



**ສະພາການຄ້າ ແລະ ອຸດສາຫະກຳ ແຫ່ງຊາດລາວ**

Lao National Chamber of Commerce and Industry

# **STRATEGIC PRIVATE SECTOR DEVELOPMENT PLAN**

## **2018-2020**

Vientiane Capital

14<sup>th</sup> May 2018

## SUMMARY

1. The Lao National Chamber of Commerce and Industry (LNCCI) was established in 1989 and is operating as an independent non-governmental organization under the Prime Minister Decree No. 316, issued on 20<sup>th</sup> November 2009. The decree is currently under revision to give more status to the LNCCI, especially for the supervision and monitoring of the business environment and private sector development in Lao PDR. LNCCI is the apex business organization representing public, private and foreign enterprises registered in Lao PDR. It is the largest lobby group, with a network covering 17 Provincial Chambers of Commerce and Industry (CCIs), 10 International Chambers of Commerce and Industry and Business Groups, and 27 sector-based Business Associations and Groups. Moreover, LNCCI acts as the official Employers' Organization of the Lao PDR.
2. LNCCI is entering its fourth decade of operation with a stronger commitment to provide private sector development services, aside from its current task to bridge private and public sector activities. The Government of the Lao PDR's (GoL) 8<sup>th</sup> National Social Economic Development Plan (8<sup>th</sup> NSEDP 2016-2020) emphasizes the role and contribution of the private sector in social and economic development. In order to achieve its development objectives, GoL has issued and improved a number of laws, with the most important being the new investment laws, and has taken a series of measures to improve public-private coordination and partnership, to improve the business environment and to promote Small and Medium Enterprises (SMEs). The SME Development Plan 2016-2020 Promotion was approved and adopted under the Prime Minister Decree No. 253, issued on 8<sup>th</sup> August 2017. GoL's new policy to promote a non-resource exploitation based economy, with agriculture, tourism and manufacturing, the private sector and SMEs being at the center of socio-economic development to move out of poverty, requires large reforms in the area of public administration as well as private sector and SME development in order to increase the productivity of Lao companies and competitiveness of Lao products and services. Fostering the non-resource based sectors needs more competitive national and cross-border transport and logistics as supporting services for Lao PDR to become land linked.
3. The Lao business community faces greater opportunities and challenges resulting from deepening economic integration, such as in the Greater Mekong Sub-Region (GMS) and within ASEAN, and will be highly impacted by the emergence of new technologies and business models – a process, which is often referred to as Industrial Revolution 4.0. The ASEAN Free Trade Area (AFTA) and the ASEAN+ Economic Cooperation Framework have significantly lowered barriers to trade with the objective to create a larger common market and to intensify competition. Trade liberalization reinforces the growth of new technologies and business models by taking advantage of the digital economy, creating new ways of competition and generating new values for customers. In this new economic era, it is not the big fish that eat the small fish but the fast fish that eat the slow fish. It is more critical than ever that businesses in the Lao PDR work hand in hand with GoL in enabling SMEs to move faster in adopting new technologies or business models, and in responding to new value chains and market opportunities. Under the GMS and ASEAN economic cooperation, LNCCI is now deeply involved in economic discussions and negotiations related to cross-border trade and transport facilitation, intra-regional investment scheme development and other sector-based economic cooperation in the field of infrastructure, agriculture, tourism, energy and environment.
4. Against the background of the aforementioned developments, LNCCI needs to play a key role and take on more responsibilities. To fulfill the critical role of promoting private sector development and participation in the Lao PDR, it is important that LNCCI strengthens its capacities, deepens the collaboration with the public sector, expands its services to the private sector, and increases its representation of economic sectors and stakeholders, especially at the

provincial level. LNCCI has played a central role in enhancing public-private dialogue for improving the business environment through the Lao Business Forum (LBF); developing labor and social welfare regulations under its Employer Activity Bureau; commenting on new laws and regulations; promoting “Made in Laos” products and services through road shows and exhibitions; issuing Certificate of Origins (C/O); and providing services to SMEs. However, the actual services offered do not fulfill the demand of the private sector community and concerned public institutions to realize the expected developments as specified in the 8<sup>th</sup> NSEDP. Therefore, during the last quarter of 2017 and first quarter of 2018, LNCCI’s Board and Management conducted a series of planning workshops and meetings to review the status quo of the private sector in Laos and to prepare a Strategic Private Sector Development Plan (SPSDP) for the period 2018-2020. The New SPSPD 2018-20, which will be summarized in the following sections, was completed in April 2018 and will be submitted to LNCCI’s General Assembly in May 2018 for approval.

5. The new LNCCI Strategic Private Sector Development Plan 2018-2020 has 4 main pillars as follows:

- **Developing an Enabling Business Environment** with 4 fields of activities: (1) Advocacy for a better enabling business environment and investment climate; (2) Develop a national framework and system for enhancing the competitiveness of Lao companies; and (3) Develop a dispute resolution mechanism for the Lao private sector; (4) Capacity building in related fields to improve the business environment.
- **Service Provision for Lao Businesses (incl. SMEs), and the development of SME Service Centers** with 7 fields of activities: (1) Improving the competitiveness of Lao companies in priority sectors; (2) Support SME access to finance; (3) Market access and trade facilitation; (4) Reward local companies and SMEs under the Lao Business Awards; (5) Develop an ecosystem for start-up and business incubation in Lao PDR; (6) Assisting and attracting MNCs to Incorporate Business in Lao PDR; (7) Capacity building for SME Service Centers.
- **Lao Product Promotion and Marketing (Made in Lao and Brand Lao)** with 6 fields of activities: (1) Establishment of a Lao National Marketing and Coordination Office (LNMCO); (2) Identification and further development of Lao champion products and services for Brand Lao; (3) Promotion of Made in Laos products in regional and international markets; (4) Promotion of e-commerce readiness and opportunities; (5) Marketing and promotion in the tourism sector; (6) Capacity building for LNMCO.
- **Information System Management and Public Relations (PR)** with 3 fields of activities: (1) Establishment of an integrated information database and repository system at LNCCI; (2) Development of PR material and dissemination channels; (3) Capacity building on business information services and PR management system.

6. **Pillar I: Enabling Business Environment for the Lao PDR.** Creating an enabling business environment is not only one of the main objectives of LNCCI, it is an essential prerequisite for enhancing private sector contribution to the Lao economy. The country is currently ranked number 141/190 on the Ease of Doing Business Index (World Bank 2018). The business community is facing many difficulties in starting and operating businesses, which is hampering economic growth, the establishment of enterprises in non-resource based sectors and general SME development. In 2016, in an attempt to address this issue, GoL has emphasized the role of the Lao Business Forum (LBF) as the main platform for public-private dialogue. Technical Assistance and funding were provided to the LBF Secretariat at LNCCI through the Trade Development Facility (TDF II), in order to implement the LBF consultation process smoothly. In addition, GoL issued a number of decrees and orders to address the issues raised at the 9<sup>th</sup> LBF, but the actual business environment to date is still rather unfavorable for most Lao businesses. More short and long-term actions as well as reflections are required to solve barriers to business, trade and investment.

