

THE 3RD MYANMAR BUILD & DECOR MYANMAR'S BEST SOURCE FOR BUILDING MATERIALS, INTERIOR DESIGN, FURNITURE AND DECOR

Myanmar Build & Decor 2016 succeeded as an excellent platform for Myanmar professionals in building and construction industry with international suppliers. The exhibition was also the best platform for education & knowledge sharing and exchanging among professionals from Myanmar construction industry. Myanmar Build & Decor showcased over 200 brands and companies from 10 countries including Myanmar, Thailand, Malaysia, Singapore, China, Korea, Japan, Vietnam, India, Italy, Germany, etc., which had 25% growth from the second year in 2015. The range of exhibits included products, technologies and innovations from construction and building materials to interior design, furniture and decor. The official opening ceremony presided over by **H.E.U Phyo Min Thein, Chief Minister of Yangon Region Government**, was well attended by Myanmar media, VIPs and visitors.



SHOW OVERVIEW

Date	: 6-8 October 2016
Venue	: Myanmar Event Park
Exhibition profile	: Building Materials Interior Design Furniture & Decor
No. of exhibitors	: 201
No. of visitors	: 5,986



The exhibition was organized by ICVeX, a professional exhibition organizer and a subsidiary of Index Creative Village PCL in Thailand – the World's 7th ranked for creative event marketing. The exhibition was well supported by The Republic of the Union of Myanmar Federation of Commerce & Industry (UMFCCI), Myanmar Engineering Society (MES), Myanmar Association of Government Technical Institute (Myanmar A.G.T.I. Society), Myanmar Construction Entrepreneurs Association (MCEA), Association of Myanmar Interior Designers (AMID) and Yangon, School of Interior Design (YSiD).

Organized by

Officially supported by



Ind9x
CREATIVE VILLAGE



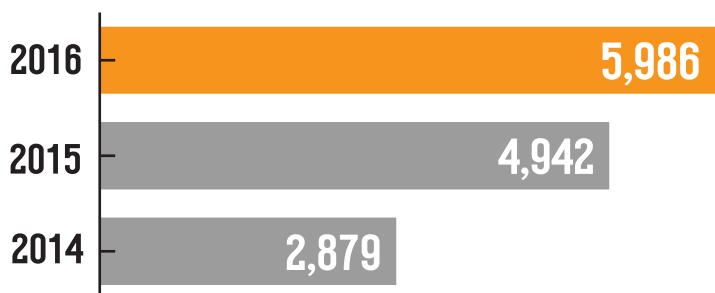
MCEA
MYANMAR CONSTRUCTION
ENTREPRENEURS ASSOCIATION

AMID
ASSOCIATION OF MYANMAR
INTERIOR DESIGNERS



BREAKDOWN OF VISITORS BY DEMOGRAPHY

BY NUMBER OF VISITORS



17.44% INCREASED FROM LAST YEAR

The three-day exhibition welcomed 5,986 visitors divided as 94% local visitors (Myanmar) and 6% international visitors from 10 countries : Australia, China, France, Germany, Japan, South Korea, Malaysia, Singapore, Thailand and Vietnam

