



Foreign Trade Association  
of German Retailers



## Twinning Project between the Foreign Trade Association of German Retailers (AVE) and the Myanmar Garment Manufacturers Association (MGMA)

### Strengthening of association structures and improvement of working conditions in Myanmar

“ Myanmar has the unique opportunity to set the course for a sustainable garment production right from the beginning. We as AVE can provide our years of expertise and thus make a meaningful contribution towards a positive development. ”

Dr. Matthias Händle, President AVE

### Myanmar

#### An emerging market for the garment industry

The garment industry in Myanmar shows great potential of becoming a key sourcing country in South-East Asia in the near future. Since 2011 the interest of international brands is evidently increasing. The garment industry is one of the key export and growth industries in Myanmar and has recently set itself very ambitious goals: the turnover in 2024 should increase to 10 billion US \$, currently the turnover for garment exports is 2.1 Billion US \$ (2016).



For more than 15 years AVE and her associated member companies are committed to improve social and environmental standards in the international textile supply chain. Since December 2015 AVE is actively involved in Myanmar and significantly contributes to the implementation of sustainable and ethical production practices in garment factories.

### What we are seeking to achieve

The twinning project between AVE and MGMA aims to support companies, to produce in a more competitive and sustainable way and hence promote as a sustainable and competitive sourcing partner for European buyers.

To strengthen the MGMA and improve working conditions in Myanmar the key areas of activity are:

## Capacity Building (MGMA)



The project aims to support MGMA in becoming a reliable and strong association by professionalising and extending the current service portfolio. Furthermore, to build internal MGMA capacity to grow into a vocal and recognised organisation, representing the entire garment sector towards political decision makers, as well as international stakeholders.

## Competitiveness

To strengthen the competitiveness of Myanmar factories, the great challenge is to increase worker productivity and hence qualification. The project activities focus on an industry driven Training Needs Assessment and alignment of current training programs with the actual demand. New curricula as well as short and long-term training plans will be developed and implemented in the training program of MGRDC training institute, which is managed and financed by MGMA.



## Social Compliance



Raising awareness for CSR issues and better working conditions within the garment industry is a major task. The project supports MGMA member companies to implement management systems, that foster sustainable production practices in terms of labour rights and environmental standards. As a founding member of the Business Social Compliance Initiative (BSCI) AVE is strongly committed to facilitate the access of Myanmar garment factories to European markets by supporting social compliance auditing and improvement processes.

“ Though we have a code of conduct, we also need to respect Buyers demand as well to compete with global markets. The Myanmar RMG industry needs to become well aware of these requirements and find ways to practice responsible business. ”

Daw Khine Khine Nwe, General Secretary MGMA

## Overview

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Project partners	Myanmar Garment Manufacturers Association (MGMA), Foreign Trade Association of German Retailers (AVE)		
Duration	December 2016 – November 2018	For more information	www.myanmargarments.org www.ave-international.de

### Imprint

Edited by Foreign Trade Association of German Retailers (AVE)  
Am Weidendamm 1A, 10117 Berlin, Germany  
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Printed by Flyeralarm

As at August 2017

### Partner



### Funded by

