

**YANGON UNIVERSITY OF ECONOMICS  
DEPARTMENT OF APPLIED ECONOMICS  
MASTER OF PUBLIC ADMINISTRATION PROGRAMME**

**AWARENESS AND ATTITUDE OF EXPORTERS  
TOWARD TRADE PROMOTION SERVICES**

**NGE NGE TUN  
EMPA - 43 (18<sup>th</sup> BATCH)**

**MARCH, 2023**

**YANGON UNIVERSITY OF ECONOMICS  
DEPARTMENT OF APPLIED ECONOMICS  
MASTER OF PUBLIC ADMINISTRATION PROGRAMME**

**AWARENESS AND ATTITUDE OF EXPORTERS TOWARD  
TRADE PROMOTION SERVICES**

This thesis submitted in partial fulfillment towards the requirements for the  
Master of Public Administration (EMPA) Degree

**Supervised by**

Daw Aye Thanda  
Lecturer  
Yangon University of Economics

**Submitted by**

Nge Nge Tun  
Roll No. 43  
EMPA 18<sup>th</sup> Batch

**March, 2023**

**YANGON UNIVERSITY OF ECONOMICS**  
**DEPARTMENT OF APPLIED ECONOMICS**  
**MASTER OF PUBLIC ADMINISTRATION PROGRAMME**

This is to certify that this thesis entitled "**AWARENESS AND ATTITUDE OF EXPORTERS TOWARD TRADE PROMOTION SERVICES**" submitted in particular fulfillment towards the requirements for the degree of Executive Master of Public Administration (EMPA) has been accepted by Board of examiners.

**Board of Examiners**

-----  
Dr. Khin Thida Nyein  
(Chief Examiner)

Pro-Rector

Yangon University of Economics

-----  
Professor Dr. Kyaw Min Htun  
(External Examiner)  
Pro-Rector (Retd)

Yangon University of Economics

-----  
Dr. Su Su Myat  
(Examiner)

Professor / Head

Department of Applied Economics

Yangon University of Economics

-----  
U Khun Maung Gyi  
(Examiner)

Associate Professor

Department of Applied Economics

Yangon University of Economics

-----  
Daw Aye Thanda  
(Supervisor)

Lecturer

Department of Applied Economics

Yangon University of Economics

**March, 2023**

## **ABSTRACT**

This research study focuses on trade promotion services provided by the Myanmar trade promotion organization. The objective of the study is to identify the current status of trade promotion services provided by the Myanmar Trade Promotion Organization and to examine the awareness and attitude of exporters toward trade promotion services. The study used a descriptive research approach. The study uses both primary and secondary data. A structured question is used to collect primary data from 150 sample respondents. According to the results of the survey, exporters are aware of Myanmar Trade Promotion Organization established to help exporters and the National export strategy designed by Myanmar Trade Promotion Organization. The results for Trade Information Services and the Service of Overseas Office (Economic Counselor) were poor, but exporters reported that Myantrade's staff provided good customer service.

## **ACKNOWLEDGEMENTS**

First and foremost, I would especially like to thank the rector, Professor Dr. Tin Tin Htwe, and the Pro-Rector, Professor Dr. Khin Thida Nyein, for allowing me to take the course and for the helpful guidelines. Then, I would like to thank Professor Dr. Su Su Myat, Program Director and Head of the Department of Applied Economics, and all of the instructors for sharing their knowledge and experiences. And I must express my profound gratitude to my supervisor, Lecturer Daw Aye Thanda. I'm also very thankful to the Director General, Deputy Director General, and Directors of the Myanmar Trade Promotion Organization for giving me information and data. I'm so glad I can learn from these wise leaders. Last but not least, I'd like to thank everyone who helped me finish my thesis. I'm sorry I can't thank each person by name. I also want to thank my classmates and anyone else I forgot.

# TABLE OF CONTENTS

	<b>Page</b>
<b>ABSTRACT</b>	i
<b>ACKNOWLEDGEMENTS</b>	ii
<b>TABLE OF CONTENTS</b>	iii
<b>LIST OF TABLES</b>	v
<b>LIST OF FIGURE</b>	vi
<b>LIST OF ABBREVIATIONS</b>	vii
<b>CHAPTER I INTRODUCTION</b>	
1.1 Rationale of the Study	1
1.2 Objectives of the Study	2
1.3 Method of the Study	3
1.5 Scope and Limitation of the Study	3
1.6 Organization of the Study	3
<b>CHAPTER II LITERATURE REVIEW</b>	
2.1 Trade Promotion and Economic Growth	4
2.2 Role of Trade Promotion Organization	5
2.3 Trade Promotion Services	6
2.4 Customer Decision Making	7
2.5 Brand Awareness	7
2.6 Customer Attitude	8
2.7 Review on Previous Study	9
<b>CHAPTER III PROFILE OF MYANMAR TRADE PROMOTION ORGANIZATION</b>	
3.1 Myanmar Trade Promotion Organization	11
3.2 National Export Strategy	12
3.3 Trade Promotion Services of Myanmar Trade Promotion Organization	14

## **CHAPTER IV SURVEY ANALYSIS**

4.1	Survey Profile	19
4.2	Survey Design	19
4.3	Survey Result	20

## **CHAPTER V CONCLUSION**

5.1	Findings and Discussion	33
5.2	Suggestions	35
5.3	Needs for Further Research	36

## **REFERENCES**

## **APPENDIX**

## LIST OF TABLES

<b>Table No.</b>	<b>Title</b>	<b>Page</b>
3.1	List of Domestic / International Trade Fairs	15
3.2	Lists of Regional Trade Centers	17
3.3	Lists of Overseas Office (Economic Counselor)	18
4.1	Social Demographic Characteristic	20
4.2	Awareness of Myanmar Trade Promotion Organization by Respondents	22
4.3	Information about Myanmar Trade Promotion Organization by Respondents	23
4.4	Frequency of Taking Service from Myantrade by Respondents	23
4.5	Awareness of National Export Strategy by Respondents	24
4.6	Export Volume by Respondents	24
4.7	Attitude towards Trade Information Services by Respondents	26
4.8	Attitude towards Trade Fair and Exhibition Services by Respondents	27
4.9	Attitude towards Exporter Development Services. (Seminar, Project, Business Matching, Training) by Respondents	28
4.10	Attitude towards services of regional Office (Trade Centre) by Respondents	29
4.11	Attitudes towards Services of Overseas Office (Economic Counselor) by Respondents	30
4.12	Attitudes towards Customer Services of Myantrade's Employees by Respondents	31
4.13	Summary of Exporter Attitude of Trade Promotion Services	33

## LIST OF FIGURE

<b>Figure No.</b>	<b>Title</b>	<b>Page</b>
4.1	Summary of Exporter Attitude of Trade Promotion Services	37

## **LIST OF ABBREVIATIONS**

AEC	ASEAN Economic Community
AFAS	ASEAN Framework Agreement on Services
AFTA	ASEAN Free Trade Agreement
ASEAN	Association of South-East Asian Nations
ATPF	Asia Trade Promotion Forum
BMZ	German Federal Ministry for Economic Cooperation and Development
ITC	International Trade Centre
MOC	Ministry Of Commerce
Myantrade	Myanmar Trade Promotion Organization
NES	National Export Strategy
WTO	World Trade Promotion Organization

# **CHAPTER I**

## **INTRODUCTION**

As a result of the rapid rate of change in the era of globalization, individuals are faced with both new challenges and numerous opportunities. It is now typical for people to engage in international commerce, and in some digitally and technologically developed countries; they can purchase and use products from other international locations without leaving their homes. Every country on the globe collaborates with the government, the private sector, and the general public to develop their economies.

### **1.1 Rationale of the Study**

Without a doubt, trade is a powerful component of a nation's economic growth. The pandemic is bringing new challenges and demanding adaptations for exports in 2020. Export markets always expand internationally by lowering export costs and raising export standards in order to be able to increase exports using the global marketplace.

According to Ling-yee and Ogunmokun (2001), exporting enterprises cannot gain competitive advantages and successful export performance by simply relying on their internal competencies. Myanmar's exporters face a variety of challenges similar to those faced by exporters elsewhere, including trade restrictions, exchange rates, technology, and trade policy.

The challenges of international trade in Myanmar include increasing trade deficits, the country's extremely small export size, the reliance of export items on primary resources, and an insufficient number of exporters. Likewise, the country's export size is relatively low.

Trade Promotion Organizations (TPOs) are being established to support and promote the internationalization of domestic companies, particularly potential exporters and small and medium enterprises (SMEs). It is essential for trade promotion organizations to perform an analysis of their product exports and have a primary focus on the many different available services in the export market.

Not only have developed nations established trade promotion organizations, but so have many developing nations. Since 1987, the Asian Trade Promotion Forum (ATPF) has organized trade promotion organizations throughout Asia. Currently, there are 23 trade promotion organizations from 23 different nations, and Myanmar is one of them.

The Myanmar Trade Promotion Organization was established in 2016 by the Ministry of Economy and Commerce of Myanmar in order to effectively carry out trade promotion services across the country. This was made since the activities of trade promotion play an important role in the development of the trade sector. On April 1st, it was officially launched.

The Myanmar Trade Promotion Organization is assisting exporters by providing a variety of services in order to increase the amount of products entrepreneurs are able to export and to facilitate exporting these products smoother.

In only the past six years, the Myanmar Trade Promotion Organization has been developed and implemented. It has a strong history of operating as a service provider. This study is being carried out because there has not previously been an investigation into whether or not it is able to assist in expanding trade and whether or not the services are efficient in that regard.

