

CommuniCast 2017 Myanmar

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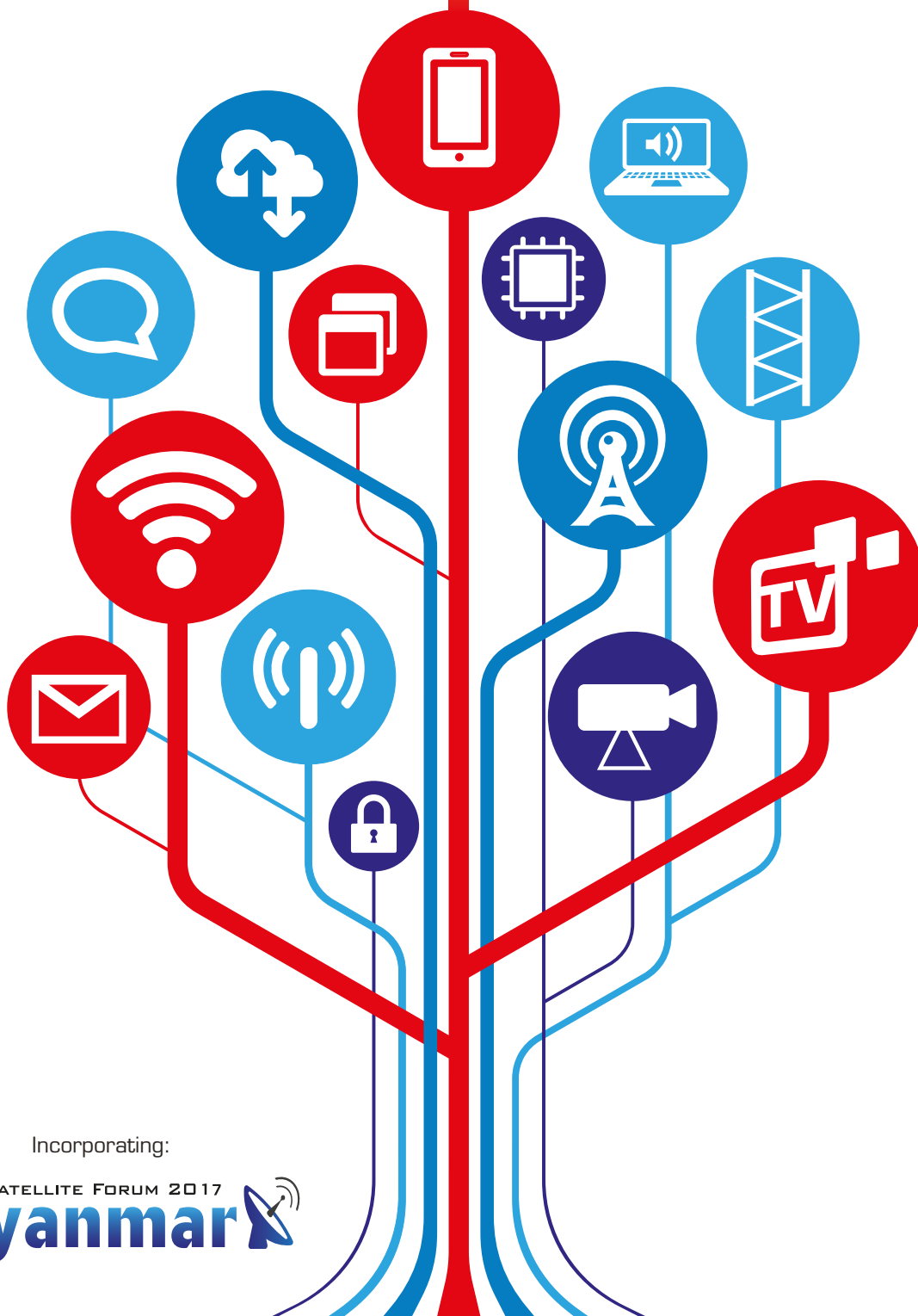
DRIVING MYANMAR'S DIGITAL ECONOMY

SATELLITE • BROADBAND • MOBILE • IoT • ENTERPRISE

BUILDING CONTENT & SHARING EXPERIENCE

BROADCAST SOLUTIONS • DELIVERY • CONTENT

TUESDAY 28 - THURSDAY 30 NOVEMBER 2017
NOVOTEL MAX, YANGON



Incorporating:

SATELLITE FORUM 2017
Myanmar

Organised by:



UBM

Myanmar accelerates towards a vibrant digital future

The phenomenal transition of the Myanmar ICT economy has been driven by a mobile revolution, which enables growth with an ever expanding horizon.

