

VIETNAM

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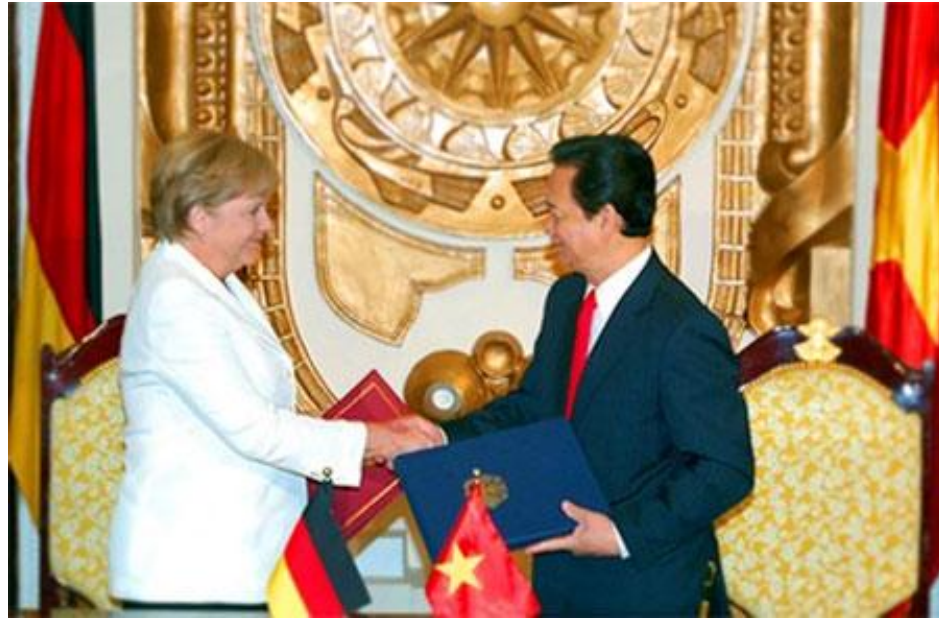
PM Dung starts visit to Germany

VGP - At the invitation of German Chancellor Angela Merkel, PM Nguyen Tan Dung began an official visit to Germany, promising to open a new page in the strategic partnership between the two countries.

The visit aims to promote political relations and mutual understanding and trust while creating substantial moves in economic cooperation and bilateral trade and discussing regional and international issues of mutual concerns.

It is also to realize the Viet Nam-Germany strategic plan of action and promote bilateral cooperation in labour, vocational training, education and other joint projects, as well as to prepare for activities to mark the 40th anniversary of the establishment of diplomatic relations.

The strategic partnership has been deepened in various fields during the past years. The trust and mutual understanding between the two countries have been strengthened through regular exchanges of high-level delegations.



Notably, during German Chancellor Angela Merkel's visit to Viet Nam in 2011, the two countries' Government leaders signed the Ha Noi Joint Statement on elevating the bilateral relations to strategic partnership. In 2015, the two countries will celebrate the 40th anniversary of their diplomatic relations.

Economically, the ties have seen positive steps.

Germany has considered Viet Nam as a potential developing market in Asia and has 232 valid projects in the country with a total registered capital of US\$1.25 billion, focusing on the production of equipment, energy, chemicals, and pharmaceuticals.

Meanwhile, Germany is the largest trade partner of Viet Nam in Europe, accounting for 19% of Viet Nam's exports to the EU and is also an important gateway for Vietnamese goods to enter other markets in Europe.

The two-way trade revenue increases by over 10% per year and reached US\$7.7 billion in 2013 and about US\$3.6 billion in the first half of 2014.

As one of the most significant and regular ODA donors to Viet Nam, Germany has provided the country with over US\$1.5 billion for ODA projects since 1990 through technical and financial cooperation. The German Government pledged an ODA of

ECONOMY

nearly US\$100 million for Viet Nam in the 2014-2015 period.

