

# Myanmar ICT Industry, now and Future

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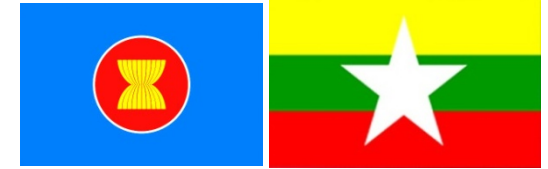


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# Country profile



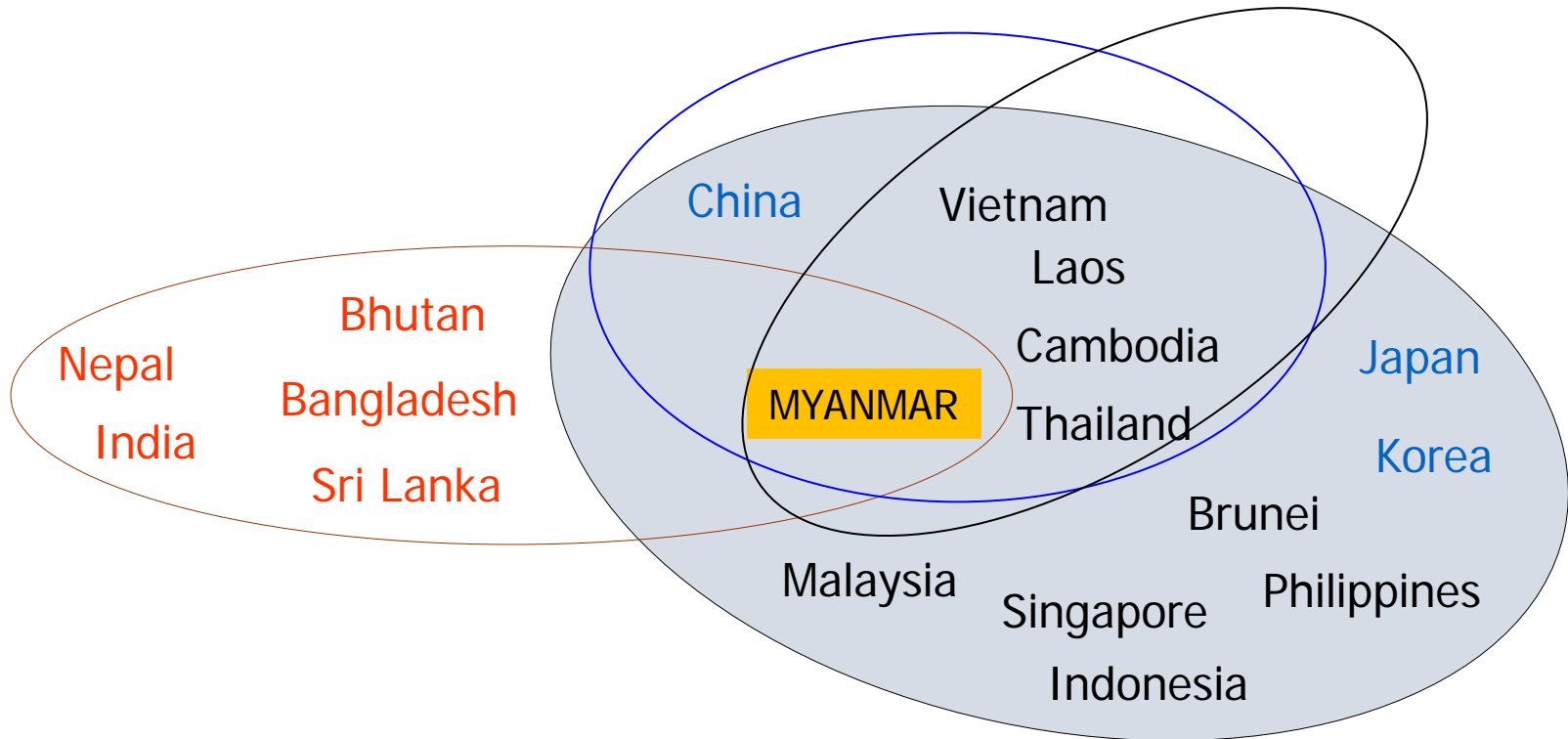
- Between the two economic global power houses – China and India
- Republic of the Union of Myanmar
- Member of ASEAN since July 23<sup>rd</sup> 1997
- Capital City- Naypyidaw
- Commercial City- Yangon
- Total Population over 60.28 million people
- 676,578 km<sup>2</sup> (261,227 sq mi)
- Average Salary is around 100\$ per month
- Language “Myanmar”





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# Myanmar's Regional Economic Integrations



**BIMSTEC:** Bay of Bengal Initiative for Multi-sectoral Technical and Economic Cooperation

**GMS:** Greater Mekong Sub-region

**ACMECS:** Ayeyarwady-Chao Phraya-Mekong Economic Cooperation Strategy



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# ICT Industry in Myanmar

- State owned service provider Myanmar Post and Telecom(MPT) is the sole national telephone network operator. It provide Internet, Voice, Mobile Services. Now they will intend to JV with Foreign operators
- For Internet service , MPT and Yatanapon Teleport (YTP) . YTP will also get mobile license but need to JV with foreign company
- Now Government awarded two new license to Telenor and Ooredoo for mobile operators



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# ICT Industry in Myanmar

- Mobile Density/ Tele Density
  - 7 million Mobile users both prepaid and postpaid. (70/30)  
*GSM 900, GSM 1800, CDMA 800, CDMA 450.*
  - Over 500,000 PSTN Landline (Over 200,000 at Yangon)
  - 1 million Fixed Internet users



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# ICT Industry in Myanmar

- **Prices of mobile and telephone in Myanmar**

- GSM & CDMA 450

- Kyat 200,000 ( USD 250\$\$)
- Mobile Data Network (EDGE & 3.5G)

- WCDMA (3G) & CDMA 800

- Kyat 250,000 ( USD 315\$\$)
- Mobile Data Network (EDGE & 3.5G)

*Now MPT selling SIM card with 1500 Ks (1.5 USD) but only lucky draw system*

- ADSL Line

100,000 Kyat (100 USD) 1MB monthly bills is 100 USD

- PSTN Landline

- Kyat 600,000 + Kyat 50,000 (Bill Deposit)= Kyat 650,000 (USD 815\$\$)



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*President U Thein Sein delivered an address with regard to processes of reforms for development of the State*



- **Telecommunication Infrastructure must cover to rural area.**
- **Upgrading of existing training institution to produce high skilled technicians and engineers**

Priority sector according to socio-economic needs

- Electricity
- Telecommunication
- Monetary and credit institution



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# Analysis of Myanmar ICT Environment

Strength	Weakness
<ul style="list-style-type: none"> <li>• Irreversible change to democracy and market economy</li> <li>• The govt awareness of the sole of ICT</li> <li>• High demand in ICT services</li> <li>• High return of telecom services</li> <li>• Increase in number of well-educated human resource</li> <li>• Relatively cheap labor cost</li> <li>• Promotion of e-awareness through Media</li> </ul>	<ul style="list-style-type: none"> <li>• No official national strategy</li> <li>• Limited and unstable telecom infrastructure</li> <li>• Inadequate legal framework</li> <li>• Low level of technology and R&amp;D</li> <li>• Bottleneck from basic infrastructure; electricity, transportation, etc.</li> <li>• Incompetent ICT human resources</li> <li>• No special incentive for ICT industry or use</li> </ul>
Opportunities	Threat
<ul style="list-style-type: none"> <li>• New administration with new ICT policy direction</li> <li>• Improving international cooperation environment</li> <li>• Strengthening regional cooperation with ASEAN, Japan , Korea, China, India, Australia</li> <li>• Government and Private sector's willingness to invest on information</li> <li>• Increasing demand for ICT outsourcing</li> </ul>	<ul style="list-style-type: none"> <li>• Intense competition from neighboring countries</li> <li>• Instability and low efficiency in macro economy</li> <li>• Weak financial industry</li> <li>• Limited foreign investment due to sanctions</li> <li>• Outflow of ICT human resources to foreign countries (Singapore ,Thailand , etc.</li> </ul>





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# Opportunities in Telecom Sector

- Government promised to reach 30 millions mobile users in 2015
- Government will open for JV in Telecom sector
- New Telecom operators can operate in 2014
- More room to improve in ICT for all industries development





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# ICT Investment Opportunities

- Developing Cyber Security opportunity depends on favorable policies and regulations, human capital skills and Technologies.
- Developing specialized ICT Training and Education institutions is key to inculcating capabilities
- Introduction of dedicated IT Consulting services will benefit all industry sectors
- Mobile Money services can be offered by banks, mobile operators, or a bank-operator collaboration.
- Digital Content entails three different opportunities within the space of Content Creation, Provisioning, and Platforms



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# ICT Investment Opportunities

- Digital Advertising should be undertaken by the private sector.
- e-Learning platforms and open-source institutes offer new opportunities for imparting education
- Logistics Systems providers would be focused on three viable business models: software development, management, and hosting.
- Control of flight operations and monitoring of air traffic flow; opportunity could be developed via a PPP.
- Built-for-government MIS tools are required to enhance Govt. work-flow;



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# ICT Investment Opportunities

- Multi-purpose Smart Cards can be used for centralization of different Government services as well as commercial services
- Demand for Smart Metering Systems (water , natural gas and electricity usage) is currently being met by International providers; building internal capabilities is key.
- e-Society enables the Government to better connect with the public and share information with them.







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## FOREIGN INVESTMENT BY COUNTRY (31/3/2014)

Sr. No	Particulars	No.	Approved Amount	%
1	China	60	14237.589	30.80
2	Thailand	73	10098.465	21.85
3	Hong Kong	74	6500.436	14.06
4	Singapore	111	4522.367	9.78
5	U.K*	67	3149.349	6.81
6	Republic of Korea*	89	3060.436	6.62
7	Malaysia	47	1647.393	3.56
8	Viet Nam***	7	513.186	1.11
9	France	3	474.360	1.03
10	Japan	45	325.994	0.71







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# Vision Mission & Values

## Our Vision

- To Be No. One  
Customer Choice  
Company

## Our Mission

- Do First Things in the Market
- Be the Market Leader in The ICT Market

## Our Values

Customer  
Centric Values

Integrity

Teamwork



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## Line of Business



- Contact Centers and BPO
- Mobile Value Added Services
- Mobile Payment Service Provider
- Voice and Data services
- IT support services B2B
- Hotel Reservation & Job search Portal
- Tele Medical services
- Real Estate services
- Travels and Tours services





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