



Country Report Myanmar

Date: 30th October, 2020

**Presented By :
Lynn Aung**



MYANMAR PRINTING INDUSTRY PERFORMANCE

Financial Year	2016-2017	2017-2018	2018-2019	2019-2020
Revenue (US\$ in million)	125.45	115.40	155.43	174.08
Relation to GDP	0.16%	0.17%	0.17%	0.19%
Export Revenue	NIL	NIL	NIL	NIL

Note:

Current paper consumption in Myanmar is 3 Kg/ person



Duties & Taxes



- **Import Duties For Printed Materials**

- ❖ Custom Duty - 3% on CIF Value
- ❖ Commercial Tax - 5% on the landed price
- ❖ Advanced Tax - 2% on (after CD + CT)

(note : ASEAN countries, China, Korea & Japan can enjoy free custom Duty)

- **Export Duties For Printed Material**

- ❖ Custom Duty - 0%
- ❖ Commercial Tax - 0%
- ❖ Income Tax - 2% on FOB Yangon



Duties & Taxes



- **Tax Regulations**

- **Commercial Tax**

- Commercial tax shall not be levied on Service performed under a system in which raw materials are provided and finished goods are taken.
- Commercial tax shall not be levied on Services consisting in the publishing of books, magazines, journals and newspapers.
- 5% commercial tax shall be levied on the revenue from the remaining domestic services.

- **Income Tax**

- 25% income tax shall be assessed on the total net profit before deducting the allowances under section 6 of the Income Tax Law.



Trade Agreements



- As a member of ASEAN, Myanmar participates in all intra-ASEAN agreements as well as multilateral free trade agreements with Australia, New Zealand, China, India, Japan, and South Korea. ASEAN Free Trade Area (AFTA) was established in Myanmar in 1998 with an objective to eliminate tariffs for all tariff lines by 2020. Free Trade Agreements (FTAs) have been signed with China, Hong Kong, Japan, Korea, India, Australia and New Zealand.
- Myanmar has bilateral trade agreements with Bangladesh, Sri Lanka, China, South Korea, Laos, Malaysia, India, the Philippines, Thailand, and Vietnam in the Asia region, as well as with a number of Eastern European countries.



Government Support



- **Government Assistance Programs**

- Student Textbook Printing Project
- Business Matching Printing and Packaging Program.
- Economic Zones and Infrastructure Development Program.
- Myanmar Industrial Development Vision (MIDV)
- Business Loans to Printing and Packaging Sector (1% interest rate/annum)



Activities of Association



- **Myanmar Publishers & Printers Association**
 - Printing Trainings
 - Workshops (Printing & Associated Business Development)
 - Organize Exhibitions
 - Advocate government to include printing curriculum in Government Technical High Schools



Trends & Challenges for Human Resources in 2020



- **Key Considerations**

- Shortage of skilled machine operators for modernized machine
- Education level of machine operators
- Shortage of skilled mechanics
- Additional innovative services shall require human resources with specific skill sets

- **Anticipations**

- Provide new technology training to machine operators in Myanmar language
- Inclusion of printing curriculum in Government Technical High Schools to produce qualified operators.



Printing Industry Trends



- **Current Print Trends**

- Print media is in downward-moving trend.
- Commercial printing is shifting to Vinyl & gravure printing.
- Customers are looking for quality print.

- **Growing Printing Sectors**

- Packaging material printing is growing rapidly.
- Digital printing is growing very fast

(note: Nestle, Uniliver and Colgate-Parmolive are now printing their packaging in Myanmar since the beginning of 2019)



Leading Through Change



- By providing addition innovative services (such as proof reading, translation, delivery, online order receiving)
- By setting up hybrid system(Traditional & Digital)
- By expending business sphere (food packaging industry, high-end product packaging , etc ...)



Digital Transformation



- In Long term, print will be a part of digital communication. How to stand out in Myanmar?
 - Value added services (ad hoc print jobs, one stop services, etc.,)
 - Speed up production and processing speed
 - Offer multi-channel communication (digital mailing, social media)
 - Set up hybrid system
 - Change before it is forced to



Covid 19 & Myanmar



- The global **COVID-19** pandemic is dealing a severe blow to **Myanmar's economy**.
- The authorities implemented strict containment measures well before the case count picked up, including travel restrictions, closure of land borders, and bans on mass public gathering and etc.,
- The country also has experience recovering from severe shocks such as Cyclone Nargis in 2008 and floods and landslides in 2015.
- Myanmar economy can relaunch quickly after the Covid-19 pandemic even though most of the SMEs are affected badly.



Print Outlook for 2020-2021



- New modernized machines shall be deployed in most of the printing houses.
- Most printing house shall deploy hybrid system.
- Due to the environmental issue, manufacturers will gradually replace with offset printing instead of gravure printing.
- Digital Printing business continuing to boom
- Web printing shall be declining.

Thank you

