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Business and Lifestyle Information magazine in Myanmar

# MYANMAR *plus*

## JAPON

**6**  
2015 JUN

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FREE**

Special Feature

**Experience Yangon's  
markets on foot**

Top interview

**The Member of  
the House of Representatives  
Aisawa Ichiro**

Special Feature II

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**YANGON CITY  
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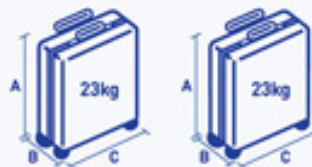
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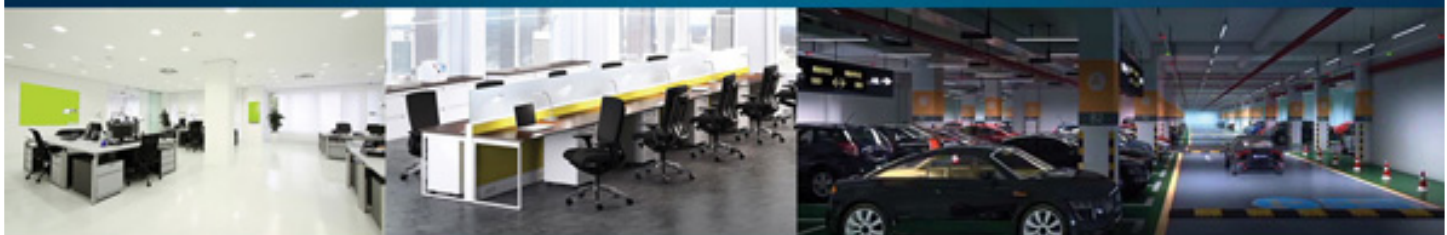
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# MYANMAR plus

## JAPON

ISSUE 10 June 2015

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#### Myanmar Japon Plus Magazine

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This Month Cover:  
Hase-dera

Hase-dera, is one of the great Buddhist temples in the city of Kamakura in Kanagawa area, Japan, famous for housing a massive wooden statue of Kannon, the Buddhist deity of mercy. The statue has eleven heads, each representing a different characteristic. It's one of the largest wooden statues in Japan, with a height of 9.18 meters (30.1 ft), and is made from camphor wood and gilded in gold.

It can be seen in the temple's main building, the Kannon-do Hall. According to legend, the statue is one of two images of Kannon carved by a monk named Tokudo in 721. It was carved from the same tree as the similarly tall Kannon statue worshipped at the Hase-dera Temple in Nara region.

The temple as well commands an impressive view over Kamakura's bay and is famous for its hydrangeas, which bloom along the Hydrangea Path in June and July.

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JAPON

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# Business News Digest



## Japanese megabanks open branches Supporting foreign companies in Myanmar

In April, Bank of Tokyo-Mitsubishi UFJ and Sumitomo Mitsui Banking Corporation opened their branches one after the other. It has been about 50 years since foreign banks operated in Myanmar following the nationalization of banks during the socialist era. Of the 9 banks issued licenses last October, these 2 Japanese banks are the early movers. Mizuho Bank will open in August. The banks will provide services to foreign companies in Myanmar such as financing and convenient money transfers.

Bank of Tokyo-Mitsubishi UFJ was the first to open on April 22. Deputy Managing Director Mr. Go Watanabe talked of how one of the Bank of Tokyo's predecessor banks, Yokohama Specie Bank, had a branch in Myanmar long ago and emphasized that "we want to become the most trusted partner in Myanmar". He said "First, we want to open bank accounts for foreign companies operating in Myanmar" and that they are targeting 150 accounts with Yen 10 billion in deposits by this year. In addition to its cooperative relationship with Myanmar's CB Bank, its Thai subsidiary Ayudhya Bank is opening an office in Myanmar to support Thai companies in Myanmar.

On April 23, Sumitomo Mitsui Banking Corporation opened operations

in a tie up with Myanmar's largest bank KBZ. Vice Chairman Mr. Hiroshi Minoura said "Most foreign companies in Myanmar have a bank account with KBZ and by cooperating on these accounts, Sumitomo Mitsui can offer account currency services in both local and foreign currencies." He continued "There will be large demand for financing from Japanese companies working on large infrastructure projects".

## Toyo Engineering large thermal power plant

On April 9, Toyo Engineering Thai company TTCL announced it would construct a coal-fired power plant (1280 MW) in Mon state. On the same day, they signed a MOU with Myanmar's Ministry of Electricity. The company will build on a BOT basis where it constructs the plant, operates it for a period, and then returns it to the government.

Meanwhile, Toshiba's China group company received an order to provide water wheels and water turbine generators (77MW) from the Ministry of Power for its planned construction in upper Mandalay of the Upper Yeywa Hydroelectric dam. This is the second hydroelectric equipment contract in Myanmar for Toshiba Group.

## Japan's strong domestic regional companies expanding into Myanmar

The expansion of Japanese regional companies into Myanmar is remarkable. While many of them are expanding for the first time overseas, they are feeling the effects of Japan's declining population and the limits to domestic growth, and are seeking untapped markets like Myanmar.

Sakai Motor, which is expanding its chain of automobile repair and inspection shops in Hamamatsu City, has tied up with a local Myanmar company to form "Sakai & Polestar Automobiles". On April 8, they held the launch ceremony. Myanmar is the first overseas expansion for them. They will do car repairs.



On April 24, Kitajima Sanso, a medical company, opened an office in Yangon. They are dominant in the medical oxygen market in Tokushima Prefecture with over 80% to market share, but because of limits Japan's domestic growth, they chose Myanmar as their first overseas expansion. In Myanmar, there is hardly any high quality medical oxygen so they will develop the market with Japan's high quality technology. They plan to produce locally after 3-5 years, and supply to hospitals.

## Trading houses to invest in Myanmar's food business

Japanese trading houses are investing in Myanmar's food sector. Mitsubishi invests in one of Myanmar's largest food companies. Sojitz is building a cold supply chain distribution network. The aim is to tap the expertise of Japan's trading companies in supply chain management.

On March 30, Mitsubishi agreed to invest in Myanmar's Capital Diamond Star Group's food subsidiary "Lluvia" for a maximum of 30%. Lluvia is the country's number one flour milling business and also developed brands such as "Premier" instant coffee. Mitsubishi will use its vertical integration knowhow to enhance supply chain efficiency from raw material procurement to retail.

On April 13, Sojitz announced a joint venture with Myanmar's largest super market operator CityMart to start a low temperature distribution service. They will develop a distribution warehouse in Yangon to handle 3 degree Celsius storage. They will transport refrigerated and frozen food.

The company expects demand for refrigerated and frozen food to expand rapidly along with Myanmar's economic development. They

are developing the supply chain to support CityMart. Going forward, Sojitz aims to build a wholesale - retail re-restaurant supply chain for Myanmar.



