

Appendix 16

List of New Books in TTI Library



INNWA BOOKSTORE

NO. 246, RM . 201 - 301, GROUND FLOOR, PANSODAN STREET (UPPER BLOCK)
 KYAUKTADA TOWNSHIP, YANGON, MYANMAR.
 TEL : 389838, 243216, 398106
 FAX : 374324
 E - MAIL : innwabook@gmail.com

INVOICE

နေ့စွဲ ။ ။ ၁၄. ၀၂. ၂၀၁၄

စဉ်	စာအုပ်အမည်	စာရေးသူ	အရေအတွက်	ဈေးနှုန်း
၁။	ကိုယ်စွမ်းကိုယ်စဖြင့်ကြီးပွားရေး	မောင်ပေါ်ထွန်း (မြန်မာပြန်)	၁	၇၀၀
၂။	အနာဂတ်အမြင်နှင့် ၂၀၁၅ အလွန်	နေဇင်လတ်	၁	၃၀၀၀
၃။	လုပ်ရည်ကိုင်ရည်စီမံခန့်ခွဲမှု	မောင်ရေးအေး (ဟားဗတ်တက္ကသိုလ်)	၁	၃၀၀၀
၄။	HR လားဟေ့ဝင်ခဲ့လေကွယ်	မင်းခေါင်း (EMPA - 8)	၁	၂၀၀၀
၅။	Marketing Insights From A to Z	ဒေါက်တာမောင်မောင်စိုး	၁	၄၅၀၀
၆။	နိုင်ငံတစ်ခုအတွက်အရည်အသွေး ရှိသောတိုးတက်မှုနှင့် အခြားဆောင်းပါးများ	ဒေါက်တာဝါဝါမောင်	၁	၃၀၀၀
၇။	ခေါင်းဆောင်များအတွက် မိမိကိုယ်မိမိစီမံခန့်ခွဲမှု	ဗိုလ်ချုပ်အောင်ကြည်	၁	၉၀၀
၈။	ခေါင်းဆောင်များအတွက် စီမံခန့်ခွဲမှုအယူအဆများ	ဗိုလ်ချုပ်အောင်ကြည်	၁	၉၅၀
၉။	အချိန် စီမံခန့်ခွဲနည်း	ကြည်မင်း	၁	၁၅၀၀
၁၀။	လူသားရင်းအမြစ် စီမံခန့်ခွဲရေးမန်နေဂျာတို့အတွက်	ဒေါက်တာထွန်းဝင်း	၁	၂၀၀၀
၁၁။	ကုမ္ပဏီစာရင်းအလွယ်ဆန်းစစ်သုံးသပ်နည်း	ဦးလှကြည်	၁	၂၀၀၀
၁၂။	ကုမ္ပဏီလုပ်ငန်းခွင်းစာရင်းကိုင်လောက	စာရင်းပညာရှင်တစ်ဦး	၁	၂၀၀၀
၁၃။	ဈေးကွက်ရှာဖွေထူထောင်ခြင်းဆိုင်ရာမူကြီးများ	မောင်စူးစမ်း	၁	၂၀၀၀
၁၄။	စီးပွားရေးစီမံခန့်ခွဲမှု နှင့်ဆွန်ဇူး၏စစ်ရေးဗျူဟာ	ဝင်းသိန်းဦး	၁	၄၀၀၀
၁၅။	စီမံခန့်ခွဲသူများအတွက်သော့ချက်အချိုးများ	ဦးလှကြည်	၁	၂၀၀၀
၁၆။	ကုမ္ပဏီတိုင်းအတွက် လူစွမ်းအားအရင်းအမြစ်စီမံခန့်ခွဲခြင်း	သိန်းဟန် - ၁	၁	၂၅၀၀
၁၇။	စီမံခန့်ခွဲမှုဆိုင်ရာအမေးအဖြေများ ၁+၂	ဒေါက်တာခင်စန်းရီ	၁	၃၀၀၀
၁၈။	Management Consultancy Q&A	ဒေါက်တာ အောင်ထွန်းသက်	၁	၂၅၀၀
၁၉။	လုပ်ငန်းကြီးကြပ်မှု	ခင်မောင်သန်း (စိတ်ပညာ)	၁	၃၅၀၀
၂၀။	BUSINESS DICTIONARY FOR ALL	ဦးကြည်မြင့်(လသာ)	၁	၂၀၀၀
၂၁။	စီမံခန့်ခွဲမှုကို မွမ်းမံခြင်း	ဇော်ဝင်းကြူ(ပျဉ်းမနား)	၁	၁၈၀၀

Appendix 16-1 List of New Books in Myanmar Language for TTI Library

စဉ်	စာအုပ်အမည်	စာရေးသူ	အရေအတွက်	ဈေးနှုန်း
၂၂။	အောင်မြင်သောစီးပွားရေးလုပ်ငန်း ခေါင်းဆောင်မှု	အောင်မင်းသိုက်	၁	၂၀၀၀
၂၃။	ဆန်းသစ်လာသောနာနီနည်းပညာ	ဦးကျော်ညွန့်	၁	၃၅၀၀
၂၄။	ဝန်ဆောင်မှုစီးပွားရေး	ခင်မောင်သန်း (စိတ်ပညာ)	၁	၁၈၀၀
၂၅။	ပြည်သူ့ရေးရာစီမံခန့်ခွဲမှုအောင်မြင်ရေး မဟာဗျူဟာ	ဦးကျော် (အောင်မြတ်ကျော်)	၁	၁၈၀၀
၂၆။	စွမ်းဆောင်ရည် စီမံခန့်ခွဲမှုပညာ	ဝင်းသိန်းဦး	၁	၁၂၀၀
၂၇။	သင့်လုပ်ငန်းအောင်မြင်ရေးစိတ်ဓာတ်ရေးရာ	မောင်မောင်ထွန်း	၁	၂၀၀၀
၂၈။	ဘဝတိုက်ပွဲကွန်ရက်နှင့်အောင်မြင်မှုနည်းဗျူဟာ	အောင်မြတ်ဦး	၁	၁၂၀၀
၂၉။	အဖေသူဌေး၏စီးပွားရေးလုပ်ငန်းသင်ကျောင်း	မောင်ပေါ်ထွန်း	၁	၁၀၀၀
၃၀။	စံပြအရောင်းသမား	မောင်ပေါ်ထွန်း	၁	၈၀၀
၃၁။	လုပ်ငန်းခွင်ပြဿနာ	ကျော်ကျော်လှိုင်၊ ကျော်တင်၊ရဲမြင့်	၁	၁၅၀၀
၃၂။	စီးပွားရေးကပ် အန္တရာယ်	ဦးဝင့်ကျော်	၁	၂၃၀၀
၃၃။	DICTIONARY OF ECONOMICS	ဦးကြည်မြင့်	၁	၃၅၀၀
၃၄။	အမြတ်များများရရှိရေးအတွက်ခေတ်သစ်ဈေးကွက်ရှာဖွေရေးနည်းဗျူဟာ	မောင်မောင်ထွန်း	၁	၁၀၀၀
၃၅။	အနာဂတ်အမြင်သန်စွမ်းကြလျှင်	နေဇင်လတ်	၁	၃၅၀၀
၃၆။	ယုံကြည်မှုအကျပ်အတည်း	နေဇင်လတ်	၁	၃၅၀၀
၃၇။	MBA IN A DAY ၂၄နာရီ MBA	ဝင်းသိန်းဦး	၁	၅၀၀၀
၃၈။	MBA မှာသင်ခဲ့ရသမျှ	ဝင်းသိန်းဦး	၁	၃၀၀၀
၃၉။	မြန်မာနိုင်ငံဖွံ့ဖြိုးတိုးတက်ရေး	ဒေါက်တာတင်မြင့်ဦး	၁	၃၀၀၀
၄၀။	စိတ်၏သတ္တိစွမ်းအားများ	ဖေမြင့်	၁	၃၇၀၀
၄၁။	ခေတ်ပေါ်ငွေကြေးစီမံခန့်ခွဲမှု၏အခြေခံသဘော	ကျော်မျိုးထွန်း	၁	၅၀၀၀
၄၂။	တက်မစုံသောလှေတစ်စီးနောက်ကြောင်းပြန်လှည့်နိုင်လား	ဖြိုးဝေ	၁	၂၅၀၀
၄၃။	စီးပွားရေးလုပ်ငန်း ဘယ်လိုလုပ်ကိုင်ကြမလဲ	မောင်မိုး (သုတေသီ)	၁	၂၀၀၀၀
၄၄။	အချိန်ကို အကျိုးရှိရှိစီမံခန့်ခွဲနည်း ၂၆၂ သွယ်	ကြည်မင်း	၁	၁၅၀၀
၄၅။	စီမံဆက်ဆံရေးတွင် ဆောင်ရန်ရှောင်ရန် ၂၂၆ ချက်	ကြည်မင်း	၁	၁၅၀၀
၄၆။	အောင်မြင်လိုသူအတွက် အကြံပြုချက်များ	ဒေါက်တာသာထွန်းဦး	၁	၂၀၀၀
၄၇။	တရုတ်တို့၏စီးပွားရေးအသုံးချတာအိုလမ်းစဉ်တော်	ဝင်းသိန်းဦး	၁	၃၅၀၀
၄၈။	ဈေးကွက်စီးပွားရေးစနစ်နှင့်စီးပွားရေးပေါ်လစီ	ဒေါက်တာအောင်ကိုကို	၁	၁၈၀၀

Appendix 16-1 List of New Books in Myanmar Language for TTI Library

စဉ်	စာအုပ်အမည်	စာရေးသူ	အရေအတွက်	ဈေးနှုန်း
၄၉။	ဖောက်သည်ဆက်ဆံရေး စီမံခန့်ခွဲမှု	မောင်မောင်မြင့်သိန်း	၁	၁၀၀၀
၅၀။	ဘီလိဂိတ် အတွေး၏ မြန်နှုန်းနှင့်အတူ	မောင်မောင်မြင့်သိန်း	၁	၁၀၀၀
၅၁။	အောင်မြင်ချမ်းသာနည်းပေါင်း ၁၀၀	ကြည်ရွှန်း	၁	၂၅၀၀
၅၂။	စတော့ရှယ်ယာဈေးကွက်အခင်းအကျင်း	သက်ထွန်းဦး	၁	၂၅၀၀
၅၃။	စီးပွားရေးစီမံခန့်ခွဲမှု နည်းသစ်များ	ရဲမြင့်	၁	၂၀၀၀
၅၄။	အထိရောက်ဆုံးဈေးကွက်ထိုးဖောက်နည်းလျှို့ဝှက်ချက်များ	ဒေါက်တာ ဉာဏ်ဟိန်းလတ်	၁	၂၀၀၀
၅၅။	အခြားသူများကိုစီမံခန့်ခွဲနည်းလျှို့ဝှက်ချက်များ	ဒေါက်တာ ဉာဏ်ဟိန်းလတ်	၁	၂၀၀၀
၅၆။	ဈေးကွက်ဖော်ဆောင်ရေးခေတ်သစ်မဟာဗျူဟာ	မောင်ပေါ်ထွန်း	၁	၁၅၀၀
၅၇။	အမြန်ဆုံးသူဌေးဖြစ်နည်း	မောင်ပေါ်ထွန်း	၁	၁၂၀၀
၅၈။	ငွေကြေး၊ဘဏ်စနစ်၊ဘဏ္ဍာရေးဈေးကွက်	မောင်ဘို(မြန်အောင်)	၁	၁၂၀၀
၅၉။	စီမံခန့်ခွဲမှုရှေ့ပြေးပညာရှင် ပီတာဒရပ်ကား	မောင်ဆုရှင်	၁	၂၀၀၀
၆၀။	လုပ်ငန်းငယ်တစ်ခုကိုရှင်သန်အောင်စဉ်းစားခြင်း	မင်းအောင်မင်း	၁	၂၀၀၀
၆၁။	ကုမ္ပဏီအမှားများ	ရဲမြင့် (စွန်ဦးတီတွင်)	၁	၂၀၀၀
၆၂။	အသေးစားငွေရေးကြေးရေးလုပ်ငန်း ရေရှည် ရပ်တည်အောင်မြင်ရေးအတွက် ကြိုးပမ်းမှုများ	မြင့်ဆွေ (MIFIDA)	၁	၂၀၀၀
၆၃။	မဇ္ဈိမလမ်းမှာ စီးပွားရှာ	ဝင်းသိန်းဦး	၁	၁၀၀၀
၆၄။	စီမံတကျနှင့် အသွင်ကူးပြောင်းမှုဆိုင်ရာ ဈေးကွက်ဖော်ဆောင်ခြင်း	ဝင်းသိန်းဦး	၁	၁၃၀၀
၆၅။	အောင်မြင်သောစီးပွားရေး ခေါင်းဆောင်မှု၏လျှို့ဝှက်ချက်များ	ဝင်းသိန်းဦး	၁	၁၈၀၀
၆၆။	နည်းဗျူဟာမြောက်ဈေးကွက်ဖော်ဆောင်ခြင်း	ဝင်းသိန်းဦး	၁	၂၀၀၀
၆၇။	ငွေရေးကြေးရေး	မြတ်သိန်း	၁	၂၅၀၀
၆၈။	စိန်ခေါ်မှုများနှင့်မဟာဗျူစီမံခန့်ခွဲမှု	နေဇင်လတ်	၁	၂၀၀၀
၆၉။	စီမံခန့်ခွဲခြင်း လိုတိုရှင်း	ဦးဟန်ထွန်း	၁	၄၀၀
၇၀။	စာကြည့်တိုက်	ချစ်စံဝင်း	၁	၂၅၀၀
၇၁။	ဆုံးရှုံးနစ်နာနိုင်ခြေ စီမံခန့်ခွဲခြင်း	ဦးဝင့်ကျော်	၁	၅၀၀၀
၇၂။	အရင်းအနှီးဈေးကွက်နှင့် စတော့ရှယ်ယာ	ဦးဝင့်ကျော်	၁	၂၀၀၀
၇၃။	နိုင်ငံအရေးနှင့်စီးပွားရေးပေါ်လစီ	ဒေါက်တာအောင်ကိုကို	၁	၁၅၀၀
၇၄။	မားကတ်တင်း အမေးအဖြေများ	ဦးလှမြင့်	၁	၂၃၀၀