Pillar I aims at building the capacity of LNCCI to advocate for a better enabling business environment and investment climate, with the objective to facilitate ease of doing business and attract investment. The target (as set by GoL) is to reduce the overall Ease of Doing Business indicator to be lower than 100 by 2020. This will be achieved by implementing the following fields of activities: (1) implementing the LBF process to identify national and provincial level problems and propose solutions to selected issues raised at the LBF; (2) conduct and disseminate issue-related or sectoral studies on tailor-made solutions to problems within the area of ease of doing business; (3) accompany the process of drafting decrees and orders for legislative changes; (4) review and comment on relevant new and amended laws and regulations prepared by GoL's institutions beyond the LBF process; (5) monitor the progress of solutions under LBF and beyond to improve the enabling business environment; (6) conduct the Provincial Facilitation for Investment and Trade Index (Profit); (7) support selected priority issues from the National Tripartite Decent Work Country Program 2017-2021 through the Employer Activity Bureau at LNCCI.

Having a national framework for productivity, innovation and technology transfer in place will be vital for improving corporate governance and successful business model development. Through Pillar I, LNCCI would support the establishment of a national framework and system for enhancing the competitiveness of Lao enterprises, with the objective to develop a productivity, innovation and technology transfer mechanism. This will be achieved through study visits and training workshops to understand productivity, innovation and technology transfer systems developed by other countries (with focus on ASEAN) and as a next step, a clear roadmap to set up a productivity, innovation and technology transfer system for Lao enterprises will be designed.

In Lao PDR, commercial disputes are mostly resolved via local economic courts, which often leads to unfair court decisions. Choice of arbitration as a dispute resolution mechanism has risen in popularity as a time and cost-effective option to resolve commercial disputes. In recent years, GoL established the Center of Economic Dispute Resolution (CEDR) and the Office of Economic Dispute Resolution (OEDR) as mediation centers for commercial disputes. Nonetheless, economic arbitration services provided through those 2 institutions are not well-known by local enterprises and sometimes insufficient considering the increasing number of commercial disputes. Therefore, GoL is now preparing a new economic arbitration law that would allow for the creation of an independent arbitration body, which shall increase local enterprise's access to economic arbitration. In relation to the new arbitration law, LNCCI would prepare a dispute resolution mechanism for the Lao private sector that is conducive to the Lao context. The field of activities will include the assessment of the capacity and role of LNCCI to facilitate the development of a business dispute resolution mechanism; the development of an inventory of legal service providers and legal experts for business dispute resolution; the development of a road map for business dispute resolution based on international best practice; and the identification of training needs to build the capacity of LNCCI to facilitate the business dispute mechanism.

7. **Pillar II: Service Provision for Lao Businesses and SME Service Center (SSC).** According to the enterprise registry of the Ministry of Industry and Commerce (MoIC), there are 100,000 enterprises in the Lao PDR, 98% of which are SMEs, with 80% of them operating in the non-formal sector. The Lao private sector is structured as follows: 91.8% private domestic enterprises, 8% private foreign enterprises, and 0.2% state-owned enterprises. Enterprises are concentrated in the country's economic centers, such as Vientiane Capital (22.7%); Savannakhet (11.4%); Vientiane Province (10%), Champasak (9.1%), and Luang Prabang (7.6%). In the other economic centers, especially the poor provinces, the number and ratio of enterprises is very low, such as in Luang Namta (1.9%); Attapeu (1.7%); Phongsaly (1.4%) and Xekong (1%). Pillar II will build up the capacity of LNCCI and its SSCs to improve the productivity of Lao enterprises (particularly SMEs) by promoting productivity, innovation and technology transfer fit for the current situation of Lao PDR; to set and achieve standards for goods and services; to enhance domestic and international market access; and to promote access to finance for SMEs.

Activities for increasing the competitiveness of enterprises comprise the development of practice-oriented instruction and training material in selected priority sectors; trainings on increasing productivity, innovation and technology transfer (e.g. 5S, KAIZEN, TQM.); on-the-job advisory for enterprises participating in trainings on productivity, innovation and technology transfer; the development of an on-site and off-site advisory mechanism for advising SMEs on productivity, innovation and technology transfer (e.g. using brochures, training material, best practices videos and web platforms).

Activities for promoting SME access to finance include the development of an inventory of financial and other institutions or modalities (including the national SME Fund) that provide finance to SMEs and prepare information packages on how to access these financial resources; the establishment of regular consultation meetings with relevant stakeholders on how to assist and support SMEs in gaining better access to finance through the National SME Promotion Committee; the provision of need based advisory services on documentation and procedures required to access finance; the establishment of financial modalities and procedures to provide capital for start-ups and SMEs at LNCCI, such as angel capital funding; crowdfunding; venture capital funding; and the facilitation of linkages between investors and start-ups.

To support local enterprises and SMEs to gain access to regional and international markets, LNCCI will focus on developing and disseminating sector-specific import and export toolkits focusing on key export target markets; providing sector-specific trainings and seminars on import and export procedures (e.g. INCOTERMS, ASYCUDA Customs Data Exchanges); and organizing dissemination workshops and trainings on standards, quality requirements and procedures to access EU, USA and ASEAN markets.

To recognize and reward successful local enterprises and SMEs in Lao PDR, LNCCI will continue with its existing framework for Lao Business Awards. Three categories will be initiated: the Lao SME Award, the ASEAN Business Award Lao PDR (ABA-Laos); and the LNCCI Business Recognition Award.

The promotion of entrepreneurship, start-ups and business incubation will be one main activity of the SCCs. Activities will be to implement entrepreneurship trainings and business management programs (e.g. Mini MBA and MBA) in partnership with overseas CCIs and universities, TVET schools and other training institutions; to conduct need based training and certification on business development (e.g. legal procedures, business plan, marketing, finance and accounting.); to organize an internship program for selected start-up trainees with medium and large companies; to organize information events on how to build a start-up eco system together with financial institutions, investors, start-ups, etc. ; to organize a start-up business plan contest with a strategic link to the LNCCI angel fund, venture fund and crowdfunding; and to provide continuous advisory support to potential start-ups to initiate and foster their businesses.

Under Pillar II, LNCCI will also provide services to support potential foreign and local investors to incorporate business in Lao PDR, incl. assistance to high potential companies to be listed in the Lao Securities Exchange (LSX). Support activities will comprise developing the capacity of LNCCI to provide services on establishing multinational business and investment in the Lao PDR (e.g. documentation and procedures for company registration, licenses, tax register, permits, etc.); providing training and services for preparing enterprises to be listed in the LSX in cooperation with the Lao Security Commission Office (LSCO); establishing an inventory of experts and consultants in the field; and publishing a practical guide for investors to facilitate investment in Lao PDR.

8. **Pillar III: Lao Product Promotion and Marketing.** Past studies and assessments have concluded that Lao PDR can prosper through using its comparative advantage of producing for regional markets and manufacturers at lower costs, thus integrating into global and regional value chains. Under Pillar III, however, LNCCI aims to identify strategies to access domestic and international markets by applying better marketing and promotion for selected companies and individual niche products. Selected champion products will be marketed under the umbrella of “Brand Lao”, an exceptional marketing campaign featuring

and also reinforcing the unique Lao culture with a credible, sustainable and ethical appeal to wealthy but ethically-minded consumers – in advanced economies in Asia, Europe and beyond. These products will be helped to capitalize on their competitive advantage of superior and niche characteristics vis-à-vis other products from the international consumer's perspective. With targeted product development, existing or new branding, and a specialized sales structure, producers and enterprises will market those products to international consumers at premium prices with much higher profit margins. The “Brand Lao” products will guarantee enhanced incomes all the way down the value chain to local producers. The target objective is to create a launching pad for several brands that will bring more inclusive prosperity and development through premium sales.

