

Commercial Services

March 2020



MARKET RESEARCH SERVICES

BUSINESS SUPPORT IN VIETNAM

The Commercial Section of the Embassy in Hanoi and the Danish Economic & Commercial Office (DECO) in Ho Chi Minh City are promoting trade and investment between Denmark and Vietnam. We are ready to assist your company with business support based on your individual request. The Embassy can assist you in the following market research issues:

- ✓ Market Evaluation - Market potential
- ✓ Competitor analysis
- ✓ Tariff and non-tariff barriers

Specifically, we will carry out the following activities:

- ✓ **Desk-based research**
 - Desktop research is conducted to collect market information such as
 - Overview on Vietnamese economy
 - Primary information on relevant markets in Vietnam
 - Industry trends and issues
 - Regulatory issues
 - We undertake desktop research using the Embassy knowledge network and access to commercial databases
 - Local country databases
 - Public media
 - Regulations / policy announcements
 - We use our local country resources to conduct the majority of the desk-based research.
- ✓ **Interviews**
 - Primary interviews help confirm information on such area as
 - Forecasted size, outlook and impact of regulatory issues
 - Competitor and customer behavior
 - Market potential and operational issues
 - We conduct in depth and structured interviews with such parties as
 - Regulators
 - Industry associations, industry participants, industry advisors
 - Interviews are conducted by the core team using local country resources and overseen by the management team.

✓ **Analysis**

- The analysis will be aimed at addressing the key questions using structured analysis to develop fact-based conclusions; the analysis is undertaken by the management team
- We will produce a concise, well documented report containing our study findings and implications, with sources and methods of analysis clearly presented.

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 995 per hour (as per March 2020). 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. Troels Jakobsen, Commercial Counsellor, Head of commercial activities e-mail: trojak@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. Tran Thi Tuyet Mai, Head of DECO, Trade and Investment Advisor, e-mail: nguytle@um.dk

Ms. Nguyen Ngoc, Trade and Investment Advisor, email: kcuong@um.dk

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

<p>Embassy of Denmark</p>	<p>Danish Economic & Commercial Office</p>
<p>7th Floor, BIDV Tower</p>	<p>No. 505, Centec Tower, 5th floor</p>
<p>194 Tran Quang Khai, Hanoi</p>	<p>72-74 Nguyen Thi Minh Khai</p>
<p>Tel: +84 (24) 3823 1888</p>	<p>District 3, Ho Chi Minh City</p>
<p>Fax: +84 (24) 3823 1999</p>	<p>Tel: +84 (28) 3821 9373</p>
<p>E-mail: hanamb@um.dk</p>	<p>Fax: +84 (28) 3821 9371</p>
<p>Office hours: 08:30-16:30 (Monday-Thursday)</p>	<p>E-mail: hanamb@um.dk</p>
<p>08:30-14:30 (Friday)</p>	<p>Office hours: 08:30-16:30 (Monday-Thursday)</p>
	<p>08:30-14:30 (Fridays)</p>
<p>Website: https://vietnam.um.dk/en/</p>	