

# NEWSLETTER

## **ADVOCACY**

Meeting with Deputy Director  
General at the Ministry of Public  
Works and Transport

## **EUROCHAM GALA DINNER & BALL 2023**

ECCIL EuroCham Laos Celebrates  
the Success of the 2023 EuroCham  
Ball: "Paris, Belle époque"

## **LAOS – EUROPE ITINERANT PERFORMING ARTS FESTIVAL**

The very first Laos-Europe -  
Itinerant Performing Art Program  
took place in Vientiane from  
December 8th to 10th, 2023.

# MESSAGE FROM THE EXECUTIVE DIRECTOR

Dear valued Members, Sponsors and partners,

As another impactful year has closed, I reflect on the efforts we've undertaken together in 2023 to energize and bring community partners and businesses together. Through dedication and working in a challenging environment, the Chamber and its partners have achieved wins that make a profound contribution to the improvement of the business environment in Lao PDR. Below I outline just a few examples.

We continuously provide a variety of networking, advertising, educational, and social offerings, and the year 2023 saw us organize 20 events which 1621 persons attended. Those events included breakfast talk on a wide range of subjects such as Business Breakthroughs, Empowering Women in Business, Driving Measurable Results with Strategic Marketing in Digital, Elevating Your Business with Strategic M&A: Strategic and Legal Insights, as well as a job fair, a Laos-Europe Performing Arts Festival and networkings, sponsored by Best Telecom, the EU, Prime Relocation and Agroforex Company. We did trainings on the subjects of ChatGPT, Bard and AI Powered Work - the New Competitive Advantage, and on LEGO® SERIOUS PLAY® - A Facilitated Method to Discover Ideas and Innovations to Expand your Business.

In 2023, our partnerships with the Lao government and the LNCCI continues to be one of our major points of focus, assisting in the areas that deeply impact economic development and advocating for smart business growth. ECCIL, represented by its President, Mr Peter Fogde, was the only foreign Chamber invited to deliver the keynote speech at the Lao Business Forum hosted by the Prime Minister of Lao PDR, advocating for our business community, ensuring the voice of European businesses is heard.

We also continued our close partnership with the European Union with the post-implementation period of the ICI+ SEBSEAM project, which allowed us to create 3 Advocacy Working Group in the sector of Hospitality, Trade and Logistics and Forestry Plantations and to do further outreach programs and events to support our member businesses, particularly in Luang Prabang.

Last but not least, we continued advancing ECCIL Green agenda, on climate change and resource protections, as well as workforce well-being, by co-organizing the Lao Responsible Business Awards, and the EuroCham ball to raise fund for the Empowering Women in Business program that will run in 2024.



**Thiane Khamvongsa**  
**Executive Director**

Eventually, the executive team and board have reorganized and readjusted to create necessary conditions for change. We welcomed Mr. Enrico Bargnani as Deputy Executive Director with a focus on developing Memberships and Sponsorship. We have created several committees within the board focused on Green economy, Membership, Business development and marketing. We have agreed on strategic plan until 2025 and have another busy work activity plan filled with interesting events for 2024. I can proudly say that, in 2024, your chamber membership and investment in your business will be worth even more.

In 2024, we will be launching a series of events, regarding Women Empowerment and Leadership in the private sector as we are committed to contributed to a gender balanced, inclusive and supporting work environment. We strive to make Lao PDR an excellent place to do business and a caring community in which to live with programs and learning opportunities for everyone. We start 2024 with our first event on January 16th with a Breakfast talk by Mrs Valy Phommachak the founder of Econox Laos titled "Re-igniting the Plastic-Free Laos Initiative – Let's Make a Positive Change Together!". I invited you all to join this interesting topic. As part of the agenda of ECCIL Green committee, we intend to lead by example by making ECCIL go green in 2024!

More generally, I want to encourage you to become active in the community and in (y)our Chamber in 2024. Please look at our social media and our website for opportunities where you can help make a difference, for example, signing up in our advocacy working group or proposing a breakfast talk to share your knowledge and experience with fellow businessmen and businesswomen.

It will be my great honor in 2024 to serve a third-year mandate as Executive director of the European Chamber of Commerce and Industry in Lao PDR.

I wish a wonderful, prosperous and happy New Year 2024.

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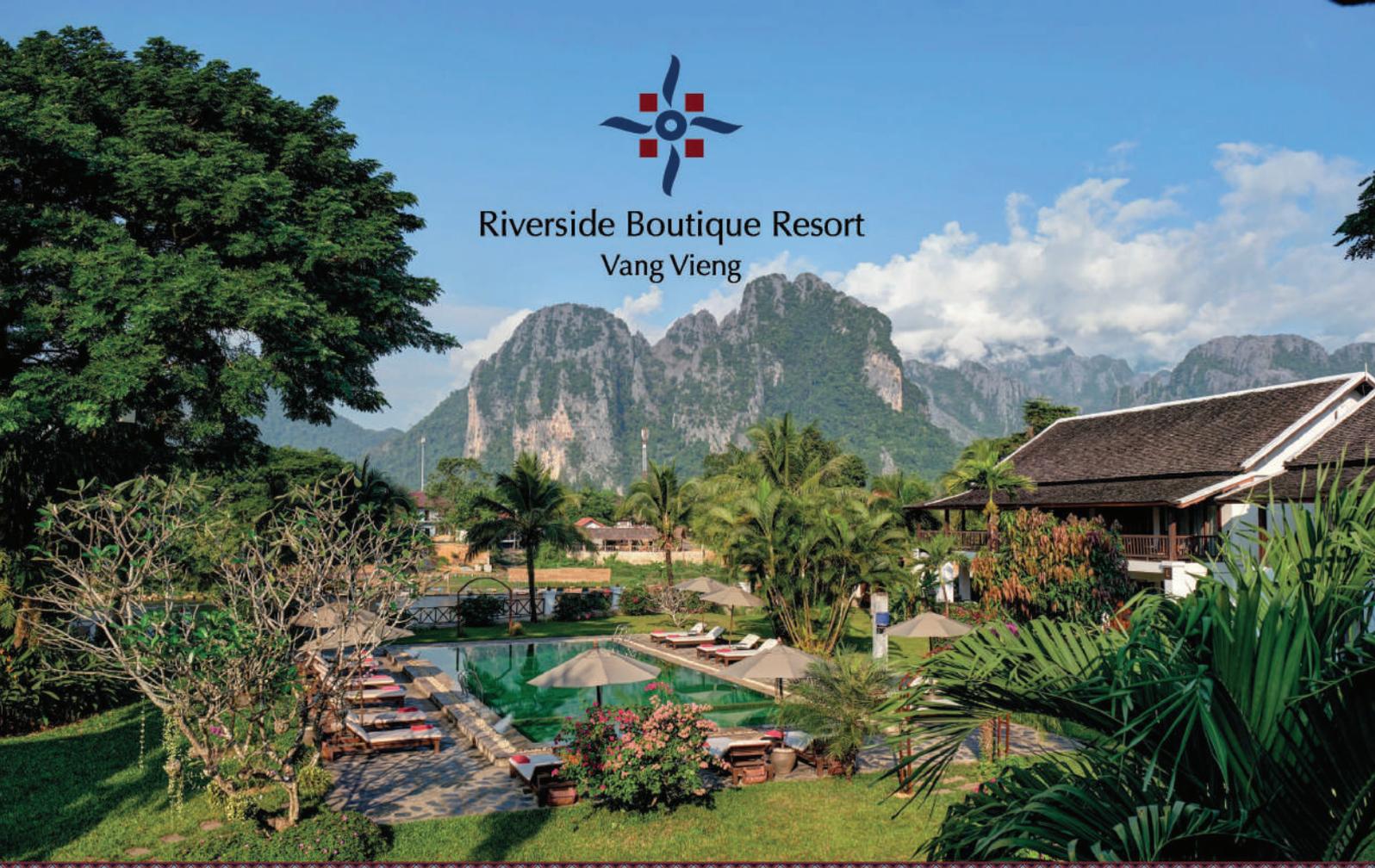
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Riverside Boutique Resort  
Vang Vieng



