

# A THAI -MYANMAR Business Matching

Translated by **Khin Aung (English)**

A Thai-Myanmar business matching, organized by Global Business Link Co Ltd and World Trade Products Co Ltd (Thailand), was held 4th October, 2012 at MCC Hall in Mindhamma Road. Responses of some participants to TODAY queries are as follows.



**Donald Brown**  
General Manager  
Precision Power Services Co Ltd

We produce and sell various types of water pumps and water purifying systems. We also provide services in water purification and running of water pumps in accordance with the customers' needs. More than Thailand, we want to win a share in ASEAN market so we have come to Myanmar for that objective. Infrastructure in Myanmar is still evolving and we want to become part of its development. With higher investment in infrastructure Myanmar should enjoy real benefit through a proper use of high quality materials and technologies. ☺

**Amornnat Paensook**  
Director

Royal Cosmetics Club Co Ltd

Our company is a legitimate distributor of cosmetics, in classic and Platinum categories, produced by Plarry Australia of the namesake country. We have over a hundred outlets in

Bangkok, and distribution network is being expanded to Chiang Mai, Phuket etc. Now I have been appointed the sole agent for Myanmar. Our logistics covers land, air and marine routes. While border trade via Mae Sot is convenient to Myanmar containers shipping is practicable if large volumes of goods are ordered. In two more years' time ASEAN Economic Community (AEC) would materialize, wherein Myanmar will play a vital role. ☺



**Walinda Luangmuen**  
Marketing & Export Coordinator  
Lily Tobeka Co Ltd

Lily Tobeka is a subsidiary of Khao Shong Coffee. Our initial Nuts Snack of Khao Shong coffee flavour was followed later on by Tong Yan flavour, honey flavour and milk flavour. Our products are exported to US, Belgium, Germany, Europe, Korea, and Japan. We are one of the top three companies in Thailand. While 80 percent of our market is foreign we have been selling in Thailand for two years only Myanmar is winning wide acclaim nowadays, and we expect to have an agency in Myanmar. ☺



**U Than Naing**  
Sales Manager  
Global Business Link Co Ltd

This event was held through the cooperative efforts of our company and World Trade Products Co Ltd (Thailand). Our Company has organized Business Matching six times, four of them in 2012. More are in the offing. We see this event as opportunity on Myanmar entrepreneur's part. It is a good chance in that they need not spend money and time in searching for a business partner from abroad, but can have business dealings with foreigners in one's own country. ☺





**Dranat Denkiryadeelard**

**Excutive International Trade**

**Twin Lotus Co Ltd**

Twin Lotus is Thailand's No.1 in turning out herbal products, which are being exported to China, Vietnam, Cambodia, Laos and Middle East countries. Here our products are available to some extent at Super Market including 'Orange'. Our major objective is to find a local distributor who hopefully would work joining hands with us for long. To open a Yangon outlet with ability to search for markets is under consideration. ☎

**Niramon Tonthisirianusorn**

**Managing Director**

**Inno Fresh International Co Ltd**

We produce various foodstuffs, mainly sauces to accompany seafoods and mayonnaise. We vouch for safety to the consumer, witness the quality control certificates we have received. Packing goes for many forms, to be adjusted to the customer's liking. Importers of our goods are European countries, US, Australia, Dubai and Japan, etc. ☎



**Orawan Chingchairit**

**Marketing Manager**

**Laemthong Food Industries Co Ltd**

Our company produces snacks, biscuits and other ready-to-eat foods, which are mainly exported to Europe, US and Japan. Our logistics is mainly marine, but on Myanmar market are foodstuffs of ours coming in across the border. I have been to Myanmar three times, including this trip. For having Thai-Myanmar border trade more open and improved the bilateral trade would become more liberalized, it is hoped. ☎



