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Business and Lifestyle information in Myanmar

# MYANMAR *plus* JAPON

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Top Talk

## City Mart

Myanmar's top retail company

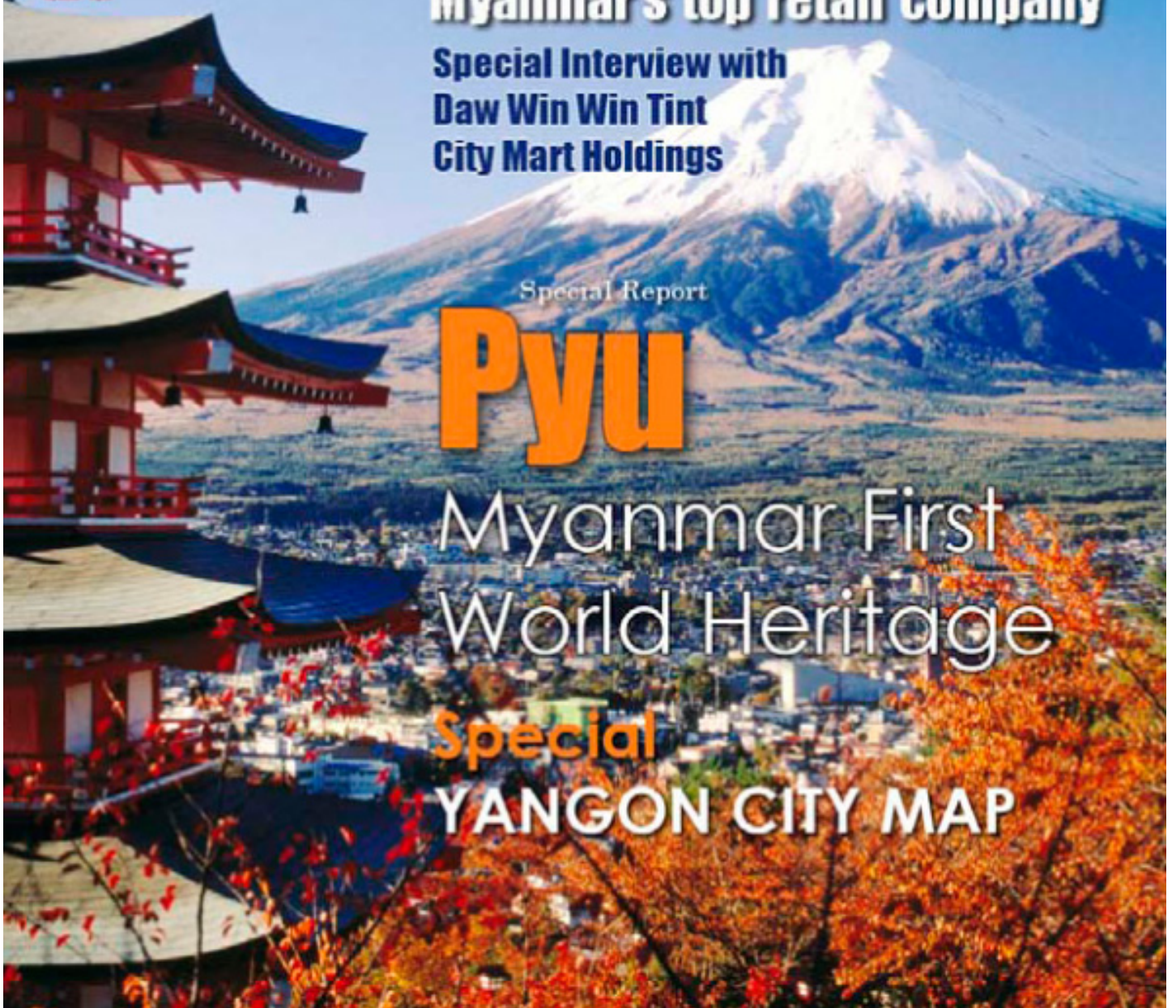
Special Interview with  
Daw Win Win Tint  
City Mart Holdings

Special Report

## Pyu

Myanmar First  
World Heritage

Special  
YANGON CITY MAP



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**FUJI XEROX**

# MYANMAR plus JAPON

ISSUE1 September 2014

## NEWS

### 4 | Business News Digest

## FEATURES

### 6 | Top Talk

City Mart - Myanmar's Top Retail Company  
Special interview with Managing Director of  
City Mart Holdings

### 8 | Travel

Pyu...Myanmar's First World Heritage Site

## SPECIAL MAPS

### 10 | Yangon City Maps

## Useful Information

### 17 | Foods, Hotels, Entertainment, Shopping

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MYANMAR plus  
JAPON

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## Message from the Editor

Dear Readers,  
We are pleased to launch our new English magazine Myanmar Japon + Plus.  
Our goal is to provide Myanmar and Japanese business and lifestyle information to an English speaking audience.  
Since launching Myanmar's first monthly Japanese magazine, we have faced many challenges and are proud to be launching this sister publication.  
We hope Myanmar Japon + Plus becomes your trusted and useful companion in Myanmar.  
We look forward to receiving your support and feedback.

Best wishes,  
Kyaw Kyaw Thant  
Editor in Chief

#### 読者の皆様

私たちは新しい情報誌として英字版(MYANMAR JAPON+plus)を創刊します。  
日本とミャンマーのビジネスや生活情報を、ミャンマー人と外国人に提供することを使命としております。  
多くの困難に挑戦した、ミャンマー初の月刊日本語情報誌「Myanmar Japon」の姉妹誌です。  
スタッフ一同、皆様に読まれる誌面づくりを怠りし、足で集めた記事を編集いたします。  
「Myanmar Japon」同様にご支援ご鞭撻のほどお願い申し上げます。

Myanmar Japon +Plus  
編集長  
Kyaw Kyaw Thant

# Business News Digest



## KDDI and Sumitomo agree to set up Myanmar Telecom Business

KDDI and Sumitomo signed an agreement with Myanmar Posts & Telecommunications (MPT) in Naypyidaw on July 16 to jointly provide telecom services in Myanmar. The two companies set up a joint venture company in Singapore called KDDI Summit Global Singapore Pte Ltd, with a subsidiary in Myanmar called KDDI Summit Global Myanmar Co. Ltd. (KSGM).

Myanmar's mobile penetration rate is estimated at only 10% so demand is expected to rise rapidly. Both Japanese companies will use their telecom technology and experience to set up telecom infrastructure to provide world class "Japan quality" mobile and fixed telecom services. They will also focus on customer service through call centers and shops. KSGM's President Mr. Takashi Nagashima said, "We need to fix the various telecom network problems and provide high quality service as fast as possible". The company also plans to enter the high speed internet business using their fixed lines.

The Myanmar government is targeting to raise the mobile penetration rate to 80% by 2016. MPT plans to offer lower voice and internet charges than other telecom providers.

## Investment Agreement Seminar on promoting business



The Japanese Chamber of Commerce and Industry, Yangon (JCCY) held the "Japan-Myanmar Investment Agreement Seminar" at the Chatrium Hotel Yangon on July 7 with over 100 member companies participating.

Mr. Nishigori, Assistant Manager for the Ministry of Foreign Affairs, South Asia Department, Southeast Asia First Division, came from Japan to discuss the current situation and outlook relating to the Japan-Myanmar Investment Agreement passed by the Diet on July 6 this year.

To support the expansion of Japanese companies into Myanmar, as part of Japan-Myanmar joint initiatives, negotiations were held on the investment environment. Mr. Nishigori said "To support Japanese businesses, the Japanese government is striving to rapidly improve the investment environment."

## JFE Engineering completes new Yangon factory

J&M Steel Solutions, the joint venture infrastructure construction company formed last November between JFE Engineering and the Myanmar Ministry of Construction, held the opening ceremony for its newly completed factory constructed in Thaketa district on July 20. The new factory will produce steel structures for bridges and other projects. It just recently shipped its first bridge blocks.

J&M Steel Solutions has received orders from the Ministry of Construction to work on the design, construction, and assembly for the Than Lwin Bridge in the east in Kayah State and the Htee Gyaint Bridge crossing the Irawaddy River in the north in Sagaing Division. Including orders from outside Myanmar, the factory order book has already reached 7,000 tons.

