

5<sup>th</sup> Edition of Myanmar Build & Decor

**Myanmar's Best Source for Architecture / Interior Building Materials,  
Interior Design, Furniture and Decor**



**4-6 October 2018**

**MYANMAR EVENT PARK (MEP)**

**AT MINDAMA  
YANGON, MYANMAR**

Organized by



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**WWW.MYANMARBUILDDECOR.COM**

## Industry at A Glance

### MYANMAR CONSTRUCTION AND ECONOMIC CONTINUE TO ITS BRIGHT FUTURE

- According to Asian Development Bank, Myanmar's economic performance should improve, with GDP growth at 7.7% in 2017 and 8.0% in 2018.
- McKinsey estimates that Myanmar economy will quadruple in size from USD 45 billion in 2014 to USD 200 billion by 2030.
- Myanmar construction sector registered a 7.2% CAGR from 2001 to 2015 and set to carry 10.37% annual growth rate from 2016 to 2020.
- The industry value stood at USD 8.2 billion in 2015 and anticipated to value USD13.5 billion in 2020.
- The new Myanmar Investment Law aims to develop businesses and investment that meet international standards and create job opportunities. Foreign investment is expected to pour into the country and aid in the further growth of the real estate sector.
- Increased synergies between real estate developers and banks have allowed more property seekers to qualify for installment plans.
- Domestic investment in Myanmar's real estate sector totaled MMK2.767 trillion (USD 2.043 billion) as of March 2017, the highest for any sector in the country. Myanmar investors funneled MMK13.191 trillion into 1,241 enterprises across 11 sectors, with real estate development accounting for 20.98 %.
- 150 foreign companies are expected to channel more than USD 1.7 billion into Thilawa Special Economic Zone with USD 773 million going to the manufacturing sector which the first-phase development of 101 hectares in Zone B is expected to be completed in the middle of 2018.
- Myanmar is estimated to require USD 650 billion in investment until 2030 and USD 320 billion needs to be invested in the country's infrastructure, said Vice President Myint Swe at the opening of Myanmar Investment Forum 2017 .

Sources : Asian Development Bank, McKinsey, Myanmar Business Today, MP Group International , Property Report, Eleven Myanmar

## About The Show

Myanmar Build & Decor is the best source for building materials, interior design, furniture and decor as well as the industry platform for educational and knowledge sharing. Its offer a networking platform to industry players both local and international during the 3 days event. The lastest edition showcased over 200 companies from Myanmar, Thailand, China, Singapore, Japan, Korea, Vietnam.

5<sup>th</sup> Myanmar Build & Decor will be held again on 4-6 October 2018 at Myanmar Event Park (MEP)-at MIndama in Yangon, Myanmar.

### 2017's Supporting Organizations:

 Republic of the Union of Myanmar Federation of Chambers of Commerce and Industry (UMFCCI)

 Association of Myanmar Architects

 Myanmar Engineering Society (MES)

 Myanmar Associateship of Government Technical Institute (Myanmar A.G.T.I. Society)

 Myanmar Construction Entrepreneurs Association (MCEA)



### Exhibitor Profile :

- Building and Construction Materials, Tools & Equipment
- Cement, Concrete Materials
- Electrical System and Appliances, Security System & Equipment
- Furniture, Interior, Decoration
- Landscaping, Swimming Pool and System
- Lights, Lamps, AV and Sound System
- Paint Color, Glass, Wall, Curtain, Lumber, Flooring
- Piping, Drainage, Ventilation, Utilities System and Installation
- Roof, Insulation, Sealants
- Sanitary Ware, Kitchen Ware
- Tiles and Stones
- Wiring & Cabling

## Exhibitors' Voice of Confidence



**"EXHIBITION FOR ME WAS AN EXPERIMENT!"**

We are in Myanmar market for over 3 years and have been waiting for effective exhibition. This time was our 2<sup>nd</sup> year joining the event so it was a proof that we already found the right one. Hope to see you guys in Myanmar Build & Decor 2018!

