

Asia's next decade: Myanmar and Beyond

Thursday, 5th September 2019, Haus zum Rüden, Limmatquai 42, 8001 Zurich



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

Our chamber, in cooperation with Nat Coffee, is pleased to invite you to a presentation on Myanmar's transition and discuss key issues of this emerging market.

We are honored to have **Ambassador Kyaw Moe Tun**, Permanent Representative, Permanent Mission of the Republic of the Union of Myanmar to present on the latest economic developments in Myanmar, and **Nathalie Manac'h**, CEO and Founder of Nat Coffee who will report firsthand on doing business in Myanmar.

Myanmar's economic prospects and its real potential

Ambassador Mr. Kyaw Moe Tun has been Permanent Representative/Ambassador Extraordinary and Plenipotentiary of the Republic of the Union of Myanmar to the United Nations and other International Organizations in Geneva since July 2018. Prior to this post, he served as Director-General of the International Organizations and Economic Department of the Ministry of Foreign Affairs, Nay Pyi Taw, Myanmar, from September 2016 to July 2018. Mr. Kyaw Moe Tun joined the Ministry of Foreign Affairs of Myanmar in 1993 as Head of Branch/Third Secretary. He served as Third/Second Secretary in the Embassy of Myanmar in Jakarta, Indonesia from 1997 to 2001. After completion of his assignment in Jakarta, he came back to Yangon and served as Head of Branch/Assistant Director in the Protocol Department of the Ministry of Foreign Affairs, Yangon from 2001 to 2002. He was transferred to and served as First and Counsellor at the Permanent Mission of Myanmar to the United Nations in New York from 2005 to 2009.

Asia's Next Decade: Myanmar and beyond

Nathalie Manac'h is a leading coffee entrepreneur and world traveler. She is CEO and founder of Nat Coffee, a Swiss coffee company that connects Myanmar coffee farmers with coffee consumers in Switzerland. Nathalie Manac'h was honored to be interviewed on CNN Money Switzerland in July 2019. Born in France, she has spent most of her life abroad, from growing up in Switzerland and working as a diplomat in Ghana and Bern. As of today, she spends most of her time in Myanmar.

Since 2016 Nat Coffee has been developing Myanmar's coffee sector and improving the lives of producers in Chin State (Western Myanmar). Nathalie Manac'h has accumulated deep knowledge of trends in technology, social media & consumer behavior in emerging markets. Her startup company manages risks in a complex business environment. Nat Coffee will share with us how to develop a coffee sector from scratch and do business in Myanmar and beyond.

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

Program

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| 11:15 – 11:25 | Registration and welcome specialty coffee from Myanmar |
| 11:30 – 11:35 | Welcome Remarks and Moderation Patrick Kriesemer , Vice President, Chairman Malaysia and Brunei Committee, Executive Board Member, Swiss-Asian Chamber of Commerce |
| 11:35 – 11:50 | Myanmar's economic prospects and its real potential Ambassador Kyaw Moe Tun , Permanent Representative, Permanent Mission of the Republic of the Union of Myanmar, Geneva |
| 11:50 – 12:20 | Asia's Next Decade: Myanmar and beyond Nathalie Manac'h , CEO and Founder of Nat Coffee |
| 12:20 – 12:30 | Q & A |
| 12:30 – 14:00 | Luncheon |
| 14:10 approx. | End of the Event |

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 **Wednesday 28 August 2019 at the latest**. The cost of the event, which includes apéro and lunch is CHF 100.00 for YPN's, CHF 140.00 for SACC Members and CHF 160.00 for Non-members. You will receive a confirmation including the invoice after your registration. Cancellations will be accepted until **Friday, 30 August 2019**, 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:

Meal Preference: Normal Vegetarian