To support the above-mentioned objective, the LNCCI will establish a Lao National Marketing and Coordination Office (LNMCO) at LNCCI; conduct awareness raising activities about the LNMCO and its services among the local enterprises and SMEs; hire and train staff to provide consultancy services related to product promotion and marketing and establish two provincial branches of LNMCO (e.g. Luang Prabang and Champasak).

LNCCI will identify and further develop at least 5 champion products and services under the “Brand Lao” initiative, which have the potential to successfully penetrate regional and international markets to reach “ethical consumers”. This field of activity will also contain the conduct of a comprehensive analysis (target group survey, value chain and market access assessment, standards and quality requirements, etc.) on how Lao champion products can best reach their identified target group and enter new markets; the establishment of sector-based export marketing groups (that could be further developed to associations and cooperatives), which will be supported through research, capacity building and on-the-job advisory services (e.g. coaching, monthly clinic to provide consultancy, seminars, workshops and consultation meetings); the preparation of selected Lao champion enterprises to participate in trade exhibitions, trade fairs, buyer-seller meetings and B2B or B2C business matching and/or other networking platform events through workshops to enhance their understanding of target markets and consumer groups; trainings on marketing and online matchmaking tools; and coaching on sales and pitching.

Another objective is to improve the promotion of “Made in Laos” companies and products, including “One District One Product” (ODOP) products, to gain better access to regional and international markets. This will be achieved through developing a “Made in Laos” promotion campaign to create greater visibility for existing products and companies; preparing selected Lao companies under the umbrella of “Made in Laos” to participate in trade exhibitions, trade fairs, buyer-seller meetings and other B2B or B2C business matching and/or networking platform events, similar to “Brand Lao” products; establishing a local company showcase at the SCC to display products and services (incl. company brochures, product samples, business cards and company profiles).

LNCCI aims to promote local companies to trade on e-commerce platforms in order to gain access to new markets. Activities to achieve this will be to promote and assist local companies to trade on the PLAOSME and other e-commerce platforms in order to increase the member and user numbers; to provide training courses, advisory services and coaching on how to use e-commerce platforms to export-ready “Made in Laos” products in selected priority sectors; to organize missions and study trips to other countries (e.g. ASEAN countries, China, Korea, Japan) to exchange experiences and lessons learnt; to organize capacity building workshops, consultation meetings and other exchange platforms on relevant e-commerce topics inviting relevant public and private sector stakeholders (e.g. on how to expand business opportunities through e-commerce, online payment regulation, Fintech and others); to support the establishment of the National Committee on E-commerce Development and assist in the development of necessary laws and regulations through advocacy and providing commentary to the National Committee and other relevant authorities.

Lastly, one important objective of this pillar is to increase the visibility of Lao PDR as a tourism destination in the domestic and international markets. Activities to achieve this objective will be to analyze, identify and prioritize tourism products for further promotion; to establish a Tourism Investment, Marketing and

Promotion Council to promote high potential tourism products and investment; to develop a target plan for inducing public and private investment in high potential tourism products; to develop and disseminate a documentary on tourism investment in Laos showcasing successful invest cases; and to prepare selected Lao tourism companies to participate in tourism exhibitions, trade fairs, buyer-seller meetings and other B2B or B2C business matching and/or networking platform events as made for the “Brand Lao” Products.

9. **Pillar IV: Information System Management and Public Relations.** There are practically very limited or no information and statistics on economic, social and enterprise development in Lao PDR. The lack of relevant and reliable information impacts on GoL’s decision making, planning and monitoring of private sector development, thus having detrimental effects on the development of economic sectors and revenue creation. During the first quarter of 2018, GoL issued an order to concerned ministries and the LNCCI to take actions on reducing the Lao PDR’s ranking in the World Bank Ease of Doing Business Index. As part of the order, GoL has clearly mandated LNCCI to establish a data and information system to collect, record, analyze and inform GoL and the public about the status of the Lao business environment and private sector development per economic sector.

In relation to this issue, LNCCI now seeks to generate relevant and reliable information at LNCCI to provide to Lao businesses, government institutions and other stakeholders. Activities to achieve this objective include data collection, verification and generation for the information database and repository system; establishing an integrated information database and repository system (software, format and method) with features to generates reports and run queries on different iterations related to business needs such as (e.g. import-export information, enterprise directory, inventory of service providers, etc.); developing an operational manual for the integrated information database and repository system for in-house staff training; establishing a viable system in all provincial CCIs to regularly update and feed into the LNCCI database; facilitating arrangements with institutions in other countries, regional and international organizations in order to establish access to other data bases and/or websites to exchange information on enterprises, import and exports, business environment, laws and regulations, etc.; and conducting regular updates and maintenance of the data system.

Another objective of this pillar is the development of Public Relation (PR) material and dissemination channels to regularly deliver relevant information and services to LNCCI members, government organizations and other stakeholders, and to improve the overall visibility of LNCCI and its services. Activities to achieve these objectives include the development of information and PR material (e.g. directories, booklets, brochures, radio and video spots) to be disseminated through media channels and cooperate with national media association; to develop a monthly or quarterly “Business Environment” Gazette to inform the GoL and LNCCI members on the status of improving the “Ease of Doing Business” and other issues related to business; develop a mobile application for remote access to the information system, with search function and extendable features for enterprises; establish and maintain a website to house and social media to promote services; establish a SME Call Center Service at LNCCI and at provincial levels; collect LNCCI member feedback by using a bi-annual survey mechanism on LNCCI activities and services as well as PR outreach and visibility. LNCCI will enhance the capacity of its staff at central and provincial levels to manage and update the integrated information data base and repository system and to work effectively with PR tools.

## LNCCI VISION 2018 – 2020: THE FOUR PILLARS

<b>Enabling Business Environment</b>	<b>Service Provision for Businesses in Lao PDR</b>	<b>Lao Product Promotion and Marketing</b>	<b>Information System Management and PR</b>
<ol style="list-style-type: none"> <li>1. Advocacy for a Better Business Environment and Investment Climate</li> <li>2. National Framework and System for Enhancing the Competitiveness of Lao Companies</li> <li>3. Dispute Resolution Mechanism for the Lao Private Sector</li> <li>4. Capacity Building in Related Fields to Improve the Business Environment</li> </ol>	<ol style="list-style-type: none"> <li>1. Improving the Competitiveness of Lao Companies in Priority Sectors</li> <li>2. SME Access to Finance</li> <li>3. Market Access and Trade Facilitation (incl. Standards)</li> <li>4. Lao Business Awards</li> <li>5. Entrepreneurship, Start-ups and Business Incubation</li> <li>6. Assisting and Attracting MNCs to Incorporate Business in Lao PDR</li> <li>7. Capacity Building for SSC</li> </ol>	<ol style="list-style-type: none"> <li>1. Entrenchment of Lao National Marketing and Coordination Office (LNMCO)</li> <li>2. Identification and Further Development of Lao Champion Products and Services</li> <li>3. Promotion of Made in Laos Products in Regional and International Markets</li> <li>4. E-Commerce Readiness and Opportunities</li> <li>5. Investment and Promotion in the Tourism Sector</li> <li>6. Capacity Building for LNMCO</li> </ol>	<ol style="list-style-type: none"> <li>1. Integrated LNCCI and SSC Information Database and Repository System</li> <li>2. Development of PR Material and Dissemination Channels</li> <li>3. Capacity Building on Business Information Services and PR Management System</li> </ol>