Only if every service offered by the Myanmar Trade Promotion Organization is effective for businesspeople, and they can express positive opinions about the organization. So, it's important to find out how the exporters feel about each service the Myanmar Trade Promotion Organization offers.

By finding out how exporters feel, trade promotion organizations can figure out which services should stay the same or be improved.

Only then, in accordance with the objective of establishing a trade promotion organization, can it contribute to the development of the export industry and the growth of the economy.

## **1.2 Objectives of the Study**

- To identify the current status of trade promotion services provided by Myanmar Trade Promotion Organization.
- To examine awareness and attitude of exporters towards trade promotion services

### **1.3 Method of Study**

Both quantitative and qualitative research methods are used in this thesis. The respondents were surveyed by random sampling method. Descriptive research method was used in this study. This study included two sources of data - Primary and secondary data. Primary data are collected from sample respondents by using structured questionnaire. Secondary data was gathered through text books, internet websites, and previous research papers.

### **1.4 Scope and Limitations of the Study**

As this study was conducted within given time, it is impossible to survey all companies and all the exporters throughout the country because of limitations. The size of the study's sample is 150 respondents from Yangon who are exporters in trading industry. Only Yangon was accessible for this study's survey. The study observed awareness and attitude toward trade promotion services of Myanmar Trade Promotion Organization. This awareness and attitude was highlighted on six services; Trade information service, Trade fair and exhibition services, exporters development services, regional office (Trade Center) services, Oversea office (Economic Counselor) services and customer services of Myantrade's Employees..

### **1.5 Organization of the Study**

This study consists of five chapters. The first chapter is an introductory chapter, which includes the rationale of the study, objectives of the study, method of the study, scope and limitation of the study, and organization of the study. The second chapter Literature defines the theoretical of trade, trade promotion, trade promotions services and customer awareness and attitude. In the third chapter, there is background information of trade promotion services of Myanmar trade promotion Organization. The fourth chapter discusses survey analysis, including the research profile, survey design, and results. And the final one is the conclusion of this study. The fifth chapter consists of findings and discussion, suggestions, and the need for further research.

## **CHAPTER II**

### **LITERATURE REVIEW**

International trade is defined by the World Trade Organization (WTO) as the exchange of commodities and services between nations. The WTO also states that international trade comprises the cross-border flow of capital, technology, and ideas in addition to the movement of goods and services. International trade can take various forms, such as the export and import of commodities and services, foreign direct investment, and foreign license and franchise contracts. (WTO,2017)

#### **2.1 Trade Promotion and Economic Growth**

International trade is the network of exactly aligned buyers and sellers (Rauch, 1999). Hausmann and Rodrik (2003) criticize this neoclassical view of economic development as access to foreign technology and effective institutions. They view development as a period in which countries must determine what they are proficient in producing.

Lederman, Olarreaga, and Zavala (2016), study uses data for firms in selected Latin American nations, demonstrate that export promotion assists non-exporter firms in entering foreign markets and improves their chances of survival, while having little impact on the intensive margin of exporters. According to Broocks and Van Biesebroeck (2017), export promotion helped Belgian companies begin exporting outside the European Union. However, the long-term effects of these export promotion policies are uncertain.

Melitz, M. J., and Redding, S. J. (2014) investigate the potential profits from trade that enterprises fail to realize because they do not participate in global marketplaces. The authors claim that trade promotion measures, such as lowering trade barriers and providing firms with information and assistance, can assist businesses in overcoming these challenges and entering new markets.

Li, J., and Li, Y. (2019) find that trade promotion has a favorable impact on the export performance of Chinese enterprises, with firms that participate in trade promotion activities having stronger export volumes and export revenues than firms

that do not participate. In addition, they discover that the influence of trade promotion on export performance is greater for enterprises that are relatively new to exporting and for firms that compete in industries with high levels of competition

The government of Myanmar is actively working to remove barriers to inbound foreign direct investment, as well as improve support services in trade financing, market access, and trade facilitation. Additionally, the government is actively trying to encourage export diversification and promoting reduction process of primary products. (Zin Zin Naing, 2015)

## **2.2 Role of Trade Promotion Organization**

Trade Promotion Organizations (TPOs) have been established by governments to facilitate and promote exports (ITC, 1994). There are many different organizations, both government-affiliated and non-government-affiliated, that contribute to the development of international trade. Trade Promotion Organizations, or TPOs, are usually set up by governments to help promote exports for their own countries.(TPO) was established to coordinate domestic export organizations as a focal point for export promotion. This was accomplished by lowering the costs associated with international trade, connecting domestic exporters with foreign buyers, and developing domestic exporters who are able to access the global market.

TPO services are based on information networks directly related to foreign markets, where matching sellers and buyers has always been a priority. Access to TPOs' services could enable incumbent firms to export more, new exporters to endure longer, and domestic firms to begin exporting. Consequently, TPOs would assist firms in overcoming the fixed and variable costs of exporting, while also reducing search costs and asymmetry in information. In a context of development, their function appears especially essential. (Hogan, Keesing, & Singer, 1991)

The goal of Trade Promotion Organizations (TPOs) is to give local exporters and potential exporters the information they need to find the right foreign markets to sell their products and to help potential foreign customers learn more about domestic products and companies. Most market failures that give TPOs a reason to do what they do have to do with information and coordination. For example, domestic producers may not have enough information about their chances of selling abroad, domestic producers and foreign consumers may not have the same amount of information, exporters may have trouble figuring out costs and risks, and foreign

markets may be hard to get into because of a lack of knowledge or coordination among suppliers, or between suppliers and buyers.(Belloc and Di Maio, 2011).

Daniele Giovannucci said that trade Promotion Organizations, often known as TPOs, have the potential to be an effective tool for expanding international trade and facilitating access to new markets for producers and exporters. Even expert importers and exporters might gain something from the knowledge, connections, and promotional activities of professional TPOs. A TPO will quickly realize that if it wants to help its clients grow their trade and get into overseas markets, it must also help them get the skills they need to take full advantage of the new and more difficult opportunities that these markets bring.

F. H. Rolf Seringhaus (1991) state that the efforts of public organizations in the developing world that are focused on export promotion assist nations to develop a supply system that has a wider base of support, and they also bring such nations more fully into the global trading system.

### **2.3 Trade Promotion Services**

Trade promotion services are a set of actions that are aimed to assist businesses in increasing their sales as well as their share of the market including both local and international markets. These services could be supplied by governments, industrial groups, trade organizations, and other organizations and institutions whose primary mission is to facilitate and encourage economic trade.

The World Trade Organization (WTO) classifies trade promotion services into the following categories:

- (a) Information and advisory services: These services assist exporters with information and guidance regarding international markets, export rules, trade barriers, and other elements of global trade.
- (b) Trade fairs and exhibitions: These activities allow businesses to present their products and services to potential clients and business partners in international marketplaces.
- (c) Trade missions are coordinated travels by companies or government officials to foreign nations to investigate business opportunities and build relationships with possible customers and business partners.
- (d) These services include training and education on export strategies, market research, and other international trade-related topics.

- (e) Export financing: These services give enterprises engaged in overseas business with financial support, including export credit insurance, guarantees, and loans.

Overall, the objective of trade promotion services is to assist companies in expanding their sales and entering new markets, which can ultimately result in increased economic growth and job creation. (WTO,2017).

## **2.4 Consumer Decision Making Process**

The study of consumer behavior involves the processes that are involved when individuals or groups select, purchase, utilize, or dispose of products, services, ideas, or experiences in order to satisfy their needs and desires. (Solomon, Bamossy et al. 2006)

The five-stage model proposed by Engel, Kollat, and Blackwell in 1968 is one of the most widely acknowledged models of the consumer decision-making process. The five stages according to this model are as follows:

- (a) Problem recognition: The customer becomes awareness of an unsatisfied need or desire.
- (b) Information search: The customer examines both internal and external information sources for information regarding potential solutions to the problem.
- (c) Evaluation of alternatives: The customer examines the available alternatives based on a variety of criteria, including price, quality, and features.
- (d) Purchase decision: The customer selects which choice to buy and may engage in further actions such as negotiation and payment.
- (e) Post purchase, the consumer examines the product or service and may express either pleasure or displeasure.

## **2.5 Brand Awareness**

According to Kapferer (2004), each expert defined their own definition of brand, which has been defined in numerous books, studies, and other ways. Riley & Chernatony (1999) said that according to whom a brand is a sum of all its components.

According to MacDonald & Sharp (2000), brand awareness is the key to a brand's success because customers are more likely to choose the brand of which they

are most aware, often ignoring the price.

However, it is worth noting that various authors have different definitions of brand awareness. According to Percy & Rossister's (1987) definition, brand awareness is not only related to whether or not a consumer recognizes the name of a brand, but also to the strength of the brand-related details that a consumer remembers. In the same way, Aaker (1996) says that awareness is how strong a brand is in the consumer's mind.

Keller (2001) says that increasing brand awareness helps build brand equity by making sure that customers know the product category in which the brand competes and he explained that salience refers to the brand's general position in consumers' minds. Imagery refers to the brand image that a brand has created for itself. Performance relates to the actual use of the product, feelings relate to the emotional response the brand elicits in the consumer, judgments relate to the consumer's personal evaluations of the brand, and resonance relates to the brand's relationships with the consumer (Keller, 2001).