SECRET  
RETREATS

Special Meeting and Seminar  
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# EuroCham Business After Five

*in Luang Prabang*

6:30 pm - 8:30 pm

Thursday,  
February 1<sup>st</sup>, 2024

Venue | Sanctuary Luang Prabang Hotel

## *Tickets*

ECCIL Member: Free Entry (RSVP Required)

Non-Member: LAK 350.000

REGISTER NOW



# EUROCHAM EVENTS



# EUROCHAM GALA DINNER & BALL 2023

ECCIL EuroCham Laos Celebrates the Success of the 2023 EuroCham Ball: "Paris, Belle époque"

ECCIL EuroCham Laos is delighted to announce the resounding success of the 2023 ECCIL EuroCham Ball, held on Saturday, November 25th, 2023. The highly anticipated social event of the year transported attendees to the enchanting world of "Paris, Belle époque," creating an unforgettable evening filled with the charm of a garden-style "French guinguette."

Guests were immersed in the rich tapestry of French culture, indulging in exquisite French cuisine, the finest French wines, delightful French beer, captivating French music, and everything that embodies the essence of France. The event, hosted at Sinouk Coffee Pavilion and Garden, showcased the elegance and sophistication of the annual gala.

The 2023 ECCIL EuroCham Ball was a prestigious gathering that fostered friendship ties among ECCIL EuroCham members, the international and Lao business communities, and the diplomatic corps. Attendees celebrated, connected, and actively contributed to positive change in a vibrant and elegant setting.

As part of its commitment to meaningful causes, the ECCIL Ball continued its tradition of supporting the "Empowering Women in the Workplace" program. This collaborative effort between ECCIL, its Members, and the EU aims to provide free capacity-building trainings, workshops, and mentoring to support women employees and women entrepreneurs.

The success of the event was not only measured by the delightful ambiance and cultural celebration but also by the positive impact on the lives of women in the workplace.

A special thanks to our partners and sponsors:

- European Union in Laos for co-funding this spectacular event
- Our incredible jade sponsors, J&C Group - Your Trusted Partners in Laos, RMA Lao, and Scan Global Logistics Laos for their generous support and for having the exhibition booth showcasing their services and information
- Our members, La Folie Lodge, Pavilion Pha Leuang & Bungalows - Muang Fuang, Pullman Luang Prabang, Riverside Boutique, Sanctuary Nam Ngum Beach Resort, Silver Naga Hotel, Smile Dee Vientiane, Sofitel Luang Prabang, Best Telecom Laos who supported the lucky draw with valuable services

Your contributions made the night a truly magical celebration of French culture. Together, we not only enjoyed a delightful evening of French cuisine, music, and dance but also contributed to the 'Empowering Women in the Workplace' program.

To all ECCIL EuroCham members and non-members who graced us with their presence, thank you for being part of this prestigious gala. Your participation strengthens the bonds within our business community and beyond.

# LAOS – EUROPE ITINERANT PERFORMING ARTS FESTIVAL

The very first Laos-Europe - Itinerant Performing Art Program took place in Vientiane from December 8th to 10th, 2023.



**Koumdao Trio**

The Itinerant Performing Art Festival - Laos Europe, funded by the European Union in Lao PDR, jointly organized by the European Chamber of Commerce in Lao PDR, Beasts on the Moon - Les Bêtes sur la Lune, FMK International Dance Festival - ຟັງແມ່ຂອງ (managed by Fanglao dance company – Laos and Kham company – France), aims to bring together visiting European artists and local Lao companies, in disciplines such as music, drama, puppetry and contemporary dance, and to collaborate.



**Khao Niew giant Puppet show**

Thiane Khamvongsa, in her triple function as executive director of the European chamber of Commerce and Industry, director of the Itinerant Performing Art Festival - Laos Europe and director of the Beasts on the Moon theater company, explained that "not only does the festival focus on cooperation between European and Lao companies, but more specifically encourages dialogue from a culture to another. This is the place to see European artists giving their takes on Lao classical tales or French musician incorporating a Lao khene musician to their band." She further added "The festival is meant to be a celebration of the richness and diversity of the creativity of local artists in Lao PDR, encompassing a variety of contemporary and traditional art forms, but also to drive the artistic creativity by inviting international artists to showcase their arts and collaborate on local stage. Indeed, this program presents itself as a multidisciplinary event that promotes participatory interaction."

In her welcoming speech, H.E Ina Marčiulionytė, Ambassador of European Union in Lao PDR stated that the EU is "honored to participate in the celebration of this Laos-Europe Itinerant Performing Arts Festival, where cultural heritage is displayed in a vibrant showcase of languages, arts and traditions, affirming the beauty of unity in diversity. The European Union believes that culture is a cornerstone, not only as an expression of heritage, but also as a dynamic force uniting Laos and Europe."

