



# MYANMAR INTERNATIONAL **TOURISM** **EXPO 2018**



**20 – 22 JULY 2018**

Tatmadaw Exhibition Hall  
Yangon, Myanmar

Organized by



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## Industry At a Glance

- McKinsey estimates that Myanmar will quadruple the size of its economy from USD 45 billion in 2014 to USD200 billion by 2030. The economic growth is expected to transform Myanmar from a cash-based economy to one that transacts with electronic and mobile commerce.
- According to World Travel & Tourism Council's report , The Myanmar's direct contribution of Travel & Tourism to GDP was MMK2,577.6bn (USD2.1bn), 3.0% of total GDP in 2016 and is forecast to rise by 3.5% in 2017, and to rise by 7.4% pa, from 2017–2027, to MMK5,425.5bn (USD4.5bn), 3.2% of total GDP in 2027.
- World Travel and Tourism Council forecasts the sector's total contribution to Myanmar's GDP will increase by 7.8% per annum from 2017 to 2026.
- Myanmar's tourism industry has become one of the fastest growing in the country with almost 3 million foreign tourists in 2016 according to the Ministry of Hotels and Tourism.
- Myanmar's Tourism Master Plan is targeting an increase in international tourist arrivals to nearly 7.5 million by 2020.
- About 1 million Myanmar has been travelling overseas and was rapidly increasing with expansion to new destinations in Asia and Europe.
- Millennials (Gen Y) are responsible for the spike in Myanmar's outbound tourism, from USD 29 million in 2002 to USD 257 million in 2012, a compound annual growth rate (CAGR) of 24 percent, according to the World Trade Organization.

Sources : McKinsey Global Institute, World Travel & Tourism Council, Ministry of Hotels and Tourism, World Trade Organization

## About The Show

The first edition of Myanmar International Tourism Expo (MITE) will be held on 20-22 July 2018 at Tatmadaw Exhibition Hall, Yangon, Myanmar. MITE is co-organized and endorsed by Union of Myanmar Travel Association (UMTA) and Union of Myanmar Federation of Chambers of Commerce and Industry (UMFCCI).

The exhibition will be a platform for foreign tourism organizations to source Myanmar partners and for Myanmar people to discover new overseas destinations.



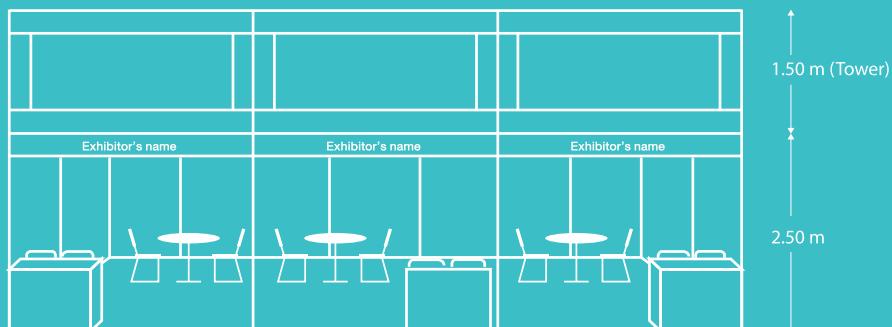
## Participation Package

**Raw space only**  
(min 18 sq.m) : USD 290 / sq.m  
THB 8,700 / sq.m

**Standard booth**  
(min 9 sq.m) : USD 290 / sq.m  
THB 8,700 / sq.m  
Construction cost : USD 30 / sq.m  
THB 900 / sq.m

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

**Pavilion package** : USD 345 / sq.m  
(min 36 sq.m)



## Exhibitor Profile:

- Associations / Institutions
- Attractions / Theme Parks / Museums
- Business Travel / Corporate Incentive
- Convention / Exhibition / Special Event/ MICE Organizers
- Cultural / Eco-Tourism
- Golf Tours / Cruises
- Spa & Wellness
  - Spa products
  - Spa / Massage / Salon
- Pre-wedding / Wedding
- Education / School / University
- Hotels / Resorts
- Luxury Travel
- Travel Technology
- Tourism Promotion / Tourism Organizations
- Tour Operators / Travel Agencies
- Transportation / Airline / Carriers / Car Rental
- Travel Related Products and Services
- Medical Tourism / Health Tourism
  - Medical Check up / Treatment
  - Dental Check up
- Therapy / Surgery

## Visitor Profile:

- Destination Management Companies
- Companies with Incentive Programs
- Education Agents
- Event Planners
- Medical Tourism Agents
- MICE Organizers
- Public / Travelers
- Wedding Organizers
- Travel Agents / Tour Operators



Standard booth includes:

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

Pavilion booth includes:

- Tower
- Fascia name board
- Panel system, white
- Discussion table (1 unit)
- Chairs (2 unit)
- Folding chairs (2 unit)
- Information counter (1 unit)
- Waste basket
- Fluorescent lamp, 40 watt (1 unit)
- Power socket (1 unit, not for lighting)
- Needle punch carpet

## About Organizer

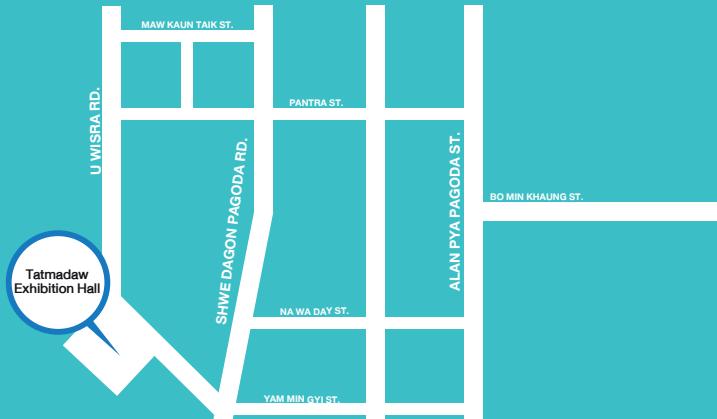


ICVeX Co.,Ltd. is a professional organizer of trade exhibitions creating business platform for international suppliers to meet with business partners in Southeast Asia. Exhibitions successfully done by ICVeX include Cambodia Architect & Decor, Myanmar FoodBev, Myanmar Retail Sourcing Expo and Myanmar 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 7<sup>th</sup> agency in world class ranking from Special Events magazine.

## About Venue

Tatmadaw Exhibition Hall, situated in Yangon, is a perfect venue for all types of events & trade shows.



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