## Asahi Loi Hein aggressively advertising for the Water festival

Asahi Group Holdings drink production joint venture, Asahi Loi Hein aggressively advertised during Thingyan Water Festival with 4 stages at Inya Lake and Kandawgyi. At the stage, in addition to enjoying

water spraying from the roadside to trucks, people could dance to live music while getting soaked. Near the stage, the company had a balloon shaped like its Blue Mountain soft drink to increase brand awareness.

For other Japan related companies, Casio watches had its G-Shock brand for sale at the stage through its dealer shop.

## Secom starts online security Control center operational

On April 1, Secom launched online security services in Myanmar. It is the first time for such services in Myanmar. They also set up a central control center for Yangon. The center will send security personnel to the site if there is an intruder or unusual temperature increase detected.

Myanmar Secom's president commented "By using this service, companies can dramatically reduce security personnel expenses. Also, with Myanmar's economy developing, a rise in crime is expected so it will be important to prevent indoor crimes."

## Tokyu Construction receives Thaketa Bridge construction contract

Tokyu Construction announced that it received the engineering contract for the Thaketa bridge project funded Japan ODA (Overseas Development Assistance) grant aid. Tokyu Construction, Toyo Construction, and IHI Infrastructure will form a consortium to do the work.

Currently, Thaketa is a one side one lane bridge and the main connection between Yangon's central and Southeast areas, but chronic congestion is a problem. Construction for two lanes on each side is targeted for completion by 2018.

## Iwatani corporation to do gas business in Thilawa

On April 24, Iwatani Corporation announced plans to do Industrial Gas and LP Gas business in Myanmar. They will set up a local company in August this year and start operations in Thilawa SEZ by March 2018. They will supply to factories in nearby Thilawa.

Iwatani explained that Company Chairman Akiji Makino decided to expand to Myanmar

after participating in a Kansai Economic Federation trade mission to Myanmar and meeting with President U Thein Sein.

## NYK joint venture to transport finished automobiles

On March 30, NYK announced its joint venture "NYK Silver Bird Auto Logistics" with its local partner. It will use trailer trucks to transport finished automobiles. In addition to the short distance from Yangon port to Yangon city, the company will provide medium range distance transport to Mandalay and customs clearance services and provide "complete automobile distribution services".

## The Nippon Foundation to spend \$18.5m in Myanmar

On April 27, The Nippon Foundation held a press conference disclosing its budget and business plans for Myanmar. This year the Foundation plans to spend \$18.5m on 38 projects including school construction and ethnic minority aid. They will also produce a history comic book introducing a new Myanmar hero.

On April 16 in Tokyo, the Foundation's Chairman Yohel Sasakawa, the Japanese representative for the National Reconciliation and Peace Talks, held a press conference with the visiting minister Aung Min of the President's Office. They explained the draft ceasefire accord agreed between the Myanmar government and the armed ethnic groups, and emphasized that final signing would be soon.

## Crowd funding raises Yen 1.6m

In April, Japan Heart, a medical NPO (non-profit) active in Myanmar, and e-Education, an education NPO announced they had successfully raised Yen 1.6m through crowdfunding. Crowdfunding is a new type of funding where people set a target fundraising amount online for a project and then gather small donations online.

This project targeted Yen 1.5m and collected above target. The funding will be used for making accessories for patients in Sagaing Charity Hospital and producing a healthcare education DVD.



Diverse markets – look, feel, shop

# Experience Yangon's markets on foot

Myanmar's traditional markets called "zey" in Myanmar language are essential for daily life and for locals they are convenient and close by. But there are many markets deep in the back alleys where foreigners typically don't go. We introduce 5 places where you can capture a glimpse of Myanmar's food culture and consumption.



**Fruit display**  
Shops in wholesale areas are packed with fruits and vegetables.

## 5 tips for walking the markets

**1 Observe without being a nuisance**

For farmers and merchants, the market is a work place. When taking pictures, don't block the walkways.

**2 Be careful when with children**

Big trucks move rapidly and the areas are congested with bad scaffolding. There is no age limit to entering markets, but be very careful with children.

**3 Some markets don't allow taking photos.**

When pictures are not allowed, guards will let you know so don't take pictures. Wet markets are usually ok (during this reporting, the chicken and bike markets didn't allow taking photos)

**4 Try shopping**

There are times when there is not a big difference between the retail price and market price, but certainly the market food is fresh.

**5 Find a market you like**

There are many smaller scale markets than is what introduced here. Visit these markets and find the ones you like. Become friends with the sellers and increase the pleasure of shopping!

## MAP 1 Thiri Mingala Market

ထိရိမင်္ဂလာဈေး

Yangon's largest central wholesale market. It is open 24 hours and is the supplier to retailers and supermarkets. Outside the 9 larger shop facilities are many street stalls. Recommended for people who want to experience a huge market and learn about Myanmar cooking ingredients. The liveliest time is late night 2-3am and even in the morning the product displays are plentiful so you can enjoy a lot to see.

- Products** fruits, vegetables, flowers, processed food/ wholesale, retail
- Hours** 24hours, closed on holidays
- Address** Bayint Naung Rd, Hlaing Tip



Sea of Sweet Potato

Try asking how much is this?



**Golden Bananas**  
Luxury quality bananas!  
2,000 Ks



Many street stalls, you can buy fresh fruits



**Rose buds**  
Send a bouquet of flowers  
350 Ks



Places which are always open  
Indoor markets also serve as sleeping areas

At 24 hour markets, many people work all night. For merchants working out of a shop, many use the back of their shop as a place to rest, and you will often encounter people sleeping all over the market. There are even chair and cot rental services. The reason we can easily buy things is because these merchants are up all night working.



What you will meet encounter at the market

A catalog of local ingredients



**Banana buds**  
ဗန်ပုဗူး

Remove the outer skin and put the white inside parts into a salad for eating



**Drumsticks**  
ခနံ့ သလွန်ခဲ

Moringa fruit. Put it in curry or soup and eat the soft part inside



**Betel Nut**  
တုင်းခင်း

Put it inside chewing tobacco and wrap it with betel leaf. Red spit comes from this.



**Jack fruit**  
ပိန္နဲခဲ

Represents the flavors of summer. Harder is better tasting than softer and it is more expensive.

## MAP 2 Da Nyin Gone Station Market

သဏ္ဍာန်ကုန်း ဘူတာဈေး

This station is part of the Yangon Circular railway and the Yangon-Pyay railway, and peddlers from around the region gather to sell their farm produce. When the train arrives at the platform, the area bustles with passengers and sellers. It echoes with the shouts of sellers and the busy atmosphere feels fresh and nostalgic. Don't miss this spot when you ride the circular.

