

July 3, 2020

**AJC, JDP and DTP Ministry of Industry and Commerce of Lao PDR
ready to establish a design promotion platform**

On 27 March 2020, the ASEAN-Japan Centre (AJC), Japan Institute of Design Promotion (JDP), and Department of Trade Promotion (DTP) under the Ministry of Industry and Commerce (MOIC) of Lao People's Democratic Republic (Lao PDR) signed a Memorandum of Understanding (MOU) to promote cooperation in the field of design promotion and collaboration to establish a platform for design promotion in Lao PDR.

In 2017, the AJC launched a two-year regional program entitled "ASEAN Design Selection" in collaboration with JDP's annual Good Design Award. The objective of the program was to promote creative industries in ASEAN by reinstating products and services with "good design" as well as a positive social impact. ASEAN's Micro, Small and Medium Enterprises (MSMEs) that participated in this program were also able to enhance their products and services marketability to meet the Japanese consumers' preferences and forge collaboration with Japanese companies.

In 2018, 22 products/services out of a total of 261 ASEAN applicants from 10 ASEAN Member States were awarded the Good Design Award: ASEAN Design Selection and showcased in Tokyo, Japan. Out of 22 products/services, which were awarded, two (2) were from Lao PDR; ethnic bags and shoes by Her Works and Marketing and; jewelry trade in system by AIDA Lao Jewelry by SMJ.

The AJC recognizes that creative industries are increasingly becoming an important economic growth engine in ASEAN. As part of the AJC's commitment to promoting exports from ASEAN to Japan, it will continue to support Lao PDR in establishing a collaborative program between DTP and G Mark, while promoting Lao products and services in Japan.

<< ASEAN-Japan Centre (AJC) >>

An intergovernmental organization established by the ASEAN Member States and Japan in 1981. It has been promoting exports from ASEAN to Japan while revitalizing investment, tourism as well as people-to-people exchanges between the ASEAN Member States and Japan.

URL: <https://www.asean.or.jp/en/>

<< Japan Institute of Design Promotion (JDP) >>

A Japanese design institution dedicated to the promotion of design. Since 1969, JDP has been organizing the internationally recognized Good Design Award program or more commonly known as G Mark (®). Recipients of the Good Design Award are granted use of the G Mark symbol, which is synonymous with high quality and good design.

URL: <https://www.jidp.or.jp/en/>

<< Department of Trade Promotion (DTP) >>

DTP aims to support Lao entrepreneurs promote and develop the competitiveness of Lao goods and services, as well as provide support to Lao entrepreneurs and exporters access foreign markets.

URL: <http://www.laotrade.org.la/home/>

Contact

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