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ISSUE 11 July 2015

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#### Myanmar Japon Plus Magazine

No(70), Natmauk Lan Thwe (1), Bahan Township, Yangon. 01-8604301(Ext.101) Registration No. 000127

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#### MEDIA DATA

First issue September 1st, 2014, Appearance A 4, saddle stitch.

Circulation Price

Printing

28 pages, Full color 18,000 Copies Free of charge Aung Thein Thann Printing Station



This Month Cover: Nageiredo Temple

The Nageiredo is a Buddhist temple in the town of Misasa, Tottori Prefecture, Japan. The building of Nageiredo is constructed in a cave. It was designated a Japan Heritage Site in 2015.

According to the legend, Nageiredo was established by the monk, Ennoozunu who created Shugendo in 706, throwing a temple in a cave of the mountain. That is why Nageiredo is called the thrown in temple, and Nageiredo is dedicated to Zao Gongen who is the most important divinity of Shugendo.

Long ago, studies of the architecture of the Nageiredo determined that it is a construction from late Heian period (1086-1184). From the 21st century, several wood dating researches confirm that it was built around 1110.

#### DISTRIBUTION

Available at over 100 outlets including City Mart, Ocean, Marketplace in Yangon, Naypyidaw, Mandalay; Yangon International Airport; Embassy of Japan in Myanmar; KBZ Banks, and all major Hotels and Restaurants in Yangon.

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## မြန်မာ-ဂျပန် စီးပွားရေး သတင်းများ

# BUSINESS NEWS DIGEST



### 3 Mega Non-life insurers receive business licenses Mitigating operational risks at Thilawa SEZ

At the end of May, the Myanmar authorities granted business licenses to Japan's three mega non-life insurers Sompo Japan Nipponkoa, Tokio Marine Nichido, and Mitsui Sumitomo to operate in Thilawa SEZ. Each company notified the Financial Services Agency in Japan and began operations in Myanmar. Thilawa SEZ is focused on Japanese companies with over 40 already planning to set up there. In addition to covering factory construction risks, there is rising demand to cover a variety of risks including fire and logistics risks.

By using Japanese managed insurance services, the Japanese companies expanding into Myanmar will be able to receive highly convenient services. In April, the Japanese banks opened their branch offices so the financial infrastructure to support Japanese companies is gradually getting built up. Last year, the Myanmar government changed the SEZ law to allow foreign investment into insurance companies operating in SEZs. On May 25, Sompo Japan was the first to receive the license.

# Hitachi plans to quintuple its Myanmar staff to 1,000 Receives orders for railway signal equipment

On June 1, Hitachi announced plans to increase its Myanmar workforce by 5x to around 1,000 by 2020. Working with Mitsubishi, it received an order from Myanmar Railways for Yen 2.4 billion of signaling equipment, and is linking up with Myanmar companies to build a data center. Hitachi is strong in railway and IT equipment, and with demand for electricity and infrastructure rising in Myanmar, it is expanding its local workforce.

On the same day, Hitachi conducted an infrastructure development seminar in Naypyidaw attended by



President Mr. Higashihara. President Mr. Higashihara held discussions with President U Thein Sein and announced plans to cooperate on Myanmar's infrastructure development.

#### Exhibition Targeting Myanmar's wealthy class

During May 15-16, the "Gorgeous Japan" exhibition (sponsored by michil) was held at Novotel Yangon Max to introduce Japanese products to Myanmar's wealthy class. Panasonic displayed beauty home appliances while cosmetic companies Kose, Kracie, and Mandom promoted their products.

On the stage, Yumi Katsura held a wedding dress fashion show. Then pop group PRIZMAX, led by Myanmar native Win Morisaki, did a live show.



# Domain service company "Onamae.com" enters Myanmar

From August, GMO Internet group which handles domain acquisition service "Onamae.com" will start its service "Z.com" in Myanmar. It has teamed up with local company ACE Group to form "GMOACE". On May 12, ACE introduced its services at an exhibition in Yangon called "Discover ACE". GMO plans to expand its Z.com brand globally and wants to start in Myanmar first. By setting up a base in each country to provide rapid response to inquiries, it aims to differentiate itself from other overseas competitors.

#### Yakult factory to be constructed

On May 12, Yakult announced that it would build a factory in Myanmar. The company will produce and sell its lactic acid bacteria drink "Yakult".

Yakult is selling its products in 7 of the 10 ASEAN countries. It believes that rising health consciousness in Myanmar will boost demand for its product.

# Tokyo Chamber of Commerce and Industry visits Myanmar



During May 17-20, the Tokyo Chamber of Commerce and Industry sent an inspection team to Myanmar. There were around 25 participants from a wide variety of industries including manufacturing and IT evaluating expansion into Myanmar, and they visited Thilawa SEZ and Junction Square. They were looking for business opportunities.

The team also visited MYANMAR JAPON's office. They were keen to hear about the front line of doing business in Myanmar.

#### Marubeni starts work on gas-fired power plant

On May 28, Marubeni announced that it had started a feasibility study to construct a gas-fired power plant on the outskirts of Yangon. On May 27, they signed an MOU with Myanmar's Ministry of Electric Power.

Marubeni plans to work with Thai companies to construct the 400 MW plant at Thanlyin on the outskirts of Yangon. It will be the largest gas power plant in Myanmar. According to the Nikkei newspaper, the project cost is USD 325 M.

#### Shichida Method opens classroom in Novotel



On May 4, early childhood education group "Shichida" opened a classroom at Novotel Yangon Max. The official opening is planned for October. On May 19, they conducted a seminar which was packed with morethan 150 parent age people. The school is targeting the Myanmar

### Strengthening restrictions on dollar withdrawals Central Bank urgently tries to defend Kyat

On May 27, the Myanmar Central Bank circulated a notification to strengthen restrictions on dollar withdrawals from bank accounts and then enforced the restrictions the next day. Previously, depositors could withdraw up \$10,000 per day 5 times per week, but the new restrictions were \$5,000 per day 2 times per week. This effectively reduced the amount to 20% of the previous amount.

The Executive Office of the President issued a notification to use Kyat instead of dollars for commercial transactions. While the Central Bank

and the Ministry of Commerce are strengthening the monitoring of domestic speculators, the Central Bank is desperately trying to stop the depreciation of the Kyat.

Since Spring, depreciation of the Kyat has been gaining momentum and the difference between the official Kyat/USD rate of 1,100 and the market rate has increased. In early June, the market rate is trading at over 1,200. The background to the weak Kyat is the rapidly rising imports special pointed and increasing trade deficit.

# 5% commercial tax on telephone services, Parliament withdraws the proposal 5 days before implementation



The plan to introduce 5% commercial tax on mobile and telephone communications on June 1 was abandoned by parliament 5 days before implementation. Citizens protested strongly to the announced tax, and anemergency motion was agreed on to delay the implementation until

The June 1 tax was part of the amended commercial tax law.

next year.

The government is conscious of public resistance to raising taxes and on May 18, held a press conference in Navpyidaw together with the 3 mobile phone companies to announce the tax communications. When users buy prepaid cards, the 5 % would be deducted from the usable amount.

Simultaneously, users and mobile phone companies would be notified by mail of the tax collection.

But resistance from users was strong, and debate spilled over into parliament. According to local papers, members of parliament submitted an urgent motion. After much discussion, on May 27, a unanimous decision to delay the tax was made.

wealthy who are passionate about education. The Shichida Education Research Center is expanding its education methods in North America and Asia and focuses on enhancing young children's latent talents.

# Tekken Corporation receives construction order for hospital

On May 8, Tekken Corporation announced that it had received a construction work order from Myanmar Ministry of Health for the Lashio General Hospital in Shan State. The project will be funded by a grant from the Japanese government's Official Development Assistance (ODA).

In April this year, Tekken received a business license and began operations in Myanmar. It has already begun construction and plans to finish by next June.



# New products are entering with deregulation,

With the transition to democracy in 2011, products which previously were available only for the small elite class are now within reach of the masses thanks to deregulation. The best example of this is cars. In 2011, import restrictions were eased and second hand cars from Japan flooded the market. In 2014, Myanmar topped Russia as the main market for second hand Japanese cars. Compared to last year, exports are up 20% to around 160,000 cars. Of these, the most popular by far is Toyota. According to a Yan-



gon car dealer, "During the military regime, small volumes of Toyota cars were imported and sold at very high value. So from that time, Toyota has had a very strong brand image in Myanmar."

Another good example of a product which spread quickly is mobile SIM cards. In 2011,

SIM cards sold for USD 2,000 on the black market, but now the price has dropped to Ks 1,500. In 2014 with the introduction of foreign



investment into the telecom sector, national operator MPT teamed up with KDDI and Sumitomo resulting in a large increase in the supply of SIM cards. According to financial reports, since KDDI/Sumitomo began co-managing the business last July, the number of SIM cards sold was over 8 million as of March this year. It is reported that new entrants telenor of Norway has sold 6.4 million and Ooredoo of Qatar has sold 3.3 million until March.

#### Gathering information on facebook

For many people, their first experience with a mobile phone has been a smart phone, and the most popular model is Samsung's Ga laxy. While China's Huawei has the top market share with its low price, Samsung is the pre-