Concrete Decor (Thailand) Co.,Ltd.

Ms.Yasminee Kumpunthong  
Managing Director



This is our second time at Myanmar Build & Decor. This year, once again, brought us a really great opportunity to meet prospect clients, new suppliers, and partners as well

as allowing our company, Kingsmen Myanmar Co., Ltd. to get more well known in Myanmar market. Thank you ICVeX for hosting this exhibition. We are looking forward to participating in the next year's Myanmar Build & Decor!

Kingsmen C.M.T.I. Plc

Mr. Dumrong Wongprayoon  
Executive Director



Quality and targeted visitors come to this event every year. Good opportunities for who plan to expand market to Myanmar, especially construction related.

HAFELE (Myanmar) Ltd.

Mr. Thasaphong Eurnithilert  
Director

## Visitor Profile :

- Architects, Landscape Architects
- Building & Maintenance
- Commercial Building, Apartments, Condominium
- Construction Companies
- Contractors
- Engineers
- Hotels and Resort Owners
- Interior Designer
- Property Developers
- Traders, Distributors, Importers

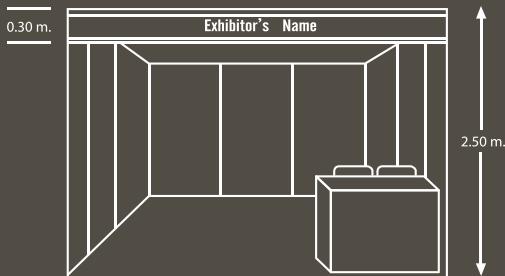
## Participating Package :

**Raw Space only** : USD 305 / sq.m  
 (Min 18 sqm) THB 9,200 / sq.m

**Standard booth** : USD 305 / sq.m  
 (Min 9 sqm) THB 8,700 / sq.m

**- Construction cost** : USD 35 / sq.m  
 THB 800 / sq.m

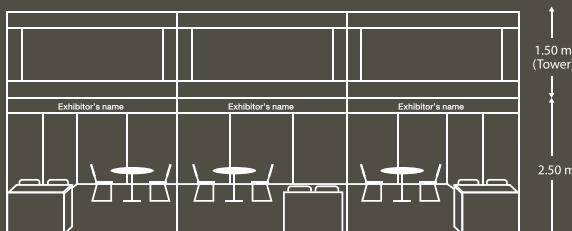
Remark :  
 - Thai baht applicable to companies registered in Thailand only



### Standard booth includes :

- |                               |  |
|-------------------------------|--|
| • Fascia name board           | • Reception desk (1 unit)                    |
| • Panel system, white         | • Waste Basket                               |
| • Chair (2 units)             | • Power socket (1 unit,<br>not for lighting) |
| • Fluorescent lamps (2 units) |  |
| • Needle punch carpet         |  |

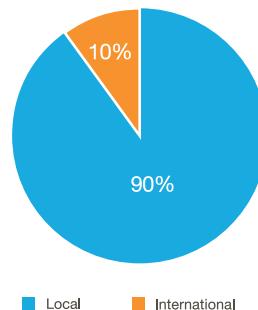
**Pavilion package** : USD 365/sq.m (min 36 sq.m)



### Pavilion booth includes:

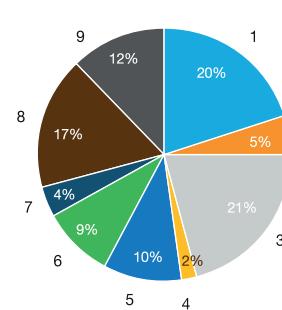
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| • Tower                        | • Waste Basket                               |
| • Fascia name board            | • Fluorescent lamp, 40 watt<br>(1 unit)      |
| • Panel system, white          | • Power socket<br>(1 unit, not for lighting) |
| • Discussion table (1 unit)    | • Needle punch carpet                        |
| • Chairs (2 units)             |  |
| • Folding chairs (2 units)     |  |
| • Information counter (1 unit) |  |