## Shin Nippon Air Technologies returns to Myanmar with a branch opening ceremony

On August 1 at the Chatrium Hotel in Yangon, Shin Nippon Air Technologies held its Myanmar branch opening ceremony which was attended by around 100 guests including trading houses, construction firms, and financial institutions.

As a pioneer of the air conditioning business, the company expanded into China in 1973 and then to Asia, the Middle East, and Africa. However, it is now specializing in Asia with local corporations set up in Singapore, China, and Sri Lanka.

In 1995, the company set up a Myanmar branch office to handle the design and construction of air conditioning hygiene & fire extinguishing electrical equipment and general con-

stration equipment for Japanese factories, 5 Star hotels like the Chatrium Hotel, and condominiums targeting foreigners. However, due to the impact of economic sanctions, the branch registration was canceled in 2012.

But with Myanmar's economic growth anticipated to continue and major Japanese and global manufacturers and service providers expected to expand in the country, a Myanmar branch office was officially opened again in January 2014 as the local branch of the company's Southeast Asian regional base in Singapore. Operations were started again. The company's Director and CEO Mr. Natsui Hiroshi commented, "We are taking concrete steps to become a key company in the equipment business worldwide"



## Forval forms an alliance with Myanmar's first TV Home Shopping Network for Japanese products

To support Japanese companies targeting sales to the Myanmar market, the information telecommunications consultant Forval is teaming up with local company BOOM (Blue Ocean Operating Management), the producers of Myanmar TV's Japan Select Shopping TV, to undertake the general management and marketing of the Home Shopping TV programs.

In Myanmar where communications infrastructure is underdeveloped, the TV and telephone, along with newspapers/magazines, are important media for communicating lifestyle information. This alliance was based on the idea that the Japan Select Shopping TV program enables consumers to buy Japanese products with one phone call, and thus provides an optimal tool for Japanese companies interested in expanding into Myanmar to research the market and consumer tastes.

It is the first time for Japanese companies to be involved in such a program in Myanmar, and the broadcast is expected to start from the middle of August.

## Fuji Xerox hosts new product launch event in two cities



Fuji Xerox launched its new copier SC2020 at the Park Royal Hotel in Yangon on July 18 and at the Thingaha Hotel in the capital Naypyidaw on July 22.

In Yangon, there were around 170 guests, mainly from local companies. In Naypyidaw, there were approximately

350 guests, primarily central government officials. The event attracted significant attention and raised expectations for future government procurement orders. With the new product's low cost, high quality, and simple-to-use features, the company plans to expand sales channels into local firms and foreign-invested SMEs.

Through its local sales representative Concordia, the company has been selling multiple products at showrooms and service centers since 2003. Fuji Xerox Asia Pacific Myanmar branch opened in April 2013 with mainly Japanese staff to provide management support for its sales offices and seamless after sales service, along with sales proposals for high value add products such as high speed color.

### Cultural News

## TOSS Yosakoi Soran Dance



To commemorate 60 years since the establishment of Japan-Myanmar Diplomatic Relations, a "TOSS Yosakoi Soran Dance" was held to introduce Japanese and Myanmar culture at the Yangon National Theater. The sponsor was the Teacher's Organization of Skill Sharing ("TOSS"), a non-profit organization from Japan, with the cooperation of Peace Smile Land Travels & Tours Company and the Myanmar Ministry of Culture Arts High School. There were 28 teachers from Japan who came to Myanmar to perform the Japanese dance "Yosakoi Soran" and play the Japanese Taiko drums, while 45 Myanmar students performed traditional dance and harp for an audience of 1,100 who enjoyed the Japanese and Myanmar culture.

TOSS is represented by former teacher Mr. Yoichi Mukaiyama and is a Japanese education research organization advocating education technique (teaching methodology) and conducting information exchanges. Starting in the 1980s as a volunteer organization, it expanded primarily amongst young teachers. Currently, the teachers gather on a voluntary basis to do various

volunteer activities. Every year the organization visits one overseas country to conduct international exchanges and school visits, and this year's trip coincided with the Japan-Myanmar 60 year commemoration event. "Yosakoi Soran" is a dance which fuses the traditional Japanese "Yosakoi festival" from Shikoku and Aichi Prefectures with the Hokkaido folk song "Soran". In 1990, university students started the festival with teams of up to 150 players each wearing matching clothes and battling through voice and sound in time with the music. The festival is held every year in June in Hokkaido.

Ma May Nyo of Peace Smile Land Travels & Tours commented "I am very happy that Japan's wonderful culture is being widely introduced to Myanmar people. Using this opportunity, we developed plans to work together on seminars and education related activities." The company also organized a large scale event to introduce Japanese culture for the Japan-Myanmar Diplomatic Relations 50th Year Commemoration, so this was the second time for the event after 10 years.

**Myanmar began its transition to democracy three years ago. As it opens up to new foreign investments, Myanmar shows strong potential for retail business. In a previously closed market where supply drove demand, this is not surprising. However, things are already changing, as real shopping promotions are appearing in both modern and traditional stores.**

*MYANMAR JAPON+Plus' Yutaka Nagasugi meets with Win Win Tint to talk about the challenges of Myanmar's retail industry and future plans of City Mart Holdings....*

*Win Win Tint is Founder and Managing Director of City Mart Holdings, which operates multiple retail stores in Myanmar, including supermarkets, hypermarkets, bakeries, cafes, pharmacies, baby stores and convenience stores.*



Daw Win Win Tint

**Nagasugi:** Firstly, we are very impressed with the success of City Mart Holdings in Myanmar. Tint, what is the story behind creating City Mart Holdings?

**Tint:** Thanks. Actually, we started our first retail store at the end of 1996. At that time, there were around three other supermarkets already operating in Yangon. They were Asia Light, MYAING HAY WON and a Singaporean chain store. When our family decided to enter the supermarket business, we realized that supermarkets were unfamiliar for Myanmar people. In the early years, we faced many challenges because supermarket shopping is so new to local people. First, available items are very different from traditional stores. Second, we cannot compete on selling price with small corner shops. So, we faced many difficulties in those early years.

**Nagasugi:** How did you solve the early problem of price competition with corner shops?

**Tint:** I thought a lot about how to compete on prices against corner shops. Price is very important for Myanmar consumers. So we worked hard to narrow the price gap with corner shops and also promote other benefits of shopping in a supermarket environment such as hygiene, quality, variety and convenience.

**Nagasugi:** How did you get your experience to set up and manage a supermarket chain?

**Tint:** When I first joined our family business as the eldest child, I was very new to this business. During the 1990s, there were many mega stores opening

## The Leading retailer in

up in our neighboring countries like Singapore, Thailand, and Malaysia. So, I learned about supermarkets by visiting these operations, by reading foreign

truth is your success came from your own talents and hard work at home.

**Tint:** In the retail sector, Japan is a remarkable country with superb service, operation, and efficiency and I have learned a lot from Japan. Every time I visit Japan, I am excited to study as much as I can about the latest technology for the retail sector



Managing Director of City Mart



magazines and articles on retail and by on-the-job learning.

**Nagasugi:** Did you study any Japanese supermarket chains?

**Tint:** When we started our other business in 1992, department stores from Japan were very popular in Asia. Big names like ISETAN, TAKASHIMAYA, and JUSCO, which is now AEON. We viewed these as top-level brands in the retail sector.

**Nagasugi:** Have you ever been to Japan?

**Tint:** I went to Japan around 2000 for my first trip. Since then, I have been to Japan many times for business and leisure.

**Nagasugi:** Among Japanese people, it is widely believed that you studied in Japan before and then became a famous businessperson back in Myanmar, but actually, that it is not the real story. The

**Nagasugi:** When you started out, why did you choose supermarkets over other options?

**Tint:** Actually, you can say it was by coincidence. The decision was influenced by the situation of the country and by family relationships. In 1992, Myanmar started opening its economy and some foreign investors entered the Myanmar market looking for opportunities. Our family business was also looking for new opportunities.

At that time, one of my relatives living in Singapore recommended the supermarket business, which was booming in neighboring countries. But we had no experience in this business. Fortunately, my relative introduced a friend who had retail store experience in Singapore.

We appointed him as a general manager in our debut supermarket business. This Singaporean friend helped us with everything in setting up the new store. But later, he went back to Singapore. In December 1996, the first City Mart outlet opened at Aung San stadium, near the Yangon Central Rail Station.

**Nagasugi:** So, City Mart has travelled



Mr. Yutaka Nagasugi

## Myanmar

a long journey since 1996. Now, how is your business?

