PRESS COVERAGE 2019-2020

ARISE PLUS MYANMAR TRADE-RELATED ASSISTANCE

INCLUSIVE AND SUSTAINABLE TRADE GROWTH IN MYANMAR
EUR 8 million to support inclusive and sustainable trade growth in Myanmar

A general view of the container yard of the Myanmar Port Authority beside the Yangon river in BoTaTaung Township, Yangon. Photo: Nyein Chan Naing/EPA

Over four years the EU will provide up to 8 million euros to implement the ARISE Plus Myanmar project that will be implemented by the International Trade Centre (ITC) in collaboration with the Ministry of Commerce (MOC).

According to a recent press release, the initiative aims to support greater connectivity and strengthen economic integration between Myanmar and the Association of Southeast Asian Nations (ASEAN) in line with the ASEAN Economic Community (AEC) Blueprint 2025.

The initiative was publicly announced on 6 August at the handover ceremony of the Financing Agreement for the ASEAN Regional Integration Support – Myanmar Trade Related Assistance (ARISE Plus Myanmar) was held at Park Royal Hotel in Nay Pyi Taw.

U Min Min, Director General, Department of Trade at the Ministry of Commerce (MOC), Dr. Johann Hesse, Head of Cooperation at the European Union Delegation to Myanmar (EUD), and officials of the MOC, EUD and International Trade Centre (ITC) attended the event.
At the handover ceremony in Nay Pyi Taw, U Min Min, Director General, Department of Trade said "I would like to express our sincere gratitude to the European Union for this grant support to promote inclusive and sustainable growth in Myanmar. It shows the strong commitment between the EU and Myanmar to move towards the sustainable development goals."

The Head of Cooperation of the EU Delegation to Myanmar, Dr. Johann Hesse said. "We’re very honoured to support Myanmar through the ARISE Plus Myanmar project to further diversify its trade and enhance its integration, regionally and internationally. The EU remains committed to assisting Myanmar in achieving these important objectives".

With 8 million euros, ARISE Plus Myanmar supports micro, small and medium sized enterprises (MSMEs) to explore business opportunities in ASEAN, the EU and global markets. It also addresses compliance with Sanitary and Phytosanitary (SPS) standards in line with international commitments. The project helps Myanmar formulate its trade policy and assists the country in meeting its regional (ASEAN) and international (World Trade Organisation - WTO, EU) commitments and addresses non-tariff barriers (NTBs) along value chains.

ARISE Plus Myanmar is expected to contribute to equitable and inclusive growth and job creation in export-oriented sectors, and in line with government strategy, it will help diversify the economy to develop more added value and productive industries. This should result in new opportunities for women to enter the labour market and access better paid jobs. In addition, the project will increase the transparency of trade rules and potentially address barriers that female-led businesses face when integrating into export value chains. It will also support the advocacy efforts of business associations, including women entrepreneurs associations.
€8 million funding for trade initiatives

The European Union (EU) will provide assistance of up to 8 million euros over four years for the implementation of ARISE Plus Myanmar initiatives that will help the country integrate better with Asean economies in line with the Asean Economic Community Blueprint 2025.

A financing agreement was recently signed with officials from the EU, the Ministry of Commerce and the Geneva-based International Trade Centre (ITC), the implementing agency for the initiatives, in attendance. The ITC together with the World Trade Organisation (WTO) has a joint mandate to promote global trade and also directly contributes to 10 of the Sustainable Development Goals.

“I would like to express our sincere gratitude to the EU for this grant support to promote inclusive and sustainable growth in Myanmar. It shows the strong commitment between the EU and Myanmar to move towards the sustainable development goals,” Ministry of Commerce director general for trade U Min Min said in a statement.

“We’re very honoured to support Myanmar through the ARISE Plus Myanmar project to further diversify its trade and enhance its integration, regionally and internationally. The EU remains committed to assisting Myanmar in achieving these important objectives,” the EU delegation to Myanmar’s head of cooperation Johann Hesse said.

The financing will help support micro-, small and medium enterprises explore business opportunities in Asean, the EU and global markets.

Other initiatives under this funding include helping to formulate trade policy and assist the country in meeting Asean and WTO commitments while addressing non-tariff barriers through the value-chain.

The Arise Plus Myanmar initiatives aims to contribute to equitable and inclusive growth as well as job creation in export-oriented industries in line with the government’s plans to diversify the economy and have more value-added activities that can result in more opportunities for women and better paying jobs.

