



Alberta completes initial Market Assessment Mission to Myanmar November 16–18, 2015

Alberta Agriculture and Forestry (AF), in collaboration with the Alberta Singapore Office and the Canadian Embassy in Yangon, visited Myanmar to complete an agri-food market assessment mission. “The mission allowed us to connect with industry and government contacts in Myanmar and to identify new opportunities for Alberta’s agriculture and food sectors,” says Albert Eringfeld, Manager, East Asia and Oceania, AF. “This mission was an extension of a trade mission to participate in the Food and Hospitality China trade show in Shanghai the week before.”

Myanmar (also known as Burma), located in Southeast Asia, is a market of over 60 million people and is emerging from many years of economic and political isolation. Currently they are undergoing an unprecedented transition of its political, economic and social structures. Myanmar is poised for exceptional growth and foreign investment given the country’s underdevelopment, abundant natural resources and strategic location in Southeast Asia. One of the top priorities of the Myanmar government is poverty reduction through rural development.



Delegation meeting with representatives from the Myanmar Agro-based Food Processors and Exporters Association

“Alberta’s agriculture and food industries have the opportunity to supply products such as canola oil, fertilizers and other crop production inputs, food additives used in food processing, milling wheat, beef, pork and livestock genetics,” says Eringfeld. “Expertise in food processing, value chain development, seed multiplication, crop and livestock production as well as livestock breeding are also required in Myanmar as it grows, develops and diversifies its own food processing, crop production and livestock industries.”

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For further information please contact:

Albert Eringfeld, Alberta Agriculture and Forestry Tel. 780-415-4814 albert.eringfeld@gov.ab.ca