**Tint:** We currently operate 15 City Mart supermarkets, 7 Ocean supercenters, 2 Marketplace, 22 Season Bakeries, 23 City Care stores, 40 City Express 24-hour mini stores, 4 City Baby Clubs, 4 Popular Book Stores, and other retail stores. The supermarket, pharmacy, bakery, and baby store are generally grouped together in the same retail development.

**Nagasugi:** Are City Mart supermarkets only in Yangon?

**Tint:** Yes. All 15 stores with this brand name are only in Yangon. We operate retailing in two other cities with different brands.

**On the strategy for short term...**

**Nagasugi:** City Mart Holdings currently runs many stores in three cities of Myanmar. What plans do you have for the coming years?

**Tint:** Our main brand, City Mart supermarket, is aimed at urban shoppers. So, we plan to expand City Mart targeting major city areas. Yangon's population is growing fast, creating traffic problems and reducing time for shopping. City Mart provides fast, convenient one-stop shopping for urban shoppers with higher income levels but with less time to shop. The future strategies of City Mart remain focused on upper and middle class consumers.

For Ocean, as you know, it is a large format retailer for urban households and family shoppers. We designed Ocean to be value oriented as a hypermarket. And

we have plans to open new Ocean Supercenter outlets in Myanmar's second-tier cities, including Pyin Oo Lwin, Monywa and Mawlamyine next year.

**Nagasugi:** Can you let us know the daily shopper entry volume in each outlet?

**Tint:** Yes, based on our research, the daily entry volume of all City Mart and Marketplace branches is between 70,000 to 80,000 and in Ocean, around 30,000 to 40,000 people per day.

**On the future of retail...**

**Nagasugi:** At the moment, world famous malls like AEON are preparing to enter the Myanmar market. What is your suggestion for newcomers to the Myanmar retail market?

**Tint:** Myanmar foreign investment law came out last year. By this regulation, foreign investors currently can't operate directly in Myanmar retail. But from 2016, they can enter into joint venture opportunities with local partners. From 2021, all foreign players can invest directly in any sector, so I think all businesses have to prepare for future market changes.

**Nagasugi:** So, when the future market changes, will there be any difficulties for your market share?

**Tint:** The country is growing quickly and markets will grow bigger, especially the retail sector. So, the market will move to international standards very soon and competition will be tougher than before. But we see this situation in a positive way as changes will create not only challenges but also opportunities. At the moment, we must focus on upgrading our service and efficiency. In the future, an advantage of the changes will be that we can potentially work closer with big partners.

**Nagasugi:** How about the relationship between Sojitz and City Mart holdings?

**Tint:** Sojitz is a trading company. We made a Joint Venture with the Sojitz Group to procure consumer goods and foodstuffs. Utilizing advanced distribution and logistics systems and cold chain facilities, CM-Sojitz aims to support higher efficiency and modernization of distribution and logistics businesses. We have plans to expand the cold chain market in the future.

**Nagasugi:** How do you see the future of City Mart Holdings?

**Tint:** We have already faced many dif-

iculties over the last 18 years. As you know, every business has challenges which change over time. In the past, our biggest challenges were attracting customers in a weak economy and managing supply chains subject to many merchandising restrictions caused by local rules and regulations. Currently, our main challenges are human resource shortages, rising operational costs and skyrocketing real estate prices. We must overcome these challenges to survive.

**On interest in Japanese Products...**

**Nagasugi:** City Mart has drawn considerable interest from Japanese firms looking to enter Myanmar. What do you think about Japanese products for the local market?

**Tint:** You can get some Japanese products in our stores. While people mostly know City Mart as a retailer, we also have six affiliated companies, some of which import products from abroad directly and some through our distribution company. Regarding quality, products from Japan have no problems. But some have short expiry dates while others are very expensive. So we choose Japanese items carefully. Among Japanese products, our local consumers' favourites are confectionery items and Japanese foods items like sushi, sashimi, Ramen and cooking ingredients.

**Nagasugi:** For Japanese imports, why do you mainly focus on food products?

**Tint:** It is very simple – affordability! For example, the stationary products that are made in Japan are very expensive and beyond the price range of many of our local consumers. Another reason is our business is a supermarket, so our focus area is food and drinks. But we also import many Japanese electronic items for our stores through local distributors.



Mr. Yutaka Nagasugi,

CEO of MYANMAR JAPON CO., LTD which operates Myanmar Japon and Myanmar Japon +Plus monthly magazine in Japanese and English languages. He meets with business leaders and innovators in Myanmar and publishes these interviews in these two magazines.

# Myanmar's First World Heritage Site

## Traces of the mysterious Pyu People... Ancient Cities

In June 2014, UNESCO, after a long review process, recognized the Pyu Ancient Cities as a World Heritage Site. They are Myanmar's first World Heritage Site and Myanmar Japan+ plus shares with you how to get there and enjoy the sites.

Even though Myanmar ratified the UNESCO World Heritage Convention in 1994, Bagan failed to qualify and until the Pyu designation, Myanmar was unable to get any sites recognized. The recent designation of Pyu achieves the country's long dream of having a World Heritage site. In the future, many more candidate sites are expected.

\*1000 Kyat = approximately 105 Yen (August 2, 2014). Travel dates in the articles are by car if not otherwise specified, and depend on road conditions.

### Q1 Who are the Pyu?

Pyu is Myanmar's oldest civilization dating from the 2nd century BC to 9th century AD when it thrived as one of Southeast Asia's leading city states. Chinese history books write of impressive groups of Pyu musicians and dancers visiting China.

### Q2 What is the cultural significance of the Pyu?

Religious and artistic artifacts such as tombs with pots neatly arranged, coins, and figurines of dancers and musicians have been excavated indicating Myanmar had its own distinct culture in the BC era. There are pagodas from the Pyu period believed to be the oldest in Southeast Asia and older than Borobudur.

### Q3 Can you see all the sites?

The World Heritage Site designation was for three sites which are all far apart and cannot be toured in 1 day. The most developed tourism site is Thaye Khittaya and there are many Western and Myanmar tourists visiting it, but not yet many Japanese tourists.

Foreign visitors are rare

### Hanlin Site



Access:

from Mandalay, around 2.5 hours to Shwebo, and then 30 minutes to the site.

It is estimated this City State was established between Beikthano and Thaye Khittaya during the 2nd-9th century AD. The ruins are spread across an undeveloped plain so access is poor. In the Mandalay area, there are already many impressive historic sites and now some tourists are travelling to Hanlin.



The oldest of the three sites

### Beikthano Site

Museum at the site entrance exhibits excavated items



Access:

from Yangon to Taunggyingyi by bus around 10 hours, then 40 minutes to the site.

The local museum was incomplete for a long time, but was opened in 2013. Those with a deep interest in Archeology will find the museum interesting. Since the designation, busloads of Myanmar visitors have been arriving. Visitors should consider that nearby hotels and restaurants are only local.



Ruins of pagodas and palaces

Three different styles of pagodas

### Thaye Khittaya Site

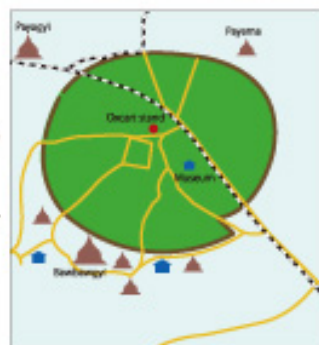


Three different styles of pagodas. The top is Bawbawgyi, and from the bottom left is Payama and Pyaygyi.

### A relaxing oxcart ride

Combined with the tourist spot of Pyay, this site has the most tourists of the three sites, and the visitors are mainly Westerners. Ruins of temples, palaces, and tombs are spread around the area within a 4km diameter circular wall and it is never boring passing the farmer gardens. While you can visit by car, we recommend the 2 hour oxcart tour. The oxcart tour pick-up spot is in front of the museum by the central part of the wall. In rainy season, the normally small river overflows making for a wild ride. Museum and Site entrance fees are 5000Ks each for foreigners.

Access: From Yangon to Pyay is around 5.5 hours, then 30 minutes to the site. To Taunggyingyi for the Beikthano site is a further 4.5 hours.