Furthermore, Romaniuk, Sharp, and Paech (2004) emphasize that consumers use their own memories of a brand when selecting a product, even when all choices are readily available. According to Aaker (1996), a consumer's familiarity with a brand enables them to trust and prefer it, even if they have no personal experience with it.

## **2.6 Consumer Attitude**

Consumer attitude is a learned disposition to consistently behave favorably or unfavorably toward a given object (Leon G. Schiffman & Leslie Lazar Kanuk, *Consumer Behavior*, 8th Edition, Prentice Hall, 2004). In Dr. Lars Perner's book *Consumer Behavior: The Psychology of Marketing* (2010), he says that a consumer's attitude is just a combination of consumer beliefs, feelings, and plans for how they will act toward an object.

Attitude is also a state of mind in which a person responds positively or negatively to an object, person, organization, or event (Icek Ajzen, *Attitude, Personality, and Behavior*, 2nd Edition, 2005).

Our behavior and intentions are influenced by our beliefs and attitudes. Marketers must comprehend consumers' views in a range of contexts and design strategies to influence these attitudes so that consumers adopt more favorable attitudes

toward the products or services offered. (Madichie, Nnamdi (2012),” Consumer Attitude”)

Consumer behavior is the result of consumers' intentions to act in a specific manner. In turn, the consumer's intentions are shaped by a variety of factors, including the consumer's attitude toward the object, social/subjective norms, and perceived behavior control. (Madan Lal Mehta, Consumer Attitude: Towards Food Products, 2012)

Due to the above definitions, consumer attitudes can be segmented into those created through direct experience with the product and those formed through word-of-mouth, including those formed through media advertising. Attitudes may be influenced by behavior, but they are not necessarily identical to behavior. They show a positive or negative appraisal of the attitude towards the products or services. Attitudes either influence a consumer's behavior toward or away from a particular behavior. Understanding customer attitudes is essential for marketers and service providers, as without knowledge of how attitudes are formed, they cannot recognize or influence consumer attitudes.

## **2.7 Review on Previous Study**

Andra Bianca Balmus (2011), Master Thesis in University of Twente Netherlands, “Reference System Architecture for Trade Promotion Management”. It is recommended that the entire process of trade promotion management be carried out every year. This ensures that the fundamental concepts of trade funding administration, planning and monitoring of trade promotions, management reporting, and effectiveness evaluation are committed to.

Kyi Khai Oo, (2019), MPA Thesis in Myanmar, “A Study in Impact of Economic Reforms on External Trade Myanmar” the study discovered that Myanmar should, in fact, build a stronger foundation for a market economy by making the government more accountable, making the rule of law stronger, and giving traders the information they need to do business and connect to global supply chains.

Khin Mar Thet, (2018), Dissertation (Doctor`s Course) in OKAYAMA University, Japan, “ The Effect of FDI on Myanmar's International Trade Competitiveness Compared to successfully promoted FDI in Asia” found that Myanmar's implementation of its trade policy has resulted in failures of attainability, dependability, suitability, simplicity, and stability. In the same way, a multilateral

trading system could open up many doors for Myanmar's exports and free up its supply-side restrictions. In the future, Myanmar may be able to trade more with countries outside of ASEAN as well as those in ASEAN. This would strengthen Myanmar's role as a trading nation.

Su Sandar Tun (2021), MBA Thesis in Ritsumeikan Asia Pacific University Japan, "The Effects of Relationship and Innovation Capabilities on Export Performance of Myanmar SMEs Food Production Companies" the research found that For strong international competition, both public and private organizations pursue international activities by enhancing and allocating export status to SME. Therefore, the government of Myanmar should support financial and food manufacturing techniques such as quality control and post-harvest technology for exporters and non-exporters alike. In addition, it should organize trade fairs, contests, and trade promotion in order to increase the brand awareness of Myanmar's products and engage with foreign customers for new and existing export enterprises. The government should also improve operational procedures to boost export performance in the food processing and production sectors of Myanmar.

## **CHAPTER III**

### **PROFILE OF MYANMAR TRADE PROMOTION ORGANIZATION**

#### **3.1 Myanmar Trade Promotion Organization (Myantrade)**

Myanmar Trade Promotion Organization (MYANTRADE) was made to enhance trade and foreign direct investment (FDI) in Myanmar, to be more effective in the implementation of trade and foreign investment policies, to strengthen manufacturing competition in the industrial sector, to increase exports from the manufacturing industry, to find new export markets for SMEs, to provide information technology (IT) services, and to create employment opportunities and support the continuous improvement of the economy.

Myanmar Trade Promotion Organization was established on April 1, 2016 with the assistance of Korea International Cooperation Agency (KOICA-Korea International Cooperation Agency) and Korea Trade and Investment Promotion Agency (KOTRA-Korea Trade-Investment Promotion Agency).

The organization's vision is to position Myanmar as one of the region's most competitive trading nations by enhancing Myanmar's business sector for export-driven expansion. The mission of the Myanmar Trade Promotion Organization are to increase the trade and exports of Myanmar by building capacities of local companies for effective competition in regional, global markets and to label “ Made in Myanmar “ brand on Myanmar’s goods and services.

The main goals are to improve the visibility of Myanmar exporters on international markets, share important information and market research data in a timely manner to help Myanmar companies gain a competitive edge on the global market, introduce Myanmar businesses to international buyers and promote exports of Myanmar goods and services. The responsibilities of the Myanmar Trade Promotion Organization include promoting trade, increasing international markets by assigning business ambassadors to monitor and create a favorable market environment, etc.

Moreover, the Ministry of Commerce is responsible for the development of

special economic zones. And therefore, Myantrade engages in special economic zone development office administration. The Myanmar Economic Zone Law took effect in 2014, and its accompanying regulations were allowed to pass in 2015.

Myanmar's Special Economic Zones are being implemented to support the primary objectives of the National Economic Development Plan: to provide employment opportunities, increase foreign exports and foreign income, develop the industrial, economic, and social sectors, and attract local and foreign investors.

Thilawa, Dawei, and Kyae Phyu are the three special economic zones that Myanmar is implementing to achieve its economic goals.

### **3.2 National Export Strategy**

The National Export Strategy (NES) was designed with the technical aid of the (ITC) and the commercial support of the BMZ and the implementation maintenance of the German Agency for International Cooperation (GIZ) as a tool to support Myanmar in harnessing trade to achieve national growth targets.

As the private sector plays a significant role in Myanmar's export industries, relevant commercial exporters were invited to participate in the NES design process, including relevant ministries, industry associations, and professors.

In developing a strategy for a priority sector, the challenges encountered in the production and sales side (supply side), business environment (business environment), and market entry (market entry) are analyzed, and detailed business plans to be implemented are identified and implemented (Development impact)

(2015-2019) NES specialized sectors (11) are rice, pulses, and oilseeds; fishery products; textiles and garments; forestry products; tourism; rubber; financial services; trade information services; quality management; trade facilitation and logistics; and tourism.

The first project of the National Export Strategy (NES) that is likely to work is tourism in Kayah State. The way the project focused on marketing strategy and human resource development was a model for community-based tourism.

In the period 2020–2025, it will be implemented in 18 priority sectors. They are

- a) Machinery & Electrical Equipment
- b) Textile & Garments
- c) Forestry Products

- d) Agro-Food Processing
- e) Fisheries
- f) Digital Products and Services
- g) Rice
- h) Pulses & Beans and Oilseeds
- i) Rubber
- j) Tourism
- k) Access to Finance
- l) Fresh Fruits and Vegetables
- m) Gems and Jewellery
- n) Handicrafts
- o) Quality management
- p) Logistics Services
- q) Trade Information
- r) Innovation and Entrepreneurship

The process of developing a National Export Strategy (NES) typically entails a multi-stakeholder such as relevant government ministries, civil society, and associations, as well as a collaborative approach that includes the following steps:

**Pre-engagement:** This includes a thorough analysis of the country's economic, trade, and investment environments, as well as an evaluation of the country's export performance, strengths, weaknesses, opportunities, and challenges.

**Consultation** entails engaging with stakeholders to determine their export-related needs, concerns, and priorities. On the basis of the assessment, priority sectors that have the potential for export growth and can significantly contribute to the country's economic development are identified.

**Strategy development:** Based on the reasons for the consultation, a draft NES is made that describes the country's vision, mission, goals, and action plan for export development. Export strategies are based on sectors chosen for the National Export Strategy, and discussions are held to develop a business plan (Plan of Action-POA) (draft) focusing on priority sectors.

**Confirmation and adoption:** The NES draft is presented to key stakeholders for confirmation and responses. Once complete, the government adopts the NES and develops a plan for its implementation.

The NES is implemented through a concerted and collaborative effort on the part of all relevant parties. Monitoring and evaluating the strategy's effectiveness and relevance on a regular basis guarantees its continued viability. Overall, the NES process is iterative and dynamic, requiring ongoing engagement, consultation, and review to ensure that it is responsive to the changing needs and priorities of the nation's export sector.