## PILLAR I: ENABLING BUSINESS ENVIRONMENT

Field of Activity 01 – Advocacy for a Better Enabling Business Environment and Investment Climate															
Objective	Facilitate ease of doing business in and attract investments to Lao PDR														
Indicators	Indicator 01: Doing Business Indicator is below 100 by 2020.														
	Indicator 02: 80% of X prioritized issues raised at the Lao Business Forum (LBF) are resolved.														
	Indicator 03: 2/3 of X businesses affected by the lack of an enabling business environment are satisfied with the changes or improvements in selected legislations (i.e. at least 3 in a scale of 5, with 5 being extremely satisfied).														
Activities	Timeframe												Suggested Stakeholders	LNCCI Focal Point	Potential Sources of Support
	2018				2019				2020						
	Q 1	Q 2	Q 3	Q 4	Q 1	Q 2	Q 3	Q 4	Q 1	Q 2	Q 3	Q 4			
<b>Activity 1.1:</b> LNCCI implements the Lao Business Forum process to identify national and provincial level problems and propose solutions to selected items raised at the LBF: <ul style="list-style-type: none"> <li>• Import and export procedures</li> <li>• Duty and tax payments</li> <li>• Law on enterprise bankruptcy</li> </ul>	x	x	x	x	x	x	x	x					Ministry of Industry and Commerce (MoIC), Ministry of Finance (MoF), Ministry of Planning and Investment (MPI), Ministry of Home Affairs (MoHA) and other relevant public sector institutions	Employers and Business Environment Development Division	GIZ RELATED, Trade Development Facility (TDF), LUNA, World Bank Group, ADB, Jetro, JICA
<b>Activity 1.2:</b> Conduct item-related or sectoral studies on tailor-made solutions to problems within the area ease of doing business in Lao PDR based on international best practice	x	x	x	x	x	x	x	x	x	x	x	x			

<b>Activity 1.3:</b> Disseminate the studies through different distribution channels and organize meetings to present it to relevant stakeholders							x	x					Ministry of Industry and Commerce (MoIC), Ministry of Finance (MoF), Ministry of Planning and Investment (MPI), Ministry of Home Affairs	Employers and Business Environment Development Division	GIZ RELATED TDF, LUNA, World Bank Group, ADB, Jetro, JICA
<b>Activity 1.4:</b> Accompany the process of drafting the decree or legislative changes by providing commentary to relevant authorities and convening public-private dialogues			x		x		x		x		x				
<b>Activity 1.5:</b> Review and comment on relevant new and amended Lao laws and regulations prepared by government institutions beyond the LBF process			x	x	x	x	x	x	x	x	x	x			
<b>Activity 1.6:</b> Monitor the progress of solutions to improve the enabling business environment: <ul style="list-style-type: none"> <li>• Set up a monitoring system to record the changes brought by the enhanced legislation (e.g. by using web-based surveys and focus group discussions)</li> <li>• Meet regularly with stakeholders (decision makers from public and private sector) to receive constructive feedback on the legislative changes</li> </ul>							x	x	x	x	x				
<b>Activity 1.7:</b> Provincial Facilitation for Investment and Trade Index (ProFIT): <ul style="list-style-type: none"> <li>• Survey on quality and efficiency of government services</li> <li>• Assessment of survey results and categorization and ranking of provinces</li> <li>• Reward best-performing provinces</li> </ul>				x	x	x									

<b>Activity 1.8:</b> Support selected priority issues from the National Tripartite Decent Work Committee Decent Work Country Programme for Lao PDR 2017-2021 through LNCCI Employer Bureau activities				x	x	x	x	x	x	x	x	x	Ministry of Labor and Social Welfare	Employer Bureau	ILO
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**Field of Activity 02 – National Framework and System for Enhancing the Competitiveness of Lao Companies**

<b>Objective</b>	<b>Develop a productivity, innovation and technology transfer mechanism for Lao companies</b>														
<b>Indicators</b>	<b>Indicator 01: National framework and system for enhancing productivity, innovation and technology transfer for Lao companies is endorsed and recognized by the relevant authorities.</b>														
<b>Activities</b>	<b>Timeframe</b>												<b>Suggested Stakeholders</b>	<b>LNCCI Focal Point</b>	<b>Potential Sources of Support</b>
	<b>2018</b>				<b>2019</b>				<b>2020</b>						
	<b>Q 1</b>	<b>Q 2</b>	<b>Q 3</b>	<b>Q 4</b>	<b>Q 1</b>	<b>Q 2</b>	<b>Q 3</b>	<b>Q 4</b>	<b>Q 1</b>	<b>Q 2</b>	<b>Q 3</b>	<b>Q 4</b>			
<b>Activity 2.1:</b> Organize a study tour to understand productivity, innovation and technology transfer systems developed by other ASEAN countries, international organizations, businesses associations or agencies	x					x							Department of Small and Medium Enterprise Promotion (DOSMEP), Ministry of Science and Technology (MOST), National University of Laos (NUoL)	In close cooperation with SME Service Centre	DOSMEP, AOTS Japan (Association for Oversea Technical Cooperation and Sustainable Partnerships) MOST, GIZ RELATED, WOLD BANK, ADB, TDF, Mekong Business Initiative (MBI), Companies, APO
<b>Activity 2.2:</b> Organize seminars to exchange lessons learnt on productivity, innovation and technology transfer with experts and companies from ASEAN or other countries		x	x												
<b>Activity 2.3:</b> Elaborate a clear roadmap to set up a productivity, innovation and technology transfer system for Lao companies			x												

<b>Activity 2.4:</b> Organize a validation workshop to endorse the system for productivity, innovation and technology transfer for Lao companies					x	x												
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**Field of Activity 03 – Dispute Resolution Mechanism for the Lao Private Sector**

<b>Objective</b>	<b>Develop a dispute resolution mechanism conducive to the Lao context</b>															
<b>Indicators</b>	<b>Indicator 01: A formal mechanism for dispute resolution is established.</b>															
	<b>Indicator 02: A clear roadmap to facilitate business dispute resolutions is elaborated.</b>															
<b>Activities</b>	<b>Timeframe</b>												<b>Suggested Stakeholders</b>	<b>LNCCI Focal Point</b>	<b>Potential Sources of Support</b>	
	<b>2018</b>				<b>2019</b>				<b>2020</b>							
	<b>Q 1</b>	<b>Q 2</b>	<b>Q 3</b>	<b>Q 4</b>	<b>Q 1</b>	<b>Q 2</b>	<b>Q 3</b>	<b>Q 4</b>	<b>Q 1</b>	<b>Q 2</b>	<b>Q 3</b>	<b>Q 4</b>				
<b>Activity 3.1:</b> Assess the capacity and role of LNCCI to develop or facilitate the development of a business dispute resolution mechanism and present the study to relevant stakeholders					x	x	x							Ministry of Justice (MoJ), Lao BAR Association and other stakeholders	Employers and Business Environment Development Division	TDF, LUNA, World Bank Group, ADB, Jetro, EU
<b>Activity 3.2:</b> Develop an inventory of legal service providers and experts in business dispute resolution					x	x	x									
<b>Activity 3.3:</b> Develop a roadmap for business dispute resolution based on international best practice but focused on the local context								x	x	x						
<b>Activity 3.4:</b> Identify training needs to facilitate the dispute resolution mechanism												x				

