



STP | EVENT
MANAGEMENT
TEAM

Myanmar Business Trade Show & Travel Expo 2026

PAN PACIFIC YANGON – BALLROOM

4-7 SEPTEMBER 2026

10:00 AM – 6:00 PM

Organised by **STP Event Management Team** — Myanmar's premier platform for international trade, investment, and tourism connection.



A Strategic Business & Tourism Gateway Platform

The Myanmar Business Trade Show & Travel Expo 2026 is designed to bridge Myanmar's dynamic private sector with the global economy — bringing together enterprises, investors, embassies, and associations under one roof for four transformative days.



Myanmar Enterprises

Local businesses showcasing products, services, and investment opportunities to an international audience.

International Buyers & Investors

Global partners actively seeking sourcing, investment, and market entry opportunities in Myanmar.

Embassies & Associations

Diplomatic missions and trade associations facilitating cross-border collaboration and MoU signings.

Exhibition Showcase

Multi-sector product and service displays across MSME, premium, and embassy pavilions.

B2B Matchmaking

Pre-arranged, curated one-on-one meetings designed to convert leads into confirmed business deals.

Business Forums

Investment panels, digital transformation talks, and tourism recovery discussions led by industry experts.

International Networking

VVIP dinners, cultural exchanges, and cross-border relationship building at every level.

Objectives & Strategic Impact

Every element of the Expo is designed to deliver measurable outcomes — from brand visibility and investor engagement to confirmed deals and lasting international partnerships.



Promote Myanmar Globally

Elevate Myanmar's profile as a dynamic trade and investment destination on the world stage through direct international exposure.

Attract Foreign Direct Investment

Create structured opportunities for FDI conversations across key growth sectors including real estate, healthcare, manufacturing, and technology.

Strengthen Tourism & Trade

Revitalise Myanmar's tourism ecosystem and expand trade channels through targeted international buyer and agency engagement.

Facilitate Real Business Deals

Move beyond networking to action — with structured B2B sessions designed to produce MoUs, purchase orders, and confirmed partnerships.

Build Long-Term Partnerships

Establish enduring cross-border relationships between Myanmar enterprises, global investors, embassies, and trade associations.

Event Structure & Flow



 B2B Matching Day — Exclusive

7 SEPTEMBER 2026

An invitation-only, high-value session dedicated to pre-arranged one-on-one meetings between exhibitors, investors, buyers, and sector specialists. No distractions, only deal-making.

4–6 SEPTEMBER 2026

4 DAYS • 2 STRATEGIC SEGMENTS

☀ Expo Days — Public Entry

Three days of open exhibitions, high-profile forums, embassy participation, media coverage, and cross-sector networking open to verified business visitors and the public.

- Exhibitions & product showcases
- Business forums & investment panels
- Embassy forums & delegations
- Cultural networking & MoU signings

- Pre-arranged curated meetings
- Business presentations & pitches
- Sector-specific matchmaking
- Investor engagement sessions

From mass exposure across Expo Days → to high-value, confirmed deals on B2B Day. The format is designed to convert visibility into business outcomes.



Programme Highlights



Expo Days (4–6 Sep)

- **Opening Ceremony & VIP Tour** — Official launch with dignitaries, ambassadors, and senior government representatives.
- **Business & Investment Forums** — Panel discussions on market entry, FDI opportunities, and sector growth.
- **MSME & Digital Transformation Talks** — Practical insights for small and medium enterprises navigating digital change.
- **Tourism Recovery Panel** — Strategic dialogue on rebuilding Myanmar's inbound and outbound tourism.
- **Embassy Forums & Delegations** — Structured engagement sessions with resident and visiting diplomatic missions.
- **Cultural Networking & MoU Signing** — Formal agreement signings with celebration and media coverage.

B2B Day (7 Sep)

O1

Pre-Arranged Meetings

Curated 1-on-1 sessions matched by sector and business objective ahead of the event.

O2

Business Presentations

Short, structured pitches to qualified investors and buyers in a boardroom setting.

O3

Sector Matchmaking

Industry-specific tables connecting buyers and sellers across tourism, FMCG, real estate, and more.

O4

Investor Engagement

Dedicated sessions for FDI conversations, due diligence introductions, and deal structuring.

Exhibition Packages

Three clearly structured participation tiers — designed to match your budget, objectives, and desired level of access. Every package delivers genuine business value and a clear upgrade path.



\$350 — MSME Pop-up Table

A compact, affordable entry point for small and medium enterprises. Includes a **3 ft table with approximately 5 ft of display space**.

- Expo Days ONLY (4–6 Sep)
- Ideal for product sampling and brand introduction
- High foot-traffic location within the MSME zone



\$850 — Standard Booth (2M × 2M)

A fully branded booth with structured setup, offering access to all four days of the event including the exclusive B2B Matching Day.