- Products** fruits and vegetables, daily utensils/ retail
- Hours** morning to 7pm, closed on holidays
- Address** Yangon Circular, Da Nyin Gone Station

Full of feeling, the view of the station from the bridge

**Market scene**  
While the train stops for just a moment, you can temporarily enjoy the unique market atmosphere



Where peddlers gather

If you come by car, walk to the back of the open air market next to the station and you will come out on the platform. The train comes every 30 minutes and there will be an announcement before it arrives.





**MAP 3** Bargayar Jetty  
ဘာဂျာယာ ညက်တီ

Mainly products such as coconuts and bananas are brought here from the Ayeyarwady Division. Along the harbor is an endless array of specialty shops which trade goods as soon as they are unloaded. Watching the scene, you can feel just how important bananas and coconuts are to Myanmar life.

- Products** bananas, coconuts, sugarcane / wholesale
- Hours** Morning to 7pm (closed on holidays)
- Address** Kye Myin Daing Kannar Rd (Corner of Bargayar Rd), Kye Myin Daing Tsp



Unloading coconuts is like playing catch

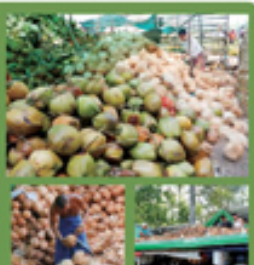
Sugar cane is also here!



Carried down from River

Various uses  
How to sort coconuts

When coconuts are unloaded from the boat, they are sorted on the spot into coconuts for religious offerings and coconuts for eating. Coconuts which are well formed and good-looking are used as offerings for the spirits and symbols at traditional celebrations. Edible coconuts have their hard skins removed and the fruit is dried for use as coconut oil.



Using a sharp spear to remove the hard skin

On the shop roof, young people shave off the white coconut meat

What to call the port markets  
Not "Market", but "Port"

The markets at the port and wharf are not called "market" in Myanmar language, but are called "port" or "pier". When going by taxi, either show the location in Myanmar language, or tell them "Thida Seik" or use the English word "jetty".



Nyaung Tan market building is written "Nyaung Tan Bridge" in Myanmar language.

What to call the markets

- Bargayar market → Bargayar seikkan
- Nyaung Tan market → Nyaung Tan, Thida Seik

Column 2

Why do merchants gather here?

The relationship between Kye Myin Daing and the market

In Kye Myin Daing township along the Yangon River, there are fruit markets, fish markets and night markets scattered around the area. Several spots in town and also the port have long been valued as distribution hubs because it is easy for boats to access. Thiri Mingala market used to be next to Kye Myin Daing in Ahlone township, but it became too narrow so the market moved.



**MAP 4** Kye Myin Daing Central Fish Market

From the river to the market, using manpower



A 24 hour fish market selling freshwater fish. The MMG wharf next to it handles ocean catch seafood and you will see many tough looking fishermen working. Depending on when you arrive, you can see the fish unloading. The market ground is very slippery so be careful.

- Products** seafood/wholesale
- Hours** 24hours, closed on holidays
- Address** Kye Myin Daing Kannar Rd, Kye Myin Daing Tsp



Fundamentally, this market is for wholesale merchants, but some stalls also do retail. The liveliest time is early morning 2-3am.

**MAP 5** Nyaung Tan Jetty

You can observe fish getting sorted



The snappy way in which the fish are handled feels like the fish markets. From 7am, there is a rich variety of fish.

- Products** seafood/wholesale
- Hours** morning to 11am, closed on holidays
- Address** Anawar St, Pazundaung Tsp



You can also visit these other specialty markets

**MAP 6** Nant Thar Gone Bicycle market

There are 258 bike shops selling old Japanese and Chinese bikes, along with some famous brands. There are many areas in Yangon where bike riding (including electric powered bikes) is forbidden, so be careful when riding.

- Products** bikes and bike accessories
- Hours** 7:30-16:30, closed on holidays
- Address** Nant Thar Gone St, Insein Tsp



**MAP 7** Thein Gye Market

The market handles fabrics and cloth for longyi, bedding, and virtually any cloth product. It is mostly wholesale and there are many stores which won't sell less than 10 pieces. The road is narrow so it's difficult to relax and look around, but people searching for material should definitely visit.

- Products** fabrics/ wholesale, retail
- Hours** 7:30-17:00, closed on holidays
- Address** Corner of Anawratha Rd. & Shwedagon pagoda Rd., Pabedan Tsp



**MAP 8** Chicken & Duck Market

While it is called bird market, it is more a chicken market featuring chicken and ducks for eating. Birds are being slaughtered everywhere you look and the place has a distinct smell. Anybody can enter the market, but it is a tough atmosphere. Pictures are not allowed inside.

- Products** chickens, ducks/ wholesale, retail
- Hours** morning to evening
- Address** Corner of Wai za yan tar Rd. & Upper Pazundaung Rd., Thingangyun Tsp



## Top Interview

# Teachings of a Myanmar Expert

In this section, MYANMAR JAPON's Mr. Nagasugi interviews Myanmar's leading personalities to uncover the realities of "Today's Myanmar".

Member of the House of Representatives

**Aisawa Ichiro**

This month's theme:

## How should Japan provide aid to Myanmar?



AISAWA ICHIRO

Member of House of Representatives, President of the Japan Myanmar Parliamentary Friendship League

Born in 1954 in Okayama Prefecture. He graduated Keio University Faculty of Engineering and then entered as the first class of Matsushita Institute of Government and Management. In 1986, he was first elected to House of Representatives and is currently in his 10th term. In 2003, he was appointed as Senior Vice Minister for Foreign Affairs. From 2012, he has been the President of Japan Myanmar Parliamentary Friendship League. In addition to working with Myanmar, he is engaged in activities in newly developing economies like Africa and Turkey. He also worked as Diet Affairs Committee Chairman of the Liberal Democratic Party, Rules and Administration Chairman of the House of Representatives, and Budget Chairman. He actively uses Twitter and comments often on international affairs and infrastructure.

### Involved in Burma war memorial activities from a young age

**Nagasugi** Thank you for taking time out of your busy schedule. Let's move to the questions. As Senior Vice Minister of Foreign Affairs and as President of the Japan Myanmar Parliamentary Friendship League, I understand you are putting a lot of energy into Japan-Myanmar relations. Why do you have such

close ties with Myanmar?

**Aisawa** I am from Okayama City and during WWII there were many soldiers from Okayama fighting on the frontline in Myanmar. After WWII, an Okayama-Burma Association was formed to handle the memorial services of those who died during the war. My grandfather was a member of parliament and one of the founders of the Japan Bereaved Families Association so I took part in memorial activities for the war dead from an early age. Additionally, there were many soldiers from Okayama who came back from the war and went on to become powerful businessmen, so through these people I became connected with Myanmar.

