

Commercial Services

April 2015



GLOBAL PUBLIC AFFAIRS SERVICES

BUSINESS SUPPORT IN VIETNAM

To gain success in export markets, you need to hold more than good products, prices, partners and customers. In fact, knowledge about the local and international legislation and good relations with authorities can prove crucial.

At the Embassy of Denmark in Vietnam we have broad experiences in dealing with these political and commercial factors through our Global Public Affairs (GPA) services and we have a solid performance in creating synergy between: our local and commercial knowledge in Vietnam, our access to influence and to diplomacy, and our cultural understanding and networking due to our global presence.

Through the GPA services, the Embassy can assist in identifying, prioritizing and liaising key stakeholders, thus providing companies with key access to Vietnamese decision makers, authorities, ministries, departments, etc. This also applies when companies need information about the changes in framework conditions such as legislation, custom tariffs and other market conditions, which are vital when operating in the Vietnamese market.

Our services

Challenges are not identical and neither are the solutions. Therefore, we tailor solutions to suit the needs of each individual company, often consisting of a combination of different GPA services. Whether the client is small or a large company, the Embassy of Denmark in Vietnam offers advice through Global Public Affairs according to the following service areas:

- ✓ **Stakeholder Management:** Assist Danish companies in systematic and strategic identification, creation and maintenance of relations and network to important stakeholder in Vietnam
- ✓ **Intelligence/trade policy:** Create a better decision-making foundation for the Danish companies, including mapping of political processes and legislation, as well as protectionist issues and trade barriers
- ✓ **Dispute Resolution:** Assisting companies in solving disputes before they develop into full-blown national or international court cases

Our advice and services are tailor-made based on the company's needs. As an integrated part of the Ministry of Foreign Affairs and Trade Council of Denmark our services are subject to payment of DKK 935 per hour (as per January 2016). The fees are based on the number of hours used on the activities/selection process.

Working Methods

An assignment starts with a dialogue with the company, followed by a detailed offer from the Embassy specifying the content of the assignment, working methods, timeframe, price and delivery. It is a fixed offer based on estimated hours required, where only actual hours spent will be invoiced. The company can thus on an informed basis assess the recommended action plan and the expected outcome. We place great emphasis on continuous dialogue with the company throughout the assignment to ensure the best results. Each task is finalized with recommendations concerning the next steps that the company should take to strengthen its position regarding the completed task.

Why the Embassy?

- ✓ Integrated part of the Trade Council with global presence and knowledge base
- ✓ Experiences from helping hundreds of Danish companies in Vietnam
- ✓ Active in the market 365 days a year
- ✓ Provides tailor-made advice within 48 hours
- ✓ Vietnamese staff with sector and local expertise
- ✓ Good understanding of Danish and Vietnamese business culture
- ✓ Competitive prices compared to international consultancy firms
- ✓ Excellent relationship with Vietnamese authorities, unique access to authorities and companies as we work under the umbrella of the Embassy

We Look Forward to Assist You

Our team in Hanoi:

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