As the fourth mobile licence holder Myanmar National Tele & Communications (a joint venture between Viettel , Star High Public Company and Myanmar National Telecom Holding Public) enters a market of 51 million people with 85% mobile penetration, the market opportunities expand into both the enterprise and broadcasting markets.

Myanmar is ranked seventh across Asia in terms of smartphone penetration at 70% (*GSMA Intelligence*). In a market of limited bank accounts and restricted essential social service provision the opportunities for the digital economy are exceptional.

“Our association has brought five software companies to show their products in a Thai pavilion. This show is a meeting point for all buyers and traders from the industry. Our members have had some interesting discussions with potential partners and on possible projects.”

Chamaiporn Pornpruethianan, Executive Director
The Association of Thai Software Industry



Fresh opportunities

Fresh from the show floor of the third CommuniCast Myanmar Show/International ICT Expo, held from 6-8 December 2016, the hottest interest is in IT Solutions (31.9% of the 2543 visitors), Network Infrastructure (26.3%), WiFi Technologies (23.7%) and Mobile Infrastructure (17%).

Interest in broadcasting technologies is quickly moving up the list, with 13.9% of visitors attending in 2016 interested to meet companies from the industry, up from 9.4% in 2015.



The Indian pavilion has been supported for three consecutive years at CommuniCast Myanmar.

“We are very happy with this exhibition. The event allows us to have a face-to-face meetings with our customers to understand their requirements.”

Jeff Quek, Technical Director
Sylffon Synergy Pte Ltd.
(a partner of Motorola Solutions)



The show and the market is focussed on success

The fourth CommuniCast Myanmar show and International ICT Expo will be held from 28-30 November 2017 in the Novotel Max, Yangon.

With the majority of the 70 participating companies expected to rebook from the 2016 show now is the time to step on board.

In a survey of the 2543 visitors attending the December 2016 event the following responses were recorded:

- 86.6%** met the companies and saw the products they had planned to encounter.
- 91.8%** of the audience registered their visit as useful, with **7.8%** waiting to see the outcome.
- 62%** were involved in specifying for the organisation, with an additional **25.5%** being influencers.
- 99.7%** saw the prospects for the ICT industry in Myanmar over the next two years as very good or good.



The first time Vietnam pavilion in the 2016 show was the largest industry pavilion in Southeast Asia from the country for many years.

Leading products of interest amongst 2543 visitors attending CommuniCast Myanmar 2016

IT Solutions	31.9%
Network Infrastructure	26.3%
WiFi Technologies	23.7%
FTTH / Broadband Technologies	18%
Mobile Infrastructure	17%
Antennas & Towers	15.4%
Data & Information Management	15%
Service Providers / Operators	14.7%
Broadcasting Technologies	13.9%
Cloud Computing / Datacentres	13%
Satellite Services & Technologies	12.5%
Banking & Finance Solutions	12.4%
Power Solutions	11.9%
Mobiles & Handheld Devices	11.2%
Mobile Applications	9.4%
Communications & Testing Eqpt	8.7%
Security & Cyber Security Solutions	6.9%
Enterprise Application Software	6.4%
Billing & OSS	6%
Education & Training	5.8%
Hospitality Industry Solutions	4%

If your product is not listed please ask the organisers for the full listing

CommuniCast Myanmar 2017 has two themes

In recognition of the opportunities in the Myanmar market CommuniCast Myanmar 2017 has two distinct themes:



DRIVING MYANMAR'S DIGITAL ECONOMY

BUILDING CONTENT & SHARING EXPERIENCE

SATELLITE • BROADBAND • MOBILE • IoT • ENTERPRISE

BROADCAST SOLUTIONS • DELIVERY • CONTENT



The respective focal points for the ICT and broadcasting industries at the 2017 show reflect the changing opportunities in the market as new TV licences are issued and Myanmar looks to expand its local programming content. The following comments from exhibitors at the CommuniCast Myanmar 2016 show demonstrate the growing opportunities in the market.

"This is the second year we have joined CommuniCast Myanmar to we launch our new brand, MTM - Special future services. We want to exchange ideas and network with the other exhibitors."

