

Local Public Relations Startup “BLINK AGENCY” features “True Tales from Myanmar Startups” Panel discussion

Investment opportunity for Myanmar Startups increasing, Myanmar Startups are thinking global and pitching their business to investment firms

YANGON, YANGON, MYANMAR, November 16, 2014 /EINPresswire.com/ -- Myanmar, Yangon, 16th November 2014: Myanmar is opening to business and creating a new generation of entrepreneurs. Challenges remain: the lack of a strong entrepreneurial culture and insufficient capital are hurdles especially for entrepreneurs leading startups.

The opening discussion of this year's Global Entrepreneurship week Myanmar unlocks the behind-the-scenes stories of young Myanmar entrepreneurs and their startups. It tells inspiring stories, the challenges, the hurdles, the successes and the expectations at an event at the Sule Shangrila Hotel entitled “True Tales from Myanmar Startups”.

Vice President of Myanmar Young Entrepreneurs Association and Managing Director of Information Matrix Thaung Su Nyein commented: "We need to find ways to support young entrepreneurs who are starting up in Myanmar without any institutional

support or guidance. We are working on a couple of initiatives to benefit entrepreneurship development in Myanmar, which includes an initiative to establish the first incubator and accelerator. We have also organized entrepreneurship talks, member day activities, seminars, caravans around the country, job fairs and international exchanges."



Panelists discussing about True Tales from Myanmar Startups

Global Entrepreneurship Week Myanmar 2014	
ALL EVENTS ARE FREE AND OPEN TO THE PUBLIC UNLESS OTHERWISE NOTED LET'S GET STARTED MYANMAR - LAUNCH PARTY SAT NOV 15 5:00 - 9:00 pm - Networking Organized by Project Hub in partnership with USAID and GIZ "A TRUE TALE FROM MYANMAR STARTUPS" SUN NOV 16 9:00 - 11:00 am - Panel discussion - English Language Organized by BLINK YANGON UNIVERSITY OF ECONOMICS (YUE) MBA ENTREPRENEUR FORUM SUN NOV 16 1:00 - 5:00 pm - Business only Organized by Myanmar Business Development and YUE MBA Programs UTILISING ENTREPRENEURS TO GROW YOUR BUSINESS TUE NOV 18 9:00 am - 4:00 pm - Presentation and Networking - Registration required Organized by Opportunities Here WOMEN'S ENTREPRENEURSHIP CONFERENCE WED NOV 19 9:00 am - 4:00 pm - Conference - Burmese Interpretation - Pre-registration preferred Organized by Partnership for Change LOCAL SUPPLY CHAINS: OPPORTUNITIES & RESPONSIBILITIES THU NOV 20 9:00 am - 5:00 pm - Forum - Translation available Organized by Building Markets	NOVEMBER 15 - 23 YANGON MANDALAY TAUNGGYI LIKE FOR UPDATES www.facebook.com/gewmm PROGRAM DETAILS & REGISTRATION http://mm.gew.co ENTREPRENEURSHIP IS MYANMAR READY FOR IT? TUE NOV 18 6:00 - 8:30 pm - Expo - Networking - Panel - Burmese Language only Organized by Myanmar Youth Professional Club START-UP ECO-CYSTEM TOWNHALL FRI NOV 21 Location: 301 - Check our website 2 - 5 pm - Presentation - Panel Discussion - Burmese and English Organized by Project Hub and USAID HP LIFE E-LEARNING TRAINING FOR ENTREPRENEURS SUN NOV 23 9:00 am - 2:00 pm - Training - Burmese HP Life e-Learning Center Room 405, Panshan Tower Hill, Bagan Road, Sanchaung Township Organized by Advancement and Development through Entrepreneurship Programs and Training (ADEPT) Program EDUCATION FOR ENTREPRENEURS TRAINING SAT NOV 22 10:00 am - 1:00 pm - Training Organized by British Council and Standard Chartered Bank SOCIAL ENTERPRISE EXPO SUN NOV 23 1:00 - 2:00 pm - Talks 2:00 - 5:00 pm - Expo Organized by British Council, USAID and Project Hub HP LIFE E-LEARNING TRAINING FOR ENTREPRENEURS SUN NOV 23 9:00 am - 2:00 pm - Training - Burmese HP Life e-Learning Center Room 405, Panshan Tower Hill, Bagan Road, Sanchaung Township Organized by Advancement and Development through Entrepreneurship Programs and Training (ADEPT) Program

Global Entrepreneurship Week Myanmar 2014 events schedule

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Social enterprises, investment firms, international non-profits organization have helped empower Myanmar entrepreneurs with workshops, networking session, social meetups and

business matching sessions, especially since 2013.

“It’s been an exciting year for Blink and the dreams of its four founders,” said Steve Kyaw, co-founder and Managing Director of Blink Public Relations Agency. “Last year we pitched our public relations startup Ideas to the investors at GEW 2013 at Project Hub Yangon. We hoped we would impress the foreign investors. Miraculously, we did. Independent investment and advisory group Anthem Asia liked us and invested. We believed that market demands and market size favoured in the research we made before the pitch and that is the key for starting up any business in Myanmar these days.”

Global names like Facebook, Google and Viber have grown swiftly in popularity in Myanmar. In 2014 there has been a wave of Myanmar tech startups. These have attracted international media interest. Many young Myanmar tech geeks coming back to their native land to take a chance on creating internet ventures in a local style.

Rahul Batra, Co-founder & CEO of Bindez Pte Ltd, a leading technology start-up, said: “Myanmar has many day-to-day business and consumer problems that need solving during this phase of economic and social transition. An entrepreneurial mind is bound to be excited by the chance of building value here.”

“The business environment is nascent and challenging. It’s not easy to see where long-term growth and success might come from. But the start-up community is very engaged and there’s a lot of interest from international investors to back an honest vision and genuine commitment.”

The four most popular start-up sectors are tech, SMEs, travel, and marketing and consultancy.

“Many new businesses in Myanmar require more support than just capital—they can often get funding from family and friends,” said Peter Witton, Director Anthem Asia. “They need help with modernising their businesses and planning for growth. After the initial start up investment, small and medium-sized businesses sometimes struggle to get expansion capital. “

“We see opportunities with local entrepreneurs working to build successful local brands capable of matching international competitors. That requires investors with patient capital.”

“We see good prospects in consumer goods and services, tourism and travel, manufacturing, distribution, logistics, agri-businesses and in the tech community,” said Mr. Witton.

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