

Myanmar Christmas Market



DECEMBER 8 - 9 - 10 | 2017
MYANMAR PLAZA - ESPLANADE

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PRESENTATION OF THE FIRST CHRISTMAS MARKET IN MYANMAR

“THE FIRST CHRISTMAS MARKET IN MYANMAR BRINGING THE SPIRIT OF CHRISTMAS TO YANGON”

Christmas Markets have become a tradition in France and in other European countries, long expected celebrations bringing together millions of visitors who enjoy the special vibe and ambiance of these unique events.

Christmas Markets are more than just market places for shopping. They are incarnations of the Christmas spirit, mixing magic, childhood dreams and everything that makes Christmas so special.

They are friendly places where families cruise to share merry and unforgettable moments, to buy gifts for relatives and friends, to get lost in the friendly crowd, to have seasonal and tasty snacks, food and beverages.

The Christmas Market organized at Myanmar Plaza will be the first event of this kind in the country. It will aim at recreating in Yangon this unique and magical environment that European Christmas offer, which has never been done before here.

The set-up itself will aim at reproducing a typical Christmas Market and at submerging the visitors in an environment close to that of a European Christmas. Small alleys of booths, with garlands of light and Christmas decoration will lead to a central square, where a giant Christmas tree will stand for everyone to see, while traditional Christmas songs will play in the background.

“MORE THAN JUST A MARKET, A CHRISTMAS FESTIVAL WITH A FRENCH TOUCH”

Around 20 professionals will exhibit during this event, to offer visitors a wide variety of products to buy, from every range for every budget: fine food, gifts and decoration items, fashion, wine and liquor, beauty products, perfumes and luxury items, and so on.

Exhibitors will be selected according to specific criteria, in order to ensure the quality of the event, its homogeneity, and to recreate an ambiance and a spirit similar to those of Christmas markets in Europe. Quality will take precedence over quantity.

According to that, the operation will give a pride place to French brands, products and culture, in order to introduce the visitors to the French way of life.

Finally, more than just a simple market, this event will be a festival, a joyful celebration, with animations, live concerts, TV shows, activities and demonstrations for the whole family, such as Christmas songs sung by pupils of the French international school during the official inauguration by French and Myanmar officials, cooking shows by French chefs, TV talk shows, reading of Christmas tales, pictures with Santa Claus, and so on.

Check the provisional program below for further details.

LOCATION & TIME

The Christmas Market will take place on 8-9-10 December 2017, on the esplanade of Myanmar Plaza shopping center, right in front of the main entrance, at the meeting point of Kaba Aye Pagoda avenue and Industrial Road.

The market will be open from 12 am (noon) to 9 pm on Friday 8th December 2017, and from 9 am to 9 pm on Saturday 9th and Sunday 10th December 2017.

ORGANISERS & SPONSORS

This operation is organized by **CCI France Myanmar**, the French Myanmar Chamber of Commerce and Industry, and **lepetitjournal.com Birmanie**, the French leading e-newspaper in Myanmar, both are organizations registered and operating in Myanmar, aiming at, among other objectives, developing economic and cultural relations between France and Myanmar.

This event is organized with the **support of HAGL/Myanmar Plaza**, who is providing the esplanade outside of Myanmar Plaza.

Finally, the First Christmas Market of Myanmar is **sponsored by**:

- **Total E&P Myanmar**, the French leading group in the oil & gas sector
- **Melia Hotel**, the Spanish leading hotel group
- **Byma**, who is the joint-venture between **Bouygues Construction**, a French leading group in construction, and **YOMA/SPA/FMI Group**, a Myanmar conglomerate, created to develop urban development projects such as Star City, Central Yoma and the Peninsula
- **Bred Bank**, a French bank represented in Myanmar

EXHIBITORS

The exhibitors who will participate in the first edition of the Christmas Market are, to this day:

- **Ananda Coffee**, a Myanmar company created by a French national, growing and selling local coffee and cacao
- **Chai Thai**, a company selling local tea
- **Dressing room**,
- **Eden Jewellery**, a Myanmar leading jewellery shop
- **JM Company**, a company selling wine and food
- **Ko Ko Candles**, a local NGO selling handmade candles and other handicrafts
- **Le Cellier**, the French restaurant operated by Novotel Yangon Max Hotel
- **Little Me**, a Myanmar outlet specialized in children clothes
- **Marketplace**, the leading chain of supermarkets in Myanmar owned by City Mart Holding Limited
- **Olea**, the Mediterranean restaurant operated by Melia Hotel
- **Rangoun Teahouse**, a Myanmar restaurant famous for the quality of his cuisine and design
- **The Warehouse**, a cellar shop selling wine from all around the world
- **Yangoods**, the leading growing designer shop proposing gifts and objects with a local touch

PROVISIONAL PROGRAMME OF THE ACTIVITIES AND SHOWS

“MAGIC, FUN & AN UNFORGETTABLE FESTIVAL OF ACTIVITIES FOR THE WHOLE FAMILY”

Friday 8th December 2017 (afternoon)

- 12 pm – Soft opening of Christmas Market
- 5 pm – Inauguration by H.E. Mr. Olivier Richard, Ambassador of France to Myanmar, and by H.E. U Phyo Min Thein, Chief Minister of Yangon Region
- 5 - 6 pm – Shows and Christmas carols by the pupils of the French international schools
- 7 - 9 pm – Live music concert by “Where is Charlie?”
- 9 pm – Closing time

Saturday 9th December

- 9 am – Opening
- 11 -12 am – Animations by Les Cahiers Dorés (French kindergarden school in Yangon)
- 1 - 2 pm – Pictures with Santa Claus
- 2- 6 pm – Animations by the Lycée Français International de Yangon Joseph Kessel (French International School of Yangon): robotics, computer programming, 3D printing, story telling...
- 6 - 7 pm – Pictures with Santa Claus
- 7 - 9 pm – Live music concert by “The Original Black”
- 9 pm – Closing time

Sunday 10th December 2017

- 9 am - Opening
- 1 - 2 pm – Pictures with Santa Claus
- 2- 6 pm – Fashion Shows by the exhibitors of the Christmas Market
- 4 - 6 pm – Pictures with Santa Claus
- 6 - 7 pm – Pictures with Santa Claus
- 7 - 9 pm – Live music concert
- 9 pm – Closing time

CONTACT

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