Appendix 16-1 List of New Books in Myanmar Language for TTI Library

စဉ်	စာအုပ်အမည်	စာရေးသူ	အရေအတွက်	ဈေးနှုန်း
၇၅။	စီးပွားရေးလုပ်ငန်းရှင်များအတွက်ဖွယ်ရာမှုလမ်းညွှန်	မောင်ဆုရှင်	၁	၁၇၀၀
၇၆။	ကပ်ကျော် လာဘ်ခေါ် စီးပွားရေး	ခင်မောင်ညို	၁	၁၅၀၀
၇၇။	ကပ်ကျော်စီးပွားရေး	ခင်မောင်ညို	၁	၁၈၀၀
၇၈။	လူငယ်များအတွက်ငွေရေးကြေးရေး	ခင်မောင်ညို	၁	၁၂၀၀
၇၉။	ကိုယ်တွေ့ MBA	ခင်မောင်ညို	၁	၂၅၀၀
၈၀။	ဂျော့ချ်ဘွတ်ရှ်နှင့် စီးပွားရေးစွမ်းဆောင်မှု	ကောင်းသာ	၁	၁၅၀၀
၈၁။	ဦးဆောင်စွန့်စား စီးပွားတည်ဆောက်ခြင်း	ကြည်မင်း	၁	၂၅၀၀
၈၂။	MARGINAL COSTING	သိန်းဟန် - ၁	၁	၂၀၀၀
၈၃။	STANDARD COSTING	သိန်းဟန် - ၁	၁	၃၀၀၀
၈၄။	ရင်းနှီးမြှုပ်နှံမှု စီမံကိန်း အကဲဖြတ်နည်းများ	ဦးလှကြည်	၁	၂၀၀၀
၈၅။	စာရင်းစစ်ပညာ	ဦးလှကြည်	၁	၂၀၀၀
၈၆။	စာရင်းသမားမျက်စိ	မောင်အေးမြ	၁	၂၅၀၀
၈၇။	နိုင်ငံများ၏ ဖွံ့ဖြိုးတိုးတက်ရေးဆိုင်ရာနည်းလမ်းများ	စိုးတင်ဝင်း	၁	၃၀၀၀
၈၈။	ဟောပြောပွဲအတွေ့အကြုံ	ဒေါက်တာ အောင်ထွန်းသက်	၁	၂၅၀၀
စုစုပေါင်း				၂၁၀၈၅၀

**INNWA BOOKSTORE**

BUILDING : 246, ROOM : 201 - 301, G/F, PANSODAN STREET,
UPPER BLOCK, KYAUKTADA TOWNSHIP, YANGON, MYANMAR.

TEL : 389838, 243216, 398106

Fax : 374324

e-mail : innwabook@gmail.com

NO	CODE	AUTHOR	TITLE	PRICE
1	9788131806555	Palanivelu, V R	Accounting for Management, PB	31500
2	9788182812895	Pasha, Mohd. Ari	Accounting For Managers, 2/e PB	21200
3	9788182814257	Jhingan	Advanced Economic Theory 14/e PB	19500
4	9788182811171	Datta, Debraj	Advertising & Sales Promotion PB	22800
5	9788182814349	Gupta	Agricultural Economics 2/e PB	19500
6	9788182811188	Upender, M	Applied Econometrics, 3/e PB	13000
7	9788182814066	Gajendran A	Banking And Financial System	19500
8	9788125937159	Shekhar, K C	Banking Theory And Practice, 20/e PB	32200
9	9788182814097	Roy K	Brand Management PB	19500
10	8125904182	JIT.S CHANDAN	Statistics For Business And Economics	24000
11	9788182811317	Pasha, Mohd. Ari	Business Accounting For Managers (Text	19500
12	9788182814588	Sinha, A K	Business Communication Skills	17900
13	9788182813465	Neelamegam V	Business Environment	22800
14	9788182814578	Porwal	Business Law PB	22800
15	9788182811041	Roy, Aurnob	Business Policy & Strategic Management	19500
16	9789380856315	Khan M S	Capital Market and Investment	6200
17	9788182810914	Kumar, S	company Law	16300
18	9788182811638	Datta, Debraj	Consumer Behaviour & Advertising	19500
19	9788187125433	RAO V S P	Cost Accounting, 1/e PB	16500
20	9788182813458	Arif Pasha K	Cost And Management Accounting, 1/e PB	19500
21	9788182814158	Bansal	Customer Realltionship Management PB	13000
22	9788182813885	Dhanasekaran K	Econometrics 2/e PB	19500
23	818281068X	Kumar S	Economic Laws & Practice, 2/e PB	19500
24	9788182813854	Jhingan	Economics Of Development And Planning	16300

NO	CODE	AUTHOR	TITLE	PRICE
25	9788182813434	De B K	Energy Management Audit And	16300
26	9788182811140	Jhingan, M L	Environmental Economics - Theory,	19500
27	9788174733337	Jain, N C	Essentials Of Business Communication,	17900
28	9788182811294	Basu, Rathindrana	Financial & Cost Accounting, 2/e PB	19500
29	9788182810464	Jaffarulla, A	Financial Accounting PB	22800
30	9789380386206	Rastogi, M K	Financial Management : A Planning	6200
31	9788182813618	Satpathy M	Financial Management Accounting, 3/re	19500
32	9788182811218	Srinivasan, N P	Financial Management, 2/e PB	22800
33	9788182813526	Garg R	Foreign Exchange Management, 1/e PB	19500
34	9789380386287	Mustafa, Dr. A	Foreign Trade Finance and	11400
35	9788182813601	Ravilochanan P	Fundamentals Of Business Economics, 1/e	16300
36	9788182810280	Sivalingam, T	Fundamentals Of Management, 1/e PB	13000
37	9788131807552	Hinkelman E G	Glossary of International Trade PB	19200
38	9788131806869	Negi, Jagmohan	Hospitality Management Current Trends	16300
39	9788182813670	Ghai R K	Human Resource Development : Text and	19500
40	9789374734933	Kaila H L	Human Resource Development and	16300
41	9788187125440	Yuvaraj S	Human Resource Development, 1/e PB	13000
42	9789380856032	Murugesan G	Human Resource Management PB	6500
43	9788182814493	Mondal	Human Resource Management PB	16200
44	9788174733917	Singh, S P	Human Resource Management, 1/e PB	16900
45	9789374734650	Sasane, Anil P	Industrial And Labour Laws, 1/e PB	19200
46	8182810264	Nayyar, S K	International Business & Contract	19500
47	9788182810976	Badi, N V	International Business, 2/e PB	19500
48	9788131807583	Shippey, Karla C	International Contracts, 3/e PB	12700
49	9788182811300	Jhingan, M L	International Economics, 6/e PB	16300
50	8182810728	Badi, R V	International Human Resource	16300
51	9788131807606	Gutterman, Alan	International Joint Venture, 3/e PB	12700
52	8187125918	YUVARAJ S	INTERNATIONAL MARKETING 1/E	16300
53	9788187125334	Ahluwalia G S	International Marketing Communications,	4200

NO	CODE	AUTHOR	TITLE	PRICE
54	9788174730699	Palmer, Norman,	International Relations, 3/re PB	29200
55	9788131807569	Hinkelman, Edward	International Trade Documentation PB	12700
56	9788182813274	Neelamegam V	International Trade PB	19500
57	9788182814332	Gupta	Labour Economics 2/e PB	19500
58	9788182812987	Jhingan, M L	Macro Economic Theory, 12/e PB	16300
59	9788182812901	Pasha, Arif	Management Accounting, 2/e PB	19500
60	9788182813915	Sondhi N K	MANAGEMENT OF BANKING AND INSURAN	21200
61	9788179922588	Robert T.Moran	International Business Negotiations	22100
62	9788182812833	Agarwal, P K	Management Process & Organisational	17900
63	9788182813588	Gupta	Management Training And Development PB	22800
64	9788174732705	Jain, N C	Management: Theory And Practice, 2/e PB	11500
65	9788182813748	Matta S	Managemnet Of Financial Institution And	21200
66	9788182813632	Bhandari D	Marketing Of Services 2/e PB	19500
67	9788182811690	Jhingan, M L	Micro Economic Theory, 7/e PB	16300
68	9788131807859	Kumar, Dr. Vinod	Micro Finance PB	5500
69	9788182814080	Jhingan	Modern Micro Economics 4/ed PB	16300
70	9788182813830	Jhingan M L	Monetary Economics 7/e PB	16300
71	9788182813847	Jhingan M L	Money Banking International Trade And	16300
72	9788174732248	Kaila H L	Organizational Behaviour And HRM, 3/e	21100
73	9789380856131	Ghosh, P K	Organizational Behaviour, PB	7500
74	9788182813373	Dixit, Varsha	Performance Management PB, 2/e	19500
75	9788174732828	Jain N C	Personnel Management And Human	11400
76	9788182814264	Jhingan M L	Principles of Economics 4/e PB	16300
77	8187125829	Eugine, T	Principles Of Human Resource	13000
78	9789380856025	Murugesan G	Principles Of Management	5900
79	9788125921998	Maheshwari, S N	Problems & Solutions In Advanced-1	42300
80		Maheshwari, S N	Problems & Solutions In Advanced-2	42300
81	9788182813540	Badi R V	Production And Operations Management	22800
82	8184893991	Peter Nyhusis	Fundamentals of Production Logistics	32500

NO	CODE	AUTHOR	TITLE	PRICE
83	8187125942	Jhingan M L	Public Finance & International Trade 2e	13000
84	9788182814431	N.Radhakrishnan	Public Finance Theory And Approach	16300
85	9788182813656	Bhatnagar Ashish	Purchasing And Materials Management PB	9800
86	9788182812826	Murthy C	Research Methodology PB	19500
87	9788182811331	Mishra B B	Retail Marketing PB	13000
88	9788174733426	Jain, N C	Services Marketing, 2/e PB	16300
89	9788131807613	Curry, Jeffrey Ed	Short Course in International Negotiation	12700
90	9788131807576	Curry, Jeffrey Ed	Short Course in International Marketing	12700
91	9788131807620	Curry, Jeffrey Ed	Short Course in International Economics	12700
92	9788182812802	Pandey M	Strategic Human Resource Development PB	13000
93	9788182813649	N.V Badi	Strategic Materials And Supply Chain Manager	16300
94	9788182813342	N.V Badi	Supply Chain Management, 1/e PB	19500
95	9788182813922	Chatterjee P	Text On Auditing (PB)	11400
96	9789325956209	Arora	Textbook of Cost and Management Account	35800
97	9789380856292	Rastogi M K	Textbook Of International Financial	5000
98	9788182812932	Rao, Pandi	Total Quality Management, 1/e PB	11400
99	9788190598620	Chaudhary, Prabha	Tourism : Policy And Planning, 1/e PB	25700
100	9789380856407	Rastogi M K	Working Capital Management PB	7800
101	8125913795	M B Rao	WTO And International Trade	24800
102	8125909397	D C Kapoor	Export Management	22300
103	9780230636101		Legal and Regulatory Aspects of Banking	15000
104	8179927441	Sungsoo Pyo	Benchmarks In Hospitality & Toursim	11800
105	812242290x	U.C Mathur	Sale Management	19200
106	8178846538	Prem Nagpal	Origins Of Commerical Banking	35000
107	8131405419	T.Ramachandra	Paperless International Trade	26200
TOTAL AMOUNT				1,921,200


 မောင်မောင်လွင်
 အထွေထွေမန်နေဂျာ
 အင်းဝစာအုပ်တိုက်

Appendix 17

Records of Study Tours

Appendix 17-1: Records of Third Country Visit

1. Thailand

(1) Knowledge Institute of International Trade (KIIT)

Name	Thailand Knowledge Institute of International Trade
Date/Time	21 May 2013 (Tue) 10:00-11:00
Venue	KIIT
Outline	Refer to the Chapter 9.5 on the outline of the organization
Interviewees	Mr. Ekachat Seetavorarat (Executive Director of Thailand KIIT) and other staff members
Major Discussion and Findings	<ul style="list-style-type: none"> ➤ Training courses provided by KIIT are mainly for promotion of SME exporters who wish to enter into international market based on the trade promotion policy of Thailand. In particular, young people who intend to establish new enterprises related to international trade are the target participants of KIIT. ➤ KIIT conducts around 50 training courses each year. The subjects of training courses primarily focus on international trade and overseas investment. ➤ Most of the training courses are short-term courses (1-2days) on market information. The short term training courses are provided by commercial attaches of overseas on the latest market information including the change in market trend and trade policy/ regulations in the target countries. ➤ A long term (4moths) training course so called “Smart Exporters” is conducted for young people who are interested in international trade. The syllabi of “Smart Exporters” include basic export procedure, market penetration and visiting a third country such as Myanmar. ➤ In order to conduct an effective training course, it is important to set “target participants” clearly and identify their real needs thorough the careful analysis of target participant. ➤ At the initial stage of KIIT’s establishment, there were no international trade firms in large scale. Then, Thailand government provided continuous support to small scale private sector through training and trade fairs. As a result, enterprises such as Bangkok Bank and TFP have grown up to large scale. ➤ The training needs are collected through the evaluation sheets made by training participants and monthly meetings between Ministry of Commerce and various Business Associations are conducted. ➤ All training courses are basically conducted by the government budget, while the training fee are collected for the long-term course. KIIT have made best efforts to maximize the training effectiveness by using the budget given. ➤ KIIT provides a completion certificate of training courses to participants. KIIT does not conduct Diploma Course since KIIT aims to provide practical knowledge on trade business. ➤ KIIT has assisted various manufacturers to promote export of their products by preparing the business development plan, supporting product development and facilitating of participation in overseas exhibitions under close cooperation with MOC. ➤ KIIT also conducts training programs for CMLV countries according to the requests from MOFA Thailand. In order to provide the possible influence of AEC (ASEAN Economic Community) 2015, KIIT is currently conducting a program so called “AEC week” for exporters.