# Tourist's Advisory



## Bago

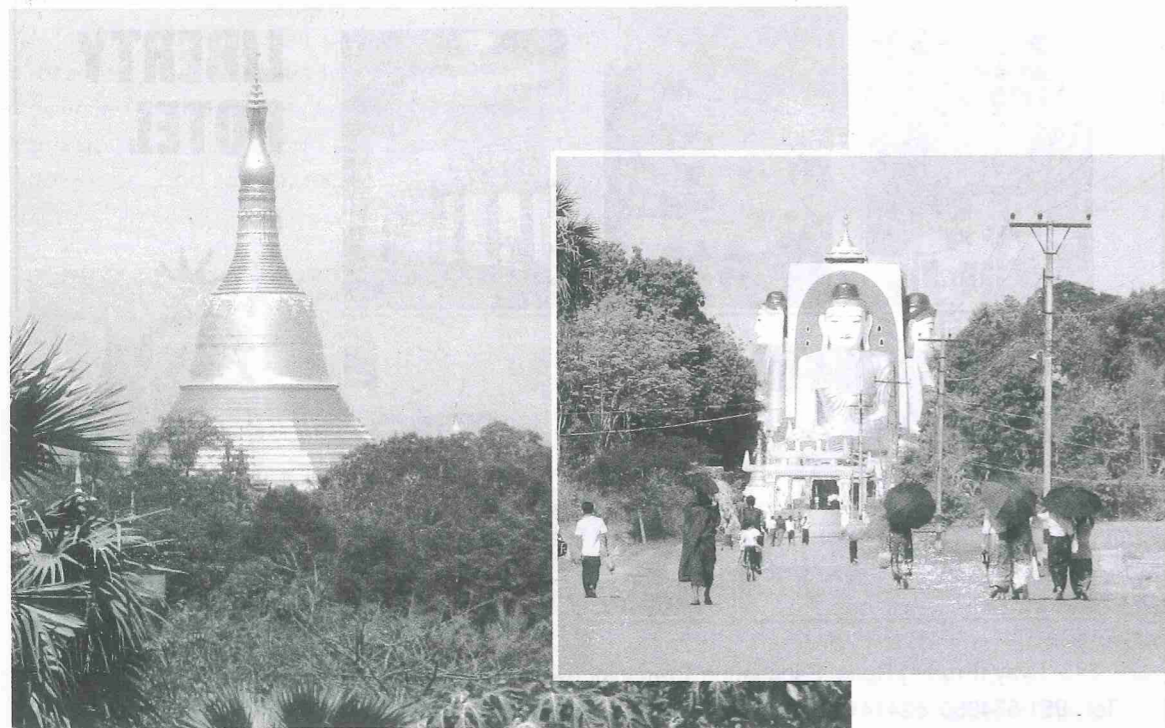
Capital of 15th century Mon kingdom of Hanthawaddy, Bago sprouts with a lot of memorable sites of its own. It is only 80 km by road from Yangon so it could well be made an extension of a Yangon visit.

Bago is a road and rail junction on Yangon-Mandalay and Yangon-Mawlamyaing routes. It is 1½ hours by car or 2 hours by train from Yangon.

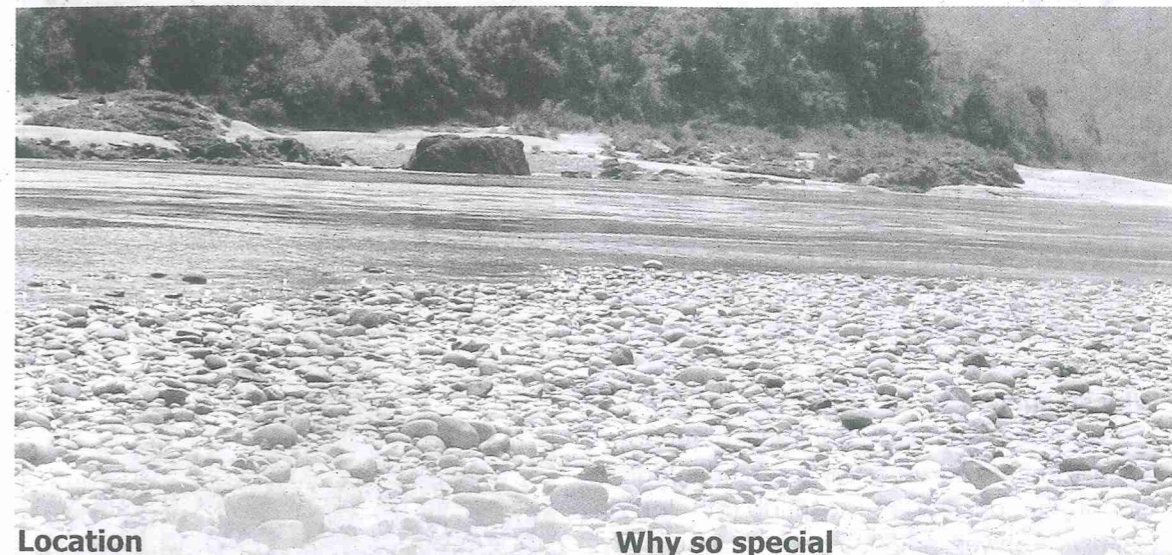
Bago has good guest houses but no accommodation should be needed for a for-

eign tourist as it is close to Yangon. For food there are several restaurants including Shwe Ohndaw just outside the town.