Oxcart one 2 hour ride is 6,000Ks (around 6US\$). During rainy season, reservation is required. 009-72700888



Ruins scattered in the grass and fields. Excavation site used as an exhibition space





# Pyay travel advice

Pyay is almost exactly between Yangon and Bagan. During the Bagan Kingdom, it was a strategic location for river traffic, and now it plays an important role as a land transportation hub. The city fits snugly around the roundabout with the statue of General Aung San, and there are several beer gardens along the Irawaddy River bank which are ideal for watching the sunset on a cool evening. At night, along the street on the north side of the Lucky Dragon Hotel, there is a night market. A walk amongst the street stalls is recommended.

## One of the 3 Big Pagodas

### Shwe San Daw Pagoda



This pagoda is one of three holy sites called the three big pagodas, along with Shwedagon in Yangon and Shwe Maw Daw in Bago. It towers over central Pyay and the view is spectacular. There is an elevator to the top. There are many shops in the area selling specialty snacks. Don't miss the big Buddha in the background.

The pagoda's characteristic slenderness



Overlooking far across the city

## Besppectacled big Buddha is popular

### Shwe Myetman Pagoda

Eye glasses as dedications



Healed by the gentle smile



About 40 minutes by car outside of the Pyay town center, Shwedauung has a bespectacled Buddha statue which attracts many worshippers. It is said that if you pray to this Buddha, your eyes will get better, and in the main hall there are many abandoned glasses which supposedly became no longer necessary. There is an interesting story illustrated in the main hall about how this Buddha came to wear glasses.

## New tourist spot

### Ahkauktung

Although a bit far from Pyay and requiring a 2 hour car trip, this new travel spot has become well known by Myanmar people over the past 2-3 years. Riding small boats to view the many Buddha statues carved into the riverside cliff walls is becoming popular. The fishermen living nearby carved these images to pray for a safe voyage.

A simple face carved by fisherman



Buddha statues carved into the cliffside

## Transportation, Accommodation, Restaurant Guide

### Travel Information

#### 1 Bus Transportation

Of all the buses going to Pyay, Myo Set This is the highest quality and they operate Yangon-Pyay, Pyay-Yangon during 6:30-22:30 leaving every hour.

**Myo Set This**  
No. Nagy(118/C), Aung Mingala Highway Bus Gate, Bagab Road, Mingaladon Township, Yangon  
☎ 09-8618201 ☎ 24 Hours (Daily)

#### 2 Accommodation

##### LUCKY DRAGON



Opened in 2013. Good location in town center. Bathrooms and pool. 1 room for 2 people is US\$45.

**Lucky Dragon**  
772 Kanear Road, Pyay  
☎ 053-24222



##### Mingalar Garden

A bit outside of town center, cottage type hotel in a quiet environment. Near Thaye Khittaya.

**Mingalar Garden Resort**  
Flying Tiger Garden, Aung Chan Tha Ward, Pyay  
☎ 053-28661

#### 3 Restaurant

##### Yokohama



In town center, a Japanese restaurant managed by a Japanese living in Pyay. Enjoy Japanese dishes like Katsudon and Yakitori.

**Yokohama**  
417 Kanear Road, Pyay  
☎ 09-423640456 ☎ 11:30 ~ 14:00 / 17:00 ~ 22:00 (Daily)



##### Prome Garden

A local restaurant with mainly Chinese food and a wide garden. Known in Pyay as a high class restaurant.

**Prome Garden**  
99 U Saw Nan Road (Bogyok Road), Pyay  
☎ 09-5312457 ☎ 8:00 ~ 23:00 (Daily)

## Souvenirs

Enjoy flavors not available in Yangon

### Local Pyay Snacks

This area is rich in specialty snacks. Many are very sweet and popular amongst Myanmar people. They are also good points of conversation for Japanese.



**Myayadanar**  
Feels like eating something between a cookie and "Mangyu" steamed bread. There are also fresh types which don't preserve.

### Kaung Thant

A flavor similar to thick white chocolate, try a bit with some tea



## Where will be the next World Heritage Site? Who is on the interim list?

For the tourism industry, the recently recognized Pyu sites are not yet major tourist spots. If you compare with other World Heritage sites around South-east Asia, the Pyu sites have under developed access and not many hotels and restaurants

But for the seven sites on the current interim list, there are places which the tourism industry is keenly interested in. These sites are expected to continue in Pyu's footsteps to achieve World Heritage site status.



One of the world's 3 major Buddhist heritage sites  
**Bagan**

While there are many issues regarding restoration, surroundings and the local environment at Bagan, there is no reason these can't be resolved and expectations attaching World Heritage site designation are high.



Becoming a popular tourist spot  
**Mandalay's ancient cities**

This area is full of ancient city ruins with significant cultural value, each of which could be a World Heritage Site on its own. The site is a strong candidate



**Mandalay wooden monasteries**  
World class wooden structures

These sites are around Mandalay city area, and the tourism industry hopes they will be included

### Is the key to develop resorts?

#### Inle Lake

Transforming into Myanmar's leading resort area, there are many issues regarding how to preserve the lake environment.

#### A day trip from Yangon **Bago**

Bago is only 2 hours from Yangon and used to be the capital of the Mon Kingdom. There are many attractions such as temples and monasteries.