(2) Department of International Trade Promotion (DITP), Ministry of Commerce

Name	Department of International Trade Promotion (DITP), Ministry of Commerce
Date/Time	21 May 2013 (Tue) 11:00-12:00
Venue	KIIT

Interviewees	Mr. Wasasit Sugmark: Director, Office of Fashion & Life Style, DITP Ms. Phatamon Tulayathein: Trade officer from the Office of Agricultural & Industrial Business Development Department, DITP
Major Discussion and Findings	<ul style="list-style-type: none"> ➤ DITP aims to increase the competitiveness of Thai entrepreneurs, particularly SMEs, in the global market ➤ DITP provides services on trade fairs, trade missions, trade information so that the target SMEs will successfully penetrate into international market. ➤ Office of Fashion & Life Style supports to SMEs through OTOP (One Town One Product) ➤ Development of products and services on the basis of value-added production, brand creation, innovation, and environmental-friendly creativity in line with global trade trends are key factors to increase the competitiveness of SMEs. ➤ All trade promotion activities such as trade shows, trade fairs & exhibitions are planned and conducted according to Thai's trade promotion strategy. ➤ Support logistics contributes to reduce costs for Thai exporters ➤ Currently DITP focuses on increasing the share of matured markets and expanding trade in emerging markets, by utilizing benefits gained from free-trade agreements (FTAs), and ASEAN Economic Community (AEC)

Outline of Department of International Trade Promotion (DITP) in Thailand

About	Date of foundation: 1952 Upper organization: Ministry of Commerce – Royal Thai Government
Vision	To be one of Asia's leading trade promotion organizations
Mission	<ol style="list-style-type: none"> 1. To expand markets for Thai products and services. 2. To promote value creation of Thai products and services. 3. Increase the competitiveness of Thai entrepreneurs.
Strategic plan	Promote exports of products and services with a pro-active approach.
Strategies	<ol style="list-style-type: none"> 1. Develop and promote environmentally-friendly products and services as well as support value creation of export products and services. 2. Develop new trade channels as well as establish networks with trade partners to complement business operations. 3. Increase the competitiveness of Thai entrepreneurs in the international trade arena, especially SMEs and OTOP. 4. Promote production cost reductions as well as build and expand trade logistics networks. 5. Maintain market share in existing markets and increase in new markets as well as encourage the utilization of benefits from FTAs and AEC. 6. Publicize the image of Thailand as a high-quality product producer. 7. Continuously develop organization's personnel and trade information system. 8. Promote and increase the competitiveness of Thai entrepreneurs in manufacturing products that meet the international standards as well as expanding production base overseas.

<p>Organizational Structure</p>	
<p>Main activities</p>	<ul style="list-style-type: none"> • Increase the competitiveness of Thai entrepreneurs, particularly small-and, medium-sized enterprises (SMEs) in the global market place • Promote the development of products and services on the basis of value-added production, brand creation, innovation, and environmental-friendly creativity in line with global trade trends in the new economic age • Promote and develop trade channels in new markets and establish friendly trade alliance • Support logistics development of reduce costs for Thai exporters • Maintain share of matured markets and expand trade in emerging markets, by utilizing benefits gained from free-trade agreements (FTAs), and ASEAN Economic Community (AEC) • Support human resource development and improvement in the field of international trade information systems
<p>Thai Trade Center in the World</p>	<p>Domestic : 6 (including HQ) Abroad : 61 (Argentina, Australia, Austria, Brazil, Bangladesh, Cambodia, Canada, Chile, China, Czech, Denmark, Egypt, France, Germany, Ghana, Hungary, India, Indonesia, Iran, Israel, Italy, Japan, Kenya, Laos, Malaysia, Mexico, Myanmar, Netherlands, Nigeria, Philippines, Poland, Russia, Saudi Arabia, Singapore, South Africa, South Korea, Spain, Turkey, UAE, UK, USA, Vietnam etc.)</p>

(3) The Thai Chamber of Commerce

<p>Name</p>	<p>The Thai Chamber of Commerce</p>
<p>Date/Time</p>	<p>21 May 2013 (Tue) 13:30-16:00</p>
<p>Venue</p>	<p>Thai Chamber of Commerce</p>
<p>Outline</p>	<p><u>Vision</u> To be leading business institution, working with integrity, efficiency and wide networking in driving the Thai economy, society and education into the global community with clear and sustainable direction.</p> <p><u>Mission</u></p> <ul style="list-style-type: none"> ➤ Knowledge Sharing ➤ Competency Enhancement ➤ Connectivity and Collaboration

	<ul style="list-style-type: none"> ➤ Good Governance and Corporate Social Responsibility ➤ Organization Development
Interviewees	<p>Capt. Jit Siratranot: Vice Secretary General, TCC Ms. Pornkanok Wipusanawan: Chairman of Entrepreneurship Development Institute TCC Ms. Wanweera Rachdawong: Chief Executive Officer, TMA Center for Competitiveness Mr. Arak Swasdiprom, Director: Thai Entrepreneurship Development Institute, TCC</p>
Major Discussion and Findings	<ul style="list-style-type: none"> ➤ The Thai Chamber of Commerce was established in 1933. ➤ 99.76% of Thai Enterprises (approximately 2.64 million) are Small and Medium Enterprises (SMEs) and 2.62 million are small scale and the rest 0.01million are medium scale. ➤ SMEs contibuted to GDP growth approximately 36.6% in 2011. Therefore, SMEs promotion including their export promotion is a key factor to economic development of Thailand. ➤ Thai Enterpreneurship Development Institute aims to strenghten the competitiveness of SMEs in terms of not only domestic market but also international market. ➤ Thai Enterpreneurship Development Institute provide mainly short term training programs and practical topics and teaching contents which will be directory useful for SMEs are provided through the training programs. ➤ The cost of training is around USD 300 per day in short term training course.

(4) THAIFEX-World Food of Asia 2013

Name	THAIFEX-World Food of Asia 2013
Date/Time	22 May 2013 (Wed) 10:00-13:00
Venue	IMPACT Exhibition and Convention Center
Outline	THAIFEX – World of Food Asia has become the leading trade exhibition for the food beverage sectors in Asia
Interviewees	Ms. Nitayanee Khawtepawan, Trade Officer, DITP, Ministry of Commerce
Major Discussion and Findings	<ul style="list-style-type: none"> ➤ More than 800 food related companies from around 80 countries and around 100 Thailand exporters attended the event. ➤ The booths were categorized based on the area (Asia, Africa, US and EU) so that the visitors can easy to visit to each booth. ➤ Two kinds of meeting spaces i.e., opened meeting spaces and individual meeting rooms are set up to encourage discussion and negotiation among buyers and sellers. ➤ Most of participants made a tasting space for their products. ➤ A German exhibition consulting firm was nominated to support DITP on planning and implementing the exhibition.



Discussion with KIIT



Discussion with DITP



Discussion with The Thai Chamber of Commerce



Site visiting THAIFEX World Food of Asia 2013

2. Indonesia

(1) Directorate General for National Export Development (DGNEED)

Name	Directorate General for National Export Development (DGNEED), Ministry of Trade
Date/Time	23 May 2013 (Thu) 9:00-12:00
Venue	Directorate General for National Export Development (DGNEED)
Interviewees	Mr. Indrasari Wisnu Wardhana: Secretary of DGNEED Mr. Gatot P. Adjie: Director of Export Development Cooperation, DGNEED Ms. Chandrini aMestika Dewi: Head of Program and Institution Division Mr. Adhar Hazairin: Deputy Director for Asia Pacific and Africa Mr. Aksamil Khair: Head of American and European Market Development Mr. Ikhwan Aman: Head of Export Information System Development
Major Discussion and Findings	<ul style="list-style-type: none"> ➢ Directorate of Market Development and Export Information takes roles to provide market information services for exporters. ➢ Updated market information is collected from ITPCs and commercial attaches overseas as well as desk study. ➢ The Directorate periodically updates market information on DGNEED website. ➢ In order to encourage business matching between Indonesian exporters and overseas buyers, DGNEED has built a website introducing Indonesian Exporters based on products so called "Virtual Exhibition". ➢ DGNEED has set up the Permanent Trade Display as well as business meeting spaces in the building of MOT to show the samples of potential export products for visitors to DGNEED. ➢ DGNEED also established Customer Service Center (CSC) to realize more dedicative services responding to the individual needs of the customers. ➢ Building the mind of customer oriented among staff members is a key factor to become successful trade promotion and information organization.

Outline of Directorate General for National Export Development (DGNEED) in Indonesia

About	<p>Date of foundation: 1971</p> <p>DGNEED is Indonesia's window to the world for export development and has developed excellently in identifying new markets and opportunities overseas for producers which are capable of meeting the requirements of the markets. As a non-profit government agency, DGNEED provides all of its services free of charge.</p> <p>DGNEED provides market research, advice on export procedures, licensing requirements, and financing. It also assists exporters to participate in its regular trade exhibitions both domestic and overseas.</p>
Vision	Manifest the competitiveness of Indonesian's non-oil and gas global product and intensify the role of non-oil and gas export in order to stimulate the national economic growth.
Mission	To increase the competitiveness of product and service's export

	<p>To increase the exporters competence to penetrate the global market</p> <p>To expand the prime quality service to the business's players</p> <p>To strengthen the institutions of export development</p> <p>To increase the officers professionalism, transparency and performance's accountability</p>
Values	<p>Professionalism</p> <p>Integrity</p> <p>Creativity and Innovation</p> <p>To strengthen the institutions of export development</p> <p>Prime Service</p> <p>Supported by expert staff of over 300 people, we have built up 30-years experience in assisting thousands of companies, large and small, to sell their products in markets around the world. We provides a comprehensive range of services including market identification and research, advice on export procedures and regulations, invitations to take part in trade fairs and trade missions at home and abroad.</p>
Responsibilities	<p>To formulate policies and guidelines to encourage and to support the expansion of non-oil and gas products export.</p> <p>To provide information services on overseas markets.</p> <p>To organize export promotion activities.</p> <p>To expand the range of export products and markets.</p>
Organizational Structure	<pre> graph TD DGNEP[Directorate General of National Export Development (DGNEP)] IETEC[Indonesia Export Training and Education Center] Secretariat[Secretariat] DMS[Directorate of Market Development and Export Information Services] DEP[Directorate of Export Product Development] DECC[Directorate of Export Development Cooperation] DPBD[Directorate of Promotion and Brand Development] DGNEP --- IETEC DGNEP --- Secretariat DGNEP --- DMS DGNEP --- DEP DGNEP --- DECC DGNEP --- DPBD </pre>
Services	<p>1. Market Information</p> <p>DGNEP offers information services to Indonesian exporters covering opportunities to enter market and market entry methods. The information is also offered to potential buyers of Indonesian non-oil and gas products. Today information, including trade inquiries, market briefs, products offered, buyer's and trade fairs, is digitalized and is accessible at DGNEP's website, dipen.kemendag.go.id</p> <p>2. Product Development</p> <p>Conforming to international quality standards is a significant challenge to many Indonesian exporters. Development of design and packaging in good quality suitable for overseas market is becoming very important.</p> <p>3. Export Information</p> <p>Nation Branding is a combination of various elements of a unique multi-dimensional, which makes a country, has a different culture from other countries. Establishment of a country brand is including brand strategy in accordance with the values and characteristics of the state which is accompanied by long-term commitment in shaping and developing the nation brand.</p> <p>4. Export Training</p> <p>IETC offers various training programs both short term (1-7 days) and long term (1-2 months) which are designed by experienced practitioners and IETC instructors by focusing on the trade issues to fulfil the real business needs.</p>
Publications	<p>1. Export News</p> <p>Publication about Indonesia's product, this publication is provided for foreign buyer so they can get</p>

	rich information and attracted to do business with Indonesian Company. 2. Warta Ekspor Publication about many export related activity from end-to-end. “Warta Ekspor” gives a wide range of information from export tips, buyer updates, export guidance, and other insightful information for exporters.
Indonesian Trade Promotion Center in the World	Domestic : 5 Abroad : 44 Australia, Brazil, Chile, France, Germany, Hungary, India, Italy, Japan, Nigeria, Mexico, South Africa, Saudi Arabia, South Korea, Spain, UAE, USA.

