



MYANMAR'S INTERNATIONAL MOTORCYCLE SHOW **2019**
6-8 SEPTEMBER 2019 • MYANMAR EXPO HALL, YANGON



**MYANMAR'S NO. 1
INTERNATIONAL
MOTORCYCLE VEHICLE,
PARTS, & ACCESSORIES
SHOW**



Hosted by:



Organised By:



**6-8 | SEPT
2019**

MYANMAR EXPO HALL, YANGON

SPEED YOUR WAY TO SUCCESS IN MYANMAR'S MOTORCYCLE MARKET



MYANBIKE 2019 is Myanmar's No.1 International Motorcycle Vehicle, Parts & Accessories Exhibition, which is designed to help meet the needs of the country's expanding motorcycle market. Scheduled to be held at the Myanmar Expo Hall in Yangon from 6 to 8 September 2019, this expo is the perfect platform to capitalise on business opportunities in this sector of Myanmar's industry.

Held in conjunction with MYANAUTO and BUS & TRUCK MYANMAR - respectively Myanmar's Biggest International Exhibitions for Automotive Parts and Accessories and Buses and Trucks, MYANBIKE 2019 is expected to feature more than 200 exhibiting companies and an attendance of over 6,000 trade visitors nationwide. This is where exhibitors will showcase the latest and greatest motorcycle models, spare parts and maintenance equipment. In addition, the expo is where thousands of industry players will gather to form networks and explore business partnership opportunities.

Get your business on the fast track at MYANBIKE 2019 today! For more information or to book your booth, please contact Ms Saw at saw@ambtarsus.com.



MYANBIKE 2019 - YOUR NO.1 MARKETING PLATFORM

-  **MEET** over 6,000 professionals in the local motorcycle industry
-  **BOOST** your company brand and market position
-  **SOURCE** for new distributors, agents, and strategic partners
-  **CREATE** new networks and partnerships
-  **GAIN** in-depth knowledge on the latest business trends and issues

MORE CO-LOCATED EVENTS - GREATER VALUE UNDER ONE ROOF

MYANBIKE 2019 will be held in conjunction with several related events that will cover key areas of Myanmar's automotive sector. This combination of events aims to provide related industries with a One-Stop-Shop that will meet everyone's needs in one place at the same time.

MYANAUTO
INTERNATIONAL AUTO PARTS, ACCESSORIES,
SERVICE AND REPAIR EQUIPMENT EXHIBITION **2019**

MYANMAR
BUS * TRUCK
2019

This will help to attract even more buyers and decision makers in the automotive industry, thereby delivering more value to your participation.

MYANMAR – KEY FACTS & FIGURES

- Capital: Naypyidaw
- Population: 53 million (2018)
- GDP: \$69.322 billion (nominal; 2017), \$327.629 billion (PPP; 2017)
- GDP growth: 6.7% (2018)
- GDP per capita: \$1,299 (nominal; 2017)
- GDP by sector:
 - o Agriculture (24.8%)
 - o Industry (35.4%)
 - o Services (39.9%)
- Main Industries: Agricultural Processing; Wood And Wood Products; Copper, Tin, Tungsten, Iron; Cement, Construction Materials; Pharmaceuticals; Fertiliser; Petroleum And Natural Gas; Garments, Jade And Gems



KEY MARKET UPDATES



-  Myanmar's Annual Registered Motor Vehicles listed 5,271,105 units of motorcycles on March 2017, which is an increase from the previous number of 4,631,107 units on March 2016.
-  The Mandalay City Development Committee is preparing to create a city-wide system for motorcycle taxis operating in the area in an effort to increase usage of the service. There will be various stations set up around the city for this taxi system, with 10 to 25 motorcycles at each station.
-  Myanmar's official Ducati bike distributor, SGG Motor Services Ltd - a subsidiary of Yoma Strategic Holdings Ltd, opened Ducati's first motorcycle showroom in Mandalay on April 2018, which includes the only fully-equipped Ducati-approved service centre in the country.
-  On November 2018, German development finance institution DEG and funding initiative agRIF announced a joint investment of USD 6 million in Rent 2 Own (Myanmar) Ltd (R2O), which provides affordable motorcycle rental services to 70,000 clients around the Central Myanmar area.



SPONSORSHIP OPPORTUNITIES



MYANBIKE 2019 is an excellent platform to increase your company's brand image and profile, as the show will cover a wide range of events, such as the exhibition, competitions, technical symposiums and conferences. Your logos could be featured prominently in many promotional materials and on-site signage. For more information about the sponsorship opportunities that are available, kindly contact Mr Darren at darren@ambtarsus.com.



THE VENUE

MYANBIKE 2019 will be held at Myanmar Expo Hall, which is Yangon's newest, largest and most modern exhibition hall. The hall is located just 3 km from Yangon International airport, 15 km from the city centre, and can easily be accessed from major international hotels. The hall offers 4,800 sqm of indoor exhibition space, along with car parking and additional meeting space.

EXHIBIT PROFILE

- Motorcycles
 - Engine Oil & Lubricants
 - Wheels, Rims & Tyres
 - Accessories
- Motorcycle Service & Repair Equipment**

THE PROFESSIONAL ORGANISER

MYANBIKE 2019 is organised by AMB Tarsus Events Group (www.ambtarsus.com), a leading organiser of international trade exhibitions in Asia's key emerging markets including Laos, Cambodia, Sri Lanka, Bangladesh, Malaysia, Philippines and Vietnam. Established in 1996 and headquartered in Malaysia, the company's portfolio covers various industry sectors including energy, water, oil & gas, hotel, food & beverage, building and infrastructure.

COST OF PARTICIPATION



BARE SPACE ONLY

- US\$318 per sqm

WALK ON PACKAGE

- US\$348 per sqm

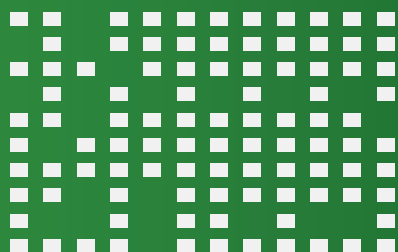
Inclusive of

- Needle punch carpet
- White polyester laminated panels for back wall & two side walls and fascia board
- Adhesive Vinyl letters for exhibitor's name and booth numbers on the fascia board
- Fluorescent lights (40 watts)
- Information Counter
- Folding Chair
- Wastepaper Basket

AMB Tarsus Exhibitions



AMB Tarsus Exhibitions, an associate of AMB Tarsus Group, a joint venture with Tarsus Group PLC, a listed company in the London Stock Exchange is the leading international trade show organiser in the region covering Singapore, Malaysia, Cambodia, Myanmar, Sri Lanka, the Philippines and Vietnam since 1996. It is market leader in key industry sectors including food & drinks, building and construction, water, energy, security, agriculture, oil & gas, infrastructure and auto aftermarket. It serves as the regional headquarters for the Southeast Asia region and provides marketing, sales and finance support to our offices in Cambodia, Myanmar, Philippines and Sri Lanka.



MYANMAR OFFICE

Unit 805, Hilltop Tower
Hnin Si Gone Rd, Ahlone Township
Yangon, Myanmar

☎ (+95) 9423697412
✉ saw@ambtarsus.com

INTERNATIONAL SALES OFFICE

Unit 37.08, Level 37, Menara Multi-Purpose,
Capital Square, No. 8, Jalan Munshi Abdullah,
50100 Kuala Lumpur, Malaysia.

☎ (+603) 2692 6888
☎ (+603) 2692 2788
✉ darren@ambtarsus.com

DELIVERING BUSINESS ACROSS ASIA'S EMERGING MARKETS