Myanmar's hit product ranking			
Product Name	Summary	Product Name	Summary
Toyota cars (used)	With deregulation, overseas used cars have flooded into the market, and most of them are Toyota which is viewed to have 70-80% market share. In 2014, Myanmar was the top export market foil Japanese used cas:	SIM Cards (MPT and Telenor, Ooredoo)	With the large increase in supply prices dropped to 1/1/1000 the earlier levels and now everybood has mobile phones. Mobil penetration has increased for 10% in 2013 to 40% currently.
Myanmar Beer	A beer company invested by the government and a Thai company producing local beer. Rich flavor and aroma. It is said to have 80% of local restaurant beer sales.	facebook	With the rapid spread of smart phone facebook has become popular with your people. According to our research, it is thop app with 3 out of 4 people using Many young people like to upload selfer Abook also relative is became bestedier.
Galaxy (Samsung)	Amongst the rapidly spreading smart phones, the most popular brand. Quick to adapt to Myanmar language. Promotional tie-ups with restaurants.	Premier League broadcast (SKY NET)	Satellite TV provider SKY NET monopoly on English Premia League soccer is its killer conten Manchester United is especial popular.
Fried Chicken (Lotteria and others)	Given Myanmar people's refuc- tance to eat beef, fried chicken has become popular. Korea's Lotteria and Malaysia's Many brown are popular. Talke-out street stalls are also spreading.	CityExpress (City Mart)	City Mart's convenience store chair Offering an abundance of product and 24 hour service, the chair his rapidly expanded. There are 4 stores in Yangon.
Nature Republic	Korean cosmetic brand. At Ks 6,600, it's affordable for young people. Korean dramas boost sales, along with facebook promotions.	CANMAKE (Ida Labora- tories)	In Myanmar, the low cost Japane cosmetics brand has built a luxu image. It captured the hearts young Myanmar ladies with i magazine ads emphasizing cut ness.
laphet ason	A minure of tea leafs, boiled, peanuts, and com. A traditional food has become a convenient snack Colorful. Started becoming popular with street stalls in 2014.	Japanese language schools	With many Japanese compani- entering Myanmar, students hop to increase their salary by learnir Japanese. Working in Japan is ah an attractive path. There are ov 150-schools now.
Ni Ni Khin Zaw	Female pop singer. Breakout performance in 2014 of Super Mario parody "Mario". She was selected as most popular singer by local radios.	2 NE 1	Female 4-member K-Pop gro. known for their dancing, Held concert last year in Yangon wi 10,000 frenzied young fans.
Korean food street stalls	Thanks to the influence of Korean dramas, Korean food culture is spreading. Youth bite gimbap and tolgooks. The food is also arranged Myanmar style.	Sushi for the masses	The number of affordable sus restaurants is rapidly expending Yangon. They are popular wi Myanmar who want to feel a litt bit of luxury.
Т8	A Myanmar funded beauty salon chain with 16 salons now. Known for its luxury image, it is influenced heavily by Chinese fashion. Hair dying is popular.	Channel 7	The only private terrestrial station. With its singing, quiz, at fashions shows, it attracts viewe who are tired of governme broadcasts.

\*\* Research methodology involved MYANMAR JAPON surveying Myanmar people. Japan-Myanmar specialists and retail outlets and makers were also interviewed. Rankings were based not on sales, but also social impact and revolutionary nature.

eminent brand. With the spread of smart phones, SNS application like facebook and Viber are very popular, facebook has become an indispensable tool. ADK Myanmar's Operation Manager Win Myat Thin explains, "Young people are getting a lot of news

all their information

from facebook."

Korean natural cosmetics brand Nature Republic has become popular using facebook to sell its products. The company has set up an inquiry service on



facebook which responds immediately to any questions. Low cost cosmetic brand CANMAKE which is sold in drug stores in Japan has successfully developed a high class image in Myanmar. It is sold in luxury

shopping centers like Taw Win Center. By adver tising in Vivi Myanmar magazines, it has gained the support of Myanmar's information sensitive youth.



## Flocking to products, impressing customers

#### Myanmar specific new taste

Lifestyles in Myanmar are changing. Convenience stores are increasing their power in retail. City Mart's City Express offers an abundance of products and a bright atmosphere to capture the hearts of

consumers and has expanded to 46 stores in Yangon. With convenience stores making it easy to buy alcohol, the number of beer drinkers



is growing. Amongst beers, locally made



Myanmar Beer has deep-rooted popularity. It has grown sales by contracting restaurants and bars to use posters and ashtrays with its logo.

The changes in eating culture are also " Myanmar style". Traditionally Myanmar people have a tendency to not like eating beef as cows are an important livestock. Given this background, fried chicken is the

driver of emerging fast food. At Korea's Lotteria, many people order the Ks 1,500 fried chicken meal. In April, Japan's Fresh-



ness Burger introduced chicken, and this year KFC will also open a branch in central Yangon, so competition is expected to heat up.

Prior to the transition to civilian rule, there were only a few Japanese restaurants, but



now the number has grown to around 150. Competition is fierce and the successful restaurants are those that target sushi for the masses. The gradual improvements in distribution are enabling

shops to source inexpensive and fresh seafood from Thailand and other countries, making sushi accessible to Myanmar people if they are willing to splurge just a bit. There are many examples of cooks returning from Japan to open restaurants such as "Family

Sushi" in Bahan where the chef has trained for 12 years in sushi restaurants in Tokyo. Additionally, building on the Korean boom



from the Korean TV drama "Winter Sonata", Korean food culture has established itself in Myanmar. Young people like the Korean food street stalls.



There are also examples of traditional cooking being reinvented. Myanmar has a long tradition of mixing tea leaves with roasted soy beans to make laphet thoke as a

snack, but around 2014, street stalls started to sell boiled peanuts and corn mixed with tea leaves as laphet ason. The dish is rich in colors, and because of the cheap price of Ks 500 and convenience of eating, it has become a regular fixture amongst street stalls.

#### K Pop spreads through concerts

At restaurants you'll often see groups of men excitedly watching SKYNET satellite broadcasts

### The views of Myanmar experts

'Consumers emphasize word of mouth"



In the past, there was hardly any information on Myanmar and it was like a black box. But on Myanmar and it was like a black box, but, with the liberalization of mass communica-tions, information is plentful and foreign products are flowing in. There is so much choice now that it can be difficult to decide what to buy.

Word of mouth is what counts. When buying an expensive item, people won't buy it right away but instead they will wait for somebody they know to buy it and then hear their views on it. That is reason why Toyota is so strong.
There are many Toyota cars and the reputation is good, but there are few European cars and their word of mouth is weak. And consumers are seeking functional ments now, not just product image. Rather than emphasizing a product image through commercials, it is more effective to explain the product simply. A point that people tend to overlook is that

most of Myanmar people still live in rural areas and these areas are a hidden market. In rural areas, there are many people with low incomes. The wealthy class uses Samsung smart phones, but in rural areas the top market share is Huawei. Companies need to think hard about how to approach rural areas

"Country image depends on the product"



A major change is the rapid spread of information tools. In urban areas, 80-90% of people have mobile phones. Also, with rising incomes, more people are eating out and travelling.
While before people were eating out once a
month, now they eat out once a week. People
are also spending on cosmetics and skin care.
Myanmar people's image of each country

differs by products. Korea is famous for strong brands in cosmetics on the back of the Korea boom, but they are not so popular for cars and electronics. Japan on the other hand, is viewed as strong in cars and electronics.

#### Technical award-solar lanterns (Panasonic)-Fighting Sprit award-Junko Suwa

With more than 50% of the population lacking electricity, solar lanterns are helping Myanmar's rural communities. Panasonic has donated 7,000 units through Japanese NGOs to areas without electricity. NGOs are sometimes not just giving the lanterns away, they are collecting rental fees from people to invest in businesses for rural development. Last year, singer/songwriter Junko Suwa recorded herself singing Hikaru Utada's song "First love" in Myanmar language and then uploaded it to youtube becoming an internet sensation. This year in April, she performed at the Thingyan Water festival as her Myanmar debut.



of English Premier League Football, With a beer or whiskey in one hand, you can hear cries of joy and anguish. There aren't many

people who watch government channels, but there is one private local station Channel 7

which has singing and quiz shows which people enjoy.

In music, the female singer Ni Ni Khin Zaw is popular. She



switched her career from being a doctor, and now charms audiences with her singing skills. In 2014, her "Mario" based

on Super Mario became a best seller. Meanwhile, Korean K Pop groups continue to hold concerts in Yangon building up a fan base.

Last August, the 2NE1 concert sold the most expensive tickets in the history of Myanmar at Ks 25,000 to 90,000 with 10,000 attendees, while this year in April, the 4Minute concert had 7,000 attendees.

Due to increasing contact with overseas information. local trend watchers note that "Young people



want clothes to express their individuality." Walking the streets, you'll encounter young people with golden and brown hair, faux Mohawks, and eccentric fashion. The beauty salon T8 attracts young people who pay



attention to fashion. Known for its high class image, the salon opens stores in high class hotels. They

use Chinese hair catalogs indicating strong influence from China.

Myanmar people also really like to study. With Japanese companies entering Myanmar, the demand for Japanese language personnel is rising and Japanese language schools are thriving. In addition to those who want technological apprenticeship to work in Japan, there are many who dream of studying in Japan. Ex-pensive MBA pro-

are grams also becoming popular mainly amongst the wealthy class.





#### Japanese products to watch for

#### Pocari Sweat (Otsuka Pharmaceuticals)

Pocari went on sale in Myanmar in Pocan went on sale in Myanmar in Spring. In addition to giant billboards along Yangon's main road, Pocari is advertising on TV. With Myanmar's intense heat, you may think there is strong latent demand for Pocari, but it is just the first step in gaining understanding for sports drinks.



Line launched its service this March in Myanmar. While similar application Viber is the most dominant. the focus is on whether the late comer

can catch up. In addition to TV commercials, Line has digital sticker characters in longyi to help spread the app's popularity.





## **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".

Rector of Yangon University of Economics

Dr.Khin Naing Oo

This month's theme:

### How to tackle human resource development



Rector Yangon University of Economics

Dr. Khin Naing Oo was born in 1958 in Pathein, Myanmar. In 1979, she graduated with a degree in commerce from the Yangon Institute of Economics, the predecessor school of Yangon University of Economics. In 2007, she earned her Doctorate from the same university. She has been teaching at the university for over 34 years. She has done extensive research on SME and regional development. She has been in her current position as Rector since 2013.

#### MBA course established in 1995

Nagasugi Thank you for sharing your valuable time with us during your busy schedule. The Yangon University of Economics is known as a prestigious institution which has produced many powerful graduates including Prime Ministers, Ministers, and famous business people. Our affiliate company does HR recruiting and gets constant job postings seeking high quality Myanmar candidates. The Yangon University of

Economics plays as a central role in developing business talent and we'd like to learn more about your approach to education.

Khin Our school has been providing business education for a long time. In 1995, we set up MBA course. At the time, the country was transitioning from socialist economy to market economy so there was a need for many types of business expertise. In 2000, we launched our executive MBA Program to start providing high level management education for students around 35 years old with practical experience. We also have an online MBA. We are also focusing on the area of development economics with programs such as a Masters in Public Administration for Civil Servants and a Masters in Development Studies for NGO workers. From 2012, we have offered a Masters Course in Banking and Finance.

#### Japanese megabanks provide scholarships

Nagasugi Your school has been a pioneer for Myanmar. And you have been pro-actively forming tie-ups with foreign universities and companies.

Khin We have cooperative relations with Japanese universities such as Kobe University, Ritsumeikan University, and Teikyo University. This year we signed a MoU with Teikyo University for two undergraduates to receive full scholarships to study for 2 years at the university.

