



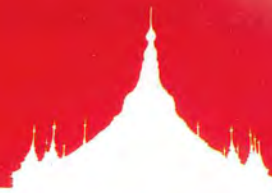
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MYANMAR INSIDER

THIS MONTH'S INSIDER NEWS ON BUSINESS, LUXURY, REAL ESTATE, LIFESTYLE & LEISURE

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The aroma is incredible and sniffing them is a treat in itself. If you are a mango lover, you know what I am talking about . .



GOVERNMENT INSIDER

ONE - TO - ONE WITH UNION MINISTER

OF MINISTRY OF CONSTRUCTION

U KYAW LWIN

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One - To - One with His Excellency U Kyaw Lwin Union Minister, Ministry of Construction

Charlie Greene



Name : U Kyaw Lwin
Position : Union Minister
Ministry of Construction

MI : How did you start your career as a civil servant and how did you end up in this position as the Minister of Construction?

I joined the civil service after graduating as a civil engineer in 1971. Throughout my career, I worked in the construction sector climbing up the career ladder to retire as a Chief Engineer in 2008. When the new civilian government was formed in March 2011, unexpectedly I was assigned as a Deputy Minister of Ministry of Construction. Later in September 2012, I have become the Union Minister of the Ministry of Construction.

MI : As the Minister of Construction, what are your primary responsibilities?

The Ministry of Construction comprises of two main organizations, namely: Pub-

lic Works (responsible for the country's infrastructure i.e., Roads and Bridges improvement, construction, upgrading and maintenance and building construction development) and Department of Human Settlement and Housing Development (responsible for urban planning and housing development).

As the Union Minister, I am primarily responsible to improve the infrastructure and building industry of Myanmar as well as to achieve sustainable urban and housing development throughout the nation.

MI : How's your experience as the head of the Ministry of Construction different from your past positions?

When I was working as an engineer, my main responsibility was to successfully implement a specific work or a project, inspecting the works under implementation. With advancement of my position in the civil service, the responsibility grew to ensure the smooth running of a specific construction sector in a specific area or a region. When I

became the Deputy Minister, my responsibilities included improving and overseeing some parts of the construction sector under the Leadership of the minister.

Now as the Minister, I have to cover much broader perspective, leading the construction & development of the infrastructure in our country as well as urban and housing development sectors of the nation. It can be compared to taking care of a single tree versus a forest.

MI : How's the Ministry supporting the country's infrastructure development?

Infrastructure development concerning with planning, construction, maintenance and upgrading of roads and bridges are among the main responsibilities of the Ministry of Construction. The work is undertaken in line with the Union Highway Network Master plan with north-south and east-west roads not only connecting seven regions and seven states of the nation, but also serving as parts of Asian, ASEAN, GMS,

BIMSTEC highways linking Myanmar to the neighboring countries through the upgrading of our roads networks. E.g., we currently have plans to develop Yangon-Mandalay Highway to a four lane by four lane highway through a BOT (Build-Operate-Transfer) arrangement. The Ministry is also supporting the country's social infrastructure through systematic approach in urban development and housing provisions for different income groups.

MI : Could you explain about current reform processes carried out by the Ministry and policies adapted to accommodate Myanmar's new trend?

The reform processes carried out by the Ministry include:

- * Laying down sector relevant goals and strategies for Myanmar National Comprehensive Development Plan;
- * Decentralization of functions from the Union to the Region and State levels;

- * Institutional reform to accommodate decentralization;
- * Transforming the Ministry from Implementation Body to Regulatory Body;
- * Promoting private sector participation through Public Private Partnership initiatives;
- * Legal reforms such as Engineering Council Law, Highway Law (Amendment), Road and Bridges Law (Amendment), Myanmar Architect Council Law, Condominium Law (Draft in processing), Expressway Law (Draft in processing);
- * Facilitating formation of Myanmar Engineering Council, Myanmar Architect Council, restructuring of the Committee for Quality Control of High-Rise Building Projects;
- * Modification of Departmental Code (PWD), Account Code (PWD), Analysis of Rates, and issuing of Uniform guidelines for Contracting Procedure, Provisional Myanmar National Building Code.

