



CBI – Dutch Ministry of Foreign Affairs

Marketing of CIT initiatives

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NPT, December 2nd 2015



CBI – Myanmar activities

CBI

- CBI, Centre for the Promotion of Imports from Developing Countries
- Agency of Dutch Ministry of Foreign Affairs

Sustainable Tourism Myanmar programme

- 2014 – 2017
- Supporting 15 inbound Myanmar tour operators
- Market access, sustainability and product diversification
- Support market integration of CIT / CBT



CBI Strategy for CIT

Supporting and promoting CIT initiatives by:

- Collating information about initiatives
- Linking initiatives to CBI's network of European outbound tour operators via CBI/ITC's network of inbound Myanmar tour operators
- B2C promotion via web and through media campaigns



CIT / CBT market integration

- Product inventory
- National web site / branding
- Inbound tour operators
- Outbound operators
- International media
- Travel fairs (ITB 2016)



Destination branding and marketing

- Myanmar destination brand (in partnership with by ITC)
- Related regional branding strategy, pilot for Kayah state
- New national web sites integrating existing destination web sites of MoHT, MTM and MTF
- In partnership with Solimar (US Expert agency)
- CIT / CBT product inventory and description
- Specific attention for CIT products and initiatives in the national web site.



Linkages with inbound operators

- Inventory of 100+ leading EU Tour operators (contact persons for Myanmar, product overview).
- Personal approach (email, telephone)
- Evaluating their interest in Myanmar CBT and Kayah (specific pilot region)
- Linking them with Myanmar partners (tailor made approach).
- Supporting them with CIT product integration.



Linkages with inbound operators

- Working with 32 leading inbound operators (CBI and ITC)
- Training on export marketing
- Supporting with CIT product integration.
- Capacity building and coaching
- CIT needs inventory (December 2015)



ITB Berlin 2016

- Theme ‘The border regions of Myanmar’
- New tourism products (off the ‘beaten track’)
- Stand design reflecting the theme
- Product presentations (e.g. Kayah)
- 20 Myanmar CBI / ITC partner TO’s will join
- B2B meetings with EU Tour operators
- Media campaign



How to benefit?

Planned

- Marketing needs assessment among initiatives
- Description of marketable products
- Integration in planned marketing activities
- Assessment of tour operator demand for CIT
- After ITB, follow-up by MTM and CBI
- NHTV student placed at MTM (March – June)

Potential:

- Dedicated CBT website?
- CBT promotion organisation?



Thanks for your attention!

For more information, please contact:

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