

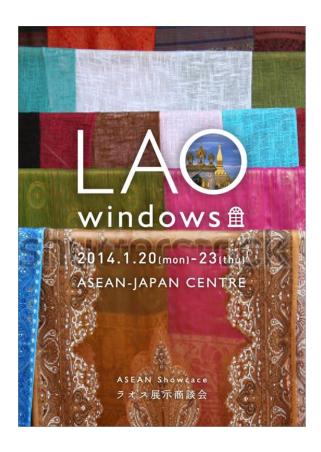
Post-Activity Report

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 dispached to Vientiane in October and

November 2013.

Mr. Katsumi Taki, Principle, Taki Katsumi and Producers

5. Publicity: a) <u>E-mail Magazine</u> 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