**Field of Activity 04 – Capacity Building on Related Fields to Improve the Business Environment**

<b>Objective</b>	To enhance the capacity of LNCCI, PCCIs, government officials and other relevant stakeholders on topics related to improving the business environment														
<b>Indicators</b>	Indicator 01: LNCCI and PCCI staff members, government officials and other relevant stakeholders participating in capacity building activities confirm that they have increased their understanding of priority issues related to improving the business environment.														
<b>Activities</b>	<b>Timeframe</b>												<b>Suggested Stakeholders</b>	<b>LNCCI Focal Point</b>	<b>Potential Sources of Support</b>
	<b>2018</b>				<b>2019</b>				<b>2020</b>						
	<b>Q 1</b>	<b>Q 2</b>	<b>Q 3</b>	<b>Q 4</b>	<b>Q 1</b>	<b>Q 2</b>	<b>Q 3</b>	<b>Q 4</b>	<b>Q 1</b>	<b>Q 2</b>	<b>Q 3</b>	<b>Q 4</b>			
<b>Activity 4.1:</b> Provide workshops and trainings to LNCCI and PCCI staff members, government officials and other relevant stakeholders on priority issues identified as part of the LBF process and beyond		x	x			x				x			Business associations, PCCI, LNCCI, MoIC	Employers and Business Environment Development Division	TDF, LUNA, World Bank Group, ADB, Jetro, EU
<b>Activity 4.2:</b> Organize study trips and lessons learnt exchanges with experts and policymakers from other countries						x				x					

**PILLAR II: SERVICE PROVISION FOR LAO BUSINESSES AND SME SERVICE CENTER (SSC)**

**Field of Activity 01 – Improving the Competitiveness of Lao Companies in Priority Sectors**

<b>Objective</b>	To continuously enhance productivity, innovation and technology transfer for Lao companies
<b>Indicators</b>	Indicator 01: Creating a business model for improving productivity, innovation and technology transfer which is consequently used by at least 10 companies until 2020.

	<b>Indicator 02: At least 75% of companies who participated in trainings apply the knowledge of productivity, innovation and technology transfer and report a reduction of operation cost by at least X% or increase in revenue by at least Y%.</b>														
<b>Activities</b>	<b>Timeframe</b>												<b>Suggested Stakeholders</b>	<b>LNCCI Focal Point</b>	<b>Sources of the support</b>
	<b>2018</b>				<b>2019</b>				<b>2020</b>						
	<b>Q1</b>	<b>Q2</b>	<b>Q3</b>	<b>Q4</b>	<b>Q1</b>	<b>Q2</b>	<b>Q3</b>	<b>Q4</b>	<b>Q1</b>	<b>Q2</b>	<b>Q3</b>	<b>Q4</b>			
<b>Activity 1.1:</b> Develop practice-oriented instructions and training material to increase the competitiveness of Lao companies in selected priority sectors	x	x	x	x									DOSMEP, MOST, Business Associations (BA), Provincial Chamber of Commerce and Industries (PCCIs), NUoI and participating companies	SME Service Centre (SSC), in cooperation with Employers and Business Environment Development Division	DOSMEP, MOST, AOTS Japan, MOST, GIZ RELATED, WOLD BANK, ADB, TDF, MBI, Companies, APO
<b>Activity 1.2:</b> Conduct trainings on increasing productivity, innovation and technology transfer for Lao companies (e.g. 5S, KAIZEN, TQM)	x				x				x						
<b>Activity 1.3:</b> Conduct on-the-job advisory for Lao companies participating in trainings on productivity, innovation and technology transfer		x	x			x	x			x	x				
<b>Activity 1.4:</b> On-site and off-site advisory mechanism for advising Lao companies on productivity, innovation and technology transfer (e.g. training material, videos, web platforms)	x	x	x	x	x	x	x	x	x	x	x	x			

Field of Activity 02 – SME Access to Finance																
Objective	To support SMEs to successfully access finance															
Indicators	Indicator 01: At least 50 SMEs receiving advisory from SSC report having successfully accessed finance by 2020.															
	Indicator 02: Financial modalities and procedures to provide capital for start-ups and SMEs are established.															
Activities	Timeframe												Suggested Stakeholders	LNCCI Focal Point	Potential Sources of Support	
	2018				2019				2020							
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4				
<b>Activity 2.1:</b> Develop an inventory of financial institutes and other institutions or modalities (including National SME Fund) in Lao PDR that provide finance to SMEs and prepare information packages on how to access these financial resources		x	x											BA, PCCIs, NUOL, Companies, Bank of Laos (BoL), Banking Association, Banks, MoF, Microfinance Institutes, APO	SME Service Centre (SSC)	DOSMEP, WORLD BANK Group, ADB, TDF, Companies, Banks, NGO, Microfinance Institute, GIZ AFP APO
<b>Activity 2.2:</b> Consultation meetings with relevant stakeholders on how to assist SMEs in gaining better access to finance (challenges, alternatives, security requirements etc.)			x				x				x					
<b>Activity 2.3:</b> Provide need based advisory services on documentation and procedures required by SMEs to access finance				x	x	x	x	x	x	x	x	x				
<b>Activity 2.4:</b> Establish financial modalities and procedures to		x	x	x	x	x	x	x	x	x	x	x				

provide capital for start-ups and SMEs:  • Angel Capital Fund • Crowdfunding • Venture Capital Fund																		
<b>Activity 2.5:</b> Continuously facilitate linkages between investors and start-ups (networking events, contests, advisory and coaching services, information material, etc.)					x					x								

Field of Activity 03 – Market Access and Trade Facilitation (incl. Standards)																			
Objective	To support SMEs to gain access to regional and international markets by understanding export procedures and international standards																		
Indicators	Indicator 01: 500 companies are trained on the steps to successfully export by 2020.																		
	Indicator 01: 300 companies are introduced to international standards by 2020.																		
Activities	Timeframe												Suggested Stakeholders	LNCCI Focal Point	Potential Sources of Support				
	2018				2019				2020										
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4							
<b>Activity 3.1:</b> Develop and disseminate sector-specific import and export toolkits focusing on key export target markets			x	x													DIMEX (MoIC), Customs, MAF, Ministry of Health, Department of	SSC in close cooperation with Planning and International	UNDP, GIZ RELATED, LUNA, JETRO



<b>Activity 3.2:</b> Provide sector-specific trainings and/or seminars on import and export procedures			x				x					x		Trade Promotion (MoC), Embassies, BAs, companies, PCCIs, DOSMEP	Cooperation Division, Enterprise Development Division	JICA, TDF, ADB, World Bank, EU, NGOs, Companies
<b>Activity 3.3:</b> Organize dissemination workshops and trainings on standards, quality requirements and procedures to access EU, USA and ASEAN markets			x				x									

