

POST SHOW REPORT

★ Endorsed & Supported by:



Myanmar Industries Association



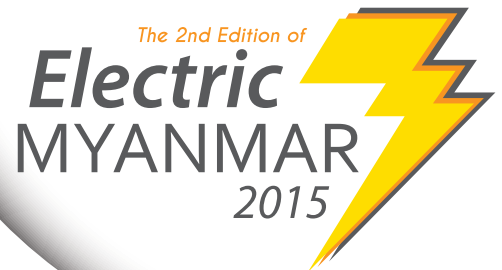
Myanmar Construction Entrepreneurs Association (MCEA)



The Electrical and Electronics Association of Malaysia (TEEM)



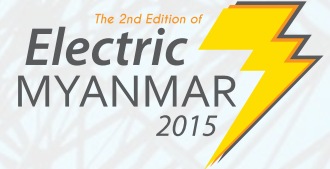
Malaysian Cable Manufacturers Association (MCMA)



13-15 August 2015
At Tatmadaw Hall, Yangon, Myanmar

Opening Hours :	09:00AM - 17:00PM
Opening Ceremony :	<ol style="list-style-type: none">1) U NYAN TUN OO Minister, Ministry of Electrical Power of the Yangon Region Government2) U KYAW PAING Vice President of Myanmar Construction Entrepreneurs Association3) U ZAW MIN WIN Vice President of The Republic of The Union of Myanmar Federation of The Chamber of Commerce & Industry, and President of Myanmar Industrial Association
Organizer :	Fireworks Myanmar (Part of Fireworks Trade Media Pte Ltd)
Exhibit Profiles :	Construction & Building Equipment Building Materials Electric Power Equipment
Gross Space of Event :	3,000 square ft
Total Booth :	80
Total Number of Exhibitors :	64

Post Show Report



Origin of Exhibitors (including principals) :

Australia	Bangladesh	China
France	Germany	India
Indonesia	Italy	Japan
Malaysia	Myanmar	Singapore
Taiwan	Thailand	US

Total Number of Visitors : 2,611

Origin of Visitors :

Bangladesh	China	France
Germany	Hong Kong	India
Indonesia	Israel	Japan
Korea	Malaysia	Middle East
Myanmar	Netherlands	New Zealand
Philippines	Singapore	Spain
Switzerland	Taiwan	Thailand
UK	US	Vietnam

Visitors Breakdown :

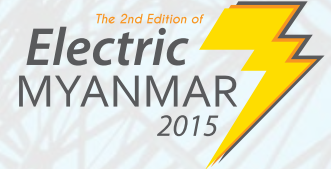
CEO	29%
Engineering	20%
Farmers	23%
Purchasers	22%
Sales & Marketing	4%
Others	2%

Highlights of The Event :

- Builders, Electric & Power Networking Nite
- Builders, Electric & Power Technology Seminars
- Builders, Electric & Power Conference



Publicity & Advertising



Newspaper :	The Mirror 7 Days Daily Builders Commerce
Trade Magazines & Directories :	IProven Trade Contacts Magazine Chance Brandex Directory
Radio :	City FM Mandalay FM
Website :	www.buildmyanmar.com www.myanmar-electric.com www.businessvibes.com www.tradekey.com www.madefromindia.com www.tsnn.com www.wikalenda.com www.biztradeshows.com www.bif-fairs.com www.renewsindia.com www.thaibuild.com www.tradefairdates.com www.tradeindia.com www.expodatabase.com www.expoth.all.biz www.eventful.com www.10time.com www.voicesofleaders.com www.brandexdirectory.com
Outdoor Advertising :	Billboards and Banners hanging around exhibition hall and Yangon area.
Direct Mailers & Email Blast :	30,000 Circulated to Building & Construction, Electric & Power related companies all around the region including Myanmar, Thailand, Malaysia, Singapore, Indonesia, Philippines, India, China, Vietnam, UK, Germany, Japan, Taiwan, Italy and Middle East Countries.
Direct Invitation Cards By Organizer :	20,000 pcs Sent out by organizer to Building & Construction, Electric & Power related companies in Myanmar, Thailand, Malaysia, Singapore, Indonesia, Philippines, India, China, Vietnam and Taiwan.
By Exhibitors :	4,000 pcs Exhibitor's own distributors