Phongsavanh Bank participated in the Elephant Procession Ceremony for the year 1388 BE / 2026 CE

in Luang Prabang

On the morning of 13th April 2026, in Luang Prabang, a UNESCO World Heritage city, the traditional Elephant Procession Ceremony (Xang Hieng Kieu) was held. This ritual is a symbolic cultural practice marking the transition from the old year to the New Year, according to ancient Lao beliefs.

Elephants have long been regarded as important animals closely connected to Lao villages and cities. During the ceremony, a variety of food items and offerings such as grass, bananas, sugarcane, beans, sesame, rice wine, sticky rice, sweets, rice cakes, and other traditional foods were prepared for the elephants. Based on belief, the way elephants select and consume the food is used as a form of omen or prediction for the coming year. For example, if elephants choose grass, bananas, or sugarcane, it is believed that the year will bring peace, stability, and abundant rainfall. However, if alcohol is consumed, it is believed that the year may bring challenges or difficulties.

In this year's ceremony, a total of five elephants participated in the procession, including an elephant from Phongsavanh Bank. The event was led by the authorities of Luang Prabang Province and participated in by local officials and residents.

The procession began in front of the Provincial Administration Office and moved the elephants to Wat Mai Suwannaphumaram, where they were arranged for the ritual. The procession then continued to Wat Xieng Thong, where a blessing ceremony for the elephants was performed at the elephant grounds of the temple.