In addition, the two countries' co-operation in culture, education, training, tourism, science and technology is also very active. Germany is considered one of the most important markets of Viet Nam's tourism sector with about 100,000 visitors to Viet Nam annually during recent years.

Moreover, the Vietnamese community in Germany number 125,000, forming an effective connection between their host country and the homeland. The second Vietnamese generation in Germany is assumed to integrate successfully to the host country and is valued by host authorities.

With comprehensive outcomes gained in bilateral cooperation and mutual trust and understanding, the visit is believed to elevate the strategic partnership to a new height, contributing to peace, stability, cooperation and development in the world.

Vietnam reconsiders ban on French beef

VNS - Viet Nam is reviewing the possibility of opening of its market to French beef, which was banned from the country for 16 years because of mad cow disease.

Deputy Prime Minister Hoang Trung Hai has asked the Ministry of Agriculture and Rural Development (MARD) to reconsider the ban in line with Viet Nam's regulations on beef imports.



He has also required the ministry to co-operate closely with French offices and enterprises in solving technical troubles and creating favourable conditions for importing French beef to VN in the future.

On February 24, 1998, the MARD issued a temporary ban on French beef imports following the warning of the World Health Organisation (WHO) regarding mad cow disease and Viet Nam's veterinary and quarantine regulations.

France was one of nine countries whose cattle were afflicted with the disease. But in 2008, the WHO acknowledged that France had controlled the spread of the disease. Since then, France has exported its beef to the European Union, United States, Brazil and New Zealand. It has also exported its beef to ASEAN countries such as Singapore and Thailand, as well as Myanmar, Cambodia and Laos.

In 2011, France proposed the abolition of the ban to Viet Nam. The Viet Nam Livestock Association (VNLA) has so far refrained from making any comment on the proposal.

Nguyen Dang Vang, VNLA chairman, said VN imported 3,000 cows from Australia in 2012 but increased this to 70,000 in 2013 and 72,000 in the first half of this year.

Viet Nam is expected to import a total of 150,000 cows this year, Vang added. The country is the second largest importer of Australian cow after Indonesia due to the high demand in the domestic market and the low five-per cent import tax for cows, said the Ministry of Industry and Trade.

BANKS & FINANCE

Medium banks provide commercial finance



Stoxplus - In the first eight months of 2014, Vietnam's total import and export turnover reached approximately \$191.4b, up 12.5% YOY.

Import and export turnover saw an increase of 10.7% and 14.4%, respectively, thereby providing the country with a trade balance surplus of more than \$3.07b.

Promised land

The remarkable growth in import and export turnover shows that the country remains a potential market and a promised land for banks. It explains why, in the past few years, commercial banks have been facing fierce competition from foreign banks and large domestic banks in developing and providing commercial finance service.

The product offers the best financial solutions for enterprises to carry out their production, business, import

and export operations. The service is considered a strong point of big banks such as Vietcombank, Vietinbank and BIDV, and foreign banks such as HSBC and ANZ, which have great financial resources and are supported by great financial institutions. However, the market for commercial finance service in recent years has become more vibrant with the participation of medium and small commercial banks.

The service has become richer and more diverse, with the variety of payment tools now being offered by medium banks. Lots of banks are willing to cooperate with enterprises to design and bring out appropriate finance solutions to meet the diverse characteristics, business cycles and demands of each company.

Service flexibility makes a difference

Local joint stock banks offer diversity, richness and flexibility, along with reliability in commercial finance activities that have persuaded large corporations and wealthy individuals to choose their service. Recently, the Southeast Asia Joint Stock Commercial Bank

(SeABank) lent nearly \$61m to enable Vietnam Airlines, the national flag carrier, to purchase new aircraft. This is the first time a local bank has financed the entire cost of an airplane purchase for the country's flag carrier. The contract has shown its financial potential, as well as the quality of service and reliability of domestic banks like SeABank. It also shows that this service is no longer the preserve of the big banks.

