

#### **BUSINESS PRESENTATION**



NONG KHIAW



# Who we are?

**LDF** it is a joint Venture with local businesses combining many years of experience in retailing, brand marketing, distribution, logistics and with deep knowledge of custom procedures in Laos

VIENTIANE



What we do

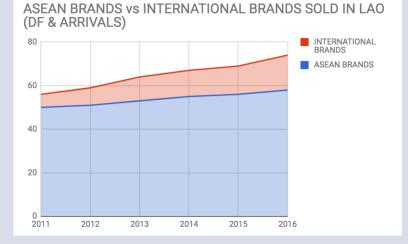
LDF it is a LAOS based agent and distributor of some of Indochina's most wanted brands. Our activities include but are not limited to: inflight services, bonded/cross border logistics from/to Vietnam, Thailand, China and Myanmar, as well as investing and revamping retail spaces in Laos. Our parrent company it is fully licensed to handle alcohol and tobacco products. Beside this, Laos Duty Free does offer high value and tailor made services to foreign diplomatic missions in Vientiane.

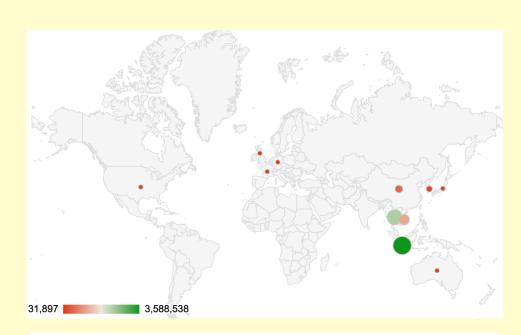


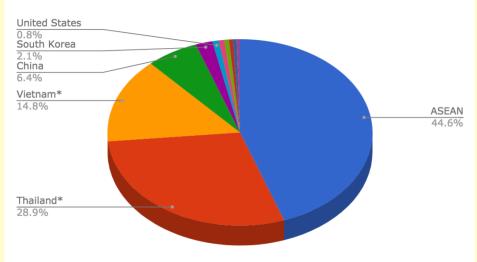


#### **Passengers by Nationality**

From traditional regional ASEAN spirits and tobacco products the market is quickly transforming and consumers are becoming more and more aware of International brands and keen to explore a new shopping experience. The market now offers enormous opportunities for long term growth and diversification