U Tin Win Aung, Chief Executive Officer 
MTN-SingTel

"This show is good in general. Myanmar now opening and there is no player of OTT in the industry. This market has the potential to grow and it is a good opportunity to promote our company."

David Andriyano, Technical Director 
Infinit Group Pte Ltd.

"Myanmar's communications industry is opening up. This exhibition is a very good opportunity to develop business. This year is better than last year and we have met good quality visitors."

Swati Bhandari, Manager-Marketing (Export) 
Birla Cable Ltd

"This show is the top satellite show in Myanmar. We can meet with potential partners, customer prospects and promote our services in Myanmar"

Preston Lau, Director of Sales 
Asia Satellite Telecommunications Company Limited (ASIASAT)

"Myanmar is a new market and this show is very relevant for us. We have received quite a lot of interested potential customers and have collected some quality leads, which could possibly generate business for us in the future."

Kean Kuang, Director, Business Development Asia Region 
Alpha Technologies, Inc.

"This is our second time here. The reason we choose CommuniCast Myanmar is because we want to take this opportunity to enter Myanmar's broadcasting industry. We want to experience the market and educate market level to promote our brand in this industry."

Ian Ang Chong Peng, Director, Solutions & Support 
eCast Technologies Pte Ltd

Supporters

CommuniCast Myanmar has received the support of the Ministry of Transport and Communications, Ministry of Information and the Myanmar Computer Federation (MCF).



Supporting events

The CommuniCast Myanmar show also hosts the Myanmar Satellite Forum, which is a partnership with Talk Satellite. The Forum has received excellent support from industry leaders in the satellite industry; attendance is by invitation and attracts key decision-makers from the government, business and homeland security communities.

2016 PLATINUM SPONSOR




For Speaking & Sponsorship Opportunities
Kevin French of Talk Satellite E: kfrench@talksatellite.com

For Exhibition Space
Rupert Owen on: rowen@oesallworld.com

The Satellite Forum will be held on the 29th November.

Plans are also in discussion for an event for the broadcasting community, with further details to be announced in May. If you are interested in knowing more please also contact Rupert Owen.



The broadcasting revolution discussion at the Myanmar Satellite Forum 2016 comprised; U Min Min CTO Shwe Than Lwin Media, U Kyaw Kyaw, General Manager, Forever Group, U Hlaing Moe, Chief Engineer, MRTV and Daw Zin Wah Kyu, Director, Myanmar Broadcaster Association.

CommuniCast 2017 Myanmar

The 4th Communications Technology, Enterprise & Convergence Solutions Show

Incorporating:
SATELLITE FORUM 2017
Myanmar

TUESDAY 28 - THURSDAY 30 NOVEMBER 2017
NOVOTEL MAX, YANGON



The Venue

The CommuniCast Myanmar 2017 show will return to the Novotel Max in Yangon, the location for the 2016 show in a centrally accessible part of the city on Pyay Road. The ballroom, reception foyer and adjoining rooms offer space for more than 120 stands. The Conference facilities are ideal for the Satellite Forum and a planned Forum for the broadcasting industry.



UBM

The organiser of CommuniCast Myanmar has merged with UBM and is now known as UBM Myanmar. UBM is a leading global B2B event organiser listed on the London Stock Exchange. It is the largest tradeshow organiser in Asia with 42 offices and 1,600 staff in 25 major cities, and a combined portfolio of 150 major events, 28 trade publications and 18 online products covering a wide range of market sectors. We are now even better resourced to deliver the premium quality business platforms you are so accustomed to seeing from us. Your contact at Allworld and all previous channels of communications remain unchanged.

How to Participate

The allocation of exhibition space for the 2017 show is now in progress. If you would like to reserve space please contact the office nearest you as below, advising the size of stand you are looking for or refer to the www.CommuniCastMyanmar.com website.

Please note costings are now in S\$ (Singapore dollars).

