



Lao People's Democratic Republic
Peace Independence Democracy Unity Prosperity

Ministry of Industry and Commerce

Vientiane Capital, ວຽງຈັນ Jan 2019

H.E Mr. Jens Peter LUTKENHERM,
Ambassador of Germany to the Lao PDR

Your Excellency,

First of all, I would like to express my sincere gratification and appreciation for your constant support to the social economic development of the Lao PDR, particularly on trade exchanges and cooperation between our two nations. In order to implement the Agricultural Commercialization policy and promote green agricultural products domestically and internationally, this year, Ministry of Industry and Commerce of the Lao PDR is going to organize the **1st Lao International Food Expo 2019 (LIFE 2019)** during 15-19 March 2019 at the Lao International Trade and Exhibition Convention Centre (Lao ITECC), Vientiane Capital, Laos.

The **LIFE 2019** is the 1st Lao International Food and Beverage Exhibition which marks as milestone event in the history of the Lao PDR. It would be the largest exhibition dedicated on food and drink sectors across nationwide. We expect to have approximately 400 booths of domestic and international enterprises especially from 10 ASEAN countries and development partners to participate in this historical event. Over the 5 days of the exhibition, the Expo would showcase a complete range of food & beverage related products, particularly highlighting on rice, tea, coffee, agro-processing products – organic products, seed processing, seed suppliers, agricultural machinery and supplies as well as agricultural technology and related goods.

With this regard, to enhance the friendship, economic and trade cooperation between our two organizations, I would like to seek your kind assistance to disseminate the event. the 1st Lao International Food Expo 2019 information to your counterparts, development partners as well as private sectors by encouraging them to participate either exhibitor or visitor in the exhibition.

The deadline for submitting exhibitor application is **28th February 2019**. Kindly find enclosed Application Form as well as event's related documents.

For further information, kindly contact us the event secretariat:

Department of Trade Promotion (DTP), Ministry of Industry and Commerce.

Address:

Phonxay Road, Saysettha District, Vientiane Capital, Lao PDR, P.O.Box 4107.

Contact Persons:

1. Mr. Chalearn Sounichanh
Position: Deputy Marketing Promotion Division
Tel: (856) 20 5653 2161
2. Ms. Phimmasone Simmalaivong
Position: Technical Trade Official
Tel: (856) 20 2874 2452
3. Ms. Thongmala Keola
Position: Technical Trade Official
Tel: (856) 20 2803 5552

Email address: life2019.vientiane@gmail.com

I look forward to Your Excellency's favorable consideration to this invitation and welcoming Your Excellency/representatives and your trade delegation to the Lao PDR.

The Ministry of Industry and Commerce of the Lao PDR avails itself of the opportunity to renew to Your Excellency the assurance of highest consideration.

Yours sincerely,



Mrs. Banesaty THEPHAVONG
Permanent Secretary
Ministry of Industry and Commerce, Lao PDR