

Exhibition Report - APEDA participation in "CII 4th Enterprise India Show 2015" at Tatmadaw Hall, Yangon, Myanmar from 29th October 2015 to 1st November, 2015.

India's 'Look East' policy was replaced by Act East Policy by Indian Prime Minister Shri Narendra Modi. The policy was unveiled by Hon'ble Prime Minister during his visit to Myanmar in November, 2014.

Myanmar's strategic connectivity to India's North East through the land route and maritime connectivity through the Bay of Bengal make it a bridge between India & ASEAN which is crucial in the context of our growing engagement with the region.

Establishing strong land and sea links between our North-East and Myanmar would help India and Myanmar have a strong bonding and create ASEAN Highway for our merchandise exports to ASEAN countries.

Myanmar represents a rapidly growing economy with rising consumption, Strategic location and access, rich natural resources, bio-diversity and an trainable workforce with competitive wages, offers significant opportunities for trade in goods and services, investment and project exports.

With the declaration of election results this week, Myanmar will move away from centrally planned economy to a market led economy. The democratic process will also enhance an environment conducive for businesses to prosper in peace and normalcy.

Various MoU's have been signed between India and Myanmar over the last 3 years includes sectors like Agricultural, Food Processing, trade & investments (Memorandum of understanding establishment of Joint Trade and Investment Forum).

Mr.T.Sudhakar, DGM was nominated to organize APEDA's participation in the 4th Enterprises India Show in Yangon.

APEDA was offered 18 Sq. Mtrs. Stall at a strategic location by CII. CII was kind enough to charge only for 50% of the area as stall rent. APEDA has utilized the 18 Sq. Mtrs area for showcasing Indian Processed Foods and also wet sampling of Basmati Biryani Rice for entire duration of the show.

One day the stall was visited by the Chief Minister of Yangon, Mr.U Myint Swe, DGM, Mr.T. Sudhakar and High level Embassy officials showed various processed foods on display to the visiting dignitaries.

Embassy of India organized two panel discussion covering a) Doing business in Myanmar b) Focus area. Under the banner opportunities for strengthening Myanmar India Trade and Economic Co-operation.

APEDA has organized a wine appreciation evening at Hotel Park Royal in Yangon in association with Embassy of India & CII. Wines from 12 wineries from India were showcased.

During the 4 day event APEDA covered;

- 1) Trade contacts for Processed Foods.
- 2) Import of Indian wine
- 3) Import of Poultry Products
- 4) Identification of Distributors of Indian Processed Foods.
- 5) Trade issues vis a vis ASEAN
- 6) Establishment of reputed Indian Restaurants.
- 7) Indian food stalls in Yangon, Myanmar arrival terminal.
- 8) Store promotion of Indian foods in City Mall (Super market group)

Special thanks are due to the Embassy of India, Yangon for arranging to clear wine and one food consignment without any import duties and other taxes, and also corkage charges from the Hotel for wine presentation.

(T. SUDHAKAR)
DGM, APEDA, RO, HYDERABAD