

## A report on

### One day generic product promotion of different agricultural products and "Buyer Seller Meet on Indian Agro Products"

organized by APEDA in association with Embassy of India, Myanmar and IMCC

at Hotel Sule Sangri-La, Yangon, Myanmar on 24<sup>th</sup> February, 2018

#### I. Introduction:-

Myanmar's abundant land, extensive labor resources and proximity to the major emerging food markets of China and India offer distinct competitive advantages for doing business. The country's diverse topography, water and ecosystems allow for producing a range of cereals, pulses, horticultural products and fruits, as well as livestock and fishery products. As the Myanmar agriculture sector's performance is still below potential, plenty of opportunities are waiting for investments in technology and agri business. A lot of the current constraints in production and supply can easily be addressed with straightforward interventions and support from neighboring countries like India.

Agriculture is the backbone of the Myanmar economy: the sector accounts for about 30% of GDP, over 50% of total employment and approximately 20% of exports. Cultivated land, covering 12.8 million hectares, has the potential to be increased by nearly 50%.

As in neighboring countries like India, smallholder paddy production dominates Myanmar's agricultural economy: paddy production accounts for roughly half of all cropped area. Pulses and oilseeds account for a further 20% each, whereas horticulture crops, root crops and other cereals account for the remaining part. Farmers generally grow staple crops such as paddy, pulses and oilseeds on relatively large surfaces, while high-value horticulture and fruit crops take place on much smaller plots

#### II. Myanmar Import from World:-

Exporting Country	2014	2015	2016	% Share in 2016
Thailand	141.1	175.5	188.4	25.3
Singapore	146.8	191.8	150.2	20.2
China P RP	64.8	87.9	94.3	12.7
Australia	73.1	40.8	81.2	10.9
Malaysia	130.4	39.3	62.8	8.4
<b>India</b>	<b>12.1</b>	<b>8.6</b>	<b>22.7</b>	<b>3.1</b>
Indonesia	5.2	11.3	20.6	2.8
VIETNAM SOC REP	17.2	15.1	17.3	2.3
New Zealand	13.3	16.6	16.9	2.3
Canada	1.4	3.0	12.9	1.7
Other Countries	29.1	32.6	75.9	10.2
Total	634.4	622.6	743.2	100.0

### III. India's exports to Myanmar:-

Product	2016-17		2017-18 (April-October)	
	Qty in MT	US\$ Mill	Qty in MT	US\$ Mill
Maize	2045.0	3.0	2073.1	2.8
Milled Products	3093.6	1.0	1235.0	0.4
Miscellaneous Preparations	449.5	0.7	122.1	0.4
Jaggery & Confectionery	27537.3	15.0	85.9	0.2
Cocoa Products	121.0	0.3	58.5	0.1
Cereal Preparations	268.4	0.9	21.8	0.1
Poultry Products	351.4	0.1	264.1	0.1
Fruits & Vegetables Seeds	6.4	0.1	4.3	0.1
Pulses	125.0	0.1	175.0	0.1
Fresh Onions	0.5	0.0	112.0	0.1
Other Products	2764.8	3.0	30.3	0.1
<b>Total</b>	<b>36762.9</b>	<b>24.1</b>	<b>4182.2</b>	<b>4.4</b>

### IV. About the organiser:-

India is an agrarian economy and more than 52% of the land area is considered arable. India is among the highest-ranking countries in production volume for various commodities like rice, cotton, and dairy.

India's export basket is a diversified mix led by marine products (US\$ 5.8 Bn), meat (US\$ 4 Bn) and rice (US\$ 6 Bn) which together constitute 52% of its total agri exports. While India occupies a leading position in global trade of aforementioned agri products, its total agri export basket accounts for little over 2% of world agri trade.

The Agricultural and Processed Food Products Export Development Authority (APEDA), Ministry of Commerce & Industry, Govt. of India has organized one day generic product promotion of different agricultural products and "Buyer Seller Meet on Indian Agro Products" in association with Embassy of India and India-Myanmar Chamber of Commerce on 24<sup>th</sup> February, 2018 at Sule Shangri-La Hotel, 223 Sule Pagoda Rd, Yangon 11182, Myanmar (Burma) with the buyers of Indian food products for B2B meeting with Indian Delegation focusing mainly products from the North Eastern region of India.

**V. Inauguration of the event:-** The event was inaugurated by HE Ambassador Vikram Misri, Embassy of India, Myanmar.

The traditional Lamp Lighting Ceremony was witnessed by the participants in the BSM.

