

MYANMAR'S COMPLETE ICT SOLUTIONS, MOBILE, BROADBAND, SATELLITE & BROADCASTING EVENT

CommuniCast 2016 Myanmar



The 3rd Communications Technology, Enterprise & Convergence Solutions Show

TUESDAY 6 - THURSDAY 8 DECEMBER 2016

NOVOTEL YANGON MAX

Driving Myanmar's Digital Future



Co-located with:

international
MYANMAR
ICT
EXHIBITION
2016

Incorporating the 3rd
SATELLITE FORUM 2016

Myanmar

www.communicastmyanmar.com

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The Country's Leading ICT Event

CommuniCast Myanmar is the comprehensive event and meeting place for Myanmar's communications infrastructure, mobile, enterprise and satellite sectors. The event also comprises the **Myanmar Satellite Forum** and the co-located international **Myanmar ICT Exhibition**.

With a **20% increase in visitor attendance** at the second show in November 2015, attracting **2511 professional visitors** and **120 participating companies**, CommuniCast Myanmar is the event of choice for companies wanting to sell into one of the world's most promising ICT markets.

"Many big companies are seeking to improve their information technology systems now some international sanctions have been rolled back and communications have improved through the building of mobile phone voice and data networks."

Financial Times
(26.11.15)



New Government, Expanding Agendas, New Opportunities

With the installation of a new democratically elected government *Asia Monitor* anticipates 8% GDP growth in 2016 and a broadening of the opportunities, especially in the enterprise economy.

The third CommuniCast Myanmar show will be held from 6-8 December in Yangon and is expected to grow further as the ICT industry draws in new investment. Developments include:

- The continued roll out of infrastructure for the three mobile networks as mobile penetration approaches 60% of the 53 million. The incumbent operator, MPT, is looking to increase 3G coverage to 95% of the population by April 2016.
- The imminent announcement of a fourth international mobile licensee to work alongside a local consortium.
- ICT network investment to support the anticipated international investment following the recent election.
- The expected passing of a new broadcasting law with the arrival of a new government.



Setting the Agenda for the New Government

The ICT Live! sessions hosted by the Myanmar Computer Federation during the 2015 show provided a great opportunity for industry leaders to debate the needs of the industry and record these for the benefit of future policy makers. In a survey of visitors priorities for the new government were topped by education & ICT training and the improvement of health services.

The Federation and its members are the prime drivers in the development of Myanmar's ICT economy and are fully involved in advising on the industry priorities.

"ICT is both an engine of growth for developing countries and a tool for training today's young to become the workforce of tomorrow."

ICT is a foundation for a knowledge economy. Investments in ICT for technical and vocational education and training will help meet demand for a skilled ICT capable workforce."

U Zaw Min Oo
General Secretary
Myanmar Computer Federation



97% of visitors to the 2015 show see the two year market prospect as good or very good...



SATELLITE FORUM 2016 Myanmar

Myanmar Satellite Forum Fully Subscribed

The second Myanmar Satellite Forum was a sell-out event with **more than 140 delegates** participating. According to Satconsult projected bandwidth demand in Myanmar will grow to 2,458 MHz by 2029 from less than 1,500 MHz in 2015; 61 new operating licences for satellite services have been announced.

The third Myanmar Satellite Forum will be held on the 7 December and can be expected to spearhead Myanmar's ambition to launch its own satellite. Further information is available at

www.myanmarsatelliteforum.com

"An excellent conference; It is a fantastic forum for the satellite community to meet and discuss topics of interest directly specific to Myanmar, a significant growth market for telecommunications and media."

Greg Orton
Senior Manager, Business Development
SES

How Can The Show Work For You?

Compared with many markets Myanmar has a very small number of decision-makers, but as the economy expands many more are expected to join the ICT industry.

CommuniCast Myanmar provides the ideal opportunity to meet key decision-makers in an all professional B2B environment.