The leading pagoda of Bago is Shwemawdaw, more or less the size and shape of the Shwedagon. Places of interest also include: Shwe-tha-lyaung Reclining Buddha (55 m long), Kalyani Sima (Ordination Hall), 28 m high Buddha Image of Kyaikpun Pagoda, and the Palace of King Bayintnaung (being restored as Kambawzathadi Palace). ☉



## Myitkyina



### Location

Covering an area of 34,379 sq miles and with a population of over 1.2 million, Myitkyina is in the northernmost state in the Union of Myanmar.

As its name (Myitkyi means "big river" and na means "near"), Myitkyina is on the western bank of the Ayeyarwaddy River.

### How to get there

Total flying time: 185 mins from Yangon to Myitkyina.

By Malikha-Mandalay Train from Mandalay to Myitkyina—it takes 25 hrs passing through towns such as Shwebo, Indaw, Mohnyin and Mogaung.

Regular boat trip between Mandalay and Bhamo takes about 33 hrs.

### Where to stay and where to dine

Popa Hotel (Railway Station, Myitkyina) YMCA, Manaw Guest House. some of the best Shan noodles are to be found at a stall at the corner of Bogyoke Aung San and Zawgyi Streets.

### Why so special

Myitkyina is the capital of Kachin State where giant fruits abound: apples, grape fruits, limes, pineapples, and assortment of oranges including the giant "Washingtons", avocados, apricots.

On the bank of the Ayeyarwaddy River and in Myitkyina are Thetkya Marazein Andawshin Pagoda with a number of monasteries within its precincts; Lawka Man Aung Hsè Taungpyi Zaydidaw, built in AD 1118 by King Alaung Sithu, overlooking the Ayeyawaddy River.

Myitkyina also boasts a gurkha temple (Shree Shara Swathi Temple) and a Chinese temple.

And six miles from Myitkyina is the Kareinnaw Yeiktha, amidst rocks and mountains where there are restaurants and stalls.

About 300 km to the north of Myitkyina stands Mt. Hkakaborazi, the highest peak in south-east Asia (5,882 m.)

About 150 km to the southwest of Myitkyina is located Indawgyi, the largest lake in Myanmar. And Myit-hson (confluence) of Maykha and Malikha to form the great Ayeyawaddy River. ☉

## Pyay

258 km northwest of Yangon; On the eastern banks of the Ayeyarwady.

### How to get there

8 hours by train; 4 hours by car.

### Where to stay and where to dine

Pyay Strand Hotel, Mingalar Garden Hotel. Also Chinese restaurants.

### Why so special

A few kilometers northeast of the town is Thaye Khittaya (Sri Khestra), an archaeological site of the ancient Pyu capital (5th to 9th century). Shwesandaw Pagoda, Hsehtatkyi Pagoda are among places of interest. 45 minutes by boat to Akaukaung, a hillock engraved with many Buddha's images on its steep wall of rock. 🏞️



## Kyaing Tong



Kyaing Tong, the capital city of the Golden Triangle Region, is served by daily flights from Yangon, taking about one hour. You can go there by car but it will be rough riding most of the way.

Formerly off-limits to foreigners, Kyaing Tong is a border town with good hotels and restaurants including Kyaing Tong Hotel. The room rate is about US\$ 80 while a meal costs about Ks. 1,500. The area is perfect for trekking, leading to villages of 13 nationalities including Ahku, Ahka, Palaung, Eng, or Lahu races. They retain their traditional costumes and way of life. Kyaing Tong is a mixture of old and new; local guides are available.

Visitors cannot stay overnight at the villages of the national race. Giving presents is not allowed, except for some medicines such as anti-malaria ones. Foreigners need to get

Border Passes through arrangement with tour agencies. A trip to Kyaing Tong can be recommended in the dry season since the rainy season is very heavy in this area. 🏞️

## YANGON

Yangon was founded by King Alaungpaya in 1,755, over 350 sq km in area, with a population of about 5 million.