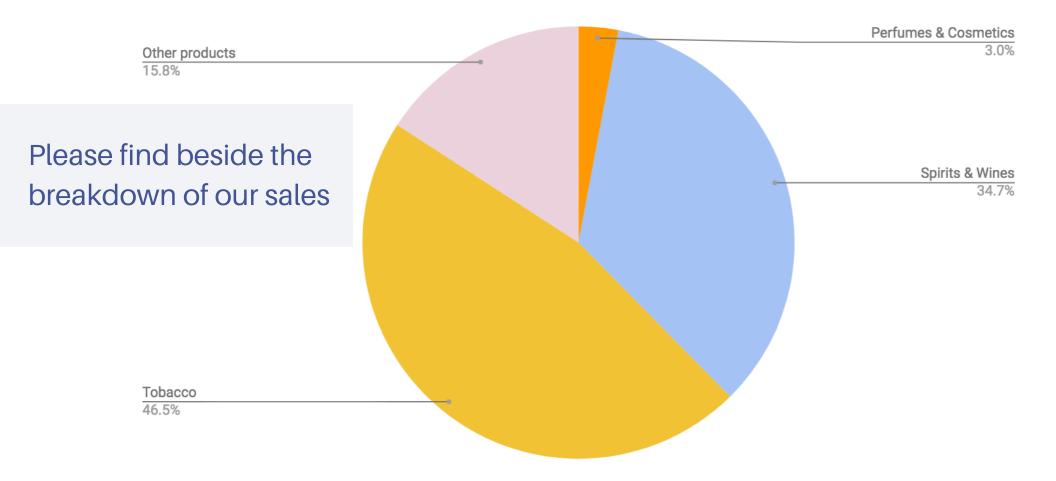






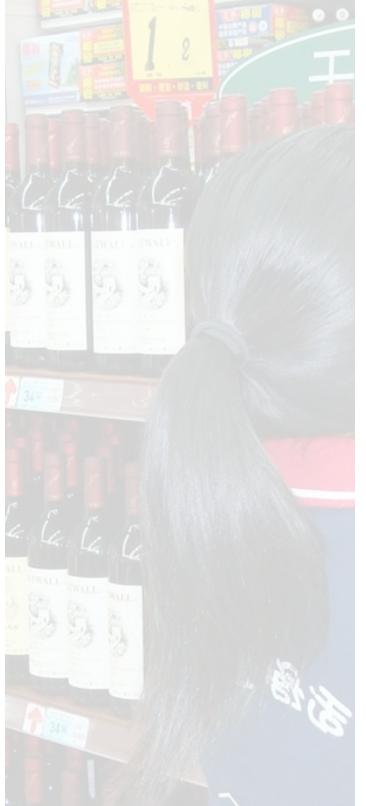


#### WHAT WE SELL



### Alcohol: The Lao's Market and business environment

Laos ranks top out of the 10 Asean countries for alcohol beverage/beer consumption, with an average of 7 litres consumed per person per year, according to an official survey. Laos has many ethnic groups and each has its own traditions and culture and alcohol plays an important role throughout Lao society. In addition, parties are held to celebrate a promotion, a new baby, a wedding, or a new house, while returnees are fervently welcomed home after a trip overseas therefore there are opportunities for duty free at arrival.





Some brands of alcoholic beverages in our assortment include:



### **Tobacco: The Lao's environment**



Population (millions)				
	1995	2000	2025	2050
All adults, ages 15+	2.639	3.022	5.873	8.778
Female adults	1.345	1.534	2.940	4.395
All youth, ages 0-14	2.047	2.256	2.848	2.659
Female youth	1.007	1.109	1.395	1.305

Source: United Nations Population Division, World Population Prospects 1950-2050 (2000 revision)

Real GDP per capita (PPP), US Dollars				
1975	630			
1980	785			
1985	912			
1990	985			
1995	1185			
2000	1445			

Source: World Health Report 2002

Annual Cigarette Consumption

#### SMOKING PREVALENCE -

Level of cigarette consumption

1970

Adult (15 Years	& Older), 1995	Youth (11-15 Year	Olds), 1999	Health Professionals, 1996		
Males	41	Current smokers	2	Doctors	17.9	
Females	15	Ex-smokers	13.2	Nurses	11.7	
Overall	38					

## Some tobacco products in our assortment include:





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	Year	Per capita Consumption (cigarette sticks)	Total Consumption (millions of cigarette sticks)			
	1970	_	-			
No data available	1980	-	-			
	1990	-	-			
	1995	-	-			
	2000	_	-			
1980 1990 2000						

#### **Annual Tobacco Trade and Agriculture Statistics**

	Jnit of Measurement	1970	1980	1990	1995	2000
Cigarette imports	sticks in millions	99	_	-	_	864
Cigarette exports	sticks in millions	-	-	-	-	-
Tobacco leaf imports	metric tons	713	-	160	300	100
Tobacco leaf exports (% of total exports)	metric tons (%)	- (-)	- (-)	- (-)	- (-)	- (-)
Cigarette production	sticks in millions	361	_	_	1062	-
Tobacco leaf production	metric tons	22800	14600	34130	16000	33400
Land devoted to tobacco growing (% of agricultural land)	) hectares (%)	6000 (0.41%)	4000 (0.25%)	11665 (0.70%)	7410 (0.44%)	6700 (0.36%)
Employment in tobacco manufacturing	people	-	-	-	_	-





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