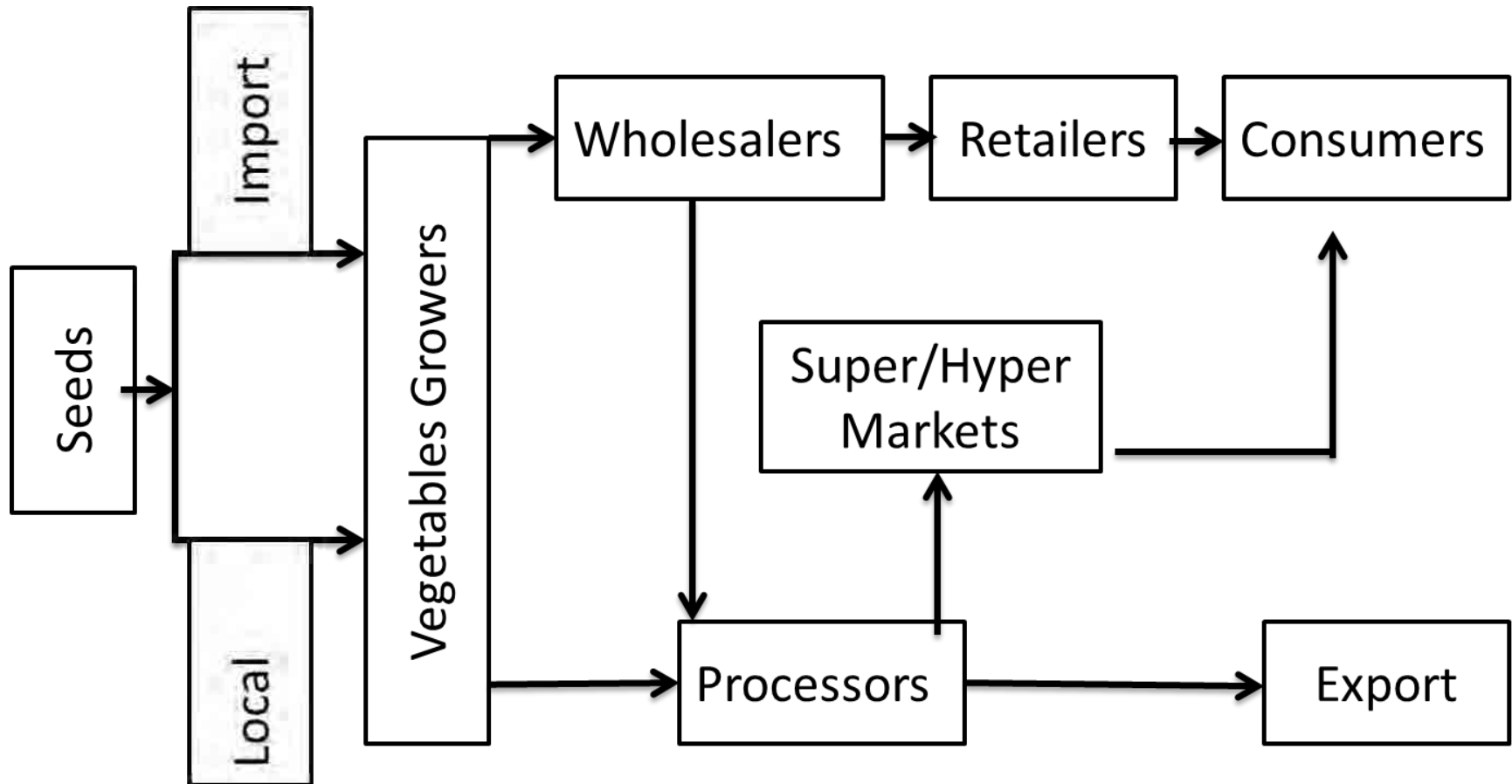


Value Chain of Vegetables



Traditional Storage at House



Display of fruits and vegetables in Markets



Processing Fruits and Vegetables

Value-adding

- dried, dehydrated, frozen, preserved, juices, and pulps
- Frozen Vegetable Factory
- Dehydrated Cabbage Factory



Export

Singapore and China

- Fresh mangoes, Water melons, Musk Melons



China, India and Bangladesh

- Spices and culinary crops



Japan and Korea

- Frozen vegetables and dehydrated vegetables



Products of Fruits and Vegetables in Myanmar








Some Famous Myanmar Traditional Foods made from Fruits and Vegetables



SWOT Analysis of Food processing industries in Myanmar

Strength

-  Abundant natural resources
-  Adequate human capital
-  Government support in food sector
-  Sufficient local market
-  Easy access to international markets

Weakness

-  Low production capacity
-  Using traditional wisdom in manufacturing
-  Low local and international branding
-  Low access to international markets
-  Lack of awareness in international standards and norms


www.unescap.org/resources/myanmar-food-industry

SWOT Analysis of Food processing industries in Myanmar

Opportunities

-  Abundant potential to set-up industries
-  Availability of raw materials at reasonable cost
-  Positive synergies between the local growers and manufacturers
-  Establishment of high technology industries to meet global demand
-  Can export to the big markets like China, India and Bangladesh

Threat





-  Compliance of international norms
-  High competition from international brands
-  Lose control over imported food items
-  Lack of testing equipment for imported products
-  Lack of accreditation organizations for the processed foods for overseas market expansion

Lessons learned from Japanese Factory Visit Tours

Fuji Oil



-  Innovation in Research and Development
-  Innovation in Management of Technology
-  Food Safety
-  Capacity Intensive
-  Application Development Based on Customer
-  Quality Assurance

Takii Seeds


-  Breeding and Research
-  Quality Assurance
-  International Sales and Marketing
-  Product Development

Lessons learned from Japanese Factory Visit Tours

Soy Sauce



-  Maintaining Traditional foods
-  Model of SME

Japanese Traditional Sweets





-  Way of educating and system to maintain traditional foods

Lessons learned from Japanese Factory Visit Tours

Yoshinoya Holding Company




-  Working very systematic and discipline
-  Intensive care of hygiene is noticeable

AEON Mall



-  AEON concept (Peace, People, Community)
-  Climate change(low Co2 society)
-  Has good practices to Protect biodiversity
-  3R (Recycle, Renewable, Reuse)
-  Sustainable Society

Lessons learned from Japanese Factory Visit Tours




Vegetable Market Ota

-  Fruits wholesale market
-  Flower wholesale market
-  Fruits and flower auction

HRD+Farm(PANSONA)

-  High Technology
-  Agriculture education for young generation




KOKUBU

-  Food logistics (Storage and distribution)
-  Information of products,
-  Finance

Ways to Improve

-  Promote Research and development in production technology
-  Encourage traditional wisdom in manufacturing
-  Improve food value chain to create new market opportunities
-  Create wholesale markets in big cities of Myanmar
-  Encourage foreign investment in agricultural sector
-  Promote public, private, partnership in agriculture base food sector
-  Need to establish logistic service like Kokubu.

Conclusion

-  By this program - advantages in Japanese Food Industries
-  Official report
-  Will improve the development of food industries in agricultural sector

THANK YOU