### **3.3 Trade Promotion Services of Myanmar Trade Promotion Organization**

Myantrade provides trade promotion services that are essential for trade promotion. Myantrade's services are intended to improve SME operations, assist exporters and international buyers in meeting their needs, and are informed by best practices from other TPOs. Myantrade is continually striving to enhance its services in line with the current era. Myantrade has developed a National Export Strategy to promote exports, and the trade promotion services provided by Myantrade are:

- Trade Information Service
- Trade Fairs and Exhibition Service
- Exporter Development Services
- Regional Office Services
- Overseas Office Service

#### **3.3.1 Trade Information Service**

Export promotion relies on trade information. Myantrade assists exporters by conducting market research and publishing market reports and distributes crop group awareness pamphlets to farmers, traders, and business owners. Myantrade provides foreign bean prices, Domestic/Foreign Gold Prices Foreign Oil Prices Financial market conditions are disseminated by month. Furthermore, the Myantrade website ([www.myantrade.gov.mm](http://www.myantrade.gov.mm)) is well-designed, and timely information is provided both locally and internationally. Specifically, data and information are collected from an increasing number of international sources and shared on the Myantrade website. It features the capacity to explore regulations for overseas markets by country, the ability to verify international trade evaluations, and the addresses of organizations offering trading services in Myanmar.

In addition, export- import procedures, an online gallery displaying the

products of Myanmar manufacturers, questions and answers directly relating to the export business (Live Chat), a tool through which buyers from other countries can find and connect with Myanmar exporters (Find Your Supplier), website links through which anyone can find information about potential exports, and activities carried out by the Myanmar Trade Promotion Organization are all available via the website. On the website, both Myantrade's phone numbers and email addresses are published, making it simple to get in touch with the organization for information regarding domestic and international trade.

### 3.3.2 Trade Fairs and Exhibition Service

In accordance with the themes "Myanmar products national pride" and "based on trade fairs to promote trade," efforts are being made to promote trade through trade fairs so that domestic products of international quality can access the international market.

**Table (3.1) List of Domestic / International Trade Fairs**

No.	Fiscal Year	Domestic Trade Fair	International Trade Fair
1	2018-2019	32	47
2	2019-2020	16	15
3	2020-2021	1	24
4	2021-2022	1	3 (Online/Offline)
5	2022-2023	-	11(Online/Offline)

Source: Ministry of Commerce (2023)

Standard Operating Procedures (SOP) are written by Myantrade for trade shows and also provide assistance to exporters so they are able to participate in trade shows. Myantrade uses trade fairs to increase trade and promote the country's brand. Myantrade is actively collecting information about international trade fairs and helping to prepare the products that should be displayed in a standard and attractive way. Myantrade disseminates information in a timely manner and in a transparent manner to facilitate exporters' participation in both international and local trade fairs. Exporters can get new market opportunities and introduce their products by participating in international trade fairs.

If businesses want to participate in international trade fairs as well as some local trade fairs, they are required to purchase booths at a defined fee. For this reason,

the Myanmar Trade Promotion Organization coordinates its efforts with the relevant exhibition organizing committee in order to obtain free booths for the trade fair. Myantrade provides the service of issuing the Open General License, which is required for exporters to participate in international exhibitions. Myantrade selects Trade Promotion Officers to assist exporters when participating in international trade fairs

In the year 2020, the COVID-19 pandemic is stretching the world, and due to territorial restrictions, physical exhibitions have been replaced by online virtual exhibitions. Myantrade established Myanmar Online Expo Park and held virtual exhibitions in order to host exhibitions as online virtual exhibitions.

### **3.3.3 Exporter Development Services (Seminar, Project, Business Matching, Training)**

Existing exporters, potential exporters, farmers, and small- and medium-sized businesses are the major beneficiaries of exporter development's services. Seminars, projects, business-to-business matching, and training are examples of services with the aims of enhancing their competitiveness and expanding their exports. Myantrade engages with associations, non-governmental organizations, and donors for these activities.

The export development services offered by Myantrade can provide the technical help needed to increase exports of products that need technology to improve their quality and design. New programs such as the Product Award and Design Award are designed to motivate and support exporters in their efforts to expand. Moreover, exporter development services (seminars, projects, business matching, and training) support the growth of supply chain for main export products. The results of how Exporter Development Services were used have been written down and shared with exporters.

### **3.3.4 Service of Regional Office (Regional Trade Center)**

As the Myanmar Trade Promotion Organization, regional trade centers were created with the goal of promoting trade, developing trade activities, facilitating more communication among local enterprises and related organizations, and disseminating trade information. Regional offices are expected to offer the same comprehensive range of trade promotion services as the Central Office. Monitoring the price and

demand trends of commodities, providing information on the domestic market, and providing information on trade promotion policies are some of the information services offered by trade centers.

Trade centers collaborate and build good interactions with enterprises, traders, and other relevant organizations, moreover trade centers hold regional trade fairs and provide information about trade fairs. Regional offices also provide the necessary knowledge of export procedures and customs challenges for international product exports. In order to promote trade, the Myanmar Trade Center has built a showcase for export products where businesses can display their products.

Trade centers supply exporters and international buyers with consulting services like General information and guidance on import-export procedures, trade laws, tariff rates, country of origin certificates, and other international trade restrictions.

**Table (3.2) Lists of Regional Trade Centers**

<b>No.</b>	<b>Name of Trade Center</b>	<b>Region/State</b>
1	MYANMAR INTERNATIONAL	YANGON
2	YADANARBON	MANDALAY
3	MA NAW MYAY	KACHIN
4	ZAY YAR	SAGAING
5	AYAR	AYEYARWADDY
6	YAR MA NYA	MON
7	KANDARRA WADDY	KAYAR
8	MAW SHWE LI	SHAN
9	THAZIN MYAY	RAKHINE
10	PHAN KHAR MYAY	MAGWAY
11	KANBAWZA	SHAN
12	ZEWKABIN	KAYIN
13	PYIN OO LWIN	MANDALAY (PYIN OO LWIN)

Source: Myanmar Trade Promotion Organization (2022)

### 3.3.5 Service of Overseas Office (Economic Counselor)

The Myanmar Trade Promotion Organization has dispatched special economic counselors to economically significant countries in an effort to increase trade and investment.

Myanmar exporters and overseas buyers can communicate with the economic counselors directly to facilitate trade promotion services. Economic counselors collaborate with foreign purchasers, government ministries, and organizations.

Economic counselors compose news articles and reports, as well as action plans and documentation for market access, to the benefit of exporters. Economic counselors are responsible for maintaining continuous contact with exporters and implementing effective marketing strategies so as to promote Myanmar products in their respective countries. Economic counselors have the additional duty of disseminating information to Myanmar exporters in a timely manner regarding the import procedures, economic reforms, new economic policies, and guidelines of the relevant countries. Economic counselors also have the task of assisting Myanmar exporters in participating in trade fairs and meeting with departmental officials. This is one of their many responsibilities.

**Table (3.3) Lists of Overseas Office (Economic Counselor)**

No.	Name of Countries
1	India
2	USA
3	Belgium
4	Japan
5	China (HongKong)
6	Thailand
7	Singapore
8	China (Bejing)
9	Korea
10	South Africa
11	Germany
12	Brazil
13	China (Kumin)
14	China (Nanning)
15	Australia

Source: Myanmar Trade Promotion Organization (2022)

## **CHAPTER IV**

### **SURVEY ANALYSIS**

#### **4.1 Survey profile**

This chapter is based on interviews with officials from Myanmar trade promotion organization (Myantrade) as well as a survey of the awareness and attitudes of exporters regarding the services Myantrade offer. Primary and secondary data were used in this study. Using structured questions, primary data was collected from 150 sample respondents. Textbooks, websites, and prior research publications served as the primary sources for secondary data. The core data gathered through survey questionnaires is the basis for the exporters' awareness and attitude of the exporter toward trade promotion services of the Myanmar trade promotion organization. In this survey, a Simple Random Sampling (SRS) method was used. From the export in the Yangon region, a sample of 150 respondents was chosen.

#### **4.2 Survey Design**

A questionnaire that was designed as a major tool in the study was used to gather data. Three elements comprise the structured questionnaire, which was created especially for this study. Significant information regarding the sample demographics are contained in the questionnaire's first section. The second section answers a few queries respondents' knowledge of trade promotion services. 25 statements about exporters' attitudes about trade promotion services are included in the final part. Each question in this final portion includes five possible responses based on the Likert Scale, which has five degrees (Strongly Disagree, Disagree, Neutral, Agree, and Strongly Agree). Using a simple random sampling method, the research sample was chosen. Send questions to random exporter in Yangon to collect important data.

### 4.3 Survey Result

#### 4.3.1 Social Demographic characteristic

The background information of respondents includes gender, marital status, age, education level, type of business sector, and business experience in which they are involved.

**Table (4.1) Social Demographic Characteristic**

Background Information of Respondents	Total ( <i>n</i> = 150)	
	No of Respondents	Percentage
<b>Gender</b>		
Male	103	69
Female	47	31
<b>Marital status</b>		
Single	40	26.67
Married	92	61.33
Separated	3	2
Widow/Widower	15	10
<b>Age (year)</b>		
Under 20 year	-	-
Between 21 to 30	32	21.33
Between 31 to 40	58	38.67
Between 41 to 50	35	23.33
Between 51 to 60	22	14.67
Above 61	3	2
<b>Education level</b>		
High school or less	9	6
Bachelor's degree	103	68.67
Master degree	27	18
Certificate/Diploma (passed High school)	11	7.33
<b>Business Experience</b>		
Under 1 years	1	0.67
1-5 years	20	13.33
6-10 years	47	31.33
11-15 years	57	38
15 years and above	25	16.67

**Table (4.1) Social Demographic Characteristic (Continued)**

<b>Background Information of Respondents</b>	<b>Total (n = 150)</b>	
	<b>No of Respondents</b>	<b>Percentage</b>
<b>Type of Business Sector</b>		
Agriculture products sector	54	36
Animals products sector	2	1.33
Marine products sector	31	20.67
Mineral products sector	15	10
Forest products sector	7	4.67
Manufacture products sector	41	27.33

Source: Survey data

The table shows the sample's gender (male and female). It indicates that 103 respondents, or the majority of all respondents, are male, while 47 respondents are female. Male respondents make 69% of the sample as a result, while female respondents make up 31%. It was discovered that men handle the majority of Myanmar's export business, and the proportion of women involved in the sector is close to that of men.

