

GUIDELINES

FOR THE ASEAN BUSINESS AWARDS 2024

1. Lao Priority Integration Sector Awards

(1 award for each sector for Large Enterprise and SMEs and 20 awards in total)

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| <input type="checkbox"/> Agriculture / Agri-Food Based | <input type="checkbox"/> Energy / Renewable Energy | <input type="checkbox"/> Food and Beverages |
| <input type="checkbox"/> Handicraft and Textiles | <input type="checkbox"/> Digital Transformation | <input type="checkbox"/> Infrastructure |
| <input type="checkbox"/> Tourism | <input type="checkbox"/> Transport and Logistics | <input type="checkbox"/> Health Care |
| <input type="checkbox"/> Education | | |

Companies and individual enterprises of any size are eligible given that they fulfil the following criteria:

- Be an enterprise with at least 40% ASEAN-owned equity.
- Have an operational presence in an ASEAN member country for a minimum of 3 years.
- Have at least 3 years of experience or involvement in their respective sectors.

Large Enterprise

Comply both of conditions as below:

1. Have more than or equal to 200 employees.
2. Have annual revenue more than or equal to 5,000,000 USD

SMEs

Comply at least 1 condition as below:

1. Have less than 200 employees.
2. Have annual revenue less than 5,000,000 USD

Nominees must demonstrate their capacity to pursue sectoral integration in one of the priority integration sectors while also displaying sector-wise competitiveness and excellence as evidenced in its contribution to ASEAN's growth and economy.

2. SME Excellence Awards

(1 award for each sub-category and 5 awards in total)

Companies and individual enterprises need to meet the following basic criteria:

- Be an enterprise with at least 40% ASEAN-owned equity.
- Have an operational presence in an ASEAN member country for a minimum of 2 years.
- Comply at least 1 condition as below:
 1. Have less than 200 employees.
 2. Have annual revenue less than 5,000,000 USD.

Growth	Nominees must provide evidence of sustainable growth and commercial success while also demonstrating initiative and willingness to undertake new ventures.
Employment	Nominees must demonstrate the provision of a stimulating and supportive workplace and illustrate how their human resource development strategies and actions have created a committed, motivated, and effective workforce
Innovation	Nominees must demonstrate a proven ability to create, nurture and develop new products or services. Achievements may include, but are not limited to, the invention, design, production, marketing and distribution of the nominee's products or services.

Corporate Social Responsibility (CSR)	Nominees must demonstrate a high standard of commitment in the way they organize and integrate responsible practices into their business, thus creating a positive impact in the workplace, marketplace, environment, and community.
Digitalization	Nominees must demonstrate a proven ability to integrate digital technology into all areas of their business, resulting in fundamental changes to how their business operates and how they deliver value to their customers.

3. Special Awards

(1 award for each sub-category and 7 awards in total)

