

## Etere at Laos Business Mission 2017

Etere was part of the group of Singapore companies that have participated in the Laos Business Mission 2017 held from 28th to 31st August 2017 in Vientiane, Laos.



Etere logo



Laos



ASME



Fabio Gattari at Laos Business Mission 2017

### **Etere at Laos Business Mission 2017**

Venue: Vientiane, Laos

Date: 28th to 31st August 2017

Organized by the Association of Small and Medium Enterprises (ASME), the Laos Business Mission 2017 was held from 28th to 31st August 2017. It was a successful trip that resulted in friendships and partnerships being forged among the business communities in both Singapore and Laos.

28th Aug 2017: During the first day of the trip, the group was treated to a welcome dinner and had the opportunity to meet the Singapore community in Laos. Singapore Ambassador in Laos, His excellency, Dominic Goh, as well as the President of ASME, Mr Kurt Wee, gave a welcome address to the group.

29th Aug 2017: On the second day, the group attended a discussion, "Banking Landscape in Laos", a talk hosted by RHB bank that discussed the Laos economy, investment opportunities and regulatory frameworks. The Laos National Chamber of Commerce Industry also hosted a talk "Laos Economy, Investment Opportunities and Regulatory Frameworks." To wrap up the day's activities, the group was hosted to a sumptuous dinner with government agencies in a traditional Laos restaurant in the evening, it was a rewarding day of networking and enrichment.

30th Aug 2017: Business matching sessions were conducted and partnerships were forged between the two countries. The day also marked the launch of SME portal. One of the highlights of the day was a networking dinner hosted along the Mekong River by the Ministry of Commerce & Industry (MOCI) Ambassadors, Laos National Chamber of Commerce & Industry (LNCCI) and Laos SMEs.

31st Aug 2017: The trip was completed on a high note as the group joined a city tour that took them around the beautiful sights of the Vientiane city, before the transfer to the Airport for the flights home.

Etere's participation in the event strengthens its position in the Asia market as it continues to expand its network of partners and distributors of Etere MERP solutions. Its strong partnerships around the region, and beyond, has propelled the company's profits to year-on-year growth rates. Mr Fabio Gattari, Director of Etere Pte Ltd said, "The business mission serves as a meaningful trip that bridges ties between the two countries. It was a successful and insightful event where I had the opportunity to better understand the business needs of the people of Laos. We also got the chance to see the beauty of the country during the city tour. I look forward to long-lasting partnerships with the friends I have met during the trip, from both Singapore and Laos."

Please view the gallery for a photo album of the trip.

For more information, please write to the Etere team at [info@etere.com](mailto:info@etere.com)

20/9/2017 Event

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a consistent system



Laos Business Mission  
2017

### About Etere

Founded in 1987, Etere is amongst the worldwide leaders in Media Asset Management and channel in a box software solutions for broadcasters and media companies. Etere's unique MERP software-only solution is used by many of the world's leading Media Enterprises to power their digital assets. Its modular solutions including Airsales, Ad Insertion, playout, HSM archive, TV automation and Censorship are built with an innovative architecture, offering the best flexibility and reliability in the market. Etere is headquartered in Singapore, with a dedicated 24/7 support centre in Italy.

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