MI : What is the biggest accomplishment the Ministry has achieved from the reform processes?

The tangible accomplishments from the reform processes are better connectivity, reducing the travel time throughout the regions of the nations, initiating the urban development planning throughout the nation and initiating affordable and low-cost



housing schemes not only by the government but also through the private sector development.

MI : What could be the biggest challenge the Ministry has to face so far?

We have already passed decades of self-isolation, now we face shortage of capable human resources and financial constraints i.e., insufficient capacity building for the sustainable development in the construction sector.

“ We attempt to supply more affordable and low cost housing for Myanmar citizens, in some cases subsidizing the infrastructure cost. ”

MI : Would you like to share information about current development as well as plans to be carried out in the future?

I would like to invite FDI to speed up the reforms and development process of our country. Now Japanese investors are participating in the construction industry through S.E.Z Thilawa and we are also hopeful for significant investments in S.E.Z in Dawei and Kyaukphyu.

In the future, government sector initiatives and participation will decrease and there will be more and more private sector involvement.

MI : What kind of difficulties the Ministry could be facing in meeting the expectations of foreign and private business organizations?

Insufficient and outdated legal and regulatory framework in urban planning and building construction sectors; for the infrastructure development, we need a lot of financial support from world organizations. Even now, we are getting some limited loans and grants from the friendly countries as well as joint venture investments from the private companies. So, I would like to urge the local companies to take part in the process of Public Private Partnership Development.

MI : In which way the Ministry is reacting to people’s voices and giving feedback to public?

We act at grass-roots level through delivery units and meeting with the people. We also take feedback from the Parliament.

MI : How is the Ministry addressing high property prices for Myanmar citizens?

We attempt to supply more affordable and





low cost housing for Myanmar citizens, in some cases subsidizing the infrastructure cost. We are also undertaking urban planning solutions such as identifying areas for upgrading and densification as well as for expansion. We have also initiated the establishment of Construction and Housing Development Bank with the objective of issuing long term loans for buying houses,

condos and apartments as well as loans for local construction firms and land owners who do not have enough funds to build their own houses and trying to improve rental housing for the low income people.

MI : What is the progress of low cost housing projects in Yangon?

The Ministry is constructing around 19,600

affordable housing units and around 6,000 low cost housing units in Yangon. More are in the pipeline.

MI : What are the critical success factors to make low cost housing projects successful?

The most critical success factors are availability of accessible land and infrastructure,

as well as reduction of construction cost and time. That why, our government is giving priority to subsidizing the cost of land in the housing sector.

MI : Expect from your responsibilities and duties as the Minister, what are your personal interests?

My personal interest is in sports if I do have some free time.

MI : What advice would you give to someone who has interests to work together with the Ministry of construction?

Our country has the late comers advantage and I would like to let them know that we expect value for money as well as new technology and creativity for a win-win situation.

MI : If you could make a quick change to improve the construction sector, what would it be?

We need strong institutional, legal and regulatory framework for the construction sector. We have experiences not only planning but also as an implementing agency. In future, we expect more private sector participation. They will have to take all responsibilities relating to the infrastructure improvement like in other democratic countries.

MYANMAR INSIDER

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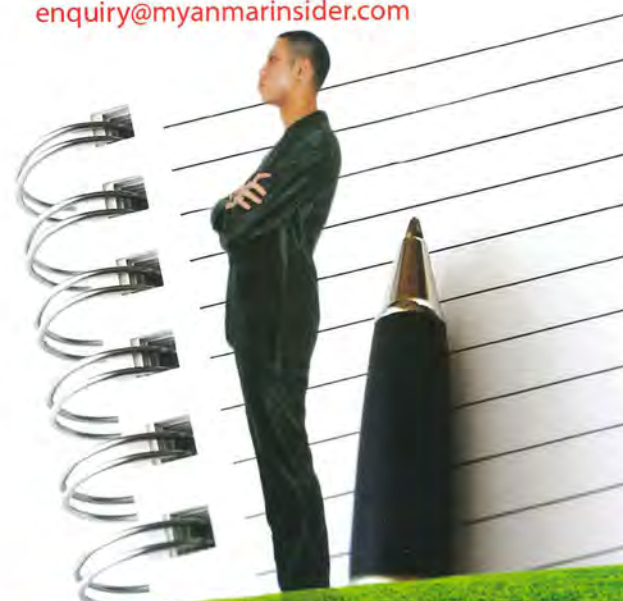
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BUSINESS NEWS

Japan to take part in Dawei SEZ project

Japan has taken a role in the construction of a 138-kilometer road linking Dawei and the Thai border, in the south of the country to develop the nearby Dawei Special Economic Zone. Myanmar government is now planning to develop infrastructure first before allowing the private sector to invest. In a comprehensive master plan, it includes an industrial estate, a deep-sea port that can handle 170 million tones of goods, a four-lane road between Thailand and Dawei, water supply and treatment facilities and power plants. Thailand offers Myanmar US \$150 million loans for the construction of the road. Italian-Thai Development Plc (ITD), which was initially agreed to and Rojana Industrial Park will develop the first phase of the Industrial zone, a 27 square kilometer estate, in May or June.

CFG to explore Tanintharyi Offshore

Canadian Foresight Group Pte Ltd., through its wholly owned subsidiary CFG Energy Pte Ltd ("CFG") along with its partners TRG M15 Pte. Ltd and Century Bright Gold Co. Ltd, has signed the Production Sharing Contract (PSC) with the Myanmar Oil and Gas Enterprise (MOGE) for 13,500 square kilometers shallow offshore Block M15, on March 30, 2015. The Company along with its partners won the bid on the block in Myanmar's licensing round in March 2014. CFG holds 80 percent participating interest and operatorship in the block while TRG and KMA owns the remainder. The M15 block is close to the Yetagun field operated by PETRONAS and PTTEP. CFG is currently reprocessing existing 2D and will commence a 3D seismic survey once the required environmental impact assessment studies are completed.

Bouygues Gets contract for Star City Residential Complex

Bouygues' subsidiary Dragages Singapore has won a contract for the latest phase of the Star City residential complex in Myanmar's capital, Yangon. Dragages will partner with SPA Project Management on the project that is worth approximately US\$ 118 million. The new phase of the Star City project covers the design and construction of six residential buildings including a total of 956 apartments. Four of the buildings will be 82m tall and the other two will be 91m. The construction of a two-storey car park along with a local community building and the development of green spaces, a swimming-pool and a leisure activity area are also included in the contract. In the first phase of the Star City project, five residential buildings have already been built by Dragages Singapore and SPA Project Management for Thanlyin Estate Development is currently at the completion stage.

Lippo invest US\$ 10 million to help Pun Hlaing Hospital

Lippo, a large Indonesian conglomerate, will invest US\$ 10 million to help develop the private Pun Hlaing Hospital in Hlaing Tharyar township. To improve Pun Hlaing Hospital, First Myanmar Investment (FMI) will invest a further US\$ 3 million for the remainder of 2015. As part of the agreement, FMI will hold the majority share in a 60-40 agreement. With Lippo as its partner, FMI envision expanding its healthcare business to include additional hospitals throughout the country. Management has started to implement its plans to initially focus on revamping Pun Hlaing Hospital's service, systems and financial performance, subsequently replicating and scaling the model in an expansion plan. FMI also said that it is planning to open new clinics in Mandalay and Bagan in the future, as well as 24-hour centre in downtown Yangon.

Upcoming Events

NAME	DETAILS	ORGANIZER/MINISTRIES	CONTACT INFORMATION
HELIOPS Myanmar Conference + Exhibition	Venue: Sedona Hotel, Yangon Date : 07-08 May 2015	ConfEvent	Tel: +951 535435 phyo@heliopsmyanmar.com
Myanmar Oil & Gas 2015	Venue: Sule Shangri-La Date : 18-21 May 2015	ECMI ITE Asia Sdn Bhd	Tel: +603 8023 0820
Devex Executive Forum	Venue: tbc, Yangon Date : 14 May 2015	RTI International	Tel: +254 204241000 info@nb.rti.org
Myanmar Summit 2015	Venue: Strand Hotel, Yangon	The Economist Date : 15 May 2015	Tel: +852 2585 3312 conferencesasia@economist.com
Food & Hotel Myanmar 2015	Venue: Myanmar Event Park Date : 03-05 June 2015	Bangkok Exhibition Services Ltd	Tel : +66 (0)2615 1255
Myanmar Phar-Med Expo 2015	Venue: MCC, Yangon Date : 9-11 June 2015	VEAS	Tel : +95 09420025684 info@minhvi.com
Cosmobeaute Myanmar 2015	Venue: MCC, Yangon Date : 11-13 June 2015	Cosmobeaute/ ECMI ITE	Tel : +603 8023 0820 enquiry@ecmi.com.my
Myanmar Connect 2015	Venue: tbc, NPT Date : 15-16 September 2015	Capacity Conferences	Tel : +44(0)20 7779 7206 conferences@capacitymedia.com

"We are our biggest competitor"

interview with Samantha Thu

Peri Peri Charcoal Chicken and Sauce Bar

Charlie Greene



Name : Samantha Thu
 Position : Operations Manager of Food Metro Trading Limited
 Peri Peri Charcoal Chicken and Sauce Bar



*Coming to Myanmar
 soon!*

This month, Myanmar Insider met with Ms. Samantha Thu, the Operations Manager of Food Metro Trading Limited and asked about bringing Peri Peri Charcoal Chicken and Sauce Bar, which is under I-Foods Inc. into Myanmar.

Peri Peri Charcoal Chicken is one of the eight concept and chain restaurant brands under the I-Foods Inc. from the Philippines along with Tokyo Café, Stackers Burger Café, Kogi Bulgogi, Wafu, Woo Galbi, Spätzle and Parimigiano Ristorante Pizzeria.

PERI-PERI serves flavourful chicken dishes, charcoal-roasted and is trimmed of excess fat and marinated for 24 hours to ensure an explosion of flavours. It boasts a unique spice called PiriPiri, a type of Chili that originates from Africa. I-Foods Inc. is planning to serve the new Peri Peri which will feature a market-style, fun-dining concept where customers can witness live-action cooking and encounter an extraordinary dining experience as they are encouraged to eat with their hands and choose from many exotic

sauces inspired by bygone day of bustling trade along the Spice Route. Special alcoholic and non-alcoholic beverages are also designed to be served along with the new Peri Peri.

Obtaining wide knowledge and resourceful network in Myanmar's F&B sector, Ms. Samantha Thu said she has always had a great passion for food. From how she met the president of I-Foods Inc. Group during her tour of exploring new business opportunities to how she ended up franchising Peri Peri Charcoal Chicken in Myanmar.

MI : How did you end up your current position?

I was involved in the initiation of Food Metro Trading Limited and was delegated as the Operations Manager.

MI : Please tell us more about bringing Peri Peri Charcoal Chicken into Myanmar?

I went to the Philippines to explore some business opportunities and ended up meet-

ing the President of iFoods Inc Group which is a large and reputable food chain group in the Philippines. I tried Peri Peri Charcoal Chicken and thought this would be an excellent food chain to have in Myanmar. We ended up convincing I-Foods Inc to come in and this is how Peri Peri Charcoal Chicken and Sauce Bar ended up in Myanmar.

MI : Could you please share us with detail about the opening of Myanmar branch?

Our first branch will be on Yaw Min Gyi Road which is a very "happening" area right now. Our first restaurant is two stories with a bar section on the second floor. It's a fast casual dining restaurant. Our target is to open within the month of June.