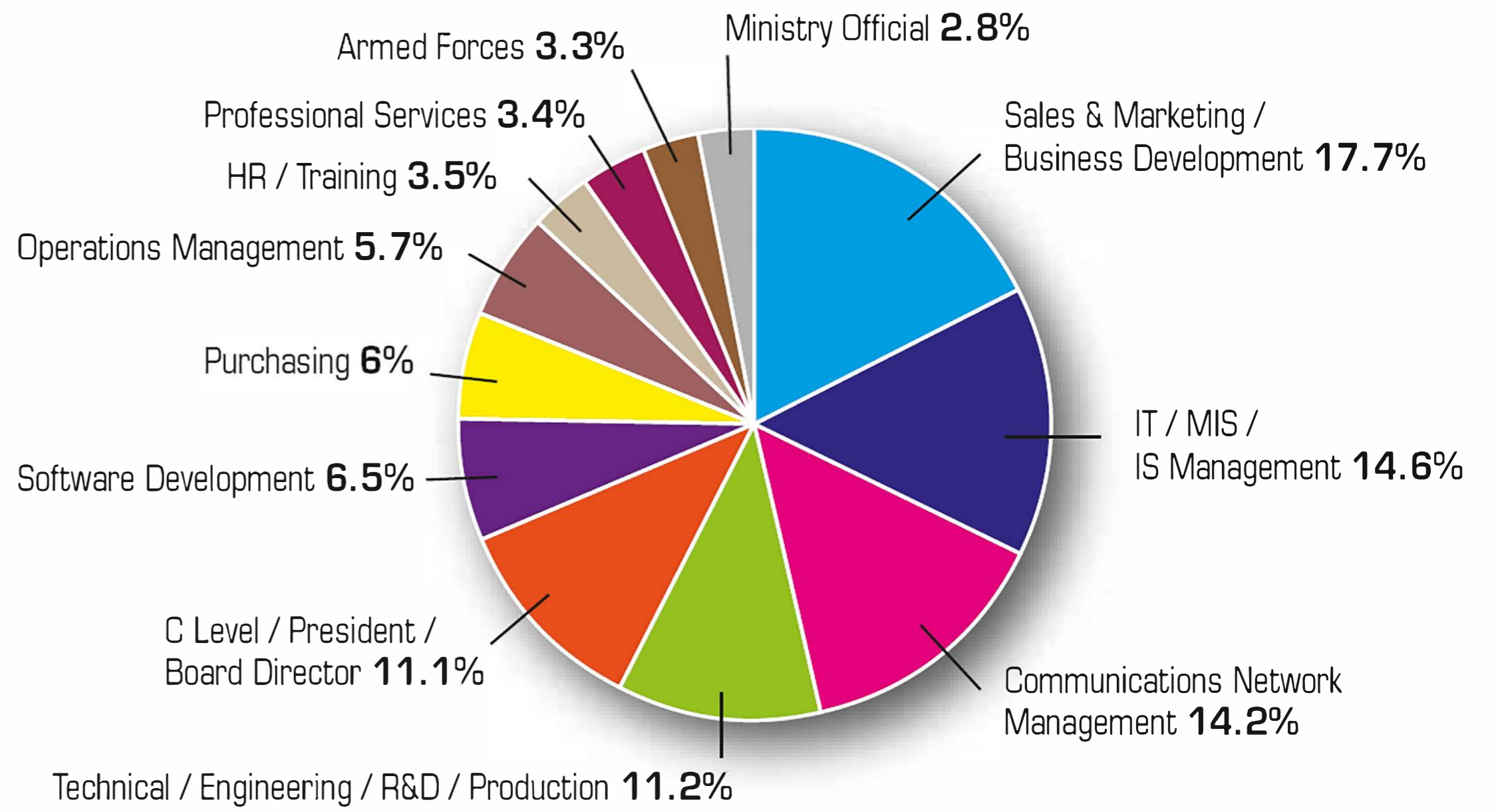
"It's a very exciting time in Myanmar now with lots of opportunities. I think the new government will support the industry. The exhibition is very effective, focused on B2B and we have got very good leads from participating."