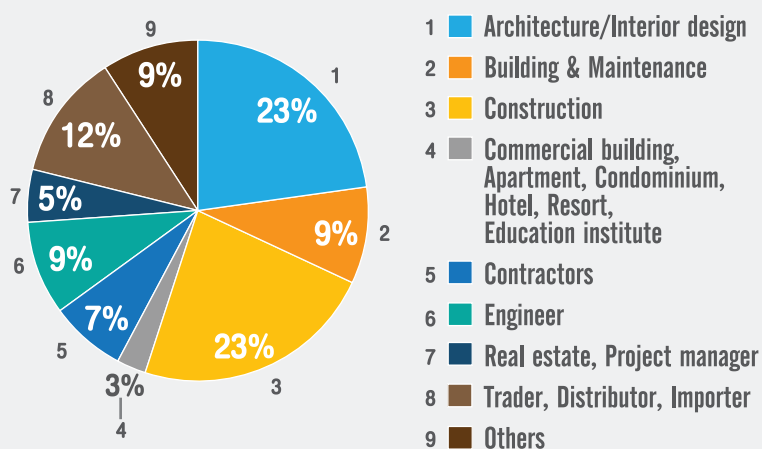


Involved in purchasing decision

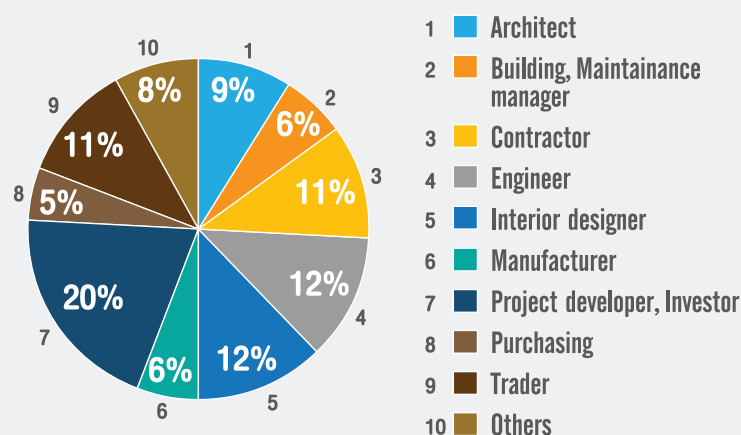


- Evaluate for the next year's participation
- Gathering product information
- Procurement & purchase
- Seeking architect, interior designer, consultant
- Join seminar

BY MAIN ACTIVITY



BY JOB FUNCTION



BY PRODUCT OF INTEREST

BUILDING MATERIALS 50%

- Construction Materials/ Tools & Equipment 10%
- Flooring 8%
- Concrete Materials & Sealants 6%
- Glass 6%
- Wall & Door 6%
- Sanitary ware, Kitchen ware 5%
- Color 4%
- Roof-Insulation Awning, Steel, Metal 3%
- Lumber 2%

FURNITURE 20%

- Home finished & Furniture 14%
- Outdoor Furniture 6%

IT & TECHNOLOGY 5%

- CCTV 3%
- Home Theater, Sound Equipment, Computer & Software 2%

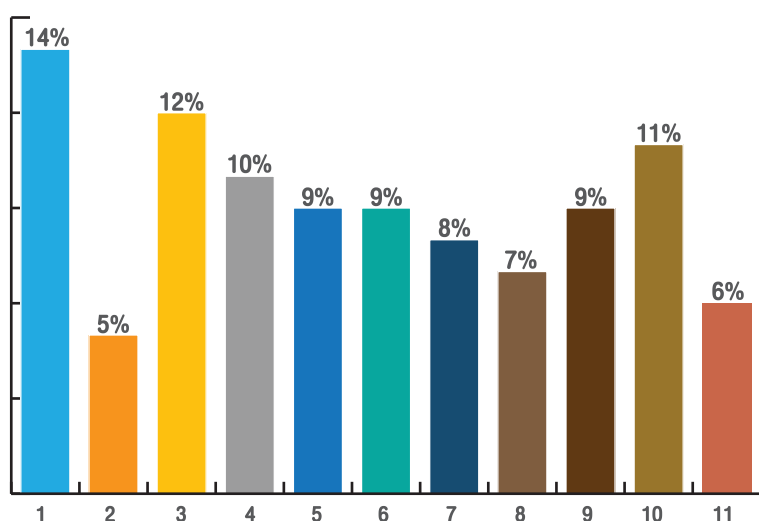
ARCHITECT, INTERIOR, DECOR 24%

- Home Decoration & Interior Design 12%
- Lighting 7%
- Swimming pool, Sauna & Spa 3%
- Curtains 2%

