

3rd International Exhibition on Myanmar Build & Decor
presenting “Urbanization”

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



6 - 8 October 2016

Myanmar Event Park | Yangon, Myanmar



Organized by



Index
CREATIVE VILLAGE

Officially supported by



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Industry at A Glance

- Rapid inflow of foreign direct investment (FDI). FDI was projected at 5 Billion USD for 2014-2015 but was easily beaten with 8.1 billion USD
- Driven urbanization for residential projects by the government
- Increase in usage and demand of building materials due to urbanization
- Myanmar's construction forecasted to reach at least 6.6 Billion USD by 2018 with over 8% annual growing rate for the next 5 years
- Yangon with the estimated pollution of 7.3 million, has been ranked as one of Asia's top 5 emerging investment spots by Asia Property Report
- By 2040, Yangon is expected to join the ranks among other mega cities around the world, estimated for more than 10 million population

Source

- Aung Ala Tun,(2015, March 25).Reuters. Myanmar 2014/15 FDI swells to \$8.1 bln - govt agency Solidance,(2013) Myanmar construction market overview
- Forgan, D (2015, January 27). Property ReportAsia's top 5 emerging investment spots in 2015
- Ipsos Business Consulting (2013, November).Construction in Myanmar: Myanmar's Urbanization Development.



About The Show

Myanmar Build & Decor is the industry platform for education, knowledge exchange and sharing as well as the best source for building materials, interior design, furniture and decor. A Must Visit for Myanmar Building & Construction industry.

Myanmar Build & Decor was successfully launched in 2014 and expanded its size with 60% growth rate in 2015. The exhibition showcased 160 companies from Thailand, Singapore, Malaysia, Vietnam and Myanmar. From the 2 inarguable success editions, Myanmar Build & Decor 2016 will be held again on 6-8 October 2016 at Myanmar Event Park (MEP) in Yangon, Myanmar.

Supporting Organizations:

- Republic of the Union of Myanmar Federation of Chambers of Commerce and Industry (UMFCCI)
- Myanmar Engineering Society (MES)
- Myanmar Associateship of Government Technical Institute (Myanmar A.G.T.I. Society)
- Myanmar Construction Entrepreneurs Association (MCEA)

Exhibitor's Voice of Confidence



"This is the second year that SCG participated in this exhibition. We could see many improvements for this year in terms of quality and quantity of customers and guests."

This gives us a chance to achieve our intentions of introducing our new products to the Myanmar market."

Mr.Sompong Jaengjetsada

Director, Marketing & Channel Development

SCG Cement- Building Materials Co.,Ltd.- Myanmar



"We have participated with Myanmar Build & Decor. It is a powerful and efficiency tool to inform our ability, capacity and connect directly to our potential clients. Other benefits include; collect wider ranges of client database, research on competitors, affirming our position in the industry, opportunity for clients to experience our product & service and conduct market survey."

Mr.Bhuwasit Taweerittanawong

Managing Director

Emperor D1.Co.,Ltd.



"This was a good show to introduce our new products into Myanmar's market. There were many prospect and potential visitors visited to our booth, which we could consider that Myanmar market would become an upcoming market for the contractor, subcontractor and suppliers in the next decade. We were quite sure and would be back to participate this same show again next year"

Mr.Permsap Raummek

Export Manager

Emhues Co.,Ltd.

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

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 :

Space only : USD 305 / sq.m
(min. 18 sq.m.) THB 9,200 / sq.m

Space+Standard booth : USD 305 + 35 / sq.m
(min. 9 sq.m.) THB 9,200 + 800 / sq.m

Remarks :

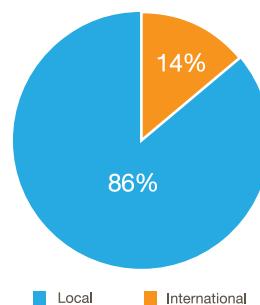
- Standard booth price consist of
- 1. Space only price : THB 9,200 per sq.m / USD 305 per sq.m
- 2. Structure + furniture : THB 800 per sq.m / USD 35 per sq.m
- Thai baht applicable to companies registered in Thailand only



Standard booth includes :