We also receive scholarship funds from Japanese companies such as Sumitomo Mitsui Banking Corporation, Mizuho Bank, Bank of Tokyo Mitsubishi UFJ, and Aeon 1% Club. support high performing students who may not have parents or may have many sibling to support. Japanese companies provide this assistance as part of their CSR (Corporate Social Responsibility) programs, but it also gives Myanmar's young generation a feel for Japanese corporate culture. We also receive support from Singapore and Vietnamese banks and companies.

#### Japanese companies provide curriculum

Nagasugi It has been pointed out that there is a shortage of skilled workers in the areas of accounting and marketing. There is a high demand for skilled labors, but honestly speaking, there is a large

### Urgent need to develop business talent

Yangon University of Economics was established in 1924 under the British Colonial Rule's Indian government as a department of Rangoon University (currently Yangon University). In 1964, as part of educational reforms at the time, it became independent as the Yangon Institute of Economics. During the 1990s, it focused on developing business talent; in 1995 it started an MBA program and in 1998 it set up a PhD program. In 2014, as part of educational reform, it restructured organizationally into the current Yangon University of Economics.

With the opening up of Myanmar and the rapid entry of foreign companies, Myanmar is suffering from a severe shortage of business



human resource talent. There are just a handful of people with experience working in large companies, and there are many managerial level people who have come back from overseas. But there have only a few people who can do international standards accounting like double-entry bookkeeping, or can implement organizational management. The need to develop business talent through practical curriculums is urgent.



gap between Myanmar skill levels and what overseas companies are looking for.

Khin That is a very important point. To develop high quality skilled labor, we are working on curriculums together with foreign companies. For example, Mizuho Bank not only provides scholarship

funds, but also does lectures 8 times a year on banking and securities trading. To improve the quality of students, it is also important to enhance the quality of teachers. We are cooperating with foreign universities to train our teachers.

Nagasugi As an educator, how do you feel about the current young generation?

Khin Today's students are very pro-active to acquire knowledge. Over the past 40 years, there have been few chances for Myanmar people to study overseas, but with the transition to civilian rule from 2011, the opportunity to cooperate with foreign schools and study overseas has opened up.

# Employees work hard when they are recognized

Nagasugi If the young human talent can be developed, then Myanmar's future is bright. I have an optimistic view of Myanmar's economy, but how do you feel, professor? Khin Political stability is crucial. Citizens must cooperate to ensure

# Cooperation with foreign companies to provide "practical" education

the country's stability. The quality of human talent is key. And liberalization is necessary to support further developments.

Nagasugi Professor, you are specialist in management science. What do you feel are the differences between Myanmar and foreign company management styles? And what should foreign companies coming to Myanmar be careful of?

Khin Myanmar management style is very traditional and rooted in culture and religion. Employees respect their superiors like supervisors and managers, and when they receive instructions and are asked "Can you do it", they always respond "Yes". Because of this, the management style becomes very centralized. Western management is very different.

For foreign companies to manage successfully in Myanmar, it is important to acknowledge, value, and praise the efforts of Myanmar staffs. If you do this, they will feel happiness in their hearts and will do their best for their jobs. Nagasugi Thank you for your time today. As you mentioned, I believe

human resources are key to the country's development. For Myanmar, the role of Yangon University of Economics will only become bigger and bigger. I wish you great success.



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.



### Myanmar's largest expenditure!



## The world's No.1donating country

Myanmar people love to make donations. By accumulating merit, they believe they will attain happiness in the afterlife, and there is rich variety of methods to achieve this. In this article described about what some say is the largest use of money in Myanmar - donations!

any of tourists have seen the people along the streets early in the morning giving donations to lines of monks. When it comes to donations, Myanmar people are openhanded with their money.

In the "World Giving Report 2014", which evaluates donations and social programs, Myanmar and the USA are at the top lists. In the USA, donations result in tax exemptions so there is financial payback from giving, but in Myanmar there is no such system. In Myanmar, the payback is merit. In Myanmar, people expect that if they build up merit through donating, a better life is waiting for them when they are reborn. Also, they donate to realize specific wishes for their current life such as passing a school exam.

There are a variety of ways to donate. People fill monks' alms bowls with money, rice, chocolate and notebooks. Monks must avoid touching money, so money is put directly in the alms bowl or placed inside an envelope. Sometimes money is received by a folding fan.

Placing gold leaf on a Buddha image is a common type of donation. The gold leaf is sold inside the pagoda compound and 1 piece is around Ks 350. The money collected is used for the Pagoda. When applying gold leaf to large pagodas, there are golden bird-shaped gondolas (Pan Ra Hter) which can take people to the top of

the pagoda.



Various products are donated to monks at Kya Khat Wein Monastery, Bago

At pagodas, there are many people who make offerings. People offer coconuts and bananas to the gods. In front of the gate of Yangon's Botataung

pagoda, people can offer gold colored coconuts for Ks 8,000. chrysanthe-



Bird-shaped gondola (Pan Ra Hter) to carry gold leaf (Sule Pagoda)

Many people also mums (Gan Da Mar) and roses.

Inside the compound, large donators have their name proudly displayed on plaques. Some methods of gaining merit are difficult for foreigners to understand. In front of large pagodas, there are people selling small birds kept inside cages. You may think they are selling pets, but that is wrong. By paying money, you can set the birds free and gain merit. You can also set free captured fish.

Apart from the pagoda, there are also other popular types of donation. During regional festivals, donations are collected from residents and donation lists are posted. Many people also donate to schools and orphanages. There are also cases where teachers have donated money for scholarships to their students. There are even situations where people donate to road repairs.

The amount of donation is not planned beforehand. A Myanmar lady commented "When I go to the pagoda, I decide my donation based on whatever is in my wallet."

Myanmar people are taught from a young age to make donations. We believe this beautiful tradition continues.



Gaining merit by releasing captured catfish at Botataung Pagoda



#### We inquired at Shwedagon and Sule pagodas...

#### Why do you donate?

"I always come to the Great Shwe Da Gon whenever I am in Yangon at least once a month because I am very pleased with being in this Pagoda. I donate all the times I come, sometime Money, sometime gold leave, and sometime flowers, etc-This time is a little special as I came here today for my father who is hospital for medication and I donated some amount. of money and offering Bowl for my father's health. I also donate in my home village and town for many purposes even to the poor people and others fund raisers for social purposes, too. I must donate in this life so that I will have better new life after I die."

(Self-employed - Ma Hla Mon, female, 41 years)

"I run a small Tea Shop at Saw Bwar Gyi Gon, Yangon. I am not a rich person but I always donate to the Monks, Pagodas as well as for other social requirement such as road repairing, school renovation, for health care assistance for venerable people as much as I can. It may not be big amount but I am very much pleased with that I share from my own income and I am sure the amount will sufficient for the needs because many other people donate like me. I am donating cooked bean soup for 300 Monks from Monastery in my ward once in every week; it is already more than 3 years now. All of these are such kind of investment for our better condition in next life'

(Tea shop owner - Ma Myat Thu, female, 23 years)

"We visit the Pagodas together with my children because I would like to teach them for meaning of Buddhism, donation and I expect them not for converting other religions even they go to the other countries. I always encourage them to put some amount of money to the Donation Boxes in the Pagodas, too. So, they will be used to donate and do charity since they were young.

(Store owner - Ma Moe Moe San, female, 41 years)

"Every week, around 70-160 people come to buy bowls of offerings (in Myanmar called Pwe, filled with coconuts and bananas). They are used to make wishes for career promotion, new jobs, examinations, health, lotteries, weddings, and other things. They use around Ks 1,500 to 12,000 for the offerings. Some people come every week."

(Sule Pagoda offering vendor - Ko Htet, male, 23 years)



A man making offerings at

Botataung Pagoda compound

#### Upcoming Shows and Exhibitions

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

View of Table ® Places @ Business ® Organizer / Contact

#### 7/09~7/11 Myanmar Phar-med Expo 2015

① Myanmar Event Park, Yangon ② Medical & Pharmaceutical ③ VEAS Co,Ltd (Vietnam) / http://pharmed-myanmar.com/

Myanmar International Machine Tool and Automation

① Myanmar Event Park ② Production machinery, automation equipment, construction-related @ Chan Chao International http://10times.com/myanmar-international-machine

#### 7/27~7/29 Myanmar Banking & Finance Conference

Yangon, Myanmar ② banking and finance sector of Myanmar
 Sphere Conferences - SINGAPORE

http://live.mbbdc2015.site.gsi.sg/about-conference

#### 8/03~8/05 Real Estate Show Myanmar 2015

① Sule Shangri-La Hotel ② Urban Development and the Real Estate Sector ③ Sphere Conferences - SINGAPORE http://live.mbbdc2015.site.gsi.sg/about-conference

#### 8/07~8/09 Myanmar Medical & Health Care Conference

① Tatmadaw Hall, Yangon ② Medical Sector in Myanmar, Cosmetics and Beauty Products industry ③ Mita Services Pte Ltd/ http://medical-healthcare.mitamyanmar.com/

#### 8/13~8/15 Builders Myanmar 2015

① Tatmadaw Hall ② building and construction, electrical industry

③ Fireworks Trade Media Group/ http://buildmyanmar.com/

#### 8/14~8/17 MYANMAR AGROTECH 2015

①Myanmar Convention Centre ② Agriculture Techniques & Equipment ②Chan Chao International Co., Ltd /

http://10times.com/myanmar-agriculture-water

#### Popular Festival in Myanmar and Japan

Month: July

#### The Waso Robe Offering Ceremony

簡 July 31, 2015

Waso is a very special month for Myanmar Buddhist people and It is on the rainy season, according to Myanmar's calendar Waso is the



fourth month of the Twelve months.

In the months of Warso Monks are not allowed to travel and need to live inside their Monastery for three months during Buddhist Lent by Buddhist Disciplines. The Waso Robe Offering Ceremony marks the beginning of the three-month Buddhist Lent. Monks will use the donated robe within the lent period.

The Waso Robe Offering Ceremony is usually held in country wide Pagoda compound at Full Moon Day of Waso. It is traditional for Myanmar people to visit a pagoda or monastery at this day.



#### The Tenjin Matsuri Festival

The Tenjin Festival is one of the greatest festivals in Japan over 1000 years and it is also the biggest summer festival in Osaka, Japan. This festival is celebrated in two

At the second day of the festival, thousands of people dress in the traditional wear and go to one of most famous Shinto shrines. People make Sound of drums, bells, and sing chants at the festival. There are a lot of vendors on the streets around the procession. After the procession people go the riverbank, and then transfer to the hundreds of boats. They sail up and down the river for hours, it called "Funatogyo." Visitors can enjoy watching the boats from the river bank and also enjoy

fireworks display there.