Another particularity of this festival is also that it is itinerant. This will give the public the opportunity to discover performances in several cultural places of the capital indoors and outdoors, namely at the German Embassy in Lao PDR (Germany in Laos), INSTITUT FRANÇAIS and Fanglao BlackBox thus artists can express their visions through various formats and places. Besides the main program of the festival (i.e. the live performances), four workshops by Lao and visiting European artists had organized to create a favorable atmosphere for collaborative experimentation in the creative process and international cooperation in Arts.



**Director Thiane Khamvongsa  
introducing the Molam Band Sieng Khene Thene Fa**

H.E Annette Knobloch, German Ambassador to Lao PDR said that “the German embassy was proud to have hosted the opening of the Itinerant Performing Arts Festival. Cultural relations and education policy, which is the third pillar of German foreign policy, aims to enable access to culture and education across borders, thus create mutual understanding. This is exactly what the Laos-Europe Itinerant Performing Arts Festival is all about”.

On the opening day at the German Embassy, the program included an introduction to the lao beloved musical art form of Molam. Mrs Douangdeune Bounyavong presented some background about this musical style and introduced several abstracts from different style and provinces interpreted by the band Sieng Khaène Thène Fa. It was then followed by « Intrusion Chorégraphique » a hip-hop contemporary dance performance resulting from a collaboration of Fanglao (Lao PDR) & Kham company (France). The evening then ended with a live music concert from “Koumdao Trio” a collaboration of Jules Pardon

and Yohan Nyirumulinga, two French musicians and lao Khene player Khaen Souvannasan, as a trio mixing musical-narrative creations of aesthetics from France and Laos as a wave of reverie and good humor sprinkled with guitar strings, piano chords, trumpets and lao Khene.

The second day saw at the Institut Français, another collaboration of the European company Beasts on the Moon with lao company Khao Niew Group theater for a giant puppet performance of the Hmong tale of Notong and Gaonor, or “the khene player” directed by Thiane Khamvongsa and To Insixiengmay with live music from Koumdao and

traditional Hmong Khene player, followed by the “Giant Puppets” a performance populated by Lao mythical creature by Khao Niew.

The Itinerant Performing Art Festival - Laos Europe acted as an opening to the 14th edition of FMK International Dance Festival - ຝັງແມ່ຂອງ, an already well known international contemporary dance festival. As such, contemporary dance is very present in the festival, and the third day took place at Fanglao Black box with 3 performances of contemporary dance titled “90-24” by Noutnapha Soydala (Lao PDR), “Dating Abuse” from Sumove (South Korea) and “PhuYing” by Fanglao (Lao PDR). The festival also organized 4 dance workshops with visiting International and European artists Jill Crovisier (Luxembourg), Olé khamchanla (France), Company Siga (South Korea) and Arco Renz (Germany/Belgium).

As both festivals join forces, for one week this December, the city of Vientiane had been populated by performances with innovative languages, enhancing the new derivations of contemporary performing art, without forgetting the traditional cultural baggage in a new concept of two festivals full of stimuli and suggestions.

**Dancer and choreographer,  
Noutnapha Soydala**





**AENOTECA**

# ITALIAN WINE *tasting*



WEDNESDAY, FEBRUARY 21, 2024

TIME

7.00 PM to 9.00 PM

VENUE

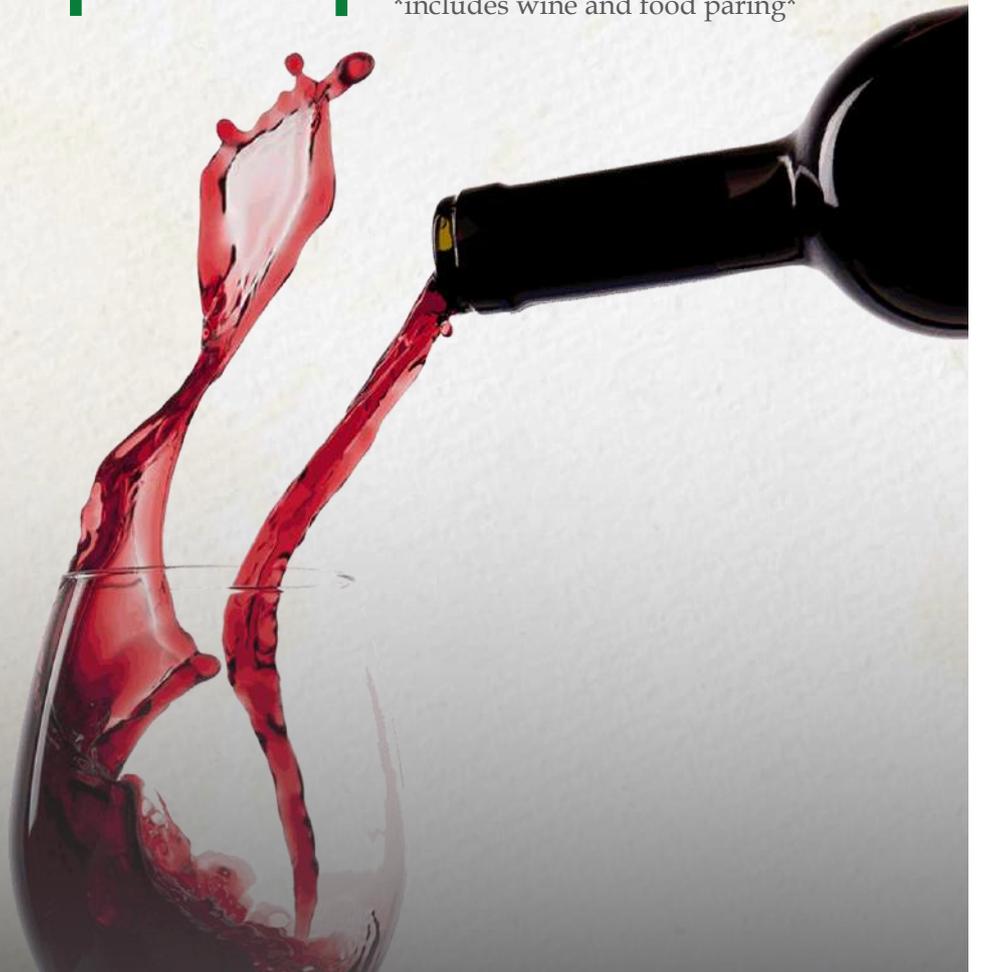
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TICKETS

Member: LAK 500,000

Non-Member: LAK 720,000

\*includes wine and food paring\*



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# Trade and Logistics Advocacy Working Group

On November 7, our Deputy Executive Director, Enrico Bargnani, and External Relations Officer, Phoutong Sorinxay, had the privilege of meeting with Mr. Bounyavath NIRAXAY, Deputy Director General at the Ministry of Public Works and Transport, along with his team. This meeting was a crucial component of EuroCham Laos' advocacy efforts within the Trade and Logistics Advocacy Working Group launched earlier this year.



Building on the success of previous positive engagements with executives from Thanaleng Dry Port and with a scheduled meeting with LITFA in the same week, the Chamber recognized the paramount importance of establishing a dialogue with the local government as a key stakeholder.

During this meeting, our Chamber conveyed its vision for Laos to evolve into an appealing logistic hub and presented specific recommendations for enhancing the business environment, based on insights from the private sector investors, members of EuroCham Laos.

The Ministry warmly welcomed EuroCham's involvement in the shared vision for Laos and encouraged direct feedback from our members. We seized the opportunity to discuss particular aspects related to Dry Ports and Thai-Lao border regulations, and we learned of potential positive changes upcoming.

We extend our gratitude to the Ministry for their willingness to engage with us, and we are committed to maintaining this active two-way channel of communication, which will allow us to relay feedback from our members and provide updates in return.



On November 8, Kenneth Jorgensen, GM at Scan Global Logistics and Chairman of the Trade and Logistics Advocacy Working Group at EuroCham Laos, along with Enrico Bargnani, Deputy Executive Director at EuroCham Laos, had the pleasure of meeting Mr. Sakhone Philangam, President of the Lao International Truckers And Freight Forwarders Association (LITFA)

This meeting marked the culmination of our first round of talks after the inaugural Advocacy Working Group meeting, focusing on import-export border operations, especially at the Thai-Lao border

Together, we've aligned with LITFA on the crucial need for clearer regulations and stronger enforcement nationwide, essential for Laos to establish itself as a strategic regional logistics hub.

Our discussion emphasized the balance between safeguarding local Lao companies and providing international sectors with options that ensure smooth supply chains, ultimately encouraging more investments in Lao PDR.

LITFA appreciates EuroCham Laos' feedback to enhance operational efficiencies and elevate service levels.

Notably, we learnt there is work underway addressing some of the concerns most dear to our members, voiced in the first meeting of the advocacy group, that would potentially facilitate international transport.

EuroCham Laos highly values the collaboration with LITFA and anticipates scheduling the next Trade and Logistics Advocacy Working Group meeting soon. This will update our members on discussions with Thanaleng Dry Port management, Ministry of Public Work and Transport, and our latest meeting with LITFA, to move forward our agenda and enhance the business environment.

Exciting times ahead for trade and logistics in Laos! Stay tuned for more updates!





# ຄໍາແນະນໍາຂອງຜູ້ຊ່ຽວຊານເພື່ອສ້າງຄວາມເຂັ້ມແຂງ ໃຫ້ທຸລະກິດຂອງທ່ານ

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deenu@jclao.com

## BREAKFAST TALK

### “Driving Measurable Results with Strategic Marketing in Digital”



On November 29, EuroCham Laos and its member, Digital Monkey Laos, hosted a Breakfast Talk at the EuroCham Laos Office about ‘Driving Measurable Results with Strategic Marketing in the Digital Age.’

A big thanks to Mr. Jeppe Carlsen, the Founder of Digital Monkey Laos, for his insightful speech.

The talk highlighted the power of digital and social media as crucial tools, going beyond mere content posting and promotions. These platforms are as significant as traditional TV advertising. Mr. Jeppe also emphasized the importance of strategic planning in marketing, for attendees recognized that it’s not only about creating content and engagement but also about constructing a brand experience. This shift in mindset is essential for marketers to effectively utilize digital and social media as integral components of a comprehensive brand strategy.

Thanks to EuroCham Laos’ members and non-members for actively participating in the session!

## BREAKFAST TALK

### “Elevating Your Business with M&A: Strategic and Legal Insights”



EuroCham Laos, J&C Group, and Tilleke & Gibbins successfully co-organized a Breakfast Talk: “Elevating Your Business with M&A: Strategic and Legal Insights” on December 12!

A big thanks to our guest speakers: Mr. Deenu Abishek Wayte, Director of J&C Group and Mr. Dino Santaniello, Head, Laos at Tilleke & Gibbons Lao Co., Ltd

The talk highlighted the power of digital and social media as crucial tools, going beyond mere content posting and promotions. These platforms are as significant as traditional TV advertising. Mr. Jeppe also emphasized the importance of strategic planning in marketing, for attendees recognized that it’s not only about creating content and engagement but also about constructing a brand experience. This shift in mindset is essential for marketers to effectively utilize digital and social media as integral components of a comprehensive brand strategy.

Thanks to EuroCham Laos’ members and non-members for actively participating in the session!

# Upcoming in January



## BREAKFAST TALK

### Re-igniting the Plastic-Free Laos Initiative

- Let's Make a Positive Change Together!



DATE

16 JAN, 2024



TIME

8:45 AM - 10:30 AM

**VENUE:** Lanxang 2 at Crowne Plaza

REGISTER NOW



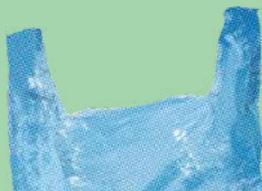
ENTRANCE FEE:

**FREE - RSVP REQUIRED**



**Valy Phommachak**

*Ecologist & Journalist Specialized in Landscape Ecology  
and Nature Conservation  
&  
Founder of Econox Laos*





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Only shortlisted candidates will be contacted for an interview.



# WORKSHOP

## LEGO® SERIOUS PLAY®

**A Facilitated Method to Discover Ideas and Innovations to Expand your Business**



EuroCham Laos has successfully organized the workshop on LEGO® SERIOUS PLAY® - A Facilitated Method to Discover Ideas and Innovations to Expand your Business, on October 25, 2023.

During this workshop, all participants have experienced the power of LEGO "SERIOUS PLAY", a method that unlocks ideas and fosters innovation within organizations. Guided by our certified facilitator, Mr. Yusuke Morotomi, they embarked on a series of hands-on exercises using Lego bricks to built physical models to express their business ideas, enhancing understanding and communication, while also gaining practical insights for sustainable success, all guided by a skilled facilitator for an engaging experience.

A huge thank you to all our members for their active engagement and valuable contributions.



# 2nd French Speaking Career Forum showcases professional job opportunities



EuroCham Laos, the Cooperation and Cultural Action Department of the French Embassy, and the Ministry of Education and Sports co-organized a groundbreaking Career Forum at the Institut Français du Laos in Vientiane on December 7, 2023.

380 students explored diverse career avenues, engaging with 24 companies spanning renewable energies, finance, technology, arts, and more.

Mme Nathalie BRAT, Head of cooperation and Counselor at the French Embassy emphasized the importance of French language in building bridges, fostering innovation, and achieving the goals set for the Francophonie Summit in 2024. Ms Thiane Khamvongsa, Executive Director of the EuroCham Laos highlighted the forum as a pivotal step for students to connect with dynamic companies and discover unexplored career paths.

This collaboration continues with training sessions and professional interventions across universities in Paksé, Vientiane, Savannakhet, and Luang Prabang until March 2024.





SANCTUARY  
NAM NGUM BEACH RESORT



# MEETINGS CONFERENCES EVENTS



**NEW** Private boat tours for company outings

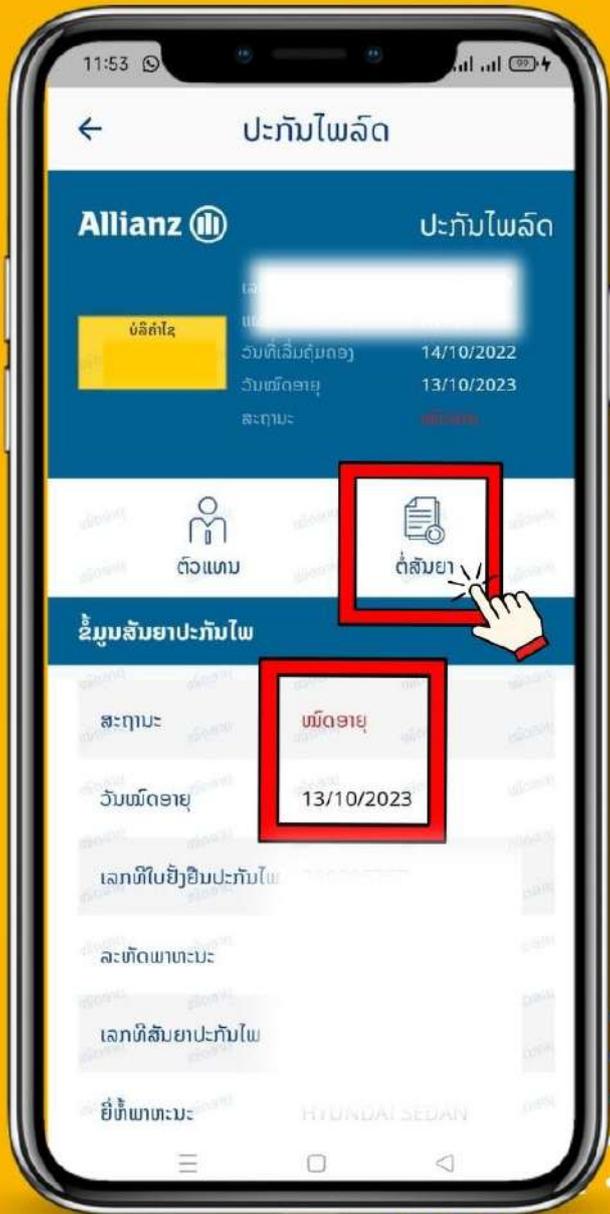
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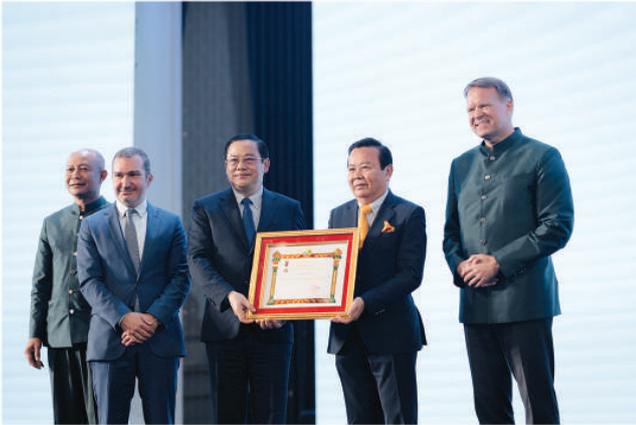
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## Lao Brewery Company Committed to Pursuing Innovative Development and Growth in Laos

Milestones Achieved Across 50 Years To Further Spur Sustainable Advancement to Benefit Society and the Economy in the Future



**Vientiane, 30 November 2023** – Lao Brewery Company, Ltd. (LBC), a pioneer in the world of brewing, has reached a historic milestone with the celebration of the company's 50<sup>th</sup> anniversary. Founded in 1973, LBC's journey has been one of passion, innovation and unwavering commitment to quality – in Laos and beyond.

Over the past five decades, LBC's flagship brand and product Beerlao has not only become the largest and most cherished brand in Laos but has also grown to symbolise the very essence of Lao culture.

The 50<sup>th</sup> anniversary celebration, held at **Saint Phila Convention Hall**, was graced by the Prime Minister of Laos Mr. Sonexay Siphandone, the Deputy Prime Minister and Minister of Foreign Affairs, **Mr. Saleumxay Kommasith**, along with relevant ministers and the Lao Government officials, LBC's business partners and celebrities, as well as current and former staff members of LBC.

The event paid tribute to the remarkable trajectory of LBC and the Beerlao brand over the past five decades, showcasing its journey through product innovations and celebrating the incredible talent that has played a pivotal role in its success. In recognition of the company's contribution to Laos, the Prime Minister presented a memento to Lao Brewery Company, which was received by the company representatives leading by the Chairman of the Lao Brewery Company's Board of Director, **Mr. Kissana Vongsay**, Managing Director, **Mr Henrik Andersen**, Executive Vice President of Carlsberg Asia, **Mr. Joao Abecasis** and CA-Admin Director, **Sithixay Ketthavong**.

The highlight of the evening saw the unveiling of Beerlao Green, an innovation that promises to redefine the brewing landscape in the country. More than just a beverage, Beerlao Green is a celebration of 50 years of brewing excellence, reflecting the pride, culture and heritage of the Lao people and the evolution of the Beerlao brand.

Embodying the lush bounty of the Xebangfai region, Beerlao Green features a uniquely crisp flavour crafted from single-origin, locally-developed lowland rice variants,

Hom **Xebangfai2** and Hom **Xebangfai3**, sourced from the LBC Sustainable Rice Farm pilot project. This rice, known for its resilience to the changing seasons and its sustainable cultivation along the Mekong tributary, symbolises LBC's dedication to quality and sustainability.

The evening celebrated 50 Years of Pride, **Moving Forward Together**, showcasing the growth of the Lao Brewery - the second largest brewery in Asia, highlighting its technology, line extensions and product innovations that make LBC one of the most innovative brewers in the world.

Other highlights of the celebration included a compelling video presentation and product displays representing the 13 brands under the group, showcasing LBC's deep and holistic support for Lao society and cultural development.

Reflecting on LBC's half century journey, Managing Director **Henrik Andersen** remarked, "Carlsberg's recognition of the innate value in LBC in 2005 was a pivotal moment in our history. It took the foundation we laid fifty years ago and synergised it with the Carlsberg Group's international outlook to enhance our potential and create the remarkable growth we've experienced over the past two decades.

"LBC's Chairman of the Board **Kissana Vongsay** added, "The Lao Brewery Company's growth is a testament to our relentless pursuit of quality and commitment to our consumers. As we celebrate this significant milestone, we look forward to a future filled with innovation and growth."

In appreciation of the contribution by employees and key suppliers, LBC presented 58 employees with more than 25 years of service with Long Service Awards at the celebration, while 80 key suppliers were also recognised with Key Supplier Appreciation Awards.

Looking back at **50 years of excellence**, the Lao Brewery Company raises a glass to the future and invites you to join us in experiencing the rich history and promising future of the company and the Beerlao brand. **Beerlao Green** is not just a drink – it's a symbol of the **passion, dedication and love of the Lao people**.



# RMA - DEFENDER CLUB LAOS LAUNCHES



Event date: 24-25/11/2023

Venue: Vang Vieng Districts, Vientiane Province

DEFENDER CLUB LAOS Launches, Delivering Unforgettable Off-Road Experiences and Fostering a Vibrant Community of Adventure Enthusiasts

DEFENDER CLUB LAOS is an exclusive club dedicated to providing DEFENDER owners with unforgettable off-road experiences and fostering a vibrant community of adventure enthusiasts. Led by General Manager Biju Narayanan, the club embarked on an exhilarating caravan journey to the scenic Vang Vieng District on November 24, 2023. The inaugural event laid the foundation for future adventures and demonstrated the club's commitment to charitable initiatives. On the inauguration day, club members generously donated school supplies to a local primary school, empowering students and exemplifying their dedication to making a positive impact in the community.

The club has an exciting roadmap of curated off-road expeditions to remote and picturesque locations across Laos and neighboring countries. These expeditions will showcase the exceptional capabilities of the DEFENDER, providing participants with unforgettable experiences and opportunities to push the boundaries of adventure. Club members will embark on journeys that will create lifelong memories. Beyond the thrill of off-roading, DEFENDER CLUB LAOS is committed to fostering a vibrant community of adventure enthusiasts. The club will organize regular meetups, events, and online forums for members to connect, share experiences, and cultivate lasting friendships.



By joining DEFENDER CLUB LAOS, members can look forward to a range of future benefits, both direct and indirect. The club intends to collaborate with local and international partners to offer discounts, privileges, and special access to a variety of services, including accommodations, dining, outdoor gear, and more. Wayne McIntosh, Automotive Managing Director, and passionate advocate, believes in DEFENDER CLUB LAOS' potential to make history and unite the adventurous spirit of DEFENDER owners from Laos to London.

To learn more about DEFENDER CLUB LAOS and how to become a member, please visit [www.landroverlaos.com](http://www.landroverlaos.com) or contact +85620 5888 8197

## IndusTek, Ministry of Public Security partner in fire prevention



IndusTek Co., Ltd. is actively supporting the Ministry of Public Security to enhance fire prevention teams' capabilities in Laos. Their collaborative efforts aim to educate the public on fire-related laws and appropriate behavior, emphasizing the potential consequences of fires. The partnership focuses on creating an advanced safety system with a primary emphasis on improving firefighting capabilities and preventive measures.

The joint initiatives between IndusTek and the Ministry have resulted in an improved safety system for the Lao public, highlighting the company's commitment to becoming a preferred destination for employers seeking top-notch safety solutions. The Managing Director, Mr Phonesavanh Xaypanya, expressed their cooperation in inspecting firefighting equipment and providing equipment meeting the required standards. Mr Phonesavanh emphasized the significant benefits for fire crews, foreseeing a reduction in fire tragedies with better-informed and skilled firefighters.



**Mr Phonesavanh Xaypanya**  
Managing Director of IndusTek

Founded in 2016, IndusTek has positioned itself as a leading supplier of safety equipment in Laos, offering a comprehensive range of products from renowned international brands. Beyond equipment distribution, the company provides consultancy and training services, contributing to safety in various industrial sectors. Their collaborative agreement with the Ministry involves joint capacity-building activities and plans for further discussions, workshops, seminars, and Memorandums of Understanding. IndusTek is committed to providing financial and technical support for Lao firefighters' training and has plans for an occupational safety training center to enhance skills development.

# MMG Business Services Lao Limited

## “We Care Program 2023”



MMG are delighted to share the success and heartwarming experiences from our recent community support through our We Care Program happened on 24 November 2023. The MMG We Care Program took place at a special needs school for deaf and mute students in a local village in Luang Prabang, where we had the privilege of engaging with over 100 students aged 9 to 15 years old, fellow parents and local villagers. MMG team worked tirelessly to organize a variety of activities that brought joy, support, and valuable resources to the community.

One of the highlights of the event was our team's dedication to providing high quality reading glasses to senior individuals in the local village with poor eyesight. Through this initiative, we aimed to improve their quality of life by ensuring they have the visual aids they need to support their daily work and life. Additionally, we organized art activities for the children, allowing them to express their creativity and talent. The joy and excitement radiated from their artwork, creating a colorful and vibrant atmosphere. It was a privilege to nurture their artistic abilities and provide them with a platform to showcase their talents.

MMG also encourage an active and healthy lifestyle by conducting sports workshops by Laos national basketball player, where our team engaged the children in both basketball and football activities. It was inspiring to see their enthusiasm and the positive impact it had on their overall well-being. In line with our commitment to sustainability and environmental responsibility, we also built a water tank filtration system for the school. This initiative aimed to provide clean and safe drinking water for the students and staff at convenience

# AIF Group Supports Mahosot Hospital's Pediatric ICU for Child Healthcare in Laos

On December 13th, 2023, AIF Group, represented by its CEO Mrs. Kingphongneun Phoummasack, Chairman Dr. Rithikone Phoummasack and its Management team, donated close to 30,000 US Dollars to the Pediatric Intensive Care Unit of The Mahosot Hospital.

This donation is part of the AIF Group Corporate Social Responsibility program, aimed at advocating and supporting efforts aimed at improving care of newborn children in The Lao PDR.



# DATAVERSE



Consulting Company

DataVerse Consulting Sole Co. Ltd is a **management support consulting firm**, benefiting from long-term experience of our consultants with almost 100 assignments covering many sectors, multiple countries and types of jobs.

We focus on the **digitalization** of management processes and support managers with their planning, staffing, (information) **management systems** and other aspects. As we also engage in **research** and other studies, surveys or **assessments** and, we can provide comprehensive support to projects, organizations and companies.



## *"Impact Through Effective Management"*

DataVerse's roots and history go back to 2006 and even before. Our CEO, Juergen Piechotta (JP) decided on his career in **development** in 1995 during an annual student exchange program in Brazil, where he was confronted with the challenges of developing countries, in particular when volunteering for a shelter for street children. This decision finally resulted in two Master's Degrees, one in Development Sociology and Social Anthropology in Germany and in Development Studies (and the renowned School of Oriental and African Studies (SOAS)) in the United Kingdom. Besides studying development issues, he also focused on the **empirical sciences**, a legacy which is still alive in our every day's work.

## JÜRGEN PIECHOTTA

Founder of DataVerse

After his studies, JP started his consultant career in Laos in 2006 and has since carried out consulting work in 8 countries all over the world. Since 2018 a new chapter started, from then on focusing on **Laos** and - building on the high demand of the services we offer - building a team growing from just 2 to almost 40.



In an environment where everybody struggles to find high-quality staff, we have step by step achieved to bring together a fantastic (almost entirely bilingual) team, ready to take challenges and find solutions. **Team work** is not only a buzzword in our marketing, but something we actually practice and which is the backbone of our everyday work.

## OUR WORK

- Development of Methodologies
- Knowledge Management
- Field Research
- Facilitator & Training
- Monitoring Systems
- Participatory & Planning
- Baseline, Endline Survey
- Evaluations
- Institutional Capacity Building
- Business Management Consulting

### LEARN MORE

-  [www.DataVerse-Consulting.com](http://www.DataVerse-Consulting.com)
-  DataVerse Consulting
-  DataVerse Consulting Sole Co. Ltd.

### CONTACT US

-  @j.piechotta@methodology.de
-  02022149472

## Our Clients





Funded by  
the European Union

# Becoming Export Ready in Lao PDR: E-Learning Course

- Are you a Lao business interested in exporting to the international market? or
- Do you support Lao companies to export?

Then sign up for this free e-learning course:  
[www.ariselaoexports.org](http://www.ariselaoexports.org)

This free e-learning course on 'Preparing Lao's SMEs to Export' seeks to guide businesses to:

- **Unlock Global Opportunities:** Insights provided on accessing international markets and identifying export opportunities.
- **Stay Competitive:** Tools to position products and reach out to buyers.
- **Demonstrate compliance and mitigate risks:** Insights on various regulatory requirements and procedures to comply with to move goods across borders.

**In effect, Lao businesses are empowered with knowledge and expertise to pursue international opportunities.**

## Why should you take this e-learning course?

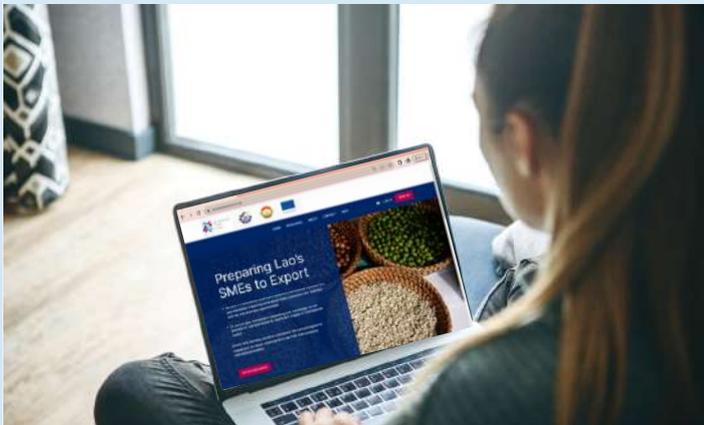
- Dive into the key elements required for businesses to become export ready and tackle international markets.
- Content presented in a virtual and interactive manner – with exercises to apply your knowledge in a practical context.
- Follow at your own pace and convenience + from the comfort of your own location.
- Accessible for free to any interested user.
- Available in English and Lao language.

### What are the key learning outcomes from this e-learning course?

- Key steps to become an exporter in Lao PDR including relevant permits/license's required, and institutions to be engaged.
- Regulatory and procedural aspects of engaging in exports particularly in relation to transport and logistical requirements.
- Practical elements of engaging as an exporter such as identifying buyers, making buyer connections, and promoting products.
- Specific aspects pertaining to trade with ASEAN and EU Markets covering access requirements and import regulations.

### Who can benefit from this e-learning course?

- Lao Businesses/SMEs
- Business Associations/Chambers
- Employees in Lao businesses/businesses established in Lao PDR
- Government officials – Central and Provincial
- Students/Academia in International Trade



### What do I get upon completion of the course?

Participants who complete all the course modules and pass the final assessment will receive a Certificate of Completion from ITC and LNCCI.

### How will the e-learning course be administered?

This course comprises of 8 modules. Users will be required to work through the content of each module, and undertake a final assessment at the end of the course.

### The modules cover the following topics:

- Bringing products to the international markets.
- Becoming an exporter in Lao PDR.
- Complying with export procedures and rules.
- Complying with importing country requirements.
- Identifying markets and making buyer connections.
- Transporting goods across borders.
- International shipment requirements for exports
- Preparing export shipments for logistics providers.

Total length of course is approximately 12 hours. Users will be required to work through the content of each module. The module includes teaching content and interactive exercises to help the user to grasp the theory and apply knowledge in practical contexts.

Users will be able to track their progress on the platform.

Upon completion of the 8 modules – the user will be required to pass a final assessment.

In addition to these modules, users will also have access to other interesting material/content on exporting from Lao PDR. Check out the platform now: Preparing Lao's SMEs to Export - Catalogue ([ariselaoexports.org](http://ariselaoexports.org)).

## How do I sign up?

Create an account on [Preparing Lao's SMEs to Export](http://Preparing Lao's SMEs to Export) ([ariselaoexports.org](http://ariselaoexports.org)) and get started!

This e-learning course on 'Becoming Export Ready in Lao PDR' has been developed by the International Trade Centre (ITC) and the Lao National Chamber of Commerce and Industry (LNCCI) under the scope of the ASEAN Regional Integration Support Project for Lao PDR (ARISE Plus Lao PDR), funded by the European Union.

**"Taking exports from Lao PDR to new heights - Don't miss this opportunity to learn and grow with this free e-learning course!"**

# LCCI & OMNIBUS BY INDOCHINA RESEARCH LAOS



Indochina Research Laos is pleased to announce the launching of “LCCI & Omnibus” QUARTERLY market research study where clients can ride along with specific questions of interest, by subscribing to a slot.

**Wave 1 LCCI & Omnibus schedule:**



**Client confirmation**  
(By January 2024)

**Fieldwork data collection**  
(By February 2024)

**Report delivery**  
(By March 2024)

*(Wave 2, 3, 4 to follow consecutively)*

## Benefits

- Quarterly running
- Cost and time efficient
- Effective demographic & geographic coverage
- Exclusive data for each clients

## Research Design

- Tablet aided Telephone Interview
- Total **800** sample size across **4 Key regions** (Quota set on Region level)
- To interview 18 - 55 years old males & females across different income groups

## Investment

- **Have special discount offerings** for longer-term subscription. Please reach out to Indochina Research for more details:

+856 (20) 22219764 (English)  
+856 (20) 55588505 (Lao/English)  
laos@indochinaresearch.com  
www.indochinaresearch.com

## Offerings

1 slot subscription in LCCI & Omnibus will provide the client:

- Demographic data
- LCCI data (Laotian's Consumer Confidence Index data)
- Insights of 7 close-ended questions tailored for client

***First come, first served!***

*Reserve yours now, as the bus can only accommodate five (5) slots maximum !*

**Let's Connect:** We would love to discuss more about this study during your available schedule. Kindly contact the Indochina Research team..



**Margarita Dominguez**  
Executive Director, Head of Commercial Research  
[Maita@indochinaresearch.com](mailto:Maita@indochinaresearch.com)



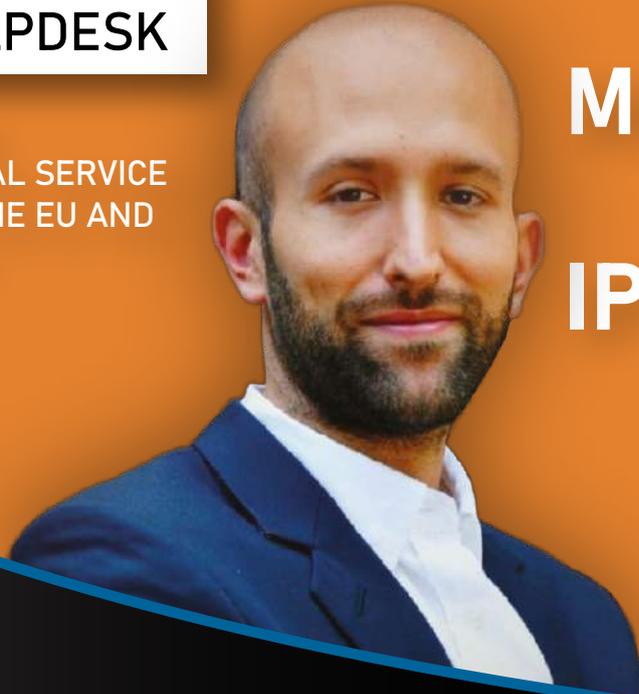
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The consultation service provided by the South-East Asia IP SME Helpdesk is tailored to meet the unique needs of each EU SME it collaborates with. Customized solutions are specifically crafted to help overcome any challenges encountered during business activities in SEA. The IP Business Advisor, boasting extensive expertise in IP law, is ready to furnish you with practical, actionable advice and recommended initial steps for the protection of your IPRs, ensuring success in today's competitive global market.

Don't overlook the opportunity to take advantage of the 1-to-1 IP Consultation service. Reach out to us today to discover more and schedule a call with your dedicated Advisor!



#knowbeforeyougo

# NEW MEMBERS

## CORPORATE



### Silver Naga Hotel

Address: Savang Village, Vang Vieng District

Tel: +856 2022454730

Email: [info@silvernaga.com](mailto:info@silvernaga.com)

Website: <https://www.silvernaga.com>

Silver Naga Hotel, Ideally situated on the river bank in the heart of town, the Silver Naga hotel welcomes guests to experience magnificent mountain views and warm hospitality. With a focus on ethical tourism, the environment and excellent service, we aim to make your stay relaxed and comfortable! Join us to enjoy the best of Vang Vieng!

## CORPORATE



### ERA Communications Lao SoleCo.,Ltd

Address: Dongpala Thong Village, Sisattanak District, Vientiane

Tel: +856 20 55474555

Email: [mai@eracommunications.com](mailto:mai@eracommunications.com)

Website: <https://eracommunications.com/pr-firm-in-laos/>

ERA Laos is a small team of experienced professionals who specialize in helping clients communicate effectively with Laotian audiences. We offer a range of services, including advisory and counsel, corporate communications, brand strategy development, digital marketing, and content creation. Our team has a strong understanding of the Laos market and cultural landscape, and is proficient in both English and Lao.

## SME



### CK TRAVEL LAOS

Address: Phonesinuanh Road, Vientiane Capital

Tel: +856 2054649654

Email: [Info@cktravel.vip](mailto:Info@cktravel.vip)

Website: <https://www.cktravel.vip>

CK Travel is a travel company that aims to revolutionize travel within Laos by offering an array of customized services for every kind of traveler. So, whether you are a budget backpacker, an eco-conscious tourist, or a luxury traveler, CK Travel has got you covered. The brainchild of entrepreneurs Chris Barth and Kevyn McGraw, who have lived in Laos for 16 years and 12 years respectively, CK Travel's tagline, "Relax, we got it", aptly sums up the extensive list of services the company wants to provide an increased number of travelers expected next year during Laos' ASEAN Chairmanship and Visit Laos Year 2024.



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- Payroll officer
- Logistic Assistant
- Banking and Payment Officer



- BUSINESS CONTROL – PEOPLE COST AND ADMIN
- Packaging Process Engineer
- Carlsberg Excellence Specialist
- Assistant Brand Manager - Carbonated Soft Drink
- LBC Online Support



- Costing Accountant
- Accounting Leader
- Accounting Payable Leader
- Organizational Development Specialist

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European Chamber of Commerce and Industry in Laos

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