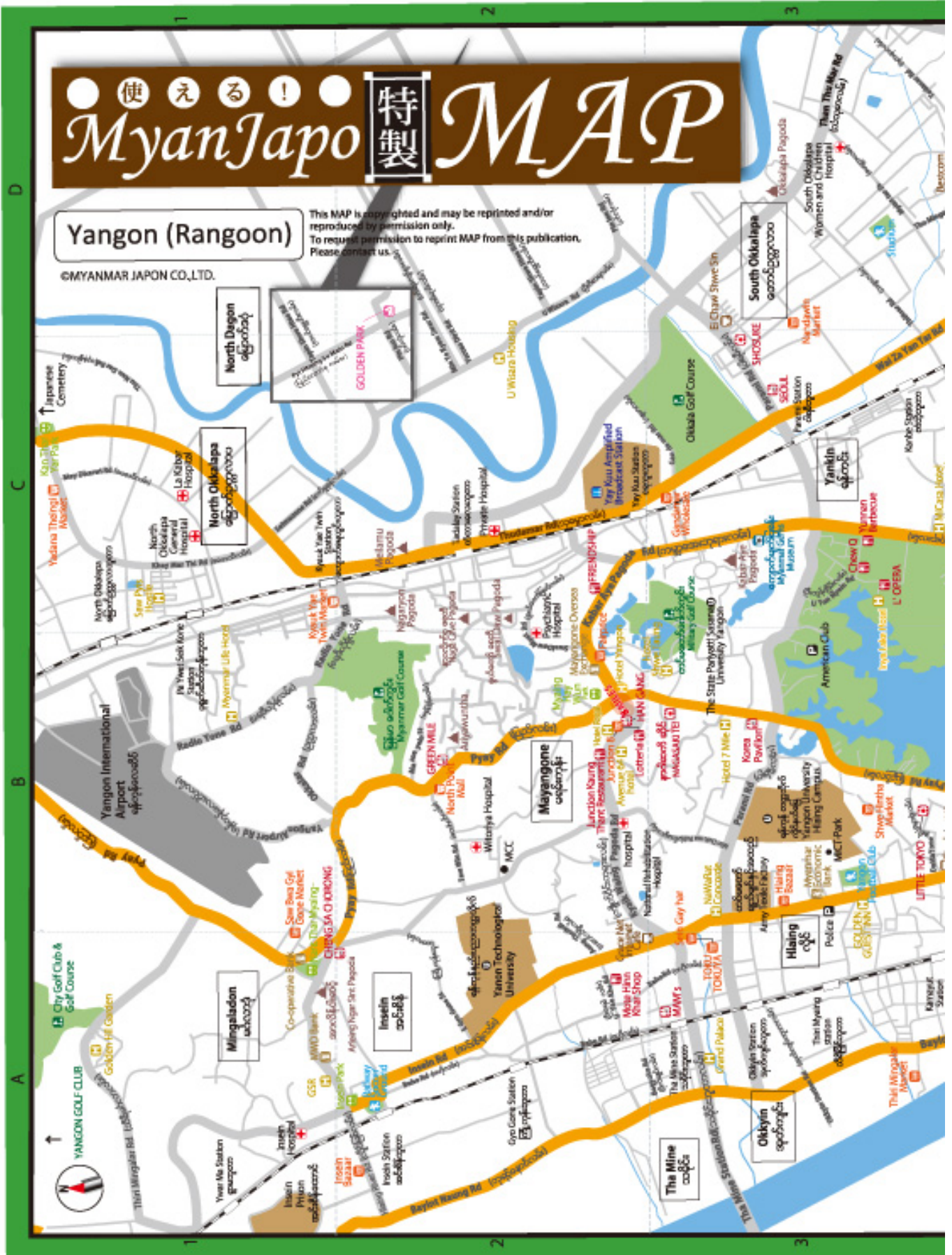
### Comparable to Bagan

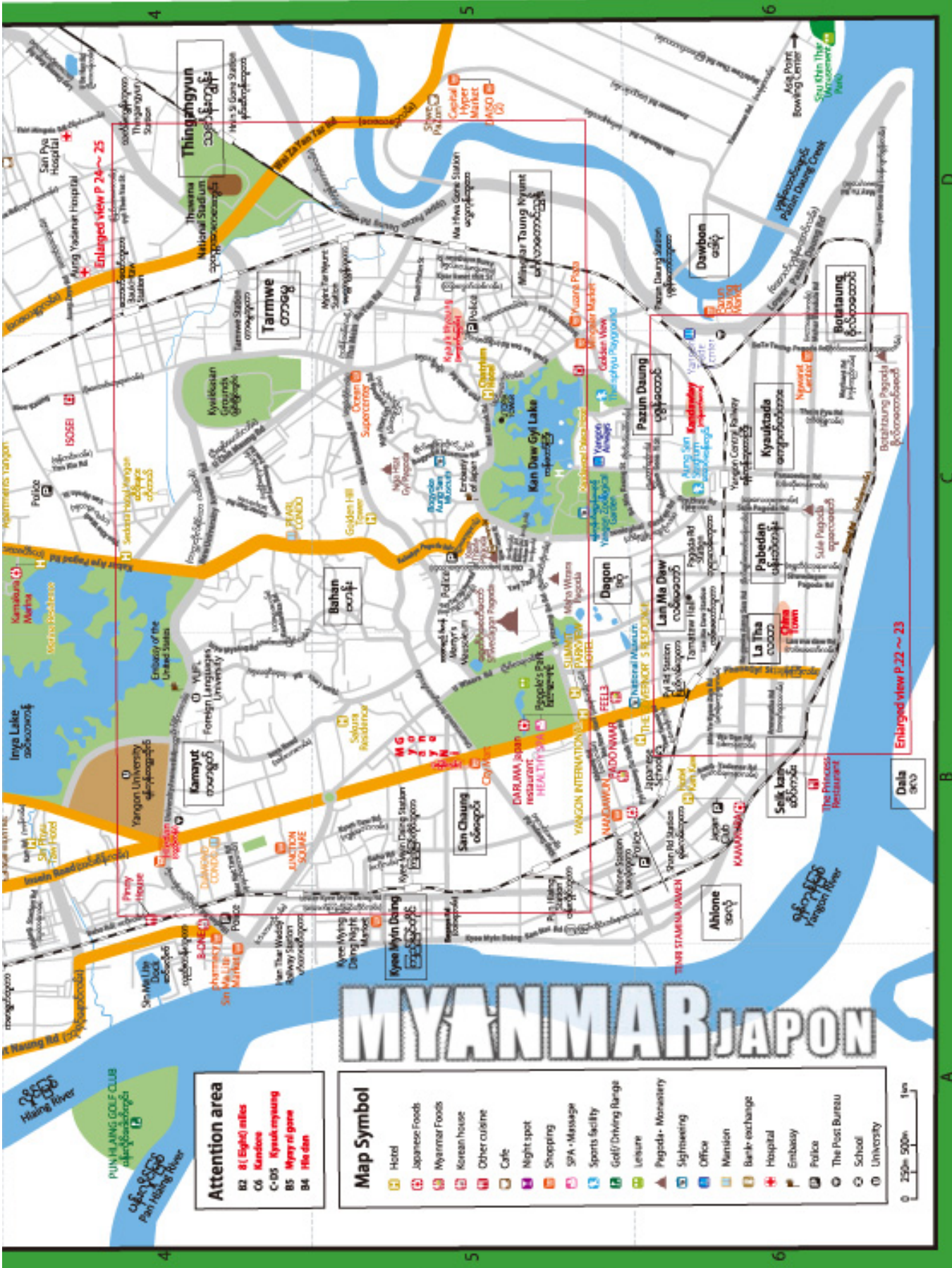
#### Mrauk-U

While it is difficult to get to and under developed, these factors are not negatives for receiving designation.

#### Formed over 10,000 years **Padalin Caves**

Close to the famous Pindaya Cave temple near Inle Lake, these caves have prehistoric cave art.





**Attention area**

B2	81 (Egaki) sites
C6	Kanshō
C-05	Kyushū myuzung
B5	Myay ni gane
B4	Ho dan

**Map Symbol**

[Hotel icon]	Hotel
[Japanese Foods icon]	Japanese Foods
[Myanmar Foods icon]	Myanmar Foods
[Korean house icon]	Korean house
[Other cuisine icon]	Other cuisine
[Cafe icon]	Cafe
[Night spot icon]	Night spot
[Shopping icon]	Shopping
[SPA - Massage icon]	SPA - Massage
[Sports facility icon]	Sports facility
[Golf/Driving Range icon]	Golf/Driving Range
[Leisure icon]	Leisure
[Pagoda - Monastery icon]	Pagoda - Monastery
[Sightseeing icon]	Sightseeing
[Office icon]	Office
[Mansion icon]	Mansion
[Bank-exchange icon]	Bank-exchange
[Hospital icon]	Hospital
[Embassy icon]	Embassy
[Police icon]	Police
[The Post Bureau icon]	The Post Bureau
[School icon]	School
[University icon]	University