Nyein Chan Soe Win
Managing Director
2C2P (Myanmar) Co Ltd

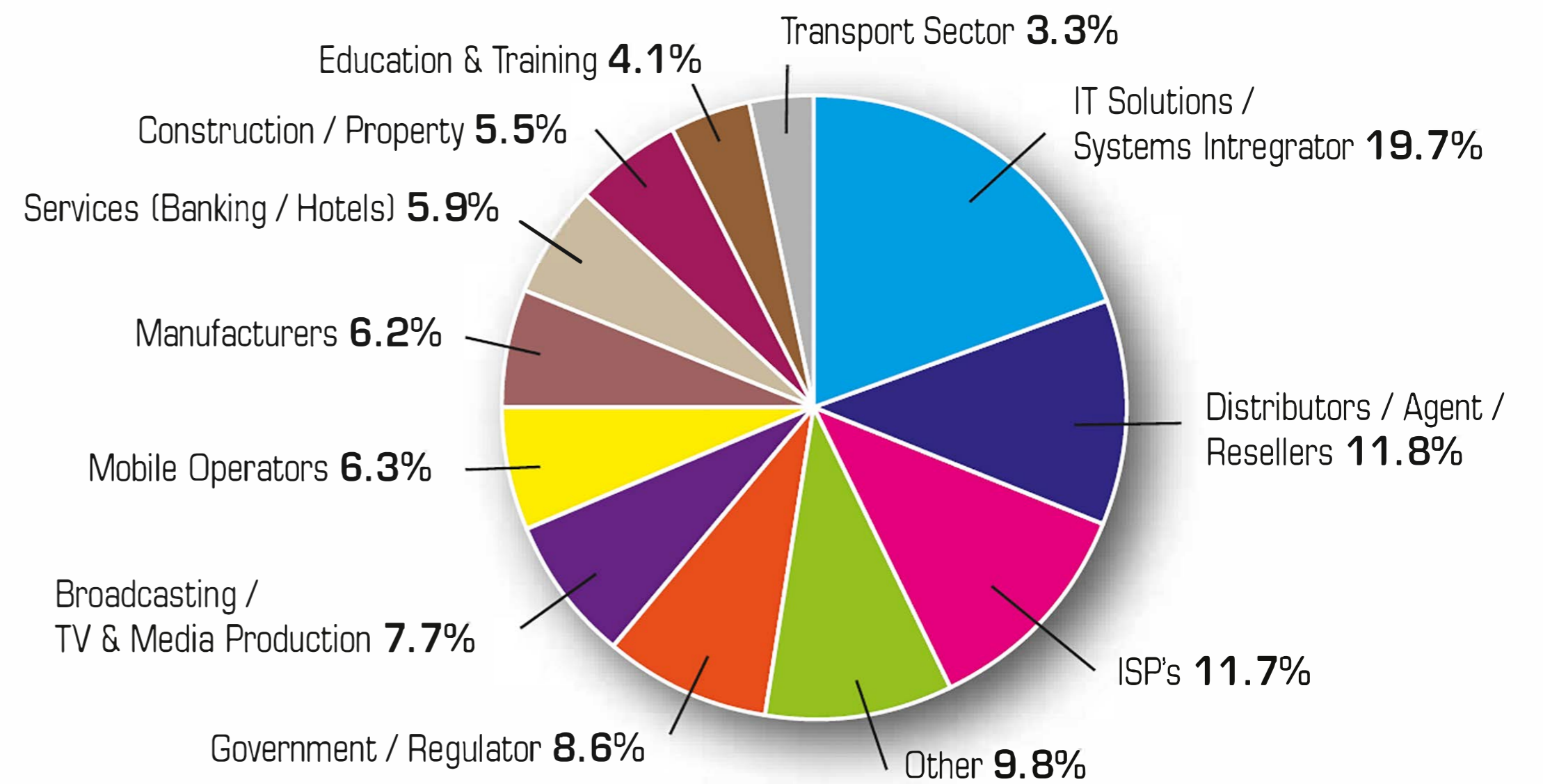
SHOW STATISTICS

The 2015 show attracted 2,511 visitors, comprising:

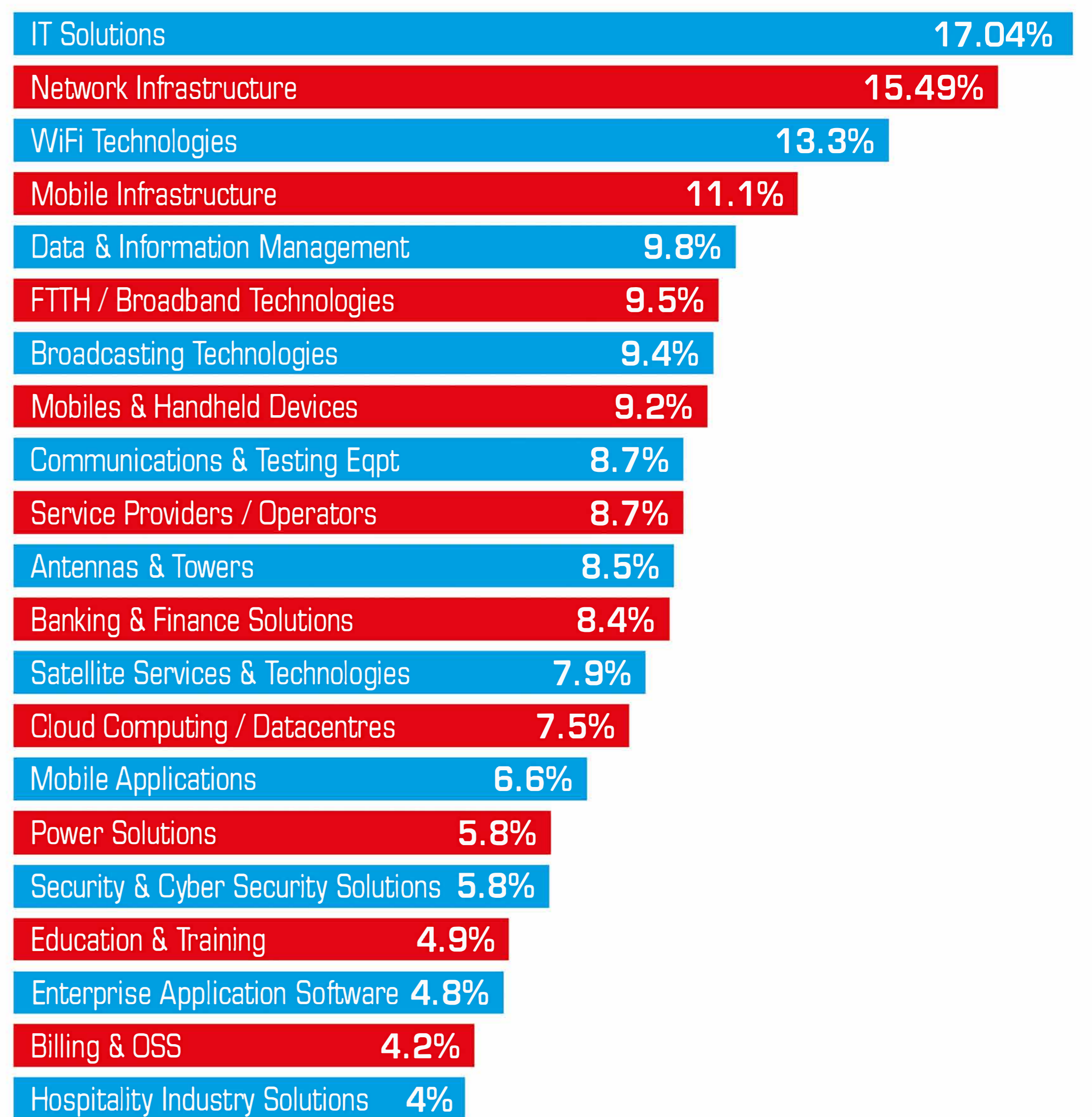
By Job Title/Function



By Main Activity



Top Products by Visitor Interest



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

Book your stand now at www.communicastmyanmar.com

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The Venue

CommuniCast Myanmar 2016 will be held at the Hotel Novotel Yangon Max located in downtown Yangon. It takes 20 minutes' drive from Yangon International airport and close to central business and retail districts. Hotel Novotel Yangon Max is Yangon's modern international hotel and venue providing excellent event facilities.



Show Organisers

The event is organised by Bangkok Exhibition Services Ltd, a member of the Allworld Exhibitions Group, who have been actively running shows in Yangon since October 2013. Through the Group the show is associated with the annual CommunicAsia show in Singapore and is increasing its resources in Myanmar as the economy grows.

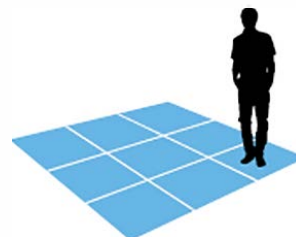
How to Participate

The allocation of exhibition space for the 2016 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.

The Cost of Participation

STAND PACKAGE OPTIONS

Space Only
US\$ 375 per m²



Stand Packages Starting at
US\$70 per m²

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



Sponsorship Opportunities

For show sponsorship opportunities please contact:
Rupert Owen of Overseas Exhibition Services Ltd
T: + 44 20 7840 2121
E: rowen@oesallworld.com

Satellite Forum Sponsorship & Speaking Opportunities

please contact Kevin French of Talk Satellite
on email: kfrench@talksatellite.com

For further information & space bookings please contact:

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