- Pearls, precious stones, metals
- Articles of apparel, knit or crocheted



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is
COMTECH Myanmar?





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Taiwan (R.O.C.)
ICT · IOT · AIOT · Gaming
eSolution

acer



ADATA

ASUS

AORUS

ASRock

AVerMedia

BenQ

DELTA

D-Link

Building Networks For People

GIGABYTE

LITEON

MITAC



msi



PREDATOR



Transcend



Transcend



Yangon International Airport



L

COMTECH Myanmar
Lee Evonne

COMTECH

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Venue: LOTTE Hotel Yangon



目錄

< 5 / 5 >



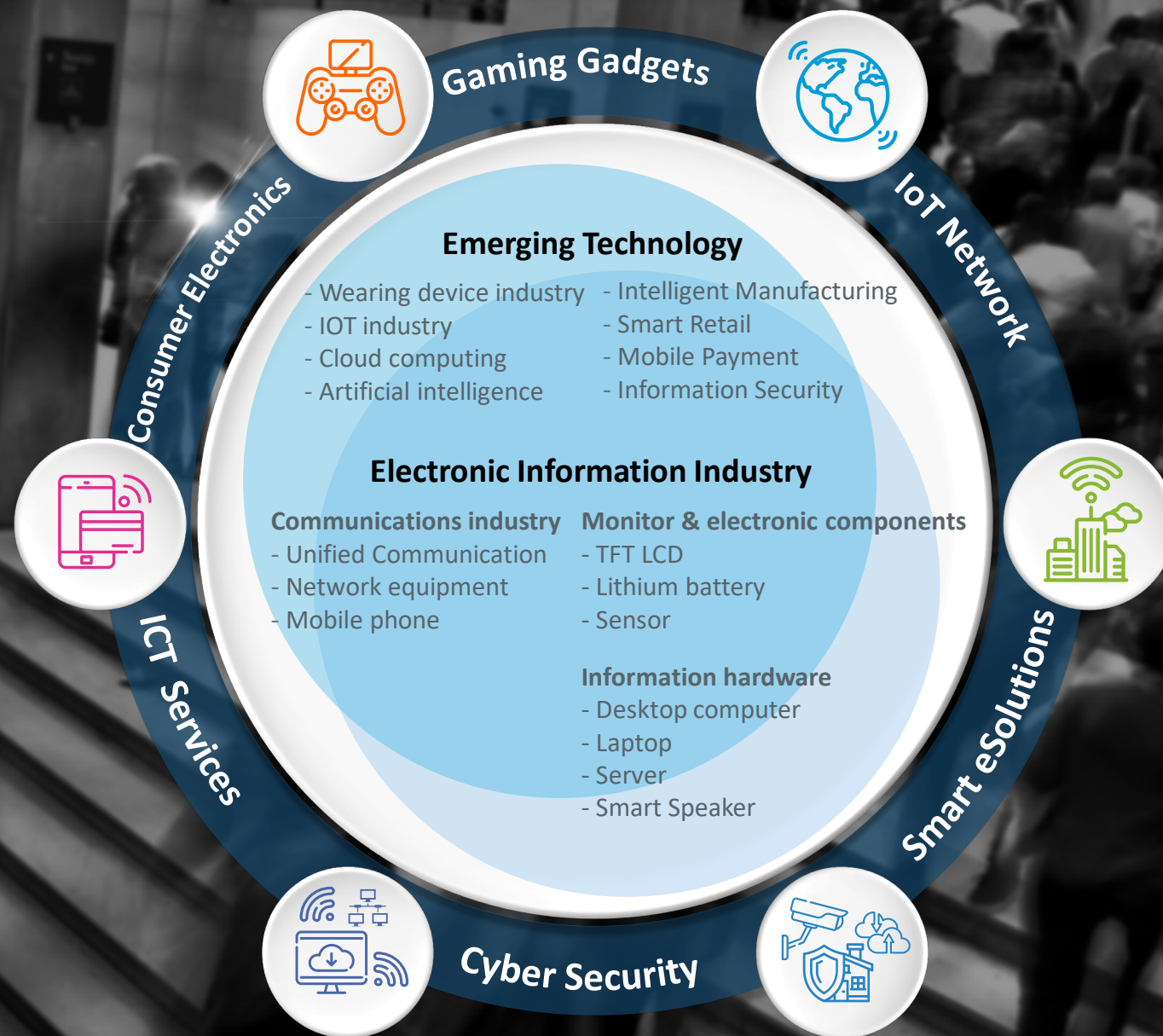
When
is
COMTECH Myanmar?