- Expo Days + B2B Matching Day
- VVIP Networking Dinner (1 pax)
- Booth branding & professional setup included



\$1,500 — Premium Booth (3M × 2M)

Prime floor location with maximum visibility, enhanced space, and priority access to B2B matching, ideal for brands seeking maximum deal-making exposure.

- Expo Days + Priority B2B Matching
- VVIP Networking Dinner (1 pax)
- Prime location placement guaranteed

✓ Clear upgrade path: Exposure (MSME) → Networking + Access (Standard) → Priority Deals + Prime Visibility (Premium)



B2B Matching & VVIP Networking Dinner

Beyond the exhibition floor, two exclusive components of the Expo are designed for serious deal-makers — offering access to decision-makers and high-level relationship building that goes far beyond a business card exchange.



7 SEPTEMBER 2026 — EXCLUSIVE

B2B Matching Day Access

Dedicated one-on-one meeting sessions with pre-qualified investors, buyers, and sector partners. Attendance is structured and invitation-based to maximise relevance and conversion.

- **USD \$250 per pax** — standalone access
- **Complimentary** for \$850 & \$1,500 booth holders
- Pre-arranged meeting schedule provided in advance

VVIP Networking Dinner

EXCLUSIVE PRIVATE SESSION

An intimate, high-calibre dinner event bringing together the most influential participants of the Expo — creating the ideal environment for relationship-building and deal finalisation.

- **Embassy representatives & diplomats**
- **International investors & business leaders**
- **Sponsors, VIP guests & senior officials**
- **Included for \$850 & \$1,500 booth holders**

Sponsorship Packages & Benefits

Align your brand with Myanmar's most prominent international business event of 2026. Three sponsorship tiers offer progressively powerful visibility, influence, and access — from logo placement to title branding and keynote speaking slots.

Benefit	◆ Diamond — \$10,000	◆ Ruby — \$7,000	● Jade — \$5,000
Title Branding	✓ Exclusive	—	—
Booth Type	Premium Location	Featured Placement	Standard Booth
Speaking Slot	Keynote Address	Panel Participation	—
Media Coverage	Interviews + Production	Press Mention	Logo Feature
Brand Exposure	Maximum — All Channels	High Visibility	Standard Inclusion
VIP Event Access	✓ Full Access	✓ Full Access	✓ Full Access
B2B Priority Access	✓ Priority Matching	✓ Priority Matching	Standard Matching