MI : What kind of difficulties had been encountered preparing to open Peri Peri Charcoal Chicken in Myanmar and how did you overcome them?

Location and parking was our initial concern. Luckily we have designated parking for our customers underneath Royal Yaw Min Gyi Condo, thanks to our other Director Dr. Tin Aung Lynn.

MI : Can you elaborate on Peri Peri Charcoal Chicken future expansion plans in Myanmar, in terms of branches and specific cities?

Naturally we would like to expand around Yangon, but also focus our attention on Mandalay after this first store opens. We already have a partner in Mandalay with extensive experience in F&B so it makes sense for us.

MI : Since a number of international chain restaurants have entered into Myanmar market, who do you think are your potential competitors and how are you planning to compete against them?

We are our biggest competitor. We will continuously study the market and challenge ourselves to see where we can improve, especially when it comes to serving our customers. We strongly believe in our product.

MI : What are other current projects you've been working on, besides Peri Peri Charcoal Chicken?

For now we are just looking into various aspects of F&B since most of our partners have an F&B background. It's just a lot of researching right now to see what we can do next.

MI : Please share us your opinion on the country's retail sector and franchising business?

I think my opinion doesn't differ much when I say there is a lot of room for growth, espe-

cially where global brands are concerned. I think a lot of franchises will be coming in soon.

MI : What do you suggest to someone who is starting up a franchise business here?

Make sure your franchise resonates with the current market. I think this goes for any business not just franchises.

MI : From a business standpoint, what do you feel are the biggest challenges facing you and your team in Myanmar in next 1-3 years?

There will be a lot brands opening up in the near future, so our challenge will be to stay fresh and find creative ways to keep the demand going. It's an exciting challenge nonetheless!

MI : What advice would you give someone looking to start up a business and invest in Myanmar?

Find solid, local partners who know their field well. It will make a world of a difference.



“ Find solid, local partners who know their field well. It will make a world of a difference. ”



Interview with Thura Swiss's Dr. Aung Thura

Sharing his insight and experiences in the world of business

Charlie Greene



Name : Dr. Aung Thura
Position : CEO
Thura Swiss

MI : What it was like growing up in Zurich, Switzerland as a Myanmar national?

When I grew up in Zurich, there weren't many Myanmar nationals in Switzerland at that time but every once a year or two, we flew back to Myanmar and gave a visit to our families and relatives.

When I was in high school, I'd had much interest in learning Latin and Ancient Greek languages. I graduated high school with the second highest grades in the whole school and was chosen by a Swiss foundation that supports the most outstanding students in Switzerland.

My earlier idea was to study Physics after high school but later I'd changed my mind and decided to pursue Mechanical Engineering at Swiss Federal Institute of Technology Zurich (ETH), which in my opinion

has a more practical aspect and is also related to my earlier interest in Physics. I gained a master's degree with specialization in aircraft engines and internal combustion. After that, I studied business and graduated with a master's degree in finance and economics. While studying for my PhD, I worked for Credit Suisse's Business Development Private Banking.

My opinion is that an engineer should also have an understanding in business. For example, as an engineer, if I want to invent something, I have to take consideration of its business potential and advantages. And while I was studying Engineering, at the same time, I attended business and economics classes and for my master's degree in business, I wrote a thesis with Swiss National Bank.

MI : Tell me more about your film "Shadows of the past"?

As I've stated earlier, I have much interest in variety of subjects and one among them is

film. I wanted to know the whole process of creating a movie. I always give attention to the background information and the making of a film whenever I watch one. So I wanted to give it a try. We filmed the first part of this "Shadows of the past" after I've finished my PhD and the second one was filmed in Switzerland during Summer, six months after I'd moved to another Swiss bank.

I was interested in more than acting and yet I wasn't skilled enough to direct a film but I participated in the whole film making process in other ways. From reviewing the script, choosing the location in Switzerland to applying visa for the whole team, I took part in it.

