

MYANMARKET

by Eva Knopf



SYNOPSIS

Until recently Myanmar was shut off from the rest of the world by a military dictatorship. Ever since a democratisation process started, the country opened up, not only politically but also economically. Investors and multinational companies view Myanmar today as the 'last frontier' of globalization: 53 million new customers may be waiting to avail themselves of their products! But how do the Burmese navigate between the new offers and opportunities and their traditional values? MYANMARKET accompanies people in a time of change: A team of consumer researchers maps Yangon, Myanmar's biggest city, according to household income. A motivational trainer effortlessly combines American feasibility optimism with Buddhist doctrines. A mother is overwhelmed by the demands of family and society and is looking for a traditional escape from her everyday life. Her daughter is attracted by the shiny commodities and is looking for her true needs.

Original Burmese version with English subtitles or...

CAST AND CREW

DIRECTOR Eva Knopf · **PRODUCER** Andrea Roggon, Ulla Lehmann · **SCREENPLAY** Hnin Ei Hlaing (Co-Autor Dreh), Eva Knopf · **SCORE** John Gürtler · **SOUND** Eva Knopf, Markus Limberger · **EDITOR** Ana Rocha Fernandes · **DOP** Stefan Sick · **ASSOCIATE PRODUCER** Ulla Lehmann · **COMPOSITING** Bernhard Leimbrock · **SOUND DESIGN** Jonathan Schorr · **COMMISSIONING EDITOR** Gudrun Hanke-Ei Ghomri · **DIGITAL COLOURIST** Bernd Kaltenbach · **OTHER** Roland Matusek (Artwork & Grafik)

Germany 2016

75 min

AWARDS

Kasseler Dokumentarfilm- und Videofest (16.11.2017)
Ethnologische Filmtage München (26.10.2017)
Ethnocineca, Wien (09.05.2018)
Ciudad Del Este Independent Film Festival Paraguay (19.09.2018)
Great Message International Film Festival Indien
Salto Independent Film Festival, Uruguay

FORMAL CATEGORIES

Current Affairs,
Ecology/Environment, Economy, Politics, Religion

PREMIERE

München, Germany (2016)

PRODUCTION COMPANY

AMA FILM GmbH

Innerer Nordbahnhof 1c
70191 Stuttgart

Germany

mail@amafilm.de

<http://www.amafilm.de>

COPRODUCTION COMPANY

SWR Südwestrundfunk

Neckarstraße 230

70190 Stuttgart

Germany

info@swr.de