

KJL (Keiei-Juku Lao) Member Companies Profile

2022



Remarks from Director of LJl

One of the roles of Laos-Japan Human Resource Development Institute (LJI) is to promote the competency of the Laos Small and Medium Enterprises (SMEs) to realize the growth of their business.

So far, LJI has been providing many types of business-related services to SMEs and one of our outstanding business development services is 6-month program called “Keiejuku Program” which consists of 6 practical subjects regarding business development. All subjects are taught by highly experienced Japanese lecturers and/or business people. In the end of the program, participants will have a chance to participate in 10 days Study Tour in Japan and participants will visit various Japanese companies.

In order to strengthen SMEs business, LJI also supports the business networking among Lao and foreign companies including Japanese ones in addition to what I have mentioned earlier.

With the support of JICA, LJI has provided the Keiejuku Program in 5 batches, and its alumni have increased up to 73 people. There was a Keiejuku alumni’s initiative to establish “KJL” (Keiei-Juku Laos) for their experience sharing purpose.

As part of our support to KJL, we have prepared this booklet to enhance mutual learning and networking among KJL companies, and to introduce KJL member companies to Japanese and other foreign companies to expand the circle of business exchange among them.

If you are interested in KJL member companies, please contact KJL member companies directory or LJI anytime.

LJI is highly honored to extend our support to KJL, and we will do our best to support member companies’ business toward their prosperity and growth.

Thank you!

Dr. Phonekeo CHANTHAMALY



Laos-Japan

Human Resource Development Institute (LJI)



Philosophy

Vision

LJI enhances the sustainable growth of society through developing highly competent human resources

Mission

LJI contributes to high quality human resources development and offers a dynamic platform to enhance networking in academia and business for Lao and international society

Credo

Passion, teamwork, cooperation, continues improvement, self-development and growth

Our services

Business Development



The service is a practical program to develop and accelerate your business growth. Participants will be able to learn from experienced business experts both Lao and International including Japanese and have a variety of business networking opportunities to participate.

Japanese Language



Participants can learn Japanese language as well as Japanese culture directly from experienced Japanese and/or Lao lecturers.

Culture Exchange



The service aims to promote mutual understanding and strengthen relations between the people of Laos and Japan, and supports participants to experience each other's culture.



Business Development Services

More than

20 years

With the support of JICA (Japan International Cooperation Agency), LJL provides business development services that are meant for Lao and foreign companies in Laos and supporting organizations which contribute to enhancing industrial growth in Laos.

Japanese Practical Programs



Lao Companies Growth



Lao Sustainable Economic Growth



Our Main Services are

- MBA Program
- Keieijuku Program
- Tailor-made Program
- Regular Program

Other Notable Services are

- Opportunity for business networking.
- Seminar, Biz café, etc.
- LJL SUSU based on society needs at the time.



LJI's services are characterized by the following three features :
Practical, High Satisfaction Rate Exceeding 90%, and Trusted Quality.

Practical

- Many services are provided by international lecturers who have actual business experiences. Therefore, all lecture contents include real business cases and exercises which participants can utilize for their businesses straight after lectures.
- LJI also provides hands-on consultancy services to promote participants to apply their knowledge acquired from the lectures into their real business. Furthermore, business networking opportunities may be provided.

Learning



Consultation



Business Networking



High Satisfaction Rate Exceeding 90%



More than 90% of participants have answered that the training contents were useful.

Trusted Quality



- LJI has offered more than 400 courses to more than 20,000 participants.
- In LJI's tailor-made program, companies can select the topics of interest from various courses and customize them.

Keieijuku Program



Keieijuku is a Japanese term which literary means management school designed exclusively for top management people to enhance their self-learning and development. The program offers 6 subjects (Business Strategy, Strategic Human Resource Management, Marketing Strategy, Operational Management, Financial Management, Business Planning) and is designed for the executives such as CEOs who are willing to improve and grow their businesses.

This program has the following three features :

100% Japanese Business Experts



All lectures are taught by Japanese experts with global business background, who also have experience in lecturing both theory and practice.

Practical



By the end of lectures, participants will come up with Business Plan for the purpose of their business growth. In addition to lectures, participants are able to have one-on-one consultations. The program will be concluded with 'Study Tour in Japan' to learn Japanese management practice on site and business trend from Japanese companies through direct interaction.

Business Networking



By participating in Keieijuku Program, participants are able to join the KJL (Keiei-Juku Lao) networking group, where members are able to receive various opportunities to accelerate their business such as networking among KJL member companies, other Lao and foreign companies including Japanese ones.

The program is for 6 months, 5 days of lectures (9:00-16:00, M-F) in each month. An opportunity of one-on-one consultation is available each month, following the week of lecture.

Tailor-made Program

Over

600

participants per year



The program can be designed for specific target groups in the company – such as top management, managers, regular workers, and so on. Along with the contents, duration of the program can be also custom-made, though normally it is between 1-14 days. This highly-demanded program has the following uniqueness:

Flexible Curriculum



The program contents and schedule are designed according to the specific needs of the company through consultation.

Practical Valuable OUTPUT



LJI can provide both lectures and consultations to the company to deliver the output that the company expects.

Any place - Any time



LJI can organize tailor-made program at LJI or the company, even online, anytime at participant's need.

GOLD Subjects 'Most Popular'

01



Strategy Management

Study 1 Week

04



Human Resource Management Strategy

Study 1 Week

02



Operations Management

Study 1 Week

05



Financial Management

Study 1 Week

03



Marketing Strategy

Study 1 Week

06



Business Plan

Study 1 Week



This is the original program of LJI and we have over 20 years of experience.

More than

20 years

Regular Program has been provided to both private and public companies in various subjects, and improved based on global trend throughout the time since 2001.

More than

150 courses
10,000 people

LJI has already provided over 150 different courses to nearly 10,000 people.

Short Hours



The duration of the program can vary from 6 to 30 hours.

Voices of Clients

Keiejuku Program



Ms. Bounnaly Chounlamany | Deputy Managing Director of Palamy Pharma Co., Ltd. (Batch 2)

After participated in the 6-month Keiejuku Program and the tour in Japan, I got an extremely valuable experience. I discovered many things that can be applied to my company management and at the same time, I was inspired by their visions of CEOs that I met during the stay in Japan. I was really impressed by their service and their hospitality. I also learnt about OMETENASHI, Kaizen and 5S. I would like to appreciate JICA and LJI for providing me such an excellent opportunity. We have been applying what I have learned in the program to manage our company and employees. Now our company is moving quickly.



Mr. Hatsavanh HAREMANY | Business Owner, SHICHIDA LAOS (Batch 3)

LJI's Keiejuku Program has uniqueness and different from the training offered by other organizations. We can learn important skills for business continuity with the spirit of Japan that will allow companies to continue to grow even after 100 years. Secondly, all lecturers experienced business practitioners. Thirdly, all participants will have the opportunity to visit companies in Japan, get to know Japanese people, etc., and be deeply exposed to the Japanese business spirit.



Mr. Mekmano CHANTHALATY | Business Owner, Clean and Green Farm (Batch 1)

In the lecture on the first day of the Keiejuku Program, I found a solution to the problem I had been facing, and I realized that participating in the program was the right thing to do. For this reason, I am very proud of having been part of this program.

MBA Program

Mr. Sompasong PHOTHISANE |

Head, Service Unit, Dong Dock branch, Banque Pour Le Commerce Exterieur Lao Public (BCEL) (Batch 8)

LJI's MBA Program is characterized by its bilateral cooperation between Laos and Japan, as well as collaboration with other countries. Furthermore, it has the following features. First, participants can learn how to solve problems that may arise. Second, participants can learn from lecturers who have a wealth of knowledge and experience in various principles and lessons learned in the past.



Ms. Kommaly NOUANTHASING |

Administration staff, faculty Economic and Business Management, Savannakhet University (Batch 5)

During my participation in the MBA Program, the lecturers shared their experiences and interesting theories and provided useful comments on my reports. Also, with the support of JICA, I was able to have the opportunity to visit Japan.



Mr. Phokham PHOMMASEISY |

Factory Manager, Vientiane Automation & Solution Engineering Co., Ltd. (Batch 10)

Most valuable aspects of participating in LJI's MBA Program is the opportunity to learn from outstanding professors. Another value is that through diverse group works in all subjects, participants from various professions in the public and private sectors can learn from each other.

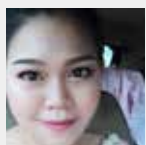


Japanese Language



Ms. Souphaphone CHANTHAVONG

I am interested in learning Japanese language and culture at LJI. I have been close to Japan through a series of books to find and meet with many friends by participating in exchange activities at LJI. Especially the Nihon Club makes my weekend colorful. LJI also gave me the greatest opportunity of my life, a one-year scholarship exchange at Gakushuin Women's College, and I gained new experiences for my life during my stay in Japan! I would like to express my sincere thanks and gratitude to LJI's lecturers for teaching.



Ms. Phouththahuksa SENGSOUVANNA

I used to think that the Japanese language was difficult and was not very interested in it, but after participating in the Japanese language course at LJI, I became more interested in the Japanese language. Now I have been studying at LJI for three years and will continue to study at IN1 Class. The Japanese language course at LJI turned me into a Japan and Japanese language lover.



Mr. Saifa VONGDEANE

LJI didn't teach me only Japanese language, but also gave me the opportunity to make friends, gave an advice for my future. You could say that my life has changed since I met this place. For me, LJI is my second home.

MBA Program



The Master's degree program in business administration of LJL is a high-quality program designed to develop qualified human resources with a good balance between theoretical and practical knowledge of management.

With the technical support of JICA and in collaboration with the Faculty of Economics and Management (FoEM), this program aims to develop competent professionals who will contribute to the development of market economy in the regional and global economic integration process, especially in the ASEAN region.

The graduates of the program will have sufficient knowledge and skills necessary for successfully working in globalizing Laos and beyond.

Japanese Management

40%



- 40% of our lectures are delivered by lecturers from Japanese and ASEAN member countries, and 60% are by Lao lecturers who have experience in Japanese-style management.

- LJL is the only organization in Laos which offers MBA program by international lecturers including Japanese business experts.

390

Total Graduated

Admission Requirements:

- 1) a bachelor's degree in a related field
- 2) at least two years of working experience
- 3) a sufficient English proficiency

*Applicants who have basic knowledge in business administration and/or economics will be given the first priority.

*A fresh graduate from a bachelor's degree program in business administration and/or economics with an outstanding academic record may also be considered.

Period of Study:

- Twenty-four-month MBA program (2 years)
- Lecture: Monday ~ Friday
- Time: 17:30 ~ 20:45 (Evening course)

Tuition Fee:

- Tuition fee: 28,600,000 Kip.
- Application form fee: 80,000 Kip
(Purchase application form at LJl)

Languages Used:

The lectures will be taught 60% in Lao and 40% in English

Extracurricular Activity

LJI focuses on extracurricular activities recommended by the Ministry of Education, Culture, Sports, Science and Technology in Laos, with the aim of fostering a sense of solidarity between lecturers and students and creating intellectual exchange between alumni and current students. Major activities include soccer, petanque, organizing exhibitions of products of both alumni and current students, and business exchanges, etc. LJI organizes the visits to the development project sites and the events of donations to schools in rural areas of other provinces.



Study Tour

Apart from in-class studies, students will have the opportunity to visit various companies in Laos and abroad (especially in Thailand).



Alumni Network

The alumni network was established in 2010 with the support of LJI and JICA to promote collaboration among MBA students, LJI and society. The networking event, a business exchange event between alumni and current students, is held every December.



Japanese Language

Multi-level courses suitable for learners

5 Things ! That you would get when you learn Japanese at Laos-Japan Institute

- | | |
|---|---|
| 1 | Build communication skills ! |
| 2 | Experience Japanese cultural exchange/
exchange activities with Japanese people ! |
| 3 | Taught by experienced teachers ! |
| 4 | Well managed learning progress ! |
| 5 | Information for those who want to work with
Japanese companies or study in Japan ! |

There are courses on weekdays and weekends

Mon, Tue, Wed, Thu, Fri	17:30 – 19:30 (3 times a week, 108 hours)
Sat - Sun	9:00 – 11:00 (2 times a week, 72 hours)

Elementary I

Goal level / JLPT N5

- Expected to learn Japanese culture and conversation
- Able to communicate with Japanese about family, shopping and work.
- Learn about Japanese social culture
- Be able to read and write 100 kanji.

Elementary II

Goal level / JLPT N4

- Expected to make self introduction about hobby, experience and future.
- Be able to talk politely and talk casually according to the scene and partner.
- Be able to read and write 300 kanji.

Pre-intermediate

Goal level / JLPT N4 - N3

- Organize basic sentence patterns and extend operational ability.
- Extend reading and listening skills for intermediate lessons.
- Be able to read and write 350 kanji.

Intermediate

Goal level / JLPT N3

- Be able to talk about general social topics.
- Be able to get Japanese information for listening and reading.
- Be able to read and write 500 kanji.



Culture Exchange

The service aims to promote mutual understanding and strengthen relations between the people of Laos and Japan, and supports participants to experience each other's culture and exchange academic experiences.

Study in Japan Fair

Supporting Japanese universities to share information on their educational program and scholarship to students in Laos.



Honda Y-E-S Award

Supporting Honda Y-E-S (Young Engineer and Scientist's) Award Program that is for young talented scientists and engineers aiming at the development of human resources to inherit and promote dissemination of ecotechnology.



Promotional Activities by LJL

Providing promotional services for any organizations if needed. (e.g. promotion at LJL exhibition space).



Exchange Activity Program

Organizing exchange program for academic and cultural exchange between Laotian and Japanese students.



Programs for JOCVs

Providing Lao language training for JICA volunteers.



Yukata Workshop

Organizing Yukata Workshop" for Lao students and the general public and "Yukata Dressing Service" for the general public.



List of KJL Member Companies

Page	Batch	Company Name	Agriculture, Forestry and Fishing	Manufacturing	Public Utilities	Construction	Wholesale and Retail	Transportation	Accommodation and Food Service	Information and Communication	Financial and Insurance	Real Estate	Consulting and Professional	Education	Health and Social Work	Entertainment
18	1	A2Z Accounting Service Co., Ltd.														
19	1	Balamy Trading Export-Import														
20	1	BanLao Survey Design and Construction Co., Ltd.														
21	1	Clean and Green Farm														
22	1	Clean and Green Services														
23	1	KPN Pharma Sole Co., Ltd.														
24	1	Lao Development Bank														
25	1	Mahasok Trading Company Ltd.														
26	1	Mekhong Lao Export & Import Co., Ltd.														
27	1	Palamy Pharma Co., Ltd.														
28	2	Bubpha Mekong Guesthouse														
29	2	Microtec Education Centre														
30	2	New Market Nong Neow														
31	2	Phonexay Construction Co., Ltd.														
32	2	Premium Food Products														
33	2	Saikhong Trading Import-Export Sole Co., Ltd.														
34	2	Sengfaly Road, Bridge and Irrigation Construction Co., Ltd.														
35	2	Thippachanh Construction and Electric Supply Co., Ltd.														
36	2	TPS Import-Export Sole Co., Ltd.														
37	2	V&K Concrete Sole Co., Ltd.														
38	2	V&K Road and Bridge Construction Co., Ltd.														