In Yangon's Japanese Cemetery, there is a memorial structure for Okayama Prefecture, I wrote a message for that memorial. I feel humbled and honored to write a message.

### Frequent Parliamentary Friendship missions

**Nagasugi** I see, so you have been involved with Myanmar since the time of your grandfather. What specific activities have you been involved with?

**Aisawa** I am cooperating with Okayama University doctors who are dedicated to tackling Myanmar's medical and healthcare problems. Okayama University has a formal agreement with the Myanmar Ministry of Health to provide aid. Recently, I called on other universities to

form an organization so we can provide more extensive aid. As President of Japan Myanmar Parliamentary Friendship League, I cooperate on these types of activities.

**Nagasugi** Actually, you've been to Myanmar many times, correct?

**Aisawa** In 2013, I visited Myanmar to observe activities related to infectious diseases. In January 2014, I visited on a Friendship Mission which the Japanese Parliament organized in response to Union Parliament Speaker Shwe Mann's visit to Japan. In July I visited again and exchanged views with Myanmar's members of parliament.

### Public-Private Partnerships to export infrastructure Making Thilawa a symbol of success

**Nagasugi** In the area of international aid, China is expanding its influence by setting up institutions such as the Asian Infrastructure Investment Bank. You can see China's growing aid influence in Africa, the Asia Pacific, and Cambodia in ASEAN. Within that context, Japan is producing good aid results in Myanmar. Tell us your thoughts about aid going forward for Myanmar.

**Aisawa** Myanmar and Japan have a special historic relationship. Most of the time it has been a friendly relationship. Since the transition from military to civilian rule in 2011,

### Launch of Myanmar's own Myanmar Japan Parliamentary Friendship League

The Japan Myanmar Parliamentary Friendship League held meetings with President U Thein Sein and Union Parliament Speaker Shwe Mann on its Myanmar mission. To time with these meetings in January 2014, the Myanmar parliament set up its own Myanmar Japan Parliamentary Friendship League. The two leagues held a joint general meeting in Naypyidaw. They plan to hold a joint general meeting for both leagues every year.

Myanmar's political and business world has many people who studied in Japan and who know a lot about Japan. Parliamentary exchanges are a strong way to develop Japan-Myanmar relations and they are expected to become a cornerstone for the relationship.





At the National Basic Policy Committee Chairman's room in the House of Representatives Office Building.

you could say that Myanmar has been undergoing the equivalent of Japan's Meiji Reformation, post-WII restructuring, and IT revolution all at once. I think Japan must help Myanmar to achieve success as it starts fresh. There are many areas where public-private aid can create "win-win" relationships.

One part of aid is capacity building. The foundation for this is setting up solid legal and administrative structures and systems. Another part is human resource development. Skilled workers are in extremely short supply. For example, since transitioning to civilian rule, second hand cars have flooded the vehicle market and it is necessary to train people with the techniques and knowledge to repair these cars.

As an example of promoting investment and trade, we should look at the activities of Japanese banks. The awarding of banking licenses to three Japanese megabanks shows that not just the Finance Ministry, but also the entire government and people of Myanmar have high expectations of Japan. While other regional countries may be unhappy with the result, it was a big decision for Myanmar. With Myanmar people prioritizing the strengthening of relations with Japan, we must take the next step.

**Nagasugi** You emphasized the importance of exporting infrastructure. MPT has tied up with KDDI and Sumitomo and internet speed has improved remarkably. Japanese companies are also involved with

Mandalay International Airport and Thilawa SEZ. How do you think infrastructure exports should be advanced for Myanmar?

**Aisawa** As a symbolic case, we must ensure the success of Thilawa SEZ. We must create an environment where industry sets up factories which meet the expectations of

## “Japan must live up to the high expectations of the Myanmar people”

Myanmar. Port facilities are also important. Port construction is being entrusted to Japanese and I want it to become a symbol of Japan-Myanmar cooperation. Also, in Yangon traffic congestion is a big issue. I want to help develop an urban circular rail route like Yamanote-sen in Tokyo, and a Yangon-Naypyidaw-Mandalay rail connection to deal with the realities on the ground in Myanmar. Power shortages are also a bottleneck to growth, so I want to promote power generation projects. For these initiatives, public and private sectors need to cooperate.

## Agriculture is the foundation of the country

**Nagasugi** Myanmar is changing at a dramatic pace. While foreign investment is accelerating economic growth, overseas information is flooding into the country. There is an election this year and reform of the political system continues to advance. To ensure the country

moves in a positive direction, what support should Japan be providing?

**Aisawa** While it is important to modernize with a sense of urgency, we must also consider the daily lives and feelings of people. There is no doubt that the speed of change in Yangon and the countryside is different. That is unavoidable, but Myanmar is an agriculture country. We must not forget the importance of ensuring livelihood stability and raising incomes for farmers and rural villages. Technology is crucial for enhancing agricultural productivity. Regarding modernization, the focus is typically on infrastructure, power, and communications, but agriculture is the most important. We need to develop productive rural communities through improved irrigation and other means.

**Nagasugi** I agree with you that agriculture is the foundation of Myanmar. Our previous interviewee Myanmar Union Minister of Commerce U Win Myint also emphasized this point. I will be very happy to see the Japanese government and private sector cooperate across a wide range of areas to ensure that Myanmar's economy grows in the right direction.



CEO, MYANMAR JAPON CO., LTD.

The publisher of the Japanese language magazine MYANMAR JAPON and English language magazine MYANMAR JAPON +PLUS. As a Myanmar-based business journalist, his coverage ranges from business and economics to culture and arts using various sources such as government ministers, public information, and independent reporting. He provides a wide range of business expansion and investment advisory support services for foreign companies in Myanmar including market research, business matching, and company formation. He is President of Yangon Wakyo Kai, Vice President of the Japan Myanmar Friendship Association, and Special Committee Member of the Japan New Business Council Association.

Special Feature 2

## Don't miss out!

# If you don't know these facts about Thanaka, you're missing out!

Recently, you may think the number of young ladies using Thanaka has declined in Yangon. But grinding the Thanaka wood into cosmetics is still one of the solid traditions of Myanmar. Making use of natural ingredients, it is the ultimate organic cosmetic. Let's check it out!



### Actually the Thanaka tree is familiar to you

If you say that Thanaka also grows in Japan, most people won't believe you. Actually, Thanaka is part of the Rutaceae family of plants known as "Gekkitsu" in Japan and grows south of Amami Oshima islands. The origin of its name comes from its tendency to release a strong citrus fragrance on moonlit nights ("Gek" in "Gekkitsu" refers to moon in Japanese). In China, it is called the "Nine Mile Incense" because it can be smelled from nine miles away. In Okinawa, it is used for hedges and it scents the tropical breeze carrying a feeling of coolness to people. It is called Orange Jasmine in English and is sold throughout Japan as a tropical plant. It releases a cool fragrance for the room, it has charming white flowers that blossom in summer, and its fruit can be eaten as jam. Thanaka's scent is recognized throughout the world.