### VI. Address by the dignitaries:-

- Welcome address by Mr.Sunil Seth, President of IMCC
- Keynote address by HE Ambassador Vikram Misri, Embassy of India
- Address by Dr.Myo Thet , Vice President of UMFCCI
- Address by Shri R.K. Mondal, DGM , APEDA, Kolkata

## VII. List of Indian Exporters participated the event:-

S. No.	Name of the Company	Product Category
01.	Y Cook India Pvt. Ltd.	Processed and Fresh Fruits and Vegetables
02.	Spiroo Food Products	Malted Milk Powder
03.	Allied Crop Care Pvt. Ltd.	Paddy and Other Seeds
04.	PallishreeLimite	Seeds, Fresh Fruits and Vegetables, Cereals
05.	Patsons Foods (India) Pvt. Ltd.	Processed Fruits and Vegetables
06.	Ponne Products Exports	Processed Meat Products
07.	Sachi Exports (India)	Fresh Onion, Fresh Mango, Other Fresh Fruits and Vegetables
08.	North East Shuttle	Food Processing
09.	Zoom International	Agriculture Products

## VIII. Product based Presentation:-

Shri R.K. Mondal, DGM APEDA has made a detailed presentation highlighting the scenario of Indian agriculture and the advantage in export from India with a varieties of products are being available in the country.

Eight companies have delivered power point presentation on their respective products during the event.

## IX. The following activities were done during the promotional programme:-

- i. **Brand Publicity** – Advertisement in leading newspapers in two consecutive days was given an overwhelming attraction of the business community in Myanmar. As a result, a substantial number of visitors visited the exhibition arranged at the sideline of the Buyer Seller Meet.
- ii. **Press Conference** – The local media was invited for the press conference during the inaugural session of the event with active support of Indian Embassy at Myanmar and India Myanmar Chamber of Commerce.
- iii. **Buyer Seller Meet** – Two separate banquet halls of Sule Shangri-La Hotel were hired for organizing the one day Buyer Seller Meet wherein India-Myanmar Chamber of Commerce invited around 80 local participants for B2B meeting with Indian delegation.

The necessary arrangement for display of products was made in a separate hall attached with the venue during BSM.

- iv. **Business to Business:-** The lunch was followed by a Business to Business meeting between the importers and exporters on 24<sup>th</sup> February, 2018.

This meeting led to serious discussions, where the exporters and importers interacted for finalization of orders. These meetings gave buyers and sellers to interact on one to one basis and understand the options available for both the sides. Buyers were very keen on trying various Indian Agro products

and had shown interest in doing business with Indian Exporters. The buyers informed that they are more eager to open to explore these new products.

The Local entrepreneurs were very keen to know the details of the National Programme for Organic Production (NPOP) being implemented in India.

The exporters were excited and optimistic at the end of the meet with the hope of converting the interactions into business deals.

- v. **In-Store Visit** – Indian delegates visited indifferent super markets to understand the customers choice, potentiality in the present market scenario of Indian Products in Myanmar.

#### **X. OUTCOME OF THE PROGRAMME:-**

- Officials from the Indian Embassy and the Local chamber of commerce recommends for conducting a details study to understand market potential of Indian products in Myanmar.
- APEDA should organize such kind of programme on regular basis at least for three days.
- Nine APEDA registered Exporters have participated in the programme
- Total number of visitors visited this programme is 250 (Two Hundred Fifty)
- Total tentative business volume – Rs. 100 Cr.
- Total enquiries generated – 150

#### **XI. CONCLUSION:-**

The Agriculture and the agro-climate condition in Myanmar is similar to India. This is the first attempt to understand the market for Indian products. The Buyer-Seller Meet was only one day event, thus, the enquiry was mainly basic in nature.

However, we have received serious enquiries for supply of peddy seeds, biscuits and confectioneries, processed foods, agro chemicals etc.