Age is taken into consideration in the study as well, because age determines awareness and attitude. The largest group of the 150 respondents, about 38.67% of the total, was found to be in the 31–40 age range when they were separated into six age groups. The age group from 41 to 50 is the second highest, with 23.33%, followed by the age group from 21 to 30 (21.33%), 51 to 60 (14.67%), and 65 and above (2%). As a result, the majority of those operating trade and exporting are doing it while they are still young enough to be energetic, inventive, and creative in their business dealings, which will benefit the nation. And can see the analysis in Table (4.2).

Four different types of respondents' educational backgrounds are identified: those with a high school diploma or less, bachelor's degree holders, master's degree holders, and those with a certificate or diploma (having completed high school). According to the survey's findings, 6% of respondents only have a high school diploma or less, 68.67% have obtained bachelor's degrees, and 18% have achieved master's degrees. Additionally, 11 respondents who completed high school did not attend college and instead focused on completing the required diploma for their business. Most of those exporters are graduates, and master's degree holders are

commonly observed to perform better. Those who have not completed a higher education may begin working in the same industry as their parents and may decide not to continue their studies for a variety of reasons.

Five categories of business experience were asked of the respondents: under one year, one to five years, six to ten years, eleven to fifteen years, and fifteen years and above. Looking at the data, 38 percent of people have 11 to 15 years of work experience, 47 percent have 6 to 10 years of work experience, 16.16 percent have more than 15 years of work experience, but only 13.3 percent have only one to five years of work experience.

All respondents were questioned about the various industries they were involved in. There is a sector for agricultural products, one just for animal products, including one for marine products, one for minerals, one for forestry, and another for manufactured products. The survey's study found that 36% of exporters mostly export agricultural goods. Manufacturing products account for 41% of all exports, followed by marine products at 31%. Forestry and livestock products make up 7% and 2%, respectively, of the industry. By examining this, it is discovered that agricultural products in Myanmar have consistently been exported in large quantities.

#### **4.3.2 Awareness of Myanmar Trade Promotion Organization**

##### **(i) Awareness of Organization**

Only 80% of exporters responded positively when initially asked about their awareness of the establishment of the Myanmar Trade Promotion Organization within the Ministry of Commerce to assist exporters. The remaining 20% of respondents said they were unaware of the Myanmar Trade Promotion Organization.

**Table (4.2) Awareness of Myanmar Trade Promotion Organization by Respondents**

<b>Do you know services of Myanmar Trade Promotion Organization under the Ministry of Commerce</b>		<b>Frequency</b>	<b>Percent</b>
Yes		120	80%
No		30	20%
Total		150	100%

Source: Survey Data

### **(ii) Information about Myanmar Trade Promotion Organization**

If they were aware of the Myanmar Trade Promotion Organization, the respondents were asked where they knew about it. Among the respondents, 62% obtained their information from word-of-mouth (family, relatives, friend), followed by sources including, TV, newspapers, and magazines. The Myanmar Trade Promotion Organization may help traders and conduct trade promotion activities, although this information is not entirely known through all channels. It seems that the only way people are aware of the Myanmar Trade Promotion Organization is through what people who are already aware of it have to communicate about it.

**Table (4.3) Information about Myanmar Trade Promotion Organization by Respondents**

<b>Information</b>	<b>Frequency</b>	<b>Percent</b>
TV	15	12.5
Newspaper	19	16
Journal, magazine, social media (Facebook)	11	9
Word of Mouth (family, Relative, friend)	75	62.5
<b>Total</b>	<b>120</b>	<b>100%</b>

Source: Survey Data

### **(iii) Taking services from Myantrade**

The question is focused how many times they have taken services from Myanmar trade promotion Organization for their trading business. According indicated by the survey's findings, 11.67 % for once, 21.67 % for twice, 20 % for three times, and 50% for four times or more. It was found that the exporters have repeated requests for assistance from the Myanmar Trade Promotion Organization.

**Table (4.4) Frequency of Taking Service from Myantrade by Respondents**

<b>Per Month</b>	<b>Frequency</b>	<b>Percent</b>
One time	14	11.67
Two time	26	21.67
Three time	20	16.66
four time and Above	60	50
<b>Total</b>	<b>120</b>	<b>100%</b>

Source: Survey Data

#### (iv) Awareness of National Export Strategy

Table (4.5) demonstrates that the national export strategy designed by Myanmar Trade Promotion Organization, 67.5% of respondents agree that the strategy has increased exporters' effectiveness, while 32.5% oppose.

**Table (4.5) Awareness of National Export Strategy by Respondents**

<b>The National Export Strategy, designed by Myantrade, has made exporters more effective for exporting.</b>	<b>Number</b>	<b>Percentage (%)</b>
Yes	81	67.5
No	39	32.5

Source: Survey Data

#### (v) Export Volume

Even though they use the Myanmar Trade Promotion Organization's services a lot and think that the national export strategy works, only 60.83 percent of exporters say that their export volume has gone up. 39.17% answered that the export volume has not increased.

**Table (4.6) Export Volume by Respondents**

<b>After using the services of Myanmar Trade Promotion Organization, our export volume has increased.</b>	<b>Number</b>	<b>Percentage (%)</b>
Yes	73	60.83
No	47	39.17

Source: Survey Data

### 4.3.3 Attitude towards Trade Promotion Services

This section presents a sample exporter's attitude toward trade promotion services. The six dimensions described are: exporters' attitude towards trade information services, trade fair and exhibition services, exporter development services, services of regional offices, and customer services provided by Myantrade's employees.

The analysis looks at the responses of 120 exporters to find out how they felt about the services of the Myanmar Trade Promotion Organization for promoting trade. On the Likert Scale, which has a total of five levels, there are five possible answers for each question: Strongly Disagree, Disagree, Neutral, Agree, and Strongly Agree. The results are presented in the tables below, along with their attitude across the six dimensions.

– **Attitude towards Trade Information Services by Respondents**

The Myantrade website has become the primary source of trade information services. Therefore, attitudes of the Myantrade website among respondents were explored. Most of the respondents did not agree that for information about domestic and international trade, we could easily contact the phone numbers and emails published on the Myantrade website; the mean was only 2.25. When asked whether the market research papers and reports needed by exporters can be accessed on the Myantrade website, the response was poor because the mean was only 2.78. The mean score was 3.4 based on the data available on the Myantrade website on The Myanmar Trade Promotion Organization's announcements and activities. The Myantrade website makes it simple to find the laws and regulations required for exporting to international markets; however mean 2.16 does not accept them. Although they did not express agreement, respondents believed that the Myantrade website was carefully designed with a database of market data (overseas market information, suppliers, buyers, import-export statistic data, business opportunities, market development trends etc.), with a mean score of 3.55, which was not poor.

**Table (4.7) Attitude towards Trade Information Services by Respondents**

No.	Statement	Mean	Std. Dev
1	For information of domestic and international trade, we can easily contact the phone numbers and emails published on the Myantrade website.	2.25	0.92
2	On the Myantrade website, we can access needed market research papers and reports	2.78	0.98
3	The Myanmar Trade Promotion Organization's activities and announcements are available on the Myantrade website in real time.	3.40	0.92
4	The required laws and regulations for exporting to the international market can be easily discovered on the Myantrade website.	2.16	0.93
5	The Myantrade website was carefully designed with a database of market data (overseas market information, suppliers, buyers, import-export statistic data, business opportunities, market development trends etc.)	3.55	0.94
<b>Overall Mean</b>		<b>2.83</b>	

Source: Survey Data

– **Attitude towards Trade Fair and Exhibition Services by Respondents by Respondents**

With the support of the Myanmar Trade Promotion Organization, the respondents agreed that exhibiting and trade shows would be another crucial activity for exporters to introduce their products to the international market, getting the Mean a value of 4.0. You need purchase booths at a particular price if you want to take part in national and international trade fairs. The respondents disagree that Myantrade provides the booths FOC. Only 2.89 cover up the mean. To participate in international trade fairs, exporters require an Open General License for the delivery of their products. The respondents disagree that they could receive the Open General License without many challenges and difficulties based on their mean score when they applied for it at Myantrade, that was 2.98. In order for exporters to participate in both local and international trade fairs, the respondents agreed that Myantrade disseminates

information in a timely and transparent manner. The respondents additionally agreed that Trade Promotion Offices are great for exporters and that Myantrade usually selects them while showcasing at international exhibitions.