In Myanmar, it is said that Thanaka has been used as a face cosmetic for over 2000 years and that lady farmers started using it protect themselves from the sun and to cool their skin.

The first function of Thanaka is sunscreen. But in Myanmar, you often see Thanaka only applied to the middle of the cheek. Actually, people first spread it all over their face and then they do their own designs on their cheeks as a charm point.

#### Function

- Sunscreen
- Prevent oily skin, tighten pores
- Absorb the skin's heat, cool the face
- Heal facial inflammation
- Smell good



Recently, it is said that there are many young people who don't use Thanaka, but I liked it very much (Win Kyt)

Even at the seaside where the sun is strong, I feel Thanaka is a friend. (May Kyin Aung)



### Give Thanaka a try!

Many of us have seen Thanaka wood and grindstones called Kyauk Pyin at the market. Every house has a Kyauk Pyin stone and grinding Thanaka in the morning is part of a woman's daily routine. Thanaka bark has a nice smell, so the wood is laid on its side with a bit of water and ground until a light thick mixture emerges. That is applied to the whole face and then a design is done on the cheeks with brush or finger.

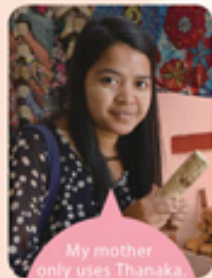
Myanmar foreign exchange students in Japan often bring a small Kyauk Pyin and Thanaka to help overcome the Japanese heat. "I don't use it outside because people will stare. But when I'm in the house, after a shower I put it on not just my face, but all over my body to help ease the heat. It feels cool and nice"

### There is also portable Thanaka

There are a variety of products with Thanaka processed into powder or paste for easy usage. The most famous brand is Shwe Pyay Nan. Apply water to your fingertip and mix it with paste to spread over the face. Nowadays there are also lime and rose scented products. But the original is still the most popular. The products are sold at general stores and morning markets. A light application acts as sunscreen so it's not only good for the face, but also effective when applied to arms. Skin becomes smooth and there is a sensation of coolness.



When Thanaka dries, its color darkens, so be careful. (Ei Nein San)



My mother only uses Thanaka. In my house, makeup equals Thanaka. (Maw Maw Aung)

### Myanmar Japon recommends this shop

Near the central entrance of Bo Gyoke Market, there is a shop called Kanok. It sells creams and foundations using Thanaka. You should look closely at the base cosmetic products which use the components of Thanaka. We recommend starting with powder (USD 5). There are various ways to apply it to the face and neck. It is smooth and feels good on the skin. Thanaka soap (USD2.5) also makes a nice souvenir gift.



(Thi Thi Win)

## Upcoming Shows and Exhibitions

Ⓜ Exhibition schedule and appointments may change without notice. Listings, postponement, for more information, please check with the organizers and related sites, etc.

View of Table ① Places ② Business ③ Organizer / Contact

Date	Detail
6/3-6/5	<b>Food &amp; Hotel Myanmar</b> ① Myanmar Event Park ② Hospitality industry and related equipment ③ Bangkok Exhibition Services / <a href="http://10times.com/food-hotel-myanmar">http://10times.com/food-hotel-myanmar</a>
6/8-6/10	<b>Myanmar Hospitality &amp; Tourism Conference 2015</b> ① Kempinski Hotel, NayPyiTaw ② Tourism-related ③ Myanmar Tourism Federation / <a href="http://live.mhtc2015.site.gsi.sg/">http://live.mhtc2015.site.gsi.sg/</a>
6/9-6/10	<b>Myanmar Corporate Finance International Summit</b> ① Chatrium Hotel Royal Lake Yangon ② Myanmar's banking and insurance sector ③ Magenta Global Pte Ltd (Singapore) / <a href="http://www.magenta-global.com.sg/">http://www.magenta-global.com.sg/</a>
6/11-6/13	<b>Cosmobeaute Myanmar 2015</b> ① Myanmar Convention Center ② Cosmetics and Beauty Products ③ VEAS Co.,Ltd (Vietnam) / <a href="http://10times.com/">http://10times.com/</a>
6/26-6/29	<b>Myanmar International Textile &amp; Garment Industry Exhibition (MTG)</b> ① Myanmar Event Park, Yangon ② Apparel & Clothing ③ Chan Chao International Co., Ltd. / <a href="http://www.myanmar-expo.com/MTG/">http://www.myanmar-expo.com/MTG/</a>
7/9-7/11	<b>Myanmar Phar-med Expo 2015</b> ① Myanmar Event Park, Yangon ② Medical & Pharmaceutical ③ VEAS Co.,Ltd (Vietnam) / <a href="http://pharmed-myanmar.com/">http://pharmed-myanmar.com/</a>
7/22-7/25	<b>Myanmar International Machine Tool and Automation Exhibition</b> ① Myanmar Event Park ② Production machinery, automation equipment, construction-related ③ Chan Chao International <a href="http://10times.com/myanmar-international-machine">http://10times.com/myanmar-international-machine</a>

## Popular Festival in Myanmar and Japan

Month: June

### Chin Lone (Cane Ball) Festival

📍 Mahamuni Pagoda, Mandalay  
📅 June 22 - July 02, 2015



Chin lone (Cane Ball) is well known as one of Myanmar's traditional sports and is very popular in Myanmar. The Chin Lone festival is usually held in upper Myanmar's Mandalay at the Mahamuni Pagoda compound for almost a month every day and night.

During the festival Cane ball players from every part of the country come to Mandalay to enjoy this festival. There are several ways of playing Chin Lone such as competing by team or individual together with local music (Sie Wine) played while entertaining the audience.

The final week is the most interesting time to visit as this is when the best teams compete and competitors are not only Myanmar but also include teams from US, Thailand, Germany and Brazil. This year is the 86th anniversary of Chin Lone.



### Happy Fathers Day! (Chichi No Hi)

📅 June 17, 2015

On the 17th of June is Father's Day in Japan known as Chichi No Hi in Japanese.

Chichi No Hi is a tradition that began in the 1950s. In Japan on Father's Day, most people give a small gift to their father. According to Japanese customs, Father's Day is unlike Mother's Day, there are no common gifts given to fathers. The most popular gifts for Father's Day are gourmet foods, fashion items, sporting goods, sweets and alcohol, especially local sake and shouchuu. People also like to make customized labels for gifts with the recipient's name and message.



