

## Business development service providers

If your company provides business development services (BDS) and other technical assistance to companies in Laos, we would like to hear from you, and would encourage you to register your business on the BAF II website. This is not exclusive to Lao-based companies, although you must be willing to provide your services to companies operating in the Lao PDR.

If your company provides such services, but also needs technical assistance support to up-grade and expand your business, BAF II can also provide matching grants to help you develop your business. For example, hiring trainers from inside or outside Laos to help you develop new kinds of service products, or getting accreditation to offer new quality and standards certification in Laos, particularly those not currently provided by BDS providers in Lao PDR.

If BAF II's activities are to become commercially sustainable in the long-run, we recognize the need to support both the demand and supply sides of the BDS industry in Laos. If you have ideas on how we can work better to achieve this goal, and/or collaborate with other actors to achieve this goal, then please do contact us to discuss further.

## Confidentiality

All applications submitted to BAF II will be treated with the utmost confidentiality. If necessary, we are willing to sign non-disclosure agreements with applicants and potential applicants. The BAF II team also operates a strict 'conflict of interest' register.

There are no fees for registration and application. If anyone should seek to charge you a brokers fee, or some other fee, to support your application, please report this immediately to the BAF team. Any such reports will also be treated with total confidentiality.



Our strong belief is that if businesses in Lao PDR are to grow in a sustainable way, they need to become more competitive. BAF II aims to support eligible Lao companies, including SMEs, to increase their competitive advantage, and thereby grow into larger and more sustainable businesses.

For more information, and to apply, visit our website: [www.baflaos.com](http://www.baflaos.com)



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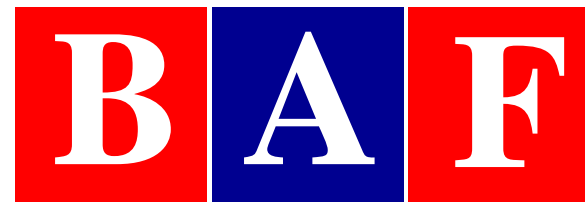
Supported by:



## Business advisory and matching grants

*Grow your business  
with BAF II*

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Business Assistance Facility



## Business advisory


The objective of BAF II is to support private sector companies and SMEs to build their skills and expertise so that they can become locally, regionally and internationally competitive. We do this by providing matching grants that reduce the cost of hiring technical advisory services aimed at improving competitiveness.

To help businesses identify what kinds of technical advisory assistance would be most effective, we also provide, free of charge, some basic mentoring support on your company's growth plan.

## Matching grants

BAF provides matching grants to cover 50% of the cost of specific and tailored technical assistance – or 'business development services' – that a company needs to become more competitive and grow. Examples of the kinds of technical assistance BAF II is willing to co-fund include:

- Attaining quality standards needed to enter new markets or attract new customers
- Strategic or technical management guidance relating to the business field(s) in which you operate
- Up-grading ICT and internal work processes
- Improvements in production efficiency and competitiveness
- Improvements in branding and marketing
- Creating better market linkages and export promotion
- Developing products or services that reduce the need for imports
- Pursuing new innovations in business practices, products or services



We are keen to work with companies across all of the Lao PDR, and not just those in and around Vientiane.

We are keen to work with companies of all sizes, from small to large.

We are keen to work with companies operating across a range of business sectors, including agri-business.

**We are particularly keen to work with companies that are owned or led by women.**

## Eligible recipients

### YES


- Any private company or SME operating in the Lao PDR, and providing employment and incomes to Lao citizens.
- Companies that are seeking to become more competitive and grow their business.
- Companies that are seeking to take their operations to a higher level.
- Companies that are seeking to innovate.
- Companies working with women, the poor and disadvantaged communities.
- Companies with inclusive business models and that can have a positive economic impact on the Lao PDR and its citizens.

### NO

- State-owned enterprises.
- Business associations and non-profit organizations.
- Start-up ventures, unless they show particularly strong potential for growth.
- Companies involved in the manufacture of weapons, alcohol or tobacco.
- Businesses operating in the financial sector.
- Companies in the telecommunications sector.
- Companies involved in mining or other forms of natural resources extraction.
- Companies involved in power generation and distribution.

## Grant size

We provide matching grants to cover 50% of the cost of pre-approved business development service provision. The grant is paid once the work has been completed, as a reimbursement to the grantee company. Although we can provide grants up to US\$200,000 in size to a single company, we anticipate that almost all of our grants will be substantially smaller, and we have no minimum limit on the grant size.



## How we work

**Step 1:** Upon registering and submitting an application on our website, an appointment will be arranged for one of our Business Advisors to meet you. The aim of the first meeting is to assess whether BAF II can help your business. If the answer is yes, we will agree on next steps.

**Step 2:** If necessary, the Business Advisor will assist you to prepare a basic growth plan for the company, including a simple SWOT analysis. Based on this analysis, it will be possible to identify whether the company would benefit from specific and tailored technical assistance. (If the company already has a good growth plan, and knows what technical assistance it needs to grow, it may be possible to skip this step.)

**Step 3:** If needed, the Business Advisor can help you in identifying a business service provider that can deliver the technical assistance needed, and to collect cost estimates for this work, in line with current market rates. If the kind of technical expertise needed is not available in Lao PDR, BAF II is open to support hiring service providers located outside of the country, such as Thailand, Vietnam or Singapore.

**Step 4:** If the company and BAF II are both willing to proceed, a scope of work will be agreed, and a (legally binding) letter of agreement will be prepared and submitted for formal approval. The agreement will clearly set out the terms and conditions of the BAF II grant.

**Step 5:** The specific and tailored technical assistance will then proceed, in conformity with the letter of agreement. The Business Advisor will monitor progress, and if necessary, serve as a point of contact if any problems arise during implementation.

**Step 6:** Once the technical assistance has been completed, BAF II will check to see whether it has been done in conformity with the letter of agreement, and that all the necessary evidence of expenditures have been submitted. If yes, BAF II will then disburse the agreed sum of matching grant funds to the company.

**Please note:** BAF II pays the matching grant only at the proven completion of the technical assistance, and no advance payments or installments can be provided. The company must therefore be able to initially pay for the technical assistance provided **in full**, prior to BAF II reimbursing 50% of the costs, up to the amount agreed in the letter of agreement.