Field of Activity 04 – Lao Business Awards																	
Objective	To recognize and reward successful SMEs in Lao PDR																
Indicators	Indicator 01: Framework to operationalise SME awards is in place.																
	Indicator 02: Awarding ceremony is organized annually.																
	Indicator 03: X high performing SMEs are awarded annually.																
Activities	Timeframe												Suggested Stakeholders	LNCCI Focal Point	Potential Sources of Support		
	2018				2019				2020								
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4					
<b>Activity 4.1:</b> Develop effective frameworks for Lao Business Awards (terms of reference for the award proceedings, incl. application norms, standards, Independent review mechanism, secretariat and timeline, etc.): <ul style="list-style-type: none"> <li>SME Award</li> <li>ABA Laos Award</li> <li>LNCCI Recognition Award</li> </ul>	x														BA, MOIC, PCCIs, companies	SSC and ASEAN BAC Secretariat	Companies, GIZ RELATED, World Bank Group, ADB, DFAT

<b>Activity 4.2:</b> Appoint committee structures to discuss, guide and select awardees	x		x					x				x					
<b>Activity 4.3:</b> Disseminate information and invite Lao businesses to compete, and assist technically in applying for the Lao Business Awards on central and provincial level	x		x					x				x					
<b>Activity 4.4:</b> Organize award ceremonies on a regular basis (annually or every two years)	x			x					x					x			

Field of Activity 05 – Entrepreneurship, Start-ups and Business Incubation in Lao PDR																
Objective	To provide business incubation services at LNCCI for promoting quality start-ups in Lao PDR															
Indicators	Indicator 01: 3 best start-up business plans are awarded and recognised.															
	indicator 02: 3 start-ups report breakeven of their initial investment.															
Activities	Timeframe												Suggested Stakeholders	LNCCI Focal Point	Potential Sources of Support	
	2018				2019				2020							
	Q 1	Q 2	Q 3	Q 4	Q 1	Q 2	Q 3	Q 4	Q 1	Q 2	Q 3	Q 4				
<b>Activity 5.1:</b> Provide entrepreneurship trainings and implement business management programs (e.g. Mini MBA and MBA) in partnership with universities, TVET schools and other academic institutions		x	x	x	x	x	x	x	x	x	x	x		Companies, Universities, MBI, ADB, APO, DOSMEP, TDF	SSC	Companies, Universities, MBI, ADB, APO, DOSMEP, Business Assistance Facility (BAF), TDF
<b>Activity 5.2:</b> Need based trainings on business development (e.g. legal procedures, business plan, marketing, finance and accounting, etc.)		x				x				x						





Activities	Timeframe												Suggested Stakeholders	LNCCI Focal Point	Potential Sources of Support
	2018				2019				2020						
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4			
<b>Activity 7.1:</b> Organize trainings to improve the technical knowledge and skills to deliver SSC services		x	x	x	x	x	x	x	x	x	x	x	MOIC, DOIC, GIZ RELATED, PCCIs, BAs, companies, SME clubs, PDSPs, ASEAN SME Service Centres, DOSMEP, SMEs		GIZ RELATED, ADB, Mekong-Japan, JETRO, JBIC, companies, JICA, TDF, HIDA
<b>Activity 7.2:</b> Create a learning and information sharing network (e.g. through study visits and signing of MoU) with SME Service Centers in ASEAN, Korea, Japan and other relevant locations to share experience and lessons learnt		x				x				x					
<b>Activity 7.3:</b> Develop standard operating procedures (SOP) for the delivery of SSC services	x	x	x												

### PILLAR III: LAO PRODUCT PROMOTION AND MARKETING

#### Field of Activity 01 – Entrenchment of Lao National Marketing and Coordination Office (LNMCO)

<b>Objective</b>	To entrench the LNMCO and ensure its functionality
<b>Indicators</b>	Indicator 01: LNMCO at LNCCI is established and fully staffed.
	Indicator 02: 200 businesses report satisfaction on the advice and services received from LBPPDO (3 in a scale of 5, where 5 being extremely satisfied).
	Indicator 03: Two provincial units of LBPPDO are established.

Activities	Timeframe												Suggested Stakeholders	LNCCI Focal Point	Potential Sources of Support	
	2018				2019				2020							
	Q 1	Q 2	Q 3	Q 4	Q 1	Q 2	Q 3	Q 4	Q 1	Q 2	Q 3	Q 4				
<b>Activity 1.1:</b> Establish the Lao National Marketing and Coordination Office (LNMCO)	x													LNCCI, MOIC, MPI, Ministry of Agriculture and Forestry (MAF), MOST	Planning and International Cooperation Division, Enterprise Development Division	UNDP, ADB Mekong Business Initiative, TDF, SMEs, and other Development Organizations
<b>Activity 1.2:</b> Conduct awareness raising activities about the LNMCO and its services among the Lao private sector	x	x	x	x												
<b>Activity 1.3:</b> Hire and train staff members to provide consultancy services related to Lao product promotion and marketing	x	x	x	x	x	x	x	x	x	x	x	x				
<b>Activity 1.4:</b> Establish two provincial branches of LNMCO (Luang Prabang, Champasack etc)					x		x									

**Field of Activity 02 – Identification and Further Development of Lao Champion Products and Services**

<b>Objective</b>	<b>To identify and further develop at least 5 Lao champion products and services which have the potential to develop as Lao brands under the umbrella of Brand Lao and penetrate international or regional markets</b>														
<b>Indicators</b>	<b>Indicator 01: At least 5 Lao champion products to penetrate international and regional markets are identified.</b>														
	<b>Indicator 02: 3 new export markets are identified for the selected Lao champion products and services.</b>														
Activities	Timeframe												Suggested Stakeholders	LNCCI Focal Point	Potential Sources of Support
	2018				2019				2020						
	Q 1	Q 2	Q 3	Q 4	Q 1	Q 2	Q 3	Q 4	Q 1	Q 2	Q 3	Q 4			

<b>Activity 2.1:</b> Identify at least 5 Lao champion products for new export markets (meeting regional and international standards)	x	x											LNCCI, MOIC, MAF, MST, MOH	Planning and International Cooperation Division, Enterprise Development Division, Enterprise Promotion Division, Administrative Office	UNDP, GIZ RELATED, ADB Mekong Business Initiative, TDF, SMEs, other Development Organizations			
<b>Activity 2.2</b> Conduct a comprehensive analysis (target group survey, value chain and market access assessment, standards and quality requirements) on how Lao champion products can best reach their identified target group and enter new markets		x	x	x														
<b>Activity 2.3:</b> Establish sector-based export marketing groups (that could be further developed into associations and cooperatives) and support them through research, capacity-building and on-the-job advisory services (e.g. coaching, monthly clinic to provide consultancy, seminars, workshops and consultation meetings)		x	x			x	x			x	x							
<b>Activity 2.4:</b> Prepare selected Lao champion companies to participate in trade exhibitions, trade fairs, buyer-seller meetings and other B2B or B2C business matching and/or networking platform events: <ul style="list-style-type: none"> <li>• Workshops to enhance understanding of target markets and consumer groups</li> <li>• Training on marketing and online matchmaking tools</li> <li>• Training on sales and pitching</li> </ul>			x	x			x	x			x	x						