2020
9. SEPTEMBER

11 - 12
(THU) (FRI)

 **10** a.m. -  **6** p.m.

Who
should participate
in
COMTECH Myanmar?





Why
should
you take part in
COMTECH Myanmar?



Digital Readiness Index of
Myanmar



Actions taken by
Myanmar Government



Market Potential

Digital Readiness Index

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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

• Myanmar's Top 10 Imports in 2019

No.	Product Category	Value	% of Total Imports
1	Mineral fuels including oil	US\$3.2 billion	12.71%
2	Electrical machinery, equipment	US\$2.5 billion	10.09%
3	Machinery including computers	US\$2.4 billion	9.53%
4	Vehicles	US\$1.3 billion	5.28%
5	Iron, steel	US\$1.2 billion	4.78%
6	Plastics, plastic articles	\$980 million	3.91%
7	Commodities not elsewhere specified	\$942 million	3.75%
8	Articles of iron or steel	\$860 million	3.43%
9	Knitted or crocheted fabrics	\$745 million	2.97%
10	Manmade filaments	\$725 million	2.89%



Subcategories

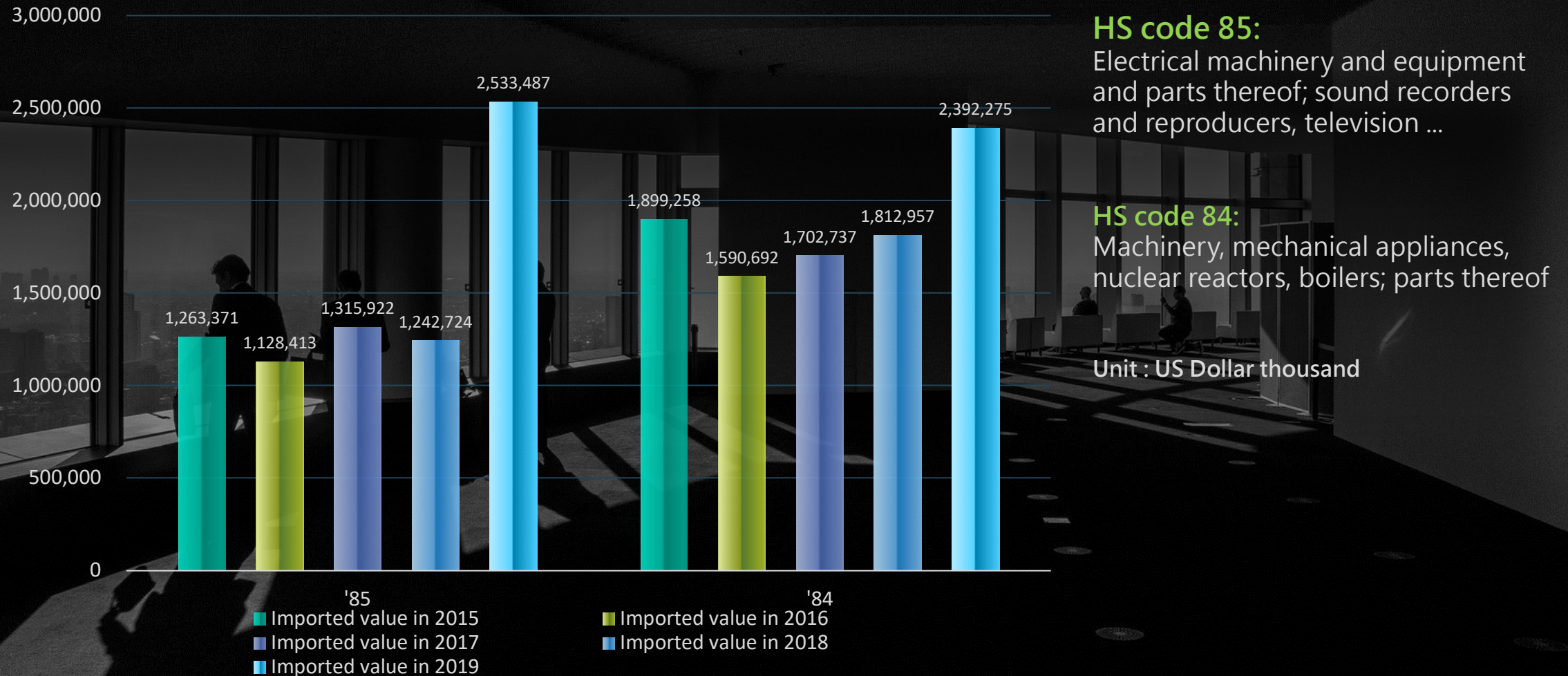
- Phone system devices including smartphones
- Electrical converters/power units
- TV receivers/monitors/projectors
- Electric storage batteries
- Electric water heaters, hair dryers
- Electrical/optical circuit boards, panels
- Electrical machinery
- Computers, optical readers
- Air conditioners
- Miscellaneous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

