

# INVITATION

## Business Delegation to Myanmar and Bangladesh

Myanmar 3 – 4 December 2012

Bangladesh 5 – 6 December 2012

*Business Delegation Headed by Pia Olsen Dyhr, Denmark's Minister for Trade and Investment.*



You are hereby invited to join the business delegation organized in relation to the official visit to Myanmar and Bangladesh by the Minister for Trade and Investment, Pia Olsen Dyhr.

Myanmar and Bangladesh represent interesting markets with a great potential for export of Danish products and solutions. Heading the delegation the

Minister for Trade and Investment will open doors and facilitate contact to important decision makers in public as well as private organizations and companies.

The promotional activities scheduled for this visit offer a unique marketing opportunity for Danish companies with respect to both existing and potential partners in Myanmar and Bangladesh.

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### **MYANMAR – OPEN TO TRADE AND ECONOMIC GROWTH**

After sanctions on trade with Myanmar were suspended in April this year, the Myanmar market has been opened to international business offering good opportunities in sectors such as infrastructure, construction, energy, water and sourcing of raw materials.

#### **Demand for Danish products and solutions**

Given a large population of 60 million and urgent need for investment in many sectors Myanmar has attracted a lot of international attention. Both government and private business are keenly aware that infrastructure including telecommunication, energy and water must be developed to pave the way for economic growth. This opens many opportunities for Danish companies in these sectors, including consulting engineers.

Other sectors such as consumer goods including food are potential markets for Danish companies. The potential for sourcing of raw materials and textiles in Myanmar are positive.

### **BANGLADESH – 10 YEARS OF SUSTAINED GROWTH**

Bangladesh's 160 million residents have seen growth rates of around 6 percent annually for the last decade. A growing middle class of about 20 million people enjoy a standard of living and purchasing habits comparable to people in western countries. Exports are increasing due to a growing international interest for producing and sourcing in low cost Bangladesh. The country is among the cheapest production hubs in the world.

As a consequence of economic growth and urbanisation the demand for energy, clean technology and modern clean water supply is much bigger than supply in Bangladesh. At the same time the growing middle class is increasingly willing and able to buy modern health services.

#### **Cleantech, energy, water and life science**

The business delegation will focus on cleantech,

energy, water and lifescience – sectors with a great demand in Bangladesh and where Danish companies offer world class products and solutions.

Both the public and private sector are engaged in ambitious investments in these sectors offering good market opportunities for Danish companies.

#### **MEET A BUSINESS PARTNER**

Companies may participate in the entire program covering visits to Myanmar and Bangladesh or choose one of the two destinations.

In both countries the delegation will participate in business seminars, business lunches, business-to-business meetings and dinner receptions giving unique opportunities to meet public as well as private decision makers.

#### **Organisers**

DI – Confederation of Danish Industry is organizing the delegation in collaboration with the Danish Trade Council, the Danish embassies in Myanmar and Bangladesh and State of Green.



Detailed program, participation fees and registration are listed below.

Please return the enclosed application for participation to Export Promotion Denmark no later than 12 October 2012.

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### **CONCEPT**

Participation in the Myanmar visit includes

- Company profile in delegation presentation brochure
- Business lunch hosted by the Minister for Trade and Investment
- Business seminar
- Company presentation
- Business to business meetings
- Dinner reception

Participation in the Bangladesh visit includes

- Company profile in delegation presentation brochure
- Briefing on Bangladesh – country and business environment
- Site visits
- Business seminar
- Sector seminars
- Business lunch hosted by the Minister for Trade and Investment
- Company presentation
- Business to business meetings
- Dinner reception

### **FEES**

#### **Price for Participation**

Delegation to Myanmar and Bangladesh:

per company DKK 19.950

Delegation to Myanmar:

Price per company DKK 10.950

Delegation to Bangladesh:

Price per company DKK 12.950

If your company will be present with more than two persons, extra persons will be charged with DKK 2.500 each.

*The participation fee covers seminars, briefings, B2B meetings, receptions, business lunches and company profiles in presentation brochure.*

### **MARKETING**

#### **Invitation Procedure in Myanmar and Bangladesh**

The Danish Embassies in the two countries handle the invitation procedure and the marketing towards the participants from Myanmar and Bangladesh respectively.

Each invited guest will receive an invitation package from the embassy containing an invitation letter, a presentation brochure, a program for the seminars and B2B meetings. The presentation brochure will introduce all the participating companies and organizations. The guests will be invited according to your requests within the following categories:

- The companies' own contacts
- Relevant local agents and company representatives
- Authorities from relevant areas and administration
- Representatives from selected organizations
- Media

### **THE BUDGET**

The budget is based on a minimum of five participating companies in Myanmar, 10 participating companies in Bangladesh and a 50 percent subsidy through the Danish Trade Council. After deduction of the anticipated subsidy the package rates are as quoted in the fees list.

### **REGISTRATION**

We would ask you kindly to register on the enclosed form and return it to Export Promotion Denmark as soon as possible, and no later than 12 October 2012.

### **TRAVEL AND HOTEL**

BCD Travel will offer to handle travel arrangements including air tickets and hotel accommodation for the delegation. After registering their participation the companies will receive information on flights and hotel accommodation from BCD Travel.

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### **TENTATIVE PROGRAMME**

#### **MONDAY 3 DECEMBER 2012**

- Arrival to Yangon
- Business lunch hosted by the Danish Minister for Trade and Investment, Pia Olsen Dyhr
- Business seminar
- Official opening by the Danish Minister for Trade and Investment, Pia Olsen Dyhr
- Interventions by representatives of Myanmar's government and business community
- Tea, coffee and networking
- Company presentations
- Dinner reception for Danish and Myanmar companies

#### **TUESDAY 4 DECEMBER 2012**

- B2B meetings
- Business lunch
- Departure for Dhaka, Bangladesh

#### **WEDNESDAY 5 DECEMBER 2012**

- Arrival of participants from Denmark
- Welcome briefing of Danish delegation
- Opening by the Danish Minister for Trade and Investment, Pia Olsen Dyhr
- Lunch
- Site visits
- Dinner – optional

#### **THURSDAY 6 DECEMBER 2012**

- Business seminar
- Official opening by the Danish Minister for Trade and Investment, Pia Olsen Dyhr
- Interventions by representatives of Bangladesh's government and business community
- Tea, coffee and networking
- Sector Seminars
  - Energy and Infrastructure
    - Danish Minister for Trade and Investment, Pia Olsen Dyhr
    - Bangladeshi business representatives from the energy and infrastructure sector
    - Company presentations
  - Water
    - Bangladeshi business representatives from the water sector
    - Danish Minister for Trade and Investment, Pia Olsen Dyhr
    - Company presentations
  - Lifescience
    - Bangladeshi business representatives from the life science sector
    - Company presentations
    - Danish Minister for Trade and Investment, Pia Olsen Dyhr – concluding remarks
- Business lunch
- Speed dating
- B2B meetings
- Dinner reception at the residence of the Danish Ambassador for Danish and Myanmar companies
- Departure

# INFORMATION



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**Embassy of Denmark, Thailand**  
**Embassy of Denmark, Bangladesh**



Confederation of Danish Industry

**Confederation of Danish Industry**

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**Export Promotion Denmark**

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**State of Green**   
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**State of Green**

# REGISTRATION

## Business Delegation to Myanmar and Bangladesh

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### BINDING REGISTRATION

**Delegation to Myanmar and Bangladesh**  
Price per company DKK 19,950

**Delegation to Myanmar**  
Price per company DKK 10,950

**Delegation to Bangladesh**  
Price per company DKK 12,950

If your company will be represented with more than two persons, extra persons will be charged with DKK 2,500 each.