Woman Entrepreneur	<p><u>Companies and individual enterprises of any size</u> are eligible given that they fulfil the following criteria:</p> <ul style="list-style-type: none"> - Be an enterprise with at least 40% ASEAN-owned equity. - Have an operational presence in an ASEAN member country for a minimum of 3 years. - The nominated woman entrepreneur must be an ASEAN citizen with more than 20% shares of the business and have an active role in the board or in executive management. <p>Nominees must be women who founded their own business and achieved significant success with a unique product/service or management approach (incl. marketing strategy, human resource management and organizational culture). Nominees must demonstrate excellent skills and performance in business leadership that led to an improved efficiency benefiting the overall enterprise. A particular focus will be set on the nominee's capability to achieve outstanding results in the areas of growth, employment, innovation and corporate social responsibility.</p>
Young Entrepreneur	<p><u>Companies and individual enterprises of any size</u> are eligible given that they fulfil the following criteria:</p> <ul style="list-style-type: none"> - Be an enterprise with at least 40% ASEAN-owned equity. - Have an operational presence in an ASEAN member country for a minimum of 3 years. - The nominated young entrepreneur must be an ASEAN citizen with more than 20% shares of the business and have an active role in the board or in executive management. - The age of nominee must be less than 45 years old, at the time of nomination. <p>Nominees must be young entrepreneurs who founded their own business and achieved significant success with a unique product/service or management approach (incl. marketing strategy, human resource management and organizational culture). Nominees must demonstrate excellent skills and performance in business leadership that led to an improved efficiency benefiting the overall enterprise. A particular focus will be set on the nominee's capability to achieve outstanding results in the areas of growth, employment, innovation, and corporate social responsibility.</p>
Green Enterprise	<p><u>Companies and individual enterprises of any size</u> are eligible given that they fulfil the following criteria:</p> <ul style="list-style-type: none"> - Be an enterprise with at least 40% ASEAN-owned equity. - Have an operational presence in an ASEAN member country for a minimum of 3 years. <p>Nominees must demonstrate a significant commitment to and responsibility whose core business model addresses an environmental or social issue. The business model and mission of the enterprise must focus on the achievement of sustainability performance and improves energy or resource efficiency, reduces greenhouse gas emissions, decreases waste or pollution, protects or restores ecosystems, which is understood as the harmonization of financial and environmental objectives in the delivery of core business activities in order to maximize value.</p>
Sustainable Social Enterprise	<p><u>Companies and individual enterprises of any size</u> are eligible given that they fulfil the following criteria:</p> <ul style="list-style-type: none"> - Be an enterprise with at least 40% ASEAN-owned equity. - Have an operational presence in an ASEAN member country for a minimum of 3 years. <p>Nominees must demonstrate innovation and significant sustained contributions to disadvantaged communities in ASEAN. The business model and mission of the enterprise must aim at generating benefits to socially disadvantaged and underprivileged groups, thus tackling social problems, improving communities, providing people with access to employment and training, or helping the environment.</p>
Family Business	<p><u>Companies and individual enterprises of any size</u> are eligible given that they fulfil the following criteria:</p> <ul style="list-style-type: none"> - Be an enterprise with at least 40% ASEAN-owned equity. - Have an operational presence in an ASEAN member country for a minimum of 3 years. - The leadership of the company must either include family member(s) from third or subsequent generations or the company has multiple branches of a family involved in company leadership. - The founding family still has at least 51% ownership and voting stake, thus being the primary responsible stakeholder for setting the strategic direction for and values of the enterprise.

	Nominees must be family-run enterprises in ASEAN member country that have achieved outstanding success in the areas of growth, employment, innovation, and corporate social responsibility.
Skill Development	<p><u>Companies and individual enterprises of any size</u> are eligible given that they fulfil the following criteria:</p> <ul style="list-style-type: none"> - Be an enterprise with at least 40% ASEAN-owned equity. - Have an operational presence in an ASEAN member country for a minimum of 3 years. <p>Nominees must be demonstrated a significant contribution to human capital development. Applicants are required to demonstrate the development of a skilled workforce, especially considering the expected impacts of Industry 4.0 for a competitive and dynamic economy community, which is focused on the need to strengthen professional technical and vocational skills in ASEAN's workforce.</p>
Friend of ASEAN	<p><u>Companies and individual enterprises of any size</u> are eligible given that they fulfil the following criteria:</p> <ul style="list-style-type: none"> - Non-ASEAN-owned enterprise with at least 40% revenue from operations in the ASEAN. - Be in operations for a minimum of 3 years. <p>Nominees must be a non-ASEAN business operating in ASEAN member country that have made a positive impact on ASEAN's growth and economy.</p>
ASEAN Special Awards	ASEAN Special Awards (No application form). To be discussed and selected winner in judge meeting)

All financial information providing in nomination form must be in USD.

	Brunei (BND)	Cambodia (KHR)	Indonesia (IDR)	Laos (LAK)	Malaysia (MYR)	Myanmar (MMK)	Philippines (PHP)	Singapore (SGD)	Thailand (THB)	Vietnam (VND)
EXCHANGE RATE for 1 USD										
2020	1.3212	4,040.29	13,956	9,295.81	4.0505	1,327.72	48.014	1.3219	29.992	23,193
2021	1.3501	4,070.00	14,242	11,185	4.1765	1,778.41	51.000	1.3487	33.195	22,770
2022	1.3455	4,118.50	15,534	17,343	4.4050	2,100.16	55.680	1.3406	34.553	23,640
2023	1.3195	4,085.53	15,390	20,538	4.5950	2,100.18	55.400	1.3207	34.198	24,269

Source: exchange-rates.org