

Dispatch Experts on “Information Service” to Cambodia & Lao P.D.R.

As part of the ASEAN-Japan Centre’s mission to promote exports to Japan, during March 16th through 21st, two experts were dispatched to Cambodia and Lao P.D.R. under the “Information Service” activity. The seminars were held in both respective countries to inform the companies in attendance on the latest news and regulations on the Japanese market while also visiting companies to give advice and technical guidance on product development.

The experts delivered lectures on topics like the Japanese apparel market and customs clearance regulations. In Lao P.D.R., the seminar was attended by more than 65 people while in Cambodia over 100 people of numerous companies were present, listening and taking notes attentively. All participants expressed strong interests in information such as how to conduct business with Japan and how to search for Japanese business partners.

【Seminars held in Lao P.D.R. and Cambodia】



After the successful conclusion of the seminars, the experts went on company visits. In Lao P.D.R., all of the visited companies held the importance of keeping with tradition as their concept. For example, *Camacrafts* create traditional textiles of a minority group in Lao P.D.R. and currently exports worldwide in order to expand the awareness of the delicate traditional designs and craftsmanship. They currently export in Japan and with this pace in business expansion; they surely have a promising business growth. Another company, *Nikone Handcraft* uses natural materials that are specialized handmade crafts. The company was awarded with the *Good Design Award 2013 (Mekong Selection)* which is a renowned award given by the *Japan Institute of Design Promotion*.



Handcrafts by the women of *Camacrafts*



Nikone Handcraft products

A memorable company during the Cambodian company visits was *Khmer Brewery Limited*. The company manufactures Cambodian beer and already exports their beverages to Japan. The quality of their products is assured by their stern sanitary work conditions and strict inspection of the final products before shipping. All of their mechanical equipment is made from Germany and the high-tech computers monitor the manufacturing process of the product from beginning to end. The inspection of the final products taste and temperature is conducted in a conjunct inspection facility that is designated only for that purpose. Though exports to Japan exist, the company representatives were eager to seek advice from the experts on how to expand export lots to Japan. For those who are interested, it is currently accessible in Japan simply by entering such search terms like “Cambodian beer mail order” for all to taste.



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