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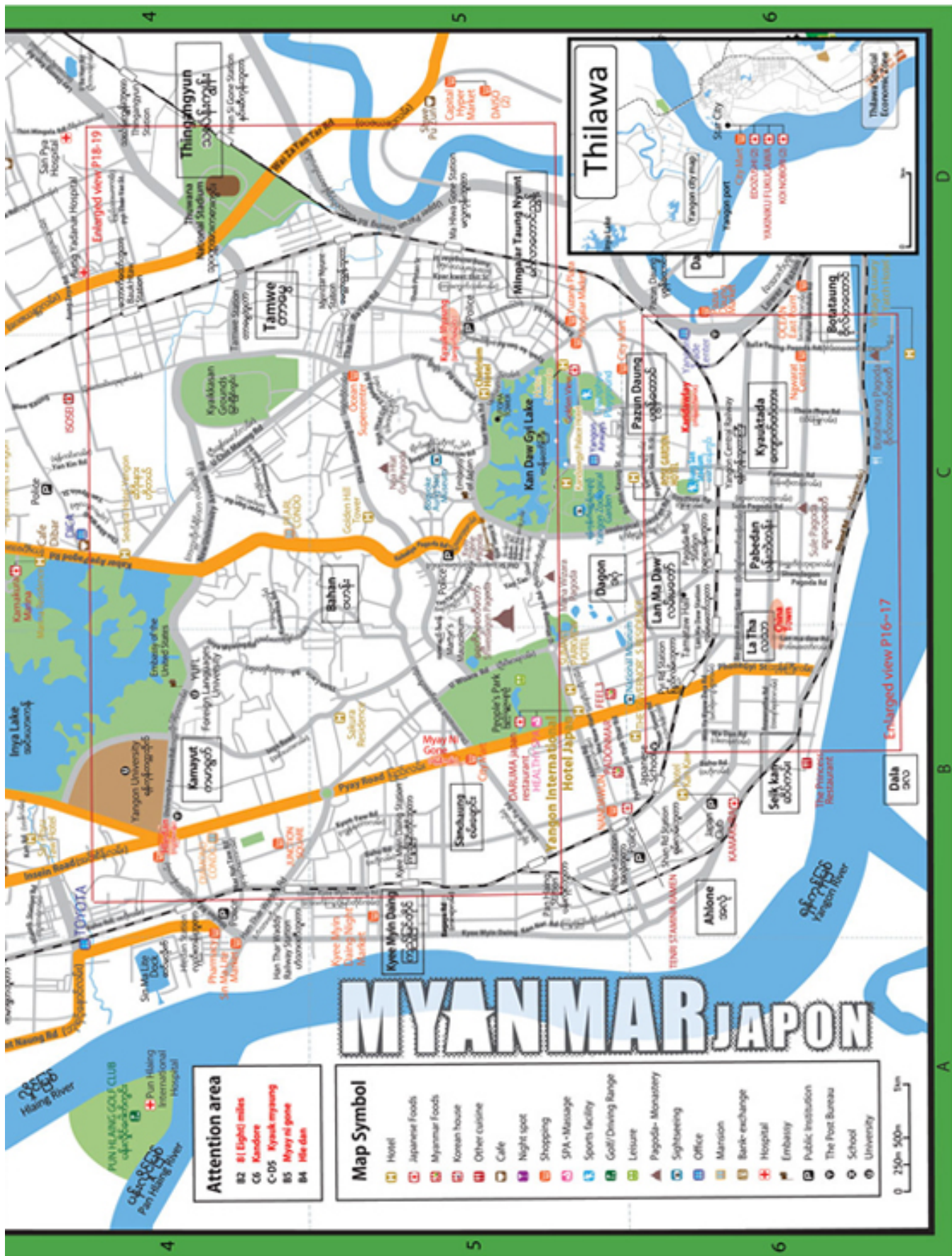
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- C-05 **Kyauk myingyi**
- B5 **Myay ni gone**
- B4 **Me dan**

**Map Symbol**

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



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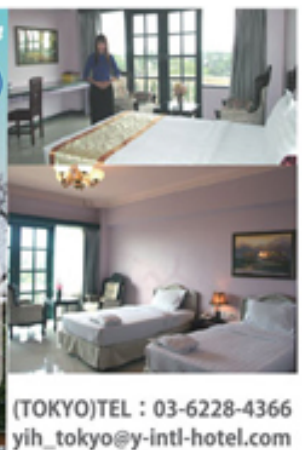


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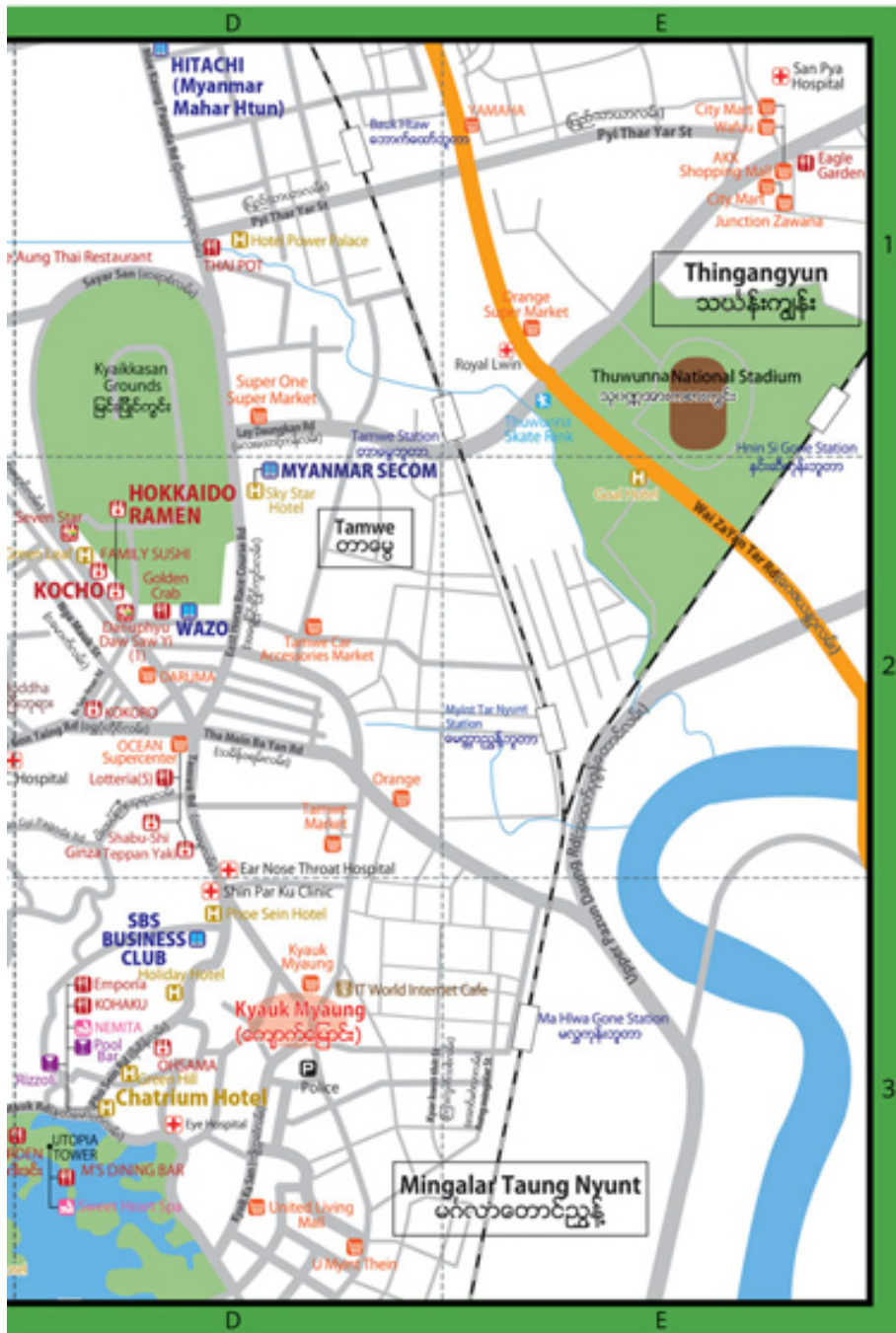
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## Mr.Mega elected as Japanese Association President Mr.Murota, Mr.Soji elected as Vice Presidents