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39	2	Viengthong Pharma Co., Ltd.					●						●		●	
40	3	Alpha International Montessori School												●		
41	3	Aristar Marketing Sole Co., Ltd.		●									●			
42	3	BDP Micro Finance Provide Loan to Lao people									●					
43	3	CASA BOTANICA							●				●			
44	3	Casa Espacio Interior Design											●			
45	3	Empire Trading Import-Export Sole Co., Ltd.		●			●									
46	3	Individual Enterprise Insigne Service		●												
47	3	Lao Brewery Co., Ltd.		●			●									
48	3	Lao SangFanh Group												●		
49	3	Savang Houag Heuang Electric Sole., Ltd.				●										
50	3	TPS Construction Complete Combination Sole Co., Ltd.				●										
51	3	Veunkham Salt Company		●												
52	4	Banque Pour Le Commerce Exterieur Lao Public									●					
53	4	Funderland Individual Enterprise														●
54	4	Khammany Ice Machine Manufacturing Factory		●									●			
55	4	Lao Transport Engineering Consultant											●			
56	4	Master Printing Factory		●			●									
57	4	Panyathip International School												●		
58	4	Smart Tecnology Co., Ltd.								●			●			



Supporting the Future of SMEs Through Accounting Data

A2Z Accounting Service Co., Ltd. Ms. Vilavanh BOUPHA / Director

Nationality ▶ Lao Education ▶ Bachelor of English, Master of Business Administration in Lao PDR

Company DATA

Establishment Year ▶ 2019

Tel ▶ +856-20-7899-6697 E-mail ▶ info@a2zaccountinglao.com

Web ▶ www.a2zaccountinglao.com

Address ▶ Khamphengmueng road, Phonthan Village, Xaysettha District, Vientiane, Lao PDR

Consulting and
Professional



What is your business?

In recent years, laws and standards related to accounting have been approved and enforced, and SMEs are now required to comply with them. A2Z Accounting Services has experience in providing various accounting and auditing services. I began A2Z after attending the Keiejuku Program, which helped me to develop a business idea that combined my abilities and passion. I established a company that provides comprehensive accounting and auditing services to individuals and SMEs, including the utilization of government-approved accounting software, review of internal control systems, reporting and capacity building services. Additionally, our company provides tax advisory and financial management services.

What are your selling points?

We have experience in auditing using accounting software, we have a network of licensed accountants, and our expertise is the SME sector. From assisting in the preparation of statutory SME reports required by the government, we also bridge the gap between SMEs and overseas accounting firms that provide external and internal audit services.

Our main strengths are our network of professionally qualified accountants, providing quality services in a timely manner, and helping SMEs digest complex tax requirements. Clarifying the proper financial reporting and accounting management practices are important to improve the management efficiency of the organization. Our professional network of accountants have experience working with international and governmental organizations. Our company will play an important role in the market as the Government of Laos seeks to introduce a formal accounting system to SMEs.

What are your challenges?

Although accounting reports are very important for businesses to determine their future plans, most SMEs in Laos do not yet hire accounting firms to prepare financial reports. Therefore, efforts will be made to educate and encourage SMEs to comply with laws and regulations and to promote understanding of the benefits of using proper accounting systems.

Business expansion in the future?

Due to recent tax laws, a growing number of SMEs will adopt a formal accounting system. A2Z takes this reality into account in our business planning.

We are also working with foreign companies to promote related services to accommodate clients who want to set up business in Laos. We plan to diversify our services in order to increase the number of potential clients. In addition, when foreign companies participate in accounting-related tenders in Laos, we can participate as a contractor, tapping into our professional network to improve the efficiency of auditing work for clients. Upon the client's request, we can also coordinate the smooth operation between the client and government agencies, prepare accounting books, provide accounting services, and act as a liaison with the government. We also provide accounting training services to companies that wish to hire their own accounting staff.

Message to future business partners?

The current laws and regulations related to taxation, accounting and auditing in Laos are complex and require personnel with in-depth knowledge. A2Z believes that partnering with a local accounting and auditing firm is a surest way to doing business successfully in Laos.



1. Our office 2. Supporting staff in back office



Providing the Best Daily Necessities to Everyone

Balamy Trading Export-Import Co., Ltd.

Mr. Soumano CHOUNLAMANY / Director / Business Owner

Nationality ▶ Lao Education ▶ Bachelor of Technology Management in Thailand

Company DATA

Establishment Year ▶ 2012

Tel ▶ +856-21-25-3354 E-mail ▶ soumano@balamytrading.com

Web ▶ www.balamytrading.com

Address ▶ Sithane Neua, Sikhottabong District, Vientiane Capital, Lao PDR



Wholesale
and Retail

What is your business?

We are a leading distributor of a variety of high-quality daily necessities imported from world-class overseas suppliers to wholesalers and retailers in Laos.

Currently, we import more than 400 food items and various consumer goods from Thailand, Korea, the Philippines and Vietnam. Our customers include wholesale grocery stores, fresh produce markets, mini-marts (convenience stores), supermarkets, cafes, restaurants and hotels.

Our main concern is the quality of our products and making sure that our products are available everywhere in Laos. Through experience and market research, we know which products suit the tastes of the Lao people, and we strive to use this knowledge to improve the quality of life of the Lao end users.

What are your selling points?

We build good relationships with our customers through working closely with them to better understand their business and market needs in various areas of Laos. Through these interactions with our customers, we are able to learn about the detailed requirements of consumers in Laos.

As product quality is our focus, we are committed to providing our customers with high quality and reliable products. We follow strictly the countries regulation to ensure product safety to our consumers. In addition, we carefully monitor market trends and adjust our product distribution to meet actual demand, and also pay attention to changes in end-user preferences and behavior.

What are your challenges?

Laos is a landlocked country, which is fundamentally disadvantageous to business because of the high cost of transportation, resulting in higher prices for products. Compared to other countries, the foreign exchange rate fluctuates more frequently, which is another factor that affects prices.

Introducing new products is also a major challenge that affects

business resources. For example, it was initially difficult to sell Kewpie (mayonnaise and dressing) because it was not widely used in local cuisine and was not well known to the Lao people. Therefore, we had to limit the volume of imported products until the Lao people became familiar with the product. However, after that, with our passionate desire to deliver the world's highest quality products to the consumers in Laos, we launched various campaigns such as tasting at fresh markets and continued to sell the products patiently and persistently, and now Kewpie is accepted by the Lao society.

Business expansion in the future?

As the domestic market for daily necessities and food products in Laos continues to grow, our strategic plan for 2022 will focus on our current products to maximize and promote to Laos market.

The products we supply are well known and of excellent quality, and the consumers can already purchase our products through a variety of channels. In the future, we would like to increase our sales volume through online services that suit the busy lifestyles of modern people.

Message to future business partners?

I hope that foreign companies and investors, including Japanese companies, who are interested in the Lao market will come to Laos and visit the market to see the opportunities to export or import products between two countries Laos and Japan.

During my stay in Japan, I was very impressed by the various daily necessities produced by Japanese companies and thought that many of their products, including food products, could be introduced in Laos.

By participating in Keieijuku Program, I learned strategic marketing, how to find out the needs of customers, and the importance of staff management. I am looking forward to using what I have learned to work with a variety of people.



1. Ms. Viphavanh CHOUNLAMANY, Deputy Director (Batch2) 2. Tasting events to promote products 3. Variety of products 4. Shipping yard



A Design Firm Meeting the Needs of the Younger Generation

BanLao Survey Design and Construction Co., Ltd.

Mr. Seny PHADOUANESINH / Director

Nationality ▶ Lao Education ▶ Bachelor of Civil Engineering in Lao PDR

Company DATA

Establishment Year ▶ 2008

Tel ▶ +856-20-5822-2555 E-mail ▶ banlaocompany@gmail.com

Web ▶ www.facebook.com/Banlaocompany

Address ▶ Donekoy Village, Sisattanak District, Vientiane Capital, Lao PDR



Construction

Consulting and
Professional

What is your business?

I have always loved art, and when I had the choice of being an architect or a civil engineer, I chose the Civil Engineering Department because it was very exciting and challenging for me. During my school days, I did a lot of drawing and designing. After graduation, I worked for several construction companies and worked as a free-lance designer with my friends, but when I started getting more works, I started my own company with my friends to design houses. We later expanded to a company that designed and built houses and did civil engineering work.

For two years starting in 2012, we participated as one of the organizers of the International Expo in Vientiane, which had over 60 booths. Through this event, we were able to introduce our company to a wider range of customers. I also learned from this experience that if you want to grow your company, you have to cooperate with overseas companies.

Our slogan is "Differences create uniqueness ". Our goal is to provide a unique design for today's generation of entrepreneurs.

What are your selling points?

The younger generation of customers support our integrated services from design to construction, construction management, and delivery. We do not advertise, instead relying on word of mouth from our customers. We do our work with all our heart and soul; our customers appreciate it and recommend our services to others. We are able to succeed at this because we place great importance on

hiring good designers and having them manage everything from design to delivery, which younger customers now prefer. I believe this market will grow exponentially in the future.

What are your challenges?

Human resource management is a challenge for our company. Although we carefully instruct our staff and craftsmen one by one on both technical and general matters, it can be difficult to get them to think for themselves and maintain their motivation. Whenever a problem arises in our daily work, we would like them to find a solution on their own initiative, but it does not always go smoothly. We would like to address this problem in the future.

Business expansion in the future?

Recently, we opened a model house to let our customers know about our services. In the future, we plan to add a café as well, to serve as a showcase for our architecture and design.

Message to future business partners?

I believe in the potential of Laos, and I would like to cooperate with foreign companies to develop Laos in a way that retains its own unique characteristics. I would also like to cooperate with Japanese companies which have a vast amount of know-how and can share tips for management, design, and techniques that can be applied to Lao construction projects.



1. Ms. Ladsamy PHADOUANESINH, Deputy Director (Batch2) 2. Our designed Hotel



Healthy Foods for a Healthy Body and Mind

Clean and Green Farm

Mr. Mekmano CHANTHARATRY / Director / Business Owner

Nationality ▶ Lao Education ▶ Bachelor of Civil Engineering in Lao PDR, Master of Business Management in France, Master of Business Administration in Lao PDR

Company DATA

Establishment Year ▶ 2020

Tel ▶ +856-20-5511-1044

E-mail ▶ mekmano@yahoo.com

Web ▶ www.bmgchampa.com

Address ▶ Ban Sivilay, Xaythany District, Vientiane Capital, Lao PDR

Agriculture,
Forestry and Fishing



What is your business?

In the past few years, the lifestyle and eating habits of Lao people have been changing. We believe that healthy eating habits plays a major role in building a positive mind and a healthy body. To achieve our goal of promoting domestically produced products using organic farming methods, and to meet the growing demand for organic vegetables in Laos, we have started a business to grow and sell vegetables using hydroponic and organic farming methods. Currently, we are mainly engaged in free-range poultry farming. We were able to make this transition because there was a huge demand for healthy food. Although there are foreign competitors in the market, we follow the traditional way of raising poultry, which is preferred by the Lao people, and is trusted and supported by our Lao customers.

What are your selling points?

Since we are Lao and live in a Lao society, we consider our business strength to be our understanding of the needs of local customers. By frequently observing our customers' behavior and getting their direct feedback, we are able to determine what they really need. In order to guarantee the safety of our food products, we test each and every product before we put it on the market. The quality and safety of our food products leads to the trust of our customers and is the driving force behind our farm operations.

What are your challenges?

Climate change, Avian Influenza, and Newcastle disease are major threats to poultry farmers that can adversely affect the growth and productivity of chickens. In order to reduce these negative impacts, we have separated our research facility zone from the farm zone. Since our farms are small and medium-sized, we will work with our

customers to find unique and distinctive ways to operate, such as by developing products that reflect the needs of specific customers.

Business expansion in the future?

First, we plan to consolidate our ground in Laos, and then develop new markets in neighboring countries such as Vietnam, Thailand, and Cambodia. Since the climate, religion, and culture are similar to those of neighboring countries, we believe that business will proceed smoothly. We will also establish the necessary management systems to ensure that our export products meet the quality and safety standards of those countries.

In addition, we will focus more on circular agriculture, which is an efficient combination of organic vegetable cultivation and poultry farming, in order to increase our competitiveness. We need to learn more from the leading companies in this area. Japan is one of the countries that we would like to have business exchanges with. When I participated in the Japan Study Tour of the Keieijuku Program, I had an opportunity to visit Japanese companies, and I learned many things there that I believe we can apply to our business. Therefore, we would like to visit Japanese investors at least once to exchange opinions before starting a new business.

Message to future business partners?

Laos is a developing country and has great potential for clean agribusiness to boost socioeconomic development. To facilitate this development, it is important to encourage investment. We hope that everyone who shares our values will support us in our effort to seize this business opportunity. We welcome any kind of collaboration, whether it be capital contribution, technological contribution, or sharing of experience.



1. Black breed chicken 2. Shrimp pond 3. Shrimps in our farm



Delivering a Delightful Experience Through Professional Cleaning Services

Clean and Green Services

Ms. Nilasone VONGPRASEUTH / Director

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Company DATA

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Consulting and Professional



What is your business?

I run a company that dispatches cleaners. Mother and Child Hospital was our first customer, and in 2011 the hospital had to relocate to the new building. From that time, we began to run our business in earnest. Government officials were very impressed with the polite and courteous work of our staff at the hospital, so they assigned us to clean the old parliament building, and later we were contracted to clean the new parliament building as well. This was the origin of our company, and since then, we have expanded our clients to include private companies, the United Nations, UNODC, and World Education.

What are your selling points?

In order to improve our services, we value Japanese management principles such as "Omotenashi" (hospitality), "Ikigai" (purpose in life), and "Kaizen" (continuous improvement), which I learned in Keieijuku Program. We believe that this allows our staff to enjoy their tasks, constantly improve, and work more efficiently and effortlessly. We find that this system works well, and we intend to continue it.

Our staff are dispatched to each work location, where they function as representatives for our company. Our staff cannot maintain the quality of the services if they do not work with focus and passion. For this reason, we are committed to providing training programs that are closely aligned with our staff needs.

Our policy is to serve every customer with warm hospitality and we provide the same quality of humble service and cleanliness in each location.

What are your challenges?

There are many competitors within Laos, about 40-50 cleaning companies now, and there is nothing we can do about this. However, we can compete with our competitors by using the slogan "Quality, Quality, Quality." This means "quality of people, quality of technology, and quality of work."

Business expansion in the future?

We would like to focus on our business in this country until we can train communication skill to our staff to put their heart and soul into their work and also treat customers with respect whenever they encounter them. In addition to cleaning services, we plan to diversify our services to include bed making, laundry, yard maintenance, and home care. Other than that, I would like to develop cleaning equipment together with a Thai company.

Message to future business partners?

We believe that the Japanese way of providing services will become a standard that is needed in Laos as well, and we would be happy to work with Japanese companies to support us with the improvement of our service mindset.



1. Mr. Meksithanakone CHANTHARATRY, Marketing Manager (Batch2)

2. Ms. Phongsawath KEOKHOUNPASAK, Assistant Manager (Batch4)

3. Staff meeting

4. Our family



Contributing to Welfare Through Pharmaceutical Manufacturing

KPN Pharma Sole Co., Ltd.

Mr. Thatsaphonh CHANTHAVISOUK / Director

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Company DATA

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Wholesale
and Retail

Health and
Social Work

What is your business?

