

# Vietnam as a Market

April 2016



## Why Vietnam?

- ✓ Vietnam has for many years been among the fastest growing economies with a GDP growth rate of 5.9% (2014). In comparison the GDP growth rate on Denmark was 0.4% in 2014.
- ✓ In 2013, Vietnam experienced an annual growth in both imports and exports of goods and services of 17%, respectively.
- ✓ Vietnam experienced an increase in domestic demand of 6.2% in 2013
- ✓ Today, around 130 Danish companies are present in Vietnam – and more are on the way
- ✓ The country has a well-developed infrastructure with several new ports, roads, airports, etc. and is located centrally in Asia
- ✓ A population close to 90 million people where 76% are between the age of 15 and 49
- ✓ Sectors with investment prospects include: garment and textiles, furniture, jewellery, arts and crafts, shipping and logistics, oil and gas, clean tech, ICT and software, food products, engineering equipment, training and education

## The Embassy's Commercial Services

The Commercial Section at 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 stand ready to assist your company with business support based on your individual request. The Embassy can assist you in the following business establishment issues:

### Market Overview

- ✓ Market entry research
- ✓ Market analyses and market monitoring
- ✓ Partner identification and screening – distribution, sourcing, agents etc.
- ✓ Networking with potential partners or clients
- ✓ Organize visiting programs

### Project Execution

- ✓ Business establishment in Vietnam
- ✓ Export promotion activities
- ✓ Obtain Investment Registration Certificate & Business Registration Certificate

### Ongoing Support

- ✓ Lobbying in relation to authorities
- ✓ Organize seminars and study visits
- ✓ Product launches and promotions
- ✓ Handling problems with trade barriers (through Government/EU)

Our advice and services are tailor-made based on each company's needs. As an integrated part of the Ministry of Foreign Affairs and the 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.

### Subsidy from the Trade Council

In order to assist Danish companies in their internationalization efforts, the Trade Council can co-finance up to 50 percent of a Joint Export Promotion Campaign on behalf of a group of minimum five Danish companies. For more information please refer to: <http://um.dk/en/tradecouncil/services/retention-and-development-of-the-market/export-joint-promotion-campaigns/>

Furthermore, the Export Start Growth Package provided by the Trade Council offers assistance to Danish small and medium-sized companies looking to internationalize their business activities in Asian markets. The Package is a government subsidized service offering companies 50 hours of commercial assistance provided by the Embassy's commercial section with a 35% discount on the hourly fee. For more information, please refer to this website: <http://um.dk/en/tradecouncil/services/first-steps-on-the-market/export-start/> or ask one of our commercial advisors.

Information about market opportunities, sector analysis, country facts, details of Danish companies in Vietnam and testimonies from Danish business people working in Vietnam, fairs, exhibitions and a wide array of additional business and market information can be found on our website: <http://vietnam.um.dk/en/the-trade-council/market-overview/>

### Why Chose the Embassy Services?

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

### We Look Forward to Assist You

#### Our team in Hanoi:

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#### Our team in Ho Chi Minh City:

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