

# Myanmar



Banking & Business Development Conference 2014

Event  
Prospectus

15 – 17 July 2014

Traders Hotel, Yangon, Myanmar

[www.mbbdc.sphereconferences.com](http://www.mbbdc.sphereconferences.com)



## Defining the Future

The only strategic conference dedicated to the investment climate and banking industry in Myanmar – where people, innovation technologies and best practices converge to define the future

Organised by



SINGAPORE PRESS HOLDINGS

Co-Organiser



Sphere Conferences is proud to bring to you the **2<sup>nd</sup> Myanmar Banking & Business Development Conference in 2014**. This conference gathers a group of top-notch global banking professionals the opportunity to network and learn about the banking and finance infrastructure presented in Myanmar, working towards global financial integration.

This is the platform for the international banking and finance community to meet and network with local government ministries, agencies, banks and FI's to seek partnerships and collaborations for investing into Myanmar's expansionary and visionary plans.

## ABOUT THE CONFERENCE

**Myanmar Banking & Business Development Conference 2014 (MBBDC)** is the only strategic conference dedicated to the investment climate and banking industry in Myanmar – where people, innovation technologies and best practices converge to define the future. It aims to provide the international platform where global banking professionals network and learn about the opportunities presented with the opening up of the banking sector in Myanmar, towards global financial integration. Apart from the retail banking architecture, the event also aims to provide a platform where technologies and best-practice know-how's pertaining to card payments are shared to help shape Myanmar's growing cards and payments landscape, thereby boosting its international banking exposure.



## WHO WILL ATTEND?

- Myanmar government officials and representatives from various ministries
- Union of Myanmar Federation of Chambers of Commerce and Industry (UMFCCI)
- Representatives from the Central Bank of Myanmar
- Local banks in Myanmar
- Foreign Bank Representative Offices in Myanmar
- Regional banks & Financial Institutions
- Banking & Payment Software/Hardware Providers
- Mobile Network Operators
- Security Solutions Providers
- CORE Banking & Treasury System Providers
- ERP System Providers
- Cash Handling & Branch Banking Solution Providers
- Consultants

## Event Highlights:

- Day 1 – Defining the Future: Strategy focus
- Day 2 – Defining the Future: Technology focus
- Spotlight on Small Business Financing in Myanmar
- Opening Night Industry Dinner – Get better acquainted with your prospects in a social setting
- Business Networking Cocktail & Complete-the-Quest Draw on Day 2



# EVENT AT A GLANCE

Day 1 – 15 Jul 2014	Day 2 – 16 Jul 2014	Day 3 – 17 Jul 2014
Opening Joint Plenary – Defining the Future: Strategy & Products	Defining the Future: Technology	Post-event Masterclass: Business development in Myanmar – sectors, how-to’s, opportunities & challenges  Workshop Leader: UMFCCL
Keynote by CBM: Aligning the domestic banking ecosystem, insurance & capital markets	First Things First: Establishing the CORE Banking & Treasury systems	
Keynote by UMFCCL: Presenting the commercial & business climate overview		
Re-calibrating the Banking Landscape – Co-Speed Networking	Branch Banking & Cash Handling Technologies	
existence of the Foreign and Local Banks	Banking Channels to Increase the Reach	
The Future of Retail and Wholesale Banking	The Security Infrastructure	
	Business Networking & Complete-the-Quest	
Opening Night Bankers’ Dinner		

EXPECT 2 DAYS OF CUTTING-EDGE CONTENT delivered by an impressive panel of government and industry leaders and experts.

**DAY 1**  
**DEFINING THE FUTURE: STRATEGY & PRODUCT FOCUS**

Day 1 of the conference focuses on the strategy aspect of the future of the banking & finance sector in Myanmar. The Central Bank and local community will convene at this platform to discuss growth

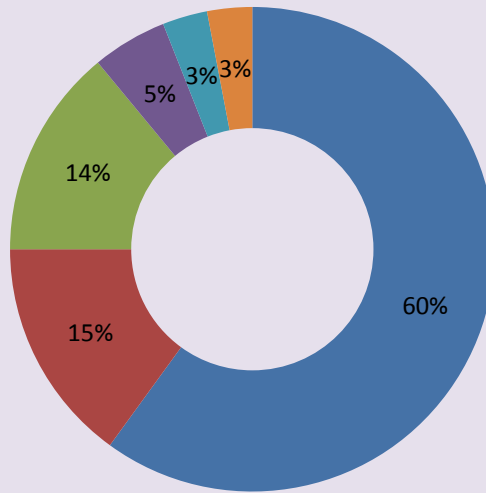
**DAY 2**  
**DEFINING THE FUTURE: TECHNOLOGY FOCUS**

Day 2 will focus on the technology component – what can Myanmar adapt from their regional peers who have already forged way ahead in leaps and bounds?