We are a leading pharmaceutical company in Laos. Our company was established in the early 1990s when the market was dominated by state-owned pharmaceutical companies. At that time, there was always a short supply of medicines and they were sold at high prices. My mother, the founder of the company, had a vision of supplying quality and affordable medicines to the Lao market. This would contribute significantly to the growth of local related companies, and also to the welfare of every consumer in the society. From 2000 to 2006, we partnered with a Vietnamese company to set up a pharmaceutical plant in Laos, and in 2006, we dissolved our partnership with the Vietnamese company and have been importing our own machinery for manufacturing from Vietnam, China, and Thailand.

What are your selling points?

Our company is committed to continuously improving the technical skills and knowledge of our employees. All of our employees are proficient in operating every machine used in the factory to manufacture pharmaceutical products. Although I am the son of the founder, I have had the opportunity to work and study in the field of distribution operations without distinction from other employees. At one time or another my duties have included the packaging of pharmaceuticals, delivery to various pharmacies, customs clearance, and clerical work in the office. This means that, unlike many large business owners, I have a thorough hands-on working knowledge of every part of our operation. I am proud to have a number of employees who have been working for the company since it was established. We have a good understanding of the Lao market, the needs of the Lao people, and the local pharmacies. We are also a 100% private company, which gives us a huge advantage in being

able to make quick decisions and take appropriate actions to meet the needs of our customers.

What are your challenges?

The burgeoning presence of domestic and foreign competition in the Lao domestic market is both a threat and a driving force for us to continuously improve the quality of our products and increase our production. We invest firstly in owning high quality manufacturing facilities and secondly in constantly improving the skills and knowledge of our employees. In this way, we have transformed the threat of competition into a motivating force for business growth, and we intend to continue to overcome our challenges.

Business expansion in the future?

In the near future, we plan to start selling our products through on-line channels in order to respond immediately to our customers' needs. We are also planning to export our products to the Chinese market in cooperation with our business partner in China. As for hemp oil, we are currently preparing materials in anticipation of changes in laws and regulations, as related products containing CBD and THC are expected to be highly profitable.

Message to future business partners?

We are ready to work with investors and business partners who have knowledge and expertise. What we expect from foreign investors is investment in manufacturing know-how and medical production equipment (e.g. specialized machinery). We also welcome investors who are willing to provide funds for expansion of production capacity and marketing.



1. Factory and office 2. Products lineup 3. Quality checking before shipping



Supporting the Challenges of SMEs in Laos

Lao Development Bank (LDB)

Mr. Sounthone SINTHAPASEUTH/ Former Deputy Managing Director

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Company DATA

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Financial and Insurance



What is your business?

The bank is a joint venture between Chaleun Sekong Energy Co., Ltd. (70%) and the Ministry of Finance (30%). In addition to its regular banking operations, the bank focuses on lending to promote small and medium-sized enterprises (SMEs) in all sectors, and also promotes the country's socio-economic development in order to strengthen the country's economic foundation.

What are your selling points?

The Bank was formed by the merger of three state-owned commercial banks. The Bank's business objectives are to ensure financial soundness and to improve and strengthen overall business operations while satisfying customers through various banking products such as deposits, loans, payments and online banking.

In addition to current and fixed term deposits, the bank's services are very attractive with high interest rates, a variety of payment options, and branches in almost every district of Laos. For fixed term deposits, customers can choose whether they want to receive interest in advance or at maturity. We also believe that the Bank has technological advantages that can further meet the needs of our customers, such as being the first commercial bank in Laos to introduce online banking in the form of mobile commerce.

What are your challenges?

Our customers are mainly local SMEs, and we need our bank employees to be digitally literate in order to understand the potential and financial situation of our customers, through extensive data collection and AI-based data analysis and so on. For this purpose, we have to continuously train our employees. Based on what I have

learned through the Keiejuku Program, human resource development is an important factor. Therefore, I would like to provide training in a way that fits the times for our bank employees.

Business expansion in the future?

In order to reduce operating costs, we have collaborated with several banks to provide products and services. One of the most successful examples of our collaboration is the ATM service, which provides more convenient access to cash withdrawals, balance inquiries, and various transactions for a fixed fee. Based on this experience, we will seek to build further cooperative relationships with our customers in order to provide technology-based products and services that meet their needs.

We will also focus on: 1. investments in clean energy; 2. investments in eco-tourism; 3. investments in the agricultural sector; and 4. investments in existing customers, especially SMEs. These are also in line with government policy and will contribute to business growth by enabling companies to raise funds at appropriate interest rates. For other disruptive innovations that require immediate action, such as virtual currencies and the metaverse, we will headhunt people with expertise to respond to the issues.

Message to future business partners?

In compliance with the government's intention to promote business transactions through banks, LDB Bank has established a number of branches throughout the country to serve all investors interested in doing business in Laos, offering a wide range of products and services to meet the expectations of our customers.



1. Mr. Khampaseuth PHANTHAVONG, Acting Head of Information Technology Dep. (Batch2)
2. Service counter in headquarter
3. All in One app for individual users



Lead the Trend With Furniture

Mahasok Trading Co.,Ltd.

Ms. Chandavone VONGXAY / Managing Director

Nationality ▶ Lao

Education ▶ Bachelor of Business Management in Lao PDR / Master of Project Management in USA

Company DATA

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Wholesale
and Retail

What is your business?

We have become one of leading furniture import distributors in Laos and we stay ahead of the trends through the concept of Life-style store. It all started when I was unable to work during normal working hours due to having twin babies and I have also gained an experience working with INGO which is the project dealing with the goods import procedures. Since there has been a rapid growth of home and office constructions in Laos, there is a high demand in household and office furniture decorations. Therefore, we saw the potential for business to grow, so we decided to run the furniture import business without having a physical store at first and mainly distributed wholesale to the public projects through bidding.

What are your Selling Points?

One of our strengths is the product designs and quality to target medium and high markets. Another is our staff's customer service skills such as being service-minded and being capable of providing customers with our product's adequate information and providing after-sale service. We created our own brand and liaised with our manufacturer to make products based on the quality requirements of our market and we have received positive responses from customers in Laos. We are especially proud of our mattresses made with quality materials and with ISO compliance. We are committed to customer service so that our reputation can spread naturally through word of mouth.

Business expansion in the future?

We will add more interior design services to provide made-to-order products to suit our customers' needs. Nowadays, most household furniture is very large because of the sizes of the houses in Laos. However, the future trend of buying houses for the younger generations will be different. From my experiences dealing with a variety of customers, I realize that young couples tend to look for smaller homes with compact designs to fit in their lifestyles.

The Lao market is quite small and that is not suitable for building a big factory in Laos. Therefore, we want to build a small factory in order to design and produce our products to meet our market's requirements in Laos. We will focus on making our brand widely well-known and strengthening our customer base in Laos.

Message to future business partners?

We are pleased to cooperate with furniture/interior designers or companies who are passionate in furniture industry and would like to expend their markets in Lao market or in ASEAN markets. We will team up with each other to bring our brands to ASEAN markets in countries which have similar cultures and are in the developing stage like Laos.



1. Stylish showroom exterior 2. Household furniture variety



Delivering the Attractive Local Products of Laos to the World

Mekong Lao Export & Import Co., Ltd. Ms. Latsamy VETSAPHONG/ Business Owner

Nationality ▶ Lao Education ▶ Diploma of Accounting and Finance in Lao PDR

Company DATA

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Manufacturing

Wholesale
and Retail

What is your business?

I began my career in the interior design industry and normally I had been procuring materials domestically. However, when I was involved in a project, I found out that it's difficult to get some materials and or very expensive in Laos and had to import some materials myself. At that time, I realized that if I could sell these kinds of imported materials at low prices, it would be a great business opportunity, so I started my own import and export company. Since then, I have been focusing on the development of handicrafts and food products, hoping to build a bridge between Laos and the rest of the world through introducing Lao. In order to export Lao products, I thought it was necessary to create products with good packaging and design, so a few years ago I started a project to develop export products by creating my own standard, which I call "Lao Best Brand". This standard, which is now well known in the industry, guarantees the quality of our products.

What are your selling points?

I always see problems as opportunities. In order to ensure Lao Best Brand quality, we have created a business group of companies and producers who share the same commitment and philosophy as we do, so that we can provide the best products to our customers.

Lao Best Brand products are collected from all provinces in Laos and are rated on a scale of Level 1 to 5. Products at level 5 are suitable for export. All members involved work together to raise the level of the products until they meet the standards required for export, and to raise the awareness of the producers themselves. We are always competing with ourselves to produce better and better products, and this is our greatest strength.

We are able to offer wooden furniture, one of our main products, at competitive prices. We believe that offering high-quality and low-priced products to our customers is an important factor for our success in the global export market.

What are your challenges?

When I participated in the Keiejuku Program, I learned the importance of constantly identifying what can be done to improve the products. The products made by each producer group will be continuously improved to achieve the highest level of 5, which can be used for export products. We need to find out how to raise each product's level through discussions with the producers on ways to do so. Our goal is also to export the products in attractive packaging.

Business expansion in the future?

Currently, there are nine products that have high potential for export. One of the most popular products in Laos is called padeak (a traditional Lao seasoning made from fermented fish), and it has the potential to be exported to Europe as well as the United States. Another attractive export product is Lao coffee.

Our products can only be sold if they meet certain standards. We develop products and bring them up to sales standards after clarifying the target and purpose of use. Whether the product is for the domestic market or overseas, a team is set up each time to evaluate the potential of the product.

In terms of evaluating whether a product will be accepted by the market, since we utilize excellent raw materials, it is all about how we can process them into products with added value.

Message to future business partners?

We are looking for foreign business partners who already have distribution and sales channels in their home countries. We also welcome those who can help us to develop unique new products and propose innovative marketing strategies. Cooperation in improving production technology, manufacturing techniques, knowledge, marketing skills, etc. is also welcome as it will be an important help in achieving our goals.



1. Exhibition and sales at department store 2. Products lineup 3. Lao traditional food products 4. Premium Jasmin rice



Developing New Customers With Niche Pharmaceutical Products

Palamy Pharma Co., Ltd. Ms. Soudaphone PHONHAXA / Director

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Company DATA

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Wholesale
and Retail

Health and
Social Work

What is your business?

We started our business by importing and selling pharmaceutical products, mainly imported from Thailand and Korea. Our main customers are public and private hospitals, clinics, dispensing pharmacies, and general merchandise stores. About 20% of our sales come from over-the-counter drugs, while the remaining 80% come from niche products, namely prescription drugs, some of which we import exclusively. We carefully explain the specifics and selling points of these niche products to each and every doctor, pharmacist and drugstore employee. Due to increasing demand, we are now importing products from Singapore, Malaysia, Taiwan, India, and Bangladesh, supplying at least 200 items to the market. As a result, we have become one of the largest providers of prescription drugs in Laos.

What are your selling points?

In order to guarantee the safety of imported pharmaceuticals, we place particular emphasis on quality in our product selection. We are well aware of the characteristics of the market and focus on coordinating with our suppliers and business partners, to ensure that we can provide high quality products at affordable prices to our customers. Our staff must have a high level of knowledge about the prescription drugs and niche products that we handle, and must be capable of accurately communicating this information to vendors. We have carefully provided training and guidance to our staff for this purpose. It takes a long time to develop such staff capabilities, and I believe that other companies cannot easily compete with us. It is also important for us to comply with laws and regulations and operate our business in an ethical and responsible manner in order to gain the trust of our customers.

What are your challenges?

When we started our business, there were only 10 companies in the same industry in Laos, but now there are more than 60 companies. Under these circumstances, in order to maintain a stable number of customers, we need to diversify our products and improve quality by selecting products that will appeal to people with various points

of view. Another issue is logistics. Under the recent pandemic situation, shipments by air have become impossible and we therefore need to switch to other modes of transportation, which causes delays and leads to higher transportation costs.

Business expansion in the future?

Our business must maintain our existing drugs sale share while at the same time increasing our overall sales volume by introducing new products in response to changing health needs. There are many good medicines available, but they will not lead to sales unless they are introduced at the right time when consumers need them. We believe that we have an opportunity to introduce products that other companies have not yet introduced, such as high-priced pharmaceuticals, for which a certain level of potential needs can be expected even if the sales volume is low. Currently, we mainly import pharmaceuticals, but in the future we plan to add medical devices, health foods, and cosmetics, so that we can offer a variety of options to the customers. We also have a goal to become the top company in Laos in the field of pharmaceuticals, and we are looking into building a pharmaceutical plant in the country to produce both OEM and products featuring our own brand to be sold locally and to neighboring countries such as Thailand and Vietnam.

Message to future business partners?

We believe that we can play a role in the government's long-term plan to reduce dependence on foreign industrial products through the domestic production of pharmaceuticals. Therefore, it is important to build partnerships in order to expand our business. We would like to establish partnerships with companies in neighboring countries, as the transportation distance is short and the prices are similar. In addition to the distribution of imported medicines, there will be potential to sell high-end supplements produced in Japan, as Korean supplements are currently selling well. Finally, what we expect from foreign investors is mainly support in the form of manufacturing know-how, knowledge sharing, and investment in facilities to maintain strict quality standards. Of course, other types of investment are also welcome.



1. Product line up
2. A workplace that facilitates communication
3. Social Contribution Activities with a school
4. Social Contribution Activities with a temple



A New Concept Guesthouse Offering Corporate Training

Bubpha Mekong Guesthouse

Ms. Pamoune PHETTHANY / Business Owner / Director

Nationality ▶ Lao Education ▶ Bachelor of Business Administration In Germany, Master of Business Administration in Thailand, Master of Education Management in Lao PDR

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Accommodation
and Food Service

Education

What is your business?

After 10 years as director of the German International Cooperation Corporation (GIZ) and another 10 years as director of the Lao Micro Finance Association, I started a guesthouse in Champasak province with a German partner. Previously, some German colleagues came to my home village and stayed with me for a year, after which many other friends were inspired to come and stay with us. This gave me the idea to open my own guesthouse. The guesthouse offers corporate training under the concept of a learning center.

Our clients are employees and executives of micro-finance related companies. The guesthouse provides regular training on micro-finance, as well as a tour program to experience traditional farming and fishing in Laos. We also train recent graduates to become the next generation of professionals in the micro-finance field. Currently, our main clients are micro-finance related companies and other small and medium-sized enterprises (SMEs) and foreign tourists are not our main target.

What are your selling points?

I have been working in the field of microfinance for many years through my previous job. The training programs we currently offer at our guesthouse are based on a variety of real-life experiences. We also invite experts from Thailand, the Philippines and other countries as needed.

For companies in the microfinance sector, we offer a variety of training programs to meet their needs, such as delayed debt management, customer service, recruitment, leadership, and resolving conflicts within an organization, and for SME's, access to financial services, how to obtain loans, pandemic response, business plan development, strategy development, and organizational development. That is to say, there is a variety of training options on our menu to meet client needs. These are very popular because they address the specific problems that Lao companies are facing right now, which is why our clients choose to come to our remote village for their training.

Each of the independent lodges in the guesthouse has a beautiful view of the Mekong River. Guests can spend time in a rural Lao village and refresh their minds by watching the peaceful villagers as they farm in the fields or fish in the slow flowing river. Moreover, it is also a place to practice rural community development, combining ecotourism with agriculture and fishery to create employment for local people. Our customers support us in that regard as well.

What are your challenges?

