

Commercial Services

April 2016



PRESS AND COMMUNICATION SERVICES BUSINESS SUPPORT IN VIETNAM

With a strong focus on Global Public Affairs, the Danish Embassy in Vietnam has a solid performance in creating synergy between: first, our local and commercial knowledge in Vietnam; second, our access to influence and to diplomacy; and third, our cultural understanding and networking due to our global presence. This means that we possess great range of expertise, which can all come into play when you as a company wish to make use of our press, PR, media and communication services.

Denmark has had diplomatic connections with Vietnam since 1971, and throughout the years we have developed a strong and very special relationship with Vietnamese authorities, the Vietnamese companies and partners, media and press.

Among our various services, the Commercial Section of the Embassy in Hanoi and the Danish Economic & Commercial Office (DECO) in Ho Chi Minh City are offering press and communication assistance as a whole “press package” or as separate activities, based on your individual request.

The Embassy can assist you in the following issues:

- ✓ Our “Media & Press Package” for companies
- ✓ Draft and send out press releases and press kit
- ✓ Press conference planning and handling (incl. preparation and interviews)
- ✓ Invite and secure participation of the press, including the most important media
- ✓ Event design, planning, and PR advisory
- ✓ Secure press coverage
- ✓ Media clipping and reporting (following the events)
- ✓ Contacts to newspaper, press and media channels in Vietnam

Our services and advice is tailor-made based on your specific needs as a company. 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:

Mr. Bo Mønsted, Commercial Counsellor, e-mail: bomons@um.dk

Ms. Vu Phuong Lan, Trade and Investment Advisor, e-mail: lanpvu@um.dk

Ms Nguyen Thi Thu Hang, Trade and Investment Advisor, e-mail: nthang@um.dk

Ms. Le Thi Thu Hang, Trade and Investment Advisor, e-mail: hangle@um.dk

Our team in Ho Chi Minh City:

Ms. Le Nguyet Minh, Head of DECO, Trade and Investment Advisor, e-mail: nguyel@um.dk

Ms. Nguyen Huynh Anh, Trade and Investment Advisor, email: anhnhu@um.dk

Mr. Tran Viet Hai, Trade and Investment Advisor, e-mail: haivtr@um.dk

Ms. Hoang Thi Thu Hien, Trade and Investment Advisor, email: hienth@um.dk

Embassy of Denmark

BIDV Tower, 7th Floor
194 Tran Quang Khai Street,
Hoan Kiem District, Hanoi, Vietnam
Tel: +84 4 3823 1888
Fax: +84 4 3823 1999
Web: <http://www.vietnam.um.dk/>
E-mail: hanamb@um.dk
Office hours: 08:30-16:30 (Monday-Thursday)
08:30-14:30 (Fridays)

Danish Economic & Commercial Office

No. 505, Centec Tower, 5th floor
72-74 Nguyen Thi Minh Khai
District 3, Ho Chi Minh City, Vietnam
Tel: +84 8 3821 9373
Fax: +84 8 3821 9371
Web: <http://www.vietnam.um.dk/>
Office hours: 08:30-17:00 (Monday-Thursday)
08:30-14:30 (Fridays)