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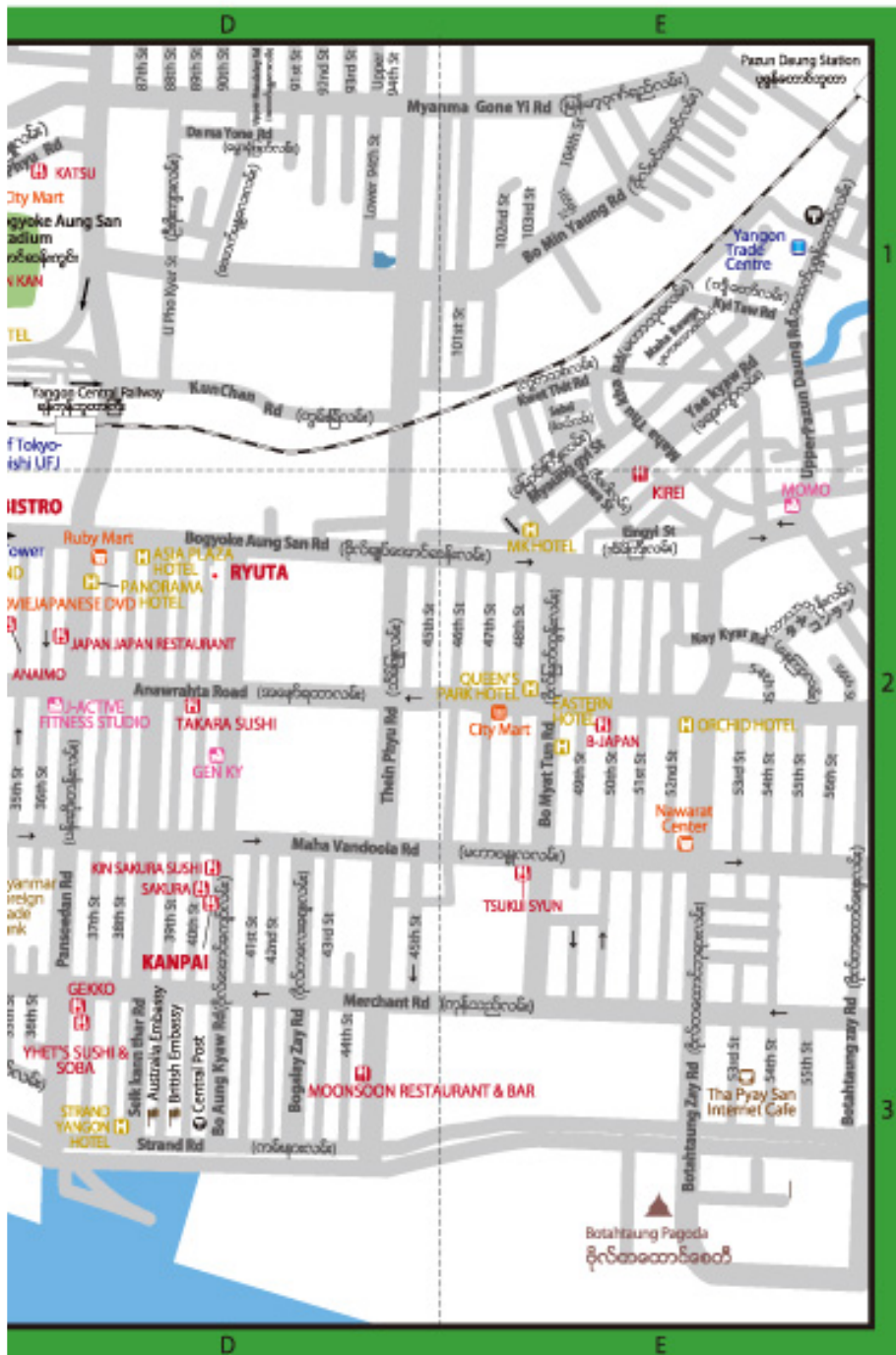
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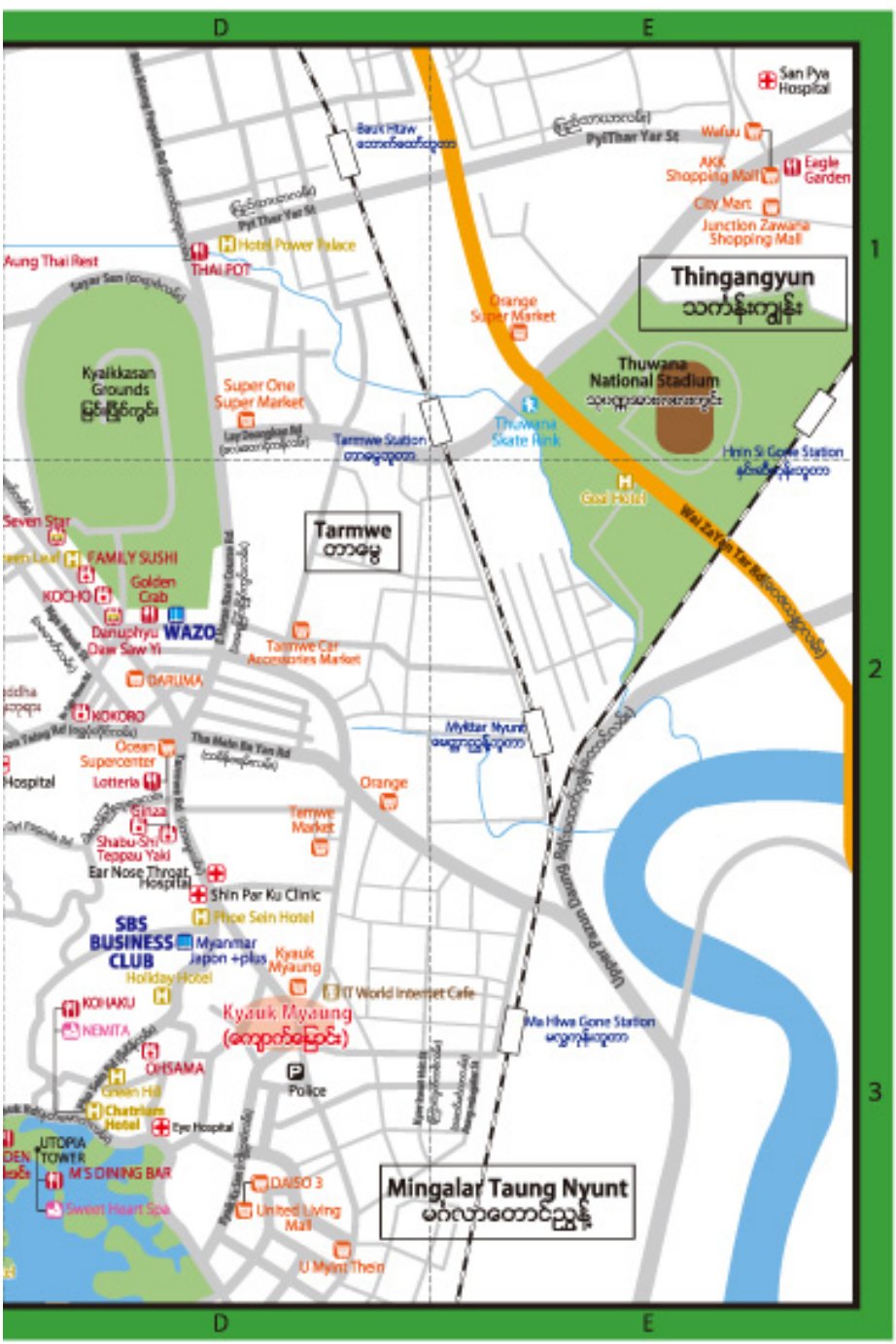
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**Business and Lifestyle Information in Myanmar**

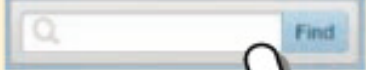


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(၁) အိမ်ခြံမြေခံရသောအိမ်ခြံမြေ များကို ဂျပန်ဘာသာဖြင့်ထုတ်ဝေသော Myanmar Japon စီးပွားရေး မဂ္ဂဇင်း နှင့် Myanmar Japon Website တွင် အမေ့ထည့်သွင်းကြော်ငြာပေးပါမည်။

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## JAPANESE CUISINE

### ANAIMO map P12-C2

300, Mahabandula Park Street, Kyauktada Township, Yangon. 01-378022.  
Open hours- 11:30-14:00 / 17:30-22:30  
(Sat, Evening only and Sunday Off)

### DINING FUKUROU map P14-C1

No.81(C), New University Avenue Road, Bahan Township, Yangon. 01-542871 / 09-420231330. Open hours-11:00-15:00 / 17:00-22:00 (Daily)

### EDOZUSHI map P14-B2

No.290-B, U Wisarya Road, 10 Ward Kamaryut Township, Yangon. 09-259040853  
Open hours-11:00-23:00 (Daily) 17:00-21:00(Sun)

### FAMILY SUSHI map P15-D2

Room104, Building 27, U Chit Maung Housing, U Chit Maung Street, Tamwe Township, Yangon. 09-73119456 / 09-5077223  
Open hours- 10:00-23:00 (Daily)

### FUJI JAPANESE RESTAURANT(1)

map P14-A2  
37, Hanthawaddy Road, Kamaryut Township, Yangon. 09-73022338-9 / 01-514776  
Open hours-11:00-21:30 (Daily)

### FU-RIN map P12-A2

No.210, Anawrahta Road, Lanmadaw Township, Yangon. 01-211702. Open hours-11:30-14:00 / 17:00-23:00 (Daily)

### FURUSATO map P14-B3

No.157, West Shwe Gon Daing, Bahan Township, Yangon. 01-556265 / 09-73081914  
Open hours-11:00-14:00 / 17:00-22:00 (Daily)

### GEKKO map P13-D3

535, Merchant Street, Kyauktada Township, 4th Quarter, Yangon. 01-386986  
Open hours-9:00-28:00 (Daily)

### HEIWA na JAPANESE RESTURANT

map P12-C2  
No.207, 32 Street, Upper Block, Pabedan Township, Yangon. 01-375931, 09-73191927. Open hours-11:00-14:00 / 17:00-24:00 (LO 23:15)(Daily)

### HELLO map P14-A1

No.2, Room-3, Namsattaw Road, Kamaryut Township, Yangon. 01-514010  
Open hours-10:00-22:00 (Daily)

### HOTARU map P14-A2

Building(5), Top Floor, Junction Square, Kamaryut Township, Yangon. 09-73193966  
Open hours-11:00-22:00 (Daily)

### ICHIBAN KAN map P12-C1

G17/18, Aung San Stadium(North Wing), Gyrophyu Street, Mingalar Taunggyint Township, Yangon. 01-394824 / 01-393051 / 09-420077600  
Open hours-11:30-14:00 / 17:30-22:00 (Daily)

### IZUMI map P14-A1

8G Diamond Condominium, Pyay Road, Kamaryut Township, Yangon. 01-1221262 / 09-421144386  
Open hours-11:30-14:00 / 17:30-22:00 (Irregular)