# Monthly Japanese Magazine in Myanmar

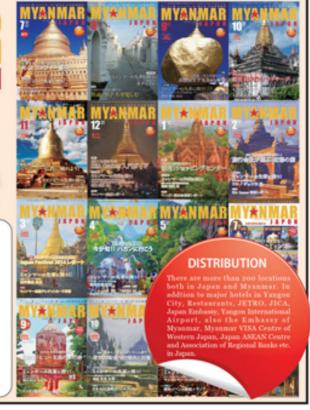
No.1 Magazine for Japanese in Myanmar!

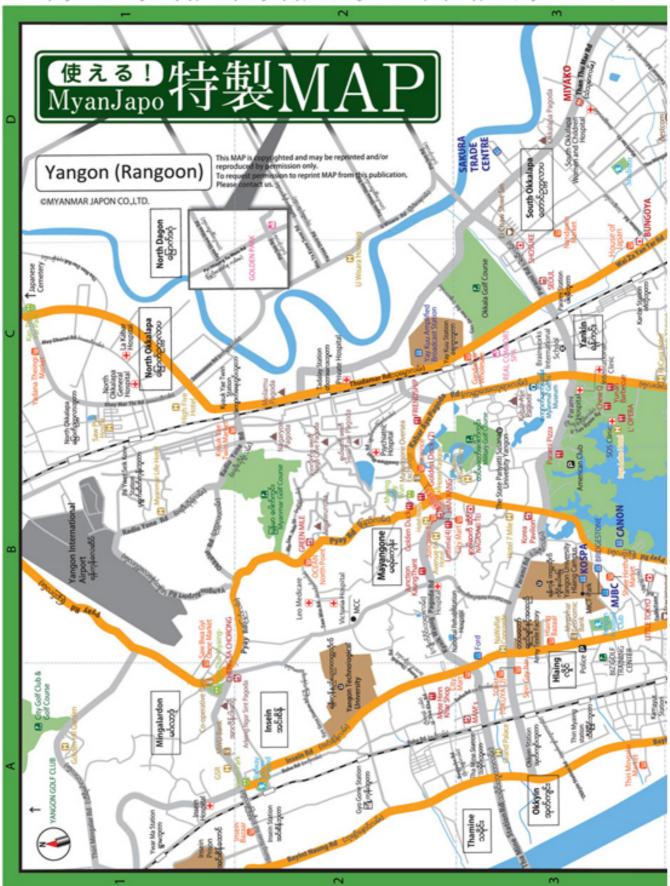
> Business and Lifestyle information on Myanmar for Japanese people

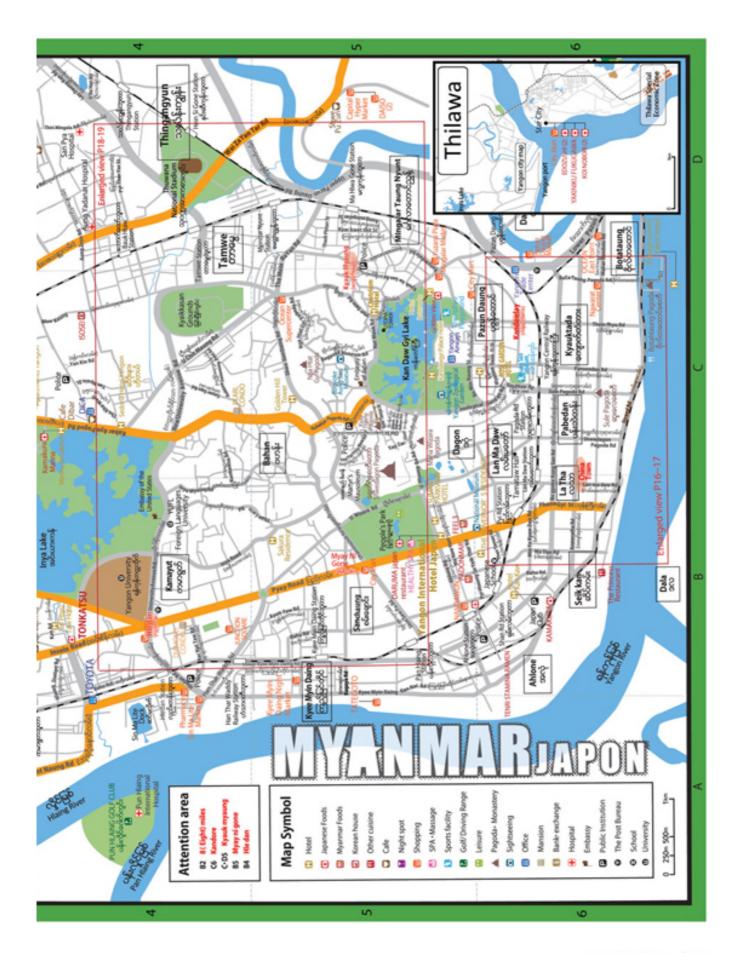
### **ADVERTISING AVAILABLE**

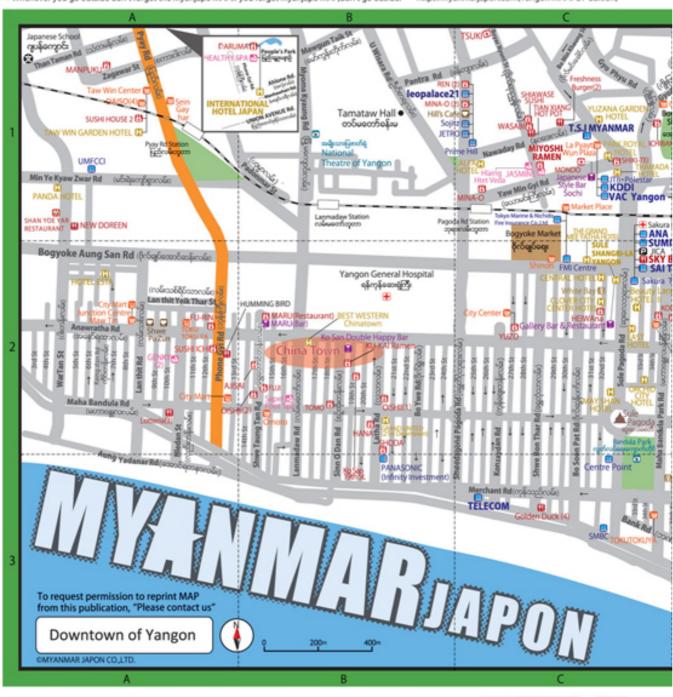
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info@myanmarjapon.com Tel: 09-31019178/01-8604301 Contact: Mihara (Ms.)/ Ei Ei Chaw(Ms.)

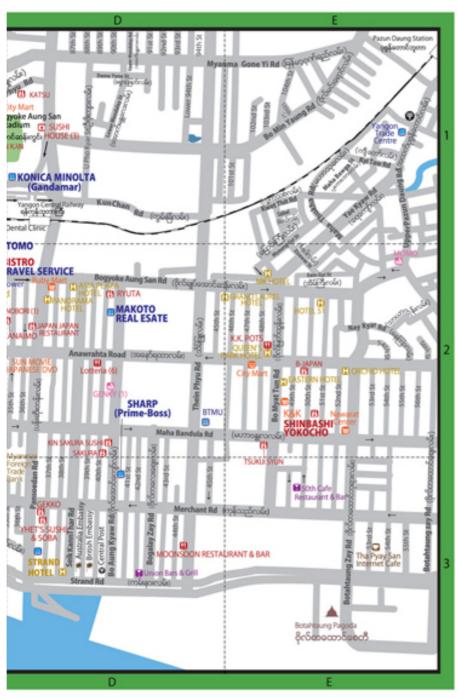






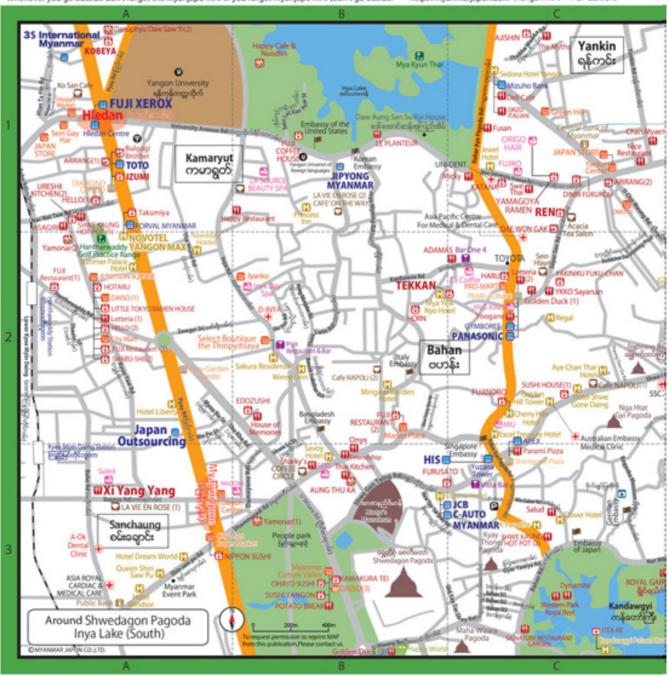














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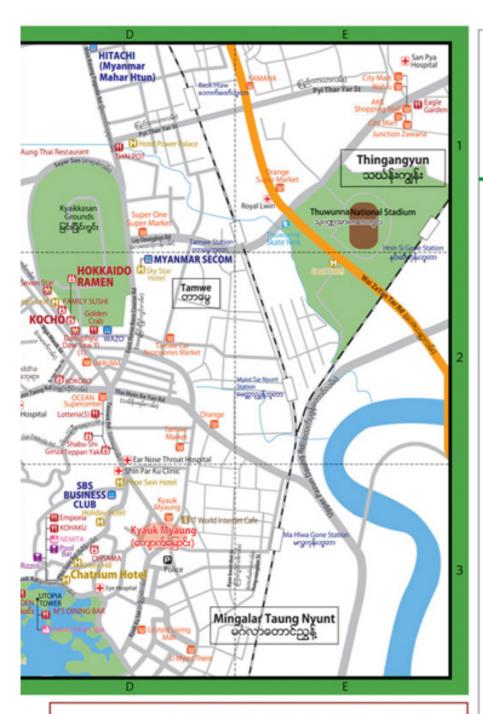
### Panasonic

#### \* Example of an accident

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Supported by MY\*NMAR

### Win Morisaki of pop group PRIZMAX returns to his homeland Myanmar



Win Morisaki, the Myanmar singer/actor in the group Japanese pop performed in PRIZMAX He took the Myanmar. stage during the "Gorgeous Japan" exhibition at the Novotel Yangon Max on

May 15-16. He engaged in lively talk in Myanmar language and wowed the audience. One star-struck Myanmar girl (20 years) said "He's so handsome".

