

APEDA's Participation in FHMM, Food & Hotel Myanmar

From 5th – 7th June 2019

Yangon, Myanmar



Submitted by

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Report on APEDA's Participation in FHMM, Food & Hotel Myanmar at Yangon, Myanmar 2019

1 About FHMM, Food & Hotel Myanmar

The 6th FHMM, Food & Hotel Myanmar was organized from 5th to 7th June 2019 at Myanmar Expo, Fortune Plaza, corner of Minanda & Thumana Road, Yangon, Myanmar. Over 100 exhibitors from 21 countries including 5 international pavilions participated in the event. Leading industry events and over 7,500 trade visitors visited the events in 3 days. The show was focused on new business opportunities by exploring products, services and equipment for food & beverage, coffee & tea, wine & spirits, hospitality & retail technology, foodservice equipment and hospitality style, spa and also ingredients.

2. APEDA's participation in the Show

APEDA booked 108 sq. mts space in the event. There were 8 stalls for exporters and a APEDA Pavillion. The exporters under APEDA's pavillion were from Milk & Milk products, snacks, cereal preparations, ready to cook, pickel & chutaney etc. The following exporters participated under APEDA pavillion :

Sr. No	Name of the exporter	Prodcuts
1	Gujarat Cooperative Milk Marketing Federation (AMUL)	Milk & Milk Prodcuts
2	Sudha Ventures	Fresh fruits, value added Mooringa prodcuts
3	Chordia Food Products	Ready to Eat, snacks
4	Pravin Masalewale	Pickel & Chutney
5	Kore International	Ground nut & Cereals
6	Pagariya Food Products Pvt. Ltd.	Break fast cereals
7	J.K Spices	Pickel, Chutney
8	NERAMAC	State Government Agency

3 Inauguration of the India Pavilion

The APEDA India Pavilion was inaugurated by the Dr. Sumit Seth, Deputy Chief of Mission, Embassy of India in Myanmar. The Officer of APEDA & participant exporters were present during the inauguration. After inauguration, Deputy Chief of Mission went around all the stalls. An interactive meeting of exporters with Dr. Sumit Seth was organized at APEDA stall. In the meeting exporters discussed

their issue faced like import duty, cross border trade, higher FDA registration cost etc. Dr. Sumit Seth assured that Embassy will take up the issues with Myanmar Government.

Attaché (Commerce) Shri Joydeep Mohanto also visited APEDA stall and interacted with exporters.



Inauguration of APEDA pavilion by Deputy Chief of Mission Dr. Sumit Seth Embassy of India, Myanmar



Welcome of Deputy Chief of Mission Dr. Sumit Seth Embassy of India, Myanmar at APEDA Pavilion



Interaction with Indian Exporters exhibited in the event



Visit of Shri Joydeep Mohanto, Attaché' (Commerce) Indian Embassy, Myanmar

4. Meeting with Ambassador of India Shri Saurabh Kumar at Indian Embassy

On the basis of feedback of meeting given by Dr. Sumit Seth, Ambassador of India in Myanmar Shri. Saurabh Kumar invited APEDA & exporters for meeting at Embassy of India Yangon Myanmar. On 6th June 2019 at 6 pm a meeting was arranged under the chairmanship of Shri. Saurabh Kumar. In the meeting Ambassador interacted with individual exporter & took their views for the development of trade between India & Myanmar. He also discussed the issues faced by exporters for exporting their products to Myanmar.

The main points discussed during the meeting were:

- (i) There is import duty on processed food products which make India product less competitive in the market. The Myanmar market prefers low cost products for the consumption.
- (ii) For importing the products in Myanmar the importer has to register that specific product with local Food & Drug Authority (FDA). The same product with different weight products need to registered separately as Stock Keeping Unit (SKU). For eg. Butter in 100 gm & 200 gm will be registered separately which is costly.

- (iii) The Indian Products available in the local Myanmar shops are coming from cross border of North East state without payment of duty hence the exporters are unable to export through proper channel. The AMUL products like Butter, Ghee, and Flavored milk were available in the local Yangon Market but these were not legally exported by AMUL to Myanmar.
- (iv) It was also suggested to increase the participation of Indian exporters in Myanmar and vise-versa to understand the potential & trade requirements of both countries.

Ambassador assured that the issues of import duty, FDA registration, cross border trade without paying import duty will be taken up with the Ministry of Trade & Commerce Myanmar.



Interactive Meeting with Shri. Saurabh Kumar, Ambassador of India Indian Embassy, Yangon Myanmar



Group photograph with Indian Embassy officials

5. Feedback of Exhibitors:

The exhibitors informed that the number of visitors were limited as the event was mainly focused on Hotel, Restaurent & hospitality. Few visitors were showing ineterest to buy Indian Products but due to unorganised trade pratcices they have not placed any firm order. Some exporter shown interest to particiapte in the event to be held in Mandalay in September,2019. Some exporter told that they are open to invest in local Myanmar Companies for Joint ventures or Technical partners to target export to China..

Expoters also expressed that Myanmar is startegic location for trading in china.. The **India-Myanmar-Thailand Trilateral Highway** bewteen India & Myanmar which will open from Moreh, India border will help for direct trade with Myanmar in future.

6. Visitor at Indian at Indian Pavillion







Details of potential buyers visited APEDA pavillion during the event

Sr. No	Name	Contact details
1	HTOO Group of Companies HTOO.com No. 5, Pyay Road, Hlaing, Township, Yangon, Myanmar	WIN AUNG OO Managing Diorector Agriculture Business Unit winaugoo@htoogroup.com moblie +95-9797105319 Tele :- +95-1500344/355
2	MOE MIN THA KHIN COMPANY LIMITED 172,Kyun, Shwe Myaing Road Thuwana ,Thingungyun Township Yangon Myanmar 11072	TIN THEIN NAING Managing Director Tintheinnaing_moeminthakin@outlook.com Tel:- 09777339163,0978515913
3	Quorizon Company Limited No.1177, Thumana street Wasu-qtr, Taketha Tsp, Yangon Myanmar	Kyaw Kyaw @Farook Madha Chairman Fmem61@gmail.com +95-95414289, 9969701085
4	Bandoola Group Goenka GEHA, 77-79 Bontha Street Yangon Myanmar	Rahul Goenka bandoola@gmail.com mobile-+95-95072317 Tel +95-1245327,2536801