



The Final Frontier

**K.E.Y.
PLATFORM
2014** April 23 – 24, 2014
Conrad Seoul, Korea

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Group CEO



UK

AUSTRALIA

SINGAPORE

VIETNAM

CAMBODIA

MYANMAR

AGENDA

1. Myanmar Country Overview
2. Business Infrastructure Opportunities & Challenges
3. Talent Resources
4. Imagino Group Introduction
5. Bright Future – Korea & Myanmar
6. Conclusion

Korean Products!

- My Phone - Samsung
- My Tablet - Samsung
- My Airconditioning – Samsung
- My Car – Kia Optima
- THANK GOODNESS MY TV is not Korean!!!
- It's LG



Korean Innovators

in Myanmar

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Myanmar Country Overview



☐ Myanmar is the second largest country in Southeast Asia:

- ✓ Borders five nations (TH, LA, IN, CN, BD)
- ✓ Rich natural resources: arable land, forestry, minerals, natural gas, freshwater and marine resources, and is a leading source of gems and jade.

☐ Land bridge between India and China

☐ ASEAN member

☐ Preparing for AEC 2015

☐ WTO Member (1995)

☐ Opportunities across multiple sectors:

- ✓ Banking, Financial Services, ICT, Mining, Construction, Oil & Gas, Hotel & Tourism, Human Resources & Training.

MYANMAR IN TRANSITION

- **As of 2013:** *(source ADB)*
 - ✓ Population : 60.6 million
 - ✓ GDP growth: 7.5%
 - Averaging 4.6% during 2002–2010
 - Picking up to exceed 5.0% in 2009–2010
 - ✓ GDP per capita : USD \$1040
 - ✓ The economy grew :
 - by 5.5% in FY2011/12
 - and 6.3% in FY2012/13
 - projection of 7.8% for 2014/15
 - expected to experience sustained exponential growth within a few years, economists project between 7-10%
 - ✓ **President Thein Sein wants to triple GDP by 2016**

Myanmar

Strengths, Constrains, Opportunities and Risks

• **Strengths:**

1. Strong commitment to reform
2. Large youthful population, providing an unskilled low-cost labour force attractive to foreign investment
3. Rich supply of natural resources—land, water, gas, minerals, gems
4. Abundant agricultural resources to be developed for productivity improvement
5. Tourism potential

Constrains:

1. Weak macroeconomic management and lack of experience with market mechanisms
2. Limited fiscal resource mobilization
3. Underdeveloped financial sectors
4. Inadequate infrastructure, particularly in transport, electricity access, and telecommunications
5. Low education & health achievement

Opportunities:

1. Strategic location
2. Potential of renewable energy
3. Potential for investment in a range of sectors
4. FDI Friendly Government

Risks:

1. Risks from economic reform and liberalisation
2. Risks from climate change
3. Pollution from economic activities
4. Tension from internal ethnic conflicts

Business Infrastructure Opportunities & Challenges *Banking*

- ❑ **Financial Services Sector will be open in 2015 (Banking & Insurance)**
- ❑ **Every Major Banking and Insurance Brand is either already represented in Myanmar or looking into it.**
- ❑ **19 Private & 3 State Owned Banks in Myanmar**
 - Only 4 Private and 2 State Owned Banks have cooperative agreements in place, mainly with Bangkok Bank.
- ❑ International banking is possible but can be difficult
- ❑ International ATM Cards are accepted
- ❑ **Credit Cards are not widely accepted yet**
 - Visa in Myanmar and will start issuing Debit Cards shortly.
 - MasterCard First to enter Myanmar by licensing Co-Operative Bank Ltd. (CB Bank)

Tips:

- ❑ Only new or perfect US\$ notes are accepted for foreign exchange.
- ❑ Euros are also acceptable, but easier with US\$.
- ❑ 955 Kyat = US\$1

Business Infrastructure

Opportunities & Challenges

Telecommunications

☐ Fixed Line Telephones

- Very hard to get
- Approximately 1:100 households in Yangon
- Much worse in the provinces.

☐ Mobile Phones

- CDMA Network
- GSM Network

☐ GSM Network

- MPT, Telenor & Oredoo (Telenor & Oredoo have not begun retail operations)
- 1 time use US\$20 Sim Cards available (can **NOT** be recharged)
- Prepaid Rechargeable Sim Card, US\$160 (1500 kyat sim cards are for MM locals only)
- Post paid – 3 months wait, **IF** you are approved, \$1,500 - \$1,800 for sim card only.
- International SMS is still blocked.

☐ 3G Internet Available on GSM Network

- 4 Kyat per minute or around \$0.55 per hour. Speed is around 128k.
- Good enough to check your mail and make a skype voice call if the network is not too busy.

Myanmar

Talent Resources

❑ Advantages:

- Cheap unskilled labour
- Young trainable and eager to learn
- Hard Working
- Intelligent
- High Literacy rate (92%)
- Many Myanmar over age 40 speak very good English



Myanmar

Talent Resources

❑ Challenges:

- Middle to Senior Management skills lacking
- Under 40 age group has very limited English
- Limited Professional knowledge
- Limited Technical knowledge: ICT & FSI
- Only 0.5% internet usage so everything is still done by mail
- Jobs are advertised in newspapers
- Longer lead times for finding talent
- Due to banking issues, payroll is a challenge
- Skilled labour is expensive

Imagino Group

- Specialist Executive Search
 - Myanmar
 - Vietnam
 - Cambodia
- Outsourced / Leased Worker Arrangement
 - Payroll
 - Management
- Myanmar Business Consulting Services
 - Cross Cultural Training
 - Business Support
 - Market Research
 - Establishing Myanmar Office
 - General Business Support



Korea & Myanmar

- In 2012-2013 fiscal years, Korea and Myanmar achieved over 723 million US dollars in bilateral trade.
- Anything Korean is well accepted in Myanmar, with the popularity of Korean soap operas, pop singers, and cosmetic products.
- South Korean investment in Myanmar amounts to 2.979 million US dollars in 77 projects,
- Fourth largest investor in Myanmar

Myanmar

Conclusion

- Is emerging from decades of isolation
- Is poised to accelerate its economic growth on the back of its abundant labour force, rich natural resources, and geographic allocation
- Faces many development challenges to achieve strong and inclusive growth.
- To take advantage of its rich potential and endowments, Myanmar
 - ✓ can also use its strategic location between the People's Republic of China and India
 - ✓ act as a conduit between South and Southeast Asia.



Chezu Tim Ba De!
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감사합니다

Thank you!

QUESTIONS?

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