The “NTF IV Myanmar: Inclusive Tourism with Focus on Kayah State (Consolidation) and Tanintharyi Region (extension)” is part of the Netherlands Trust Fund IV programme funded by the Netherlands and is implemented by the International Trade Centre (ITC).

Launched in December 2017, this project aims to enhance job creation and socio-economic development in Myanmar through an inclusive tourism approach to benefit local communities.

Main Objectives:

- **Strengthening capacities of national and state Government**
- **Tourism Statistics**: In collaboration with UNWTO, ITC trains MoHT, Immigration, Central Bank on tourism statistics and the set-up of an Inter-Institutional Platform
- **Destination Marketing & Branding**: ITC coaches MoHT and MTM on the implementation of the marketing & branding guidelines at regional level
- **Codes of conduct**: The project supports the adoption of codes of conduct for visiting ethnic minorities communities for tourists, operators, and the communities
- **Public-Private dialogue platforms**: on tourism continues in Kayah State and is established and facilitated in Taninthary Region
- **Strengthening capacities of national and state tourism associations**
- **Partnerships with UMTA and MTM**: NTF IV works with UMTA and MTM and assists them with technical inputs for marketing and branding, events and B2Bs
- **Regional coaching and mentoring**: in Kayah and Taninthary, ITC coaches and mentors tourism related membership associations to improve services offered to members
- **Increasing competitiveness of local tourism SMEs, producers and service providers**
- **Kayah State as a learning centre for inclusive tourism development**: Through study tours and training, the project shares Kayah’s experience and continues working to further improve Kayah’s tourism products and services
- **Inclusive tourism in Taninthary Region**: The project supports Taninthary Region by developing tourism products and services and in training tourism service providers
- **Linking tourism and tourism-related SMEs to international markets**

ITC establishes and facilitates linkages both within Myanmar and with the international tourism market. ITC focuses on specific marketing activities (e.g., conferences, promotional events, B2Bs etc.) for the new products developed in Kayah State and Taninthary Region.

**About ITC**

ITC is the joint agency of the World Trade Organization and the United Nations. ITC assists small and medium-sized enterprises (SMEs) in developing and transition economies to become more competitive in global markets, thereby contributing to sustainable economic development within the framework of the Aid-for-Trade agenda and the Millennium Development Goals.

**About CBI**

The Centre for Promotion of Imports from developing countries (CBI) is an Agency of the Ministry of Foreign Affairs of the Netherlands. CBI contributes to sustainable economic development in countries through the expansion of exports from these countries. This is done through sustainably strengthening the competitive capacity of SME exporters and producers in developing countries, focusing mostly on European markets.

**PARTNERS IN MYANMAR**

NTF IV Myanmar Tourism project works in close collaboration with:

- **Union of Myanmar Travel Association**
- **Myanmar Tourism Marketing**
- **Ministry of Hotels and Tourism Myanmar**
- **Ministry of Commerce Myanmar**

For more on NTF IV Myanmar:

- [www.intracen.org/NTFIV/Myanmar-tourism](http://www.intracen.org/NTFIV/Myanmar-tourism)
- [www.facebook.com/groups/Kayahinclusivetourism](http://www.facebook.com/groups/Kayahinclusivetourism)
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