**Field of Activity 03 – Promotion of Made in Laos Products in Regional and International Markets**

<b>Objective</b>	<b>To improve the promotion of Made in Lao products and companies to access regional and international markets</b>														
<b>Indicators</b>	<b>Indicator 01: Promotion campaign for Made in Laos products is developed and launched.</b>														
	<b>Indicator 02: 50% of participating companies indicate concluding business contracts as a result of the support provided by the SSC (training and participation at B2B platforms), or as a result of information received via LNMCO.</b>														
<b>Activities</b>	<b>Timeframe</b>												<b>Suggested Stakeholders</b>	<b>LNCCI Focal Point</b>	<b>Potential Sources of Support</b>
	<b>2018</b>				<b>2019</b>				<b>2020</b>						
	<b>Q 1</b>	<b>Q 2</b>	<b>Q 3</b>	<b>Q 4</b>	<b>Q 1</b>	<b>Q 2</b>	<b>Q 3</b>	<b>Q 4</b>	<b>Q 1</b>	<b>Q 2</b>	<b>Q 3</b>	<b>Q 4</b>			
<b>Activity 3.1:</b> Develop a promotion campaign for Made in Laos products to create greater visibility for existing Lao companies	x	x	x	x	x	x	x	x	x	x	x	x	Department of Import Export and Department of Trade Promotion (MoC), Customs, MAF, BAs, companies, PCCIs, DOSMEP	In cooperation with SSC and LNMCO	UNDP, GIZ RELATED, ADB Mekong Business Initiative, TDF, SMEs, other Development Organizations, Foreign Embassies in Laos
<b>Activity 3.2:</b> Prepare selected Lao companies (under umbrella of Made in Laos) to participate in trade exhibitions, trade fairs, buyer-seller meetings and other B2B or B2C business matching and/or networking platform events:  <ul style="list-style-type: none"> <li>• Workshops to enhance understanding of target markets and consumer groups</li> <li>• Training on marketing and online matchmaking tools</li> <li>• Training on sales and pitching</li> </ul>		x		x		x		x		x					



<b>Activity 3.3:</b> Organize national, regional and international trade exhibitions, trade fairs, buyer-seller meetings and other B2B or B2C business matching and/or networking platform events (e.g. road shows, business meetings)	x	x	x	x	x	x	x	x	x	x	x	x	x			
<b>Activity 3.4:</b> Establish a Local Company Showcase at the SME Service Centre to display products and services (incl. company brochures, product samples, business cards, company profiles of local companies)	x	x	x	x												

Field of Activity 04 – E-Commerce Readiness and Opportunities																
Objective	To digitally transform local companies to effectively employ digital strategies and techniques to gain access to new markets and increase revenue															
Indicators	Indicator 01: 1,500 Lao SMEs are actively using e-commerce as a channel to connect and interact with the international market by end of 2020.															
	Indicator 02: 5% of the 1,500 Lao SMEs are generating revenue through e-commerce.															
Activities	Timeframe												Suggested Stakeholders	LNCCI Focal Point	Potential Sources of Support	
	2018				2019				2020							
	Q 1	Q 2	Q 3	Q 4	Q 1	Q 2	Q 3	Q 4	Q 1	Q 2	Q 3	Q 4				
<b>Activity 4.1:</b> Promote and assist local companies to trade on e-commerce platforms (e.g. increasing member- and user numbers of Plaosme.com e-commerce platform)	x	x	x	x	x	x	x	x	x	x	x	x	Foreign Trade Policy Department (FTPD)	SME Service Center	ADB, UNDP, USAID/LUNA, GIZ RELATED, UNSECAP,	

<b>Activity 4.2:</b> Provide training on how to use Plaosme and digital marketing (with language proficiency as a pre-requisite) to export-ready SMEs in selected priority sectors	x	x	x	x	x	x	x	x	x	x	x	x	x										KOICA, Mekong Business Initiative, TDF, GMS-BC
<b>Activity 4.3:</b> Provide an e-commerce online-to-offline hub to allow Lao SMEs to gather to experience practical hands-on application of e-commerce techniques, understand and embrace innovation (know what products are needed by the market, related to Pillar II Activities 01 and 05) and share their ideas and/or opportunities	x	x	x	x	x	x	x	x	x	x	x	x	x										
<b>Activity 4.4:</b> Organize virtual and physical business matching events to complement and further develop business opportunities initiated online				x	x				x	x													
<b>Action 4.5:</b> Study interfacing with various stakeholders (related to Pillar I Activity 03, Pillar II Activity 03, Pillar III Activity 03, Pillar IV Activities 01 and 02) to promote Lao SMEs and Plaosme, and implement seamless business transactions capabilities.			x	x	x	x																	
<b>Activity 4.6:</b> Organize missions and study trips to other countries (e.g. Korea, China, Japan, etc.) to exchange experiences and lessons learnt to be applied to Lao context			x						x														
<b>Activity 4.7:</b> Organize capacity building workshops, consultation meetings and other exchange platforms on relevant e-commerce			x		x		x			x			x										

topics inviting relevant public and private sector stakeholders: <ul style="list-style-type: none"> <li>• How to expand business opportunities through e-commerce</li> <li>• Online Payment Regulation</li> <li>• FinTech</li> </ul>																		
<b>Activity 4.7:</b> To support the establishment of the National Committee on E-Commerce Development and assist in the development of necessary laws and regulations through advocacy and providing commentary to the committee and other relevant authorities		x	x	x	x	x	x	x	x	x	x	x						

Field of Activity 05 – Investment and Promotion in the Tourism Sector															
<b>Objective</b>	<b>To increase the visibility of Lao PDR as a tourism destination in the domestic and international markets</b>														
<b>Indicators</b>	<b>Indicator 01: Tourism Investment, Marketing and Promotion Council is operational.</b>														
	<b>Indicator 02: A plan for inducing private investment in potential sustainable tourism products and destinations in Lao PDR is developed.</b>														
	<b>Indicator 03: 300 potential investors receive information on investing in high potential tourism products and tourism destinations in Lao PDR.</b>														
	<b>Indicator 04: At least 5 investors and/or companies commit to investing in Lao PDR.</b>														
<b>Activities</b>	<b>Timeframe</b>												<b>Suggested Stakeholders</b>	<b>LNCCI Focal Point</b>	<b>Potential Sources of Support</b>
	<b>2018</b>				<b>2019</b>				<b>2020</b>						
	<b>Q 1</b>	<b>Q 2</b>	<b>Q 3</b>	<b>Q 4</b>	<b>Q 1</b>	<b>Q 2</b>	<b>Q 3</b>	<b>Q 4</b>	<b>Q 1</b>	<b>Q 2</b>	<b>Q 3</b>	<b>Q 4</b>			

<b>Activity 5.1:</b> Analyse, Identify and prioritize tourism products for further promotion		x	x														LNCCI, MOIC, MOFA (Lao Embassies, and Consular abroad), MICT, MPI, UNDP, World Bank, GIZ, ADB, bi-lateral chambers	Planning and International Cooperation Division, Enterprise Development Division, Enterprise Promotion Division, Administrative Office	UNDP, GIZ, ADB Mekong Business Initiative, TDF, SME, Developer Org
<b>Activity 5.2:</b> Establish a Tourism Investment, Marketing and Promotion Council to promote high potential tourism products and investments			x	x	x														
<b>Activity 5.3</b> Develop a targeted plan for inducing public and private investment in high potential tourism products in Lao PDR				x	x	x													
<b>Activity 5.4:</b> Develop and disseminate a documentary on tourism investment in Laos showcasing successful investment cases					x		x		x			x							
<b>Activity 5.5:</b> Prepare selected Lao tourism companies to participate in tourism exhibitions, trade fairs, buyer-seller meetings and other B2B or B2C business matching and/or networking platform events		x	x				x	x				x	x						

