



CCI FRANCE MYANMAR

FRENCH MYANMAR CHAMBER OF COMMERCE & INDUSTRY

MEMBER INTERVIEW

**A LEGACY OF SUCCESS,
A FUTURE OF GROWTH**



UPLYFT360°
Corporate Services
Company limited

UPLIFTING ORGANIZATIONS 360°



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Q; You have built an international career across Myanmar, Singapore, Netherlands, and UAE before leading UPLYFT360°. Could you share a bit about your professional journey and what inspired you to establish your career in Myanmar?

A; My professional journey has taken me across Myanmar, Singapore, Netherlands, and UAE—markets with very different business cultures, regulatory environments, and levels of organizational maturity. Each experience shaped my understanding of leadership, but one principle remained constant: sustainable success is built when global knowledge is translated into solutions that genuinely work in the local context.

Myanmar inspired me because of its extraordinary potential. I saw ambitious entrepreneurs, resilient professionals, and organizations eager to improve, yet many lacked access to structured systems and internationally recognized management practices. That gap represented more than a business opportunity—it represented an opportunity to contribute.

I chose to establish my career here because I believed my international exposure could create meaningful local impact. Rather than simply importing global practices, my goal has been to adapt them to Myanmar's realities, making them practical, accessible, and results-oriented.

Leading UPLYFT360° is a continuation of that purpose. For me, leadership is not about holding a position; it is about creating clarity during uncertainty, building confidence in people, and helping organizations move from potential to performance. Myanmar has taught me resilience, adaptability, and the importance of long-term relationships—qualities that continue to define both my leadership journey and the work we do today.



Q; As Managing Director of UPLYFT360°, what is your vision for the company, and how do you ensure it continues to deliver meaningful value to clients across different industries and markets?

A; My vision is for UPLYFT360° to become the most trusted transformation partner for organizations seeking sustainable growth, operational excellence, and international competitiveness.

We do not want to be known simply as a consultancy that helps companies obtain certifications. Our ambition is much broader: to help organizations build stronger systems, more capable teams, and a culture of continuous improvement. A certificate should be the visible outcome of transformation—not the transformation itself.

To deliver meaningful value across industries and markets, we begin by understanding each client's business reality. A solution that works for a manufacturer may not suit a hospital, logistics company, educational institution, or professional-services firm. Therefore, we combine international standards with sector-specific knowledge and practical local insight.

We also measure our contribution through outcomes: reduced inefficiencies, clearer accountability, improved risk management, stronger customer confidence, and better decision-making. Most importantly, we transfer knowledge to our clients so that improvement continues long after our engagement ends.

Our guiding principle is simple: when our clients become stronger, more competitive, and more resilient, we succeed. UPLYFT360° exists not only to advise organizations, but to uplift their capabilities and enable them to perform at a world-class level.



Q; UPLYFT360° has been recognized as the No. 1 ISO Consultancy in Myanmar for both 2024 and 2025. What do these achievements mean to you and your team, and what do you believe has been the key to earning this recognition?

A; Being recognized as Myanmar's No. 1 ISO Consultancy in both 2024 and 2025 is a tremendous honour. For our team, it represents more than a ranking—it reflects the trust placed in us by our clients and the consistent effort of every person behind UPLYFT360°.

Recognition is meaningful, but responsibility is even more important. Being No. 1 means we must continue raising the standard of our work, challenging ourselves, and delivering greater value every year. Leadership in any industry is not a destination; it is a commitment that must be earned repeatedly.

I believe our success comes from three things: integrity, practical implementation, and genuine partnership. We do not offer generic documents or one-size-fits-all solutions. We take time to understand how each organization actually operates, identify the changes that will make the greatest difference, and work alongside its people to embed those improvements.

Our team also shares a strong sense of purpose. We know that when we help one organization improve quality, safety, efficiency, or governance, the positive impact extends to its employees, customers, partners, and wider community.

This achievement belongs to our team, our clients, and everyone who has believed in our mission. It motivates us to remain humble, innovative, and relentlessly focused on creating measurable impact.



Q; Many businesses are familiar with ISO certification, but not everyone understands its true value. Beyond obtaining a certificate, how can ISO standards help organizations improve their operations, competitiveness, and long-term growth?

A; ISO should never be viewed merely as a certificate displayed on a wall. Its true value lies in helping an organization operate with greater discipline, consistency, transparency, and resilience.

A well-implemented ISO management system enables leaders to move from reactive problem-solving to proactive management. It clarifies responsibilities, standardizes critical processes, strengthens risk controls, and establishes reliable methods for measuring performance. This reduces errors, duplication, delays, and dependence on individual employees.

ISO standards also encourage organizations to listen more carefully to customers, use evidence in decision-making, manage risks systematically, and continually improve. These capabilities directly strengthen competitiveness. They help businesses meet international supply-chain expectations, enter new markets, participate in tenders, build stakeholder confidence, and develop partnerships with global organizations.

However, the greatest benefit is often internal. ISO creates organizational memory. Knowledge becomes embedded in the system rather than remaining only in the minds of a few individuals. This makes the business more scalable, resilient, and prepared for leadership transitions or market disruption.

Certification is therefore not the finish line; it is a milestone in a longer journey. When implemented with the right mindset, ISO transforms from a compliance exercise into a powerful management framework—one that connects strategy with daily execution and supports sustainable, long-term growth.