Morisaki moved to Japan during his elementary school years. He said, "I'm so happy to have realized my dream to perform in Myanmar." Going forward, PRIZMAX is focusing on performing across Southeast Asia.

#### Yangon Institute of Economics Scholarship Mizuho Bank second year to sponsor

On June 3, the awarding ceremony for the winners of the 2nd Yangon Institute of Economics' "Mizuho Asia Human Resources Development Fund" scholarship sponsored by Mizuho Bank was held at the university. The Manager of Mizuho Yangon Branch, Mr. Tetsuro Nonaka, presented certificates to the 25 scholarship students. Mizuho Bank also teaches a course on finance at the university, and from this year started a scholarship program at Mone Ywar University as well.



One of the \$300 scholarship recipients, 4th year student Htwe Ei Toe Lwin said "I will use the scholarship money for course expenses for my elected subjects. I want to go on to do a masters degree in accounting and in the future, work for the Ministry of Finance as a tax specialist."

#### Engineering Society established, backed by Japanese specialists

On May 23, the Yangon Technological University held a symposium on infrastructure and disaster prevention. Myanmar researchers and Kyoto University's Professor Mimura gave multiple presentations. At the symposium, it was announced that the Myanmar Society of Civil Engineers has been established. In Myanmar, there are interdisciplinary research organizations, but not many for specific subjects. The person calling for the formation of the Society was Dr. Koike who is teaching at the Yangon Technological University.



He said "Myanmar academics and company engineers have chance to interact. We hope to raise the quality of work by encouraging information exchange between the academic and corporate worlds."

### Opening ceremony for new school building

On June 3, the Yangon Japanese School affiliated with the Japanese Embassy held the completion ceremony for its newly finished school building. The building is two stories with classrooms and a home economics room on the 1st floor and an auditorium on the 2nd floor. The building was constructed using many donations from Japanese residents and companies in Myanmar.

With the rapid rise in the number of Japanese children in Yangon, the Japanese school had a waiting list at one time, but that has now been resolved with the new building. The

number of kindergartens and other students is expected to continue rising and the school is projected to reach its capacity of 275 students soon. This school is planning its next phase of construction.



#### YUFL's Japanese Department introduces on-the-job training



In May, the Yangon University of Foreign Languages Japanese department started its first internship program. The goal is for students to gain Japanese social experience before graduating. Japanese companies such as KDDL JTB Pollsters, and EXE will

receive the students, and 23 students in 4th year Japanese language will participate.

MYANMAR JAPON also took in 2 students for 2 weeks to experience translating newspaper articles and writing articles. One of the participants Ms. Khin May Zaw commented "It was good to be able to use my Japanese. I now understand the hard work that goes into earning money so it was a valuable experience."

#### First Japanese language assistant in Yangon University of Foreign Languages

From June 22, Mr. Satoshi Suzuki from the Tokyo University of Foreign Language Burmese Department began participating in the Yangon University of Foreign Languages Japanese classes as an assistant to teach Japanese.



This is the first time for the Japan Foundation to send a representative to Myanmar as part of its "Japanese Partners" program. The representative will team up with a local Myanmar Japanese teacher to teach Japanese. Mr. Suzuki said, There are many students in the Japanese department who don't have any Japanese friends. I want to use the fact that we are close in age to expand the circle of exchange."

# Fuji Xerox and Gakken providing teaching materials for elementary schools



Fuji Xerox and Gakken Holdings, companies which are active in Myanmar, cooperated with Myanmar companies to distribute self-teaching materials to elementary schools. As the first step on June 3, they provided 44 students at Hlaing Thar Yar Number 1 School in the

outskirts of Yangon with math teaching material.

Gakken translated the material into Myanmar language and Fuji Xerox printed the books. They will periodically check the learning conditions, and then provide new material once the children have finished the books. They are targeting to distribute 16,000 books to 4,000 students by 2023.

# Waseda and University of Yangon sign agreement

On May 14, Waseda University and Myanmar's famous University of Yangon signed an agreement for academic exchange. They will conduct foreign student exchanges and researcher academic exchanges. Waseda plans to strengthen its re-



lationship with Myanmar and increase the number of its partner universities.

Separately, on May 30, Waseda conducted special scholarship entrance exams. Waseda is building a system for Myanmar students for the first time in the world and this year was the 2nd time for the exam. The scholarship waives Waseda's fees for Master's and Doctoral programs and provides 110,000 Yen (USD 890) per month living expenses for up to 5 years.

#### Panasonic sponsors Yangon United FC Company name on uniforms

Panasonic is sponsoring MNL pro soccer club Yangon United. On June 27 at the match, the team will wear jerseys with "Panasonic" displayed prominently. Panasonic will also bring club owner and players to its showroom opening ceremony and use them for promotions. Panasonic is also considering events to introduce its products to the fans in

the stadium.



In addition to this, Japanese companies are broadening the ways in which they use Myanmar soccer for marketing, including JCB and Be Forward Co backing the "Nippon Foundation U-15 Cup 2015" during March and April.

#### Documentary on Myanmar music Screening at end June in Tokyo



On June 27, the film "Beauty of Tradition – travels to Myanmar ethnic music" with the theme of Myanmar traditional music will be shown at Pole Pole Higashi Nagano. It summarizes the recording in Tokyo for CD of the

performance of the percussion instrument Sine Wine. Regarding Myanmar-related movies, the Japan-Myanmar joint production "Passage of Life" is in the final stages of editing. Also, on May 23, the Myanmar movie 「14 Kg in Next Life」 was shown at Waseda University, and the 1935 Japan-Myanmar joint production "Nippon Musume" will be revived and shown at Waseda in July.

#### Screening of 4 classic Japanese movies Yangon Film Festival shows Imamura film

From May 29 to June 7, Yangon's Naypyidaw Cinema screened 4 classic Japanese movies as part of the "International Film Heritage Festival" showing classic films from around the world. The Japanese embassy in Myanmar and the



Japan Foundation cooperated with the festival.

The films shown were Kenji Mizoguchi's "Life of Oharu" (1952), Shohei Imamura's "A Man Vanishes" (1967), and two films from Yasushi Kato's "Hibotan Gambler" series. Mr. Hidenori Okada, Senior Researcher at the National Museum of Modern Art's Film Center also gave a lecture.

#### Asian women social entrepreneurs 6 women from Myanmar participate

The "Asian Women Social Entrepreneurs Network Conference" was held in Bangkok, Thailand during May 20-22 with the goal of solving social problems using business techniques. Sponsored by the Association for the Promotion of the Status of Women, Japan's NGO "re:terra" and The Nippon Foundation assisted in the management of the event.

There were 50 participants from Mekong delta countries such as Cambodia and Vietnam. There were 6 participants from Myanmar representing Kyi Pyar Chi Soe, an organization which supports HIV patients to produce handicrafts to earn income.

#### Investment guide in Japanese on DICA home page

On May 6, Myanmar's Directorate of Investment and Company Administration (DICA) published a Japanese version of its Myanmar Investment Guide on its home page (http://dica.gov.mm.x-aas.net/). It was an electronic version of the Japanese hand book produced in March. It is the first time for the Myanmar Investment Commission (MIC) to publish material in Japanese. In addition to explaining the procedures for investment, it explains taxes and employment.

The writers of the guide were Mr. Honma from JICA and Mr. Tahar from JETRO who are working as specialists with DICA. They translated the English version produced by Germany's Development Finance Institution.

#### **Chatrium Hotel**

#### **Chatrium Hotel Privilege Card**

Chatrium Hotel has prepared Privilege Cards for its special guest. It can be used at Chatrium Group Hotels such as Chatrium Hotel Royal Lake Yangon, Chatrium Hotel Riverside Bangkok and 5 other hotels to get 10% discounts. Annual membership is USD 100. New members get USD 80 of dining certificates.

#### Enquiries: :



#### Sky Bistro

#### Cosplay in the sky Sky Bistro turns into a maid cafe!?

On July 5, Sky Bistro will host a "Yangon Cosplay" event. Yangon's "cosplayers" with interest in Japanese anime and manga (comics) will attend. There will be a contest for best costume and the charisma cosplayers "Hana Yuki" will put on a show. The day will also feature maid café service. There will also be photo booths. Participants can enjoy cosplay and commemorative pictures.

Time: July 5 (Monday) 10:00 - 16:30 Place: Sky Bistro (Sakura Tower 20th Floor) Tickets: Cosplayers and students Ks 5,000, others Ks 8,000 Enquiries: 201-225-277 mm miyamura@exegroup.co.jp



#### **NOVOTEL YANGON MAX**

#### A new bar with Karaoke rooms

On June 6, Novotel Yangon Max held the opening event for its new bar "Bar Code" with luxury Karaoke rooms. There is also a stage for dancing. There are 8 karaoke rooms with the look and feel of luxury.

For more details, please contact Novotel Yangon Max 2 01-2305858



#### Sule Shangrila Hotel

#### Tastes of Turkey at Sule Shangrila's Café Sule

During 13 - 20 June, Yangon's Sule Shangrila hotel celebrates the rich diversity of Turkish food and culture at Café Sule. Café Sule presents a special menu created by guest chef Engin Oytun from Instabul and executive chef Roshan Fernando. A choice of Turkish desserts will be available at Café Sule, including assorted Baklava and Lokum, Semolina Helve and Turkish Helva, Rose water pudding, and Turkish rice pudding.

For Enquiries and reservation:

2 (95-1) 242828 (Ext; 6401, 6402)





### INFORMATION

\*\*\* Information as of June 1, 2015.Details may change without notice.

Dear business owners, please notify us of any changes to your information. se edit@myanmarjapon.com

#### Gourmet and Restaurants

☆---benefits discount of Japanese Association ... (5% to 10%, conditions vary depending on the shop)

(There is some preferential discount, with JCB Card.)

