

United Nations Conference on Trade and Development

National Workshop on

Fostering Integration of the Lao People's Democratic Republic Downstream Value Chain of Maize into Regional Value Chains

13 October 2020, Vientiane, Lao People's Democratic Republic

**Policy perspectives for fostering the maize value chain for export
in Lao People's Democratic Republic**

By

Mr. Xaysomphet Norasingh, Director General, Department of Trade Promotion,
Ministry of Industry and Commerce (MOIC)



Policy perspectives for fostering the maize value chain for export in Lao People's Democratic Republic

Vientiane Capital, 13 October 2020

Mr. Xaysomphet Norasingh
Director General
Department of Trade Promotion

Content



1. Government supporting tools to agricultural value chain and/or maize value chain
2. Specific policy to maize sector and its integration to regional value chains
3. Applying concept paper note to practice

DTP Supporting tools



The Department is a department under the Ministry of Industry and Commerce (MOIC) aiming to:

1. Support entrepreneurs promoting and development products for the domestic and export market through exhibitions and fairs, both domestic and international.
2. Provide Products information required for entrepreneurs penetrating into the both domestic and international market as well as for the foreign buyers.
3. Facilitate entrepreneurs producing and developing products in compliance with the various needs of the domestic and international market.

DTP Supporting tools



- Conduct studies on drafting strategies, policy-plans, master plans, and programs related on marketing promotion and product development on periodical basis, along with a leadership role in implementation
- Organize training and provide technical recommendations on marketing promotion and product development to concerned officials, enterprises, individual and/or legal entities
- Disseminate information on policies and legislation related to marketing promotes development

DTP Supporting tools



- Support and manage activities related to marketing promotion and product development such as:
 - trade fairs,
 - exhibitions,
 - information services, and
 - introduction of new products to both domestic and international markets
- Educate and guide political ideology; build capacity and monitor technical progress of the Department's staff

DTP Supporting tools



- DTP is working with number of project to support agricultural products but not in maize yet.
- DTP focus on only key few commodity such as coffee, rice, sugar, and some agriculture products exports via border trade and so on,

Specific policy to maize sector and its integration to regional value chains



Tools to boost Lao product to regional value chains

- Business matching
- Regional and world EXPO participation (Past event – Milano – Rice sector – CIIE, CAEXPO, DUBIA2021)
- Digital Tools – developing Plaosmes.com – Platform to promote Lao products, including agriculture (.....items)
- Technical training to certified ODOP – (included agricultural sector but not maize yet)
- AMIS (Database)
- Product design AWARD

Applying concept to practice



- Promoting Lao maize via marketing tools
 - Exposition regional event (Thailand, China, Vietnam) market
 - Digital promotion tools (Plaosme.com and other upcoming tools)
 - Utilize concept paper to design project to support maize sector (training for farmers, traders, exporters)
 - Collaborating with other government and international agency to design policy and supporting project



Thank you