Field of Activity 06 – Capacity Building for LNMCO															
<b>Objective</b>	To enhance the capacity (knowledge and skills) of LNCCI and LNMCO staff members in view of warranting high quality service delivery in the area of product and/or company promotion and marketing														
<b>Indicators</b>	Indicator 01: 60% of SMEs receiving services from the SME Service Center indicate to be satisfied with the services received (i.e. at least 3 in a scale of 5, with 5 being extremely satisfied).														
Activities	Timeframe												Suggested Stakeholders	LNCCI Focal Point	Potential Sources of Support
	2018				2019				2020						
	Q 1	Q 2	Q 3	Q 4	Q 1	Q 2	Q 3	Q 4	Q 1	Q 2	Q 3	Q 4			

<p><b>Activity 6.1:</b> Provide workshops and trainings to LNCCI and LNMCO staff members, on topics such as:</p> <ul style="list-style-type: none"> <li>• Understanding and identifying target markets and consumer groups</li> <li>• Modern marketing techniques</li> <li>• Sales and Pitching</li> <li>• Virtual matchmaking, E-commerce and other online tools</li> <li>• How to organize national, regional and international trade exhibitions, trade fairs, buyer-seller meetings and other B2B or B2C business matching and/or networking platform events (e.g. road shows, business meetings)</li> </ul>		x	x		x				x				LNCCI, MOIC, MPI, Ministry of Agriculture and Forestry (MAF), MOST	LNMCO	UNDP, GIZ, ADB Mekong Business Initiative, TDF, SME, Developer Org
<p><b>Activity 6.2:</b> Organize study trips and lessons learnt exchanges with LNMCO branches at the provincial level</p>					x				x						

## PILLAR IV: INFORMATION SYSTEM MANAGEMENT AND PUBLIC RELATIONS

Field of Activity 01 – Integrated Information Database and Repository System at LNCCI	
<b>Objective</b>	To generate relevant and reliable information at LNCCI and provide it to Lao businesses and other stakeholders
<b>Indicators</b>	Indicator 01: The integrated information database and repository system at LNCCI is fully operational.
	Indicator 02: The integrated information database and repository system operational manual is in place.

	<b>Indicator 03: The integrated information database and repository system is operated at two provincial chambers of commerce and industry.</b>															
	<b>Indicator 04: Arrangements (e.g. MoU) with at least 2 institutions in other countries (e.g. SME Centers, Chambers of Commerce, etc.) on information sharing and database access are made and/or signed.</b>															
Activities	Timeframe												Suggested Stakeholders	LNCCI Focal Point	Potential Sources of Support	
	2018				2019				2020							
	Q 1	Q 2	Q 3	Q 4	Q 1	Q 2	Q 3	Q 4	Q 1	Q 2	Q 3	Q 4				
<b>Activity 1.1:</b> Data collection, verification and generation to continuously feed the information database and repository system.		x	x	x										Cluster, association, LNCCI, PCCI and other relevant organizations	Administrative Office, IT Unit	WB, GIZ RELATED, TDF II, JICA
<b>Activity 1.2:</b> Establish an integrated information database and repository system (software, format and method) with features to generate reports and run queries on different iterations related to business needs: <ul style="list-style-type: none"> <li>• Import – Export information</li> <li>• Enterprise directory (incl. Im/Ex)</li> <li>• Inventory of service providers</li> <li>• Complaint feature</li> <li>• Notification feature</li> </ul>		x	x	x	x	x										
<b>Activity 1.3:</b> Develop an operational manual for the integrated information database and repository system for in-house staff training				x	x											
<b>Activity 1.4:</b> Establish a viable system in all provincial CCIs to regularly update and feed information into the LNCCI database					x	x	x	x								

<b>Activity 1.5:</b> Facilitate arrangements with institutions in other countries and establish access to other data bases and/or websites (ASEAN CCI or SSC, ASEAN BAC, EABC, ASEC etc.) to exchange information on enterprises, imports and exports, business environment, laws and regulations etc.		x	x	x	x	x	x	x	x	x	x	x	x			
<b>Activity 1.6:</b> Conduct regular updating and maintenance of the database system (incl. assessment concerning accuracy of data generated by the database)			x	x	x	x	x	x	x	x	x	x	x			

Field of Activity 02 – Development of PR Material and Dissemination Channels	
Objective	<b>Objective 01:</b> To regularly deliver relevant information and services to LNCCI members, government organizations and other relevant stakeholders.
	<b>Objective 02:</b> To improve the visibility of the LNCCI and its services.
Indicators	<b>Indicator 01:</b> PR and Media Action Plan 2018-2020 is in place.
	<b>Indicator 02:</b> LNCCI website and mobile application are updated/developed and connected to the information database and repository system.
	<b>Indicator 03:</b> SME Call Center Service is established at LNCCI and is operational.
	<b>Indicator 04:</b> SME Service Centers are established and operational in 3 additional provinces.
	<b>Indicator 05:</b> Awareness of and satisfaction on LNCCI services and activities are improved by 70%.
	<b>Indicator 06:</b> Yearly increase of 20% recorded for incoming requests for services or inquiries from non-members.
	<b>Indicator 07:</b> 100% increase in downloaded information material, views of videos in social media, publications in print media, and physical distribution of information material is recorded.

Activities	Timeframe												Suggested Stakeholders	LNCCI Focal Point	Potential Sources of Support
	2018				2019				2020						
	Q 1	Q 2	Q 3	Q 4	Q 1	Q 2	Q 3	Q 4	Q 1	Q 2	Q 3	Q 4			
<b>Activity 2.1:</b> Develop a PR and Media Action Plan 2018-2020 for the LNCCI		x	x										MOIC, BAs	Administrative Office, IT Unit, Labour and Business Environment	GIZ RELATED, LUNA, JETRO JICA, TDF, ADB, World Banks, NGOs, Companies
<b>Activity 2.2:</b> Develop information and PR material (e.g. directories, booklets, brochures, radio and video spots etc.) to be disseminated through media channels (e.g. TV, radio, networking events, e-newsletter, QR code, social and e-media, magazines, trade fairs, roadshows, meetings, trainings, seminars etc.) and cooperate with national media association		x	x	x	x	x	x	x	x	x	x	x			
<b>Activity 2.3:</b> Develop a monthly or quarterly “Business Environment Gazette” to inform the GoL and LNCCI members on the status of improving Ease of Doing Business and other issues related to business	x	x	x	x	x	x	x	x	x	x	x	x			
<b>Activity 2.4:</b> Develop a mobile application for remote access to the information system, with search function and extendable features based on additional fees (e.g. the enterprise directory, calendar of events, and services offered by various units of LNCCI)			x	x	x						x	x			





<b>Activity 3.1:</b> Provide trainings to LNCCI and PCCI staff in operating the integrated information database and repository system and facilitating effective information service provision (e.g. system application, data entry, report generation etc.)		x	x		x				x					Cluster, associations, PCCI	IT Service Office Unit	GIZ RELATED, ADB, companies, JICA, HIDA and Potential Partner  LNCCI			
<b>Activity 3.2:</b> Organize lessons learnt exchanges between LNCCI and PCCIs					x					x									
<b>Activity 3.3:</b> Organize exchange visits to other countries (e.g. ASEAN member states) to share experiences and best practices about database set-up and management					x														