#### Japanese cuisine

AJISAI ™ P16-B2 № No 99,Shwe Taung Tan Street, Lanmadaw Township,

ANAIMO P16-C2 ☆

© 300, Mahabandula Park Street, Kyauktada

Township, Yangon ☎ 01-378022 ⊘11:30–14:00 / 17:30–22:30 (Saturday only evening and sunday off)

Analmo's Kitchen

♠ No-70, Kyaik ka san Rd, Tarmwe Township, Yangon # 09-250437706

⊙ 09.00~19.00 (Closed on weekends)

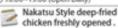
B-JAPAN COO P17-E2

Yangon ☎ 01-398629 ② 11:30~14:00 /17:00~22:00 単 closed on Mondays

BUNGOYA P14-C3

No(33-A), Thit Sar Road, South Okalapa Township, Yangon. ☎ 09-799570207

@ 10:00~19:00 (Open Daily)



DARUMA JAPANESE RESTAURANT P15-85

Yangon International Hotel Japan, Ahlone Road, Yangon 

DINING FUKUROU DIN P18-C1

No.81(C), New University Avenue Road. Bahan Township, Yangon 101-542871 / 09-420231330

⊙ 11:00-15:00 / 17:00-22:00 (Open Daily)

CCCD P18-B2 CCC ♠No.290-8, U Wisarya Road, 10 Ward Kamaryut Township, Yangon 17 09-259040853
○ 11.00-23.00 (Sunday17.00-21.00)

(2) P15-D6 A-1,Star City, Kyaik Khauk Pagoda 

09-2560-75020 O 11:00-21:00 (Open Daily)

Township, Yangon

P19-D2 Room104, Building 27, U Chit Maung Housing, Tamwe Township, Yangon 
 973119456 / 09-5077223 
 10:00-23:00 (Open Daily)

P16-A2

No.210, Anawrahta Road, Lanmadaw Township, Yangon ☎ 01-211702 ⊘ 10:00~22:00 (No fixed holiday)

FUINOSO CED P18-C2 CEC (Cherry Hills Hotel) No 520/4 A, Kabar Aye Pagoda Road, Shwegon Daing, Bahan Township,

Yangon ☎ 09-450067052 ⊙ 6:00~10:00 (LO 9:30) / 11:30~15:00 (LO 14:00)/ 17:00-23:00 (LO 22:00) (Open Daily)

**FULL JAPANESE RESTAURANT** 

(1) (133) P18-A2 2 37, Hanthawaddy Road, Kamaryut Township, Yangon 20 09-73022338-9 / 01-514776 ○ 11:00-21:30 (Daily) (2) CDD P18-82

9:00-21:00 (Daily) 8:09-261767259

FURUSATO CED P18-83 EE 

2 No.137, West Shive Con Daing, Bahan Township, Yangon © 01-556265 / 09-73081914 
○ 11:00-14:00 / 17:00-22:00 (Open Daily)

CCS P17-03

4th Quarter, Yangon 101-386986 ⊘ 11:30~14:00 (Open Daily)

COMPISCS II GOLDEN VIEW

No.23, Golden View Tower(A)G3, U Aung Myat

HANA CDD P16-82 III

②No.81(A), Latha Street, Latha Township, Yangon ☎ 01-371508 / 09-5109435 / 09-31293852

⊙ 1000-2200 (Open Daily) HARU ∰ P18-C2 ∰ 2 81, Kabar Aye Pagoda Road, Bahan Township,

Yangon & 09-421149721 @ 11:00~14:00 / 18:00~22:00 (Open Daily) HEIWA na JAPANESE RESTAURANT (22) P16-C2

No. 207, 32 Street, Upper Block, Pabedan Township, Yangon

□ 01-375931 / 09-73191927

@ 11:00~14:30 / 17:00~22:30(LO 22:00) (Daily)

HELLO

(1) P18-A1

☑No.2,Room-3,Narnattaw Road,Kamaryut Township, Yangon 
☐ 01-514010 (2) P18-A2 22nd Floor, Junction Square, Yangon 201-527242 (Ext: 3026) ⊙9.00~21.00 (Open Daily)

HOKKAIDO (TD) P19-D2 25-4, U Chit Maung Housing, Tamwe Township, Yangon (2009-254191597)

⊘11:30-14:00 / 17:30-22:00 (Open Daily) HORN P18-B2

1100~1400 / 1700~2200 (Open Daily)

P18-A2 Building(5), Top Floor, Junction Square,

Kamaryut Township, Yangon

☐ 09-73193966 ○11-00~22-00 (Open Daily)

CHBAN KAN CED P16-C1 ★ SS G17/18, Aung San Stadium(North Wing), Gyophyu Street, Mingalar Taungnyunt Township, Yangon 10 01-394824/01-393051/09-42007/600 Close Daily

⊙ 11:30~14:00 / 17:30~22:00 (Open Daily) CDD P15-C4

2 8G Diamond Condominium, Pyay Road, Kamaryut Township, Yangon ☎ 01-1221262 /09260911585 ⊙ 11:00–1400 / 17:30–22:00 (No fixed holiday) JAPAN JAPAN RESTAURANT ™ P23-02

No.253, Pansodan Upper Block, 

KAMAKURA DD P15-86 DD P15-

Kone Street, Ahlone Township, Yango © 01-228566 (Ext.122)

@ 7:00~9:30 / 11:00~14:30 / 17:00~23:00 (Open Daily)

Township, Yangon ☎ 01-400842 ⊘ 11:30~14:00/17:30~23:00 (LO 22:00) (Open Daily)

KATSU (TD) P17-D1 ☑ No.8-2, Aung San Stadium/North Sidel, Yangon ☎ 01-381233 / 09-250402200 ⊙ 11:30-14:00 / 17:30-22:00 (2nd & 4th Sunday off)

KIN SAKURA SUSHI (200 P17-D2 ©BAK, Olympic Tower, First Floor, Bo Aung Kyaw Streek, Kyauktada Township, Yangon ± 01-256720 / 09-5147840 / 09-250150816 ⊙ 11:00-21:00 (Open Daily)

CCC P18-A1 ☆ CCC KOBEYA

2615(B), Marlar Street, Pyay Road, Kamaryut Township, Yangon ☎ 01-535072 / 09-420015401 ⊘ 11:00~14:00 / 17:00~23:00 (Open Daily)

Township, Yangon ☎ 01-544500 (Ext.6231) ⊘ 11:30~14:00 / 18:00~22:30 (Open Daily)

KOI NOBORI (1) (200 P16-C2 No(285), Bandoohla Panchan Street, Upper Block, Kyaukthada Township, Yangon @ 097-9527-4691 ⊙ 11:00-24:00 (Open Daily) (2) P15-D6 🖸 Star City, Thanlyin Township

KOKORO P18-D2

Ko San 19th Street P16-82 P16-82 108, 19th Street, Latha Township, Yang ☆ 01-503232/09-428038032 ② 12:00-24:00

Ko San Cafe DD P18-A1 2 18, U Tun Lin Chan Street, Hledan, Yangon

No(125),19th Street, Latha Township, Yangon 

UTTLE TOKYO (1) □ P14-B3

10(D), khaboung Road, Hlaing Township, Yangon ☎ 09-73185168 / 09-73178946 ② 10:30~22:00(Daily)

(2) LITTLE TOKYO RAMEN HOUSE P18-A2

2nd Floor, Junction Square, Yangon 

CDD P16-A1 MANPUKU 30, Sagawar Street, Dagon Township, Yangon

₱ 01-214284 / 09-8300426 / 09-5046736

○ 15:00~23:00 (LO 22:00) (Open Daily) MARU GRILL RESTAURANT CDD P16-82 [2]

No.134 Ground Floor, Shwe Taung Tan Road, 7 Quarter, Lanmadaw Township, Yangon □ 01-1221568 / 09-420308350

O 11:30~14:00 / 17:30~22:00 (Open Daily) MINA-O

(1) P16-C1 № No.284/286, Yaw Min Gyi Street,

Yangon 13 09-420098866

⊙ 11:00~15:00 / 17:00~22:30 (Sunday off) MIYAKO P14-D3
No.850, 10 Ward, Than Thu Mar Road.

South Okklapa Township, Yangon 2 01 - 579781 ⊘11:00~23:00 (Open Daily)

P16-C1 # MONDO MONDO ■ P16-C1 ■

No(26-8), Yaw Min Gyi Street, Dagon Township,
Yangon ■ 01-252261 ○ 11:30~14:00 (Mon~Fri)

@ 17:30-23:00 (Closed on Sunday) M'S DINING BAR DE P19-D3 &

 ☐ Utopia Tower, Bogyoke Park, Kandawgyi National Park, Forest Zone, Bahan Township, Yangon □ 09-73195028 / 09-5169939

O 11:00-14:00 / 16:00-22:00 (Open Daily) NAGASAKI TEI CCC P14-B3 &

NEW DOREEN DO P16-A1 164, 168 Upper Wardan Street, Lanmadaw Township,

OHSAMA P19-D3

No.28/B, Pho Sein Road, Natmauk Quarter, Tamwe Township, Yangon 2 01-555539

☎ 09-31382082 / 09-30224438 (○ 16:00 23:00 (Daily) OISHII

(1) P16-B2

No.98, Latha Street (Middle Block), Latha Township, 

OISHII (2) P16-82 ♠No.69, Shwe Daung Tan Street (Middle Block). Lanmadaw Township, Yangon (TED) P18-C3 [# OTA-KE Kandawgyi Palace Hotel, Kan Yeik Tha Rd, Yangon 201-249255-9 (Ext-7444, 7999) @11:30~14:00/18:30~22:30 (Open Daily) REN (1) P18-C2 SS 2 53, Sayarsan Street, Bahan Township, Yangon (2) (CDD) P16-C1 ☑ Prime Hill Business Square, Dagon Township, Yangon Ø 11:00~19:00 (Sat,Sun Off) P17-D2 🔅 ♠ No.249-B, Ground Floor, Corner of 40th Street & Bogyoke Aungsan Road, Kyauktada Township, Yangon 209-250191419 O 11:30~14:00 / 17:00~22:00 (Open Daily) CDD P17-D2 SAKURA Kyauktada Township, Yangon 201-245160 ⊙ 12:00~15:00 / 17:00~21:30 (Closed on monday) SHABU-SHI (1) (1) P19-D2
(Ocean Super Center) Tarmwe Junction Bahan Township, Yangon 10:00-22:00 (Open Daily) (2) CDD P18-A2 ☑ Junction Square, Kamaryut Township, Yangon ⊙ 9:00~21:00 (Daily) 
☎ 09-251043478 SHIAWASE SUSHI P16-C1 2No.38-40/1(A), Boyarnyunt Street, Dagon Township. Yangon #209251046432/09-450046434 @10:00~21:30 (Daily) SHIKI-TEI CDD P16-C1 [2] ©(Park Royal Yangon), No.33, Alan Pya Phaya Road Dagon Township, Yangon ☎ 01-250388 (Ext.8119) @11:00~14:30 / 17:30~23:00 (Open Daily) SHINBASHI YOKOCHO P17-E2 ② No-80,50th Street (Middle Block)
Pazundaung Township,Yangon ☎ 01201689
☎ 09-261766526 ⊙ 11:00~22:00 (Open Daily) @ P14-G SHOSUKE No. (208, A). Parami Boad, 4-Ward. South Okkalapa Township, Yango \$\oldsymbol{\tau}\$ 09-254137655 \rightarrow 11:00-24:00 (Open Daily) SUSHI HOUSE ☆ No.247/269 B. Room 001, Build C. Delta Plaza. Middle Shwe Gon Daing Street, Bahan Township, Yangon ☎ 01-552772 ⊙ 11:00~22:00 (Open Daily) (2) P16-A1 Tawwin Center, Pyay Road, Dagon Township, Yangon 2 01-8600111 (Ext.1123) @ 9:00-21:00 (Open Daily) (B) (CD) P17-D1 Aung San Stadium (East Side), Yangon, Ø 11:00~22:00 (Daily) ☎ 01-255505 SUSHI ICHI P16-A2 [ No. 105, Phone Gyi Road (Middle Block), Lanmadaw Township, Yangon. 201-218282-4 ⊙ 10:00-22:00 (Open Daily) SUSHI YANGON P18-B3 Myanmar Culture Valley, People's park Square, U Wizara Road, Dagon Township, Yangon tt 09-5030471 / 09-5005613 @ 9:00~22:00 (Open Daily) Takumiya P18-A2 O 11:00-14:00 ,17:30-21:30 (Open Daily)

