



## ABOUT THE ASEAN BUSINESS AWARDS LAOS



First introduced in 2016, the ASEAN Business Awards (ABA) Laos aim to recognize outstanding Lao businesses and use them as champions to spread the knowledge of doing business in the ASEAN Economic Community.

The aim is to recognize outstanding Lao businesses and use them as champions to spread the knowledge of doing business in the ASEAN Economic Community. It aims to inspire and rally Lao businesses to participate in the integration process and become key players in the ASEAN market. On the bandwagon of ASEAN growth and prosperity, the ABA Laos seeks to strengthen the competitiveness of the Lao private sector on the regional floor.

## WHAT'S IN IT FOR YOU?

### ► CELEBRATING THE BEST OF LAO ENTREPRENEURSHIP

An esteemed panel of carefully selected judges in cooperation with KPMG will assess your company's past achievements in vital areas such as growth, regional and international expansion, employment, innovation and social as well as environmental sustainability.

### ► GET EXTENSIVE MEDIA EXPOSURE FOR YOUR COMPANY

The ABA Laos is supported by an extensive marketing and public relations campaign. From the official launch up until the Gala Night, the entire process will be covered by national media outlets, incl. television, press and other print media as well as social media. Participate in the ABA Laos and get the chance to turn your local story into a national one, thus generating extensive media exposure for your business and its unique products.

### ► BECOME A MEMBER OF THE ABA LAOS BUSINESS NETWORK

Not only winners but all ABA Laos applicants will become part of our exclusive network of distinguished business leaders and consequently receive the chance to access our business networking, peer-to-peer learning and business talk events.

## AWARD CATEGORIES FOR THE ABA LAOS 2020



### Priority Integration Sectors

- Agriculture / Agri-based
- Energy
- Fisheries
- Food & Beverages
- Handicraft
- ICT
- Infrastructure
- Textiles
- Tourism
- Transport & Logistics
- Wholesale / Retail
- Wood-based



### SME Excellence

- Growth
- Employment
- Innovation
- Corporate Social Responsibility (CSR)
- Digital Transformation



### Friends of Laos



### Women Entrepreneur



### Sustainable Social Enterprise



### Startup Enterprise



### Young Entrepreneur



### Family Business



### Green Enterprise

Are you ready to compete? Submit your nomination form via email until **August 14, 2020!**

For more information on the ABA Laos procedures and how to apply please contact the ABA Laos Helpdesk at the Lao National Chamber of Commerce and Industry or check out the ABA Laos 2020 website!



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