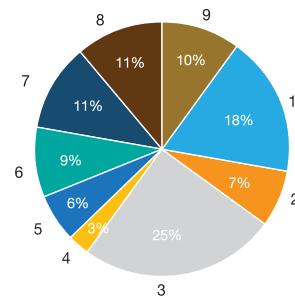
- | | |
|-------------------------------|--|
| • Fascia name board | • Needle punch carpet |
| • Panel system, white | • Reception desk (1 unit) |
| • Chair (2 units) | • Waste Basket |
| • Fluorescent lamps (2 units) | • Power socket
(1 unit, not for lighting) |

2015 Visitors by Demography



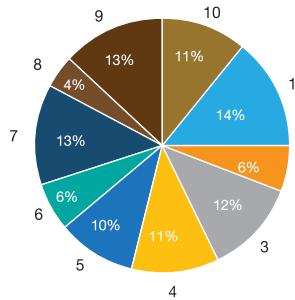
by Country

The three-day exhibition welcomed 4,942 visitors which increased by 42% from 2014 divided as 86 % local visitors (Myanmar) and 14% International visitors from 14 countries: American Samoa, Andorra, Canada, China, Germany, Italy, Japan, Malaysia, Mozambique, Singapore, Thailand, Korean, The United States of America and Vietnam



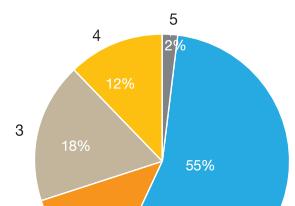
by Main Activity

- | | |
|---|--|
| 1 | Architect |
| 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 / Importer |
| 9 | Others |



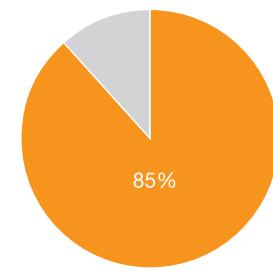
by Job Function

- | | |
|----|--------------------------------|
| 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 | - Glass, Wall, Door, Lumber, Flooring |
| | | - Roof Insulation, Awning, Steel |
| | | - Construction Materials, Concrete Materials, Color, Tool & Equipment |
| | | - Sanitary Ware, Kitchen Ware, Swimming Pool |
| 2 | Mechanical & Electronic | - Lighting |
| | | - CCTV |
| | | - Home Theatre, Sound Equipment, Computer & Software |
| 3 | Home finishes & Furniture | - Home Finishes |
| | | - Furniture |
| | | - Outdoor Furniture & Decoration |
| | | - Landscaping |
| 4 | Home Decor, Interior Design & Decoration | - Home Decoration & interior design |
| | | - Curtains |
| 5 | Others | |

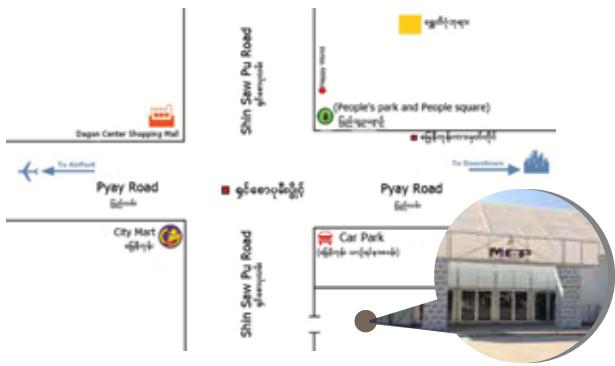


Over 85% of visitors involved in purchasing decision

About Venue

Myanmar Event Park (MEP) is approximately 17 km from Yangon International Airport and 3.5 km to the heart of Yangon surrounded by important spots such as Shwe Dagon Pagoda.

Address : Near Myaynigone Car Park, Shin Saw Pu (Winsor) Road, Dagon Township, Yangon Myanmar



About Organizer



ICVeX is a professional exhibition organizer registered in Thailand and a subsidiary of Index Creative Village which is well known as world's 7th ranking event company. ICVeX organized a few trade exhibitions in Myanmar since year 2014 such as Myanmar FoodBev, Myanmar HoReCa, Myanmar MediHealth and Myanmar Build &Decor.

With professionally experienced team of management and staff, added by our extensive business network in Myanmar including a local office in Yangon, we are confident in delivering high quality business platform through our exhibitions.

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*Product Profile (Malaysia only); Furniture, Interior, Decoration, Lights, Lamps, AV and Sound System and Sanitary Ware, Kitchen Ware Profile.

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*Product Profile: Else than those stated in Promodex's product profile for Malaysia.



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