### JAPAN JAPAN RESTAURANT map P13-D2

No.253, Pansodan Upper Block, Kyauktada Township, Yangon. 09-5130016 / 09-49577448  
Open hours-11:00-22:30 (Daily)

### KAMAKURA map P11-B6

1 Floor, HOTEL KAN KAW, No.93(A), Hnin Si Kone Street, Ahlone Township, Yangon.

01-228566 (Ext.122).  
Open hours- 11:00-14:00 / 17:00-22:00 (Daily)

### KAMAKURA Marina map P11-C4

(Inside of Marina Residence) 8 Kaba Aye Pagoda Road, Ward No.10 Mayangone Township, Yangon. 01-650651(Ext.8100) / 09-420048231  
Open hours- 7:00-9:30 / 11:00-14:30 / 17:00-23:00 (Wednesday Off)

### KANPAI map P13-D3

No.207, Bo Aung Kyaw Street, kyauktada Township, Yangon. 09-254269727  
Open hours-10:00-22:00 (Daily)

### KATSU map P13-D1

No.8-2, Aung San Stadium(North Side), Yangon 01-381233 / 09-420088068.  
Open hours-11:30-14:00 / 17:30-22:00 (Second and fourth Sunday Closed)

### KIN SAKURA SUSHI map P13-D2

BAK, Olympic Tower, First Floor, Bo Aung Kyaw Street, Kyauktada Township, Yangon 01-256720 (Ext: 204) / 09-5147840 / 09-250150816  
Open hours- 11:00-21:00 (Daily)

### KIREI map P13-E2

No.48, Yaokyaw Road, Pazuntaung Township, Yangon. 09-254162292 / 09-254162272  
Open hours-12:00-15:00 / 17:00-22:00 (Monday Off)

### KOBEYA map P14-A1

615(B), Marlar Street, Pyay Road, Kamaryut Township, Yangon. 01-535072.09-420015401.  
Open hours-11:00-14:00 / 17:00-23:00 (Daily)

### KOCHO map P15-D2

S-4, U Chit Maung Housing, Tamwe Township, Yangon. 09-254191597  
Open hours-10:00-14:00 / 17:30-22:00 (Daily)

### KOHAKU map P15-D3

(Chatrium Hotel) No.40, Natmsuk Road, Tamwe Township, Yangon. 01-544500(Ext.6231)  
Open hours-11:30-14:00 / 18:00-22:30 (Daily)

### Ko San 19th St. map P12-B2

108, 19th Street, Latha Township, Yangon 09-420061869 / 09-428038032.  
Open hours-12:00-24:00 (Daily)

### Ko San Café map P11-B3

18, U Tun Lin Chan Street, Hledan, Yangon 01-706437. Open hours-8:00-23:00(Daily)

### LITTLE TOKYO[1] map P10-A3

10(D), Khaboung Road, Hlaing Township, Yangon 09-73185168 / 09-73178946.  
Open hours-10:30-22:00(Daily)

### MIYOSHI RAMEN map P12-C1

42/E, Bo Yar Nyunt Street, Dagon Township, Yangon. 09-420098866. Open hours-11:00-15:00 / 17:00-22:30(Sunday off)

### M'S DINING BAR map P15-D3

Utopia Tower, Bogyoke Park, Kandarygyt National Park, Forest Zone, Bahan Township, Yangon 09-73195028 / 09-5169939  
Open hours-11:00-14:00 / 16:00-22:00 (Daily)

### NAGASAKI TEI map P10-B3

No.56(B), Thiri Marlar Street, 7.5mile, Pyay Road, Mayangone Township, Yangon. 01-661350, 09-5133506. Open hours-11:30-14:30 / 17:30-22:00 (Tuesday Off)

### OISHII SUSHI(2) map P12-B2

No.69, Shwe Daung Tan Street (Middle

Block), Lanmadaw Township, Yangon. 09-31287053. Open hours- 10:00-21:30 (Daily)

### OHSAMA map P15-D3

No.28/B, Pho Sein Road, Natmsuk Quarter, Tamwe Township, Yangon. 01-555539 / 09-31382082 / 09-30224438. Open hours- 6:00-21:00 (Daily)

### SAKURA map P13-D2

150, 40th Street (Lower Block), Kyauktada Township, Yangon. 01-245160 / 09-254144359  
Open hours-12:00-15:00 / 17:00-21:30 (Monday Off)

### SEI map P14-C2

(Aye Chan Thar Hotel) No.292/16 Aye Chan Thar Yar Road, Middle Shwe Gone Daing, (9)Block, Bahan Township, Yangon. 01-542222  
Open hours-17:00-23:00 LO 22:00 (Monday Off)

### SHABU TEI map P14-B1

No.20, University Avenue, Bahan Township, Yangon. 01-526655.  
Open hours-10:00-22:00 (Monday Off)

### SHIAWASE SUSHI map P12-C1

No.38-40/1(A), Boyarynyut Street, Dagon Township, Yangon. 09-49259184 / 09-450046434  
Open hours-9:30-21:30 (Daily)

### SHIKI-TEI map P12-C1

(Park Royal Yangon), No.33, Alan Pya Phaya Road, Dagon Township, Yangon. 01-250388 (Ext.8119) Open hours-11:00-14:30 / 17:30-22:30

### SUSHI ICHI map P12-A2

No.105, Phone Gyi Road (Middle Block), Lanmadaw Township, Yangon. 01-218282-4  
Open hours-10:00-22:00 (Daily)

### SUSHI UNAGI TEI map P12-A2

94-A, Lanthit Road, Lanmadaw Township, Yangon. 01-228649 / 092-50143462 / 09422461827.  
Open hours-11:00-14:00 / 17:00-22:00 (Daily)

### SUSHI YANGON map P14-B3

Myanmar Culture Valley, People's park & People's Square, U Wisara Road, Dagon Township, Yangon 09-5030471 / 09-5005613. Open hours- 9:00-22:00

### TAKARA SUSHI map P13-D2

No.79/81 Corner of 40th Street & Anawrahta Road, Kyauktada Township, Yangon. 01-381987 (Ext.1002)  
Open hours-9:00-21:00 (Daily)

### TENRI STAMINA RAMEN map P11-B6

24, Bahu Street, Ahlone Township, Yangon. 09-73088884. Open hours- 10:00-22:00 (Daily)

### TORI map P14-B3

135, Inya Road, Bahan Township, Yangon 09-250268732. Open hours- 18:00-24:00 (Daily)

### TOMO map P12-B2

No.702, Mahabandoola Street, Latha, Yangon 01-251302. Open hours- 10:00-22:00 (Daily)

### TSUKIJI SYUN map P13-E2

Bo Myat Tun Condo, Building(A), Ground Floor, Room(G-03), Botataung Township, Yangon 09-31053910, 09-420308588. Open hours- 11:30-14:00 / 17:30-23:00 (Sunday Off)

### URESHI KITCHEN map P12-B2

No.111, Shwe Taung Tan Street, Lanmadaw Township, Yangon. 01-224810.  
Open hours-9:00-22:00

### YHET'S SUSHI&SOBA map P13-D3

No.57, Ground Floor, 37th Street (Lower Block), Kyauktada Township, Yangon. 01-377212.  
Open hours-11:00-22:00 (Daily)



# USEFUL INFORMATION

## MYANMAR CUISINE

**AUNG THU KA** map P14-B3  
17(A), 1st Street, West Shwe Gone Daing Road,  
Bahan Township, Yangon. 01-325194 / 09-5005296  
/ 09-5100683. Open hours 9:00-21:00(Daily)

**FEEL 3** map P11-B5  
No.124, Pyithangzu Yeiktha Street, Dagon  
Township, Yangon. 09-73208132 / 09-73048783  
Open hours 6:00-20:30 (Daily)

**Happy Cafe & Noodles** map P14-B1  
104B Inya Road, Kamaryut Township, Yangon  
01-536985. Open hours 7:00-23:00(Daily)

**Padonmar Restaurant** map P11-B5  
No.105/107, Kha-Yae-Bin Road, Dagon Township,  
Yangon. 01-538895 / 01-1220616 / 09-73029973.  
Open hours 11:00-23:00(Daily)

## OTHER CUISINE

**CAFE DIBAR** map P14-B1  
No.104, University Avenue Road, Kamaryut, Yangon.  
09-5006143 / 09-5114932  
Open hours 10:00-22:00 (Daily)