### How to get there

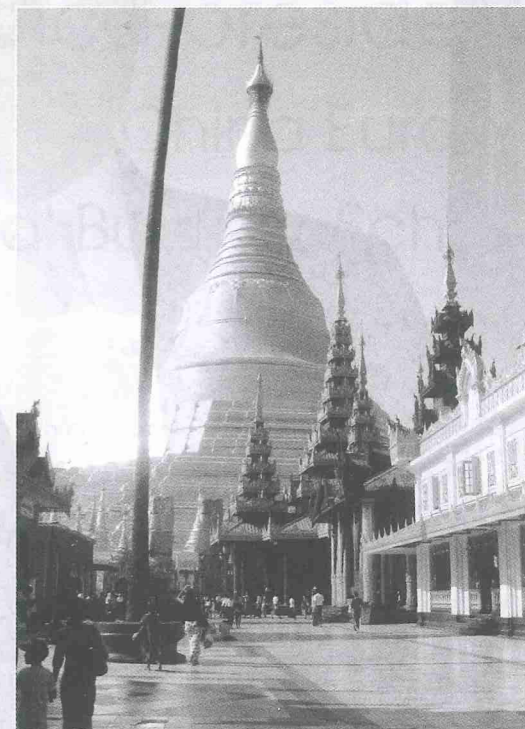
Daily flights from Bangkok Kunming, Kualalumpur and Singapore. The domestic airlines Myanmar Airways, Yangon Airways, Air Bagan, Asian Wings, Air KBZ and Air Mandalay have regular flights to Mandalay, Bagan, Kawthaung and other tourist destinations.

### Where to stay and dine

A wide choice of accommodations ranging from 4-star deluxe hotels to economy class hotels and motels.

### How to go about

Limousine service at Yangon International Airport, free airport transfer by major hotels, taxis easily available in town.



### Why so special

Shwedagon Pagoda where the relics of four Buddhas were enshrined, built over 2,500 years ago.

Kaba Aye Pagoda where in 1954 the Sixth Buddhist Synod was held in the Great Stone Cave.

National Museum houses the last Myanmar king's Lion Throne, royal regalia, manuscripts, etc. 🏞️



An Interview with  
**Dr John A. Quelch,**  
 Dean and Vice-president,  
 China Europe  
 International Business School

**Translated by Nyunt Thaug**

Dr John A Quelch, Dean and Vice-president, China Europe International Business School is an MA, DBA and MBA graduate from the three prestigious universities: Oxford, Harvard and Wharton. He was formerly Dean at the London Business School and Harvard Business School, and also served as Independent Director at 12 world-famous US and UK public companies including WPP. He is the author of 20 books on management and economics and of the "Case Studies" which was published by the Harvard Business School and which has record sales of over 34 million copies.

The following is an interview with him during his visit here in Myanmar.

**What's your assessment of progress in Myanmar's economy from your viewpoint as an economist with emerging market experiences in China?**

China 25 years ago was practically a non-manufacturing country with a high unemployment rate and with many Chinese migrating to other countries for better job opportunities. But it managed to make tremendous economic progress following the influx of foreign investment attracted by economic policy changes, increasing local market demand and massive labour force.

In Myanmar now consumers have a wider range of good-quality products to choose from. The lifting of sanctions could play a part in creating many good prospects. And more importantly, there must be an explicitly stated investment law in place. Making laws and laying down rules and regulations are relatively easy. What's important is to know how to get long-term benefits and how to attract investors. Political stability is yet another important factor. One tiny unrest can produce a huge impact on the economy.

Myanmar's domestic market is a small one

compared to China's. Myanmar, lagging so far behind, has to try hard to catch up with many other countries, such as Cambodia and Vietnam. Those in leadership role and advisory role must learn to see things as they are. They should know the strengths of the country, and how to gain competitive edge with necessary follow-up adaptations. That will benefit this country as well as foreign investors.

### **Do you see any likelihood of China floating its currency?**

The Chinese government has lots of difficulties. Currently 1 US dollar is equal to 6 point plus something yuan. If, say, it were lowered 10 percent it would create irregularities in transaction costs, so it might take hard thinking.