Previously, a good number of banks have continued proving their position in the commercial finance market through various contracts. SeABank, in particular, proved its position by sponsoring an oil and gas exploration project of PetroVietnam Exploration Production Corporation (PVEP), worth \$150m, and a 400-foot jack-up drilling rig of PV Drilling Overseas Company Private Ltd (PVD), worth \$200m.

The trust of enterprises and the outstanding efforts of local banks in service provision have been recognised and lauded at the world's big financial forums and organisations. This is the reason why Global Banking & Finance Review

BANKS & FINANCE

(GBAF), a reputable finance forum in the United Kingdom, recently honoured SeABank as "Best Bank for Project Financing 2014."

This year, SeABank was presented with three reputable awards by GBAF. Besides the "Best Bank for Project Financing 2014" award, the leading United Kingdom-based forum has awarded SeABank with the "Best Co-branded Credit Card 2014" for its MobiFone-SeABank Visa co-branded card. The organisation has also voted Le Thu Thuy, Standing Vice Chairwoman of SeABank's Board of Directors, as "Best Young Banking Leader Vietnam 2014" for her efforts and contribution to the development of SeABank in particular and the banking industry in general.

Securities firms lead profit growth



VNS - Listed securities companies took the lead in profit growth in the first nine months of 2014 because of

the market rally, according to the financial information website vietstock.vn.

Notably, VietDragon Securities (VDS) achieved a profit of more than VND50 billion (US\$2.3 million) in the period. In September alone, the company earned VND24 billion (\$1.1 million). The company said the revival of the market, along with its effort to restructure its investment activities, helped its business to prosper.

VDS expected its profit in the fourth quarter to exceed the sum of the first nine months as the company would divest in other companies. If the plan succeeds, VDS will earn around VND101 billion in profits this year, a whopping 843-per cent year-on-year increase.

Sai Gon-Ha Noi Securities (SHS) reported that it opened nearly 600 new accounts for investors in the third quarter. Its revenue from brokerage operations reached VND27.3 billion (\$1.2 million), increasing 5.3 times over that of the same period last year.

Nguyen Chi Thanh, SHS deputy general director, told vietstock.vn: "We focus on developing services

for customers rather than raising fees."

Another company enjoying growth as a result of the market rebound is Asia Pacific Securities (APS). Although it estimates its profit in the third quarter to be only VND4 billion (\$188,600), that is four times the profit it achieved in the corresponding quarter last year.

Saigon Securities Inc. (SSI), the top company in market share on the HCM City Stock Exchange, estimated its profit to be VND241 billion (\$11.3 million) in the third quarter, rising by 103 per cent, and VND820 billion (\$38.6 million) in the first nine months, climbing by 97 per cent.

It said this year's profit could hit VND1 trillion (\$47.1 million) while the target was just VND630 billion (\$29.7 million).

Le Thi Bich Hang of FPT Securities said companies announcing profit growth in the first nine months would be the apple of the market's eye. Along with securities shares, mineral shares have also increased strongly for the past two months.

INVESTMENT

Nippon Paint opens third plant in Vietnam



VNS - Nippon Paint Vietnam marked the opening of its third plant in the country with a grand ceremony in this province.

The plant, situated on a 60,000m² site, has a registered investment capital of \$14m for the next five years and an annual production capacity of 15,000 tons. Up to 500 new jobs will be created, providing a huge boost to the company and the Vietnamese economy.

"With automobile and motorcycle manufacturing developing strongly in recent years, especially in Hanoi and Vinh Phuc, we are seeing increased opportunities to meet the needs of customers," said Fujita Tetsuro, chief operations officer of NIPSEA Management Company.

Nippon Paint Vinh Phuc (NPVP) plans to support the needs of the domestic automobile and motorcycle manufacturing industry

and enlarge production to encompass coil coating, general industrial-use coating, heavy-duty coating and other coating fields.

Ha Nam attracts \$1b in FDI

VNS - The latest \$17m paper factory of Nittoku Company Ltd of Japan lifted the total amount of FDI in this northern province to \$1,056b.

