Pristine jewel of SE Asia

One of Asia’s lesser-known and previously recluse nations, Laos PDR has finally opened its doors wide open to tourists and investors crowning a piece of one of the continent’s most virgin nations, rich in both cultural and natural attractions. A strategic location, tempting incentives and low production costs are making this country a very attractive prospect.

Under President Choummaly Sayasone, the landlocked southern nation of 8 million inhabitants, the Lao People’s Democratic Republic (Lao PDR), is targeting overseas investment and the expansion of its tourism industry, while preserving its cultural heritage. “Our ultimate aim is that by 2010, the year when we had graduated from Least Developed Country Status, and Japanese economic involvement will be important to us,” says Sayasone. “The support and assistance that we have received from the government of Japan has continually increased since we changed our economic policy in 1986, with 40 percent of our overseas grant aid coming from Japan, allowing us to significantly develop our economy and society.”

Japan is now the fifth biggest foreign investor in the Lao PDR, with more than 16 Japanese companies in operation there. Sayasone’s government has recently taken steps to further boost loco-economic cooperation. “We have just signed with Japan an Agreement for the Liberalization, Promotion and Protection of Investment, as well as an agreement on bilateral financial and silver exchanges to Japanese tourists to further develop the tourist industry,” the president said.

Other benefits already enjoyed include the Lao PDR’s membership of ADB, the Asian Development Bank, and the APEC, the Asia-Pacific Economic Cooperation Co-operation and trade zones and eco-cultural tourism zones that link us to China and Cambodia, and Vietnam and Thailand,” says Sayasone. “In addition to this, the Lao PDR has also opened 20 Special Economic Zones that are focused on the development of industry, including light industry, light manufacturing, and light manufacturing, with the possibility to develop free-trade zones and eco-cultural tourism.”

Through economic growth, it is our main objective to ensure that our people have access to basic fundamental needs: food, shelter, health care, education and access to information,” says Sayasone. “But the second main objective is that we need to cooperate with foreign countries to achieve our national development strategy (MSD).” Greater foreign investment and tourism will help with this, as the Lao PDR is one of the 10 MSDE countries in the world.

Leuang Phakong

The Lao PDR has some of the largest hydropower potential in the world, with a potential of over 18,800 MW, of which only about 2 percent has been developed to date. The government promotes the development of hydropower projects and energy in order to maintain the region’s electric power supply and economic development, while also increasing the country’s electrical energy exports.

The Lao PDR’s potential for hydropower is enormous, making it one of the most attractive areas for investment, and a key contributor to the country’s economy. The government is working hard to attract foreign investment to the energy sector, and is keen to further develop the country’s hydropower potential.

The secret of Lao coffee is the Boloven Plateau where we cultivate it.

Leuang Phakong, President, Dao-Heuang Group

The Boloven Plateau is a large plateau in the region, where coffee is the main crop. This volcanic land, which is covered in trees, is home to some of the world’s best coffee beans. The Boloven Plateau has a unique climate, with high temperatures and a heavy rainfall, which is perfect for growing coffee beans.

One of the best known coffee beans is the Lao coffee, which is grown in the Boloven Plateau. It is a robust and hardy variety, which is able to adapt to a wide range of conditions.

The Boloven Plateau has a unique climate, with high temperatures and a heavy rainfall, which is perfect for growing coffee beans. The coffee beans grown in this area are known for their bold, rich flavor and aroma. They are often used to make specialty coffee, which is enjoyed by coffee lovers around the world.

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