My first challenge is that I cannot do everything alone, so it is important to train my successor. However, it takes a long time to train people. One more challenge we face is that there is a stream on the road leading to the village. Even in the dry season, it can only be reached by four-wheel drive vehicles, while in the rainy season, it becomes completely impassable. It takes about an hour to reach the village by a small boat after getting out of the car. We are having a hard time finding talented people to work in such an inconvenient place.

Business expansion in the future?

We do not plan to increase the number of lodges, but to expand the number of beds in the form of homestays in the villagers' houses. We also plan to provide meals grown and raised on our own farms and ranches, and focus on activities such as training programs and ecotours. After Covid-19, we plan to collaborate with Filipino experts in product development and training in the field of micro-finance.

Messages to future business partners?

I am impressed by Japanese "Omotenashi" (hospitality) and I would like to implement such kind-hearted hospitality in my guesthouse operation and training program. I am also looking forward to having Japanese companies participate in this project and working together to make this dream a reality.



1. Seminar in class room 2. Learning to fish from the fishermen of the village 3. Field study 4. Trainee group photo



Supporting Study Abroad With Skilled Counselors

Microtec Education Centre Ms. Bounnaly CHOUNLAMANY / Director

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Company DATA

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Education

What is your business?

In Laos, there is a growing demand for reliability and quality in the field of higher education. To meet this demand, we established a company to provide educational counseling services to students wishing to enter higher education abroad at their own expense, at a time when similar companies were still limited. In the beginning, our application support services for overseas higher education were limited to countries like Australia. Currently, we are increasing the number of local partner schools and partner companies in the UK, Switzerland, USA, Thailand, Malaysia, Singapore, China, and other countries in anticipation of customer demand.

What are your selling points?

We have specialized in this field for many years and have a proven track record. We value our clients as if they were our family and provide them with educational consultation. We are always ready to help if students need support during their study abroad, and we are just a phone call away to discuss even the most trivial matters and answer any concerns their families may have. We believe that the professional services we provide, including this kind of mental care, are satisfying to students and their families, which has led to our growing popularity and business growth. Our staff are also skilled counselors in this field, and based on their experience, they can advise clients on their concerns with an objective point of view. We have also earned the trust of our clients by providing comprehensive information in advance, including not only school information, but also tuition fees, application support service fees, and living expenses such as rent. One of our major selling points is that we have been able to increase the number of clients based on word of mouth, which spreads from such trust. Another point is the proactive advertising of our services. Specifically, we participate in education-related exhibitions, visit schools in Laos, and provide information about our business directly to students who are interested in studying abroad.

What are your challenges?

In the event that a student encounters a problem while studying abroad, our staff will take responsibility for getting involved and handling the situation. Therefore, our staff members are required to have good communication, stress management, and empathy skills, and training in these areas is important. I applied what I learned in Keiejuku Program to provide effective coaching to our staff so that they can find appropriate solutions to any issues that might arise.

Business expansion in the future?

There are potential clients in the provinces of Laos, so we are planning to expand our market nationwide, including major provinces such as Luang Prabang, Champasak, Savannakhet, and Khammouane. The more customers we have, the more options we will be able to offer.

Most of our current partner schools are in English-speaking countries. Non-English speaking countries such as China also offer interesting study abroad programs. Therefore, we plan to advertise our target partner schools and invite them to hold educational seminars, school fairs, and other exhibitions.

Message to future business partners?

We are impressed by the Japanese hospitality, manners, self-control, and respect for others. We have not sent any students to Japan yet, but we would like to introduce Japan as one of the options for our clients in the future because of the high level of education available in Japan. We hope to meet with partner schools and companies in Japan in the future.



1. Our front office 2. A student visited and consulted at our office 3. Variety choices for students 4. Photo message from our students



Next Generation Market With a Clear Concept

New Market Nong Neow

Mr. Anosith PHENGTHIMMAVONG / Deputy Director

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Real Estate

What is your business?

I own land on the outskirts of Vientiane, along the main road called Route 13 North, and I was wondering if I could do some business with it. The area around the land is a bed town community with a dense population. There was a small market across the street from the land, and since the area around the market was already crowded with houses, we decided to use our land across the street to create a larger market. Many of our customers, who are market stall holders, are people from the surrounding area. The expansion of the market has created jobs in the area and improved the convenience of the residents. Because of its location, we are targeting mainly busy people in their 40s and 50s who stop by on their way home from central Vientiane after work.

What are your selling points?

In order to ensure that not only the general customers but also the stall holders use our market in the long term, we try to keep the market atmosphere fresh, clean, and convenient. In terms of facilities, we have a parking lot for over 160 cars and staff to guide the cars. In order to provide more business opportunities for the clients, the parking lot is free of charge to make it easy for the general customers to visit. In addition, we offer spacious aisles, airy buildings with high roofs, and clean and free toilets. In terms of products, a wide range of fresh food and daily necessities are available, both for home use and bulk products for restaurants and other vendors.

What are your challenges?

There are a number of markets in the area, and competition is fierce. We need to differentiate ourselves from competitors, so it is important to nurture the image of a fresh, clean, and convenient market.

Business expansion in the future?

To meet the increasing demand, we will enhance our stores and stalls with a diverse range of products. In addition, we will further improve common facilities such as parking lots and restrooms, and focus on providing affordable and high-quality services not only to the stall owners but also to the general customers.

Message to future business partners?

Markets in Laos are in the early stages of development and need further improvement in many aspects such as marketing, cleanliness and management. Through the Keiejuku Program, I was able to learn various best practices from overseas and apply them to our business. For further improvement, we would be happy if we could get support from developers and investors who can share their knowledge in terms of business management.



1. Spacious parking lots 2. Well-ventilated stalls



Providing Construction Solutions Through Careful Dialogue With Customers

Phonexay Construction Co., Ltd. Mr. Bounmy KEOVILAY / Deputy Director

Nationality ▶ Lao Education ▶ Bachelor of Civil Engineering in Lao PDR

Company DATA

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Construction

What is your business?

Our company is a construction company founded by my father, mainly constructing buildings for public works and international aid projects. Today, we are involved in a variety of infrastructure facilities such as public facilities, sewage treatment plants, and school construction. I started working for our company after graduating from university with a degree in civil engineering, and now, as the second generation of the company, I am adopting new technologies to improve the productivity of each process.

What are your selling points?

In order to provide the best service, we place importance on frank discussion with our customers. For example, since most of the construction materials are imported, construction budgets are greatly affected by the exchange rate. Our financial officer will discuss this matter with the client and work with the client to find the best solution. One of the things we do is to take the exchange rate into consideration when negotiating the contract. Another is to provide accurate information about the advantages and disadvantages of each design and construction method so that the client can make decisions that fit their budget. These efforts prevent unforeseen problems from occurring during project implementation.

What are your challenges?

Our base is located in Luang Prabang, a relatively large province in the north of the country. For the first few years after our establish-

ment, there were few competitors in the province and, due to its geographical situation, it was difficult for competitors from outside the province to provide services the area. In the past, we were able to take advantage of this situation and profit from the nearly exclusive access to this location. We then used these profits to expand our service area. Now, however, Luang Prabang is becoming easier to access from other provinces, and for that reason our geographic advantage has been greatly reduced. Nowadays, our challenge is to shorten the construction period to reduce costs. We are looking for a new method of construction to shorten the construction period.

Business expansion in the future?

Various construction projects are expected to increase in Laos, and one particular project that we would like to focus on is hospital construction in the public healthcare sector. In order to be able to serve customers with budget constraints, we will also utilize new technologies and train human resources so that we can carry out our work more efficiently.

Message to future business partners?

We would like to take this opportunity to invite any investors who share our values to consider doing business with us. Both technical knowledge and capital support are welcome. We are especially looking forward to cooperation from Japanese companies with high expertise in the construction field.



1. Our office at the construction site 2. Supervisor and site supervisor constantly monitor progress



Making the People of Laos Happy With Delicious Baked Goods

Premium Food Products

Mr. Phansin PATHAMMAVONG / Director

Nationality ▶ Lao Education ▶ Bachelor and Master of Art History in France

Company DATA

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Manufacturing

Wholesale
and Retail

What is your business?

The company is family owned and we manage the bakery specializing in the production of sweet breads, baked goods and fried goods. We are one of the largest bakery companies in Laos, and our products are well known and sold in convenience stores and grocery stores under the ABC Bakery brand. Our target customer segment is the middle class, and we set reasonable prices for this segment. Since the establishment of our company, we have always devoted ourselves to making delicious products and making our customers happy.

When we started this business, French bread was available, but bakery products such as sweet breads and baked goods were rarely sold. Seeing an opportunity, we opened a small store and gradually expanded to a large factory to offer a variety of bakery products. Since then, the demand for bakery products has been increasing rapidly in Laos as more and more people want to eat quickly due to lifestyle changes and the availability of non-traditional food options.

What are your selling points?

Many of our products are French-style bakery products and are consistently of high quality. Customers can enjoy a quality and taste that other stores cannot easily provide.

In addition, as the number of orders is increasing, we realize that we can provide products that satisfy our customers with a good balance between quality and price. Although our products are high quality, our large production volume allows us to purchase raw materials in large quantities, which keeps our costs low and allows us to sell our products at low prices. Another factor that allows us to lower production costs is that we import materials directly. We put the happiness of the Lao people first and do not rush to make a profit.

We cover all major baked goods, from breads and buns to small packaged pastries, donuts, cookies, salty snacks, and cakes. Due to the large variety of products, we adjust our production volume based on daily sales and other statistical data.

What are your challenges?

Foreign companies that make high quality products are our competitors. Although consumers trust our quality, we must constantly strive to improve ourselves and keep our products competitive. We have focused on quality control management to maintain our brand loyalty. By the time this booklet is published, I will be in France learning about bread making. I will then return to Laos to further improve the quality of our products and expand our business.

Business expansion in the future?

In order to communicate directly with consumers, we are planning a pilot project to open and directly manage a retail store to sell our premium products. If this plan is successful, we plan to increase the number of such stores. In addition, as Lao people become more health-conscious, we will offer products with more emphasis on health aspects to meet the demand and trends. Furthermore, to meet the overall increase in demand, we plan to expand our factory to shorten the lead time from order to delivery and to market our products nationwide.

In order to grow the company, we will switch from the current top-down management style to a more horizontal management style. We will communicate the company's vision, mission, and strategies to our staff so that they understand our goals, and we will also improve our personnel management methods.

Message to future business partners?

In recent years, with the spread of e-commerce, a nationwide network of delivery services has been established. Also, as the economy grows and people become more affluent, they can afford to spend more money on bakery products. The number of middle-class consumers, our main target, will continue to increase in the future. All of this makes the future of the bakery industry very hopeful. We are confident that we have the ability to maintain our market share and flourish in the Lao market. We are open to any business partnership and welcome any investors and partners.



1. Working like family 2. Fresh bun to delivery 3. Pouring heart and soul into every product 4. Variety of Products



Young, Energetic Executives Who Create New Lifestyles

Saikhong Trading Import-Export Sole Co., Ltd. Ms. Manilin Sitthixay / Director

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Manufacturing

Wholesale
and Retail

Real Estate

What is your business?

Our company is diversified, and we are currently engaged in five major businesses: real estate development, fresh food markets, production and sales of bread, foreign remittance and exchange, and an import, export and distribution business.

We are currently focusing on real estate development, production and sales of "Piggy B" brand sandwiches, and our franchise business in sandwich sales.

Vientiane, the capital city, is expanding due to the influx of people from the provinces, and the demand for housing in the areas where we own real estate is constantly growing. Therefore, in recent years, we have implemented a project to sell affordable houses to the middle class. Also, due to this population growth, there are more and more busy office workers who prefer the grab-and-go style of eating, and Piggy B sandwiches are a tasty and quality fast food option for them.

What are your selling points?

Although we have experience in developing expensive housing units priced at over 3 million baht, during the pandemic situation, we developed small housing units priced at under 1.5 million baht. This strategy has been successful, and now 170 of the 200 units are already occupied by buyers. Furthermore, with an eye on the post-pandemic period, we are planning a project called "Villa Mahasap Village". The uniqueness of this project is the design of the town, which is not paved with concrete and has lush greenery with a resort-like atmosphere. Residents can enjoy the chirping of birds and breathe the fresh air. It is also close to the Lao-China Railway station, so more and more Chinese people are buying houses here. Villa Mahasap Village is a gated community with a single entrance, so security is excellent.

What are your challenges?

Our biggest challenge is to recruit and train new talent. Laos has not been a competitive society until recently, so people are gen-

erally not accustomed to honing their skills in a competitive environment. We advise staff to work spontaneously and not wait for instructions, but it is very difficult for staff to change the way they have been working. However, the situation in Laos is changing, and the traditional way of approaching work is no longer acceptable. If we want to compete with our rivals, we have to encourage our staff to study, use their knowledge to improve work methods, and constantly improve the quality of their own work.

Business expansion in the future?

We believe that after the pandemic is over, the outlook for the Lao-tian economy will improve dramatically. In anticipation of this, we plan to start the Villa Mahasap Village project in April 2022. We believe that our customers will be both Lao people and foreigners. The Chinese in particular have the desire and purchasing power to buy.

Next, we are planning to expand Piggy B's franchise into Northeast Thailand and Cambodia. In order to achieve high target numbers, we do not have time to walk slowly; we have to run towards our goals. In order to achieve our goals, we need to collaborate with local companies. For this development, we are hiring experts from Thailand and are making preparations. First, we would like to open stores in Nong Khai, Udon Thani, and Khon Kaen in Thailand.

Message to future business partners?

What I learned during my study tour in Japan as part of Keiejuku Program is that "In order to survive, you have to keep doing research & development". Although I am the head of a group of companies, I am young and lack experience. I would like to cooperate with Japanese companies and learn more about the Japanese way. I am ready to learn everything from Japan.



1. Road side stall as grab and go style 2. Put her heart and soul into the food 3. Hand over the products with care
4. Operating training



Unique Construction Business Strategies for the Benefit of Urban and Rural Areas

Sengfaly Road, Bridge and Irrigation Construction Co., Ltd. Mr. Oudomsak SIPHAVANH / Deputy Director

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Construction

Consulting and
Professional

What is your business?

Our company started its construction business in 2002. It was founded by my father-in-law because at that time, Phongsaly Province had a high demand for construction companies to develop infrastructure. Our company has mainly undertaken projects specializing in social infrastructure such as roads, irrigation, and reinforced structures. We have also been involved in infrastructure construction for the Lao government, international organizations, and international aid projects, as well as general housing construction. Currently, in addition to the headquarters in Phongsaly Province, we have established three branch offices across the country to expand our business.

What are your selling points?

Our company's selling point can be summed up in one word "commitment". We have a heartfelt commitment to quality and service in general housing construction. In addition to responding to our customers' needs, we also pay attention to the details of construction. Certain construction practices are more common in Japan than in Laos. Examples of these are treatment to prevent termite infestation and curing until the concrete is strengthened. In our effort to maximize quality, we strive to ensure that these practices are implemented in all our projects. In Laos, design changes frequently occur during the construction period, and we try to anticipate such changes and complete the construction on time, as well as provide additional services after listening to the customer's requests.

What are your challenges?

Our customers demand quality while keeping prices low, so we always endeavor to improve our techniques and machines so that we can provide services that meet the customers' requirements. Our

main competitors are companies from China, Vietnam, and Thailand, and we are constantly challenging ourselves to improve our techniques and experience in order to compete with those foreign companies. Another challenge is the rising cost of raw materials due to fluctuations in exchange rates.

Business expansion in the future?

