

The second edition of Myanmar Build & Decor was held on 22 - 24 October 2015 at Myanmar Event Park (MEP), Yangon. The exhibition was the industry platform for education, knowledge exchange and sharing as well as the best source for building materials, interior design, furniture and decor. Organized by ICVeX Company Limited, a subsidiary of Index Creative Village PCL in Thailand – the World's 7th ranked for creative event marketing and management. Exhibition was well supported by



- Republic of the Union of Myanmar Federation of Chambers of Commerce and Industry (UMFCCI)
- Myanmar Associateship of Government Technical Institute Society (Myanmar A.G.T.I. Society)
- Myanmar Engineering Society (MES)
- Myanmar Construction Entrepreneurs Association (MCEA)

The exhibition showcased over 160 international companies & brands from over 10 countries which had 60% growth from its 1st edition in 2014. Exhibits' profile included building materials, furniture, interior design, interior & exterior exhibits and mechanical & engineering products & solution. The three-day exhibition welcomed 4,942 visitors increased by 42% from 2014.



OFFICIAL OPENING CEREMONY

The official opening ceremony presided over by **H.E. U Myint Swe, Chief Minister of Yangon Region Government** and accompanied by following honourable VVIPs;

- **H.E. Mr. Pisanu Suvanajata**
Ambassador of Royal Thai Embassy, Yangon, Myanmar
- **U Win Aung**
President of Republic of the Union of Myanmar Federation of Chambers of Commerce & Industry (UMFCCI)
- **U Soe Myint**
Advisor to Myanmar Construction Entrepreneurs Association (MCEA)
- **U Nyein Aung**
President of Myanmar Associateship of Government Technical Institute (Myanmar A.G.T.I. Society)
- **U Win Khaing**
President of Myanmar Engineering Society (MES)
- **Mr. Kriengkrai Kanjanapokin**
Co- Chief Executive Officer, Index Creative Village Plc.



HIGHLIGHTS OF EVENT

SEMINAR HIGHLIGHT

"The New Era of Myanmar's Building and Decoration" seminar was organized by Myanmar Associateship of Government Technical Institute (Myanmar A.G.T.I Society) attracted over 300 delegates. Some highlight topics included;

- Solutions for different industrial construction
- Current status of high rise construction in Yangon
- Development of steel structures in Myanmar and their strength and weakness
- New changes in building type and architectural design of Yangon
- Government incentives for green building development
- ASEAN real estate & property review



2015 Exhibitor's Voice of Confidence

"TOA Paint (Thailand) received a great value and opportunity by connecting with suppliers and investors as well as a better understanding on business circumstances in Yangon and other cities. We have received excellent feedback from the visitors. Surely, we will be participating in the next Myanmar Build & Decor in 2016."

TOA Paint (Thailand) Co.,Ltd.
Mr.Theerawin Anuraksak
Senior Manager

"It was our 2nd time in Myanmar Build & Decor. We received best feedback from customers. Brand DOS were much well known to Myanmar's market. We had a great opportunity to meet prospect customers, learnt a lot from them, in which, we can adapt our product to local need."

Thammasorn Co.,Ltd.
Mr.Sawat Towiwat
Marketing Manager

"We have participated with Myanmar Build & Decor. It is a powerful and efficiency tool to inform our ability, capacity and connect directly to our potential clients. Other benefits include; collect wider ranges of client database, research on competitors, affirming our position in the industry, opportunity for clients to experience our product & service and conduct market survey."

Emperor D1.Co.,Ltd.
Mr. Bhuwasit Taweerittanawong
Managing Director



EXHIBITOR'S SURVEY REPORT

Top reasons for exhibiting in Myanmar Build& Decor 2015

- 1 Promote Corporate Image / Build Awareness
- 2 Recruit Channel Partner, Sales Agent, Distributors
- 3 Generate Sales Leads
- 4 Networking
- 5 Conduct Market Reserch / Surveys

