

The Project on Capacity Enhancement for Potential Exporters in Food Processing MSMEs

There are over 99 percent of the Micro, Small and Medium Enterprises (MSMEs) in Myanmar and they are backbone of the country's economy. Among the list of Myanmar MSMEs, food processing sector is the majority and exists growth potential. The main concern for the sector is to enhance the capacity building among the MSMEs in food operation. Keeping the current situation in mind, it has become crucial for the sector to educate its entrepreneurs, workers, stakeholders associated with food processing awareness how to produce quality food and teach them how they penetrate the international market.

MSMEs sector has been considered as the key player in Myanmar therefore there is a need to have a skilled workforce to make this campaign successful as skill development is a prerequisite for starting any micro, small or medium enterprises.

With this background, Myanmar MSMEs need the growth & development of food processing sector. Acquiring technology, accessing international market, sharing experiences from other countries and share their knowledge in this area are indispensable for growth of this sector. Existing food processing sector requires unique branding and business opportunities to the organizations engaged in food processing & allied sector. Participating exhibition will also provide the excellent platform to brand and showcase the product & services of the sector.

Objectives

There are five objectives for proposed project:

- (1) Develop capacity enhancement for MSMEs in food processing sector
- (2) Create job opportunities and innovation in food processing sector
- (3) Develop product quality and export potential for food processing sector
- (4) Participate in international exhibition for selected areas
- (5) Enhance business environment for MSMEs in food processing sector

Scope and activities

In line with the functions and implementing activities of the Myanmar Trade Promotion Organization (Myantrade), it is appropriate to arrange the capacity building program for MSMEs in selected urban and rural areas in Myanmar. Since Myantrade is organizing domestic and international trade fairs, it could support the MSMEs to participate in the trade fairs in order to get networking and market access.

This could be arranged in cooperation with relevant Departments, UMFCI and associations in Region and States. There could be two parts, one is for business knowledge and skill development and another is for selected value chains development. The role of MSMEs support help desks would also be a crucial and development of help desks could be considered as an implementing activity for the project. The project would focus on action learning and provides practical business skills to entrepreneurs which they can apply in their business right away. The training process will be arranged classroom training with on-site consulting, to meet the individual needs of each company as well as business start-up campaigns. Cooperation with trade promotion organization in Mekong countries will be arranged in the area of exchange programs, knowledge sharing, technology transfer for the

improvement of MSMEs capacity buildings. There could be learning and adopting from Mekong countries in support of MSMEs helpdesks.

To meet objectives and outcomes of the project, the following work plan with activities are to be implemented:

Activity 1- training for basic business skills and management for MSMEs in urban and rural areas (approximately 100 MSMEs)

- market information, business management, basic accounts and records keeping, team building, human resources management, financial management
- review and monitoring with on-site consulting

Activity 2- training for trading and marketing skills and management for MSMEs in urban and rural areas (approximately 100 MSMEs)

- social media marketing, taxation, capital market investment, export import procedures, legal environment of the businesses
- review and monitoring with on-site consulting

Activity 3- development of selected value chains (preferably Agriculture and food processing) (approximately 50 MSMEs)

- training for product design, technology and production process for selected MSMEs
- training for quality and productivity, food safety, packaging, marketing for selected MSMEs
- training for branding and digitization for selected MSMEs

Activity 4- development of MSMEs helpdesks in selected regions and states

- provide a one-stop shop for MSMEs to access information on investment, guidance on developing services and production processes to meet local and international market needs
- provide marketing and financial management services, financing opportunities, and legal advisory services

Activity 5- Market access and exchange programs with other countries

- domestic product contest and awards for selected MSMEs
- arrange the domestic trade fairs for selected MSMEs
- arrange the site visit and trade fair participation in other countries
- arrange the exchange programs, knowledge sharing, technology transfer for the improvement of MSMEs capacity buildings in cooperation with other countries

Expected Outcomes

The project is expected to get outcome for “Capacity Enhancement for Potential Exporters in Food Processing MSMEs” with a series of training for the selected MSMEs in food

processing sector. Project outputs are set out for the MSMEs in food processing sector as follows:

- (1) Improvement of practical business skill and management
- (2) Capacity enhancement for potential exporters
- (3) Enhancement of job opportunities and innovation
- (4) Development of product quality and export potential for food processing sector
- (5) Participation in the international exhibition for selected areas
- (6) Enhancement of business environment in food processing sector

Monitoring framework

Myantrade is the proponent agency for the implementation of the project and will be closely collaboration with the relevant government departments, regional and state governments in the selection of MSMEs and training arrangement.

Myantrade will also be coordinating and interconnection with Ministry of Foreign Affair of Myanmar, and donor associations/countries.

Project Steering Committee (PSC) will be formed to monitor the project implementing activities with composed of members from concerned departments, UMFCCI and private associations, regional governments and will meet twice a year to support the effective implementation of project activities. Project working groups will be formed with the representatives from related departments, concerned associations for the successful implementation of the project within its time frame. With project structure, frame work and implementing activities, it can be measured with training results, capacity improvement, business and financial management and skill development of selected MSMEs. It is also able to measure the product quality, food safety, packaging for selected value chain, and can get impact from the number of MSMEs who will make branding and e-commerce activity.

Target beneficiaries

MSMEs in food processing sector, MSMEs Helpdesks, Food Associations, consumers from local and imported countries.

Project duration- 3 years (2026-2028)

Project value- USD 900,000

BUDGET PROPOSAL

Project Title : The Project on Capacity Enhancement for Potential Exporters in Food Processing MSMEs.

Implementing Agency : Myanmar Trade Promotion Organization

.Duration/Period : 2026 to 2028

No	Description	Total Cost (USD)	
1	Personnel (salary for full time staffs)		180000
2	Consultancy services		93,000
	Domestic Airfare (Experts, consultants)	8000	
	International Airfare (Experts, consultants)	20000	
	Transportation and accommodation	25000	
	Consultant/Remuneration fee	40000	
3	Direct Supplies and Services		420,000
	Meeting Package / Workshop / Training	300000	
	Backdrop, Venyls, Banners, Phamplets, training manual guide book	30000	
	Interpretation (Training/workshop) and other expenditures	20000	
	Trade fair participation and site visits	70000	
4	Travel		35000
	Air fare, ground transportation and accommodation for participants	35000	
5	Equipment		80000
	Office equipment	10000	
	Training equipment	70000	
6	Other direct cost		35000
	Local travel cost	35000	
7	Indirect cost		59010
	Management fees	59010	
Total			902010
Total Estimated Cost			900000