**Table (4.8) Attitude towards Trade Fair and Exhibition Services by Respondents**

No.	Statement	Mean	Std. Dev
1	By participating in trade fairs and Exhibition, exporters were able to successfully introduce their products to the international market with the support of the Myanmar Trade Promotion Organization.	4.00	0.76
2	Myantrade provides FOC for booths for exporters to participate in international trade fairs and domestic trade fairs.	2.89	0.73
3	It is not very difficult or challenging to obtain the Open General License from Myantrade, which is essential for exporters to participate in international trade fairs.	2.98	1.00
4	Myantrade disseminates information transparently and immediately to enable exporters to participate in local and international trade fairs.	4.06	0.72
5	When exporters participate in foreign trade fairs, the Trade Promotion Officers assigned by Myantrade are extremely helpful.	4.01	0.74
	<b>Overall Mean</b>	<b>3.59</b>	

Source: Survey Data

**(iii) Attitude towards exporter development services. (Seminar, Project, Business Matching, Training ) by Respondents**

Myantrade collaborated with international organizations to provide exporter development services (Seminar, Project, Business Matching, Training), and the exporters agreed that there are many advantages. Moreover, exporters also agreed that Exporter development services (Seminar, Project, Business Matching, Training) support the supply chain development of key export products because mean value is

4.08. In order to export more products internationally, technology is needed for the development of products and designs. The necessary technical assistance can be provided by Myantrade's export development services, the mean value was only 3.15. Myantrade has trained enough staff to have the knowledge and skills necessary for export development services according to the survey, mean is 3.18. After that, the questions for national branding programs such as Myanmar Excellent Product Award and Myanmar Brand Mark were designed and set up by Myantrade to encourage the development of exporters to show that do not agree with mean value is 2.96.

**Table (4.9) Attitude towards Exporter Development Services. (Seminar, Project, Business Matching, Training) by Respondents**

No.	Statement	Mean	Std. Dev
1	Exporter development services (Seminar, Project, Business Matching, Training) provided by Myantrade in cooperation with international organizations bring many benefits to exporters.	4.14	0.73
2	Exporter development services (Seminar, Project, Business Matching, Training) support supply chain development of key export products.	4.08	0.44
3	The technical assistance required for product development and product design is offered by Myantrade's exporter development services.	3.15	0.84
4	Myantrade has trained enough staff to have the knowledge and skills necessary for export development services.	3.18	0.58
5	National branding programs such as Myanmar Excellent Product Award and Myanmar Brand Mark were designed and set up by Myantrade to encourage the development of exporters.	2.96	0.94
	<b>Overall Mean</b>	<b>3.50</b>	

Source: Survey Data

**(iv) Attitude towards services of regional Office (Trade Centre) by Respondents**

There is only one office in a region that supports businesses, traders, and other related associations. It is designated a regional office (trade center). They must communicate, interact, and cooperate well with each other. The respondents indicated that the cooperation was good when questioned about it. Mean score of 4.04 indicates that timely information about trade fairs, export promotion activities, etc. was received from the regional office (trade center).

After that, at the regional office (trade center), exporters' products can be easily and attractively displayed without incurring any expenses have the greatest mean score, 4.06. However, they do not agree that potential exporters can study the export and import procedures, including customs clearance and logistics for exporting products internationally, and that exporter membership services are also provided at the regional office (Trade Center). Moreover, they don't want to comment on whether they agree or disagree that business matching, training, seminars, workshops, and trade fairs are held for exporters at the regional office (trade center).

**Table (4.10) Attitude towards Services of Regional Office (Trade Centre) by Respondents**

No.	Statement	Mean	Std. Dev
1	Regional Office (Trade Centre) has good cooperation with exporters and relevant associations.	4.04	0.60
2	Real-time information about trade fairs and export promotion activities, etc., is received from the regional office (trade center).	4.06	0.72
3	At the regional office (trade center), exporters' products can be easily and attractively displayed without incurring any expenses.	4.08	0.57
4	Business matching, training, seminar, workshop and trade fairs are held for exporters at the regional office (trade center).	3.00	0.75
5	Potential exporters can study the export/import procedures including customs clearance and logistic for exporting products internationally and exporter membership service is also provided at the regional office (Trade Center).	2.700	1.01
	<b>Overall Mean</b>	<b>3.58</b>	

Source: Survey Data

**(v) Attitudes towards services of overseas office (Economic counselor) by Respondents**

Respondents disagreed that they frequently communicate with business ambassadors assigned to facilitate Myanmar exporters and overseas buyers in promoting the country's exports. The table shows that respondents agree that exporters can certainly benefit from news articles, reports, action plans, and market access papers written by economic counselors, they are disseminate import policies and procedures, laws and regulations, standards, and instructions in a timely manner to exporters.

But, the respondents do not agree that exporters have access to manufacturing technology and loans through the services of economic counselors. This is clear from the mean values, which also show that the respondents disagree that through the connections provided by business consultants, exporters can communicate directly with foreign buyers.

**Table (4.11) Attitudes towards Services of Overseas Office (Economic Counselor) by Respondents**

<b>No.</b>	<b>Statement</b>	<b>Mean</b>	<b>Std. Dev</b>
1	Frequently communicates with designated economic counselor directly to provide trade promotion services for Myanmar exporters and foreign buyers.	2.37	0.93
2	Exporters can certainly benefit from news articles, reports, action plan, and market access papers written by economic counselor.	4.04	0.72
3	Economic counselors disseminate import policies and procedures, laws and regulations, standards, and instructions in a timely manner to exporters.	4.00	0.78
4	Through the connections provided by business consultants, exporters can communicate directly with foreign buyers.	2.34	0.80
5	Exporters have access to manufacturing technology and loans through the services of economic counselors.	2.42	0.99
<b>Overall Mean</b>		<b>3.03</b>	

Source: Survey Data

**(vi) Attitudes towards Customer Services of Myantrade’s Employees by Respondents**

Trade Promotion Organization is a services department, so it questioned exporters who interact with employees directly about their attitude. The majority of respondents did not agree that organization' employees are professionals in trade promotion activities.

However, all of the respondents agreed that organization assigns the right people to the right places so they can perform the job smoothly. Respondents agreed that organization' employees provided great customer service, could provide advice and services appropriate to each type of company, and gave exporters their entire attention.

**Table (4.12) Attitudes towards Customer Services of Myantrade’s Employees by Respondents**

No.	Statement	Mean	Std. Dev
1	Myantrades' employees does a great of communicating with the exporters	4.02	0.64
2	The employees of Myantrade are skilled at trade promotion activities.	3.75	1.00
3	Myantrade assigns the right people to the right places to provide the best service possible.	4.06	0.70
4	The staff at Myantrade has access to the appropriate services and support for each type of company.	4.08	0.84
5	Individualized attention is provided to each exporter by Myantrade employees.	4.07	0.71
	<b>Overall Mean</b>	<b>4.00</b>	

Source: Survey Data

**4.3.4 Summary of Exporter Attitude of Trade Promotion Services by Respondents**

The table (4.13) shows that overall mean of exporter attitude of trade promotion services, Attitude towards Trade Fair and Exhibition Services is highest

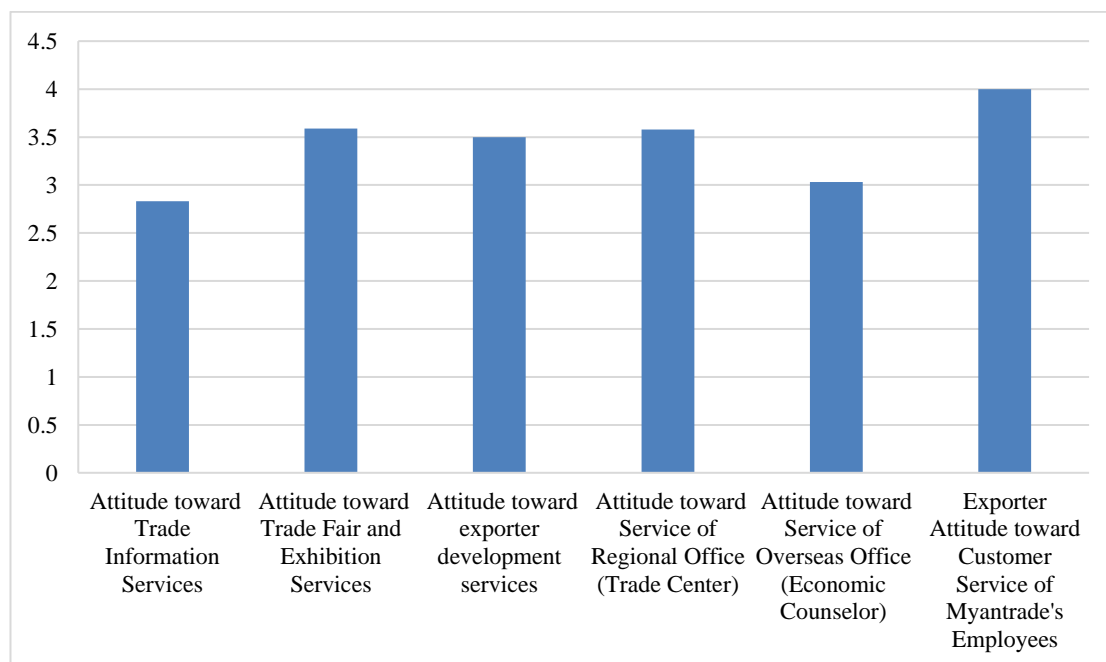
ranking with mean score is 3.5 which mean Myantrade need to maintain this services. lowest ranking is trade Information services, mean value is 2.83. In regards to the total average mean value is 3.64 and overall mean score from each attitude.

**Table (4.13) Summary of Exporter Attitude of Trade Promotion Services by Respondents**

No	Factors	Mean
1	Attitude toward Trade Information Services	2.83
2	Attitude toward Trade Fair and Exhibition Services	3.59
3	Attitude toward exporter development services	3.50
4	Attitude toward Service of Regional Office (Trade Center)	3.58
5	Attitude toward Service of Overseas Office (Economic Counselor)	3.03
6	Exporter Attitude toward Customer Service of Myantrade's Employees	4.00
<b>Overall Mean</b>		<b>3.42</b>

Source: Survey Data

**Figure (4.5) Summary of Exporter Attitude of Trade Promotion Services**



Source: Table (4.11)

## **CHAPTER V**

### **CONCLUSION**

This chapter is divided into sections that include findings and discussion, suggestions and recommendations, and the need for further study.