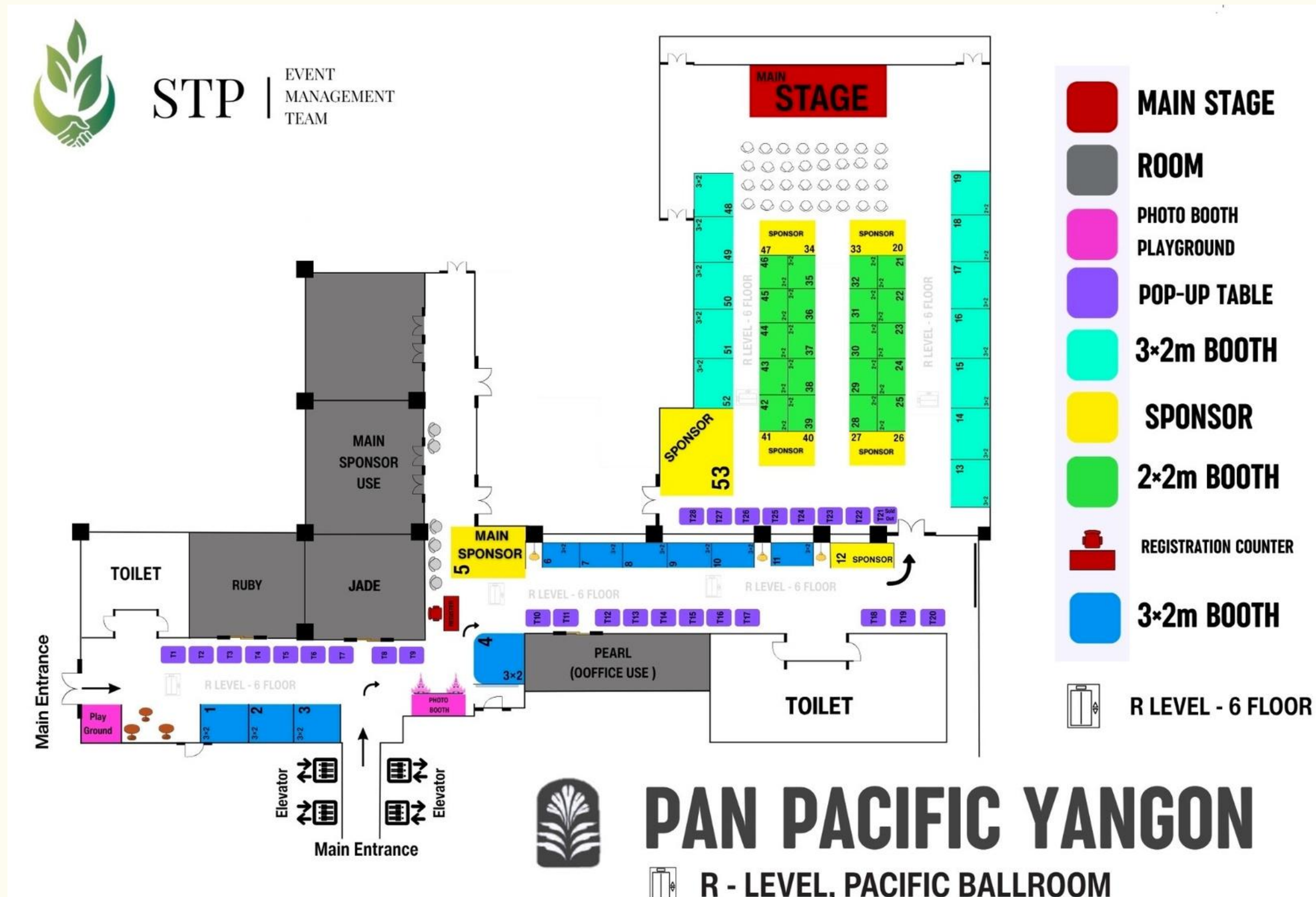


All sponsorship packages include logo placement across event collateral, digital channels, and on-site signage. Contact STP Event Management for a customised sponsorship proposal.

Event Floor Plan

STRATEGIC LAYOUT FOR MAXIMUM EXPOSURE

Pacific Ballroom has been thoughtfully configured to optimise visitor flow, maximise exhibitor visibility, and create natural pathways from discovery through to deal-making.



Total : 81

Pop-up Table -28 Booth -53

The layout is engineered to guide visitors naturally from the registration entrance through MSME and standard zones, past the premium exhibitors, and toward the main stage with the private stage presentation zone and networking zone for exclusive access at the rear.

Event Marketing Strategy

HIGH-IMPACT MULTI-CHANNEL CAMPAIGN

Social Media Campaigns

Targeted campaigns across **Facebook, TikTok, and Instagram** — leveraging Myanmar's most active digital platforms with consistent event content, exhibitor spotlights, and countdown activations.

Email & Association Outreach

Direct email campaigns to local and international business associations, chambers of commerce, and embassy networks — ensuring targeted, high-quality registrations.

Influencer & Celebrity Campaigns

Partnerships with key local influencers and celebrity appearances to amplify reach, drive registrations, and generate organic buzz across digital communities.

Outdoor & Embassy Outreach

LED advertising in key public areas combined with formal embassy invitations to diplomatic missions — driving both public visibility and official institutional participation.

Media Interviews & Production

Professional media engagements with print, broadcast, and digital outlets — including pre-event features and on-site interview productions for exhibitors and speakers.

Marketing Timeline & Media Value

A four-phase campaign rollout ensures the Expo builds sustained momentum — from initial awareness through to post-event amplification. Every phase is designed to maximise reach, drive qualified registrations, and extend the event's visibility well beyond the four days.

1

Phase 1 — Awareness

Launch social campaigns, official announcements, and event branding across all digital channels. Target: wide reach and initial interest generation.

2

Phase 2 — Engagement

Influencer partnerships, media interviews, exhibitor spotlights, and behind-the-scenes content to build anticipation and drive sign-ups.

3

Phase 3 — Conversion

Press Day activation, final registration push, countdown content, and confirmation communications to convert interest into confirmed attendance.

4

Phase 4 — Amplification

On-site celebrity appearances, live media interviews, real-time social coverage, and professional recap video production for lasting post-event visibility.

✔ **Total campaign coverage: Before → During → After. Exhibitors benefit from media exposure across all four phases — extending their ROI well beyond the event dates.**

Strategic Value, Target Industries & Contact

Why Participate?



Embassy-Led International Participation

Direct access to diplomatic networks and globally connected institutions.

Global Exposure Platform

Reach international buyers, investors, and media across multiple channels.

Real B2B Deal-Making

Structured sessions designed to move from conversation to confirmed agreement.

High ROI for Exhibitors & Sponsors

Multi-phase media coverage, curated networking, and priority matching maximise return.

Target Industries

E-Commerce & Banking

Healthcare & Aesthetic

Tourism & Hospitality

Real Estate & Insurance

Gems & Jewellery

MSMEs & SMEs

FMCG & Manufacturing

Services & Technology

Contact STP Event Management

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Limited spaces available. Secure your booth or sponsorship and booth package today to guarantee your position at Myanmar's premier international business event of 2026.