Top suppliers accounting for 88.1% of Myanmar's international purchases were: China, Singapore, Thailand, Japan, Malaysia, India, Indonesia, United States, Vietnam then South Korea.

SOURCE: ITC calculations based on UN COMTRADE statistics.

Market Potential

• Statistics for HS code 85/84 from 2015-2019



SOURCE: ITC calculations based on UN COMTRADE statistics.

Market Potential





How
is
COMTECH Myanmar
organized?



Show & PR Plan



Extended Services



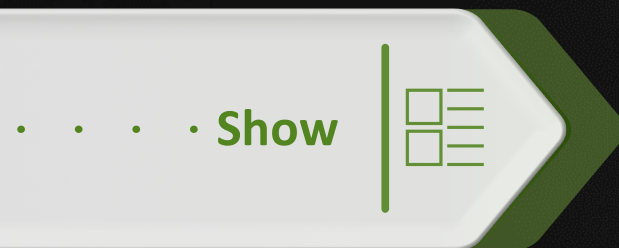
On-site Events



Post-show exposure

Show · PR Plan

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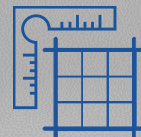
40

Exhibitors



3,000

Visitors



70

Booths



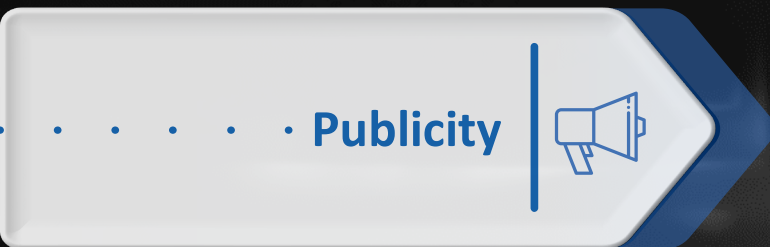
30

1-on-1 meetings



100

Reports



Radio

8%

Signage

12%

Myanmar Times
Myanmar Business Today
7 Days News Journal
Golden Phoenix
Mirror and Alinn Daily

Print

38%

Digital

42%

Facebook
Youtube
Google
Line@
10 Times
Comtech Myanmar Event Site
Mizzima Online
7 Days Online
Kamayut Online...

Invitation & Visit

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Potential Buyers



Extended service:

A business group visit in Yangon will be arranged before the show, such as:

- Yangon Science Park
- Importers/ retail distributors

On-site Events

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- Opening Ceremony
- Gaming Activities
- E-Solution Seminar
- One-on-One Business Matching
- Networking Event



Post-show exposure

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2020
09/11 ~ 09/12

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Taiwan Trade Center, Yangon

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COMTECH
MYANMAR

09 11-12
SEP 2020
LOTTE HOTEL YANGON

Consumer Electronics · E-Sport & Gaming Gadgets ·
IoT Network Connectivity · ICT Products & Services ·
Security & Surveillance Solutions · eSolutions



How to
to
take part in
COMTECH Myanmar ?



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www.taiwantrade.com/mp/Taitra-Office





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SEP | 2020 **COMTECH** myanmar.comtechexpo.com

MYANMAR 緬甸資通訊暨電競展

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The 1st Asia Computing & Gaming Show

COMTECH 09 | 11-12

緬甸資通訊暨電競展 MYANMAR SEP | 2020
LOTTE HOTEL YANGON

Consumer Electronics

E-Sport & Gamers Gadgets

IoT Network Connectivity

ICT Products & Services

Security & Surveillance Solutions

Smart Government Solutions

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Disclaimer

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icon: www.flaticon.com footage: www.videezy.com

map: google earth Data source: as shown on slides