**"To me the people in Myanmar look more relaxed than those in other South-east Asian countries like Vietnam and Cambodia. In a country of 60 million people like yours just one million who can meet the three requirements I've just spoken of is enough for a good start".**

### **How could the Chinese economy shape up in the next 20 years?**

It's certain that it'll become the world's No One market - a stressful situation for the US, of course, because it'll surely upset the balance of power in economic, political and military terms.

### **Is the Chinese yuan likely to become a common currency of the world like the dollar?**

Highly probable. The matter is already discussed for a consensus within the BRICS.

Even now, Hongkong's begun accepting it as an offshore currency.

### **What preparations should Myanmar make to meet the HR-related challenges that are likely to crop up in the country's changing economy?**

Talents acquisition and talent retention are most important. To achieve these you have to provide training to young people. In China I found they did it with the utmost vigour. Myanmar is certain to achieve good results in education if improvement efforts start right at the primary school level with proper state funding. In Myanmar, I see some vestiges of British tradition. School text books for English language study here are of higher level than

those in countries like Cambodia.

On my way by car to the hotel where I was going to stay at I found that the young woman who had come to meet me was a science graduate with maths as her major and the driver of the car was a physics major. They should rather have been doing the kind of jobs that have direct bearing on what they have learnt at universities.

Myanmar needs internationally recognized MBA programmes. There're three needs: the need for proficiency in English; the need for business management skill; and the need for

proficiency in delivery of service, which calls for a good practical knowledge of customer service. Delivery of service is a must-have thing in tourism, an important sector in economic development. These three needs are all matters of HR. Foreign businessmen thinking of investing here will certainly assess the prospects in terms of quality and capability of the work force.

In China there's fierce competition between companies. There're rigid rules and regulations. They really have to work hard for survival, particularly in factories where hundreds of 'thousands of workers each have to prove just as capable as the other. To me the people in Myanmar look more relaxed than those in other South-east Asian countries like Vietnam and Cambodia. In a country of 60 million people like yours just one million who can meet the three requirements I've just spoken of is enough for a good start.

### **Would you please tell us something about the responsibilities and experiences of Independent Director that you have been at public companies?**

In corporate governance an independent director must not be a major shareholder. Some shareholders have a large number of shares, while some have a small number. Minor shareholders trust and rely on independent directors for unbiased information on the company's operations as regards legality, timeliness, transparency, and industry norms. I've been working as Independent Director for over 24 years at several large US companies, including WPP. WPP is an important part of my life, my personality. I got opportunities of meeting with important persons during my WPP-related trips abroad - opportunities I value.

In the UK independent Director is given shares, whereas in the US he has to be a share owner. Independent Director is not allowed to

work at any rival company. His job at the WPP, for instance, bars him from working at Omniscom.

### **Could you please tell us about the differences, if any, between American public companies from your experience?**

Corporate governance in the UK is a great deal more rigid than in the US. In the UK Chairman and CEO are separately-held positions, and the structure is clear and simple. In the US top-tier companies have owner and founder all in one. In most cases, Chairman and CEO are all in one. Personally, I would say separation of Chairman and CEO is a good thing for shareholders. Chairman has a bounden duty of overseeing the company's day to day operations. CEO would be taken to task for problems that might crop up at the management level. So the responsibilities of the two men might often overlap and become blurred, causing problems.

### **Does Chairman and CEO being not separated have anything to do with the financial crises now facing big companies?**

Not necessarily so. Financial crisis is due to too much competitiveness, lack of financial security and lack of strict rules and regulations.

### **How much is a macroeconomist important to the development of a country?**

A macroeconomist, taking a wider view of the way many countries are doing for economic development can work out a good basis for similar results in the development of a particular country. He can provide policy makers with a lot of good advice and set goals. Myanmar should count itself fortunate to have a chance of learning a lot from other countries' ways of doing business. Macroeconomists rarely have consumer sense. ☺

# KOREAN BUSINESS COME TO MEET WITH MYANMAR COUNTERPARTS

Translated by **Khin Aung (English)**

Would-be investors from neighbours and near neighbours are visiting Myanmar almost every day. On 06-11-2012 a 51-member delegation of South Korean businessmen from eight companies and Myanmar counterparts met at Sedona Hotel Yangon. TODAY interviewed some of them as follows.

