

ABSTRACT

Myanmar is an agricultural country and the exports are heavily dependent on few primary commodities of agricultural products such as rice, beans and pulses, rubber, sesame, cotton etc. Once Myanmar was the biggest rice exporter in Asia and later faded out under the socialist economic system. In 1988, Myanmar transformed from centrally planned socialist economy to market oriented economy. This transformation was helped by a raft of liberalization measures, including dismantling of government trading monopolies for some agricultural commodities. After 2006, Myanmar government is more relax to all export of beans and pulses products. Myanmar has become the second largest beans and pulses exporter in the world after Canada and top beans exporter in Asia. India is the largest importer of Myanmar beans and pulses, accounting for 72% of Myanmar total beans export, followed by China and Thailand.

Under the market oriented system, the states have encouraged private sectors participation and liberalize the regulation of border trade to promote the role of trade sector. Myanmar shares the border with five countries:- China, Laos, Thailand, India and Bangladesh. Among the countries bordering Myanmar, China has always being the most importance country for Myanmar in term of trade including border trade over the time. Thailand is the second largest trading partners followed by India, Bangladesh and Laos respectively. Thai government has a policy of zero tariffs on agricultural imports from Myanmar to encourage Thai importers to import more of agricultural products. Thai importers purchase Myanmar beans and pulses for local consumption as intermediate inputs for food and beverages such as Soya Milk and bean snacks.

This project studies the domestic and foreign market environment for beans and pulses and the feasibility analysis for industry, market and product. Also it analyzes the entrepreneurial characteristics of local businessmen in Myanmar who are exporting beans and pulses to the neighboring countries. In doing so, Logistic Management and Supply Chain Management theories have been utilized.

The objective of the study is to analyze the potential of exporting beans and pulses from Myanmar to Northern part of Thailand through border trade. Moreover, this study will try to investigate the required entrepreneurial characteristics of Myanmar exporters. This research did the survey on (30) Myanmar beans and pulses exporters and analyzed their entrepreneurial characteristics. They were chosen with

convenience sampling method. By analyzing the collected data, it has come to know that the potential of beans and pulses to Northern Thailand through border trade is considered to be favorable. However, Myanmar entrepreneurs need to improve more on various entrepreneurial skills so as to operate in the international business environment. In most countries, government organizations as well as other trade organizations try to support training facilities, conduct business forum and conferences to share the experiences. In this manner, they can learn both theoretical and practical issues for business conducts.

As a member of the ASEAN Grouping, Myanmar in coming decades inevitably will be part of ASEAN Free Trade Area and in turn conform to the agreed Common Effective Preferential Tariff (CEPT). Thus, liberalization of trade within ASEAN, harmonization of standards, reciprocal recognition of tests and certification of products, removal of barriers to foreign investments, macroeconomic consultation and promotion of venture capital have to be implemented. Hence, Myanmar exporters should try to upgrade their skills to be in line with the other members of the region in order to be competitive as well as enjoy the benefits as part of the ASEAN countries.