The province has focused on to create favorable conditions for enterprises to attract FDI.

Ha Nam is now in the list of the top 10 provinces which have attracted the largest FDI nationwide.

Spanish interested in PPP deals

VIR - Spanish businesses are seeking investment projects in VN.

Last week saw high-level representatives of Acciona, the world's biggest waste water treatment specialist, and energy and infrastructure development group come to Vietnam to work with the Ministry of Planning & Investment (MPI) & HCMC authorities on the possible construction of two waste water treatment projects.

Acciona's int'l director Ortega-Loizaga Jose Maria said over the past months, the group had worked

with the city's authorities about the possibility of working on the World Bank-funded \$450m Nieu Loc-Thi Nghe and \$230m Western Saigon waste water treatment plants in HCMC under a PPP agreement.

Singapore's UE Newater Vietnam and locally-owned DPD Investment and Construction companies have also expressed an interest in the Western Saigon project under PPP.

Maria said Acciona had sought a South Korean investor for jointly implementing the Western Saigon project. The group stood ready to foot the bill for feasibility studies for the projects, and if the municipal authorities agreed to Acciona's proposals, the projects would be implemented immediately.

"If these projects are implemented successfully by Acciona, they will be Vietnam's first PPP waste water treatment projects, and Acciona will have more opportunities to do many other projects in Vietnam," MPI Minister Bui Quang Vinh said.

Vietnam currently has 38 Spanish investment projects with the total registered investment capital of \$36m.

ENTERPRISES

50 best Vietnamese listed companies to be honored

VOV - A ceremony will be held in HCMC on October 17 to present awards to top 50 companies listed in the Vietnam stock exchange, announced Forbes Vietnam magazine at an October 13 press briefing.

This year's awardees include 50 firms from 12 sectors which achieve an average revenue growth of 7% in 2013, or 2% higher than the average figure recorded on the domestic market. Their pre-tax profit growth hit 23% last year, while other listed firms saw a modest increase of 15%.

A round-table discussion will also take place in the framework of the award ceremony, drawing the participation of representatives of leading businesses who are expected to point out challenges in business administration.

Forbes Vietnam Editor-in-chief Tran Dang Khoa said apart from promoting business operation, the awards aim to provide investors with information on listed firms that have outstanding performance.

In 2015, Forbes Vietnam will continue to introduce a new list of best companies and businesspeople on the local market, including successful CEOs under 30 years old, Khoa revealed.

To be considered, companies must have growth and profitability within three consecutive years. They are evaluated on their compounded growth in revenue, profit, return on capital and earnings per share. These are companies that are creating jobs for workers, bringing benefits for shareholders and investors, and contributing to the development of the economy.

Vietnam online advertiser acquires top satire page



The popular satire page HaiVL.com has thrown out numerous jokes, but not this one: It has been acquired by leading online advertising company 24h for VND33 bln (\$1.55m).

Vietnam APPVL Technology JSC, the registered owner of the satire page, inked the deal with 24h on Tuesday.

HaiVL has established a big fan base among local youths, also the country's most active Internet users, with constant updates of Vietnamese and international jokes, in both words and photos.

The page founder Vo Thanh Quang, who went to FPT University, confirmed the deal with VnExpress but refused to go into details, saying he is bound by the contract terms.

Quang, 25, said he would continue to manage the page and the current staffs would also stay.

Phan Minh Tan, general director of 24h, said: "This is a beautiful marriage."

Tan said HaiVL has all the talented staffs and thus his company won't intervene much in their jobs.

"We consider us a big corporation that is willing to support HaiVL to grow," he said.

24h is owning a music site at nhac.vui.vn and a gaming site at game.24h.com.vn.