OTHERS 1%

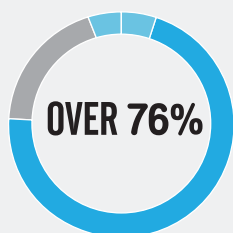


MAIN REASONS FOR EXHIBITING IN MYANMAR BUILD & DECOR 2016

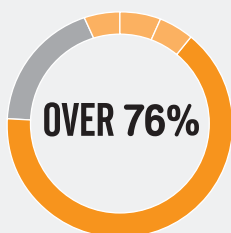


- 1 Generate sales leads
- 2 Retain customers, Penetrate current account
- 3 Promote corporate image, Build awareness
- 4 Launch, Introduce new products
- 5 Conduct market research, Survey
- 6 Engage high quality customers
- 7 Educate customers about products & services
- 8 Sell, sign contracts or generate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

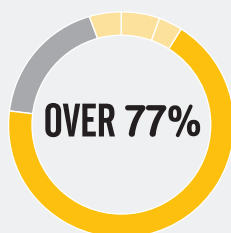
EXHIBITORS' EVALUATION TO THE SHOW



Meet exhibitor's objective

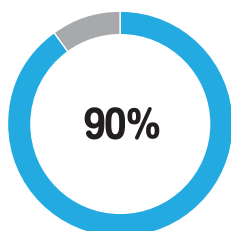


Rated the exhibition as a value marketing tool to reach to targeted customers

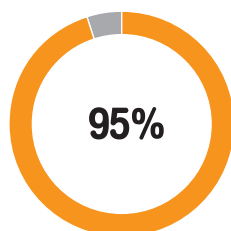


Rated the quality of visitors as good and excellent

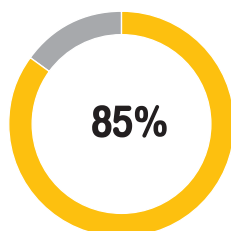
EXHIBITORS' SATISFACTION



Satisfied with organizer's support



Satisfied with logistic support



Satisfied with venue

EXHIBITOR'S VOICE OF CONFIDENCE

This is our first time joining the show. We are very impressed with the exhibition, the organizer's supports and met our objectives by connected to the quality targeted visitors including architects, developers, contractors and importers & distributors. The show indeed offered us more business opportunity in Myanmar.

Vanachai Group Public Co.,Ltd.
Ms. Phattra Sahawat
Deputy Managing Director



The exhibition was a marketing effective exhibition platform for us to introduce our product to the market and met with many quality visitors and leads. We are sure to participate again.

Bathic Products and Sales Co.,Ltd.
Mr. Kan Poonsatha
Managing Director



EVENT'S HIGHLIGHTS

SEMINAR HIGHLIGHT

‘SHAPING THE FUTURE OF BUILDING AND CONSTRUCTION FOR NEW MYANMAR’ SEMINAR

Myanmar Construction Entrepreneurs Association (MCEA) joined hand with Myanmar Associateship of Government Technical Institute (Myanmar A.G.T.I. Society) by organized the three-day seminar feature high profile Myanmar speakers covering construction and engineering industry trends and updates. The seminar attracted over 200 delegates that attended and experienced the in-depth presentation



‘BUILDING DESIGN AND INTERIOR 2016’ SEMINAR

Myanmar Build & Decor 2016 and Myanmar Home & Decor Magazine with the support from Association of Myanmar Interior Designers (AMID) and Yangon, School of Interior Design (YSiD) organized the two-day seminar welcome over 100 delegates that attended the seminar and achieved its objective in sharing idea, trends innovation, sustainability and the future of Myanmar building & interior design.



LUCKY DRAW PRIZES

5 Returned economy tickets “Yangon-Bangkok” sponsored by Bangkok Airways, the official airline of Myanmar Build & Decor, for the visitors who pre-registered to visit the show and visitors who pre-registered to attend seminar.



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