



Myanmar FoodBev

Myanmar 4th International Food & Beverage Exhibition

18 – 20 August 2017

Tatmadaw Exhibition Hall
Yangon, Myanmar



Organized by



Co-located with



Food Industry at A Glance:

Myanmar... A Must Invest Market!

- Rapid inflow of foreign direct investment (FDI). FDI was projected at 5 billion USD for 2014-2015 but was easily surpassed to 8.1 billion USD
- Myanmar's estimated population of around 60 million offers a huge potential new market for imports and investment.
- By 2040, Yangon is expected to join the ranks among other mega cities around the world
- Myanmar's total import value for food and beverage was US\$1.6 billion in 2012, moving up from 415 million USD in 2005 - an average increase of over 20%
- Tourism has been rapidly growing with an expected of over 5 million visitors in 2015, a big jump from 3.05 million in 2014. By the year 2020, it is expected to reach at least 7.5 million tourists.
- The hospitality and tourism sector has been growing strongly which drove demand for premium food and beverages from hotels, restaurants and catering houses.
- The number of supermarkets and hypermarkets has also been growing and expanding and major retailers broadened their imported food lines across fresh, chilled and packaged categories



Participation Package

Space only
(min 18 sq.m) : THB 8,700 per sq.m
USD 290 per sq.m

Space + Standard booth
(min 9 sq.m) : THB 8,700 + 900 per sq.m
USD 290 + 30 per sq.m

Remarks :

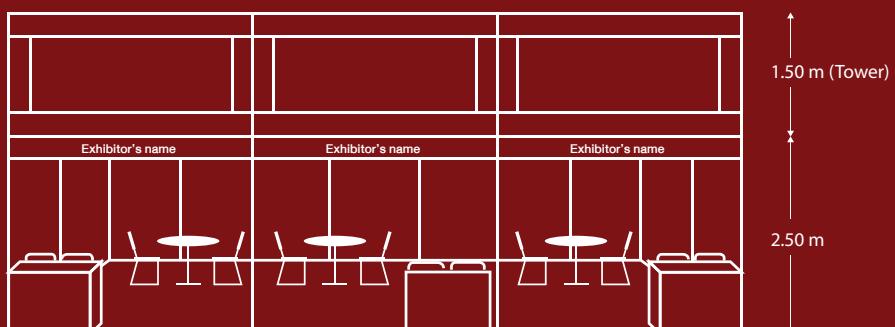
- Standard booth price consist of
- 1. Space only price : THB 8700 per sq.m / USD 290 per sq.m
- 2. Structure + Furniture : THB 900 per sq.m / USD 30 per sq.m
- Thai baht applicable to companies registered in Thailand only

About The Show

Myanmar FoodBev was successfully held for the past 3 years since 2014. The 3rd edition in 2016 showcased over 80 brands and companies from Myanmar and the region including Thailand, Malaysia, Japan, Korea, China and others. Co-located with 1st Myanmar Retail Expo which showcased the new products and solutions for retail business, the three-day exhibition held on 18-20 August 2016 at Tatmadaw Exhibition Hall was attended by 4,062 visitors from local and international.

2017 Edition - The 4th Myanmar FoodBev is scheduled for 17-19 August 2017 at Tatmadaw Exhibition Hall, Yangon, Myanmar

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



Exhibitor Profile:

- Food & Beverage Supplies
- Raw Materials
- Additive & Ingredients
- Food Packaging
- Finished Food & Beverage & Confectionery
- Innovative Food & Beverage Products
- Equipment & Supplies in Food & Beverage Industry

Visitor Profile:

- Airlines, Cruise Lines, Rails
- Bakeries, Confectioneries
- Convenience Stores, Grocery Stores
- Country Clubs Management
- Department Stores, Retailers
- Foodservice – Government, Military, School, Hospital – Industrial, Offshore
- Foodservice and Hospitality Consulting
- Hospitality, Culinary Institutes
- Hotel Chain Owners, Hotels, Resorts, Serviced Apartments Management
- Hypermarkets, Supermarkets
- Importers, Distributors, Wholesalers
 - Food and Drink
 - Hospitality Equipment & Supplies
- Institutional Catering
- Restaurants, Fast-Food Restaurant, Bars, Clubs, Cafe Management
- Specialty Food Retailers

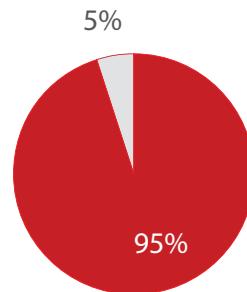
Standard booth includes:

- 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:

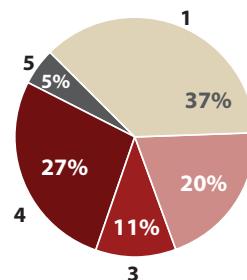
- Tower
- Fascia name board
- Panel system, white
- Discussion table (1 unit)
- Chairs (2 unit)
- Folding chairs (2 unit)
- Information counter (1 unit)
- Waste Basket
- Fluorescent lamp, 40 watt (1 unit)
- Power socket (1 unit, not for lighting)
- Needle punch carpet

2016 Visitor by Demography

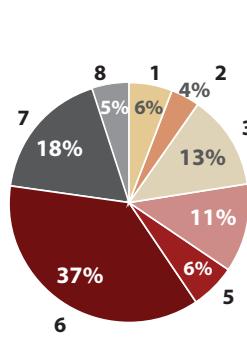


The three-day exhibition welcomed 4,062 visitors divided as 95% local visitors (Myanmar) and 5% international visitors from 18 countries : 18 countries such as Australia, China, France, Germany, Indonesia, Japan, Korea, Malaysia, Myanmar, Philippines, Singapore, Sri Lanka, Thailand, Vietnam and others.

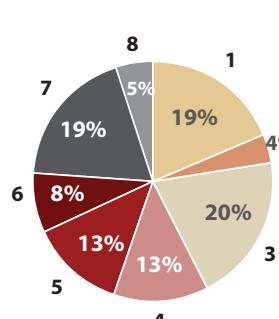
By Main Activity



By Job Function



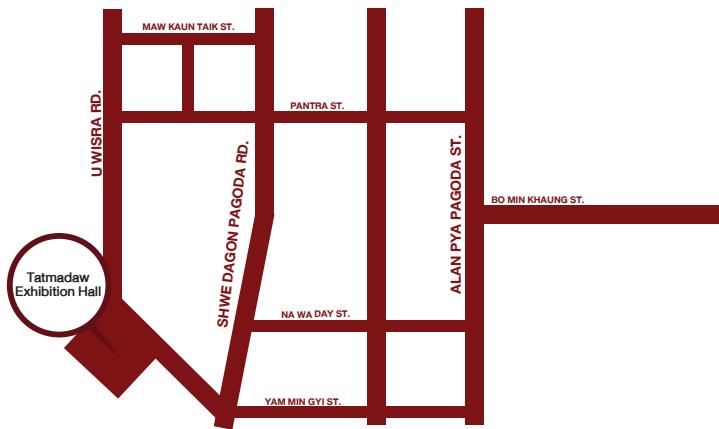
By Products of Interest



- Raw Materials
- Additives & Ingredients
- Finished Food
- Beverage
- Bakery & Confectionery
- Service
- Equipment & Supplies in Food & Beverage Industry
- Others

About Venue

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



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.

Organizer's Contact

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