Currently, I don't have immediate plans for the entertainment industry as I don't have enough time and I have to manage my business here. But may be later in the future, I'd like to make a comeback, probably not as an actor but as a producer or a director.

MI : Why did you decide to move into

Myanmar?

I've thought to come back and live in Myanmar since I was at ETH. But I decided to finish my education and have some work experiences before going back to Myanmar. I'd made a plan that I would decide whether I moved back to Myanmar before I turned 35. After that, on my way back to Switzerland from my one visit to Myanmar, the thought of moving in appeared again. Then I consulted with my parents and at first it shocked them but after hearing my thoughts and ideas, they gave their support. It was in early 2011 and the country was at the beginning of its transition process and I wanted to give it a try and when I look back, I didn't want to regret this as an opportunity I'd missed.

MI : How was Thura Swiss founded?

Thura Swiss was founded in January 2012 and I moved in here in July 2012. For the first three or four months, the company wasn't known by many people and there weren't many clients but we focused on

brand-building. My specialization and experiences lie in banking and finance but when I thought of founding a business here, I decided to choose market research. There are many reasons that I chose market research but firstly, it is the kind of business that can derive regular revenue from which I can build up a team. Another advantage of this business is that every time we do research in a particular area for our clients, we become skilled in that area ourselves. And when investors want to enter Myanmar's market, at first they'll either go to the law firm or a market research organization. So I've already had connections with foreign investors while doing research for them at the early stages and that provides opportunities for us to be partnered up.

MI : Where does Thura Swiss derive most of its revenues?

When I first founded Thura Swiss, the revenue was operated mostly from the industry research that is a customized research. When a client wants to enter the market, we first give a proposal that we can provide with a report in six to eight weeks in which we inform the regulatory framework, about decision makers, key players and drivers in demand and supply area as well as research on distribution channels, cost structures and margins. For every project, first we always start with desk-research then we will discuss with experts and government officials and provide the client with a report after systematically analyzed our research. Lately, we expand our service to consumer research and consulting. We're currently working on researching five thousand households in Yangon about their living conditions and social-economic standards and our employees use high-end devices for the whole survey process so that there are fewer errors because of the technical assistance.

MI : What kind of difficulties you faced with during last few years doing your business in Myanmar? And how did you overcome them?

Lately, the rental fees here have been higher than before and the only companies that can last in long term are the ones that can operate higher revenue. Luckily, our company's revenue depends on foreign clients that they know the value of the market research and are willing to pay for that. But lately, compare to last three years, we have more local clients that most of them are working on capital market. At first, we'd faced with the staff quitting without any advance notice but after working more on the content in the contract, the employees have become realized and maintained the relationship between us even after moving to another company. Another hindrance is that when we

inform the actual tax while most companies don't. Not that much of a difficulty but it's kind of hard here working on trust-building, it takes a particular time in Myanmar.

MI : From a business standpoint, what do you feel are the biggest challenges facing you and your team in Myanmar in next 1-3 years?

In two or three years, rental fees will continue to grow and there will still be the shortage of labor as more foreign investment enter the country and local companies need to be prepared for that.

MI : Who in your opinion are your main competitors?

We don't have competitors whose business is exactly the same as ours but as we give services like consumer research, industrial research, consulting and capital market, there are similar companies in each field but are not exactly like us. We can name some foreign consulting firms as our competitors to some extent but at the same time, they are also our clients as we provide them with the data and they do consulting based on them. Compare to our competitors, our advantage

is that we have local knowledge. Since Thura Swiss staff are all Myanmar nationals, except for one, we're really good at local knowledge and network, both in private or government sector. And we don't have language barrier which can't be underestimated here when working with foreign companies and for that matter, our staff can interact with both local and international clients without difficulty.

MI : Can you share with us the type of assignments that you have done for your client?

We've been assigned for Oil and Gas sector and we've done research frequently on refinery petroleum products and fuel stations and also provided with reports on micro-finance, consumer finance, mobile money, construction sector in Yangon, telecom sector as well as fast moving consumer goods.