Currently, we have offices in the Vientiane Capital as well as in the three provinces of Phongsaly, Bokeo, and Udomxay. To target urban areas, we are planning the construction of commercial facilities from the design stage to completion, while in the rural areas of Laos, infrastructure development is progressing and construction of private and public facilities is underway. This provides us with a great opportunity to further expand our construction business. In addition, we would like to develop and sell construction materials. We also plan to shift from owning construction equipment to renting it from others. This will allow us to reduce the amount of time and money spent on the maintenance of construction equipment, and to concentrate on our core service of construction management, which is to ensure high quality and timely delivery.

Message to future business partners?

Our company is interested in cooperating with foreign partners. My wife's brothers, the children of the founder, all graduated from universities in China, while my brother and I graduated from universities in Japan. We are especially interested in cooperating with foreign experts in the areas of project planning, research and land surveying. We would also like to learn about more aesthetic finishing techniques and higher quality construction management practices from Japan.



1. Mr. Bounseng SYLAPHET, Project Manager (Batch4) 2. Small concrete dam for irrigation project 3. Meeting on construction site



Supporting the Expansion of Laos' Electricity Grid

Thippachanh Construction and Electric Supply Co., Ltd. Mr. Vanxay Netybandith/ Deputy Managing Director

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Construction

Wholesale
and Retail

What is your business?

We supply and install electrical equipment for low and high voltage to power grids and power plants, and our main customer is the Electricite Du Laos, which is one of the main power providers in the region. After graduating from university and gaining experience in the private sector, I started this business with my brother in 2010, seeing it as an opportunity due to the limited number of competitors in this field.

What are your selling points?

Our business involves work that is dangerous. We employ staff with not only electrical expertise, but also skills and experience in high voltage electrical work and working at heights. In addition, to ensure that our products and services meet international standards and meet our customers' requirements, we provide our staff with various training programs to maintain and improve their abilities and skills.

What are your challenges?

In recent years, foreign competitors with strong ties with equipment manufacturers have entered the market with low prices. For example, equipment suppliers in China offer low prices, and Lao companies cannot compete in projects with a high percentage of equipment deliveries. This has led to the need to either choose projects with a high percentage of construction work where we can compete on labor costs or subcontract work as a construction contractor.

Business expansion in the future?

As Laos continues to develop, more and more projects will require electrical work, such as buildings, roads, railroads, bridges, tunnels, and power line networks. In addition, as more factories are built, the demand for electrical equipment will increase even more. New innovations such as solar power generation, wind power generation, and charging stations for electric vehicles will require construction techniques that are different from those used in the past. In preparation for this, it is essential to secure, maintain, and manage human resources. In the future, we have set a goal to become one of the top three electrical installation and repair companies in Laos.

Message to future business partners?

Electrical installation and maintenance work requires knowledge of how to use advanced construction machinery that is not normally used in Laos, but is used by Japanese and other foreign companies. Therefore, we would be happy to receive support for such equipment and know-how. We also hope that we can cooperate with each other in the form of capital support and knowledge sharing to achieve mutual long-term growth. We would also like to cooperate with companies that have experience in the supply and installation of electrical equipment related to renewable energy, such as solar power plants and wind power plants.



1. Our office 2. Power station construction



Expand Trade Business With Market-Oriented Mind

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Public Utilities

Wholesale
and Retail

What is your business?

After working for a foreign company in the field of customs clearance, I founded my own company. We have a wide range of businesses. We specialize in import and export customs clearance procedures for Chinese construction companies engaged in mega-construction projects such as dam building, and we also export Lao products such as wood crafts, coffee, and corn to China. We also import gas from Thailand and other countries and retail to households in Champasak and Savannakhet provinces, and in 2020 began currency exchange operations with our own currency exchange office.

What are your selling points?

We take responsibility for our work, and our first priority is to provide our customers with peace of mind and satisfaction through prompt response. We speak English, Chinese, Vietnamese, and Thai, which enables us to deal with a variety of customers. In the case of transactions between foreign companies and Lao suppliers, we act as an intermediary and issue letters of credit (L/C) when the two parties have not yet had any business experience and do not have a relationship of trust. Other local companies rarely offer such a service. We believe that our customers appreciate our service, as they recommend us to their acquaintances, which provides us with a continuous influx of new customers.

What are your challenges?

After participating in the Keiejuku Program, I felt the need to reflect on myself. As a result, I realized that I need to improve not only my

business plan but also my human resource development. We need to constantly devise ways to keep our employees motivated.

Business expansion in the future?

For the long-term development of our company, we believe that we need to be more responsive to the market and at the same time take a more global perspective. In the future, we would like to grow into a trading company that focuses not only on Laos, but also on markets around the world, looking for suppliers to meet those needs. First, we will expand our market to neighboring countries such as China and Vietnam, where we have a lot of experience in doing business. We will also utilize our connections with investors in China and Vietnam to build relationships with them as business partners.

Message to future business partners?

Laos is rich in resources and raw materials and can provide a sustainable supply of these resources, but it lacks the technical skills necessary for product development. I believe that if a company can build a sound foundation and strong credibility, it will naturally be able to raise funds. Japanese companies have a great deal of experience and know-how, and I believe that they have an organizational structure that is important for long-term business development. We expect that if we can cooperate with Japanese companies, we will be able to learn Japanese style staff training and human resource development methods.



1. Wood carvings to be exported to China



2. Gas filling station



Supporting Laos Development With High-Quality Ready-Mix Concrete

V&K Concrete Sole Co., Ltd.

Ms. Vilayvanh PHETLAMPHANH / Business Owner

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Manufacturing

What is your business?

When the company was founded, we were mainly engaged in civil engineering work such as building roads and bridges. At that time, most of the construction materials that were available to us were unsatisfactory in terms of quality and price. Therefore, we started to produce high quality ready-mixed concrete in-house. Currently, our ready-mixed concrete is being used in various construction projects, such as the Nam Ngum 1 Dam Expansion Project. In addition, the profits from ready-mixed concrete production allowed us to establish a separate company specializing in secondary concrete products such as floor slab panels.

What are your selling points?

We have been able to earn and maintain the trust of our customers by providing products and services in line with our management philosophy of honesty, transparency and high quality. Through our experience of participating in construction projects in Laos by foreign donors such as Japan and Germany, and supplying ready-mix concrete that meets international quality standards, our products are guaranteed to have the highest level of safety and quality in each manufacturing process. We believe that the steady increase in the number of our customers is proof of their trust in our products.

What are your challenges?

Competition in the ready-mixed concrete market is intensifying, as indicated by the increase in new entrants and the withdrawal of smaller competitors. In this environment, we believe that it is important for us to maintain our customer base by consistently providing excellent service and high-quality products. In addition, in order to maintain our competitive advantage in such a fierce market environment, we must always be ambitious.

Business expansion in the future?

Most ready-mix concrete for general housing does not yet meet ASEAN standards or international standards of Japan and Europe. The reason for this is that until now, most of the houses in Laos were low-rise houses, so it was difficult to detect problems even if the quality of the ready-mix concrete was poor, and the clients were not aware of the lack of quality. However, nowadays, high-rise buildings such as condominiums are being constructed, and the awareness of clients is changing. In the future, only companies that can provide high quality ready-mix concrete will survive, and the rest will be eliminated. Currently, the number of companies that can supply high quality ready-mixed concrete is fixed to a certain extent, but the market demand itself is expected to increase. To meet this demand, we plan to increase the number of plants that comply with international standards this year. We also recognize the increasing number of construction projects in parallel with the economic development of Laos as a business opportunity. We are fully prepared to make the most of these opportunities to expand our business.

Message to future business partners?

After learning the Japanese way of doing business in the Keiiejuku Program, we figured out that although local companies intend to provide the best products, they lack sufficient strategic planning, technology, technical support, advanced equipment, materials, and capital support. Therefore, we would like to invite interested investors to help us fill these gaps in the ready-mix concrete field with us.



1. Mr. Thanongsak VONGPHAKDY, Deputy Director (batch 4) 2. Our front office
3. Mixed concrete secondary products, Concrete post slab



Contributing to the Convenience of Lao Cities Through Infrastructure Development

V&K Road and Bridge Construction Co., Ltd. Mr. Keota KHANTIVONG / Business Owner

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Construction

What is your business?

I majored in civil engineering at university and worked as a site supervisor for a company in that field after graduation. After that, I worked for a Japanese company in Laos to supervise the construction of roads and bridges, and after experiencing the work of a site supervisor in charge of quality control, I was encouraged by the high demand for civil engineering work at that time, and established my own construction company in 2005, mainly focusing on civil engineering work. As a subcontractor, we have participated in many construction projects for Japanese companies such as Obayashi Corporation and Hazama Corporation, and I have gained experience in the field.

What are your selling points?

We value working in line with our management philosophy of honesty, transparency, and high quality. We have a high level of expertise in quality control operations at all stages of a construction project, and we select and propose the most beneficial method for our clients at any given time from various material selection, procurement, and construction methods. When selling our services, we try to provide well-balanced information by showing several options of construction methods and clearly explaining the advantages and disadvantages of each. Furthermore, to make it easier for the customer to make a decision, we propose the most suitable products and services according to their budget and needs. As a result, we have not experienced many delays or problems in the implementation phase of projects. In addition, we provide one-stop services for all construction needs using our high-quality ready-mixed concrete and secondary concrete products, so that customers can achieve excellent results while reducing costs.

What are your challenges?

There are more and more new entrants in this market. Some of them are businesses that undertake work at low prices without paying much attention to quality. However, we would like to do more to promote the importance of quality, which brings long-term value to our customers. We always improve our products and services to further increase customer satisfaction.

Business expansion in the future?

Our goal is to become a company that can provide a one-stop service from planning, design, material procurement, and construction in cooperation with our foreign partners in the industry. We have experience and connections in working with Vietnamese companies, and although we may work exclusively with Vietnamese companies at first, we are looking forward to cooperating with Japanese and other countries' companies in the near future. I believe that we will be able to expand our business by practicing the human resource management and business management that we have learned through the training in the Keiejuku Program.

Message to future business partners?

In a fiercely competitive environment, business partners are very important to us. We are looking for business partners and investors who wish to collaborate with us in the form of technical assistance, technology, equipment, materials, and capital support to help us meet the expected demand. Other business collaborations are also welcome, as long as they are mutually beneficial.



1. Road construction work 2. Surveying work 3. Power station construction work



A Pharmaceutical Company That Also Provides After-Sales Service

Viengthong Pharma Co., Ltd. Mr. Souphasok KHANTIVONG/ Assistant Director

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Wholesale
and Retail

Consulting and
Professional

Health and
Social Work

What is your business?

We are one of the leading pharmaceutical companies, manufacturing a variety of pharmaceutical products and importing and selling pharmaceuticals, medical devices and health foods. We started out as a small drugstore and entered the business of importing and selling pharmaceuticals by acquiring a part of the stock of a state-owned import company. Later, the company acquired all the stocks and became a private company under its current name. In Laos, which is experiencing remarkable economic development, the demand for pharmaceuticals and medical equipment is increasing due to the development of the medical field, and I think this is a very attractive business.

What are your selling points?

We have a proven track record of supporting hospitals and clinics nationwide in installing medical equipment and providing training on how to use it. We are the first company to provide such after-sales service, and we have an excellent team.

In addition to the manufacture and sale of private brands such as mulberry tea, herbal tea, and massage balm, our import business includes baby formula and fortified supplements for the elderly. We also import medical equipment from Europe and Japan, ranging from X-rays to biometric monitors, and distribute them to clinics across the country and to large hospitals in the capital.

The success of our business depends on our earning the trust of our customers. We have a proven long-term relationship of trust with our customers, and we will continue to deliver our products to them with integrity and quality service.

What are your challenges?

Although our company is growing rapidly, it is a family business, and problems can arise due to differences in thinking between older and younger generations on the executive team, as well as between management and staff. We need to focus on making sure that all staff understand the vision of the company and are moving

in the same direction. There are challenges, but as a young executive, I will use what I have learned in the Keiejuku Program to deal with them.

My greatest concern is market competition. In order to overcome this competition, we need to redouble our efforts to maintain customer loyalty through quality improvement and technological innovation. By doing so, I believe we can build a solid foundation for our continued success.

Business expansion in the future?

One thing we'd like to do is to promote the sales of herbal medicines. Our sales are mainly from the sales of medicines and nutritional supplements. We noticed that Laos has many notable medicinal plants, and with the financial support of the Finnish government, we have developed herbal medicines in collaboration with a Thai pharmaceutical company. In the future, I would like to launch a private brand and increase sales.

Another thing is to promote sales of medical equipment. The key to success is to have the know-how to select medical equipment with functions and performance that match the characteristics of each hospital. Our current customers are mainly hospitals of various sizes, but in the future we would like to offer leasing as an option in addition to sales in order to cater to small and medium-sized clinics. I believe that the network I have developed by participating in the training programs of the Keiejuku Program will also help me implement these plans.

Message to future business partners?

The healthcare sector is one of the country's priority strategies. Its development requires significant financial and technical support, and the way is open for investors who wish to enter the Lao healthcare market.

We are happy to be a part of this development and are open to mutual goal partner. We hope that investors will consider working with us.



1. Mr. Vilasack KEOPHONEVILAY, Senior Account Receivable Supervisor (Batch4) 2. Office and warehouse
3. Monitoring device installing and setup training for provincial hospital 4. Products lineup



The Only Montessori Elementary School in Laos

Alpha International Montessori School (AIMS)

Ms. Nalinthone Phonyaphanh / Founder and Director

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Education

What is your business?

AIMS was named after my eldest daughter, Alpha, who greatly enjoyed and benefited from a Montessori education when she was young. It was her experience that sparked my interest in this philosophy. Montessori education is based on the premise that children have the power to nurture themselves, and emphasizes the importance of creating an environment that allows them to exercise this inherent power. In the past decade, I have been studying the Montessori Method, and my interest has been growing ever since. Opening a Montessori school and increasing access to this form of education in Laos is my dream come true.

It's a Montessori School that offers classes from Toddlers (1.5 year old) to Upper Elementary (grade 6). We follow the Montessori philosophy where the children are put in the center of learning. Each child has their own learning schedule and progress record. The teachers are there to give guidance, encouragement and motivation. We nurture their self-confidence, independence and love of learning.

What are your selling points?

AIMS is the only Montessori school in Laos that provides up to Elementary levels. Our school also has activities to teach children life skills such as gardening and household chores. In addition, we have micro-business and management activities where students can sell vegetables grown organically in our garden or make drinks, snacks and crafts to sell. This nurtures children's entrepreneurial spirit and teaches them soft skills such as organization, communication, and budgeting.

What are your challenges?

The first point is the expected increase in demand for the Chinese language due to the opening of the railroad from China. Secondly, the number of private schools is increasing rapidly and competition

is becoming fierce, with 41 private schools in the Sisattanak district in the center of Vientiane. Although the number of private schools has increased, the level of quality varies. Not all of them provide quality education because they have not yet been reviewed by a third party.

One of the future challenges would be the launch of the railway from China. There will be a bigger increase in demand of Chinese language. Moreover, there is a lot of competition in our industry. Private schools are expanding rapidly. 41 private schools currently in Sisattanak district. Even so, parents have difficulty finding quality education.

Business expansion in the future?

There will be a new curriculum merging the Montessori curriculum and the new Lao national curriculum to increase access for local students from middle income families. Also, more and more customers want their children to be bilingual, and as mentioned above the demand for Chinese language is increasing. Currently, the medium of teaching is in English and we offer Lao as the second language. We are currently in the process of including Chinese and Japanese language as third language options.