Q; ISO is often associated with systems and processes, but successful implementation also depends on people. How can organizations build a culture where quality and continuous improvement become part of everyday work?

A; A culture of quality cannot be created through procedures alone. It develops when people understand why quality matters, see leaders demonstrating it, and feel empowered to improve the way work is done. The process begins with leadership. Employees pay more attention to what leaders consistently do than to what policies say. When management values customer feedback, investigates problems without assigning blame, recognizes improvement, and makes decisions based on evidence, quality becomes a genuine organizational priority.

The next step is involvement. Employees should not experience ISO as a system imposed upon them. They should help design and improve the processes they use every day. Frontline employees often understand operational challenges better than anyone else; inviting their ideas creates both stronger solutions and greater ownership.

Organizations must also create psychological safety. Problems should be treated as opportunities to learn, not reasons to punish. When employees can report mistakes, risks, and inefficiencies openly, issues are identified earlier and improvement becomes faster.

Training, communication, recognition, and clear performance measures reinforce this culture. Even small improvements should be acknowledged because they demonstrate that everyone can contribute. Ultimately, quality becomes sustainable when it is no longer considered the responsibility of one department. It must become a shared habit—reflected in every decision, every process, and every customer interaction.



Q; UPLYFT360° is part of a global network with offices in more than 80 locations worldwide. How does this international presence strengthen the solutions you provide to businesses in Myanmar, and what global best practices do you believe can create the greatest impact locally?

A; UPLYFT360°’s connection to a global network spanning more than 80 locations gives our clients access to international expertise, diverse industry experience, and lessons learned across different markets. It enables us to see beyond one country or sector and bring proven approaches to complex business challenges.



However, global knowledge creates value only when it is intelligently adapted. Myanmar has its own economic conditions, workforce dynamics, infrastructure realities, and cultural context. Our role is to bridge these worlds: bringing international standards and global best practices into solutions that are realistic, practical, and sustainable locally.

Among the practices with the greatest potential impact in Myanmar are risk-based thinking, data-driven decision-making, process ownership, strong governance, customer-centricity, and continuous workforce development. Digitalization is equally important, but technology should support well-designed processes rather than automate inefficiency.

Global exposure also helps Myanmar businesses understand what international customers, investors, and supply-chain partners expect. By closing gaps in quality, safety, sustainability, and compliance, local organizations can build credibility and compete more confidently beyond their traditional markets.

Our strongest advantage is therefore the combination of global reach and local understanding. We do not simply transfer international models—we translate them into measurable progress for Myanmar businesses.



Q; From your experience working with organizations across different sectors in Myanmar, what are the biggest challenges businesses face today? Where do you see the greatest opportunities for growth and improvement?

A; Businesses in Myanmar operate in an environment that demands exceptional resilience. Common challenges include economic uncertainty, limited access to resources, talent retention, infrastructure constraints, rapidly changing market conditions, and dependence on informal or undocumented ways of working.

Many organizations are driven by capable individuals but remain vulnerable because processes, responsibilities, and institutional knowledge are not sufficiently structured. When key people leave or conditions change, performance can decline quickly. Another challenge is the tendency to focus on immediate survival at the expense of long-term capability building—understandable in uncertain times, but potentially costly.

Yet these challenges also create powerful opportunities. Organizations that strengthen governance, develop their people, improve efficiency, manage risks, and embrace appropriate technology can differentiate themselves significantly. Myanmar's young workforce, entrepreneurial energy, strategic location, and growing awareness of international standards provide a strong foundation for future development.

The greatest opportunity lies in professionalization: transforming experience into repeatable processes, data into better decisions, and individual capability into organizational strength. Businesses do not always need large investments to begin. Clear accountability, process discipline, employee engagement, and continual improvement can produce substantial results.

Myanmar's future will be shaped by organizations that can combine resilience with readiness. Those that invest in strong systems and capable people today will be best positioned to lead when opportunities expand.



Q; As a member of CCI France Myanmar, how do you see business communities like FMCCI contributing to stronger collaboration, knowledge sharing, and sustainable business growth in Myanmar?

A; Business communities such as FMCCI play a vital role in building trust, particularly in markets where navigating change requires strong relationships and reliable knowledge.

No organization succeeds in isolation. Chambers create neutral platforms where businesses can exchange experience, understand emerging challenges, discover opportunities, and build partnerships across industries and nationalities. This collective intelligence helps members make better decisions and avoid learning every lesson alone.

FMCCI can also serve as an important bridge—connecting Myanmar businesses with French and international expertise while helping overseas organizations better understand the local market. Through business forums, training, sector discussions, and member collaboration, it can accelerate the transfer of knowledge in areas such as quality, sustainability, governance, technology, and responsible business practices.

I believe the strongest business communities move beyond networking to enable meaningful collaboration. They encourage members to share not only their successes but also their challenges, creating opportunities for practical solutions and collective progress.

For UPLYFT360°, membership represents an opportunity to contribute our experience while continuing to learn from others. By combining international perspectives with local commitment, FMCCI members can help strengthen business capability, promote responsible growth, and build greater confidence in Myanmar's private sector.

When knowledge is shared, partnerships are trusted, and progress is pursued collectively, the entire business ecosystem becomes stronger.