(2) Indonesia Export Training Center (IETC)

Name	Indonesia Export Trade Centre (IETC)
Date/Time	23 May 2013 (Thu) 14:00-16:00, 24 May 2013 (Fri) 9:00-14:00
Venue	IETC
Outline	Refer to the Chapter 9.3 on the outline of the organization
Interviewees	Dr. Parluhutan Tado Sianturi, SE: Director of IETC Mr. Davit Marpaung, SE: Head of Promotion and Cooperation Division, IETC Ms. Sutyarningsih: Head of Export Training Development Division, IETC Ms. Nanny Sri Kuswahyuni H, SE. Msi: Head of Operational Division, IETC Ms. Yuyun Wahayuni: Head of Administration Division, IETC Ms. Santi Setiastuti, SE, Msi, MSE: Head of Training Implementation Section, IETC Mr. Antoni Tampubolon: Director of alumni association of IETC And other staff members (total 20 persons)
Major Discussion and Findings	<p><u>Organizational structure</u></p> <ul style="list-style-type: none"> ➤ The Indonesia Export Training Center (IETC) provides education and training programs for exporters in business sector and wide communities. ➤ Organization structure is composed of 5 major divisions. ➤ From 1990 to 2010, there are total 47,000 participants and 40% of them become current exporters in trading business. ➤ Around 135 training programs are carried out annually and 55 of them are opened at IETC and the rest 80 are opened at outside (not in training school). <p><u>Training Course</u></p> <ul style="list-style-type: none"> ➤ Training activities of IETC cover education and training for SME’s, consultation for alumni and coaching for SMEs that desire to be an exporter. ➤ IETC conducts mainly short-course training programs (2-3days or 4-5days) and provide practical contents and skills for exporters in order to contribute to their innovation and advancement of their business related to international trade. ➤ Long term course for the beginners of exports is currently conducted. The training period is 2 months and training schedule is from Monday to Friday (9:00-16:00). The number of participants is limited to 20 persons at maximum. ➤ IETC provides a simulation training program on export/import management. The participants can learn actual working procedures on import/export through role-play training based on exporters, importers, advising bank, custom and shipping company etc. ➤ Consultation services for alumni and coaching programs for SMEs are also provided as a training service of IETC. ➤ IETC developed and conducts coaching programs which is in a series of supporting programs for SMEs under close cooperation with CIB. In addition to the training programs some of consultation and monitoring programs are conducted in this program. Some success stories for realizing export business were reported and IETC will continue to conduct the coaching programs as one of their main activities. ➤ Training programs of IETC is conducted based on practical approach and thus lot of teaching aid materials are developed and a library for students is set up as a facility. <p><u>Curriculum Development</u></p> <ul style="list-style-type: none"> ➤ In order to identify the real needs of target participants in advance, IETC regularly distributes evaluation questionnaire for each training participant and conducts periodical needs survey for the private sectors.

	<ul style="list-style-type: none"> ➤ The existing curriculum of the IETC consists of four major fields, “developing the export strategy”, “developing the export preposition”, “negotiating the export process”, and “supporting the export process”. ➤ For the effective development of trade training curriculum, regular review and update on the existing one are key factors. Changing the contents, removing unnecessary parts, and adding the useful contents should be conducted in a timely manner. <p><u>Training Management System</u></p> <ul style="list-style-type: none"> ➤ IETC formulates an implementing team to conduct each training program. The team basically consists of team leader, coordinator, administrative staff and technical staff. ➤ Each training course is assisted by government budget (60%) and collects tuition fees (40%) from participants. ➤ Training fees are collected from each participant. The training fee for long term course is Rp 4,000, 000 per participant and the fees of short term courses are between Rp.100,000 and Rp 800,0000. ➤ Training evaluation is done continuously for each training program. <p><u>Cooperation Network</u></p> <ul style="list-style-type: none"> ➤ To improve the quality of education and training programs, IETC cooperation with international institution such as Trade Facilitation Office Canada, CBI-Netherlands and JICA Japan. <p><u>Others</u></p> <ul style="list-style-type: none"> ➤ The book, titled as “Directory of Indonesians Exporters 2013”, providing necessary (trading business) information such as the list of exporters, the exporters’ companies’ name, the contact information in details, and the list of current importing goods, etc is recommended to be published in Myanmar to support trading business.
--	---

(3) Indonesia Chamber of Commerce & Industry (KADIN)

Name	Indonesia Chamber of Commerce & Industry (KADIN)
Date/Time	24 May 2013 (Fri) 15:00-16:00
Venue	Indonesia Chamber of Commerce & Industry (KADIN)
Outline	<p>KADIN, the Indonesian Chamber of Commerce & Industry, was founded in 1968.</p> <p><u>Mission</u></p> <ul style="list-style-type: none"> ➤ To support development of vital, sustainable, and equitable economic growth in Indonesia ➤ Realize the revitalization of Commerce into the solution and initiator of change mindsets and actions in planning, structuring and implementation of strategic economic policies. Be the driving force for the bigger role in strengthening national economic and equitable; ➤ Encourage the utilization of most domestic and foreign investment for the prosperity and security of the nation and the State.
Interviewees	<p>Mr. Sri Saroso: Vice Chairman of Division of Future Training Commodity, KADIN</p> <p>Mr. Miftahul Hakim: Deputy Director for Legal and PR Affairs</p> <p>Mr. Oliver Oehms: Senior Economic Advisor on Trade and Investment, KADIN</p>
Major Discussion and Findings	<ul style="list-style-type: none"> ➤ Indonesia has dramatically improved trade and investment environment. ➤ KADIN provided services for member companies on dissemination of new regulations related to business and trade, implementation of trade missions and fairs. ➤ Vice Chairman of KADIN just visited Myanmar and discussed with UMFFCCI on potential of international trade between Indonesia and Myanmar. ➤ KADIN conducts workshops and seminars in a periodical manner. ➤ KADIN also held various kinds of meeting on policy advocacy with the relating government ministries/agencies including DGNED. ➤ KADIN established Business Support Desk for providing a wide range of services including matchmaking between Indonesian and foreign parties, policy research, and development of strategic partnership with key government agencies.

(4) Directorate General of Standardization and Consumer Protection, Ministry of Trade

Name	Directorate General of Standardization and Consumer Protection, MOT
------	---

Date/Time	24 May 2013 (Fri) 17:00-17:30
Venue	Directorate General of Standardization and Consumer Protection, MOT
Visiting Purpose	To discuss with a former director of IETC who is currently assigned as Director General of Standardization and Consumer Protection, MOT and learn historical transitions of IETC's improvement in terms of human resource and training management system.
Interviewees	Ms. Nus Nuzulia Ishak: Director General of Standardization and Consumer Protection, MOT
Major Discussion and Findings	<ul style="list-style-type: none"> ➤ JICA Project significantly contributed to the improvement of training programs of IETC. ➤ At beginning stage of the cooperation, IETC's core members and experts conducted deep discussion continuously on what is the real mission of IETC and what kinds of training programs should be provided. ➤ After that, a systematic training management system was introduced. In particular, collection of training fees, implementation of evaluation, selection of instructors and detailed preparatory works were key factors for improving training program quality and keeping sustainability as a Training Center. ➤ IETC's staff members learned from JICA experts on the importance of time/schedule management and good team work building. These things might be applied for TTI's training activities. ➤ In order to realize success stories of international trade in an efficient manner, theoretical or academic teaching contents are not useful, practical teaching contents and practice should be provided.



Discussion with DG NED (Courtesy Call)



Discussion with DG NED (Trade Information)



Discussion with DG NED (Permanent Display)



Discussion with IETC (Introduction of IETC)



Discussion with IETC (Group Discussion)



Discussion with IETC (Wrap up meeting)



Discussion with KADIN



Discussion with Former Director of IETC

3. Malaysia

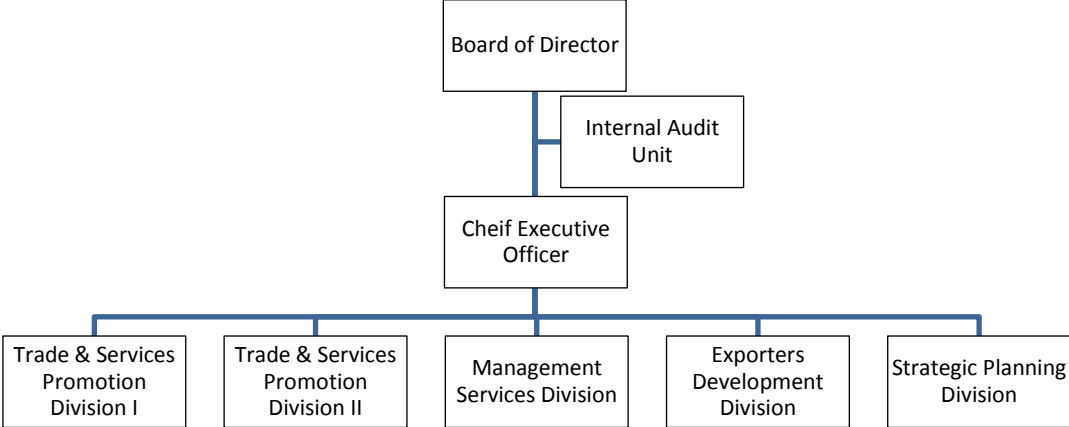
(1) Malaysia External Trade Development Corporation (MATRADE)

Name	Malaysia External Trade Development Corporation (MATRADE)
Date/Time	27 May 2013 (Mon) 9:00-17:30
Venue	Malaysia External Trade Development Corporation (MATRADE)
Interviewees	Ms. Datuk Dr Wong Lai Sum: Chief Executive Officer (CEO), MATRADE Mr. Dato' Dzulkifli: Senior Director, Exporters Development Division, MATRADE Mr. Final Izany Mastor: Senior Manager Consultation & Professional Service Section Ms. Yuslinawati Mohd Yusof: Deputy Director Client Relationship Management Unit Ms. Roslaili Osman: Assistant Manager Processed Food, Biotech & Halal Section Ms. Anisah Ali: Senior Manager Competency, Innovation and Career development Unit Mr. Azrul Ezwan Ahmad Zaini: Manager of Malaysia Export Exhibition Center (MEEC) Ms. Rashidah Othman: Manager Business Information Centre And other staff members
Major Discussion and Findings	<p>Exporters Development Program</p> <ul style="list-style-type: none"> ➤ MATRADE aims to contribute to private sector development including SMEs in terms of export promotion. ➤ MATRADE provides various assistance programs for Malaysian exporters under the Exporters Development Program which consists of Malaysia exporter registry, training program, development program for women owned companies, trade advisory, business information center, and other development programs. ➤ Foreign buyers can view the list of Malaysian exporters through website of exporter registry. <p>Training program</p> <ul style="list-style-type: none"> ➤ 250 Training programs were conducted in 2012. 116 of them were trade promotion programs providing the latest market information and the rest of 84 were capacity development programs

	<p>for exporters such as trade documentation and product packaging.</p> <ul style="list-style-type: none"> ➤ The training programs are designed based on the needs of private entrepreneurs who face challenges and issues in practical world. ➤ Most of the training programs are short term course programs (0.5-1day) and focused on providing practical information to realize actual business matching for Malaysian exporters. ➤ Most of instructors are invited from outside of MATARDE (actual business men) including speakers foreign countries. <p>Malaysia Export Exhibition Center (MEEC)</p> <ul style="list-style-type: none"> ➤ More than 511 companies participate in MEEC to show their industrial manufacturing products covering 30 industries. The products were displayed based on product categories such as automobile parts, metal based products, building and construction materials, and home display area. <p>Business Information Center (BIS)</p> <ul style="list-style-type: none"> ➤ BIS has a wide selection of reference sources from country profiles and market reports to tariff schedule. ➤ All publications of MATARDE such as magazines, directories, brochures and guidebooks are distributed at BIS. ➤ Visitors to BIS can access on-line trade information through PCs set up in BIS. <p>Conditions to become a Successful TPO (remarked by CEO MATARDE)</p> <ul style="list-style-type: none"> ➤ The serious issues at initial stage of MATRADE were how to develop human resource of MATRADE and how to realize efficient budget allocation in a limited amount. ➤ In particular, it was the most challenging issue how to build the mind of customer-oriented among MATRADE staff members as a service provider. ➤ Clear strategic policy and strong leadership were required to develop the organization. ➤ Realizing success stories of Malaysian exporters significantly encouraged other potential exporters to develop their business. Hence, practical and effective assistant programs based on the needs of private sector should be planned and provided. ➤ Teaching contents of training programs also should be practical contents. Then, participants should practice, practice and, practice. ➤ In order to provide trade related services in an efficient manner, target exporters (participants) should be categorized for instance, upcoming exporters, potential exporters, experienced exporters, successful exporters and failed exporters. ➤ Improvement of IT literacy of staff members is a current issue for providing appropriate services with Malaysian exporters and buyers. Speed is a key word for the success of trade. ➤ MATRADE hires IT engineers and set up necessary IT equipments to provide on –line services as well as to conduct periodical IT training programs for MATRADE staff members. ➤ Daily collection of trade information is also important matter to quickly respond to rapid change of business environment. MATRADE has built good relationship with JETRO to share market information. ➤ MATRADE can consider sending staff members to Myanmar as instructors of TTI.
--	--

