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## GUIDELINES

### FOR THE ASEAN BUSINESS AWARDS LAOS 2020

#### Award Categories, Eligibility Criteria and Description

##### 1. Lao Priority Integration Sector Awards (1 award for each sector and 12 awards in total)

- |   |   |  |
|---|---|--|
| <input type="checkbox"/> Agriculture / Agri-based | <input type="checkbox"/> Handicraft     | <input type="checkbox"/> Tourism               |
| <input type="checkbox"/> Energy                   | <input type="checkbox"/> ICT            | <input type="checkbox"/> Transport & Logistics |
| <input type="checkbox"/> Fisheries                | <input type="checkbox"/> Infrastructure | <input type="checkbox"/> Wholesale / Retail    |
| <input type="checkbox"/> Food & Beverages         | <input type="checkbox"/> Textiles       | <input type="checkbox"/> Wood-based            |

Companies and individual enterprises of any size are eligible given that they fulfil the following criteria:

1. Be an enterprise with at least 40% Lao-owned equity and have an operational presence in the Lao PDR.
2. Be in operations for a minimum of two years.
3. Be able to provide financial statements (audited or non-audited) for the last three years. If no audited financial statements are available, financial reports for the last three years should be provided instead.

Nominee must demonstrate its capacity to pursue sectoral integration in one of the Lao priority integration sectors while also displaying sector-wise competitiveness and excellence as evidenced in its economic contribution to the development of the Lao PDR.

##### 2. SME Excellence Awards (1 award for each sub-category and 5 awards in total)

Companies and individual enterprises need to meet the following basic criteria:

1. Be an enterprise with at least 40% Lao-owned equity and have an operational presence in the Lao PDR.
2. Be in operations for a minimum of two years.
3. Be able to provide financial statements (audited or non-audited) for the last three years. If no audited financial statements are available, financial reports for the last three years should be provided instead.
4. Comply with the SME criteria as defined by the Lao PDR Law on SME Promotion (2011):

<p>Employee Size: 6 – 99</p> <p>Asset Size: Up to 4.000.000.000,00 LAK (44.000 USD) for Manufacturing and Trade Up to 6.000.000.000,00 LAK (66.000 USD) for Services</p> <p>Annual Revenue: Up to 4.000.000.000,00 LAK (44.000 USD) for Manufacturing and Services Up to 6.000.000.000,00 LAK (66.000 USD) for Trade</p> <p>LAK to USD Exchange Rate: 0.00011 (Source InforEuro May 2020)</p>	
<b>Growth</b>	Nominees must provide evidence of sustainable growth and commercial success that is outstanding for the size of the nominee’s operations while also demonstrating initiative and willingness to undertake new ventures.
<b>Employment</b>	Nominees must demonstrate the provision of a stimulating and supportive workplace and illustrate how their human resource development strategies and actions have created a committed, motivated and effective workforce.
<b>Innovation</b>	Nominees must demonstrate a proven ability to create, nurture and develop new products or services. Achievements may include, but are not limited to, the invention, design, production, marketing and distribution of the nominee's products or services.
<b>Corporate Social Responsibility (CSR)</b>	Nominees must demonstrate a high standard of commitment in the way they organize and integrate responsible practices into their business, thus creating a positive impact in the workplace, marketplace, environment and community.
<b>Digital Transformation</b>	Nominees must demonstrate a proven ability to integrate digital technology into all areas of their business, resulting in fundamental changes to how their business operates and how they deliver value to their customers.
<p><b>3. Special Awards</b></p> <p>There is 1 award for each Special Award – except for the Friends of Laos category for which 3 awards are available – and 9 awards in total.</p>	
<p><b>Young Entrepreneur</b></p> <p>Companies and individual <u>enterprises of any size</u> are eligible given that they fulfil the following criteria:</p> <ol style="list-style-type: none"> <li>1. The nominated young entrepreneur must own more than 20% of the business and have an active role in the board or in executive management.</li> <li>2. The age of the majority enterprise shareholder must be 45 years or below.</li> </ol>	

3. Be an enterprise with at least 40% Lao-owned equity and have an operational presence in the Lao PDR.
4. Be in operations for a minimum of two years.
5. Be able to provide financial statements (audited or non-audited) for the last three years. If no audited financial statements are available, financial reports for the last three years should be provided instead.

Nominees must be young entrepreneurs who founded their own business and achieved significant success with a unique product/service or management approach (incl. marketing strategy, human resource management and organizational culture). Nominees must demonstrate excellent skills and performance in business leadership that led to an improved efficiency benefiting the overall enterprise. A particular focus will be set on the nominee's capability to achieve outstanding results in the areas of growth, employment, innovation and corporate social responsibility.

