



*Media Release*

## **SMEs from diverse industries join the ASME Laos Business Mission 2017**

**Singapore, 24 August 2017** – The Association of Small & Medium Enterprises (ASME) will be leading 19 SMEs to Laos, Vientiane, for a business mission from 28 to 31 August 2017. The participating companies come from a wide range of industries, including healthcare, education, manufacturing, F&B, service sector and others.

The business mission aims to let local SMEs explore wider business opportunities and business partnerships with Laotian SMEs. Throughout the 4-day visit, companies will have visits to the Laotian Ministry of Planning and Investment and Ministry of Industry and Commerce, as well as attend networking sessions with key Laotian agencies.

Mr Kurt Wee, President of ASME, said, “As one of the fastest growing markets in Asia, Laos offers many business opportunities for Singaporean enterprises. SMEs that are with us on this business mission are able to leverage on the opportunity to build connections with Laotian trade industries for further economic development. This is also in line with ASME’s mission to push more local enterprises to go global for greater growth.”

The ASME Laos Business Mission 2017 is organised by ASME, and supported by the Embassy of Singapore in Vientiane, International Enterprise (IE) Singapore and barterfli Holding Pte Ltd.

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## ABOUT ASME

### **ASSOCIATION OF SMALL & MEDIUM ENTERPRISES (ASME)**

The Association of Small & Medium Enterprises (ASME) is a not-for-profit organisation established in 1986 for entrepreneurs, by entrepreneurs. With wide-ranging services and programmes, ASME strives to equip member SMEs with the business knowledge and market opportunities to help them grow their businesses.

ASME, as the champion of a pro-enterprise Singapore, bridges the public and the private sectors to promote a more conducive business environment which facilitates the start-up, growth and development of a larger pool of SMEs. The two ASME flagship awards – The Entrepreneur of the Year Award and Singapore Prestige Brand Award – are in recognition of SMEs' successes.

ASME will continue to roll out new SME-relevant programmes to enhance its position as THE business association For Entrepreneurs, By Entrepreneurs.

[www.asme.org.sg](http://www.asme.org.sg)