



Ref: ICVEX-OP158-08-14

20th August, 2014

Dear Exhibitor,

Subject: New Name of Myanmar Architect & Décor 2014

Myanmar Architect & Décor scheduled to stage on 24-26 September, 2014 at MEP (Myanmar Event Park), Yangon, Myanmar.

We have been informed by AMA, Association of Myanmar Architect, and BOA, Board of Architect, that the New Myanmar Architect Council Law has recently been approved and BOA has been assigned to regulate professional matters, proper laws, regulations and acts which are under processing. Until all the legislation are done, no later than end of 2015, followings are the things that AMA and BOA do not allow either to local or foreign exhibition and event management companies.

1. Use of words like Arch, Archit, Architecture, Architect, without the consent of AMA or BOA, in any public exhibition or event.
2. No foreign architect or architecture design service related firm can exhibit or advertise in public events, until all regulations clearly declared.
3. Though all kinds of technologies, products and management services in building industry are allowed to exhibit, there must not be direct or indirect advertisement or exhibiting foreign architecture design services.
4. Since Myanmar already signed MRA agreement, AMA and BOA will allow foreign architect firms to register locally, only after all legislation are done.
5. Refer to above point 1., AMA and BOA advise that ICVEX change the Exhibition title name by not using the word “Architect”.
6. AMA and BOA will declare later how to make registration of foreign firms, not later than end of 2015.



As a result, we are requested to exclude from the exhibition foreign architect companies and service. We are also requested not to adjust our exhibition name by avoiding use of the word ‘Architect’ and thus have to change the exhibition name to “Myanmar Build & Décor 2014”.

In view of above, the only two changes are the new exhibition name of “Myanmar Build & Décor 2014” and the exclusion of architectural service and companies from the exhibition. These will have no impact to the exhibition and its promotion. Exhibition logo looks very similar to the original as shown on bottom right of this page, visitor promotion remains the same as planned and exhibition web www.myanmararchitectdecor.com also remains but redirected to www.myanmarbuilddecor.com

Our sales and customer service team will be contacting you shortly to provide further detail. We apologize for the inconvenience caused.

Sincerely yours,

Nucharin Pardeevsut
Managing Director
ICVeX Company Limited