## 2017 Visitors by Demography



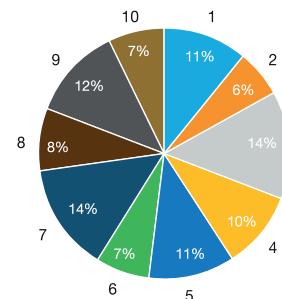
### by Country

The three-day exhibition welcomed 5,119 visitors which composed for 90% local visitors (Myanmar) and for 10% of international visitors from China, France, India, Indonesia, Italy, Japan, Malaysia, Philippines, Singapore, South Korea, Taiwan, Thailand, UAE, USA and Vietnam.



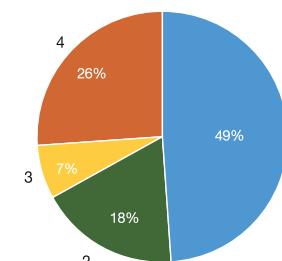
### by Main Activity

1	Architecture / Interior design
2	Building & Maintenance
3	Construction Company
4	Commercial Building / Apartment / Condominium / Hotel / Resort
5	Contractor
6	Engineer
7	Real Estate / Project Developer
8	Trader / Distributor / Importers
9	Others



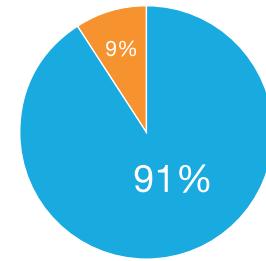
### by Job Function

1	Architect
2	Building / Maintenance Manager
3	Contractor
4	Engineer
5	Interior Designer
6	Manufacturer
7	Project Developer / Investor
8	Purchasing
9	Trader
10	Others



### by Product of Interest

1	Building Materials
2	Construction materials/ Tools & Equipment
	- Flooring
	- Concrete materials & Sealants
	- Glass
	- Wall/Door
	- Sanitary ware/ Kitchen ware
	- Color
	- Roof-insulation/ Awning/ Steel/ Metal
	- Lumber
2	Furniture
	- Home Finishes/ Furniture
	- Outdoor furniture & decoration/ Landscaping
3	IT, Technology & Others
	- CCTV
	- Home theatre/ Sound equipment/ Computer & Software
4	Architect, Interior, Decor
	- Home decoration & Interior design
	- Lighting
	- Swimming pool/ Sauna & Spa
	- Curtains



### by Role of Decision Making

91% of visitors involved in purchasing decision



## About Organizer



ICVeX Co.,Ltd. is a professional organizer of trade exhibitions creating business platform for international suppliers to meet with business partners in Southeast Asia. Exhibitions successfully done by ICVeX include Cambodia Architect & Decor, Myanmar FoodBev, Myanmar Retail Sourcing Expo and Myanmar Build & Decor and managed exhibition such as Bangkok International Grand Motor Sale (BIG Motor Sale) 2015-2016 , ITAX Marketplace 2016 and Ultrawealth Expo 2017.

ICVeX Co.,Ltd. is a subsidiary of Index Creative Village PCL (ICV) , the conglomerate group of creative business leaders in Thailand providing creative and marketing communications services as well as supplying one-stop service of marketing-activity and equipment rental. ICV receives accolade in 7th agency in world class ranking from Special Events magazine.

## About Venue

Myanmar Event Park (MEP) at Mindama, 2<sup>nd</sup> Business district of yangon is approximately located 5 km from Yangon International Airport and 16 km to the heart of Yangon.

Address : Myanmar Event Park at Mindama, Corner of Mindama Road & Aung Theikdi street, Mayangone Township, Yangon, Myanmar



## Organizer's Contact

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