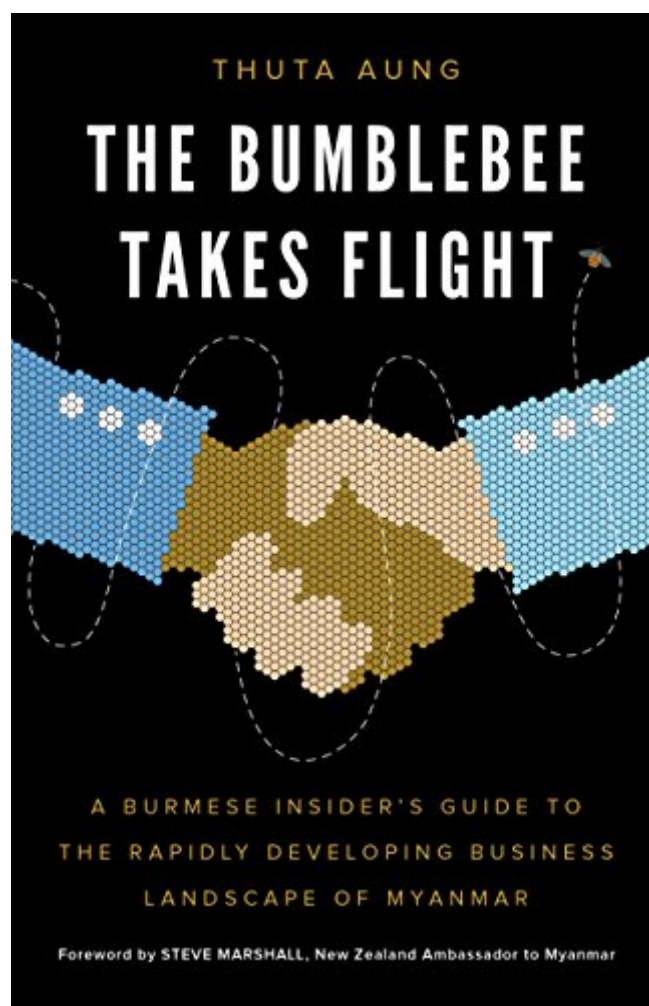




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The Bumblebee Takes Flight: A Burmese Insider's Guide To The Rapidly Developing Business Landscape Of Myanmar



Synopsis

Although democracy returned to Myanmar in 2011, foreign investors keep their distance because laws are in flux. Entrepreneur Thuta Aung wants to change that. He knows Myanmar with its rich culture, is a great country with many wonderful investment opportunities. Born in Myanmar, Aung grew up under the shadow of a dictatorship. While studying and working abroad, he learned about corporate social responsibility (CSR), an initiative encouraging sustainable development by delivering economic, social, and environmental benefits for corporations and citizens. After returning home to newly democratic Myanmar, he saw the economy struggling through the political transition so he created HamsaHub, a company dedicated to nurturing business ventures and promoting CSR. This book is an indispensable guide to Myanmar's culture, politics, and business environment for those wishing to become a part of a market on the cusp of success. Aung shares what potential investors need to know about the current state of the nation's economy, resources, educational system, tourism market, aid industry, and much more. He also discusses the advantages of taking action now. The future of Myanmar belongs to those who shape it, and this is the tool to help you make it happen.

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Customer Reviews

“The Bumblebee takes Flight” is a great book for both businessmen and donors interested in engaging with Myanmar. It is not only the first business primer concerning Myanmar, it is much more. It is a book that provides the concepts and values the true, strategic thinker is looking for. The book gives the serious visitor the historical and cultural context necessary for understanding present day business and development challenges. More importantly, it also provides insight in the Burmese way of thinking and a feeling for what motivates contemporary Burmese. The author Mr Thuta Aung is remarkable in the sense that he is both committed to furthering the development of Myanmar and, at the same time, very realistic in pointing out the weaknesses. He also has the courage to point out where foreigners make mistakes. In total, it is a book that might fool you because the fluency of the language makes it such an easy read. The insights however are wise and given by an author that displays a refreshing integrity. Highly recommended.

A remarkable book. The book is well written and entertaining. While it is written with the aim to inspire potential private sector collaboration and business investments, the scope of the book is much wider. I would recommend this book to anyone who wants insight into present day Myanmar from an insider. Including those, who for their first visits to Myanmar seek supplementary reading to their more conventional guidebooks covering sites and history. The author presents a few challenges to the conventional wisdom on how to do business and the social interaction in Asia when applied to Myanmar. When it comes culture and social attitudes in Myanmar what at first may look like, for example, China, Vietnam or Indonesia, is in fact quite different. In Myanmar, it is appreciated to go straight to business. The book also explains the attitude to salary, loyalty to the company, and the gender balance with a strong female participation in business. The author makes a strong case for the present (year 2017) window of opportunity there is for making investments in business opportunities in Myanmar. But it is not stay to last for long. He also makes the case for this opportunity to include best practices of CSR and avoiding destructive use of the environment. Being a latecomer gives opportunities in Myanmar to learn from other countries’ experiences and leapfrogging technologies. Finally, the author has some clever remarks and critical comments on the role international aid in Myanmar.

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