

# Shipping & Port

## Marketing for Myanmar

as competitive advantage  
in future development

by **Kyaw Myo Win**

NOW

GOAL

STRATEGY

Thanks for your kind attention

# Myanmar Supply Chain College [MSCC]

Kyaw Myo Win (Joe)  
Founder & Senior Lecturer

Chartered Profession (UK)  
MICS (UK)  
M.Sc in Shipping Management (Sweden)  
B.A., M.B.A

E : [kyawmyowin9@gmail.com](mailto:kyawmyowin9@gmail.com)  
W : [www.mscc.education](http://www.mscc.education)  
HP / Viber / WhatsApp : (+95) 9 5038431

# CONCLUDING THOUGHTS

Undoubtedly ...

-  Reflect current International trend
-  Commercial Entities & Best Practice
-  Enhanced Efficiency

**BUT...**

- Time taking for Decision Making Process
- Convincing to Potential Investors
- Unexpected risks factors

FINALLY...

Port follows Ships (OR) Ships follow Port



# FOCUS TOPICS

#1

Cost Centre

#2

Transshipment

#3

IT baed-infrastructure



## TIMELINE

#1

Initiatives by  
Government  
(or) Authority  
concerns

#2

Cost-Benefit  
Analysis

#3

Agreement and  
Implementation

#4

Started on 1st  
Phase

# STRATEGY

## TIMELINE



FOCUS  
TOPICS



Myanmar  
Supply Chain  
College (MSCC)

# Shipping & Port

## Marketing for Myanmar

as competitive advantage  
in future development

by **Kyaw Myo Win**

**NOW**

**GOAL**

**STRATEGY**

Global Carrier Operator(s)

Container Terminal

Dewai Deep sea port

Circum Equatorial  
route ( via Suez or  
Strait of Malaca)

Value Added Services  
needed

**TARGET MARKET**





# KPI for port selection

- 1 Vessel Turn-around Time (VTT)
- 2 Proximity to Main Navigation Routes(MNR)
- 3 Handling Cost of Containers (HCC)

# GOAL

1 million  
TEUs in 2016  
(sources: MPA website)



3 million  
TEUs in 2021

KPI

TARGET  
MARKET

# Shipping & Port

## Marketing for Myanmar

as competitive advantage  
in future development

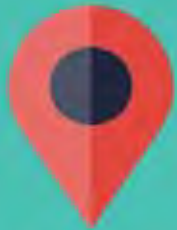
by **Kyaw Myo Win**

**NOW**

**GOAL**

**STRATEGY**

# WHY ARE WE IMPORTANT?



- Thilawa
- Dawei
- Kyaukphyu and
- other SEZs



- Ideal geographic situation between eastern asia, south asia and the middle east,



3.5 - 4% of GDP in investing infrastructure by the Government ( source: ADB 2014)



# INTERNATIONAL INVESTMENT

## container traffic



MSC in San Pedro Port in Côte d'Ivoire 2017

14'000 TEUs cargo vessels / € 460 million/ 35-year agreement/  
technologies, facilitating transshipment operations



COSCO in Piraeus port 5 milli TEUs 2018

EU 8th busiest port / USD 418 + 398 million /  
1,000 jobs for local people /



Colombo's terminal project (2017) USD 550million

Westports Holdings / Mitsui Corp, Mitsubishi Logistics, NYK and Tata  
Realty and Infrastructure / APM , John Keells Holdings, Maersk Line &  
Container Corp of India and the consortium of PSA & PIL ,...

# NOW

## Investors' Perspectives (for Port)

- Infrastructure needed
  - Economics stability
  - Cost efficiency
- and so on ...

**INTERNATIONAL  
INVESTMENT**

containers traffic

**WHY ARE WE THE  
IMPOTANCE?**

# Shipping & Port

## Marketing for Myanmar

as competitive advantage  
in future development

by **Kyaw Myo Win**

**NOW**

**GOAL**

**STRATEGY**