Outline of Malaysia External Trade Development Corporation (MATRADE) in Malaysia

About	Date of foundation: 1993
Vision	Positioning Malaysia As A Globally Competitive Trading Nation
Mission	Promoting Malaysia's Enterprises To The World
Functions	<p>To promote, assist and develop Malaysia’s external trade with particular emphasis on the export of manufactured and semi-manufactured products and, on a selective basis, imports;</p> <p>To formulate and implement a national export marketing strategy to promote the export of</p>

	<p>manufactured and semi-manufactured products;</p> <p>To undertake commercial intelligence and market research and create a comprehensive database of information for the improvement and development of trade;</p> <p>To organise training programmes to improve the international marketing skills of the Malaysian exporters;</p> <p>To enhance and protect Malaysia's international trade interests abroad;</p> <p>To represent Malaysia in any international forum in respect of any matter relating to trade;</p> <p>To develop, promote, facilitate and assist in service areas related to trade; and</p> <p>To advise the Government on matters affecting or in any way connected with trade and to act as the agent of the Government or for any person, body or organisation on such matters.</p>
Objectives	<p>To raise the profile of Malaysian exporters in foreign markets;</p> <p>To disseminate timely and relevant information and market intelligence to help Malaysian companies gain a competitive edge in foreign markets;</p> <p>To introduce Malaysian companies to foreign importers seeking Malaysian suppliers; and</p> <p>To undertake activities to promote the export of Malaysian goods and services in overseas markets.</p>
Organizational Structure	 <pre> graph TD Board[Board of Director] --- Internal[Internal Audit Unit] Board --- CEO[Chief Executive Officer] CEO --- TSP1[Trade & Services Promotion Division I] CEO --- TSP2[Trade & Services Promotion Division II] CEO --- MS[Management Services Division] CEO --- ED[Exporters Development Division] CEO --- SP[Strategic Planning Division] </pre>
Services	<p>1. Exporter Development</p> <p>The international market is highly sophisticated and competitive arena. In order to thrive in this market, exporters need to meet international standards in terms of technology, product design, packaging, health and safety standards.</p> <p>MATRADE has initiated several programmes to assist Malaysian companies to equip themselves with knowledge and skills to meet the challenges in the global area. These include training programmes, Export Excellence Awards and client services.</p> <p>2. Export Promotion</p> <p>MATRADE assist Malaysian companies to establish their presence overseas and raise their profiles in foreign markets through different promotional drives including participation in trade missions, specialised marketing missions and international trade fairs.</p> <p>MATRADE also organises business matching programmes for Malaysian companies and foreign importers. Being the national agency for trade promotion, MATRADE is often the first reference point for enquiries and visits by foreign importers. The agency's role is to match them with compatible local partners who can offer the products and services they seek.</p> <p>3. Trade & Market Information</p> <p>One of MATRADE's roles is to disseminate timely and relevant information as well as</p>

	<p>market intelligence to give Malaysian companies the competitive edge in international trade.</p> <p>MATRADE's collection of resources provides Malaysian companies with up-to-date information to improve export opportunities. We offer the facilities and services including Business Information Centre, MATRADE's Portal, MyExport, MySMS, Publications, Trade Statistics, Market Information, Trade Leads, and International Tender Notices.</p> <p>4. Trade Advisory & Support</p> <p>As entrepreneurs and exporters constantly need the most up-to-date advice, the Trader Advisory Services Unit in MATRADE fulfils this demand by providing general, market and product advisory services that are available at the respective countries and product desk units.</p>
Publications	Handbook, E-publications, Directories, Coffee Table books, Guidebooks, Magazine/Bulletin, Market Information Reports, Brochures, Annual Reports
Offices in the World and the region	<p>Domestic : 5 Regional Offices</p> <p>Abroad : 35 offices in 28 countries and 8 marketing offices in 8 countries</p> <p>MATRADE is represented worldwide at 40 locations in major commercial cities in different countries (Argentina, Australia, Brazil, Cambodia, Canada, Chile, China, Egypt, France, Germany, Hungary, India, Indonesia, Italy, Japan, Kenya, Mexico, Netherlands, Philippines, Poland, Russia, Saudi Arabia, Singapore, South Africa, South Korea, Thailand, UAE, UK, Ukraine, USA, Uzbekistan, and Vietnam).</p> <p>In Malaysia, MATRADE has five local branches in Penang, Terengganu, Johor, Sabah, and Sarawak.</p>

(2) JETRO KL OFFICE

Name	Japan External Trade Organization (JETRO) KL Office
Date/Time	28 May 2013 (Tue) 10:00-11:00
Venue	Japan External Trade Organization (JETRO) KL Office
Outline	<p><u>Objective</u></p> <ul style="list-style-type: none"> ➤ Promoting FDI into Japan ➤ Facilitating Economic Growth in Developing Countries through Trade Promotion ➤ Supporting the Overseas Businesses of Japanese Firms ➤ Supplying Japan with Foreign Economic Information <p><u>Current Services</u></p> <ul style="list-style-type: none"> ➤ Trade information provision through Business Library ➤ Trade inquiry & consultation services for both Japanese and Malaysian companies ➤ Advisory services on EPA, trade and investment matters. ➤ Invest promotion in Japan ➤ Promotion of Trade Tie-up Promotion Program (TTPP)
Interviewees	<p>Mr. Joji Ikeshita: Managing Director of JETRO KL Office</p> <p>Mr. Hj. Rasol Abu Bakar: Director of JETRO KL Office</p>
Major Discussion and Findings	<ul style="list-style-type: none"> ➤ JETRO Kuala Lumpur Office is one of the oldest overseas offices among the 79 overseas offices in 60 countries. ➤ More than 3,000 publications are available for businesspersons for their references. ➤ JETRO senior advisor provides information on EPA, trade and investment matters. ➤ JETRO arranges various kinds of trade fairs and trade missions. ➤ Buyer Invitation Programs on Creative Industries, Machineries & Environment Industries and Agricultural Industry are currently conducted. The program consists of test shop and business matching. ➤ Promoting invest in Japan is the one of main activities of JETRO to provide effective information and advice to start and operate the business in Japan.

	<ul style="list-style-type: none"> ➤ Trade Tie-up Promotion Program (TTPP) and the international business matching site contribute to business matching between Malaysia and Japan. ➤ JETRO KL office always share and exchange information and opinions with MATRADE. ➤ JETRO KL Office collects statistical data of Malaysia and reports to JETRO HQ Japan. Study reports prepared by the HQ and various publications are shared to the Office in a periodical manner. ➤ As a Trade Promotion Organization, it is required to collect the correct information and data to the customer.
--	---

(3) National Chamber of Commerce and Industry Malaysia (NCCIM)

Name	National Chamber of Commerce and Industry Malaysia (NCCIM)
Date/Time	28 May 2013 (Tue) 15:00-16:00
Venue	National Chamber of Commerce and Industry Malaysia (NCCIM)
Outline	<p>NCCIM is the umbrella platform comprising of five principal Malaysian private sector organizations concerned with commerce and industry.</p> <p>Objectives</p> <ul style="list-style-type: none"> ➤ To stimulate the consideration and discussion of all questions connected with or relating to commerce and industry; ➤ To collect, publish and circulate statistics and any other information relating to commerce and industry. ➤ To coordinate and cooperate with the public and private sector in order to promote higher growth and understanding in commerce and industry. ➤ To represent commerce and industry within the region and internationally.
Interviewees	Mr. Wong Kum Sin, Executive Director, NCCIM
Major Discussion and Findings	<ul style="list-style-type: none"> ➤ NCCIM consists of five major business associations, i.e., i) Dewan Perniagaan Malaysia & Melay. (Malay Chamber of Commerce Malaysia), ii) Associated Chinese Chambers of Commerce and Industry of Malaysia, iii) Malaysia Associated Indian Chambers of Commerce and Industry, iv) Malaysia International Chamber of Commerce and Industry and Federation of Malaysian Manufacturers. ➤ NCCIM office has been moved to the building of MATRADE according to the strong requests from Ministry of International Trade and Industry (MITI). ➤ Communication and cooperation between Malaysian government and private sectors are very active. Periodical meetings with MITI and MATARDE are conducted under strong Malaysian government initiative to discuss trade policy and strategy, necessary support for exporters and other related events.



Discussion with MATRADE (Courtesy Call)



MATRARDE (MEEC)



MATRADE (Information Center)



MATRADE (Information Center)



Discussion with JETRO KL Office



Discussion with NCCIM

Reporting on the Third Country Visit

1) Presentation by Dr. Htein Lynn

LESSONS LEARNED FROM THREE COUNTRIES VISIT



By
Dr. Htein Lynn
Director
Department of ASEAN and Regional Organization
Directorate of Trade

BACKGROUND

- ✦ To understand how trade training institutes in other countries are organized and maintained and
- ✦ To draw useful lessons from the experiences in order to improve and expand the trade training courses at TTI in Myanmar
- ✦ Therefore, JICA Project Team and TTI decided to conducted a third country visit in which we visited trade training institutions and trade promotion organizations in three ASEAN countries (i.e. Thailand, Indonesia and Malaysia)

OBJECTIVE

- ✦ Selected members from TTI and MOC study the implementation/management systems of trade training institutions in other ASEAN countries and
- ✦ Apply to future trade training courses to be conducted by TTI.
- ✦ Period-May 20-29, 2013

VISIT THAILAND

- ✦ Thailand Knowledge Institute of International Trade

Roles and Responsibilities

- To conduct international trade training/seminar courses
- To organize and develop course outlines in order to update knowledge of international trade and overseas investment practices
- To increase training or seminar networking with other government agencies, private sectors or education institutes
- To organize e-learning courses
- To manage database on lecturers, participants, and training networks

VISIT THAILAND (THE DEPARTMENT OF INTERNATIONAL TRADE PROMOTION)

- ✦ People can find the answer to each and every questions about trading with Thailand and its ASEAN partners.
- ✦ DITP can always offer you the right connection in every facet and area of trade, investment and entrepreneurship.
- ✦ G2G agreement/B2B matching (right network)
- ✦ How about raw material sourcing or upstream-to downstream manufacturing?
That is their speciality

DITP: INTERNATIONAL TRADE PROMOTION

- ✦ Trade Fairs
- ✦ In Store Promotion
- ✦ Outgoing Mission
- ✦ Incoming Mission

DITP: TRADE FAIRS

- ✦ **Overseas Trade Fairs**
To help exporters to expand their markets and promote their products.
To undertake market studies, observe consumer behavior, learn about demand trend.
DITP has brought exporters to attend trade events abroad about 16 trade fair each year.
DITP support finally the expense involving exhibition space, booth decoration, and shipping cost for example products.

ANUGA, Cologne Germany

FOODEX Japan

TRADE FAIRS

- ✦ International Trade Fair in Thailand
The THAIFEX-World of Food Asia
-Number of Exhibitors 1,300 (Thai and International)
-More than 600 exhibitors are international companies
-Number of Visitors 6,000-7,000



IN STORE PROMOTION

- ✘ DITP organizes trade promotion in cooperation with overseas department stores.
- ✘ The Objective:
to help increase acceptance and recognition of Thai Product among overseas consumers.

OUTGOING MISSION

- ✘ Delegation were organized to attend outgoing missions.
- ✘ The objective:
-to expand and promote Thai Products in a new markets.
DITP organizes delegations to attend outgoing missions about 4-5 projects a year. There are about 100 Thai exporters involved. Observe demand trend & consumer behavior
Meeting with local importer/buyer

INCOMING TRADE MISSION

- ✘ A welcome introduction was provided for leaders of overseas organizations during trade exhibitions.