## XII. GLIMPSES OF THE BUYER-SELLER MEET:-



Lightning of lamp by H.E. Indian Ambassador and other dignitaries during inauguration



**Address by H.E. Indian Ambassador, Myanmar during the inaugural session**





**Address by The President, India Myanmar Chamber of Commerce**



**Participants in the Buyer Seller Meet**





**Address By the President, UMCA, Myanmar**

### XIII. TRADE ENQUIRIES GENERATED DURING THE BSM, MYANMAR 24-25 FEBRUARY, 2018

S. No.	Name of the Company	Name and Designation of the Contact Person	Contact Details
01.	M/s. P.L. Global Impex Pte. Ltd.	Naresh Kumar Dinodiya, Managing Director	101, Cecil Street, #18-06 Tong Eng Bldg., Singapore-069533 Office: (65) 6323 9146, 6323 9186 Fax: +65-63239196 H.P.: +65-96385239 Email: <a href="mailto:admin@plglobal.com">admin@plglobal.com</a> Website: <a href="http://www.plglobal.com">www.plglobal.com</a>
02.	M/s. My Asia Consulting Co. Ltd.	Sunil Mehta, Business Head	# 708, 7 <sup>th</sup> Floor, 50 <sup>th</sup> street, 50 <sup>th</sup> Street Condominium, Lower Block, Botahtaung Township, Yangon, Myanmar. Phone: +95 936224900 / 936224901 Mob.: +95 936224903 / 9791253657 Email; <a href="mailto:sunil.mehta@myasiaconsulting.com">sunil.mehta@myasiaconsulting.com</a> Website: <a href="http://www.myasiaconsulting.com">www.myasiaconsulting.com</a>
03.	M/s. 4R Consultancy Co. Ltd.	Ravindra Jain, Managing Director	904, Yuzana-Tower, Bahan Township, Yangon-11201, Myanmar. H.P.: (959) 977117140 Email: <a href="mailto:4rconsultancy@gmail.com">4rconsultancy@gmail.com</a> , <a href="mailto:infor@4rconsultancy.com">infor@4rconsultancy.com</a>
04.	M/s. Myanmar Securities Exchange Centre Co. Ltd.	Tin Myint, Advisor	21-25, Sule Pagoda Road, 1 <sup>st</sup> Flr., of MEB, Yangon, Myanmar. Phone: 95-1-378647, 376822 (Off.) Fax: 95-1-387031 Email: <a href="mailto:tinmyint@msecmyanmar.com">tinmyint@msecmyanmar.com</a> , <a href="mailto:tmyintsan2gmail.com">tmyintsan2gmail.com</a>
05.	M/s. Aventine Ltd.	Dr. Sanjay Kumar, Head-Agri Service & Contract Farming	No. 9 (C1), Yaw Minn Gyi Quarter, Dagon Township, Yangon, Myanmar. Tel: 01-372870, 372052 H.P.; 09-976-730544 Email: <a href="mailto:sanjay.kumar@cdsg.com.mm">sanjay.kumar@cdsg.com.mm</a>
06.	M/s. Orchard Co. Ltd.	Dr. Myint Sein, Managing Director	Maubin Tsp, Malato vill., Ayerwaddy Division, Myanmar. Tel.: +95-95137122, 9787866677 Fax: +95 1552648 Email: <a href="mailto:orchard.co.ltd2gmail.com">orchard.co.ltd2gmail.com</a>
07.	M/s. Transworld GLS (S) Pte. Ltd.	M.V. Narayanan General Manager	Room 1004/1006 (10 <sup>th</sup> Flr.), La Pyayt Wun Plaza, 37, Alan Pya Pagoda Road, Dagon Township, Yangon, Myanmar. Tel.: +95 1 382536, 378061, 378062 Mob.: +95 9 4500 50523 Fax: +95 1 373629 Email: <a href="mailto:narayanan@tglm.com">narayanan@tglm.com</a>
08.	M/s. DKSH (Myanmar) Ltd.	Aung Aung Tun & Joseph Salvan Anthony, Manager, Transport Operations, Central Service	No. 013, thitsar Road, Yankin Township, Yangon, Myanmar. Tel.: +95 1 8565270 Fax: +95 1 8565269 Mob.: +95 9 450058322 website: <a href="http://www.dksh.com">www.dksh.com</a>