*The participation fee covers seminars, briefings, B2B meetings, receptions, business lunches and company profiles in presentation brochure.*

*The price is net of VAT and based on min. 5 participating companies in Myanmar and 10 companies in Bangladesh and expected subsidy from The Trade Council of Denmark. Subsidy is only given to Danish companies, i.e. companies with a Danish CVR number.*

Company: .....

Address: .....

Postal Code: ..... City: .....

Telephone: .....

Contact person: ..... Title: .....

Direct telephone: ..... E-mail: .....

Date & Signature: .....

*Please return the completed registration form to Export Promotion Denmark, Lars Emanuelsen, le@ees.dk as soon as possible and no later than 12 October 2012.*

*Registration is made in accordance with EPD's terms of participation (attached).*

## Conditions for participation in export promotion events under the auspices of the Secretariat of Export Promotion Denmark

### 1. Basis of the agreement/contract

The contractual basis for participation in a collective export promotion event under the auspices of EPD is comprised by: 1) a binding registration form filled in and signed by a duly authorised representative of the company, and 2) these present general conditions for participation

### 2. Conditions for participation

The extent and conditions of participation as well as the services to be provided by EPD are laid out in the presentation material sent, which includes a description of the practical implementation of the export promotion event. By signing the binding registration form, participating companies give their approval of the presentation material sent and of the prices, conditions and provisions described therein.

EPD is under obligation to supply the services described in the presentation material. The participating companies are obligated to comply with the conditions for planning and implementing the export promotion event described in the material, including meeting the deadlines given for sending in material etc. to EPD.

EPD' provision of services is conditional on not being delayed or prevented by force majeure, including but not limited to war, lockout, strikes, civil commotion, natural disasters or other circumstances beyond the control of EPD. If an export promotion event is cancelled on one or more of the above grounds, the companies registered are under an obligation to pay their share of costs already defrayed during preparation, insofar as these costs cannot be covered by co-financing via export promotion funds.

### 3. Financial conditions

By returning the binding registration form, the company commits itself to paying the cost indicated for participating in the export promotion event. EPD' cost calculations (see material sent) are based on a minimum number of participants. Should this minimum number of participants not register, EPD reserves the right to cancel the event or send out revised material containing new prices, which will form the basis for the possible implementation of the promotion with a reduced number of participants. EPD reserves the right to adjust the prices given to follow changes in exchange rates, in the event of increases in rental for the premises, and in the event of higher prices due to common decisions about changing and expanding the event relative to the original material sent out.

### 4. Invoicing

Unless otherwise agreed, invoices will be issued as follows: 1) 100% on account with binding registration, 2) final invoice when the event is over and after all costs, such as any extra services agreed upon, are included. In the event that EPD' terms of payment are not met, EPD reserves the right to consider the agreement repudiated in accordance with section 6. If the invoices issued are not paid by the deadlines set, EPD is entitled to add interest to the amounts due at the prevailing rate for overdraft facilities as of the expiration of the deadline for payment.

### 5. Co-financing

In the event that co-financing can be expected via general export promotion funds, the representation material sent will indicate that co-financing will be sought by EPD. Participating companies are obligated to provide the necessary documentation and other information relevant to co-financing of the export promotion event.

### 6. Cancelling the agreement

Registering for an export promotion event is binding once the registration form has been filled in and sent to EPD. Thus. EPD has a claim on the price agreed regardless of whether the company subsequently cancels or reduces its participation. In cases of co-financed promotion, the company's registration is conditional on whether co-financing is granted.

### 7. Transport and insurance

Unless otherwise agreed with EPD, participating companies are charged with buying their own necessary insurance for their own employees and own goods, exhibition and information materials, covering damage incurred in transit or while the event is being held.

### 8. Venue

In the event of any dispute or controversy between the parties regarding the interpretation or construction of the conditions for participation or an alleged breach of contract by either party to this Agreement, such dispute or controversy shall be settled by arbitration.

**EPD, 21 September 2012**