For further information & space bookings please contact:

MYANMAR

Fraser Hawkes
UBM Myanmar
T: 0996 246 1343
E: fhawkes@oesallworld.com

THAILAND

Ms. Arayabhorn Sukpornchaikul
UBM BES
T: + 66 2 615 1255
E: arayabhorn@besallworld.com

ASIA

Fiona Seetoh
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T: +65 6233 6777
E: fiona@iemallworld.com

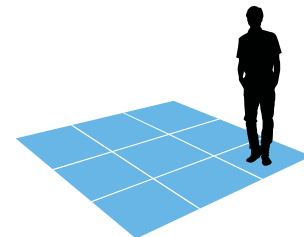
WORLDWIDE

Rupert Owen
UBM Allworld
T: + 44 20 7840 2121
E: rowen@oesallworld.com

The Cost of Participation

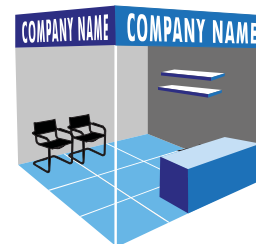
STAND PACKAGE OPTIONS

Space Only
S\$ (Singapore) 515 per m²



Stand Packages starting at
S\$ (Singapore) 90 per m²

Companies are also invited to build their own stands, for which the Organisers will be pleased to recommend proven stand contractors.



Please note that the minimum size stand is 9m²

Sponsorship Opportunities

For show sponsorship opportunities, please contact:

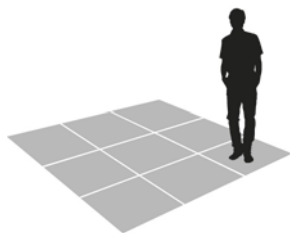
Rupert Owen
UBM Allworld
T: + 44 20 7840 2121
E: rowen@oesallworld.com

Satellite Forum Sponsorship & Speaking Opportunities

please contact:
Kevin French
Talk Satellite
E: kfrench@talksatellite.com

HOW TO EXHIBIT: THERE ARE 2 OPTIONS AVAILABLE TO EXHIBITORS

OPTION 1 - SPACE ONLY



Space Only
S\$ (Singapore) 515 per m²

Allows you the flexibility
to build your own stand
(minimum 36 m²)

OPTION 2 - SPACE WITH WALK-ON STAND PACKAGE



Space with
Walk-On Stand Package
S\$ (Singapore) 605 per m²

Includes walls, carpet, lighting,
fascia with company name, counter,
chairs, electrical socket and shelving.
Minimum space of 9 m².

I am interested in participating at: **CommuniCast 2017 Myanmar**

Please send me a quotation and space option (without commitment) for a stand of:

STAND SIZE:

9m² 12m² 15m² 18m² 21m² Other m² _____

STAND TYPE:

Space Only Space with Walk-On Package

I am interested in participating, but will exhibit with my agent/distributor or through my regional office, as listed below:

I am interested in knowing more about the show. Please contact me.

Please send me information on the Myanmar Satellite Forum and associated sponsorship.

Please send me information on Sponsorship Opportunities

Please update my contact details below:

Name: _____

Position: _____

Company: _____

Address: _____

Country: _____

Tel: _____

Fax: _____

Email: _____

Website: _____

Nature of Business: _____

Agent/Distributor/Regional Office: _____

Contact: _____

Tel: _____

Mobile: _____

Email: _____

Address: _____

Country: _____

ATTACH
BUSINESS
CARD

PLEASE EMAIL TO THE OFFICE NEAREST YOU

MYANMAR
Fraser Hawkes
UBM Myanmar
T: 0996 246 1343
E: fhawkes@oesallworld.com

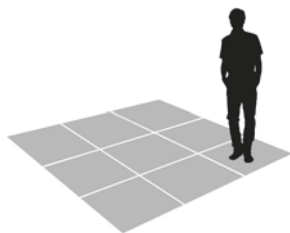
THAILAND
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S\$ (Singapore) 515 per m²

Allows you the flexibility
to build your own stand
(minimum 36 m²)

OPTION 2 - SPACE WITH WALK-ON STAND PACKAGE



Space with
Walk-On Stand Package
S\$ (Singapore) 605 per m²

Includes walls, carpet, lighting,
fascia with company name, counter,
chairs, electrical socket and shelving.
Minimum space of 9 m².

I am interested in participating at: **CommuniCast 2017 Myanmar**

Please send me a quotation and space option (without commitment) for a stand of:

STAND SIZE:

9m² 12m² 15m² 18m² 21m² Other m² _____

STAND TYPE:

Space Only Space with Walk-On Package

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Please update my contact details below:

Name: _____

Position: _____

Company: _____

Address: _____

Country: _____

Tel: _____

Fax: _____

Email: _____

Website: _____

Nature of Business: _____

Agent/Distributor/Regional Office: _____

Contact: _____

Tel: _____

Mobile: _____

Email: _____

Address: _____

Country: _____

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PLEASE EMAIL TO THE OFFICE NEAREST YOU

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ASIA
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