The initiatives also aim to increase transparency in trade rules and address barriers women-led businesses face when integrating with export value-chains and support advocacy efforts of business associations, especially from women entrepreneurs.
ဥရောပသမဂ္ဂ၏ မမန်မောန ိုင်ငံကိုန်သွယ်မှုကဏ္ဍ ဖွံ့ဖဖြလိုးတိုြိုးတက်ရေရြိုးအရ ောက်အပံံ့

ARISE PLUS Myanmar တင်ြိုက်ခြင်း၊ ရောင်စီးရောင်း ရောက်ပံံ့မည်မဖေ်ဖပီြိုး ေီမံကှိုမှိုတ်ဆက်ပြင်ြိုးမည်

ဥရောြသမဂ္ဂ၏ ပမေ်မောနှိိုင်ငံ ကိုေ်သွယ်မှုကဏ္ဍ ဖွံ့ဖဖှိြိုးတှိိုြိုးတက်အေအရြိုး အ ောက် ြံံ့

ARISE PLUS Myanmar ေီမံကှိုမှိုတ်ဆက်ပြင်ြိုးမည်

ဥရောြသမဂ္ဂ၏ ပမေ်မောနှိိုင်ငံ ကိုေ်သွယ်မှုကဏ္ဍ ဖွံ့ဖဖှိြိုးတှိိုြိုးတက်အေအရြိုး အ ောက် ြံံ့မည်

ARISE PLUS Myanmar ေီမံကှိုမှိုတ်ဆက်ပြင်ြိုးမည်
ပမြှင်အြြိုးပြင်ြိုး၊ အရွြိုးြျယ် ိုတ်လိုြ်မှုတေ်ဖှိိုြိုးကွင်ြိုးဆက်မျောြိုးက  ောဆီယံန ငံ့်နှိိုင်ငံတကော ကတှိကဝတ်မျောြိုးကှိို တှိိုြိုးတက်အဆောင်ရွက်နှိိုင်အရြိုး အပဖရ င်ြိုးနှိိုင်အရြိုး တွက် ကိုေ်သွယ်မှုမူဝါဒြျမ တ်ပြင်ြိုးန ငံ့်  အကောင်  ည်အဖော် အဆောင်ရွက်ပြင်ြိုးမျောြိုး အဆောင်ရွက်ရောတွင် ြှိိုမှိို ောြိုးအကောင်ြိုးလောအေပြင်ြိုးမျောြိုးကှိို အဆောင်ရွက်အြြိုးသွောြိုးမည်ပဖေ်ဖြီြိုး ယြိုေီမံကှိေ်ြိုးသည်  

မျှိ ြိုးသမီြိုးမျောြိုး တွက်  လိုြ် ကှိိုင် ြွငံ့် လမ်ြိုး ြှိိုမှိို  

မျောြိုးပြောြိုးလောအေအရြိုး
EU provides €8 mln for trade initiatives through ARISE+ Myanmar

Union Minister Dr Than Myint gives the opening speech at the launching ceremony of ARISE Plus Myanmar Trade-Related Assistance Project in Nay Pyi Taw. Photo: MNA

The Ministry of Commerce has signed a financing agreement with the European Union to acquire assistance up to 8 million euros over a four-year project through separate implementations known as ARISE Plus Myanmar initiatives.

In this regard, the ARISE Plus Myanmar Trade-Related Assistance Project was formally introduced to the general public at Nay Pyi Taw’s Park Royal Hotel yesterday morning.

Union Minister for Commerce Dr Than Myint first spoke at the opening ceremony where he expressed his belief that Myanmar will gradually carve a place for themselves in ASEAN, EU and international markets by producing high-quality finished goods.

Next, EU Ambassador Mr Kristian Schmidt and International Trade Center (ITC) Executive Director Ms Maria Arancha Gonzalez gave separate addresses and took a documentary photo with attendees.

This was followed by ITC’s Senior Trade Promotion Officer Ms Sylvie Betemps Cochin explaining the objectives and progress of the ARISE Plus Myanmar project, Assistant Director Daw Su Thet Hnin of the Trade Department explaining how the project will support the Myanmar Sustainable Development Plan and their interconnectedness, and Deputy Director-General U Ko Ko Lay giving the closing address.
Present at the event were representatives from EU, affiliated development organizations, private organizations tasked with project implementation, related associations and department officials.

Background on ARISE+

The ARISE Plus Myanmar project will be implemented from July 2019 to June 2023 with ITC acting as the implementing agency for the initiatives. It aims to contribute inclusive and sustainable growth and supports greater connectivity and economic integration between Myanmar, ASEAN and the global economy.

The project supports micro, small and medium sized enterprises (MSMEs) in Myanmar to explore business opportunities in the ASEAN single economic space, European Union (EU), and global markets. It also addresses compliance with Sanitary and Phytosanitary (SPS) measures in line with ASEAN and international commitments.

The project provides trade policy formulation and implementation assistance for Myanmar to meet regional (ASEAN) and international (World Trade Organization – WTO, EU) commitments and addresses non-tariff barriers (NTBs) along value chains. It also aims to create more employment opportunities for women.

After the event, Union Minister Dr Than Myint met with the EU Ambassador and ITC Executive Director at the guest hall of Park Royal Hotel. They discussed the project’s action plans to develop Myanmar’s trade industry and ITC’s assistance towards local MSMEs to achieve global market reach.—MNA (Translated by Zaw Htet Oo)
NST Region: EU steps in to boost Myanmar's fledgling economy

NAY PYI TAW: In a bid to boost micro, small and medium enterprises in Myanmar, the European Union (EU) has set aside 8 million euros (RM37 million) for the country's entrepreneurs to explore new business opportunities.

