

MYANMAR BUILD & DECOR THE LEADING BUILDING & DECOR EXHIBITION IN MYANMAR

The 4th Myanmar Build & Decor was successfully held during 28-30 September 2017 at Myanmar Event Park - Mindama with 5,119 industry visitors visited. The exhibition was also the leading platform for architecture & interior building materials, interior design, furniture and decor as well as industry platform for educational, knowledge sharing, and offer a networking platform to industry player between local and international suppliers in building and construction industry.

The official opening ceremony presided over by U Mong Mong Lay, Vice President of UMFCFI-Union of Myanmar Federation of Chambers of Commerce and Industry, Mr. Narong Boonsatheanwong, Minister, Royal Thai Embassy, Yangon and Mr. Kreingkrai Kanjanapokin, Founder & Group CEO, Index Creative Village PLC was well attended by VIPs, international & local journalists and trade visitors.

SHOW OVERVIEW

Date	: 28-30 September 2017
Venue	: Myanmar Event Park (MEP) at Mindama
Exhibition profile :	Architecture & Interior Building Materials Interior Design, Furniture and Decoration
No. of booths	: 77
No. of visits	: 5,119



This edition, Myanmar Build & Decor showcased over 200 brands and companies from China, Japan, Korea, Myanmar, Singapore, Thailand and Vietnam to offer the substantial growth of Myanmar's construction and building industry as the best place to source various materials directly with major manufacturers and distributors from local and international exhibitors.



Organized by

Officially supported by

EXHIBITION'S HIGHLIGHTS

Industry seminar

Three-day free seminars and panel discussions with CPD (Continuing Professional Development) accredited. These seminar aimed for exchange and sharing knowledge from professionals within the building and construction industry which focused on moving Myanmar towards better living hosted by experts and in partnership with associations in Myanmar by following:

- Towards Better Living in Myanmar
by Myanmar Associateship of Government Technical Institute (Myanmar AGTI)
- Construction Industry in Myanmar
by Myanmar Construction Entrepreneurs Association (MCEA)
- Myanmar Architecture Design and Property
by Myanmar Home & Decor magazine and Association of Myanmar Architects (AMA)

Lucky Draw Prizes

Six returned economy tickets "Yangon-Bangkok" from Bangkok Airways, the official airline of Myanmar Build & Decor, for the visitors who pre-registered to visit the show

Special thanks to our sponsor



PR & SHOW PROMOTION

TV channels



Billboards - Banners



Online & Social media



Magazines



Show preview



Direct invitation to targeted visitors

Newspapers



EDM Monthly electronic direct mail campaign



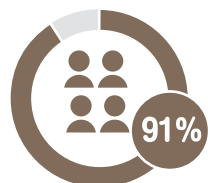
Radios



VISITORS' OVERVIEW



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

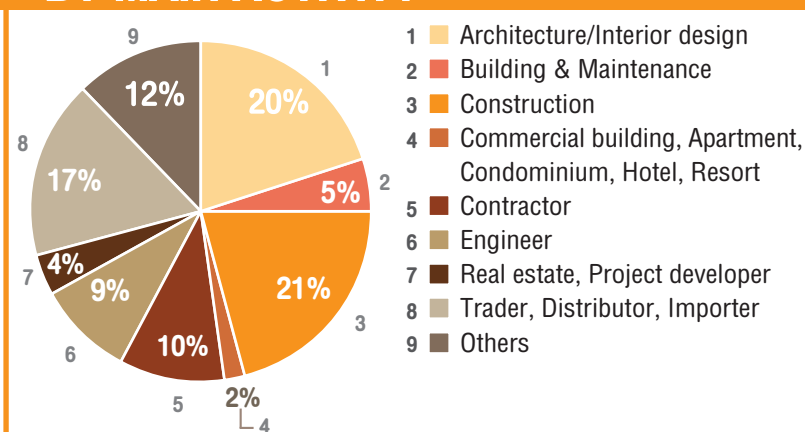


of visitors declared to be involved in purchasing decision

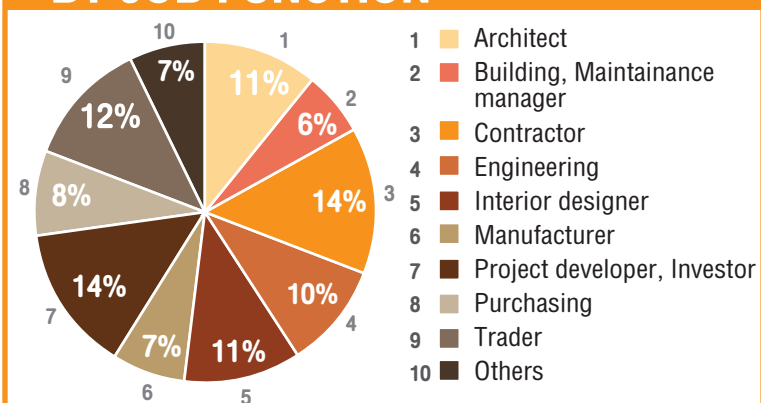


- Procurement & Purchase
- Seek architects, interior designers, consultants
- Evaluate next year participation
- Gather product information
- Join the seminar