82%

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

89%

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

OVER 97%

of Exhibitors consider to exhibit again

Exhibitor's Satisfaction

97%

Organizer Supports

OVER 78%

Satisfied with the exhibition

91%

Contractor Supports

87%

Official Freight Forwarder

88%

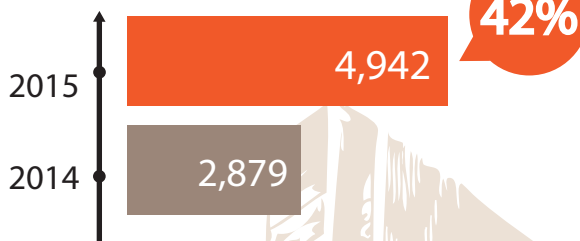
Venue

SOME OF 2015 EXHIBITORS



BREAKDOWN OF VISITORS BY DEMOGRAPHY

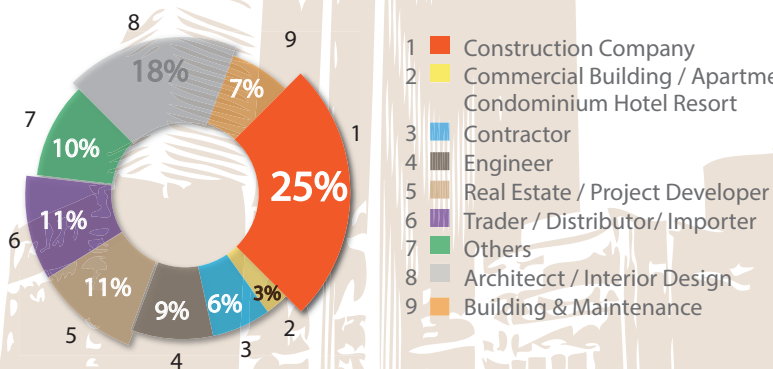
By Number of Visitors



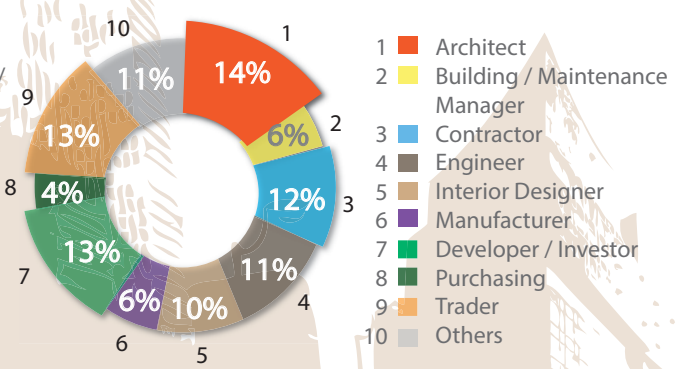
Increased from last year

The three-day exhibition welcomed 4,942 visitors divided as 86 % local visitors (Myanmar) and 14% International visitors from 14 countries : American Samoa, Andorra, Canada, China, Germany, Italy, Japan, Malaysia, Mozambique, Singapore, Thailand, The Republic of Korea, The United States of America and Vietnam

By Main Activity



By Job Function



By Product of Interest

55% Building Materials

- Glass, Wall, Door, Lumber, Flooring
- Roof Insulation, Awning, Steel
- Construction Materials, Concrete Materials, Color, Tool & Equipment
- Sanitary Ware, Kitchen Ware, Swimming Pool

18% Home Finishes & Furniture

- Home Finishes
- Furniture
- Outdoor Furniture & Decoration
- Landscaping

13% Mechanical & Electronic

- Lighting, CCTV, Home Theatre, Sound Equipment, Computer & Software

12% Home Décor, Interior Design & Decoration

- Home Decoration & interior design
- Curtains

2% Others

By Role of Decision making

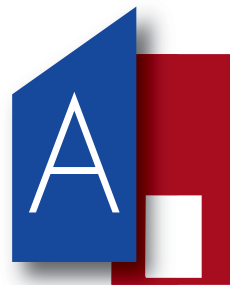


of visitors involved in purchasing decision

By Purpose of Visit

- Evaluate event for future participation
- Gather product information
- Procurement
- Seeking Architect / Interior Designer / Consultant
- Seminar

2016 Calendar



Cambodia
**ARCHITECT
AND DECOR**

9-11 JUNE 2016

Diamond Island Exhibition and
Convention Center (DIECC)
PHNOM PENH

www.cambodiaarchitectdecor.com

Co-organized by



Ind9x
CREATIVE VILLAGE



សមាគមស្ថាបត្យកម្មកម្ពុជា
Cambodian Society of Architects

**BUILDING MATERIALS,
INTERIOR DESIGN,
FURNITURE AND
DECOR**



6-8 OCTOBER 2016

Myanmar Event Park (MEP)
YANGON

www.myanmarbullddecor.com

Organized by



**MYANMAR
BEST SOURCE
FOR BUILDING
MATERIALS,
INTERIOR DESIGN,
FURNITURE AND
DECOR**



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