



# Promotion of Small Enterprises in Tourism

Naypyidaw, 2nd December, 2015



# BIF's Strategy for Tourism

- To create interest among tourism market players (e.g. tour operators, hoteliers, restaurateurs etc...) around inclusive tourism products and encourage them to implement innovative tourism products
- Aligns with Myanmar Tourism Master Plan (2013-2020): **Develop quality products and Services**



# Product Innovation Training



Yangon (34 participants, 29 companies)



Nyaung Shwe (37 participants, 31 companies)

# Product and Package Innovation Competition (PPIC)



- To stimulate the creation of innovative tourism products & packages that can:
  - i) benefit a large number of people
  - ii) increase the competitiveness of tourism operators
- BIF will offer technical assistance and/or grants.



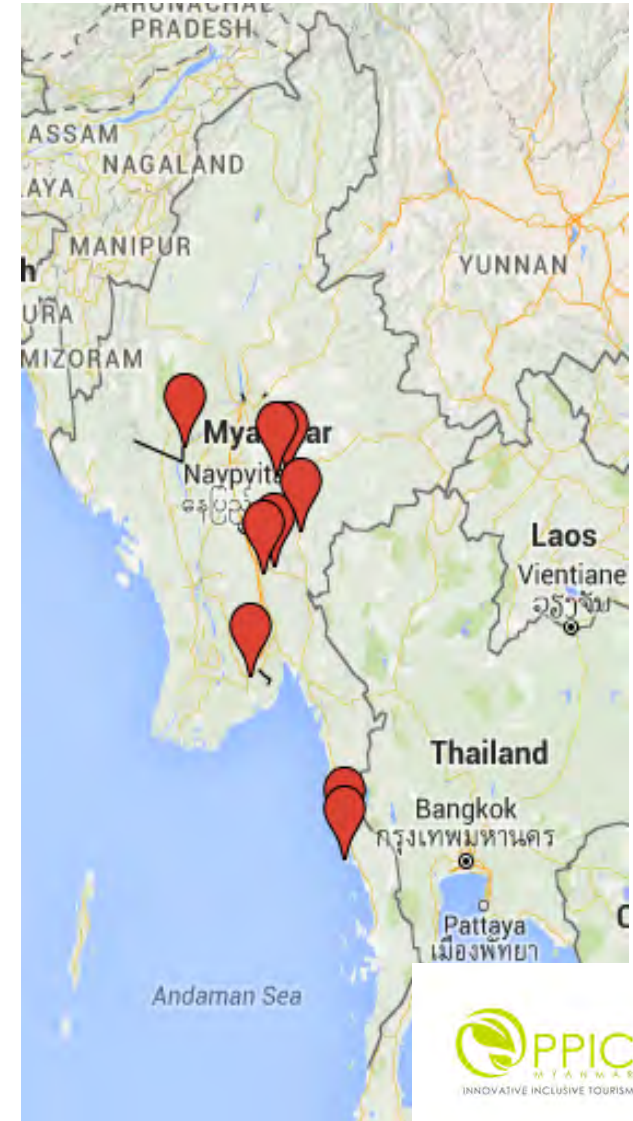
# Selection Criteria



# 18 PPIC Winners covering 8 states/divisions



- 2 in Kayah State
- 2 in Tanintharyi State
- 4 in Inle
- 1 in Northern Kayin (Than Daung Gyi)
- 2 in Southern Shan State
- 1 in Chin State
- 1 in Northern Shan State
- 1 in Mandalay Division
- 2 in Yangon
- 1 Nation-wide
- 1 in Bago Division





# What PPIC Participants said

"By participating in PPIC, I could connect to more people from tourism. I hope it will help with the sales. Through my award winning product, I can give more jobs and help to the local community."

**Myo Min Htun (Little Inle)**

"It gives me a new insight and inspiration to work harder. I have been in this industry for many years and I get bored and PPIC inspired, revived and woke me up."

**Rachael Htwe Htwe Hla (I.M.S Travel & Tours)**





# Next Steps

- To support the winners through grants and/or TA.
- To monitor the winning products/packages and the benefits that go to the wider community
- Another competition planned for next year

Activities	March	April	May	June	July	August
PPIC Launch	X					
Expression of Interest (EOI)		X				
Training				X		
Final Proposal						X



# Thank You! Questions?

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