**Daw Tin Tin Swe**

Executive Secretary to President

Panda Group

Great World Wide Co Ltd

Our company is nationality-owned Panda Group under whose direction Great World Wide garment factory, dyeing and painting works, and an iron foundry named Aung Universal are being run. Twice experienced in this kind of meeting, we have international ambitions which we are only too eager to realize. We participate because we want to know more about dyeing and printing. Our main objective is to learn about their technologies, like, the use of what machine to which stage, through contact with them, and they have offered to hold discussions. If they complied with our wish we would be extremely happy. Post 2015 the investment competition between locals and foreigners should prove fierce, but our company would be undaunted. We are happy with this



opportunity to have exchanges with foreigners made possible thanks to the State. Efforts on local part only are needed, we think.

**Mrs. Yang Seogua**

Director

Gunhong International Investment Co Ltd

Our company is into investment consulting, and present delegation is made up of 51 small & medium entrepreneurs from Korea. These meetings for discussion, long overdue, will cover eight sectors, namely; solar industry, veterinary medicines, dyeing and printing, steel fabrication, home decoration & security, Korea Traditional Medicine, construction (concrete), and agriculture. According to the list of attendees, most people are found to be interested in Korea Traditional Medicine. We have three functioning offices in three targeted countries, namely, China (Beijing), Korea (Seoul), and Myanmar (Yangon). We are catering for would-be Korean investors in Myanmar. Myanmar's rich resources can be exploited through technology.



## TALAPAW CURRY

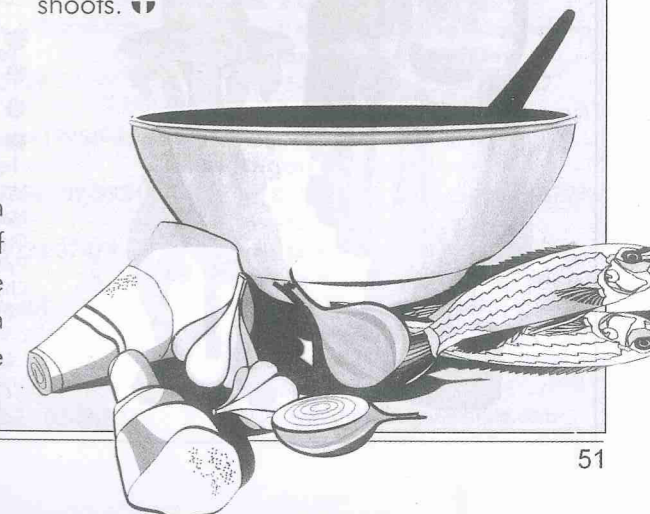
The Talapaw Curry, a Kayin traditional dish, is not common among the populace. But, once tried, the dish is judged to be quite tasty by one and all. So you'd better not ignore it.

**Ingredients**

- Bamboo shoots
- Onion
- Garlic
- Oil
- Rice flour
- Grilled fish (or) grilled frog-meat

Djenkol beans required, to be eaten with this curry, will depend on the number of diners. Thinly slice bamboo shoots, boil the slices in water, then put aside. Grill fish. In the rainy season, use frog-meat instead; the curry will be more zestful.

Onion and garlic are crushed by beating with the flat of kitchen knife. Add this to heated oil in a pot. Add solution of rice flour and bring to vigorous boiling. Then only add bamboo shoots and deboned frog-meat/fish. Add stock left from boiling of bamboo shoots.



# INTRODUCING MYANMAR HOROSCOPE

San-Zarni Bo

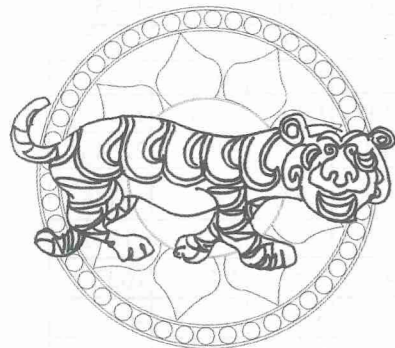
## Sunday-born

Will be easily cheated. Must try to watch out for dirty tricks. Particularly, try to watch out for money traps, or will lose a lot of money. Somebody may try to make use of sympathy to fool you, so have to be clever enough not to fall into any traps. Try to handle business by self as much as possible. You will only be deceived if you depend too much on others. Fortunately, you will be quite healthy this month. However, have to mind your diet and try not to eat or drink too much, particularly at social gatherings. ☸