#### **5.1 Findings and Discussion**

These were the objectives of the study that was conducted: to identify the current status of trade promotion services provided by Myanmar Trade Promotion Organization and to examine awareness and attitude of exporters towards trade promotion services.

An exporter-focused survey was carried out to achieve this study's objective. The information about the exporter's profile, the exporter's awareness, and the exporter's attitude toward trade promotion services are all divided into separate sections of the questionnaire. A large percentage of exporters is men, and the industry's average age range is between 31 and 40 years old, according to the results of the examination of exporters' demographic data. Additionally, 38 percent have 11 to 15 years of business experience, and 68.67 percent have a bachelor's degree. A total of 36 percent of people are employed in the sector for agricultural products, while 27.33 percent are employed in the area for manufactured products.

Only 80 percent (120 people) of the exporters were aware that the Ministry of Commerce had established the Myanmar Trade Promotion Organization to assist exporters. Word of mouth (family, relatives, and friends) accounts for 62 percent of those who are aware of the Myanmar Trade Promotion Organization. The exporters have repeated requests for assistance from the Myanmar Trade Promotion Organization because 50 percent of exporters used four times or more trade promotion services.

67.5 percent of respondents agree that the National Export Strategy, designed by Myantrade, has made exporters more effective for exporting. Only 60.83 percent

confirmed that the export volume increased after using the services of Myanmar Trade Promotion Organization.

The respondents' attitudes about the website, which was established as a main for trade information services, were examined and the results were not good. They claimed that the market research papers and reports, as well as the laws and regulations necessary for exporting to foreign markets, are not available on the website. Moreover, they mention that the phone numbers and emails published on the website cannot be easily contacted.

The respondents to the survey were in agreement that Myantrade would offer timely announcements that were transparent and support for exporters to participate in both local and international trade fairs. However, they did not give a specific agreement on the ability to support the booths to obtain FOC and the Open General License without many difficulties and challenges.

The study found that technologies were essential for increasing product exports, considering that they were required to improve the product's great quality and attractive design. However, they did not agree that export development services could offer the appropriate technical support. A sufficient amount of staff has been trained by Myantrade in the knowledge and abilities needed for export development services, but according to the survey, the respondent did not agree. Furthermore, respondents disagreed that national branding programs such as the Myanmar Excellent Product Award and the Myanmar Brand Mark were designed and established by Myantrade to develop exporters.

The respondent agreed that the trade center promotes cooperation, but they disagreed that business matching, trade fairs, and seminars are held at the regional office (trade center) for exporters and that potential exporters can easily learn about the export procedures and customs clearance requirements to export internationally.

Regarding the assignment of economic counselors to promote exports, exporters answered that they could not communicate directly with foreign buyers in the respective countries, nor with economic advisers.

The exporters' attitudes regarding Myantrade's personnel were made clear. They agreed that appropriate advice and services could be provided, and that each exporter would receive attention. Therefore, positive results in terms of customer services were achieved.

The organization needs to maintain good practices regarding customer services and should strive to be fully skilled in trade promotion activities.

## 5.2 Suggestions

Some of the activities of the Trade Promotion Organization are designed for export promotion because it is a significant task for the economic development.

- Exporters should be first known more about the Myanmar Trade Promotion Organization. Therefore, trade promotion organization journals should be published, announcements added to television, and the relevant regions should invite companies and share awareness in the trade center. The approach should be to promote more on social media.
- Exporters believe in the national export strategy designed by the Trade Promotion Organization, so should move more efficiently.
- It is important to keep accurate records of trade volumes so that can see if the use of trade promotion services increased the number of goods exported or not.
- There should be an effort made to increase awareness of and usage of the website, which represents the primary source of trade information services.
- The website should be carefully designed and have a database of market data (overseas market information, suppliers, buyers, import-export statistical data, business opportunities, market development trends, etc.).
- The exporters are not familiar with the website, so needs to make sure to increase the exporters' awareness of and experience with the website.
- Trade fairs held in some countries are expensive but have many benefits. Therefore, Myanmar companies should be provided with FOC for booths for the exhibition
- Exporters should be made to have no difficulty obtaining the Open General License, which is essential for sending goods for exhibition.
- Appropriate procedures should be established for exporters at international trade fairs.
- It is important to make plans so that a large enough number of skilled people can take part in trade promotion activities.
- Cooperation with international organizations should be expanded further to

provide Myanmar's exporters with the necessary modern technical support throughout the supply chain.

- Exporters would benefit from training, seminars, workshops, and trade fairs held at the regional office (trade center).
- Potential exporters should be able to study the export/import process including customs clearance and logistics at the regional offices.
- If the exporter-desired membership service can be implemented, there will be more mutually beneficial relationships between the organization and entrepreneurs, and exports will increase.
- If Myanmar exporters and economic counselors are able to communicate more frequently, the export business will be more effective.
- If Myanmar exporters are able to communicate directly with foreign buyers, they will be able to quickly determine the buyers' specific requirements.
- Access to manufacturing technology and loans through the services of business consultants will bring many benefits to exporters.

### **5.3 Need for Further Research**

This study identified the awareness and attitude of exporters toward trade promotion services. Trade promotion services play a major role in the growth of trade volume. This study's scope has a few inherent restrictions. The research cannot cover every exporter's awareness and attitude. Future research should concentrate on different geographical viewpoints in Myanmar's other states and regions in addition to the region across Yangon.

Future research should investigate whether or not export volume increases with trade data as a result of trade promotion organizations' services. Future studies should examine whether Furthermore, a comparison between the Myanmar Trade Promotion Organization and trade promotion organizations in other countries should also be studied.

## REFERENCES

- Aaker, D.A. (1996) Measuring Brand Equity across Products and Markets. *California Management Review*, 38, 102-120.
- Andra Bianca Balmus (2011). Reference System Architecture for Trade Promotion Management, Master Thesis in University of Twente Netherlands.
- Appleyard, F., & Cobb. (Fifth Edition). *International Economics*. McGraw-Hill International Edition.
- Arnould, E., Zinkhan, G. & Price, L. (2002) “Consumers” McGraw-Hill International
- Balassa, Bela (1979). “Export Incentives and Export Performance in Developing Countries: A Comparative Analysis”, in Barend A. de Vries, *Export Promotion Policies*, World Bank Staff Working Papers, No. 313, Washington, D.C., The World Bank, pp. 20–28.
- Dall’Olmo Riley, Francesca and Chernatony, Leslie (1999). Experts' Views About Defining Services Brands and the Principles of Services Branding: *Journal of Business Research*.
- Daniel Lederman, Marcelo Olarreaga, Lucas Zavala (2016). Export promotion and firm entry into and survival in export markets, *Canadian Journal of Development Studies*.
- Dymsza, W., Negandhi, A. Introduction to Cross-Cultural Management Issue. *J Int Bus Stud* 14, 15–16 (1983). <https://doi.org/10.1057/palgrave.jibs.8490797>
- Daniele Giovannucci National Trade Promotion Organizations: their Role and Functions, Agribusiness & Markets Thematic Group, The World Bank.
- Engel, J. F., Kollat, D. T., & Blackwell, R. D. (1968). *Consumer behavior*. Holt, Rinehart and Winston.
- F. H. Rolf Seringhaus et al. (eds.) (1991), *The Role of Public Organizations* © Kluwer Academic Publishers 1991.
- Giovannucci, Daniele [editor]. *National Trade Promotion Organizations: their role and functions* (English). A Guide to Developing Agricultural Markets and Agro-Enterprises Washington, D.C.: World Bank Group.
- Hogan Paul, Keesing Donald B, Singer Andrew (1991). The role of support services in expanding manufactured exports in developing countries/, <https://digitallibrary.un.org/search?f1=author&as=1&sf=title&so=a&rm=&m1=p&p1>

=Economic+Development+Institute+%28Washington%2C+D.C.%29&ln=zh\_CN

- Icek Ajzen, 2005 (2nd Edition) "Attitude, Personality, and Behavior", Open University Press.
- Jaime de Melo, Marcelo Olarreaga (2007). Trade Related Institutions and Development, Working Paper.
- Jenni Romaniuk, Byron Sharp, Samantha Paech, Carl Driesener (2004). Brand and Advertising Awareness: A Replication and Extension of a Known Empirical Generalization: *Australasian Marketing Journal (AMJ)*.
- Jeams. E. Rauch (1999). *Journal of International Economic*, Volume 48 Issue 1, pg 7-35.
- Jean Noel Kapferer (2004). *The New Strategic Brand Management: Creating and Sustaining Brand Equity Long Term*. Kogan Page Publishers.
- Keller, K.L. (2001) Building Customer-Based Brand Equity. *Marketing Management*, 10, 14-21.
- Kyi Khai Oo, (2019), A Study in Impact of Economic Reforms on External Trade Myanmar. MPA Thesis in Myanmar,
- Khin Mar Thet, (2018), Myanmar's International Trade Competitiveness through the effect of FDI Comparing with Successful FDI promoted Asia Countries. Dissertation (Doctor`s Course) in OKAYAMA University, Japan.
- Ling-ye, L., & Ogunmokun, G. (2001). The influence of interfirm relational capabilities export advantage and performance: An empirical analysis. *International Business Review*, 10, 399-420. [https://doi.org/10.1016/S0969-5931\(01\)00023-3](https://doi.org/10.1016/S0969-5931(01)00023-3).
- Leon G. Schiffman & Leslie Lazar Kanuk. (2004). (8<sup>th</sup> Edition), "Consumer Behavior, Prentice Hall".
- Lars Perner (2010). *Consumer Behavior: The Psychology of Marketing*, Marshall School of Business, University of Southern California.
- Li, J., & Li, Y. (2019). "The impact of trade promotion on export performance: Evidence from China." *China Economic Review*, 53, 271-285.
- Marianna Belloc and Michele Di Maio, (2011). Survey of the literature on successful strategies and practices for export promotion by developing countries. International Growth Center.