On April 6, the Yangon Japanese Association held its Annual General Meeting and selected its officers for 2015. Mr. Hideshi Mega of Sumitomo Corporation will be President. The Vice President will be last year's President, Mr. Yusuke Murota of Mistui & Co. along with Mr. Yasuo Shoji of J&M Steel Solutions.

In his speech, Mr. Mega said that with the changes arising as the number of Japanese living in Myanmar grows rapidly, "We will make a Japanese Association that meets the needs of the new age". There were 669 members at end 2013, 906 members at end 2014, and will be an expected 1,130 by end 2015.

## Japanese school appoints a new principal Mr. Mikio Hagino



On April 8, Mr. Mikio Hagino the new principal of the Yangon Japanese School which is connected to the Japanese Embassy started his job. His vision is to make the school a place where "students look forward to going to." Mr. Hagino worked as an elementary school principal in Tokyo and then after retirement, worked with Ministry of Education. He has taught at Japanese schools in Singapore and Abu Dhabi.

Regarding the management of the school, Mr. Hagino said "I want to build system where local stakeholders and guardians can participate" and cooperate with Yangon's Japanese community to keep improving the school. He indicated he would push to set up a PTA room inside the school.

## Singer Junko Suwa sings at Water Festival stage



During April 13-16, singer/songwriter Junko Suwa performed at the Water Festival. She appeared on the Myanmar satellite TV SkyNet stage and sang in Japanese and Myanmar language. The show was broadcasted on SkyNet.

Ms. Suwa has made a lot of Myanmar friends through international exchange activities. Last summer, she sang a cover of Hikaru Utada in Myanmar language and uploaded it on youtube where it trended in Myanmar. This song led to her performance in Myanmar. Ms. Suwa said "All the cheering made me happy, I'd like to perform in Myanmar again."

## AEON Foundation build schools Opening ceremony for its 22nd school



On March 27 and 28, the charity foundation of Japan's major retailer AEON, called the "AEON 1% Club", held opening ceremonies for two new schools it constructed in Myanmar. The Foundation has now built 22 schools in Myanmar.

The opening ceremonies were held for "AEON Padauk School" outside of Yangon and "AEON Kha Yay School" in Ayeyarwady. Musician Saori Yuki and Athens Olympics gold medalist Hisashi Mizutori participated and taught the children songs and exercise. The foundation also builds schools in Cambodia and Nepal.

## Japanese photographers give a lecture at the Yangon Photography festival



At the 2nd Yangon Photography Festival (sponsored by Yangon Photography Association) held for three days to March 22 at the Yangon Gallery, two photographers from Japan participated. Tomohiro Koyama and Kana Sonoda held a workshop titled "My interest". Around 30 photographers listened with keen interest.

At the event, 50 photographers displayed pictures of nature, landscapes, and people. Major Japanese camera manufacturers like Nikon, Canon, Fuji Film, and Panasonic sponsored the event and the exhibition hall had many cameras and camera related product on display.

## Drawing on 20 years of reporting Journalist Mr.Uda publishes new book



On April 17, photojournalist Mr.Yuzo Uda who has been reporting on Myanmar for over 20 years published his latest book titled "Myanmar (Burma) off the tourist routes". It introduces Myanmar's regions and minorities. Mr. Uda continued his focus on Myanmar's ethnic minority issues and social problems and visited each region around Myanmar. His images of ethnic minorities and street life are well known and he has a collection of photos published in Myanmar. In the new book, a large portion is dedicated to explaining ethnicity and religion. Mr. Uda said "I collected by foot real information that can't be found on the internet."

We cover Myanmar events and seminars. If you have any corporate and social events which you would like covered, or any Japan -related news then please send us the information. [edit@myanmarjapon.com](mailto:edit@myanmarjapon.com)



### Japanese team wins Plays against a local baseball club team

During end March to early April, Myanmar's baseball club teams competed in the "2nd Federation Cup" (hosted by Myanmar baseball federation) at Kyaik Ka San baseball pitch.

Along with 2 Myanmar teams was 1 American team and 1 Japanese team for a total of 4. In the finals, the Japanese "Samurais" team and the Myanmar "IMI" went head to head with Japan winning by a score of 9-8. IMI's captain Myo Tan Tun said "Through this opportunity, I hope Myanmar people will understand baseball a bit better."



### Reviving the under 15 soccer tournament

During March and April, the "Myanmar Under-15 Cup 2015" national soccer contest for players under 15 years old was held with The Nippon Foundation as lead sponsor. According to The Nippon Foundation, a national scale tournament had not been held for a long time due to financial difficulties, so the Foundation sponsored its revival.

At the tournament, select teams competed from 18 districts. On the April 9 finals, the Mandalay team beat the Sagaing Team in overtime. The MVP from Mandalay team said "Thanks to Japan, we were able to do this tournament and I'm happy. I hope they will do it again next year. I want to play in Japan one day."



### Dream cars Toyota children's art contest

On April 29 at the Toyota showroom in Yangon, Toyota held the Myanmar awards ceremony for its "Toyota Dream Car Art Contest" which it is hosting in over 70 countries. In the contest, children draw their vision of cars in the future and in Myanmar there were 1,154 submissions. In Myanmar, the same contest was held last year so this year was the 2nd contest.

