Veunkham
Iodized and fluoridated Salt

by Bounthavy Chounlamany
Veunkham Salt Company
Vientiane, 10 March 2017
Table of Content

• Company Profile
• Production
• Products
• Iodized-fluoridated salt Program
• Iodized-fluoridated salt Quality Control
• Packing and Distribution
• Sales Promotion
• Conclusion
Veunkham Salt Company Profile

- **Name:** Veunkham Salt Company (Lao Private Company)
- **Date of Establishment:** Year 1996
- **Address:** Ban Samsa At, Saysettha District, Vientiane Capital, Lao PDR
- **Business Activities:** Production and Distribution of
  - Iodized Boiled Salt (table salt)
  - Solar Evaporated Salt (sun-dried salt)
- **Number of Workers:** 84 persons
Production

Boiled Salt Production:
Traditional boiling method using sawdust
Production (cont.)

Boiled Salt Production:
Traditional boiling method using processed coal
Production (cont.)

Solar Evaporated Salt Production:
Natural sun-drying
Products

Iodized Table Salt
Iodized-Œfluoridated Salt Program at Veunkham Factory

Salt Iodization and Fluoridation Mixer provided by the program
Iodized-Fluoridated Salt Program at Veunkham Factory

Salt Centrifuge

provided by the program
Production

Centrifuge is used to reduce salt moisture
Production (cont.)

Preparing clean/dried salt for iodine fluoride mixing
Production (cont.)

Salt iodization and fluoridation process
Quality Control
Product testing by Experts Team
Quality Control
Product testing by Experts Team
Quality Control
Product testing by Experts Team

21/10/2014
Testing Equipment
Quality Control

Iodine and Fluoride content laboratory tests at Veunkham Factory
Analysis Results Certificate from FDQCC
Packing and Distribution

Salt bag

Packaging Line
Sales Promotional tools

Banner and Leaflet
Promotional tools (cont.)

Calendar

T-Shirt
Awareness Campaigning in Luang Prabang
Awareness Campaigning in Luang Prabang
Conclusion

• Veunkham Salt Co., has the capacity to produce and distribute adequate and quality iodized-fluoridated salt nation wide

• Our main challenge is bad sales due to low awareness of Lao people vis-à-vis the importance of fluoridated salt

• We need support from the government to raise awareness among Lao people
Thank you!