



MYAMNAR (Ex Birmanie)

Bureau ouvert en 2013

3 employées

+60 entreprises accompagnées / an

Le Myanmar – Ex Birmanie

Un marché compliqué...

- Lente évolution du cadre législatif
- Un monde des affaires peu « cartésien » axé sur le relationnel
- La patience est de mise

....mais à fort potentiel

- Gros déficit d'expertise et de produits sur la plupart des grands segments
- Importantes Ressources naturelles (agricoles, minières, énergétique)
- Positionnement géographique clé
- Transition démocratique en cours

➤ **Se positionner maintenant (coûts d'entrée raisonnables) dans**

Présentation Business France Myanmar – Thaïland, Business Hub of the Mekong Region - juin 2018

BIODERMA
BIOLOGY AT THE SERVICE OF DERMATOLOGY



<https://www.facebook.com/OfficialBiodermaMyanmar/>

BIODERMA
LABORATOIRE DERMATOLOGIQUE

BIODERMA IN MYANMAR

11

NUMBER OF
EMPLOYEES IN
YANGON

100% FRENCH
PRODUCTION



PRESENT
IN +70 POS

200 Dermatologists in Myanmar
40 Private Aesthetic Clinics



Role of Social Influencers :
BEAUTY BLOGGERS

Legal Framework for SKINCARE Industry

✓ Myanmar FDA notification approval : a REAL guarantee



Food and Drug Administration, Myanmar
Quality, Safety and Protection

✓ Office of Deeds / Trademark Caution Publication in Newspaper : a way to deal with Copyright

VOICE, Issue 21 - 28, 2018

TRADEMARK CAUTION

NAOS a company incorporated in France at 355 rue Pierre-Simon Laplace, 13290 Aix en Provence, France is the Owner and Sole Proprietor of the following Trade-marks:

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In respect of: Int'l Class 5: Pharmaceutical products, dietary substances adapted for medical or non-medical purposes; food and nutritional supplements for humans; sanitary preparations for medical purposes; dermatological products; Bio-ecological living environment (preparations) promoting the development of skin cells (for pharmaceuticals)

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 22 January 2018

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In respect of: Int'l Class 5 : Pharmaceutical products, dietary substances adapted for medical or non-medical purposes; food and nutritional supplements for humans; sanitary preparations for medical purposes; dermatological products; Bio-ecological living environment (preparations) promoting the development of skin cells (for pharmaceuticals)

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ပြန်လည်
 မိမိတို့အတွက်
 အသုံးပြုခွင့်ရရှိရန်အတွက်

VOICE

နောက်ဖက်
 အသုံးပြုခွင့်ရရှိရန်အတွက်

BIODERMA
 LABORATOIRE DERMATOLOGIQUE

| BOLLORÉ LOGISTICS | PEOPLE-POWERED INNOVATION



WE DELIVER GLOBAL LOGISTICS: lean and agile solutions create value for our customers in their markets. Digitalized supply chain allows smart data processing to boost decision making and ensure the full visibility of operations. What makes Bolloré Logistics different is our entrepreneurial spirit and individual commitment that drive high added value and pragmatic solutions. **THAT'S PEOPLE-POWERED INNOVATION**

| **BOLLORÉ LOGISTICS** | Do & Don'ts when dealing with Myanmar

DON'T SHIP WITHOUT GREENLIGHT

DON'T ASSUME YOU CAN JUST SHIP JUST ANY CARGO TO MYANMAR: Get a green light from your destination logistics provider. Import license checks etc..

DON'T TAKE YOUR NUMBERS FOR GRANTED

Due to sub standard practices from some importers, Customs might have different valuation ideas than what is stated on your commercial invoice... D&T calculations are based on their Assessed Value.

| **BOLLORÉ LOGISTICS** | Do & Don'ts when dealing with Myanmar

DO KEEP IN TOUCH WITH YOUR FREIGHT FORWARDER

Myanmar rules and regulation for importation are subject to changes which are not gazetted (i.e: new process for importation under Form E/D: all shipments must be physically inspected, need to prepare packing list at pallet level with container lay out to ease the inspection)

DO USE THE ADVOCACY/ INFO CHANELS offered by CCE/CCIFM/BUSINESS FRANCE..

DO ENGAGE AND DEVELOP THE PEOPLE

Engage, train and develop your staff and management in Myanmar, they will pay you back 100 x , with their strong pride of a job well done and their exceptional grit to grow.