## Monday-born

Will suffer a big loss in money affairs this month. Therefore, you must take good care of money. Don't put all eggs in one basket. It would be much better if you could switch investments from one single project to different projects. Will probably end up with nothing at month's end if you put all time and effort into a single project. You stand a better chance of success if you engage in several projects at the same time. It would be much better for you to try to reach a mutual understanding with your lovers. ☸



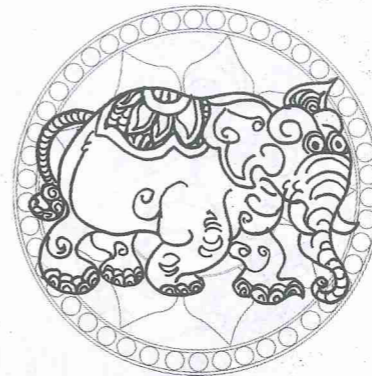
## Tuesday-born

This is one of the most favourable months, so try to make good use of this period of time if you want to see some real achievement at year's end. Most of the difficulties and problems that have troubled you over the past two months will disappear this month. Consequently, can manage your work efficiently. Will be more successful if you can demonstrate your outstanding leadership qualities to your fellow-workers. It's time for you to think about future developments. You will be able to find a comfortable and peaceful shelter in your home. ☸



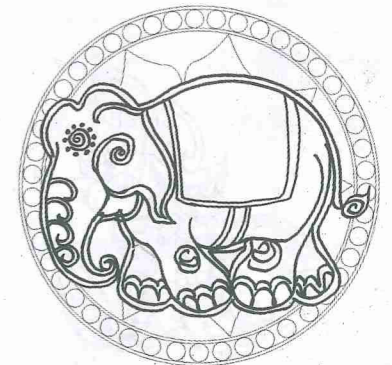
## Wednesday-born (Wednesday Morning)

Business matters will improve somewhat this month. Actually, it's time for a revolutionary change at work, and you will be very successful and productive if you dare to take action now. You had better not hesitate too much in taking action, since time and tide wait for no one. You will be quite fortunate in money affairs. You will see income from different sources. However, you keep on watching your budget to make sure that expenses are not getting out of control. You will be quite healthy. ☸

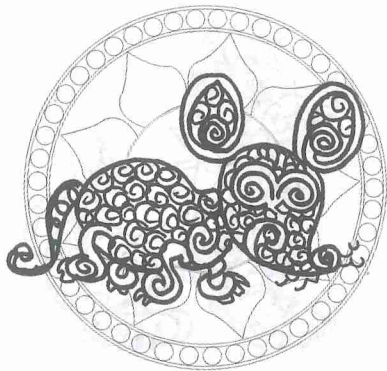


## Rahu-born (Wednesday Evening)

You will face certain challenges at work. You'll have to put more time and effort in to overcome these challenges if you don't want to suffer an unexpected defeat. However, you should not be too ambitious. Just as the old saying goes, "You can't win them all". You will be satisfied with a reasonable compromise with opponents. Keep in mind that a mild and humble attitude will help you be successful in the coming months. Have to take good care of eyes and ears. Be faithful to your lovers and never cheat on them. Otherwise there will be endless trouble in the near future. ☸







## Thursday-born

This is one of most unfavourable months of the year, so try to be more conservative and cautious in handling daily affairs. Once again, a mind and humble attitude will help you to overcome hardships smoothly. Talking too much will be your major handicap, so try to keep your mouth shut. It would be much better to say nothing, particularly about your business, nor you spread any rumours or gossip (specially about superiors). You should keep in mind that 'Silence is golden'. ☯

## Friday-born

There will be several business opportunities knocking at the door this period. You will miss a good opportunity for major success if you fail to answer in time. You won't get a second chance. Someone offers a role in a joint business or investment venture. Consider this offer carefully even if at first it does not seem very attractive or worth-while. This month is a very good time to carry out new projects or start a business. You turn down all offers related to illegal activities, or will be in deep trouble in the month to come. ☯



## Saturday-born

Hesitation will be the major hurdle to success. As the old saying goes, 'the sooner begun, the sooner done.' Able to complete tasks on time. Don't waste time hesitating. Try to find the proper partners at work and enlist their aid. Choosing the incorrect partners will seriously hurt your careers later on. There will not be too much wrong health-wise. Keep an eye out for fire at the office. Must not cheat on lover; honesty is the best policy in dealing with lover during this period. ☯

