

Report on Myanmar Trip

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August 22, 2014

I visited Myanmar from August 4th to 10th in order to select exhibitors of ASEAN Showcase-Myanmar which is scheduled to be held in this November.

• Selection of Exhibitor Companies and the Products

I visited some candidate companies of ASEAN Showcase-Myanmar; their products range of sesame, tea, mango, macadamia nuts, etc... I only could have visited a few production plants of some companies due to a shortage of time. I have selected the exhibitor companies and their products based on the samplings of their products and interviews. During my stay in Myanmar, I also provided a seminar on the Japanese market trend to the local food companies at the Myanmar Trade Center (MOC).

It is necessary for them to understand more about Japanese market through communication with Japanese companies and develop their production and quality management to meet requirements for exporting to Japan.



A Candidate of Exhibitor



Seminar Participants

• Visit Taunggyi City

I visited to a production place around the capital of Shan State, Taunggyi city, where it is about 1 hour flight from Yangon city. The Taunggyi city area is located at the elevation of 1000 to 1400 meters. Vegetables and flowers are richly cultivated in the cold climate, such as potato, cabbage, watermelon, melon, corn, tomato, ginger, asparagus, mango, grape, and other variety of vegetables and fruits.

Unfortunately, the transportation system has not developed there yet, so it takes about 16 hours to Yangon city by track. At the tomato collection place, they sort tomatoes by the maturity level and choose the appropriate maturity level of tomatoes to



Grape Field



Tomato Collection

be sent to each customer. The improvement of logistics and the expansion of food process manufactures would allow them to cultivate more wide ranges of vegetables and flowers in the future.

- Hydroponically-Cultivated Tomatoes in the Inle Lake

I visited a tomato floating field on the Inle Lake. Using the characteristics of floating island, it is hydroponically-cultivated. The furrow is a water channel so the farmers use a boat for daily agricultural work. They told me that the tomatoes from the lake are very firm, so they are suitable for transporting to remote areas. It is also possible to grow other kind of vegetables in this hydroponically-cultivation. They have tried to grow cucumbers for making pickles to export to Japan before.



Hydroponically-Cultivated Tomatoes

- Wholesale Market in Yangon City

I visited a wholesale market in Yangon city. Beans, onion, garlic, potato, chili pepper, turmeric, and other spices are sold at the market. The small sized garlic and onion taste better, so they are high-priced than others. The smells of the market in the basement were a mixture of different spices and others, which created a distinct atmosphere throughout.



Wholesale Market in Yangon

- Feedback

I understand their products and production management through visiting Myanmar companies. There is great variability among the companies I have visited at this time; some companies have already been exporting to western countries, Korea, or Japan, and some are only in the domestic market. The size of company and production systems also varies widely. I had an impression that relatively young managers seem to have a passion to expand their business and prepare English materials to present the company's products. I would like to see the development of Myanmar food industry through absorbing information and technology from other countries, mainly among the young businessmen.

I appreciate the significant support and great kindness given by Ministry of Commerce, Myanmar and the companies I have visited during my stay. When the Myanmar people visit to Japan, Japan should give them the "omotenashi" heartfelt services and avoid any troubles during their time in Japan.

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