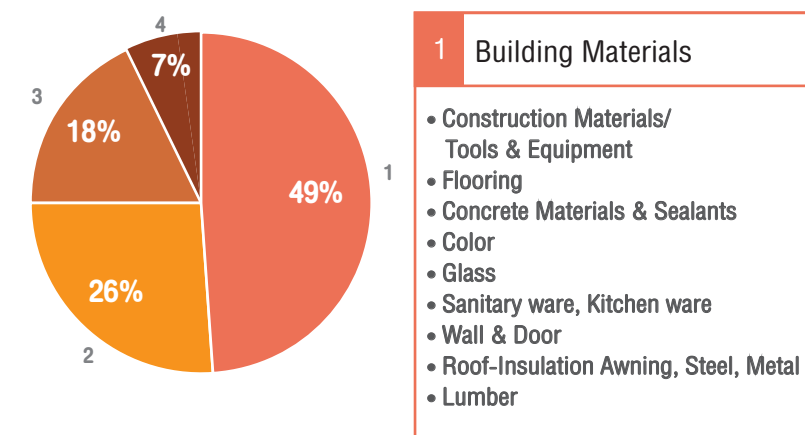
BY MAIN ACTIVITY



BY JOB FUNCTION



BY PRODUCT OF INTEREST



1 Building Materials

- Construction Materials/ Tools & Equipment
- Flooring
- Concrete Materials & Sealants
- Color
- Glass
- Sanitary ware, Kitchen ware
- Wall & Door
- Roof-Insulation Awning, Steel, Metal
- Lumber

2 Architect, Interior, Decor

- Home Decoration & Interior Design
- Lighting
- Curtains
- Swimming pool, Sauna & Spa

3 Furniture

- Home finished & Furniture
- Outdoor Furniture & Decoration/ Landscaping

4 IT, Technology & Others

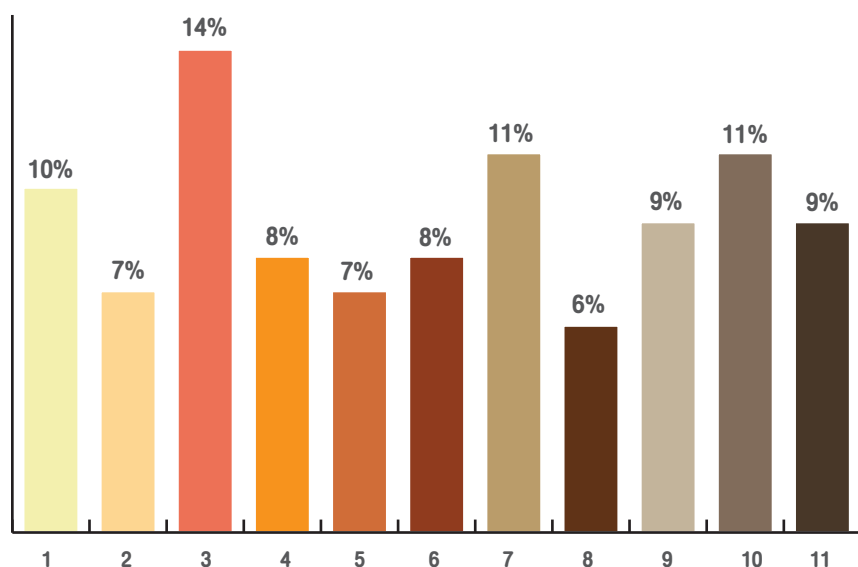
- CCTV
- Home Theater, Sound Equipment, Computer & Software



EXHIBITORS' SURVEY REPORT

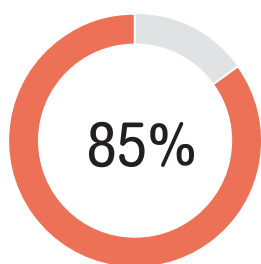


MAIN REASONS FOR EXHIBITING IN MYANMAR BUILD & DECOR 2017

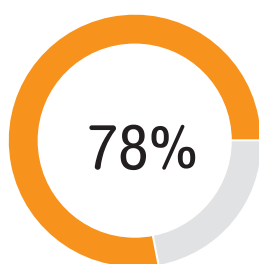


- 1 Generate sales leads
- 2 Retain customers, Penetrate current account
- 3 Promote corporate image, Build awareness
- 4 Launch, Introduce new products
- 5 Conduct market research, Survey
- 6 Engage high quality customers
- 7 Educate customers about products & services
- 8 Sell, sign contracts or generate requests for proposals
- 9 Networking
- 10 Recruit channel partner, Sales agents, Distributors
- 11 Support suppliers, Distributors, Dealers

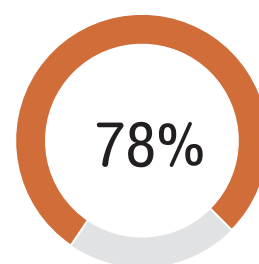
EXHIBITORS' EVALUATION OF THE SHOW



Rated the **quality of visitors** as good and excellent



Rated the exhibition as a **valuable marketing tool** to reach targeted customers



Say the show met their **objectives**

EXHIBITORS' VOICE OF CONFIDENCE

CLMV group is one of the most attractive markets in Southeast Asia. This year, Siam Woodland (SW) had made the right decision joining Myanmar Build and Decor 2017 with ICVeX. We are very satisfied with ICVeX collaboration for an outstanding service and management throughout the exhibition periods.

Ms.Sirinun Suthassrisombut
Brand Marketing Director
Siam Woodland Co.,Ltd.



Myanmar is undergoing for urbanization and change in lifestyle. Myanmar Build & Decor is the annual platform to offer networking, branding and education opportunity within the design, architecture, interior solutions for professionals and individuals to visit. We highly value the important and benefits of Myanmar Build & Decor.

Mr.Rungroj Rungrojsunthorn
Marketing and Channel Development Director
SCG Cement- Building Materials Co.,Ltd.
(Myanmar)



This exhibition brings good opportunity to meet targeted customers. We could say that it is one of an effective and leading exhibition in Myanmar.

Ms.Weerada Worawittayanon
Deputy Manager – Export Dept
Lighting & Equipment PCL