Message to future business partners?

I want to develop the education sector. It is my passion. I have had deep interest in children's education for 22 years and I believe in my knowledge, skills and experience to take the lead in the development of Montessori school projects in other countries. We are interested in countries that are part of ASEAN, Japan, and countries where there aren't any Montessori Elementary levels. We would like a business partner to expand our business to other countries, and we would like to have a sister school to develop exchange and support programs.



1. Ms. Souphansa Souvannakhot, Manager (Batch4) 2. Experience food chain 3. Experience of cooking food 4. Career exploration



Boosting Consumption in Laos Through POP Advertising

Aristar Marketing Sole Co., Ltd.

Mr. Saysavanh BOUTTHAVONG / Director/Business Owner

Nationality ▶ Lao Education ▶ Bachelor of Business Accounting in Australia, Business Administration in Lao PDR, Master of International Trade in France

Company DATA

Establishment Year ▶ 2016

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Manufacturing

Consulting and Professional

What is your business?

I have been in charge of marketing for various companies, and I believe that every business, no matter how big or small, needs advertising. There are various types of advertisements such as billboards, brochures, web ads, and promotional fixtures, but each business must choose the right advertisement for its purpose. I have decided to use my own experience to establish my own marketing and advertising company. Our goal is to use our creativity and passion to help clients build their brand into a valuable, respected, and most importantly, profitable brand.

What are your selling points?

Creating POP (point of purchase) designs to be placed around products in stores for sales promotion requires a sense of reading consumer preferences. We always listen to our customers, understand their concerns, sell to them at a reasonable price, and deliver the task on time. Regardless of whether it is a small or large job, we are always ready to help our customers with whatever they want. We have experience working on large projects with companies such as Lao Brewery Co., Ltd. and Vientiane Center.

What are your challenges?

Since this business does not require much initial investment, the barriers to entry are low and competition is fierce in this industry. Another challenge is that most advertisements and sales promotions are only used for a short period of time, and customers tend

to choose methods that are cheaper to produce, making it difficult to make a profit. We use inks made in Japan because if we use low quality inks, the UV rays of Laos will fade the signboards in a few weeks. The production cost is higher than usual, so the key question is how we can get customers to choose us based on quality and design.

As for production, we have to manage our staff so that we can meet the deadline required by our customers. In particular, this work often takes a long time, so securing staff is always an issue. If part-timers are brought in, we need to check the quality of the production on a regular basis, which consumes more time than if it were done by the company's own staff.

Business expansion in the future?

The advertising industry is constantly coming out with new printing machines, cutting machines for making fixtures, and other production machines one after another, making production more efficient, but in order to survive, we have to constantly invest in new machines. Furthermore, we are broadening our horizons to include interior design and other design businesses that have more room for growth. In the future, we plan to expand more in this field.

Message to future business partners?

We would like to collaborate with foreign companies that are willing to help us innovate and use the principle of economies of scale to mass produce high quality products at a lower cost.



1. Our creative team 2. Brand roadshow during Lao New Year Festival



Supporting Local Producers Through Financing

BDP Micro Finance Provide loan to Lao people Mr. Oupekha BOUTHALAD / Deputy Director

Nationality ▶ Lao Education ▶ Bachelor of Applied Mathematics in Lao PDR

Company DATA

Establishment Year ▶ 2015

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Financial and
Insurance

What is your business?

Our business is microfinance, and we provide small business loans to small and medium-sized retailers. About 80% of these retailers do not have a proper accounting system and they cannot borrow money from banks. We started our company to provide funds to these companies because we believe that it is important to support them.

What are your selling points?

Our selling point is speed. It takes only three days from the time a customer fills out a loan application to the time the money is received. In order to achieve this speed, identification documents and collateral are required. Our staff will visit the site to check the collateral. In addition, each customer is assigned a staff member in charge, and a customer reviewer called an internal auditor is assigned to double-check each customer. In order to prevent bad debts and delinquent payments, we keep in touch with our customers and, if necessary, provide supportive measures to resolve their problems, such as debt consolidation, extension of loan terms, and increase in loan amount.

As a result of these efforts, our NPL ratio is below 5%. Based on this trust in our company, the department of SME Promotion provides us with funds, and through us, we provide business loans at low interest rates to groups of producers certified by the government.

What are your challenges?

One of our limitations is that our loan amount is limited to less than

50 million kip. This limits the amount of money we can lend, which can lead to lost opportunities for both us and our retailer customers. Since banks do not have such restrictions, they become our major competitors. When the customer needs to get a loan as quickly as possible, we have an advantage in terms of speed of screening and flexibility of documentation, but if the customer wants a long-term loan, he/she prefers to use the bank.

Another challenge is the rampant presence of informal market lenders who provide loans immediately without any documentation review.

Business expansion in the future?

Once the Covid-19 epidemic has settled down, we plan to expand into Khasi District, Vientiane Province and Bolikhamxay Province. Marketing will focus on online advertising in urban areas, but in rural areas, we will send staff to places such as markets and grocery stores to conduct sales activities by directly connecting with customers, with the intention of supporting retail, agriculture, and handicrafts.

Message to future business partners?

If possible, we would like to work with foreign companies that have experience in more advanced operating systems in the financial sector and in developing financial products, and are willing to provide funding to develop new markets and customers. In this way, we believe we can help people in our community succeed in their small businesses.



1. Marketing event at fresh market 2. Reflection study session



A Unique Accommodation Experience With Minimalist Interiors

CASA BOTANICA

Ms. Koumaly SAIGUO / Business Owner

Nationality ▶ Lao Education ▶ Bachelor of Interior Design in Thailand

Company DATA

Establishment Year ▶ 2019

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Accommodation
and Food Service

Consulting and
Professional



What is your business?

Our core business is designing interior. We design hotels based on the concepts of minimalism, uniqueness, and luxury. CASA BOTANICA, introduced in the article, was my first project in Laos. I renovated my family's property into a serviced apartment and actually managed it in order to see if my interior design and business ideas would be accepted. The interior design was modern and stylish and the accommodations were for the expatriates in Vientiane. The serviced apartments are fully equipped facilities which are available for short-term stay as easily as staying in a hotel, a kind of service that had never seen before.

What are your selling points?

Our concern in interior design is to provide privacy and convenience for our customers. We have also designed our floor plans to accommodate spacious rooms and fully equipped facilities including compact kitchens. Our customers can feel at home in our serviced apartments and enjoy a more personalized experience than a hotel at a reasonable price.

In addition, CASA BOTANICA is located in the heart of the city, making it convenient for customers to explore the surrounding area. Massage parlors, hair salons, convenience stores, local food stalls, and a variety of restaurants serving Japanese, French, Italian, Chinese, and Indian cuisine are all within a minute's walk.

What are your challenges?

The COVID-19 pandemic has a negative impact on the tourism industry as well as the accommodation industry. There has been a

decrease in the number of tourists staying daily, but the number of business travelers who stay weekly is still at a satisfactory level. Therefore, until this pandemic is settled, for the time being, serving domestic customers will be important. This success with maintaining the number of business travelers as our customers is due to the fact that we are implementing the right marketing strategies that we gained from participating in the Keiejuku Program.

Through the CASA BOTANICA operation, we discovered that there are customers who want to take advantage of customized services, so we need to respond rapidly to needs of the times.

Business expansion in the future?

Post COVID-19 pandemic, the tourism industry is going to grow due to the large number of travelers who are forecasted to visit Laos. Therefore, we are thinking of developing a similar business model in the World Heritage Site, which is in Luang Prabang Province. If there is an opportunity, we may expand to Chiang Mai and Chiang Rai as well. These are popular tourist destinations in northern Thailand.

Message to future business partners?

We look forward to working with business partners who share our vision and concept of working towards a common goal. We have extensive experience in interior design and understand our customers' preferences and budgets. Financial support is also welcome, as we need sufficient funds to transform the old building into original serviced apartments to meet our clients' needs.



1. Spacious layout 2. Think in detail, even the invisible details



Interior Design That Satisfies Both the End User and the Client

Casa Espacio Interior Design Mr. Akharadeth VONGSIRI / Business Owner

Nationality ▶ Lao Education ▶ Bachelor of Art in France

Company DATA

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Consulting and
Professional

What is your business?

My career started with graphic design at the advertising agency, and gradually shifted to interior design work due to my personal interest in interior design. I now design serviced apartments and cafes in collaboration with construction companies and real estate owners. I design with the motto that "uniqueness is the new luxury." We are targeting trendy young people and hope that Generation Z will become our primary customers in the near future.

What are your selling points?

Our best selling point is the extremely detailed service that we provide throughout the delivery process. We provide a complete service from planning, conceptual design, material selection, designs, and selection of construction methods to meet the needs of our clients, and our important role is to manage the construction process to ensure that it proceeds according to plan. In my opinion, business in the hospitality industry, such as restaurants, cafes, and hotels, depends largely on the attractiveness of the interiors. We believe that our sophisticated and modern style of interior design will satisfy end users. We are committed to offering innovative interior designs on time and within the budget of our clients.

What are your challenges?

In our business, it is important to actively communicate with builders and craftsmen in order to reflect the customer's wishes. In Laos, construction work does not proceed simply by showing a drawing to the craftsman as it does in Japan. It is necessary to give detailed instructions to the craftsmen at each stage of the work. How to make this process smoother is an issue that we face.

Another issue is how to meet the expectations of customers while incorporating original and artistic ideas in a tasteful manner. Based on the great examples I learned from the training in the Keiejuku Program and the examples of good business leaders, I realized that in order to be a good interior designer, I must listen to the wishes of the customer, both the end user and the client. In other words, you have to be able to design in a way that reflects not only the client's needs but also what the end user wants.

Business expansion in the future?

In the future, I would like to develop a wide range of furniture and home accessories under our own brand. This would give us the option of selling our own products from the planning stage of interior design. I also believe that by using our own brand of products, we can make sure that the furniture used in the project is beautiful and of high quality. For this purpose, we are planning to set up a workshop to make prototypes.

In addition to interior design, we would also like to expand into real estate development. This way, we will be able to design entire buildings from the ground up, from the architecture to the final finish of the interior.

Message to future business partners?

As Laos is a developing economy, awareness of the importance of interior design is still in its infancy, but that is changing and I think this is a great opportunity to jump into this business. For now, our focus is still on interior design, but we welcome investors who are willing to work with us to raise our service standards and help us expand into the real estate sector.



1. Serviced apartment built under the concept of "Botanical home" 2. An exterior of an office 3. A company reception lounge



Developing a Variety of Services With Safe Water

Empire Trading Import-export Sole Co., Ltd. Mr. Vilakhone CHANTHAVONGSA / Director

Nationality ▶ Lao Education ▶ Bachelor of Business Administration in Thailand

Company DATA

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Manufacturing

Wholesale
and Retail

What is your business?

Started from a household scale drinking water factory, In 2014, providing bottled drinking water, sealed plastic cups (water-in-cups) to local communities, our products was very popular especially The water-in-cups because its suitable for Buddhism ceremonies. Later, other companies began to sell water in small plastic bottles. Consumers began to prefer this bottled water, and we quickly responded. Until then, people in Laos had to boil tap water before drinking it, and we felt that there was a great demand for bottled water because customers could save time and effort. In addition, there were few factories in Vientiane that bottled high-quality water, so we thought there was a big opportunity. Our factory started producing the OEM model in 2016, with a production capacity of 40,000 bottles per day. Furthermore, we saw an opportunity in being able to offer an OEM production route to label the product with the customer's name, which no one else was making at the time. We are GMP certified and serve Lao Skyway, PTT(Lao), hotels, restaurants, and corporations.

What are your selling points?

Water is water. Normally, it would not be easy to differentiate ourselves from similar services of other companies, but what sets us apart from other companies is our unique and at the same time flexible service. We participate in brand building for our customers. Our factory is a GMP-certified facility, which gives a good impression to the customers who visit us. Our customers trust us for both our service and our facilities, and as a result, we have many new customers who come to us through recommendations from our current customers.

When customers have special requests, such as urgent deliveries, we respond immediately. If customers have any requests or concerns, the president will personally consult with them. Because we are a small company, we are able to make quick decisions and respond immediately to our customers' needs. We place great importance on being close to our customers.

What are your challenges?

We are well aware that we cannot compete with large companies which have capital power and sales channels. Competition in this industry is fierce, and the key to survival lies in being able to switch to a new business model. Since we are an SME, it is not easy for us to raise funds or get a loan from the bank, but we need to be ready for new business working with partners, and support each other is the key of success.

Business expansion in the future?

After one year of implementation and verification of the business model of selling a set of ice machine rentals and bottled water with the customer's brand name to large restaurants, it seems to be working well. We were able to demonstrate to the store managers that the bottled water sold in the stores itself does not need to be limited to national brands.

Some of our main customers are beer halls. In Laos, the ice used in beer halls, cafes, and other restaurants is usually delivered daily by ice shops. Therefore, we have started an ice machine rental service and installment payment service. We calculated the cost of renting an ice machine and the electricity required to make ice, and compared it to buying conventional ice, and found that renting an ice machine is cheaper. Also, with this service, there is no need to invest in an ice machine.

We will be focusing more on online business and partnering with other business such as delivery companies, and micro finance to help our customers access small loans. We are also looking for new opportunities in blockchain technology to link with our services to give customer's best experience.

We are currently developing our own brand of water, "Freshy," to enter the middle market. This product will not be advertised, and we plan to spread its sales by word of mouth.

Message to future business partners?

We are always looking for new ideas, and business model, and looking forward to working with you to bring new and high-quality products and services to the market.



1. Product line up 2. Exhibition stall 3. Our quality control at production line 4. Staff party



Supporting Corporate Advertising With Bright, Colorful Printing

Individual Enterprise Insign Service

Ms. Chanpheng VONGSAHALATH / Business Owner

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Company DATA

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Manufacturing

What is your business?

Our business started when we invested in related machinery to start producing advertising materials such as billboards and banners. At that time, we saw great potential in this field, as the Lao economy was growing and our competitors were limited. Since then, we have gradually expanded our business to provide a wide range of services related to the production of advertising materials with excellent craftsmanship. Our company covers the entire process of producing advertising materials, from the design of signboards and banners to the procurement and production of materials, making us a one-stop service in this business.

What are your selling points?

In order to differentiate ourselves from other companies, we strive to provide high quality services at every step of the process. We are introducing new equipment and ideas to help our customers solve their advertising-related problems. For example, we have recently launched a division to sell inkjet printers for creating advertising materials, and have started selling various types of printers at attractive prices nationwide. This is a service that no other company offers.

We are also focusing on services to increase our customers, such as offering extra copies for production and handling urgent printing requests, as well as developing new customers through advertisements on social media and local FM radio.

What are your challenges?

The number of competitors tends to increase every year. In order to survive, we need to constantly upgrade our technology, machines, and services. Furthermore, we provide training opportunities in neighboring countries to enhance the expertise of our staff and work to strengthen teamwork.

Business expansion in the future?

Demand is expected to grow as companies in all fields need to use advertising materials to make consumers aware of their products and services. We plan to make an investment in maintaining or even expanding our current market share. We will use what we have learned from the training in the Keiejuku Program to take a more systematic approach to improving our business and transforming ourselves. Printers from Japanese manufacturers are well known for their high quality, so I plan to import and try to do test marketing.

