



How Do We Prepare? (8 Key Issues)

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Background

- AEC is a reality Now!
- The neighborhood has changed completely
- We need to act FAST!





Eight Key Issues

1. Awareness and understanding of ASEAN and AEC
2. Myanmar needs to understand opportunities provided by 600 million ASEAN market and ASEAN plus
 - Trade opportunities-comparative advantage in agriculture, fisheries and tourism
 - By partnering with ASEAN investors we may be able to secure Investment, tech., management skills and access to foreign markets
 - Need to work with non-ASEAN investors. eg. ASEAN plus China
3. Use existing preferences under AEC - Eg. Form D





Eight Key Issues Contd.

4. Private & Public sectors work closely- NOT to ask for more protection but-

- Ask the govt. to ensure a level playing ground, ensure other ASEAN countries are not hiding behind NTBs.
- Ask the govt. to provide an adjustment fund or tax incentives
- Establish effective trade counselors in Myanmar major ASEAN embassies countries to assist private sector
- Request the govt. to negotiate more strongly on future ASEAN negotiations





Eight Key Issues Contd.

5. Become competitive yourself

- Improve the quality of Business English
- Use recent advances in IT for business purpose rather than just entertainment (Facebook is NOT enough!)
- Develop technical and managerial skills
- Allocate more resources to Research & Development
- Provide assistance to SMEs on finance, access to information fostering innovation and link to global supply chain
- Enhance quality and control of Myanmar products to ASEAN standards (Especially food hygiene)
- Promote niche products through packaging and branding (Eg. Myanmar Tiger Prawns, Beer and wine, Buddhist pilgrimages)





Eight Key Issues Contd.

6. Bring down trade costs: No transport, No trade!

- Economic corridor to Thailand as well as development of urban centers along the route
- Existing Myanmar airlines need to improve their efficiency
- Customs procedures need to be vastly improved
- Promote adoption of ASEAN Single Window program





Eight Key Issues Contd.

7. Make Yangon into “ Competitive ASEAN City – Where Asia Mets”

- Investment friendly
- Connected city (transport, IT)
- Friendly city (security, housing costs, environment)
- Smart city (People, IT)





Eight Key Issues Contd.

8. Government, needs to LEAD so that the domestic private sector can make appropriate decisions (ALL levels of Government)

- Provide a clear vision of how it wishes to use regional cooperation to further the development of the country
- Provide a short term action plan
- Prepare a medium plan which will prepare Myanmar for a more integrated regional and global economy.





Thank You