- Madan Lal Mehta (2012). "Consumer Attitude: Towards Food Products" LAP LAMBERT Academic Publishing.
- Madichie, Nnamdi (2012). "Consumer Attitude", Tata McGraw Hill Education Private Limited.
- Macdonald, E. K., & Sharp, B. M. (2000). Brand Awareness Effects on Consumer Decision Making for a Common, Repeat Purchase Product: A Replication. *Journal of Business Research*, 48, 5-15.
- Mohammed Ali Salem Shubeilat (2022). Analysis of the relationship between international trade and economic growth of Jordan, Dissertation, World Maritime University.
- Melitz, M. J., & Redding, S. J. (2014). "Missing gains from trade?" *American Economic Review*, 104(5), 317-321.
- Nathan Associates Inc. (2004). Best Practices in Export Promotion. EXPRO Project
- Nanda S Kumar, Surendra Rajiv, Jeuland, Abel (2001). Effectiveness of Trade Promotions: Analyzing the Determinants of Retail Pass Through, *Marketing Science*. 10.2139/ssrn.310882
- Rossiter, J. R., & Percy, L. (1987). Advertising and promotion management. McGraw-Hill Book Company.
- Ricardo Hausmann and Dani Rodrik (2003). *Journal of Development of Economics*, vol.72, issue.2,603-633.
- Su Sandar Tun (2021), The Effects of Relationship and Innovation Capabilities on Export Performance of Myanmar SMEs Food Production Companies. MBA Thesis in Ritsumeikan Asia Pacific University Japan.
- Solomon, M; Bamossy, G J; Askegaard, S et al. (2006) Consumer Behaviour: A European Perspective (3rd Edition). / London : Prentice Hall.
- World Trade Organization (WTO). (2017). "Trade Promotion – A Practical Guide."
- World Trade Organization (WTO). (2017). "What is International Trade?" Retrieved from [https://www.wto.org/English/tratop\\_e/intro\\_e/intro\\_e.htm](https://www.wto.org/English/tratop_e/intro_e/intro_e.htm)
- Zin Zin Naing (2015). Trade Policy Reform in Myanmar. Department of Applied Economics, Yangon University of Economics.

## **WEBSITES**

1. <http://www.sciedu.ca/afr>
2. <http://www.industry.com.mm>
3. <http://www.worldbank.org>
4. <http://dx.doi.org/10.2307/41165845>
5. [https://kipdf.com/small-medium-enterprises-development-policies-in-myanmar\\_5b1308fe7f8b9a69248b456b.html](https://kipdf.com/small-medium-enterprises-development-policies-in-myanmar_5b1308fe7f8b9a69248b456b.html)
6. <https://openknowledge.worldbank.org/bitstream/handle/10986/32536/World-Bank-Group-Support-for-Small-and-Medium-Enterprises-A-Synthesis-of-Evaluative-Findings.txt?sequence=6>

# APPENDIX

## Survey Questionnaires

I am for the last year of the Executive Master of Public Administration (EMPA 18<sup>th</sup> Batch) program at Yangon University of Economics (Kamarut). "Awareness and Attitude of Exporter Towards Trade Promotion Services" Writing a thesis on the topic A student It is my \_ You will be given time to answer the questionnaire If so, I would greatly appreciate your completely honest advice on this paper May be able to help in implementation. Please promise that all your answers will be kept completely confidential and will not be shared with anyone.

Nge Nge Tun

EMPA-43

(18<sup>th</sup> Batch)

### Section 1

#### Demographic Information

##### 1. Gender

- Male
- Female

##### 2. Marital status

- Single
- Married
- Separated
- Widow/Widower

##### 3. Age (year)

- Under 20 year
- Between 21 to 30
- Between 31 to 40
- Between 41 to 50
- Between 51 to 60
- Above 61

4. Education level

- High school or less
- Bachelor's degree
- Master degree
- Certificate/Diploma (passed High school)

5. Business Experience

- Under 1 years
- 1-5 years
- 6-10 years
- 11-15 years
- 15year and above

6. Type of Business Sector

- Agriculture products sector
- Animals products sector
- Marine products sector
- Mineral products sector
- Forest products sector
- Manufacture products sector

**Section 2**

**General Information**

7. If you are exporting abroad, Do you know services of Myanmar Trade Promotion Organization under the Ministry of Commerce?

- Yes.
- No.

8. Where did you find out about Myanmar Trade Promotion Organization?

- TV
- Newspaper
- Journal, magazine, social media (Facebook)
- Word of Mouth (family, Relative, friend)

9. How many times have you Used Myantrade's Services?

- One time
- Two time
- Three time
- four time and Above

10. Has the National Export Strategy, designed by Myantrade, made exporters more effective at exporting?

- Yes.
- No.

11. After using the services of Myanmar Trade Promotion Organization, our export volume has increased

- Yes.
- No.

### Section 3

**Strongly Disagree (SD) = 1, Disagree (D) = 2, Neutral (N) = 3, Agree (A) = 4, Strongly Agree (SA) = 5**

#### **Attitude towards Trade Information Services**

<b>No.</b>	<b>Content</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
1.	For information of domestic and international trade, we can easily contact the phone numbers and emails published on the Myantrade website.					
2.	On the Myantrade website, we can access needed market research papers and reports.					
3.	The Myanmar Trade Promotion Organization's activities and announcements are available on the Myantrade website in real time.					
4.	The required laws and regulations for exporting to the international market can be easily discovered on the Myantrade website.					
5.	The Myantrade website was carefully designed with a database of market data (overseas market information, suppliers, buyers, import-export statistic data, business opportunities, market development trends etc.)					

### Attitude towards Trade Fair and Exhibition Services

No.	Content	1	2	3	4	5
1.	By participating in trade fairs and Exhibition, exporters were able to successfully introduce their products to the international market with the support of the Myanmar Trade Promotion Organization.					
2.	Myantrade provides FOC for booths for exporters to participate in international trade fairs and domestic trade fairs.					
3.	It is not very difficult or challenging to obtain the Open General License from Myantrade, which is essential for exporters to participate in international trade fairs.					
4.	Myantrade disseminates information transparently and immediately to enable exporters to participate in local and international trade fairs.					
5.	When exporters participate in foreign trade fairs, the Trade Promotion Officers assigned by Myantrade are extremely helpful.					

**Attitude toward exporter development services.  
(Seminar, Project, Business Matching, Training)**

No.	Content	1	2	3	4	5
1.	Exporter development services (Seminar, Project, Business Matching, Training) provided by Myantrade in cooperation with international organizations bring many benefits to exporters.					
2.	Exporter development services (Seminar, Project, Business Matching, Training) support supply chain development of key export products.					
3.	The technical assistance required for product development and product design is offered by Myantrade's exporter development services.					
4.	Myantrade has trained enough staff to have the knowledge and skills necessary for export development services.					
5.	National branding programs such as Myanmar Excellent Product Award and Myanmar Brand Mark were designed and set up by Myantrade to encourage the development of exporters.					

**Attitude towards services of regional Office (Trade Centre)**

No.	Content	1	2	3	4	5
1.	Regional Office (Trade Centre) has good cooperation with exporters and relevant associations.					
2.	Real-time information about trade fairs and export promotion activities, etc., is received from the regional office (trade center).					
3.	At the regional office (trade center), exporters' products can be easily and attractively displayed without incurring any expenses.					
4.	Business matching, training, seminar, workshop and trade fairs are held for exporters at the regional office (trade center).					
5.	Potential exporters can study the export/import procedures including customs clearance and logistic for exporting products internationally and exporter membership service is also provided at the regional office (Trade Center).					

**Attitudes towards services of overseas office (Economic counselor)**

No.	Content	1	2	3	4	5
1.	Frequently communicates with designated economic counselor directly to provide trade promotion services for Myanmar exporters and foreign buyers.					
2.	Exporters can certainly benefit from news articles, reports, action plan, and market access papers written by economic counselor.					
3.	Economic counselors disseminate import policies and procedures, laws and regulations, standards, and instructions in a timely manner to exporters.					
4.	Through the connections provided by business consultants, exporters can communicate directly with foreign buyers.					
5.	Exporters have access to manufacturing technology and loans through the services of economic counselors.					

### Attitudes towards customer services of Myantrade's Employees

No.	Content	1	2	3	4	5
1.	Myantrades' employees does a great of communicating with the exporters					
2.	The employees of Myantrade are skilled at trade promotion activities.					
3.	Myantrade assigns the right people to the right places to provide the best service possible.					
4.	The staff at Myantrade has access to the appropriate services and support for each type of company.					
5.	Individualized attention is provided to each exporter by Myantrade employees.					