Message to future business partners?

From my point of view, this business still has a lot of potential and growth in demand, so please come and visit us in Laos. Long-term cooperation in the form of new production methods, capital, and technical support would be greatly appreciated. We are open to any form of collaboration that is mutually beneficial.



1. Our office where we can talk anytime 2. Variety of promotion goods



A Beer Company That Grew With the Support of the Citizens

Lao Brewery Co. Ltd.

Mr. Henrik Juel Andersen / Managing Director, Laos and Cambodia

Nationality ▶ Danish Education ▶ Bachelor of business administration in Denmark / Master of business administration in Denmark

Company DATA

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Manufacturing

Wholesale
and Retail

What is your business?

Our company is a joint venture between a foreign investor and a Lao businessman. We have a strong relationship with Laos and have grown significantly by offering a variety of products categorized as (1) beer, (2) carbonated and energy drinks, and (3) drinking water. With the support of the Lao people, we are now by far the largest taxpayer in Laos.

What are your selling points?

Our flagship product is Beer Lao, which is well known in Laos and has won international awards for its quality, making it a strong national beer brand with a 95% market share. This success stems from the fact that we are selling not only a product, but also an experience. In other words, by drinking Beer Lao, customers can feel and tell their friends the stories of the culture, landscape, and people of Laos. The unique taste and quality of Beer Lao is also our competitive advantage. We select each and every one of our ingredients with great care in order to deliver the best products to our customers.

What are your challenges?

Fierce competition is inevitable as many alternative and similar products are entering the market. Therefore, it may be necessary

to diversify our market, not only to the domestic market but also overseas. So far, we have been exporting some of our products mainly to China and Thailand. In the future, we will consider further expansion of our exports.

Business expansion in the future?

As customers are shifting their consumption behavior to online shopping, we will respond to this trend and strive to become the number one service provider in the online market. We plan to strengthen our sales on e-commerce platforms for both B to B (independent stores, restaurants, bars, supermarkets, etc.) and B to C.

Message to future business partners?

Laos is a country with many potential opportunities, as the government is keen to attract investment. Therefore, it is very easy to do business in Laos. Low tax rates and other incentives are attractive to foreign investors. We are very happy to share our experience with those who are interested in doing business in Laos. We also welcome offers to sell our products in your country.



1. Mr. Dammy SINGDOUANGCHANE, Field Sales Manager (Southern) (Batch3) 2. Ms. Wannila XAYGNAVONG, Director of HR (Batch3)
3. Advertising that appeals to the hearts and minds of the Lao people 4. Product family



A Cram School Chain That Supports After-School Education

Lao SangFanh Group

Mr. Hatsavanh HAEMANY / Director

Nationality ▶ Lao Education ▶ Bachelor, Master, PhD. of Electronic Engineering in Japan

Company DATA

Establishment Year ▶ 2014

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Education

What is your business?

We have a chain of three tutoring schools in Vientiane: Shichida, Izumi Academy, and Pingu's English, as well as classes for organizational development and coaching courses. Three of the schools are for children: Shichida for children's intellectual development, Izumi Academy for improving math skills using the abacus, and Pingu's English for English classes. The organizational development and coaching courses are for adults and focus on skills needed in the workplace.

What are your selling points?

Our tutoring centers are licensed by Japan and the UK. We also use a learning system that incorporates many practical learning methods developed abroad and refined through decades of teaching experience. Furthermore, we hold free seminars and information sessions for parents to help them understand the importance of parenting, education, and child development, as well as continuously create and distribute free online content. Lastly, I feel that our major selling point is our management policy that utilizes the Japanese concepts of hospitality "Omotenashi", purpose in life "Ikigai", and philosophy "Rinen".

What are your challenges?

Not only the education of children, but also the education of their parents is one of our perpetual challenges. We need to make par-

ents aware of the importance of after-school educational support. These days, to ensure the success of the next generation of children in their education and future careers, we need to move away from the conventional way of allowing children to waste time after school, and instead have them spend time in a more productive manner. Parents need to be made aware of this, and that is why we regularly hold seminars for them in the café, where we have the opportunity to talk about these issues in a relaxed atmosphere.

Business expansion in the future?

In the future, we would like to develop a website and application-based subscription-based education platform to lower tuition fees. Each family will be able to access the service, and parents can supervise their children's learning. We also plan to develop technical courses such as programming and robotics for 9 to 15 year olds.

Message to future business partners?

We would be happy to have a curriculum that teaches about IT Program such as AI, machine learning, IoT, Fintech blockchain, etc., and welcome Japanese companies that are planning to expand to Vietnam, Cambodia or Thailand to consider coming over to Laos. I wish we could cooperate and work together to foster the development of the next generation.



1. Shichida class for talent infants 2. Japanese abacus to develop both brain and hands 3. Small group English class
4. One of our family



Developing a Diverse Range of Businesses Based on the Electrical Construction Business

Savang HOUNG HEUANE Electric Sole Co., Ltd. Mr. Sisamouth SIPHUANGXAY/ Director

Nationality ▶ Lao Education ▶ Bachelor of Electric Engineering in Lao PDR

Company DATA

Establishment Year ▶ 2004

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Construction

What is your business?

After graduating from the Department of Electrical Engineering, I started as a self-employed electrician and established my own company in 2004. Later, I started a store selling low and high voltage electrical equipment. We also install transformers, transmission lines, and equipment for substations, and our main client is Electricite Du Laos, which is the largest electricity provider in Laos. We do a lot of work in the field and usually have three to four supervisors and technicians working as one team.

What are your selling points?

Our staff take pride in their work and work hard, not only for profit, but also ethically and according to industry regulations. I believe this is the reason why our customers continue to use our services for a long time. We are contracted to do electrical installation work for the Electricite Du Laos, which is a testament to the quality of our work. In order to maintain this quality, I personally visit and inspect all sites.

Financially, we are able to handle large projects by investing our profits in real estate and using it as collateral to get working capital from banks. This is not necessary for normal sized projects, but for very large projects it helps us to keep our cash flow healthy.

What are your challenges?

When the company was founded, there were about 20 to 30 companies operating in this industry, but now there are 300 companies,

and the environment has become very competitive. Profit margins are also declining. Therefore, we are focusing on large scale projects that have less competition and require higher technology and working capital.

Business expansion in the future?

Currently, my electrical construction business is stable, so I will move forward and expand into another business. I have been interested in organic farming since around 2018, and if the opportunity arises, I plan to invest in a clean farm that grows organic vegetables. Food will always be in demand, so farming can be a sustainable business. We also have plans to invest in two iron mines in northern Laos to export iron ore to China. These two mines are expected to export about 2 million tons per year.

Message to future business partners?

We welcome any form of partnership, whether it is the installation of electrical equipment or expansion into the agricultural sector, as long as we can establish a win-win cooperative relationship. In particular, we would like to benefit from the provision of technology and know-how from overseas.



1. Mining contract signing ceremony 2. Transformer installing at power station



A Construction Company Taking Advantage of Local Knowledge

TPS Construction Complete Combination Sole Co., Ltd. Mr. Souksakhone THIPPHALANGSY / Director

Nationality ▶ Lao Education ▶ Bachelor of Business Administration in Poland

Company DATA

Establishment Year ▶ 2007

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Construction

What is your business?

After graduating from high school, I began studying architecture in Laos, but was fortunate enough to receive a scholarship to study business administration abroad. When I returned to Laos, I found that Laos was a developing country and its construction needs were still not being met. After that, I helped my father in his furniture workshop while also working as a construction contractor, and eventually founded my own company. We started with the construction of ordinary houses and expanded our scope to include civil engineering work such as the design and construction of roads and bridges. Our work is project-based. For example, when we get a job to design a bridge, we increase our staff to design and construct it.

What are your selling points?

Focusing on quality, getting the job done on time, and teamwork are our major strengths. Our clients and partners are Chinese Construction companies, and we have been working with them for more than 10 years and have built a relationship of trust with them. We work together with them on subcontracting work, such as construction work associated with dam construction, and we also sometimes conduct bidding on our own. There are many forms of teamwork, such as dispatching engineers, renting machines, and providing building materials. Since we are a local company, we know better than foreign companies where to procure materials and how to manage local craftsmen.

What are your challenges?

The more competition there is, the more customers demand higher quality. We need to introduce new construction techniques and equipment to improve the quality of our work. We are constantly training our staff to expand their knowledge, learn new construction techniques, and develop skills to improve productivity and quality at the same time. We believe that this kind of accumulation is the decisive factor in choosing us as a partner.

Business expansion in the future?

One of our group companies has a crushed stone plant. This enables us to supply crushed stone materials to our group companies and to sell them to other companies. In the future, we intend to add value to crushed stone by developing it into semi-finished products for sale. We also hope to develop tile mortar and dry ready-mix mortar.

Message to future business partners?

We would like to work with companies that have expertise in the development of construction materials, especially dry ready-mix mortar. This is because partnering with foreign companies that have the know-how will allow us to enter the market faster than if we were to develop it on our own. We are very interested in Japanese companies because we have heard many good examples of their advanced construction technology, project management techniques, and marketing methods.



1. Construction project for POWER CHINA RESOURCE Co.,Ltd. 2. Our crushing plant in HinHerb District, Veintaine Province



Creating a Tourism Business With the Blessings of “Ancient Salt”

Veunkham Salt Co., Ltd.

Ms. Bounthavy CHOUNLAMANY / Director

Nationality ▶ Lao Education ▶ Bachelor of Applied Economics Sciences in France / Master of MBA in Lao PDR

Company DATA

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Manufacturing

What is your business?

We started our company business for my mother, who always wanted to do something for the local community. Therefore, I decided to start a business using salt, a natural resource in my mother's hometown, to create jobs in the community. Our company mainly produces iodized salt for general consumers and sun-dried salt for industrial use.

What are your selling points?

Salt is a daily necessity for life and there is always a steady demand. Even so, our salt production facility has few competitors in Laos. We have made several improvements to the traditional salt manufacturing process to add value to the salt. This process takes advantage of the ancient brine that comes from underground and produces a complex and delicious salt that is low in sodium and contains a variety of minerals such as zinc, iron, magnesium, potassium, and calcium. We strive for better quality as well as better taste, and our factory is the only salt factory in Laos that has been certified as having implemented Management System which has been conforming to requirements of GMP (Good Manufacturing Practices) and Quality Management System which complies with the requirements of ISO 9001:2015.

Our expertise in salt production allows us to quickly produce products that meet the needs of the market. We see great potential in the development of value-added products using salt, and with the shortage of premium salt-related products in Laos and the increasing income of the people, the opportunities for us are ever-increasing.

What are your challenges?

Currently, we use sawdust the waste from sawmill as fuel for boiling salt water. However, the cost of transporting sawdust is expected to rise in the near future. We will have to find alternative fuels or find ways to increase the thermal efficiency of the kettles.

Business expansion in the future?

Based on our experience, we believe that many customers in the neighboring countries of ASEAN, who have similar tastes in food, prefer salt similar to our products, and since we have experience in developing products for such countries, we plan to further expand our production.

In addition, in order to promote traditional salt production, we will focus on inviting tourists to observe and experience the traditional salt production process. We believe that this will be a good opportunity for tourists to enjoy the food culture with the villagers, so we will continue to promote this initiative in cooperation with the tourism industry.

Message to future business partners?

We cherish this traditional production process. This is what makes our product unique and distinctive, and we are proud to say that it is one of the most representative local products of Laos. We welcome investors who are interested in promoting the traditional salt production process as a part of eco-tourism. Moreover, it is possible to export and sell Lao salt.



1. Traditional salt refining 2. Development of new products



Innovating New Services With Ideas From Younger Staff

Banque Pour Le Commerce Extérieur Lao Public (BCEL) Mr. Latsamee DAMLONGBOUN / Branch Manager

Nationality ▶ Lao Education ▶ Bachelor of Manufacturing Factory Engineering in USSR

Company DATA

Establishment Year ▶ 1975

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Address ▶ No1, Pangkham Rd, Chanthabouly District, Vientiane Capital, Lao PDR



Financial and
Insurance

What is your business?

The Bank was established in 1975 and is the oldest state-owned bank in Laos. The Bank's branches offer various types of deposits, cash card, debit card, and credit card issuance, domestic and international payment services through a real-time system, internet banking, mobile banking, various financing services, and payment windows for various utility bills, including property tax and water bills.

What are your selling points?

Our Bank was one of the first two companies to be listed on the Lao Stock Exchange when it was established in 2010. Although the bank is state-owned, it has always been profitable because of the changes in its management over time. In the 1990s, the bank began to hire graduates from a variety of majors, and I was hired as an engineering graduate. As a result of hiring a diverse workforce, we were able to identify the needs of various customers and provide them with accurate services.

We were the first bank in Laos to launch a real-time payment system, and have been able to provide prompt services. The Bank has also been leading the industry in terms of both the number of users and the amount of payments through new services that combine innovation and marketing, such as the popularization of mobile banking and QR code payment services. We are currently preparing to introduce the next generation of payment systems in anticipation of an increase in the number of payments. Our strength is our

diverse staff's ability to come up with innovative service ideas, and our organization's ability to proactively provide new services.

What are your challenges?

Other banks are also starting to use online systems and mobile banking, but so far they are not a threat. However, the entry of telecommunication companies into electronic payment and QR code payment, which have more customers and contacts than banks, should not be overlooked. Although the scale of transactions is not large at this stage, they may become a threat in the future as people can use their smartphones for various services.

Business expansion in the future?

Whatever the issue, the Bank has set up a task force with staff from several departments to find a solution. In line with the plan set by the management, we plan to expand our business by creating services that adapt to the times, incorporating the ideas of our young staff. In the future, I believe that services using the Internet and smartphones will take center stage.

Message to future business partners?

We would like to support companies that are thinking of expanding their business to Laos. We would also like to welcome individual customers to use our bank as we offer good interest rates on deposits. Please feel free to contact us at any of our branches.



1. Mr. Phounpaseuth VONGMIXAY, Deputy Branch manager (Batch4)
3. Virtual Wallet

2. Mr. Somchanh VISISOMBATH, Branch Manager (Batch2)
4. ATM Cash-out



Indoor Play Facilities Expanding to ASEAN

Funderland Group

Ms. Phonetavanh PATHAMMAVONG/Chief Operating Officer

Nationality ▶ Lao Education ▶ Bachelor of Economics in France, Master of Public Policy in China

Company DATA

Establishment Year ▶ 2018

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Web ▶ www.funderlandgroup.com

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Entertainment

What is your business?

The operation in our indoor play facility started with a small amount of play equipment and activity spaces. Today, we offer a wide variety of play areas filled with equipment, educational and creative spaces, a cafeteria, and many other activities to stimulate children's curiosity. We provide a variety of indoor play facilities for people of all ages, from toddlers up to teenagers and adults. We started our business based on the philosophy of providing children not only a place to play, but also a place to learn, so that parents and children can spend quality time together in an educational and fulfilling way.

What are your selling points?

Safety is our first priority. We have a well-equipped facility on a vast site, with staff support constantly observing the children and ready to respond to emergencies. We also regularly inspect and maintain our facilities to ensure that no accidents occur. Hygiene management is also essential to protect the health of children. For this reason, we frequently clean the play areas and disinfect them appropriately to avoid risks. These efforts have earned us the trust of our customers and have become a factor in gaining loyal customers. In addition to the safety and cleanliness of our facilities, one of our major selling points is that we provide opportunities for parents and children to interact with each other, which is essential for children's physical and mental development. I think this is an important opportunity for parents as well.

