

THE SECRET OF MYANMAR - Bean of Change



Dear Members and Friends of the Swiss-Asian Chamber of Commerce,

The **Swiss-Asian Chamber of Commerce**, in cooperation with Nat Coffee, is pleased to invite you to a presentation to get firsthand information on issues that are important to Swiss companies planning to start business in Myanmar.

Date: **Wednesday, 30 August 2017**
Time: 11:15hrs to 14:15hrs
Venue: Zunfthaus zur Meisen, Münsterhof 20 CH-8001 Zurich

SACC is honored to have **Nathalie Manac'h, CEO and Founder of Nat Coffee** to report us about business opportunities and challenges that Swiss companies may face entering Myanmar.

Hardly any coffee place in the world remains unmapped. So, how could it have happened that Myanmar had disappeared from the World Coffee Atlas? Coffee cultivation has a long tradition in Myanmar: coffee plantations have existed since the 1930s. When the military regime came into power, coffee cultivation turned neglected and the crop more and more forgotten. However, with the opening of the economy in recent years, coffee has returned to Myanmar. Since the establishment of the Myanmar Coffee Association, an association of various stakeholders from the industry in 2014, Myanmar has seen a revival of the coffee industry. A huge 80% of Myanmar coffee is Arabica. Myanmar Arabica coffee is mainly grown in three regions: Shan State, Chin State, and Mandalay. Ywar Ngan (Shan State) is the heart of Myanmar specialty coffee. Currently, only a small portion of Myanmar's coffee output is exported.

Nat Coffee is a Swiss based startup and the first business to bring Myanmar coffee to Switzerland.

We welcome you to this most interesting presentation. Early registration is highly recommended.

Program

11:15 – 11:25	Registration and welcome coffee The New Black from Myanmar
11:30 – 11:35	Welcome Remarks and Moderation Niklaus Glatthard , Chairman Young Professionals, Executive Board Member, Swiss-Asian Chamber of Commerce
11:35 – 11:50	Myanmar's economic prospects and its real potential H.E. Mr. U Htin Lynn , Ambassador of the Republic of Myanmar, Geneva
11:50 – 12:20	The Secret of Myanmar - the bean of change Nathalie Manac'h , CEO and Founder of Nat Coffee
12:20 – 12:30	Q& A
12:30 – 14:00	Apéro riche followed by coffee degustation
14:10	End of the Event

We look forward to personally welcoming you at the Zunfthaus zur Meisen in Zurich.

Registration Form

Registration: Please register by returning the form below to the Swiss-Asian Chamber of Commerce, P.O. Box 1073, 8032 Zurich, faxing 041/620 88 03 or emailing sacc@sacc.ch, by **Thursday, 11 August 2017 at the latest**. The cost of the event, which includes apéro rich, is CHF 60.00 for YPN's, CHF 80.00 for SACC Members and CHF 110.00 for non-members. You will receive a confirmation including the invoice after your registration. Cancellations will be accepted until **Thursday, 24 August 2017, 10.00 a.m.:** - otherwise a full no-show charge applies.

Last Name: First Name:

Position: Company:

Full Address:

Phone: Fax: E-mail:

Date: Signature:

