

## PROJECT TO SUPPORT TRADE PROMOTION

**Project period:** March 2009 – March 2012

**Project site:** Vientiane Capital

**Project outline:** The project aims to strengthen the capacity of the Department of Production and Trade Promotion, which plays a major role in trade and export promotion under the Ministry of Industry and Commerce, in order to create an enabling environment for trade and export in the Lao PDR. The goals of the project will be achieved through realization of the following 5 outputs:

1. Links and coordination with related organizations for trade promotion are strengthened.
2. A trade promotion-cycle action plan, which includes planning, implementation, review and feedback, is established.
3. Private sector people and DPTP staff acquire deeper knowledge and stronger practical skills in terms of trade promotion.
4. Information collection and provision for trade promotion is strengthened.
5. Business matching services for trade promotion are strengthened and made effective.