What are your challenges?

Our customer support staff are entrusted with the care and education of children of various ages and must control their emotions during interactions, so it is important to develop their communi-

cation skills. It is also not easy to keep them motivated. Through the human resource management that I learned in the Keiejuku Program, I was reminded that staff training plays an essential role in the sustainable development of a company.

There is a possibility that foreign companies in the same industry will enter the Lao market as competitors in the future. In order to be able to respond well to such an event, we may need to review our current strategy. We believe that choosing to collaborate with that foreign company may end up being mutually beneficial.

Business expansion in the future?

In fact, we have already established a branch in Phnom Penh, Cambodia, and since demand is beginning to increase, we are planning further expansion there. Myanmar is also a potential market as it has a lot in common culturally and is easy to do business there. As a whole, we will further strengthen our business to make an ideal place for families to spend time together by enhancing playground equipment and hands-on activities that families can enjoy.

Message to future business partners?

Although COVID-19 is a threat, we anticipate that the number of customers will increase once the lockdown measures are eased. In order to realize our plans, we are actively promoting further business expansion through collaboration, so if you are interested in joining us, please come to Laos. We also welcome those who are interested in businesses related to child development and family support. As our business grows significantly through our existing stores and future expansion plans in the ASEAN region, we also look forward to your support in the form of sharing of technology and know-how.



1. Provide a memorable and special event



2. Maintain hygiene with regular disinfection



3. Training on CPR for first aid activities



A Company Supporting the Lao Cold Chain

Khammany Ice machine manufacturing factory Mr. Inthasith INTHAVONG/ Director

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Company DATA

Establishment Year ▶ 2009

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Manufacturing

Consulting and
Professional

What is your business?

I inherited my father's business of manufacturing and selling ice machines. We have manufactured and sold 1,500 ice machines of various sizes throughout Laos. In addition to standard-sized ice machines, we also design and manufacture large commercial ice machines, refrigerators, freezers, and other custom-made ice machines to meet customer needs. We also manufacture frozen and refrigerated warehouses and freezer trucks. Since our model is B to B and ice machines need to operate 24 hours a day, all year round, after-sales services such as regular inspections and repairs are also a major part of our business.

Frozen and refrigerated warehouses are a huge market, but there is a shortage of suppliers in this field. In our country, which is located in the tropics, the need for frozen and refrigerated warehouses is increasing enormously as more and more supermarkets and convenience stores open their doors. Until now, Thai manufacturers had been providing such services, but after the pandemic, Thai manufacturers' technicians were not allowed to enter Laos, and this provided a great opportunity for our customers to recognize the value of our company.

What are your selling points?

One of our greatest strengths is our ability to develop our own small ice machines to meet the needs of the market. Another strength is our after-sales service, and we have established a system that allows us to rush to even the most distant locations in the country within two days for repairs. Many of our small ice machine customers are grocery stores and other businesses in rural areas scattered across the country. We recognize that after-sales service for equipment in these stores is a very important service. This is because the value of frozen/refrigerated inventory is very high for our customers, and to prevent any damage to the product due to temperature changes, the customers require a quick response to problems.

What are your challenges?

One of the challenges we face is dealing with the competitor, Chinese companies in Laos. They may not be able to match our quick after-sales service, but they can produce cheaper cold storage units. As a countermeasure, we have introduced a rental service for our frozen and refrigerated warehouses. This is a good service for start-ups and new business ventures, as it does not require a large capital investment and the use of the freezer/refrigerator warehouse becomes a running cost. We also want to work on developing more visually appealing products, and we need to focus on increasing our brand recognition.

Business expansion in the future?

We have had the opportunity to install two of our ice machines in Cambodia, and we saw an opportunity to expand our sales because of the similarities in food culture. Like Lao people, Cambodians enjoy a lot of ice in their beer. Cambodia has weddings and festivals like Lao, and it seems that ice is consumed in the same way.

In the future, our product axis will change from ice machines to frozen and refrigerated warehouses. I believe that we will continue to manufacture ice machines on a custom-made basis. There will not always be demand for small ice machines, but there will be a steady need for large ice machines. Frozen and refrigerated warehouses are a big market for the future.

Our slogan is "Think of chill, Think of Khammany". We hope to meet all the needs of our customers so that they will remember us when they think of chilling and refrigeration.

Message to future business partners?

I would like to expand my business to other countries besides Laos, so I would like to have a partner in Cambodia. I would also like to learn about Japanese value chain management, so any opportunities to work with Japanese companies would be appreciated.



1. Small ice machine with 3 ton/day ice making capacity 2. Installing Cold Room 3. Completed Cold Room
4. Pickup Truck for cold chain



State-Owned Construction Consultant With Extensive Experience in Public Works

Lao Transport Engineering Consultant Mr. Somphit BOUNNAPHOL / Deputy Director

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Company DATA

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Consulting and
Professional



What is your business?

Our company, a state-owned enterprise established in 1982, provides civil engineering consultancy services such as topographical surveying, design and construction supervision of roads, bridges, railroads, river ports and airports. Our services are mainly focused on infrastructure development in Laos. Our main clients are the World Bank, Asian Development Bank, JICA (Japan International Cooperation Agency), and other government agencies and international development funding agencies.

What are your selling points?

All projects require qualified and experienced staff, and we support our field engineers with specialized engineers in each of our back offices and testing laboratories. We are also an ISO 9001:2015 certified company and maintain quality through our operational procedures based on that certification. We have a network of international consultancy firms that we work with as a joint venture to bid on various projects in Laos.

What are your challenges?

In this industry, there is a constant demand for talented and skilled engineers, and such talented people are often headhunted and leave the company. Therefore, in order to continue retaining talented people, it is necessary to reduce the turnover rate by not only increasing compensation but also providing training opportunities that will help them improve their careers. In addition, since

our competitors offer their services at very low prices, we need to convince our customers of the quality and expertise of our services. Furthermore, we need to communicate with them on the specific relationship between price and construction quality. We also need to update our knowledge of construction technology and techniques, and introduce new equipment in order to maintain our superiority in the construction industry. We will utilize what we have learned in depth in the Keiejuku Program about the key elements of management, such as finance, human resources, and strategic management, in order to become a sustainable company.

Business expansion in the future?

We have an opportunity to expand the scale of our business due to ongoing infrastructure development throughout Laos. We are looking for partners who share our values and want to expand our business together. In addition, the majority of large and complex projects require skilled professionals. We are committed to hiring such talented professionals and promoting innovative management that leads to successful projects.

Message to future business partners?

We are looking for long-term and sustainable cooperation. We welcome any business partners who can provide us with the technology, knowledge and capital that we require. We are also open to all forms of cooperation, including joint ventures.



1. Head office 2. Field office staff 3. Road paving work 4. Bridge construction work



Pioneer of On-Demand Printing Business for Apparel

Master Printing Factory Mr. Sayasouk PANYATHIP / Director

Nationality ▶ Lao Education ▶ Bachelor of Graphic Design in Australia

Company DATA

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Manufacturing

Wholesale
and Retail

What is your business?

I have been running a graphic design company for about 20 years and have been involved in the production and installation of signboards. During that time, I took a request to design T-shirts and realized that most of the newly designed T-shirts worn by Lao youths were made in Thailand, which made me aware of the potential demand for T-shirt production. With the hope of developing an original brand by a Lao entrepreneur, we formed a team of several in-house designers and started a business of printing original designs on T-shirts on demand. At the end of 2021, we have just launched a separate company to produce original T-shirts for companies and individuals.

What are your selling points?

Our strength is graphic design. We can produce a variety of illustrations in-house that can be used for printing. Also, to reduce costs, we minimize the number of in-person meetings and focus on online ordering. We use the same high-quality T-shirts and printers as in Thailand, but since labor costs and rent are lower in Laos than in Thailand, we can produce our products at a third of the price. Technically, we are the first company in Laos to introduce a garment printer, which allows us to produce detailed graphics. Unlike silkscreen printing, digital data can be printed directly, and since it is suitable for high-variety, low-volume production, it can meet needs for customization and personalization in this era.

Business expansion in the future?

Our customers are divided into two groups. The first is a group of people who combine our pre-made templates and produce a small amount of products for themselves or for sale on their own social network accounts. The other group is for those who want to create and sell their own brand. To accommodate both groups, we have divided the production team and the design team into two teams. Our competitors are Thai companies, but they have different business models and approaches. Our goal is to provide our customers with good products at affordable prices. Our first goal is to expand our market in Laos and have a strong customer base. After that, we are thinking of expanding into the online market in Thailand. Art has no borders, and with the spread of the Internet, trends can instantly spread around the world. Until now, Laos has been following Thai trends, but I believe that from now on there will be a boom in Lao creativity, and some trends can be proposed to Thailand from Laos.

Message to future business partners?

Japanese companies are excellent in systems, management, and marketing methods, and we would like to collaborate with them. With us as a local partner, we would like to work together on projects that can be shared from Laos to the rest of the world.



1. Leading the industry with direct to fabric technology 2. Our professional team



Differentiate With an Emphasis on Lao Language Curriculum

Panyathip International School **Mr. Vanvira SINGHAVARA / Operation Manager**

Nationality ▶ Lao

Education ▶ Diploma of Information Technology, Diploma of Business Administration in Lao PDR

Company DATA

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Address ▶ Saphanthong Neua Village, Sisattanak District, Vientiane Capital, Lao PDR



Education

What is your business?

Our school started out as a "Panyathip Education Center" teaching English, computer literacy and drawing. At the time, the cram school offered learning and many activities that children loved, and several parents encouraged us to open an international school. At the time, the school owner was looking for a bilingual international school for her own children but could not find one that matched her needs. She then saw this as a business opportunity and opened Panyathip Lao and English Bilingual Elementary School in 2001. Now, 20 years later, the school has expanded to include Panyathip International School from kindergarten through high school.

What are your selling points?

The school follows the British Curriculum of the University of Cambridge and we are a member of The Federation of British International Schools in Asia and the Council of British International Schools. Teaching is based on the curriculum, and the school offers a safe environment with state-of-the-art facilities. One of the major selling points of the school is that it offers classes in English, Lao, and Chinese, the latter of which is in high demand, as opposed to many international schools that offer classes exclusively in English.

What are your challenges?

We are currently facing a number of challenges. In recent years, many new schools have opened, so there are many competitors in the market who offer similar courses. However, what makes our school unique is the high quality of our teachers and our exceptional curriculum. Our major challenge is to maintain these high quality standards while further developing our curriculum.

Business expansion in the future?

Currently, we are operating three schools in Vientiane Capital and one in Savannakhet, and we are preparing to open one more in Vientiane Capital. In the future, we plan to develop it into a university that offers courses in English, with curriculums ranging from business administration to marketing and social sciences.

Message to future business partners?

We are looking for a partner who can supply us with school equipment and furniture. In addition to using these items in our own schools, we would also like to become a distributor of such equipment in the future. We would also like to connect with Japanese companies that are developing educational packages for programming and robotics that could be incorporated into our classes.



1. Picture book reading time 2. Front of our main campus



A New Business Forecasting the Next Stage of Development in Laos

Smart Technology Co., Ltd. Mr. Phouthong Phonvixay / Director

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Company DATA

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Information and
Communication

Consulting and
Professional

What is your business?

After earning a bachelor's degree in civil engineering from Hanoi Architectural University, I worked for Sun Steel Corporation for 1 year and after that I worked for Siam Steel Vietnam Co., Ltd. as an Vietnamese-English-Thai interpreter for Thai and Japanese staffs, and took a Japanese top management course at an educational institution in Vietnam while working, and then worked as a general manager.

After returning to Laos, I opened a mini-mart for my wife and purchased and used Thai POS software from a Thai manufacturer. Other people started asking me to help them install this kind of software, so one thing led to another and I started travelling around the country selling POS systems. Later, I became a sales agent for this Thai manufacturer's POS software, and asked the manufacturer to create a Lao language version of the software and adjust the user interface to suit Lao customers, which contributed to expanding sales in Laos and finally we have become their strategic partner in Lao PDR. Today, more than 3,000 customers, ranging from retail stores to large corporations such as PTT(Laos), Amazon Café, and ITECC Mall have using our software, hardware and services.

What are your selling points?

Our motto is "We value our customers as if they were family." We are committed to providing the best possible service to our customers. We earn the trust of each customer by providing them with personalized service.

We have more than 3,000 business clients, and through our experience, we find out their pain points and come up with strategies to solve their problems. I have experience in running a company in Vietnam, and since Laos is currently going through the same stages of development that Vietnam was going through when I was there,

I understand the specific needs of each stage. Therefore, I can foresee what kind of problems Lao companies will face and either avoid them or find effective solutions.

What are your challenges?

Our primary challenge is securing and training human resources. Currently, we have 40 members working with us, and we plan to increase the number further in the future. It takes a lot of time to train them to meet our standards in terms of technical knowledge, customer service skills, work procedures and top management mind-set.

Business expansion in the future?

We look forward to the future and challenge ourselves to do many things. We are excitedly experimenting with creating videos and graphic designs for marketing purposes and running them as advertisements. As Facebook and YouTube become more and more central to people's lives, graphics and short videos have become a great way to advertise products and services to customers. Because of this growing need, we are considering starting a training center for video shooting and editing, and if successful, developing this into a school which will help many of our countryside students.

Message to future business partners?

We are happy to work with any company that shares our values and is willing to cooperate by sharing techniques and know-how relevant to our field. Japanese companies are especially welcome. We are also interested in developing basic courses in technology, basic programming, and robotics learning at our training center. This will help to build a better future for the youth of Laos.



1. Mr. Olong Boudxavong (Batch4) 2. Product lineup 3. Lao language interface in local retail store

Message from Chief Advisor of JICA Project at LJI

The Keiejuku Program was started more than 10 years ago at the Japan Center in Vietnam as a program to develop the top management of small and medium-sized enterprises with the full support of JICA. Currently, the program has been implemented at Japan Centers in six countries, including Vietnam and Laos, and effectiveness of the program is highly recognized. Especially in Vietnam, where the Keiejuku Program has the longest history, many companies that have completed the program have grown to become excellent companies in their respective fields.

I believe that the Keiejuku Program has the following three strengths.

The first is that participants can learn how to manage a company in a proper and practical way through lectures and exercises by Japanese lecturers with rich management experience, discussions among participants, and observation of Japanese companies. Based on the knowledge gained at the Keiejuku, participants will be able to identify challenging issues in own company, develop and implement plans for improvement and to enhance the growth of their company.

Secondly, the classmates and graduates of the Keiejuku will become a great asset in their future corporate activities. Participants will be able to discuss and consult with them about corporate management and also realize business collaboration with them. An alumni association of the Keiejuku called “Keiei-Juku Laos (KJL)” has also been established to stimulate such activities.

Thirdly, since the Keiejuku is LJI's representative business development services, LJI will provide follow-up training as needed after the program. In addition, LJI will support interaction within and outside the Keiejuku Alumni Association (KJL).

This booklet introduces 40 companies that participated in the first (2017) to fourth (2020) batch of the Keiejuku conducted by LJI. All the companies are very active in improving and expanding their management, and I believe that they will grow into excellent companies in their respective fields in Laos in the future.

If you are interested in any of these companies, please contact us, and LJI will be happy to assist you.

Naoto OKAWA



KJL (Keiei-Juku Lao) Member Companies Profile 2022

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