DITP

- ✘ DITP offers entrepreneurs a one-stop service for the right kind of information and contacts entrepreneur will need for a successful business deal or venture in Thailand;
- ✘ Connecting entrepreneur to the rich pool of natural and quality human resources while matching entrepreneur with strategic partners for possible collaboration in trading, investment, sourcing, subcontracting, etc.
- ✘ For international entrepreneurs wishing to trade with Thailand, there are over 60 Thailand Trade Offices spread across the world's major cities, and nearly 5 Honorary Trade Advisor (HTAs) appointed by the Ministry of Commerce.
- ✘ www.thaitrade.com

VISIT INDONESIA (DGNED)

Directorate General for National Export Development

- ✘ Function as focal point of Sources for Indonesian Exporters and foreign importers on trade related information (Estb. 1971)
- ✘ Experience in assisting thousands of companies, large and small, to sell their products in markets around the world for more than 30 years.
- ✘ Provides a comprehensive range of services including market identification and research, advice on export procedures and regulations, invitations to take part in trade fairs and trade missions at home and abroad.
- ✘ Supported by expert staff of over 300 people.

DGNED ACTIVITIES

I. Performance management support and technical support of Indonesian Trade Promotion Center (ITPC)

Market Information

(to identify any information about the market such as market intelligence/market brief/market survey)

Attract Buyers

(Trade mission, Buying Mission, Marketing Mission)

Export Promotion

(trade display, catalogue promotion, and exhibition in promoting potential product to other countries)

Business Service

(Business Consultation, negotiation, business avocation)

DGNED ACTIVITIES (CONTD.)

- II. Analyzing the development of market information through market intelligence, market briefs and customer service center (CSC)
- III. Establish and formulating cooperation with institutions/agencies inside and outside the country.
- IV. Implement export promotion activities such as organizing exhibitions inside and outside the country, trade missions, in-store promotion, and implementation of nation branding.

(DGNED organizes the participation of Indonesian exporters at international trade fairs overseas by providing assistance in handling space reservation, stand design and construction, publicity, travel arrangement and meetings with potential buyers during course of the exhibition.

DGNED ACTIVITIES (CONTD.)

× Trade Missions

Each year DGNED organizes sending mission to certain overseas markets.

The missions are consisting of selected Indonesian entrepreneurs dealing with certain products or services and accompanied by Minister, senior government officials and representatives from other business sector

× Indonesian Trade Expo

This trade exhibition is the largest of its kind organized in the country. It has succeeded in attracting thousands of overseas buyers to visit the show every year, resulting substantial amount of trade transaction.

The First Trade Expo Indonesia was named "Resources Indonesia" held on 1985.

This year, the Trade Expo Indonesia will be held on October 16-20, 2013 at JIExpo Kemayoran, Jakarta

DGNED ACTIVITIES (CONTD.)

× V Export product development activities

DGNED have serious commitment in developing brand strategy for Indonesia products by setting up brand clinic that function to provide knowledge in identifying and differentiate design, quality, model and packaging.

× VI Human resource development through export training activities

Indonesian Export Training Center (IETC) main duty is to organize and coordinate education and training exports for business people and society.

Indonesian Export Training Center (IETC) activities: education and training exports, Coaching program.



VISIT MALAYSIA (MATRADE)

× Malaysia External Trade Development Cooperation (MATRADE) in Malaysia

Functions

To promote, assist and develop Malaysia's external trade with particular emphasis on the export of manufactured and semi-manufactured products and, on a selective basis, imports.

To formulate and implement a national export marketing strategy to promote the export of manufactured and semi-manufactured products.

To undertake commercial intelligence and market research and create a comprehensive database of information for the improvement and development of trade.

To organize training programmes to improve the international marketing skills of the Malaysian exporters.

× Objectives

To raise profile of Malaysian exporters in foreign markets;

To disseminate timely and relevant information and market intelligence to help Malaysian companies gain a competitive edge in foreign markets;

To introduce Malaysian companies to foreign importers seeking Malaysian suppliers; and

To undertake activities to promote the export of Malaysian goods and services in overseas markets.

Services

Exporter Development

Export Promotion

Trade and Market Information

Trade Advisory & Support



EXPORTER DEVELOPMENT

- × (1) Exporters' training programme
- × (2) SME's Export Initiatives
- × (3) Enhancing Exporters' Knowledge
- × (4) Export assistance
- × (5) Financial Assistance Schemes- Market Development Grant (MDG)
- × (6) Tax Incentives
- × (7) Certified of Free Sale (CFS)
- × (8) Trade Financing

EXPORT PROMOTION

- × (1) Trade Matching
 - (1) Trade Enquires
 - (2) Inward Buying Missions
 - (3) Incoming Trade Delegations
- × (2) International trade events
 - (1) Trade Fairs (promote products to potential foreign buyers)
 - (2) Trade Investment Missions (major existing and emerging market)
 - (3) General Marketing Missions (establish Business network)
 - (4) Specialized marketing Missions (selected products)
 - (5) Promotion Booths (cost-effective way to promote products)
 - (6) Trade Promotion Visits (to gain better understanding on targeted markets)
 - (7) Joint Promotion Activities (promote and strengthen economic partnership with regional partners) (with JETRO, AJC, AKC, Asia Trade Promotion Forum)

TRADE PROMOTION (CONTD.)

- × Endorsement of Trade Events

Registering and Endorsing of International Trade Exhibition and Conference in Malaysia.
Events eligible for registration are Trade Exhibitions, Conferences or both combined, held in Malaysia. The benefits of events registration with MATRADE are:
Listing of event in MATRADE's portal
Listing of the event in MATRADE's directories and brochures of trade and industry exhibitions in Malaysia
- × Malaysia Kitchen Programme

(promoting Malaysian restaurants overseas to increase patronage of Malaysian restaurants operating overseas as well as increase exports of processed food, food ingredients, and agriculture produce and to attract tourists to Malaysia)
EXIM Bank provides financing facilities through the Malaysia Kitchen Financing Facility (MKFF) to assist Malaysian entrepreneurs in obtaining credit/financing facilities for the purpose of Opening of new restaurants overseas, Expansion of existing restaurant or opening of new branches; and Development of Malaysian food 'franchise' internationally.

TRADE & MARKET INFORMATION

- × Business Information Centre (a wide selection for reference sources from country profiles to market reports to tariff schedules. Easy access via computerized system)
- × Publication (Handbook, E-publications, Directories, Coffee Table books, Guidebooks, Magazines/Bulletin, Market Information Reports, Brochures, etc.)
- × Malaysia's Trade Statistics

Malaysia's Exports by Main Sectors, 2013
Top 10 Major Export Products, 2013
Top 10 Major Import Products, 2013
Malaysia's Trade Performance 2013
International Tender Notices
Export Alert! Service

TRADE ADVISORY & SUPPORT

- × (1) MATRADE help desk
- × (2) MATRADE's Programme with Entrepreneurs and Exporters
- × (3) Online services

JETRO (KUALA LUMPUR)

- × Business Support Centre

Facilities
Free temporary offices (up to 50 days) with desk, chair, telephone, fax machine and internet connection
Business Library
Multipurpose Hall and Conference Rooms
 - × Consultation

Incorporation Type, Taxation and Regulations
Human Resources and labour
Residence Status and Visas
- A Platform to Expand Your Market In Japan**
(Provides free office space and access to specialist advisors to help foreign firms to set up business in Japan market)

JETRO SERVICES & ACTIVITIES

- × Trade Inquiry Consultation
- × Business Library
- × Trade Tie-up Promotion Program (TTPP)
- × IBSC (Invest Business Support Center)
- × Innovation Programs

LESSONS LEARNED & RECOMMENDATION FROM THIRD COUNTRY VISITS

Trade Promotion

- ✘ **The strategy of trade promotion as well as trade training** should be prepared according to clear and practical trade policies formulated at national levels.
- ✘ **Appropriate organizational functions and roles** should be built in Ministry of Commerce Myanmar to conduct effective and efficient activities on trade promotion and trade training.
- ✘ **The latest market information** such as market trend, trade related laws and regulations of target countries on international trade should be provided to private sectors continuously and periodically through information centre (library), website, news magazines and seminars.
- ✘ **A Space introducing potential export products in Myanmar** such as customer centre of DGNED, Malaysia Export Exhibition Centre of MATRADE is necessary to be established in Myanmar.

LESSONS LEARNED & RECOMMENDATION FROM THIRD COUNTRY VISITS (CONTD)

- ✘ **Operational procedure of domestic and international trade fairs as well as business matching** with foreign exporters/ importers is necessary to be learned by staff members of trade promotion.
- ✘ Functions for implementing **market survey and analysis** should be strengthened in MOC.
- ✘ **Cooperation network with Trade Promotion Organizations (TPO)** in other countries should be built to conduct effective and efficient trade promotion activities in Myanmar.

LESSONS LEARNED & RECOMMENDATION FROM THIRD COUNTRY VISITS (CONTD)

Trade Training (TTI)

- ✘ **Clear organizations structure and job descriptions of staff members** should be set up in TTI.
- ✘ **Practical training courses in short term (2-5days)** can be provided by TTI to develop human resources in the field of international trade more effectively and efficiently.
- ✘ **Introduction of a systematic training management system** such as Standard Operation Procedure in IETC is necessary to improve training management of TTI.

LESSONS LEARNED & RECOMMENDATION FROM THIRD COUNTRY VISITS (CONTD)

- ✘ TTI should plan to implement a **needs survey and its detailed analysis** including setting target participants in order to develop appropriate training courses reflecting the real needs of the target private sectors.
- ✘ TTI should make a **preparatory schedule in detailed** before the training course implementation so that TTI staff members can share and monitor the progress of preparation for their training courses.

LESSONS LEARNED & RECOMMENDATION FROM THIRD COUNTRY VISITS (CONTD)

- ✘ **Evaluation of training courses** through the questionnaire and interviews are very important to improve further training services by TTI.
- ✘ **Expansion of cooperation network with domestic and international organizations** will be strengthened the functions of TTI in terms of recruitment participants, finding instructors and financial sources.
- ✘ **Support programs in series** consist of training, workshop, trade information provision, participation in exhibition and business matching and consultation are necessary to be provided to private sector in close cooperation between training functions and promotion functions under trade policy in order to realize success story of international trade.

Thank you very much for your attention

2) Presentation by Mr. Thein Myint Wai

1

Ministry of Commerce
Workshop on Trade Promotion in Myanmar

Third Country Study Visit
Findings and Suggestions

Submitted by
U Thein Myint Wai, Assistant Director
Nay Pyi Taw

06/08/2013

2

Introduction

- ❖ From 20th May 2013 to 29th May 2013, the three countries, namely Thailand, Indonesia & Malaysia were made a visit by TTI team
- ❖ Visited precisely to Trade Promotion Organizations, Training Institutes, NGOs, and the Exhibitions Halls
- ❖ Team got the chances to make learning on the following areas, generally:-
 - (1) Current trade training activities run at the Training Institutes & Organizations

06/08/2013

3

- (2) Management system/style of the visited Training Institutes
- (3) How to conduct needs assessment (training needs)
- (4) How to make development plan for the respective trainings & institutes
- (5) Major learning of the successful trade training institutes
- (6) Trade Promotion Policies, Strategies, R&D: importance of data collection & getting information
- (7) Current trade promotion activities/programs of the visited institutes
- (8) Gradual changes/developments & their success stories of the visited institutes

06/08/2013

4

Thailand

At the **Knowledge Institute of International Trade (KIIT)**, team was shared on the following factors:-

- Importance to set "target participants"
- SMEs are their main targets
- Focus on developing new traders, entrepreneurs: young generation, new blood
- Services on providing in-depth market information,
- Mainly short term course (1-2 days only) on market information (i.e. more related on if any - ad hoc matters, urgent changes in the market)
- Importance of getting training feedback (Evaluation)

06/08/2013

5

- ✓ Relating with trade promotion, the **role of trade shows, trade fairs & exhibitions** are so significant (and required)
- ✓ They are also one way in conducting the effective trade promotion strategy

06/08/2013

6

There was the exhibition, named "**THAIFEX-World Food of Asia 2013**", in Thailand and there, team had the chance to make learning on:-

- Large exhibition area (it will support in participating many companies, products & their display, convenience business conduct)
- Grand decoration
- Displayed long food/ commercial goods – from many international companies
- Can attain variety of food (categories/styles) from many other nations
- Groups are formed, titled as America, Europe, Africa & ASEAN, based on the interest of the visitors – to study/to make a visit to their own preferences

06/08/2013

Indonesia ⁷

- During the visit of the “**Indonesia Export Training Center (IETC)**”, team had learned that the center is the successful, independently operated organization, with the budget & technical assistance, supported from Japan’ government
- If the success story of IETC had to be shared, the role of JICA’ assistance in fund and technology would be appreciated and highlighted
Like IETC, Myanmar’ TTI is deeply aimed to become successful one and thus, closely and effectively working together between TTI & JICA teams shall be reinforced

06/08/2013

- ⁸
- Further to the success factors of IETC, the other key supportive factors we found there are:-

Providing short term courses

Short term here defined as 3 days – 4 days course or 1 week, 2 weeks course

- Based on this learning, it is recommended to plan and conduct such short-term courses
- In this way, TTI can conduct both the usual 4 months TTI courses, and also the short term courses, as mentioned above, can be possibly conducted

06/08/2013

- ⁹
- ✓For the development of trade training curriculum, regular review and usual update on the existing one is the primary
 - ✓Not to be delayed in making changes: removing unnecessary parts, adding the useful additional
 - ✓In order to do such actions, regular review & focus on market requirements and the participants’ needs shall be known in advance
 - ✓For the sake of such information, survey and evaluation are recommended to be done.