S. No.	Name of the Company	Name and Designation of the Contact Person	Contact Details
09.	M/s. Gaurav International Ltd.	Pranay Joshi, Director	No. 437/(6/E), Corner of Merchant Road and 44 <sup>th</sup> Street, Botataung Township, Yangon, Myanmar. Tel; +95 1 393448, 246506 Email: <a href="mailto:pranayjoshi70@gmail.com">pranayjoshi70@gmail.com</a> Website: <a href="http://www.gauravinternationaltrading.com">www.gauravinternationaltrading.com</a>
10.	M/s. Bhasin International Co. Ltd.	Hardeep Singh, Managing Director	Room No. 503, 5 <sup>th</sup> Flr., La Pyat Wun Plaza, No. 37, Alan Pya Road, Dagon Township, Yangon, Myanmar. Tel: +95 1 377501, 706094 Fax: +95 1 387508 Mob.: +95 950 59732 Email: <a href="mailto:hardeep.Bhasin@gmail.com">hardeep.Bhasin@gmail.com</a> Website: <a href="http://www.bhasin-international.com">www.bhasin-international.com</a>
11.	M/s. Zeya & Associates Co. Ltd.	R. Sabarinathan, Associate Director (Supply chain)	Bldg. No. 5, Junction Square, Kamayut, P.O. 11041, Yangon, Myanmar. Tel.: +95 1 502920, 502987 Fax: +95 1 502878 H.P.: +95 9 5034252, 253066606 Email: <a href="mailto:sabari@rgkznz.com">sabari@rgkznz.com</a> Website: <a href="http://www.rgkznz.com">www.rgkznz.com</a>
12.	M/s. Maou Oak Shaung International Co. Ltd.	Dr. May Pyae Sone Kywe, Executive Director	Bldg. No. 182-194, Room No. 3-E, Botahtaung Pagoda Rd., Pazundaung Tsp, Yangon, Myanmar. Tel.: +95 1 245654, 296125, 397312 H.P.: +95 9 5018131 Email: <a href="mailto:maypyae@gmail.com">maypyae@gmail.com</a> , <a href="mailto:maouoakshaung@gmail.com">maouoakshaung@gmail.com</a> Website: <a href="http://www.maouoakshaung.com">www.maouoakshaung.com</a>
13.	M/s. Myanmar Greencity Ltd.	Luke Hur, Marketing Manager	Room No. 7, Bldg., No. 7, MICT Park, Universities' Hlaing Campus, Hlaing Township, Yangon, Myanmar. Tel.: +95 1 652296 Mob: +95 94-4571-2972 Email: <a href="mailto:luke.hur@myanmargreencity.com">luke.hur@myanmargreencity.com</a>
14.	M/s. Agrocorp Yangon Co. Ltd.	C. Murali, Managing Director	#04-503, Nawarat Centre, No. 186, 52th Street, Pazundaung Township (11171), Yangon, Myanmar. Tel.: +91 1 9010426 Fax: +95 1 397749 Mob.: +95 9 5158400 Email: <a href="mailto:murali@agrocorp.com.sg">murali@agrocorp.com.sg</a> , <a href="mailto:muraliacha@gmail.com">muraliacha@gmail.com</a>
15.	M/s. Shwe Gandamar International Trading Ltd.	Ngwe Ngwe Cho, Asstt. General Manager, Merchandising Dept.	Level 3, Gandamar Wholesale, Corner of Waizayantar & Gandamar Road, Mayangone Township, Yangon, Myanmar. Tel.: +95 1 657311 Fax: +95 1 657273 Mob.: 09 4305 2899 Email: <a href="mailto:ngwengwecho2012@gmail.com">ngwengwecho2012@gmail.com</a>

S. No.	Name of the Company	Name and Designation of the Contact Person	Contact Details
16.	M/s. Ideal Business Success Co. Ltd.	Daw than than Su, Managing Director	No. 118, Mekhayar Mnthargyi Maung Pyo St., Ind. Zone (2), Hlaing Tharyar, Yangon, Myanmar. Tel.: +95 1 684513, 684683, 527231 H.P.: 09-5014007 Fax: +95 1 684513 Email: <a href="mailto:msteelcement@myanmar.com.mm">msteelcement@myanmar.com.mm</a> , <a href="mailto:thanthansu@myanmar.com.mm">thanthansu@myanmar.com.mm</a> Website: <a href="http://ibssuccess.com">ibssuccess.com</a>
17.	M/s. Myat Eaindray Group of Companies	Kay Khine shwe, Managing Director	No. 358-B, Zayyar Kaymar Street, (6) Quarter, 8 Mile, Mayangone Township, Yangon, Myanmar. Tel: 951-661552, 01-703764, 01-727368 H.P.: 09-50 81998 Email: <a href="mailto:ampscoltd992gmail.com">ampscoltd992gmail.com</a>
18.	Republic of the Union of Myanmar Federation of chambers of Commerce & Industry (UMFCCI)	U aung Myint, Executive Officer	No. 29, Min Ye Kyaw Swar street, Lanmadaw Township, Yangon, Myanmar. Tel.: +95 1 2314341, 2301558 Mob.: +95 9 254272125 Email: <a href="mailto:aungmyint.umfcci@gmail.com">aungmyint.umfcci@gmail.com</a>