### **Woman Entrepreneur**

Companies and individual enterprises of any size are eligible given that they fulfil the following criteria:

1. The nominated female entrepreneur must own more than 20% of the business and have an active role in the board or in executive management.
2. Be an enterprise with at least 40% Lao-owned equity and have an operational presence in the Lao PDR.
3. Be in operations for a minimum of two years.
4. Be able to provide financial statements (audited or non-audited) for the last three years. If no audited financial statements are available, financial reports for the last three years should be provided instead.

Nominees must be women who founded their own business and achieved significant success with a unique product/service or management approach (incl. marketing strategy, human resource management and organizational culture). Nominees must demonstrate excellent skills and performance in business leadership that led to an improved efficiency benefiting the overall enterprise. A particular focus will be set on the nominee's capability to achieve outstanding results in the areas of growth, employment, innovation and corporate social responsibility.

### **Friend of Laos**

Companies and individual enterprises of any size are eligible given that they fulfil the following criteria:

1. Be a non-Lao-owned enterprise with at least 40% revenue from operations in the Lao PDR.
2. Be in operations for a minimum of two years.
3. Be able to provide financial statements (audited or non-audited) for the last three years. If no audited financial statements are available, financial reports for the last three years should be provided instead.

Nominees must be foreign businesses operating in the Lao PDR that contribute significantly to the socio-economic development of the country.

### **Sustainable Social Enterprise**

Companies and individual enterprises of any size are eligible given that they fulfil the following criteria:

1. Be an enterprise with at least 40% Lao-owned equity and have an operational presence in the Lao PDR.
2. Be in operations for a minimum of two years.
3. Be able to provide financial statements (audited or non-audited) for the last three years. If no audited financial statements are available, financial reports for the last three years should be provided instead.

Nominees must demonstrate innovation and significant sustained contributions to disadvantaged communities in the Lao PDR. The business model and mission of the enterprise must aim at generating benefits to socially disadvantaged and underprivileged groups, thus tackling social problems, improving communities, providing people with access to employment and training, or helping the environment.

### **Family Business**

Companies of any size are eligible given that they fulfil the following criteria:

1. The leadership of the company must either include family member(s) from third or subsequent generations or the company has multiple branches of a family involved in company leadership.
2. The founding family still has at least 51% ownership and voting stake, thus being the primary responsible stakeholder for setting the strategic direction for and values of the enterprise.
3. Be an enterprise with at least 40% Lao-owned equity and have an operational presence in the Lao PDR.
4. Be in operations for a minimum of two years.
5. Be able to provide financial statements (audited or non-audited) for the last three years. If no audited financial statements are available, financial reports for the last three years should be provided instead.

Nominees must be family-run enterprises in the Lao PDR that have achieved outstanding success in the areas of growth, employment, innovation and corporate social responsibility.

### **Startup Enterprise**

This category seeks to address both startup as a firm as well as lead and co-founders of a startup. Companies and individual enterprises of any size are eligible given that they fulfil the following criteria:

1. Be an enterprise with at least 40% Lao-owned equity and have an operational presence in the Lao PDR.
2. Be in operations for a minimum of two years.
3. Be able to provide financial statements (audited or non-audited) for the last three years. If no audited financial statements are available, financial reports for the last three years should be provided instead.

Nominees must demonstrate that they have not only started a business but solved a local problem through its core product or service. A startup enterprise is understood as an entrepreneurial venture in its early stages of operations that is focused on capitalizing upon a perceived market gap by developing an innovative product, service or platform. Startups may vary in nature and size. Typically, they start out being small businesses, but their ultimate goal is to achieve quick and sustainable growth – usually involving technology to drive growth. A successful startup business model is designed to be repeatable and scalable.

### **Green Enterprise**

Companies and individual enterprises of any size are eligible given that they fulfil the following criteria:

1. Be an enterprise with at least 40% Lao-owned equity and have an operational presence in the Lao PDR.
2. Be in operations for a minimum of two years.
3. Be able to provide financial statements (audited or non-audited) for the last three years. If no audited financial statements are available, financial reports for the last three years should be provided instead.

Nominees must demonstrate a significant commitment to and responsibility in the area of environmental conservation. The business model and mission of the enterprise must focus on the achievement of sustainability performance, which is understood as the harmonization of financial and environmental objectives in the delivery of core business activities in order to maximize value.