06/08/2013

¹⁰

With reference to the existing curriculum of the IETC, here are the topics that seemed to be interesting & useful to apply back here, they are :-

- a. Developing the Export Strategy
- b. Developing the Export Preposition
- c. Negotiating the Export Process
- d. Supporting the Export Process

06/08/2013

¹¹

❖The book, titled as “**Directory of Indonesian Exporters 2013**”, was found there

❖Such book, providing necessary (trading business) information – like – the list of exporters, the exporters’ companies’ name, the contact information in details, & the list of current importing goods, etc

❖Such kind of book is recommended to publish here in Myanmar for quick reference in information in finding – part of supporting the development in Myanmar Exported Goods’ trading business

06/08/2013

Malaysia ¹²

- **Malaysia External Trade Development Corporation (MATRADE)**, one of the Malaysia’ Trade Promotion Organizations
- It is known as the very successful trade promotion body in Malaysia

- With the assistance from the government, they effectively and efficiently provide the services - like the private sector development, SMEs development, and the export sector development

06/08/2013

- As per organization layout, it was found that the MATRADE is indeed huge grand building with the systematic office layout, convenient display area – participated by over 500 companies to show their industrial manufacturing products
- And also the customer services center; i.e. to provide (without charges) the trade information via booklets, computer/internet access
- Additionally, there are many rooms for computer/ internet access and huge display setting, to show the development processes of the Malaysia' Trade (i.e. showing step by step progress)

06/08/2013

- The MATRADE will be the good reference in assuring Myanmar' trade development
- For instance, establishing the organization like MYANTRADE here in Myanmar
- CEO of MATRADE was advised to categorize the types of exporters – such as upcoming exporters, potential exporters, experienced exporters, successful exporters, failed exporters
- Such differentiation was recommended

06/08/2013

Additional Learning

Thailand:

"Our current world changes so fast with lot of frustration, also becomes highly competitive. That is why, the continuous learning (learn/share – instruct/study), is decidedly obligatory," told by Deputy Secretary General, Thailand Chamber of Commerce (TCC). That is why TCC provides regular trainings to all of their staff in order not to "out of date" with real world happenings.

Malaysia:

CEO, MATRADE, told as "Look at Global": i.e. to make continuous learning – learn and learn and learn. In learning, the traders will learn via trade training schools, also, trade training schools can learn from the traders, he said "they learn from us, we learn from them"

06/08/2013

JETRO, KL and MATRADE

MD from JETRO, KL and CEO from MATRADE shared the importance of Market Information & Research, consisting General Marketing research, Specific Marketing research as per different markets and types of the products

Due to the rapid changes globally, information and research roles plays more important roles day by day not to loose focus on real market situation

06/08/2013

Recommendation

Target for SMEs relating trading business development:

Like Thai, Indonesia & Malaysia, the Education & Training Center, targeted for SMEs, small & medium enterprises, is recommended to establish for the promoting and developing the Myanmar' SMEs

Capacity Building for staff & involving parties, TTI Program:

If it is aimed for TTI' services' quality improvement, TTI' success, development in Myanmar trading business, development in human resources factors, leading private sector development, the quality improvement in employees, especially the TTI staff and the instructors, are needed to be trained & upgraded their skills

06/08/2013

Foreign Experts Participation in Training Program

It was found that the trade training institutes from the mentioned 3 ASEAN countries hired the experts from the other nations to work with them as the instructors

It was recommended then to source foreign experts to work here at TTI for delivering lectures

06/08/2013

Conclusion

19

In conclusion, it was indeed the informative and the useful trip - 3rd Country Study Visit for the individuals; representing the country Myanmar, own Ministry and respective Department

Besides, other regional knowledge and experiences were attained throughout the whole trip

Would like to express heartfelt appreciation on Head of our Ministry & Responsible Persons of our Ministry/Department and JICA team

Especially Mr. Morinaga & Mr. T.Nagae for their time, effort and assistance in making this trip useful and convenient

06/08/2013

20

Thank you for your attention!

Gmail & Facebook

theinmyintwai9@gmail.com

06/08/2013

Appendix 17-2 Records of Study Tour in Japan

I. Background and Objectives

1.1 Background

MOC has started to promote Myanmar's trade as a main task of the Department of Trade Promotion (DTP) since its establishment on April 2013. MOC currently makes efforts to provide several trade promotion services. At a national level, MOC has undertaken the tasks of formulating Myanmar's trade policy and strategy, in particular designing the Trade Master Plan, the National Export Strategies.

1.2. Objective

The purpose of the Study Tour in Japan was to learn Japan's experiences as good practices of trade promotion policies and services so that MOC can use good practices in formulating trade promotion policies and services in Myanmar. In addition, it was expected that the participants would perceive public and private needs in Japan to be a good trade partner of Japan and establish the cooperation network with Japanese counterpart organizations.

The major items to be studied were as follows:

- i) Japan's experiences on trade promotion in past and present
- ii) Role and function of government organizations on trade promotion
- iii) Role and function of Trade Promotion Organizations (TPOs)
- iv) Role and function of trade finance and insurance
- v) Role and function of trade training institute
- vi) Role and function of trade promotion services
- vii) Operational structure of trade related institutions/organizations
- viii) Needs and constraints in the Japan's private sector to expand trade with Myanmar

II. Schedule

The Study Tour was held during the period of 13th to 18th January, 2014. All the meeting arrangements were successfully completed as planned. Detailed schedule is listed below.

Schedule for Study Tour in Japan

	Date	Time	Activity	Place of Stay
1	January 13 (Mon)	06:45	Arrive at Narita from Yangon (NH914)	Tokyo
2	January 14 (Tue)	10:00-10:45 11:00-12:00 13:50-14:50 15:00-16:30	Orientation JICA (Japan International Cooperation Agency) RIETI (The Research Institute of Economy, Trade and Industry) METI (Ministry of Economy, Trade and Industry of Japan)	Tokyo
3	January 15 (Wed)	10:00-12:00 14:00-16:00	JETRO (Japan External Trade Organization) JBIC (Japan Bank for International Cooperation)	Tokyo

	Date	Time	Activity	Place of Stay
4	January 16 (Thu)	10:00-11:30 14:00-15:30 16:00-17.30	NEXI (Nippon Export and Investment Insurance) JMA (Japan Management Association) SME Fair Tokyo	Tokyo
5	January 17 (Fri)	10:00-12:00 14:00-15:00 15:00-16:00	Keidanren (Japan Business Federation) Internal meeting Wrap up meeting	Tokyo
6	January 18 (Sat)	11:45-17:15	Move from Narita to Yangon (NH913)	Yangon

III. List of Participants

Five officers selected by MOC participated in the Study Tour. In addition to these five participants, Mr. Min Zaw Oo, the economic attaché of Embassy of the Republic of the Union of Myanmar in Japan participated in the Study Tour. The JICA experts, Mr. Kazuo Mishima, Ms. Maiko Ohtsuru, and Mr. Teishi Fujiwara, accompanied the Study Tour and also the person in charge of the Project in Industrial Development and Public Policy Department of JICA, Mr. Masahiro Moriya, joined partly. The participants of the Study Tour are listed below.

List of the Participants

No	Name	Position
1	Dr. Maung Aung	Advisor, Union Minister's Office, MOC
2	Mr. Toe Aung Myint	Director General, Department of Trade Promotion (DTP), MOC
3	Ms. Daw Naw Mutakapaw	Director, International Trade Promotion Division, DTP, MOC
4	Mr. Myint Lwin	Director, Domestic Trade Promotion Division, DTP, MOC
5	Mr. Tehin Myint Wai	Assistant Director, Trade Training Institute (TTI), MOC
6	Mr. Min Zaw Oo	Economic Attaché, Embassy of the Republic of the Union of Myanmar
7	Mr. Masahiro Moriya	Deputy Director, Industrial Development and Public Policy Department, JICA
8	Mr. Kazuo Mishima	Team Leader for the Project on the Capacity Development of Trade Promotion in Myanmar
9	Ms. Maiko Ohtsuru	JICA expert for the Project on the Capacity Development of Trade Promotion in Myanmar
10	Mr. Teishi Fujiwara	JICA expert for the Project on the Capacity Development of Trade Promotion in Myanmar

IV. Implementation Procedure

1. Planning and Preparation

The participants and JICA Project Team firstly made a brief plan including the purpose of the study, organizations to visit and schedule. JICA Project Team also consulted with JICA Headquarters on the plan and gave feedback to the participants before finalizing the study plan.

Before starting the visit, the participants received brief materials of each organization. Additionally, the first day of the Tour, the JICA Project Team held an orientation meeting to reconfirm the study plan, the target of each visit, detailed schedule. During the orientation, the participants could reaffirm their visit clearly.

2. Implementation and Wrap-Up

Throughout the entire schedule, all the participants actively took part in the study tour and could join the tour without any health matter. The participants not only acquired information from visited organizations, but also explained the recent activities of MOC on trade promotion to visited organizations. Each organization had lively discussion with the study mission, and gave willing consent to further cooperation.

In the afternoon of January 17, the participants had a wrap up session with JICA Headquarters to present what they found out during the Study Tour and what would be the next steps for them by using a brief presentation material (See Annex 1 for the MOC Final Presentation Material for the JICA Study Visit on Trade Promotion).

V. **Visiting Records**

During the period of the Study Tour, the participants visited eight organization and made discussions¹. The outline of the meetings with each organization is summarized in the following tables.

1) **RIETI (The Research Institute of Economy, Trade and Industry)**

Name	RIETI (The Research Institute of Economy, Trade and Industry)
Date/Time	14 January 2014 (Tue) 13:50-14:50
Venue	METI 7F
Interviewees	Mr. Minoru Kaneko (Director of Administration) Mr. Toru Ueno (Director of International Coordination and Public Relations Senior Fellow) Ms. Naoko Katsurai (Deputy Director of International Coordination and Public Relations)
Major Findings	<ul style="list-style-type: none"> • RIETI is a research institute focusing on policy studies and policy recommendations on economy, trade, and industry in Japan. METI is a responsible ministry of RIETI. • To create a grand design for putting the Japanese economy on a growth path is the first prioritized research initiative for this med-term plan up to 2015. • RIETI provides its research outputs with public through holding seminars, symposiums and brown bag lunch meetings. Research papers and publications are also disclosed at RIET's website.

¹ See Annex 2 for the List of Collected Brochure and Handouts



<p>Photos</p>  <p>Explanation by RIETI</p>	 <p>Discussion at RIETI</p>
--	---

2) METI (Ministry of Economy, Trade and Industry of Japan)


Name	METI (Ministry of Economy, Trade and Industry of Japan)
Date/Time	14 January 2014 (Tue) 15:00-16:30
Venue	METI 13F
Interviewees	Mr. Mitsutoshi Oriyama (Deputy Director, Technical Cooperation Division)
Major Findings	<ul style="list-style-type: none"> • METI has a responsibility for policy planning and implementation of Japan's international trade policy and industrial policy in the Government of Japan. • In the history of Japan's export promotion, METI had been making efforts on national branding of Japan, providing safety and security for the export products, and providing market information through JETRO. • Especially for the support to the private sector, METI puts focuses on grasping private business needs to provide appropriate policy and support the better business environment.

