



Asia Global Risk has been one of the very first companies in the field of Market Entry Strategies to settle in Myanmar in 2013, shortly after the country started to open up to the outside world, thus gaining a significant edge over the competition.

Jade Lei Yin Win, Country Managing Director, is at the forefront of our activities in Yangon, where the company has established a solid base of operations, now in full swing. Being full-time present in the country has become a vital part of the company's regional strategy due to a number of factors hereunder outlined :

Myanmar is the last frontier in terms of fast paced development in the Asian region, if not the world

The country has a lot to offer in terms of natural resources and tourism but also a wealth of courage and intelligence in the workforce

Its common borders with a number of strategic destinations in Asia and the development of the communications and transportation networks makes its location unique

Foreign lenders and private investors are flocking in whilst, at this stage of economic and political transition and remaining economic sanctions, they require enhanced guidance and market intelligence

All of the above makes Myanmar the perfect match for AGR's core capacities

Assisting foreign companies in entering the market safely whilst respecting existing and foreseeable regulations
Identifying markets, partners or competitors' landscape and providing actionable intelligence to support investments and commercial operations

Preventing market and competition risks by adopting adequate posture and adapted entry strategies

AGR Myanmar is now closely involved in the service industry as well as directly assisting commercially various multinational companies in supporting their offer nationwide, among other in the aeronautics and naval industries.

