

Post-Activity Report
on
ASEAN Showcase Lao P.D.R.
at
ASEAN-Japan Hall



ASEAN-Japan Centre
(TRADE AND INVESTMENT DIVISION)

I. Outline of ASEAN Showcase Lao P.D.R.

ASEAN Showcase Lao P.D.R., featuring potential products from 9 Lao companies, was held at the ASEAN-Japan Hall of ASEAN-Japan Centre (hereinafter referred to as “the Centre”) in Onarimon, Tokyo from January 20 to 23, 2014. The expert, Mr. Taki decorated special setting by making 8 window scenes using Lao fabrics and furniture.

1. Duration: January 20 (Mon) – 23 (Thu), 2014
10:00 a.m. to 5:00 p.m.
2. Venue: ASEAN-Japan Hall
ASEAN-Japan Centre
1F Shin-Onarimon Building, 6-17-19, Shimbashi, Minato-ku
Tokyo 105-0004
3. Exhibitors: Total 9 Companies from Lao P.D.R.
4. Selection of Products:
Japanese expert was dispatched to Vientiane in October and November 2013.
Mr. Katsumi Taki, Principle, Taki Katsumi and Producers
5. Publicity:
 - a) E-mail Magazine 37,537 addresses
We sent out email magazine 20,098 addresses on January 9, and 17,439 addresses on January 16.
 - b) Press Release
We sent press release to 8 Chamber of Commerces (Tokyo, Yokohama, Chiba, Kawasaki, Saitama, Nagoya, Osaka and Sapporo), Yokohama Industrial Development Corporation, The Hokkaido International Trade & Industry Promotion Association, and Nagano-Lao Friendship Association
 - c) Media Advertisement
Japan Times: January 10 (Fri), 2014
Mainichi Newspaper: January 18 (Sat), 2014
 - d) Media Coverage
Jiji Press: January 22 (Wed), 2014
 - e) Number of Exhibitor’s Directory distributed 1,000 copies

List of Exhibitors of ASEAN Showcase Lao P.D.R.

No.	Name of Exhibitors
1	Danlao Co., Ltd.
2	Kanchana The Beauty of Lao Silk
3	Kheuamai Handicraft
4	Lao Fine Art Handcrafts Jewelry
5	Maly Indigo
6	Nikone Handcraft
7	Ock Pop Tok Textiles and Living Craft Centre
8	Phontong Co-op Handicraft and Camacrafts/ Mulberries
9	Souphavady Lao Traditional Handicraft

II. Results of Business Meetings (January 21 to 23, 2014)

1. General Information

a) Business Meetings

Date: January 21 (Tue) to 23(Thu), 2014

Time: 10:00 a.m. – 5:00 p.m.

Venue: ASEAN-Japan Hall of the Centre

b) Number of Participating Companies: 9

c) Number of Mission Members: 18 (including 2 TPO officials)

d) Number of Visitors: 921 (4 business days, Average: 230 people per day)

e) Number of Business Meetings: 128