The four-year project, dubbed ARISE plus Myanmar (Asean Regional Integration Support by the EU) aims to get local businesses to tap markets in Southeast Asia, the EU and other global markets.

The trade assistance project also hopes to contribute to inclusive and sustainable growth by providing greater connectivity and economic integration between Myanmar and the Association of Southeast Asian Nations (Asean) in line with the Asean Economic Community (AEC) Blueprint 2025.

Launched here last week, the Ministry of Commerce and the International Trade Centre (ITC) will be the project's main implementing arm, according to The Myanmar Times.

EU Ambassador to Myanmar Kristian Schmidt said although isolated from many countries for more than half a century, the nation has made significant progress in opening its markets in the past decade.
This makes the project vital to the country, Schmidt said.

“We will try hard to achieve quality products with the assistance of the project. We will produce high-quality and value-added products,” said Commerce Minister U Than Myint.

“This project will help to bring fair and all-inclusive development and employment opportunities to the prioritised export sector in line with the strategy set out by the Myanmar government, as well as ensure the manufacturing of high quality products,” said Arancha Gonzalez, executive director of the ITC.

The project will also help bring more women into the labour market, and create higher-paid jobs, Gonzalez said.

The project will promote high value crops, such as oils, pulses, honey, avocados, pomelos, pineapples, and garlic.

A second component will focus on sanitary standards that protect humans, plants and animals from germs and pollution.

A third component will focus on coming up with trade policies that remove non-tariff barriers so that small businesses can export their products.
**Other media**

**Media:** MNTV News  
**Date:** 18 October 2019  
**URL:** [https://www.facebook.com/mntvnewsofficial/videos/460230964699956/](https://www.facebook.com/mntvnewsofficial/videos/460230964699956/)

**Media:** Myanmar Radio and Television (MRT)  
**Date:** 18 October 2019  
**URL:** [https://www.mrtv.gov.mm/mm/news-55220?fbclid=IwAR2JF2MjfY7liV_u02vZWIGwO5swXqM5cTTZGf4iL1HA-RcwZb6SxFGomKE](https://www.mrtv.gov.mm/mm/news-55220?fbclid=IwAR2JF2MjfY7liV_u02vZWIGwO5swXqM5cTTZGf4iL1HA-RcwZb6SxFGomKE)
Media: Myanmar Alalinn Daily  
Date: 18 October 2019  
URL: https://www.facebook.com/mntvnewsofficial/videos/460230964699956/

Arise Plus Myanmar Trade-Related Assistance Project (Arise Plus Myanmar) has carried out a workshop in Yangon on 20 October 2019 with the objective of informing enterprises about the Myanmar Sustainable Development Plan (Myanmar Sustainable Development Plan) and the Arise Plus Myanmar Trade-Related Assistance Project (ITC).

The workshop was attended by Mr. Kristian Schmidt, Deputy Director General (International Trade Center-ITC) and Ms. Maria Aranzazu Gonzalez, Senior Trade Promotion Officer (Project Officer) from ITC.

The workshop was held at the Park Royal Hotel. Attendees included representatives from Arise Plus Myanmar. Arise Plus Myanmar aims to promote trade-related assistance projects by informing enterprises about the Myanmar Sustainable Development Plan and the Arise Plus Myanmar Trade-Related Assistance Project (ITC).
Mr. Kristian Schmidt

International Trade Center

October 2019
EU provides €8 million for small businesses

The European Union has provided €8 million (K13.67 billion/US$8.93 million) in funding for a project to boost Myanmar’s micro, small and medium enterprises.

The project, called ARISE Plus Myanmar, which was launched on Friday, will help the country’s small businesses explore business opportunities in Southeast Asia, the EU and other global markets.

The Ministry of Commerce and the International Trade Centre (ITC) will be the project’s main implementing arm.

“We will try hard to achieve quality products with the assistance of the project. We will produce high-quality and value-added products,” said Commerce Minister U Than Myint.

Although Myanmar was isolated from the outside world for more than half a century until recently, it has made significant progress in opening its markets in the past decade, making the project vital to the country, EU Ambassador to Myanmar Kristian Schmidt said.

“This project will help to bring fair and all-inclusive development and employment opportunities to the prioritised export sector in line with the strategy set out by the Myanmar government, as well as ensure the manufacturing of high quality products,” said Arancha Gonzalez, executive director of the ITC.

The project will promote high value crops, such as oils, pulses, honey, avocados, pomelos, pineapples, and garlic. A second component will focus on sanitary standards that protect humans, plants and animals from germs and pollution. A third component will focus on coming up with trade policies that remove non-tariff barriers so that small businesses can export their products.

The project will also help to bring more women into the labour market, and create higher-paid jobs, Gonzalez said. – Translated