

December 16, 2019

MSR's establishment of first overseas branch office in Japan

Myanmar Survey Research (MSR) established its Japan office on November, 2019. It shall be called MSR Japan Co. Ltd and is located in a shared office facility in Chiyoda ward, at the heart of Tokyo's business district. MSR Japan Co. Ltd is starting its business operations on 2nd, January, 2020.

With the World Bank listing Myanmar as top 20 economies making improvements in Doing Business 2020, and its projection of Myanmar's economic growth at 6.7 percent in the year 2020-21, more and more investments are forecast to enter into Myanmar especially from Japan. With growing demands from Japanese clients, MSR set up a Japan Desk at its Yangon Office in late 2018, a team focused solely on supporting Japanese clients doing business or intend to do business in Myanmar. It is headed by a permanent Japanese consultant who used to be a former consultant at Mitsubishi and Deloitte Consulting. With the new office in Japan, MSR's researchers and consultants can offer service directly to Japanese clients and potential investors to Myanmar.

U Kyaw Hlaing, President of MSR, explains "The objectives of setting up an office in Japan are for us to work more closely with Japanese companies so that we could provide them with more reliable and accurate information about Myanmar. We might able be able to help Myanmar companies and the government to enhance relations with Japan."

Eiichiro Takinami, head of Japan Desk and Business Consulting team explains, "With demands growing, we would like to extend our services more on supporting Japanese clients. MSR Japan will act like a liaison office, offering clients face-face meetings, reports and seminars directly to clients in Japan. One or two of our professional staff will occasionally visit Tokyo on a monthly or bi-monthly basis."

As part of setting up MSR Japan company, a delegation of MSR visited Tokyo last September during which its members met Japanese entrepreneurs as well as paid a courtesy call on the Myanmar Ambassador to Japan.



MSR delegates with Counsellor (Economic Attache') at Myanmar Embassy in Tokyo



MSR delegates with Myanmar Ambassador to Japan

Details about MSR Japan Co., Ltd.

Company name: MSR Japan Co., Ltd.
 Representative: U Kyaw Hlaing, Eiichiro Takinami
 Location: 1-5-6 Kudan-minami, Chiyoda-ku, Tokyo Resona Kudan Building 5F (in the shared office)
 Establishment: November 11, 2019
 Opening Date: January 2, 2020
 Business Description: Marketing research and consulting for Japanese companies expanding overseas
 Management of think tank and other policy research institutions etc.

■About Myanmar Survey Research (MSR)

Founded in 1995, MSR is one of Myanmar's largest research, consulting and think tank companies. There are three offices in Yangon and one office in Mandalay, and the total number of employees is over 500 including part-timers. We have been providing professional services for almost 25 years to government agencies, major conglomerates and companies from local, Japanese companies, western foreign companies, foreign government agencies, NGOs etc. In October of this year, MSR signed a memorandum of understanding on the introduction of customers and sharing of human resources and information with a Thai corporation of Mitsubishi UFJ Research and Consulting, which is part of Mitsubishi UFJ Financial Group.



Seminar room at the shared office space



Client meeting area at the shared office space

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