# MBFC 2013 STATISTICS

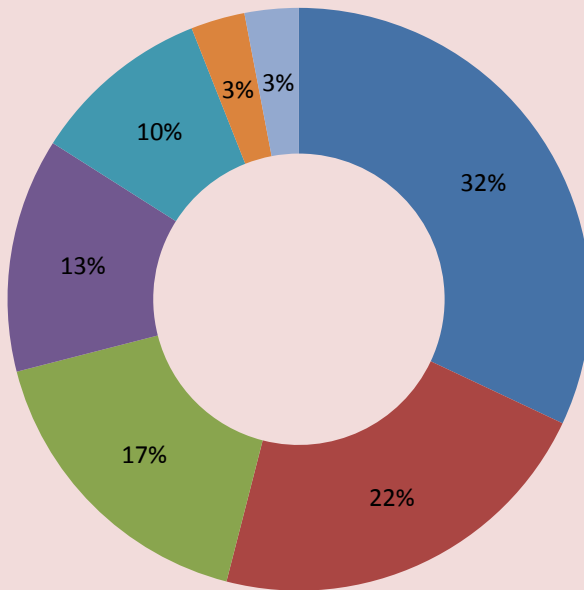
## By Country

- Myanmar
- Singapore
- Rest of Asia
- Thailand
- Malaysia
- Europe/USA



## By Job Title

- Country Managers/General Managers/Managers
- CXOs/Presidents/Chairman/Managing Directors
- PR & Media Representatives
- Senior VPs/VPs/Directors
- Specialists/Consultants
- Government
- Others



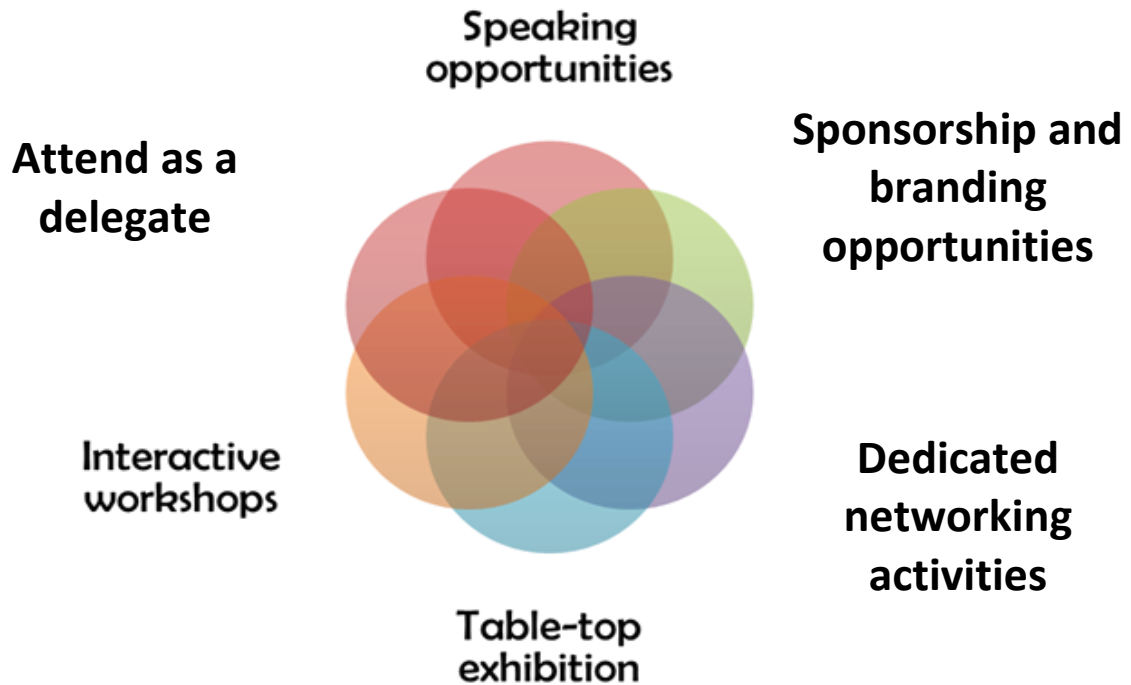
# MARKETING CAMPAIGN

A comprehensive integrated marketing campaign will be designed and executed to effectively reach out and engage important stakeholders across urban planners, developers and constructors. An extensive line-up of activities will be rolled out during the campaign through multiple channels to ensure an extensive reach of targeted audience.





## HOW CAN YOU BE INVOLVED?



### REASONS TO SPONSOR

- **Gain recognition** as an influential and reputable representative of your organisation as you share your banking experience in an emerging economy
- **Network and interact** with industry peers who are eager to gain a foothold in Myanmar
- **Be branded** alongside industry leaders who have carved a name in the sector
- **Evaluate and get inspiration** from other industry players as they share case studies and best practices
- **Obtain first-hand insights** into the exciting expansionary plans and developments for the Myanmar banking and finance space

### SPONSOR PROFILES

- Banking & Payment
- Software/Hardware Providers
- ATM vendors
- Cash Handling Products
- Branch Banking Solution Providers
- CORE Banking System Providers
- Treasury System Providers
- Security Solutions Providers
- ERP Systems Providers
- Consultants
- ...and more

# SPHERE CONFERENCES



SINGAPORE PRESS HOLDINGS

First conceived as a vision, then into reality with increasing demand from the industry, SPHERE Conferences is a division of SPHERE Exhibits Pte. Ltd., a wholly owned subsidiary of Singapore Press Holdings Limited.

Striving towards being the leader in organising business-to-business executive conferences in Asia, we produce premium events that span across all industry sectors. At SPHERE Conferences, we envision to build large conferences that address the core issues driving innovation and help shape big ideas vital to the business environment, while at the same time forge lasting, mutually beneficial business relationships with and for our customers.

In a nutshell, Sphere Conferences believes that your **experience matters**; whether you are a customer, a supplier or an employee, you have the rights to a positive experience with our products. **Value creation**; don't leave our events without fresh ideas, new contacts, relationships, and possibly closing your next business deal. **Lifetime partnerships**; we are not just an event organiser, we aim to be your best business partner.

**How?** To produce conferences that are of the highest quality that brings inspiration, innovation and value to our customers. Our purpose is to empower our customers with big and fresh ideas and key lasting relationships that will enable them to excel in their chosen markets, by providing a unique networking and learning platform whereby they can learn, network and do business

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