TSUKUI SYUN P17-E2 ☆ Bo Myat Tun Condo, Building(A), Ground Floor, Room(G-03), Botahtaung Township, Yangon # 09-31053910 / 09-420308588 ⊙ 11:30~14:00 / 17:30~23:00 (Sunday off) CCC P16-82 CC TOMO ♠No.702, Mahabandoola Street, Latha Township, Yangon Street (Bus Stop), Kamayut Township ## 09-791445536 @ 11:00 ~ 15:00/17:00 ~ 22:00 (Daily) Owners was trained 19 years in Japan. Yangon's first tonkatsu specialized stall URESHII KITCHEN (MD) P18-A1 Corner of Kyun Taw Road & Nar Nat Taw Street, Kamaryut Township, Yango P16-C1 WASABI No.38/40, Boyamyunt Street, Dagon Township, Yangon # 09-5039139 / 09-425020667 ⊙ 11:30~15:00(LO 14:30) / 17:30~22:30(LO 21:30) (Monday off) YAKINIKU FUKU-CHAN (TTD) P18-C2 & ♠ No.28(A), Koking Swimming Pool Lane, Sayar San Main Road, Bahan Township, Yangon tt 01-544156 / 09-5177176 ⊙ 11:00-14:00 / 18:00-22:00 (Open Daily) YAMAGOYA RAMEN CCCO P18-C1 CC ♠ No(520), Uyin street, Sayasan Quarter, Bahan Township, Yangon # 01- 1224122 @ 11:00-15:00 / 18:00-22:00 (Sat,Sunday11:00-22:00) Kyauktada Township, Yangon Myanmar cuisine P18-83 AUNG THU KA Bahan Township, Yangon ₱ 01-525194 / 09-5005296 / 09-5100683 P15-B5 Township, Yangon

HAPPY CAFE & NOODLES D P18-81 5 2 1048 Inya Road, Kamaryut Township, Yangon PADONMAR RESTAURANT @ P15-B5 #

No. 105/107, Kha-Yae-Bin Road, Dagon Township Yangon 2 01-538895 / 01-1220616 / 09-73029973 

SHAN YOE YAR RESATAURANT P16-A1 No. 169, War Tan Street, Lanmadaw Township, Yangon 201-221524, 09-250-566-695 ⊙ 06:00 ~22:00 (Last Order 21:30)(Open Daily)

Other cuisine ADAMAS P18-82 Bahan Township, Yangon \$ 01-541064/01-526490 ( 11:00~22:30 (Daily) ASAGIRI Bar & Restaurant COOD P18-A1 Corner of Kyun Taw Road and Nar Nat Taw Road Kamaryut Township, Yangon CAFE DIBAR P18-81

CAFE NAPOLI (1) P18-C2 NO 287, East Shwe Gon Dine Road, Bahan Township Yangon. 2 01-554957 / 09-420207233 / 09-250108513 ⊙ 10:00~21:30 (Daily)

(2) P18-B2 🏥 ♠ No.(41/1), Inya Myaing Street, Golden Hill Avenue, Bahan Township, Yangon ☎ 01-538557 / 09-32233038 ○ 10:00~21:30 (Daily)

FRIENDSHIP RESTAURANT (22) P14-C2 No.102, Nawaday Theatre, Corner of Kaba Ave Pagoda Road & Oak Pone Seik Road, Mayaungone Township, Yangon 2 09-49322498 / 01-664741 (Ext.106) @ 9:00~14:00 / 16:00~22:30 (Open Daily) **GOLDEN DUCK Restaurant** ☑ Junction 8 Branch @ P14-82 Strand Road Branch P15-C6 \$10.00−21.00(Daily) 10.00−21.00(Daily) HOUSE OF MEMORIES P18-82 290, U Wizara Road, Kamaryut Township, Yangon Humming Bird P16-A2 ♠ 76 Phone Gyi Street, Lanmadaw Township ☎ 09-792327282 ⊙ 9:00 ~ 23:00 (Open Daily) A freshly opened restaurant.
Steak and the bread is delicious! K.K.POTS CCC P17-E2 ♠ No.132, Corner of Anawrahtar Road & Bo Myat Htun Road, Botahtaung Tsp, Yangon t 01-8610523, 09-402601706 @ 10:00~14:30 / 17:00~22:00 (Open Daily) CCD P14-C3 No.62/D, U Tun Nyein Street, Mayangone Township, Yangon(Near Inya Lake Hotel) 2 01-665516 / 01-660976 / 09-730 30755 @ 11:00~14:00 / 18:00~22:30 (Open Daily) MOONSOON RESTAURANT & BAR (233) P17-D3 [25] (3 10:00~23:00 (Open Daily) ORZO ITALIAN RESTAURANT No.1 Kaba Aye Pagoda Road Yankin Township Yangon 27 01 -666 900 ⊙ 18:30~22:00 (Open Daily) Parami Pizza (1) (775) P14-C3 ② No-11/C, Corner of Malikha and Parami Rd, Mayangone Township, Yangon ☎ 09-261767616 ⊙ 11:00-23:00 (Open Daily) (2) (TS) P18-C3 2 No-A/001, Ground Floor, Shwe Gone Plaza Bahan Township, Yangon \$ 09-262625862 ○ 11:00-23:00 (Open Daily) PINNY HOUSE RESTAURANT (TTD P15-B4 No.59, Baho Street, Hledan Township, Yangon 2 09-31915110 ⊙ 10:00-22:00 (Open Daily) P19-D3 POOL BAR Ground Level, In pool garden CHATRIUM No.40, Natmauk Road, Tamwe Township, Yangon. POTATO BREAK FAST FOOD RESTAURANT P18-83 Myanmar Culture Valley, U Wisara road, People's Park Yangon. ROYAL GARDEN RESTAURANT P19-D3 A Nat Mouk Raod, Central Forest Zone, Kandawovi Nature Park, Bahan Township, Yangon # 01-546923 / 01-546202 @ 6:15~14:15 / 18:00~22:30 (Open Daily) SHWE KAUNG HOT POT

DELI CAFE' & CAKES BAKERY CAFE' DE P14-A1

№ No.1 Kaba Aye Pagoda Road Yankin Township Yangon.
 © 7:00~21:00 (Open Daily)

(1) P18-C3 ☆ ② No.18 Ko Min Ko Chin Road, Shwe GonDaing , Bahan Township, Yangon C 01-559339

@ 1030-2230(Open Daily) (2) TD P18-A1

Nanattaw Street, Hanthawaddy, Kamayut Tounship,
Yangon ☎ 01-537731 ○ 10:30~22:30 (Open Daily)

SI CHUAN DOU HUA COOD P16-C1 Inside Parkroyal, Alan Pya Phaya Road,

Dagon Township, Yangon ⊙ 11:00~14:30(Dim Sum) ## 01-250388 (Ext.8118) ○ 16:00~21:30 (Buffet)

SIGNATURE RESTAURANT/GARDEN DE P18-C3 [ Corner of Bahan Street & Kan Yeih Thar Street, Bahan Township, Yangon tt 01-546487~8 / 01-543387

@ P16-C1

tt 09-252040659, 09-799760372

10:00~22:00 (Open Daily)

CDD P15-A5

Kyee Myin Dine Township # 09-799654551

TENRI STAMINA RAMEN ☐ P15-B6

24, Baho Street, Ahlone Township, Yangor

No 75/6,8o Yar Nyunt Street, Dagon Tsp. Yangon

No 20,RM-01, City Channel Complex, Pearl Street

(2) 11:30~14:00 / 17:30~22:00 (LO 21:30) (Open Daily)

No (14), Htee Tan 5th Street

⊙ 8:00 ~ 18:00 (Open Daily)

TEKKAN DP P18-82

Bahan Tsp, Yangon

TATEGOTO

SKY BISTRO

CTR P16-C2 III

20th Floor, Sakura Tower, Bogyoke Aung San Road, 

THE EMPORIA RESTAURANT P19-D3 ☐Ground Level, CHATRIUM HOTEL

No.40, Natmauk Road, Tamwe Township, Yangon. ☎ 01-544500 (Ext:6253) O 06:00~10:30/ @ 11:30~14:30/18:00~22:30 (Daily)

Tian Xiang Hot Pot P16-C1

No(38/40), Ground Floor, Yaw Min Gvi Ward, Boyannyunt Upper Block Street, Dagon Tsp, Yangon a 09-254266705/09-259600125

XI YANG YANG CDD P18-A3

YOOGANE CCC29 P19-D1 Bulding (C), Ground Floor, Pearl Condo

Bahan Tsp Yangon 209 - 421176800 €10:00 - 22:00 (Open Daily)

#### COFFEE /FAST FOOD

ACACIA TEA SALON @ P18-C1 #

 No.52 Saya San Road, Bahan Township, Yangon
 01-554739, 0973115812 ○ 10:00-22:00 (Daily) Daren Bread Café @ P16-C1

FRESHNESS BURGER P16-C1

Hill's Cafe P16-C1

LA VIE EN ROSE (1) COS P18-A3

No.136, Bargayar Road, Sa Ya Tun Street Corner, Sanchaung Township, Yangon ☎ 01-503373 ○ 10:00-20:00 (Open Daily)