<p>Photos</p>  <p>Explanation by METI</p>	 <p>Discussion at METI</p>
---	--

3) JETRO (Japan External Trade Organization)



Name	JETRO (Japan External Trade Organization)	
Date/Time	15 January 2014 (Wed) 10:00-12:00	
Venue	JETRO 5F	
Interviewees	<p>Mr. Isamu Wakamatsu (Director, Asia and Oceania Division, Overseas Research Department) Mr. Eitaro Kojima (Deputy Director, Asia and Oceania Division, Overseas Research Department) Ms. Junko Ishii (Director General, Trade and Economic Cooperation Department) Mr. Munenori Ishikawa (Deputy Director, Asian Cooperation Division, Trade and Economic Cooperation Department) Mr. Keisuke Kamada (Asian Cooperation Division, Trade and Economic Cooperation Department) Mr. Toshiro Fukura (Director, International Exchange Department, Institute for International Studies and Training (IIST))</p>	
Major Findings	<ul style="list-style-type: none"> • JETRO is a government-related Trade Promotion Organization (TPO) under METI. JETRO was firstly established in 1951 as a non-profit organization mainly for provision market information to the private sector and re-organized as a current structure in 1958. • JETRO has four major tasks; foreign economic and market research and publication, export and import promotion, investment promotion, LDC support and close connections with national and local governments and business. • Current major objectives of JETRO are support for Japanese companies, particularly SMEs to expand business overseas, promote inward foreign investment, and contribute to enhancement of economic partnership. • JETRO is a member of Asian Trade Promotion Forum (ATPF) which is a gathering of TPOs in Asia. Currently ATPF has 24 members. The main targets of ATPF are to enhance trade in the region through information exchange, implementation of cooperative projects and strengthening networks among ATPF members. 	
Photos	 <p>Discussion at JETRO</p>	 <p>Visit to JETRO Library</p>

4) JBIC (Japan Bank for International Cooperation)

Name	JBIC (Japan Bank for International Cooperation)	
Date/Time	15 January 2014 (Wed) 14:00-16:00	
Venue	JBIC	
Interviewees	<p>Mr. Masaaki Yamada (Director General, Power and Water Finance Department, Infrastructure Finance Group)</p> <p>Mr. Masaki Tsutsumi (Deputy Director, Division1, Power and Water Finance Department, Infrastructure Finance Group)</p> <p>Mr. Toshihiro Mochizuki (Division1, Power and Water Finance Department, Infrastructure Finance Group)</p>	
Major Findings	<ul style="list-style-type: none"> • JBIC is an Export Credit Agency (ECA) capitalized by the Government of Japan. • Major functions of JBIC are export-import finance, investment finance, project finance, bridge loan, related research activities, etc. • Related to Myanmar, JBIC has been providing project finances since the 1950s with focus on transportation, construction and plant projects, and sifted to the development of gas fields and resource exploitation after the 1990s. • JBIC conducts an annual questionnaire survey on business development around the world for Japanese companies. Recently Myanmar has been pushed up year by year as a prospective target country for business development, especially it reached as the Top 8 country in 2013. This is also showing that Japanese companies have high expectations to Myanmar as a business partner. 	
Photos	 <p>Explanation by JBIC</p>	 <p>Discussion at JBIC</p>

5) NEXI (Nippon Export and Investment Insurance)

Name	NEXI (Nippon Export and Investment Insurance)
Date/Time	16 January 2014 (Thu) 10:00-11:30
Venue	NEXI
Interviewees	Mr. Kazuhiro Ishikawa (Executive Director, Underwriting Department)

	Ms. Takayo Mikami (Senior Underwriter, Underwriting Group, Underwriting Department) Mr. Keisuke Nakao (Director, General Management and Public Relations Group, Planning and Administration Department)
Major Findings	<ul style="list-style-type: none"> • Role and function of the trade financial institutions differ from country by country. In Japan, JBIC focuses on trade finance and NEXI provides trade insurance. METI is a responsible Ministry of NEXI. • The benefit of applying trade insurance by NEXI is that commercial banks are able to reduce risks on loans for private sector. Therefore, trade insurance can be a tool for trade promotion. • Currently, the country risk of Myanmar is categorized in the lowest group by OECD. NEXI suggested to the participants to improve business environment with transparency and openness to meet international standards and requirements which are necessary for trade promotion.
Photos	
 <p>Explanation by NEXI</p>	 <p>Discussion at NEXI</p>

6) JMA (Japan Management Association)

Name	JMA (Japan Management Association)
Date/Time	16 January 2014 (Thu) 14:00-15:30
Venue	JMA
Interviewees	Mr. Masami Nakamura (President) Mr. Tadashi Yoshida (Vice President, Director of Convention Business Center) Mr. Tadashi Inoue (Deputy Director of Convention Business Center) Other staff members
Major Findings	<ul style="list-style-type: none"> • JMA has contributed to Japan's industrial development mainly by focusing on productivity improvement. Currently, JMA also provides marketing, management, research, human resource development. • In addition, to hold international exhibitions and trade fairs is one of the services provided by JMA. Holding international exhibitions and trade fairs has significant direct and indirect effects on trade promotion. • To support SMEs to join such exhibitions and trade fairs, central and local governments have financial support to encourage SMEs.

<p>Photos</p>  <p>Explanation by JMA</p>	 <p>Discussion at JMA</p>
--	---

7) SME Fair Tokyo

Name	SME Fair Tokyo
Date/Time	16 January 2014 (Thu) 16:00-17:30
Venue	Tokyo Big Sight
Interviewees	Mr. Yasuaki Nakajima (Manager for Exhibition and Trade Show, Marketing Support Department) Mr. Chikatoshi Takayma (Manager, International Center) Mr. Kazuki Nishina (Deputy Manager, International Center)
Major Findings	<ul style="list-style-type: none"> • The SME Fair held at Tokyo Big Sight from January 15 to 17 was organized by the Organization for SMEs and Regional Innovation Japan (SMRJ). METI is the competent Ministry of SMRJ. • SMRJ provides various supports for SMEs in Japan including international marketing, business matching, international conventions/business fairs. Regarding the business matching, SMRJ coordinates the Business to Business (B2B) event between Myanmar and Japan. • To organize an international convention, SMRJ cooperates with specialized companies. For instance, SMRJ works with companies specialized in food hygiene, sanitation and fire protection for a food exhibition to make the event with safety and security.

<p>Photos</p>  <p>Explanation by SMRJ</p>	 <p>Visit to SMEF Fair Booth</p>
---	--

8) Keidanren (Japan Business Federation)

Name	Keidanren (Japan Business Federation)
Date/Time	17 January 2014 (Fri) 10:00-12:00
Venue	Keidanren 4F
Interviewees	More than 30 Japanese companies
Major Findings	<ul style="list-style-type: none"> • Through the discussions with about 30 noted Japanese companies at Keidanren, Japanese companies showed their high interest in doing business in and with Myanmar. • In particular, Japanese companies have considerable concern to trade liberalization in Myanmar such as trade embargo, export/import permit products, export tax, etc. • Investment environment is also highly paid attentions by Japanese companies. The participants watch the progress of Foreign Investment Law and its rules and regulations in Myanmar.

<p>Photos</p>  <p>Explanation from MOC</p>	 <p>Q&A Session at Keidanren</p>
--	--

VI. Lessons Learned from Study Tour in Japan

1. Trade Promotion (Policy and Measure)

The lessons from the study tour in Japan regarding trade promotion are as follows.

- 1) To be a trade promotion organization, it is expected to enrich its role and function of the Department of Trade Promotion in MOC to be able to provide market information, trade consultation and trainings on trade promotion.
- 2) Especially for export promotion, the private sector development is important to survive severe international competition to meet international standards and requirements, which would be contribute to achieve national branding of Myanmar in the global market.
- 3) To foster SMEs in Myanmar, it is important to promote not only trade but also investment, therefore it is expected to MOC to work closely with Myanmar Investment Committee and other investment-related institutions to improve business environment in Myanmar.
- 4) As an emerging market, Myanmar has got much attention in the world. To meet the high expectations, it is important to drive forward MOC's effort on trade promotion, trade liberalization and trade facilitation.
- 5) To strengthen its role and function, the Department of Trade Promotion can utilize ATPF network which is a gathering of TPOs in Asia.

2. Trade Promotion Services

- 1) It is essential to have a clear target of promoted sectors and promoted business partners to provide trade promotion services successfully through grasping needs of the private sector.
- 2) International exhibitions and trade fairs would be effective on trade promotion directly and indirectly.

3. Trade Finance and Insurance

- 1) To start preparation of establishing the first financial institution for Trade Finance in Myanmar, it is important to study expected role and function of such institute through a comparative study of advanced practices including Japan.
- 2) Since Myanmar has only recently opened its economy, it is crucial to achieve transparency and openness in financial activities to meet international standards and requirements to promote trade activities between Myanmar and foreign countries.

VII. Next Actions

At the wrap up session, the participants presented next actions which they would tackle as the Department of Trade Promotion and TTI after returning to Myanmar. The participants presented that the following actions should be taken by MOC.


- 1) To support the private sector through the International Trade Promotion and Information Centre by establishing nation-wide network.
- 2) To enhance trade education by upgrading TTI.
- 3) To improve the trade promotion policy by examining the lessons learned from the Study Tour in Japan.
- 4) To expand the collaboration with Japanese trade-related organizations in order to build effective functions for the implementation of the Master Plan for Trade Promotion.

Annex:

Annex1. MOC Final Presentation for the JICA Study Visit on Trade Promotion

Annex2. List of Collected Brochure and Handouts

Annex1. MOC Final Presentation for the JICA Study Visit on Trade Promotion

 <p style="text-align: center;">Presentation for the JICA Study Visit on Trade Promotion</p>	<p style="text-align: center;">JICA 14-1-2014</p> <p>Presentation was made on Organizational structure of MOC, Functions of DTP, Master plan of Trade Promotion, future plan of TTI.</p> <p>Identify the following Priorities: -</p> <ul style="list-style-type: none"> ▪ Establishment of Trade Promotion & Information Centre. ▪ Assistance in upgrading Inspection and Testing facilities for Quality Assurance of export products ▪ To upgrade TTI towards Trade Institute.
<p style="text-align: center;">RIETI</p> <ul style="list-style-type: none"> • Brief outline of RIETI, importance of research, policy research contribute to policy planning, formulation and growth, Current research activities, <p>MOC discussed on :</p> <ul style="list-style-type: none"> • How to apply research activity through TTI and • To support HR and R & D through TTI 	<p style="text-align: center;">METI</p> <ul style="list-style-type: none"> • Presentation on History of METI, the role of METI in the Japanese Economy, export promotion in Japan, history of Industrial Policy, tools of export promotions, Cooperation Programmes • It is very useful in formulating export promotion plan in Myanmar. • Importance of branding, quality for export promotion.
<p style="text-align: center;">JETRO</p> <ul style="list-style-type: none"> • Presentation on Characteristics/ activities of JETRO: Market Research, Investment Promotion,(inward/outward), Exp/Imp Promotion, IIST- importance of HR, presentation about ATPF • JETRO's contribution to Myanmar To food processing and garment industry. • Opportunity to look around Business Support Centre, facilities, and Library. Learnt on the Trade Promotion Organization, setting up modern library in TPIC like JETRO, - need of Technical Assistance and collaboration. 	<p style="text-align: center;">JBIC</p> <ul style="list-style-type: none"> • Presentation on background history, functions of JBIC, trade financing, cooperation programme with Myanmar, bridge loans for the government of Myanmar. • Discussed on cooperation for establishment of future EXIM bank in Myanmar.

<p style="text-align: center;">NEXI</p> <ul style="list-style-type: none"> • Discussed the brief background, role of export insurance and investment insurance, country risk level is based on OECD classification, current investment insurance for five projects in Myanmar. • NEXI emphasized the transparency and openness of economy-related (trade and investment) procedures of Myanmar. • To cooperate future export insurance operation in Myanmar. 	<p style="text-align: center;">JMA</p> <ul style="list-style-type: none"> • Discussed the brief historical background, development of industry according to world economic situation, special emphasis on convention, exhibitions, by country, by industry. • We can learn on direct and indirect affect of exhibition and fairs. • Also discussed on future cooperation for trade fairs.
<p style="text-align: center;">SME Support, Japan</p> <ul style="list-style-type: none"> • Studied the functions of SME Support, Japan, and how SMEs are supported in participating in exhibitions, business matching, management of trade fairs and exhibitions • Visited Tokyo Big Sight. • We can learn the systematic arrangement of exhibition. 	<p style="text-align: center;">Keidanren</p> <ul style="list-style-type: none"> • Presentation on organizational structure of MOC and functions of Dept of Trade Promotion, measures taken by the current government on trade facilitation and liberalization. • About 30 participants from leading Japanese companies attended and asked questions on trade, and investment, import, export license procedures, where DG and officials made clarification. • We understand that Japanese companies have strong interest in more trade liberalization in Myanmar. Especially liberalization of trade business for foreigners.
<p style="text-align: center;">Next Steps of Trade Promotion Department and TTI</p> <ul style="list-style-type: none"> • To support the private sector through the Trade Promotion and Trade Information Centre by establishing nation-wide network. • To enhance trade education by upgrading TTI. • To improve the trade promotion policy by examining the lessons from study tour in Japan. • To expand the collaboration with Japanese trade-related organizations for the effectiveness of functions and Master plan of Trade Promotion Department. 	

Annex1. List of Collected Brochure and Handouts

Date	Organization	Title
1/14	RIETI	RIETI Brochure
		RIETI Annual Report (2012.4-2013.3)
		RIETI Highlight 2013 (Special Edition 43)
		PPT Presentation “Outline of Research Institute of Economy, Trade and Industry”
		PPT Presentation “History of Foreign Trade and Foreign Exchange Policy in Japan after WWII”
1/14	METI	PPT Presentation “Export Promotion and MITI/METI”
1/15	JETRO	JETRO Brochure
		JETRO Business Library Brochure
		PPT Presentation “History and Mission of the Japan External Trade organization”
		PPT Presentation “IIST’s Past Experience in HR Development for International Business”
		The Institute for International Studies and Training (IIST) Brochure ²
1/15	JBIC	JBIC Annual Report 2013
		PPT Presentation “Japan Bank for International Cooperation Presentation Material”
1/16	NEXI	PPT Presentation “Outline of Trade and Investment Insurance in Japan”
		PPT Presentation “Myanmar Covered Projects”
1/16	JMA	FOODEX JAPAN 2013 Show Report
1/16	SMRJ	Organization for Small and Medium Enterprises and Regional Innovation, Japan (SMRJ) Brochure
		43 rd Electronics R&D and Manufacturing Technology Expo (SME Fair) SME Fair Pamphlet
1/17	Keidanren	Keidanren Brochure

² IIST was established in 1967 as an organization specially authorized by law. It was mandated to develop human resource for international economic activities and was funded by the former Ministry of International Trade and Industry and the Japanese business community. Mr. Toshiro Fukura (Director, International Exchange Department, IIST) joined to the discussion at JETRO on 15th of January 2014.