In the 12-15 year old category, the winner was Eaint phyu Sin (14 years old) who drew a picture of a car which picks up garbage for recycling while it runs. She said "There is a lot of garbage dropped on the street, so I thought it would be good if there was a car which could pick it up"



### A "Cosplay" event in Yangon "Kan-colle" makes an appearance

On April 26 at MICT Park, there was a "cosplay" event for fans of Japanese animation. The Myanmar company "Myanmar Otaku" hosted the event. It was the 5th time for the event. It included foreigners from SE Asia and other places. Around 2,000 people participated and there was a cosplay contest. The event included world famous classic characters like Naruto Uzumake from "Naruto" and Miku Hatsune of vocaloid, along with Kantai Collection's battleship Kirishima and Samurai Warriors' Masamune Date. There were also many Myanmar people in a variety of costumes. The next event will be held in August.



### Dream Train IT education Software company donates PCs

On March 26, software developer Brycen donated 10 PCs and 5 Myanmar language translator tablets to NPO Japan Heart's orphanage "Dream Train". They will teach the children how to use the PCs which will support IT education.

Brycen set up the PCs, connected them to the internet, and will pay the internet charges. They also plan to sponsor a study group once a month to teach the children how to operate the PCs. Brycen has branches in Korea and Vietnam, and is currently evaluating to set up in Myanmar.



### Japanese top electronic companies participate in Electronic Expo 2015

Myanmar Promotional Services (MPS) kicked off a three day event during May 7 -10 at Yangon's Tatmadaw Hall titled "International Security and Office Solution with Modern Electronic Expo 2015".

The expo aimed to introduce the latest international standard security management systems, technologies, and machines to Myanmar's state level authorities, local business companies and people interested security.

At the Expo, there were 80 booths and 40 security and electronic companies participating including famous Japanese electronics companies such as Hitachi, Sumitomo Electronic, Fuji Electronic, Yamaha, Denyo, NEC, and Ever Seiko. The main sponsor was FISCA, the local dealer of Japanese NEC products, and the co-sponsor was Hitachi.

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## HOTEL Information

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### NOVOTEL YANGON MAX



#### Novotel's restaurant opened

With the opening of Novotel Yangon Max, the first class restaurants inside began operations. "The Square" provides 24 hours Asian and other foods. The Chinese restaurant "Royal Pavilion" provides authentic Chinese. A French restaurant will open soon. The Executive Chef is Pedro Carrillo, who built up his experience at France's Accor Group hotels.

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### Chatrium Hotel



#### Father's day plan to express thanks

For Father's Day on June 21, the Chatrium Hotel has prepared a special menu to express thanks to Dads.

At the Chinese restaurant Tiger Hill, there will be a dimsum lunch and buffet style dinner for \$30. At the Japanese restaurant, there is a \$25 lunch set. At the Asian food restaurant "The Emporia", you can enjoy a BBQ buffet dinner for \$35.

All of the above include a glass of wine, message card, and cake for Dad, plus a family photo set.

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(၃) အိမ်ခြံမြေအကျိုးစေ့ဆောင်ရွက်ပေးသောအဖွဲ့အစည်းသည် အိမ်ခြံမြေအကျိုးစေ့ဆောင်ရွက်ပေးပါမည်။

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MCTパーク近 高級なキッチン 家具付。ビル内に 同僚会が2つあり あり。	ビル内 敷地/面積 7/8 ビル内/エレ ベーターあり	ダウンタウンの 安い物件。家具 付。ラティマート 近く。	ビル内 敷地/面積 8/8 ビル内/エレ ベーターあり	閑静な住宅街の物 件。治安と環境良 好。家具付。	ビル内 敷地/面積 7/4 ビル内/エレ ベーターあり

သင်၏လုပ်သောအရာကတ်၊ကောင်းမွန်သောအလုပ်အကိုင်အတွက်ယုံကြည်အပ်နှံလိုက်ပါ။

သင်၏အလုပ်အကိုင်အတွက်အစဉ်အားပေးကူညီနေပါသည်

MiRC Co.,Ltd သည် မြန်မာပြည်တွင်းရှိ ဂျပန်ကုမ္ပဏီ၊ ဂျပန်နှင့်ဆက်စပ်ကုမ္ပဏီများကို အဓိကထား၍လစာကောင်းမွန်သော ပြည်တွင်းရှိနိုင်ငံခြားကုမ္ပဏီများထံ အလုပ်အကိုင် မိတ်ဆက်ပေးနေသော အလုပ်အကိုင်ရှာဖွေရေးအဖွဲ့အစည်းဖြစ်ပါသည်။ MiRC Co.,Ltd ၏ ယ်မကုမ္ပဏီဖြစ်သော Myanmar Japon Co.,Ltd မှထုတ်ဝေသောဂျပန် မြန်မာစာပို့စာရင်း ထုတ်ဝေမှုများကို ဖော်ပြပေးသည့် Myanmar Japon Japanese Version Five Paper Magazine နှင့် ကုမ္ပဏီ Website ကိုကြည့်ရှု၍လစာကောင်းမွန်သော အလုပ်အကိုင်အတွက် ဂျပန်စာပို့စာရင်းထုတ်ဝေမှုများကိုအသေးစိတ်အချက်အလက်များကို ဖော်ပြထားပါသည်။



MyanmarJapan Intelligence Research & Consulting (MiRC)  
MiRC Co.,LTD Recruitment Division

— 今月のミャンマー求人情報 —

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日立マン システムズ	ビルメン システム	マネージャー	ヤンゴン 市内	USD 500 -500	週休2日	英語/中国語/日本語	日本語/中国語/タイ語/ミャンマー語
建設会社	建設業	セールス アシスタント	ヤンゴン 市内	USD 300 -500	週休2日	日本語/中国語/英語/タイ語	日本語/中国語/タイ語/ミャンマー語
建設会社	建設業	テクニカル アシスタント	ヤンゴン 市内	USD 300 -500	週休2日	日本語/中国語/英語/タイ語	日本語/中国語/タイ語/ミャンマー語
建設会社	建設業	現場アシ スタント	ヤンゴン 市内	USD 300 -500	週休2日	日本語/中国語/英語/タイ語	日本語/中国語/タイ語/ミャンマー語

လစာကောင်းမွန်သော  
အလုပ်အကိုင်ကောင်းများကို  
မိတ်ဆက်ပေးနေပါသည်။

အလုပ်အကိုင်အတွက်  
အသေးစိတ်အချက်အလက်များ  
ဖော်ပြပါသည်။



CV ပေးပို့ရန်လိပ်စာ  
အမှတ် ( ၇၀ ) နတ်မောက်လမ်း၊ သွယ် ( ၁ )  
ဗဟန်း ( ဗိုလ်စိန်ဟိတ်တယ်အန်း ) ရန်ကင်းမြို့

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