2) CES P18-B1

② No(78-D), Inya Road, Kamayut Township, Yangon
☐ 09-31262648 ② 10:00-20:00 (Open Daily)

Cafe ON THE WAYING 121-E. Than Lwin Road. Kamaryut Township, Yangor

LOTTERIA

(1) Junction Square Branch P18-A2 @8:30~22:00 (Doen Daily)

(2) Pearl Condo Branch P18-C2 ⊗ 8:00~22:30 (Open Daily)

(3) China Town Branch 

P16-A2

⊗ 8:00~22:30 (Open Daily) (4) Junction 8 Branch (TTD) P14-B2 

(5)Tamwe Ocean Branch P19-D2 

TATEGOTO P18-A3

#### BAR NIGHTSPOT

50th Street Cafe' Restaurant & Bar CDD P17-E3

♠ No.520, (A 3/4), Kabaraye Pagoda Road, Shwe Gon Daing, bahan Township, Yangon # 01-8603045 ⊙ 24 Hours (Daily)

KO SAN DOUBLE HAPPY BAR P16-B2

No.108, 19th Street, Latha Township, Yangon ☎ 01-503232

PWINT THIT SANN COD P18-C3 No.520, (A 3/4), Kabaraye Pagoda Road, Shwe Gon Daing, bahan Township, Yangon

☎ 01-8603045 ⊙ 24 Hours (Daily) Union Bar &Grill CDD P17-D3

♠ No.42 Strand Road, Yangon 

♠ 09-31018272 @ 10:00 ~1:00 (Daily)

VISTA BAR CCCD P18-C3 ♠No.168, Corner of Shwegondine Road and Yaedarshay Road, Bahan Township, Yangon 17:00~25:00 (Open Daily)

WINE BAR MARU P16-82 [ No.130 Ground Floor, Shwe Taung Tan Road, 

#### (II) HOTEL

BELMOND GOVERNOR'S RESIDENCE P15-86 No.35, Taw Win Road, Dagon Township, Yangon ## 01-229860 / 01-229861

BEST WESTERN GREEN HILL HOTEL COM P19-D3 55 2 12, Pho Sein Road, Tamwe Township, Yangon

# 01-209299 / 01-209300, 209343, 209345 CENTRAL HOTEL P16-C2 [ 335-337, Bogyoke Aung San Road, Pabedan Township, Yangon 201-241001-20

(DDD P19-D3 ☆ (数 CHATRIUM No.40, Natmauk Road, Tamwe Towns

Yangon 201-544500 / 01-544244 CHERRY HILLS HOTEL COS P18-C2 SE

♠No 520/4 A, Kabar Aye Pagoda Road, Shw Daing, Bahan Township, Yangon 201-559722

CLOVER HOTEL CUID P18-C3

②7/A, Wingabar Road, Bahan Township, Yangon ☎ 09-73177781~4

CLOVER CITY CENTER HOTEL DP P16-C2 217, 32nd Street (Upper Block), Pabedan Tov

Yangon # 01-377720~1 / 01-378276 / 01-378274 CLOVER CITY CENTER PLUS HOTEL P16-C2

No. 299, 32nd Street (Upper Block), Pabedan Township, Yangon ☎ 01-377975,01-377976,01-378685

EAST HOTEL P16-C2

234-240, (1) Quarter, Sule Pagoda Road, Kyauktada Township, Yangon ☎ 01-371358 / 09-73135311

EASTERN HOTEL COOD P17-E2

No.194/196, Bo Myat Htun Street, Pazundaung Township, Yangon # 01-293815 / 01-293168~9

GRAND LAUREL HOTEL D P17-E2 [

No.153/159, Bogyoke Aung San Road, Botahtaung Township, Yangon

tt 01-398771 / 01-298986 / 01-296209

HIGH FIVE HOTEL D P14-C1

No. 35, Thiri Kan Thar St, North Okkalapa Township, Yangon, 201-691900, 01-691885, 01-691698

Pazundaung Township, Downtown Yangon, Yangon T 01-293022.01-294460

HOTEL ESTA CCCD P16-A2

♠No.19/20 Bogyoke Aung San Road, Bahosi Compound, Lanmadaw Township, Yangon ## 01 223 701 /01- 223702/01-223703

HOTEL GRAND UNITED (AHLONE BRANCH) P15-86 No. 35, (Corner of Hnin Si Gone Road, Front of Central

Women Hospital), Min Ye Kyaw Zwa Rd, Yangon

HOTEL GRAND UNITED (Chinatown) (TED) P16-82 No. 621, Maharbandoola Road (Corner of Bo Ywe Street), Latha Township, Yangon

201-372256/01-372257/01-372258

HOTEL KAN KAW COD P15-B6 [\$\$

No.93(A). Hnin Si Gone Road Ahlone Township, Yangon # 01-228566 / 01-2301700 / 01-1221731

INYA LAKE HOTEL P14-C3

♠ No.37, Kaba Aye Pagoda Road, Yangon g 01-9662866 / 01-9662857~9

KANDAWGYI PALACE @ P18-C3 🗱 Kan Yeik Tha Road, Mingalar Taung Nyunt Township, Yangon # 01-249255

MICASA HOTEL @ P14-C3 # No.17, Kaba Aye Pagoda Road, Yankir

Township, Inya Lake, Yangon 201-650933 MYANMAR LIFE HOTEL D P14-81

☑ No.41, Radio Station Road, Mingalardon , Yangon ( Near Yangon International Airport) tt 01-664135.664939, 661820 664483

PANDA HOTEL P16-A1

205, Corner Of Wadan Street & Min Ye Kyaw Swar Road, Lanmadaw Township, Yangon © 01-212850-2 / 01-229358

PARK ROYAL COOP P16-C1 CO

33, Alan Pya Phaya Road, Dagon Township, Yangon ☎ 01-250388

ROSE GARDEN HOTEL @ P15-C5 [

171, Upper Pansodan Road, Yangon, Myanmar T 01-371992/09-421131606

SAVOY HOTEL CCC P18-B3

2 129, Corner Of Dhammazedi Road & Inya Road, Yangon ☎ 01-526289 / 01-526298 / 01-526305

SEDONA HOTEL @ P18-C1

No.1, Kaba Aye Pagoda Road, Yankin Township, Yangon a 01-8605377

THE STRAND YANGON P17-D3

No.92, Strand Road, Yangon #01-243377

SULE SHANGRI-LA P16-C2 ®Renamed : Old TREDERS (Traders)

No.223, Sule Pagoda Road, Kyauktada Township, Yangon 201-242828

SUMMIT PARKVIEW HOTEL D P15-B5

350, Ahlone Road, Dagon Township, Yangon 201-211888 / 01-211966

VINTAGE LUXURY YATCH HOTEL P15-C6 No.6, Botahtaung Jetty, Botahtaung Township Yangon. 

□ 01-9010533 / 01-9010999

#### SPORT

#### GOLF

CITY GOLF CLUB P14-A1

☑ Thirimingalar Street, 10Miles, Insein Township-Yangon ② 09-30090884 / 09-421119932 

PUN HLAING GOLF CLUB P15-A4

\$\overline{100}\$ 01-684020-4 \( \to \) 6:00-15:00 (Closed on Mondays)

YANGON GOLF CLUB CDD P14-A1

Da Nyin Gone Golf Course, Insein Township, Yangon

⊙ 6:00~18:00 (Reservations required Monday holiday Saturdays, Sundays and holidays only play)

ROYAL MINGALARDON GOLF & COUNTRY CLUB

♠ No.3 Main Road, Mingalardon Garden City, Mingalardon Township, Yangon, tt 09 449 222222, 01 639446, 098636395

© Every Tuesday to Sunday (6:00 a.m - 6:00 p.m)

MYANMAR GOLF COURSE P14-B2

9 Mile Pyay Road Mayangone Township, Yangon ■ 09 32161224

OKKALA GOLF COURSE P14-C3

Corner of Wai Za Yan Tar Road & Parami Road, 

#### SOCCER

ALBIREX NIIGATA MYANMAR SOCCER SCHOOL

P18-C3 \(\overline{Q}\) No.64(B), Room, B-4L, Shwe Gone Plaza, Bahan Tsp, Yangon. \(\overline{\textit{B}}\) 01-540096 /09-971971427

### Shopping

#### ( SOUVENIR

CCCD P18-A3

K&K (777) P17-E2

No.99 GF, 49th Street, Pazuntaung Township, Yangon tt 09-32221481 / 09-254070580

 ⊕9:00~17:00 (Open Daily) Select Boutique the Thiripyitsaya -jewels & textiles CCCD P18-82 III

Sakura Residence, No.9 Inya Road, Kamaryut Township, Yangon, Myanma

# 01-525001 ⊙ 10:00~18:00 (Tuesday off)

SHINON P16-C2
No.5/6 East A-block, Bo Gyoke Aung San Market,

Yangon, Myanmar 109-420263133, 01-653456, 01-650665 (Ext 812) @ 9:00~17:00 (Monday Off)

### Beauty, health

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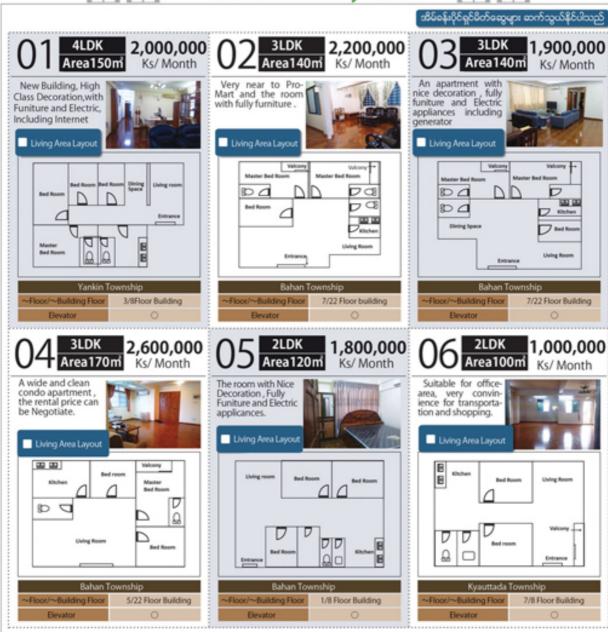
GOLDEN PARK DD P14-D2 (Outside Right) National Sports Complex, Pin Lon Road, North Dagon



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Giving Shape to Ideas

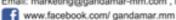
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YANGON - No. 18-24, Kun Gyan Road, Aung San Stadium Bldg (S).Ph : 01-383932, 383934 NAYPYITAW - No.166, Thiri Yadanar Shopping Complex. Ph: 067-421212

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