Local clients would assume that it would be expensive to assign market research with Thura Swiss but actually, for those clients, we try out many ways to lighten the cost.

Local companies that teamed up with foreign investors were enlightened that the market research is essential. Compare to

last three years, there are developments in market size and Thura Swiss has gained more revenue as more foreign companies invested in Myanmar and local ones have also become open-minded about the market research.

MI : How do you plan to participate in upcoming Yangon Stock Exchange?

Since there is no official announcement on YSX's licenses, I can't tell exactly at the moment but I want to take part in Myanmar's capital market in some way though I can't tell exactly how for now. There are many other ways in participating YSX even if it's not as a security company. I occasionally give seminar on capital market for the local businessmen at UMFCCI or Myanmar Banking and Finance Association as well as give lectures for students at National Management College. I've also been thinking about uploading a video file of power point presentation on capital market on YouTube.

MI : What are your future plans for Thura Swiss?

As Thura Swiss, we will continue our business in market research and consulting. As for me, I've been planning to participate in upcoming capital market and I have also some other business in early stages that I've recently started.

MI : Previously, Thura Swiss newsletter was ad free. Now you're getting ads into the newsletter. Do you think the ad income would become significant? Why?

It has been about three years that we started writing newsletters and there weren't any-

"I wanted to give it a try and when I look back, I didn't want to regret this as an opportunity I'd missed."





thing like that before us at that time. There are two reasons for us publishing electronic newsletter, the first one is to give the overview information for those who aren't able

to study the country's market constantly. The second reason is that the newsletters act as the main marketing instrument for us. Currently, we have about 12,000 receiv-

of foreign investment will have affects like rental fees and other things if the country doesn't have enough capacity and it has to flow with a certain speed.

MI : Where do you think is the foreign investments' interest lies in Myanmar's market?

Every sector here attracts foreign companies though some may have difficulties in regulation. All these telecommunication, oil and gas, mining, tourism, IT, banking and finance sector have their potential for higher gross rate.

MI : What kind of suggestion do you have to develop Myanmar's much needed infrastructure?

Reliable electricity is crucial. The next thing is better transportation, road system and connection and without them, it won't be easy for some regions to be developed.

MI : If you could make one major change to any government policy, what would it be?



Not only the government, but also from the political party, I would like to hear more plans about the economic growth

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ers and about 1,000 weekly-readers. When we first publishing newsletters, there were only over one hundred receiver and as the number of receiver increases, we have to expand the technical expenses as well as to manage the quality control. Though there is not much profit from those Ads, we use the revenue from them to maintain the quality of the newsletters.

MI : What could be the downside of the sudden influx of foreign companies/ nationals brought into the country?

There aren't any disadvantages from the entering of foreign investment generally but Myanmar need to be prepared strategically. Myanmar has to define which kind of investment can be advantage for the country. Not every foreign investment is good for the country and some will only end up competing the local companies. The government has to support the foreign investment that can be benefitted to the country. Consulting with all the concerned organizations before the actual implementing is also should be done. Lately, I've seen the government asking for inputs from UMFCFI and other related associations and it can be deduced that's quite on the right truck. This influx

Not only the government, but also from the political party, I would like to hear more plans about the economic growth and how they are going to develop these plans step by step in coming five years. I would like to see the decision makers working with the long term strategy instead of short notice. Even if they have plans and strategies, it still lacks in communication. Since the General Election is drawing near, political parties should let the public know what their economic plans are if they win the election and if they still don't have one, it's time to start planning.

MI : What advice would you give to someone looking to start up a business and invest in Myanmar?

It's not very easy starting up a business here and investors should be prepared before entering the market. Though there won't be much difficult for a foreign operator but in founding a small and medium enterprise-SME, it takes consideration in market potential. The next important factor is the quality of the staff. Be prepared to be an attractive employer and is not all about giving high salary and bonus and is about motivating the employees, giving deserved position and responsibility.