**CAFE NAPOLI** map P14-C2  
No.287, East Shwe Gon Dine Road, Bahan  
Township, Yangon.  
01-554957 / 09-420207233 / 09-250108513  
Open hours 10:00-21:30 (Daily)

**Deli Café&Cakes Bakery Café**  
map P14-C1  
No.1 Kaba Aye Pagoda Road Yankin Township  
Yangon, Myanmar 01-666 900.  
Open hours 7:00-21:00 (Daily)

**FRIENDSHIP RESTAURANT** map P10-  
C2  
No.102, Nawaday Theatre, Corner of Kaba Aye  
Pagoda Road & Oak Pone Seik Road, Mayangone  
Township, Yangon.  
09-89322498 / 01-664741 (Ext.106)  
Open hours 9:00-14:00 / 16:00-22:30 (Daily)

**Golden Crab** map P15-D2  
No.28, Ground Floor(Right Side), South Horse  
Race Course Street, Tamwe Township, Yangon.  
01-541331 / 09-73139172  
Open hours 11:00-22:00 (Daily)

**HOUSE OF MEMORIES** map P14-B2  
290, U Wisara Road, Kamaryut Township, Yangon.  
01-534242 / 01-525195. Open hours 11:00-23:00  
(Daily)

**KIPLING BAR@Governor's Residence** map  
P11-B6  
35 Taw Win Road, Dagon Township, Yangon.  
01-229860 / 01-229861 / 01-229862 / 01-229863.  
Open hours 7:00-22:30 (Daily)

**L OPERA** map P10-C3  
No.62/D, U Tun Nyein Street, Mayangone  
Township, Yangon(Near Inya Lake Hotel)  
01-665516 / 01-660976 / 09-73080755  
Open hours 11:00-14:00 / 18:00-22:30 (Daily)

**MOONSOON RESTAURANT** map P13-  
D3  
No.85-87, Thein Phyu Road, Botataung Township,  
Yangon. 01-295224 / 01-378421 / 09-5015653  
Open hours 10:00-23:00 (Daily)

**Orzo Italian Restaurant** map P14-C1  
No.1 Kaba Aye Pagoda Road Yankin Township  
Yangon.01-666 900, Open hours 18:30-22:00

**PINNY HOUSE RESTAURANT** map P11-  
B4  
No.59, Baho Street, Hledan, Kamaryut Township,  
Yangon. 0931915110.  
Open hours 11:00-14:00 / 17:00-23:00(Daily)

**Pool Bar** map P15-D3  
Ground Level, In pool garden CHATRIUM  
No.40, Natmank Road, Tamwe Township, Yangon.  
01-544500 (Ext:6277)  
Open hours 10:00-18:00 (Daily)

**POTATO BREAK FAST FOOD**  
RESTAURANT map P14-B3  
Myanmar Culture Valley, U Wisara road, People's  
Park, Yangon, Myanmar. 09-5002588 / 09-  
254320342. Open hours 9:00-22:00 (Daily)

**ROYAL GARDEN RESTAURANT** map  
P15-D3  
Nat Monk Road, Central Forest Zone,  
Kandawgyi Nature Park, Bahan Township, Yangon.  
01-546923 / 01-546202  
Open hours 6:15-14:15 / 18:00-22:30 (Daily)

**SHWE KAUNG HOT POT(1)** map P14-C3  
No.18 Ko Min Ko Chin Road, Shwe GonDaing,  
Bahan Township, Yangon.01-559339.  
Open hours 10:30-22:30(Daily)

**Si Chuan Dou Hua** map P12-C1  
Inside Parkroyal, Alan Pya Phaya Road, Dagon  
Township, Yangon.01-250388 (Ext:8118)  
Open hours 11:00-14:30(Dim Sum)  
16:00-21:30 (Buffet)

**SIGNATURE RESTAURANT / GARDEN**  
map P14-C3  
Corner of Bahan Street & Kan Yeik Tha Street,  
Bahan Township, Yangon.01-546487-8. 01-543387  
Open hours 10:30-22:30 GARDEN 7:00-10:30

**SKY BISTRO** map P11-C2  
20th Floor, Sakura Tower, 339, Bogyoke Aung San  
Road, Kyauktada Township, Yangon. 01-255277  
Open hours 9:00-22:00 (Daily)

**THAI POT** map P15-D1  
No.250, East Myin Pyine Kwin Road, Tarmwe  
Township, Yangon. 09-8610393, 09-5007997  
Open hours 17:30-23:00 (Daily)

**The Emporia Restaurant** map P15-D3  
Ground Level, CHATRIUM  
No.40, Natmank Road, Tamwe Township, Yangon.  
01-544500 (Ext:6253) Open hours 06:00-10:30/  
11:30-14:30/18:00-22:30 (Daily)

**THE MYTHS** map P11-D3  
Thukhwasaddy Street,(6) Ward, Yankin Township  
Yangon. 09-43168808. Open hours 11:00-22:00

## CAFE

**ACACIA TEA SALON** map P14-C1  
52 Saya San Road, Bahan Township, Yangon.  
01-554739 Open hours 10:00-22:00

**LOTTERIA**  
(1) Junction Square Branch map P14-A2  
Open hours 8:30-22:00 (Daily)  
(2) Pearl Condo Branch map P14-C2  
Open hours 8:00-22:30(Daily)  
(3) China Town Branch map P12-A2  
Open hours 8:00-22:30(Daily)  
(4) Junction 8 Branch map P10-B2

Open hours 9:00-22:30(Daily)  
(5) Ocean Shwe Gbone Daing P15-D2  
Open hours 9:00-22:00(Daily)

## HOTEL

**CHATRIUM** map P15-D3  
No.40, Natmank Road, Tamwe Township, Yangon.  
01-544500 / 01-544244

**KANDAWGYI PALACE** map P14-C3  
Kan Yeik Tha Road, Mingalar Taung Nyunt  
Township, Yangon. 01-249255

**PARK ROYAL** map P12-C1  
33, Alan Pya Phaya Road, Dagon Township,  
Yangon. 01-250388

**STRAND HOTEL** map P13-D3  
No.92, Strand Road, Yangon. 01-243377

**SULE SHANGRI-LA** map P12-C2  
No.223, Sule Pagoda Road, Kyauktada Township,  
Yangon.01-242828

## ENTERTAINMENT

**PWINT THIT SANN** map P14-C2  
No.520, (A 3/4), Kabaraye Pagoda Road,  
Shwe Gon Daing, bahan Township, Yangon  
01-8603045 Open hours 24 Hours (Daily)

**VISTA BAR** map P14-C3  
No.168, Corner of Shwegondine Road and  
Yaedarshay Road, Bahan Township, Yangon.  
09-51559481 Open hours 17:00-25:00

**WINE BAR MARU** map P12-B2  
No.130 Ground Floor, Shwe Taung Tan Road,  
7 Quarter, Lannadaw Township, Yangon.  
01-1221568 / 09-420308350  
Open hours 18:00-24:00

## SHOPPING

**DAISO(4 Branches)**  
1.Junction Square map P14-A2  
01-527242 (Ext.2035)  
2.Capital Hypermarket map P11-D5  
3.United Living Mall map P15-D3  
4.Diamond Plaza, Mandalay

**JAPAN STORE (1)** map P14-C1  
Yankin Center, 1st Floor. 09-250266770  
Open hours 9:00-21:00(Daily)

**OMOTO Main Shop** map P12-B2  
767, Mahar Bandula Street and Shwe Taung  
Tan Street, Lannadaw Township, Yangon  
01-215288 / 01-226355  
Open hours 9:00-22:00(Daily)

**SUN MOVIE JAPANESE DVD** map P12-C2  
No.156/158, 34 Street, Upper, Anawrahta Road,  
Kyauktada Township, Yangon.09-256218704.

**TOKUTOKUYA (1)** map P12-A2  
No.226, Anawrahta Road, Between 11 Street &  
Hledan Street, Lannadaw Township, Yangon  
01-2303084 / 01-373360.  
Open hours 10:00-21:30 (Daily)

**WAFUU** map P15-E1  
**AKK Shopping Mall, 1st Floor, Thingangyun**  
Township, Yangon. 01-562142 / 01-566080 / 0  
9-518374 / 09-458031333.  
Open hours 9:00-21:00(Daily)



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