MARKET & PRICE

Car sales leap 65% YOY in September

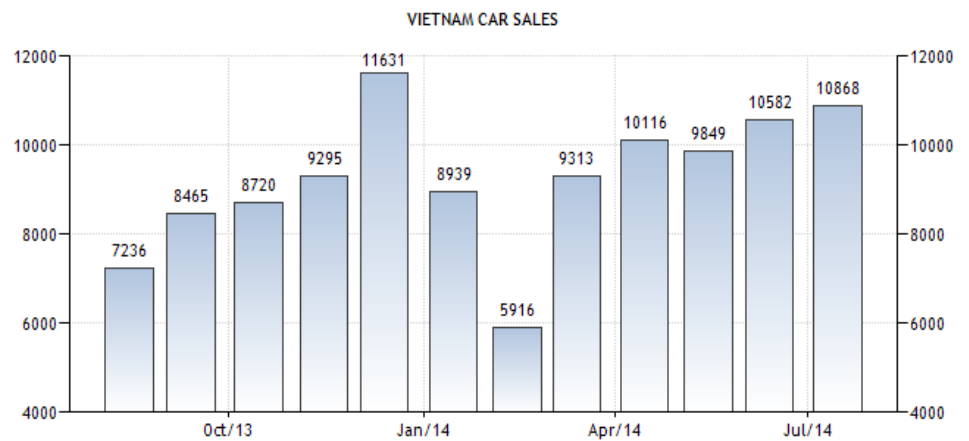
VIR - Car sales in Vietnam last month rose around 65% over the same period last year, according to VN Automobile Manufacturers' Association (VAMA) monthly report. VAMA's report, covering sales of SUVs, passenger cars and commercial vehicles manufactured by 21 member companies, shows that sales for the entire local automotive industry in September reached 16,149 units, up 29% over Aug & 65% over the same period last year.

This is the 18th consecutive month that automobile sales in Vietnam have grown over the same period in the previous year.

Sales in the first nine months of 2014 jumped 34% from the same period last year to 90,108 units, VAMA said in its monthly report.

Car sales in September reached 10,511 units, up 30% compared to August, while truck sales reached 5,638 units, up 25%.

The production of locally-assembled cars reached 11,323 units, up 16% from the previous month, while the number of



SOURCE: WWW.TRADINGECONOMICS.COM | VIETNAM AUTOMOBILE MANUFACTURERS ASSOCIATION

imported vehicles, or completely built units (CBU), stood at 4,917 units, up 73%.

Total automobile sales in Vietnam over the first nine months of the year reached 106,710 units, up 39% compared to the same period in 2013, while sales of cars reached 67,930 units, up 40%, and truck sales reached 38,780 units, up 36%.

By the end of September, sales of locally assembled vehicles had risen 30% compared to the same period last year to 79,754 units, while the sales of imported vehicles rose 30% YOY to 26,955 units.

With car sales continually increasing in the first nine months of this year, VAMA has raised its sales forecast in 2014 to 145,000 units, up 15,000 units from the previously forecast 130,000 units.

This is the third time this year VAMA has raised its forecast, the most times in the last three years. VAMA raised its outlook to 125,000 units from 120,000 units in March, and to 130,000 units in July.

With these latest figures, automobile sales in 2014 will increase 32% compared with 2013.

Regarding sales of vehicle manufactured by VAMA members, the number of units sold reached 12,940, up 53% compared to the same month last year. In total, since the beginning of the year, VAMA members have sold 90,108 vehicles, up 34% compared to the same period last year.

Among VAMA members, Truong Hai Automobile Co. (Thaco), specializing in assembling trucks, buses and sedans, continues to

MARKET & PRICE

lead in the number of cars sold, with 4,195 vehicles moved, accounting for a market share of over 32%.

In the first nine months of the year, Thaco sold 28,701 vehicles, up almost 30% over the same period last year, reaching the sales target of over 35,000 vehicles it set earlier this year.

Toyota Vietnam ranked second by selling 3,747 vehicles in September, bringing total sales in the first nine months to 27,774 vehicles.

Third place went to Ford Vietnam with 1,390 vehicles sold in September, and 9,248 vehicles sold since the beginning of the year.

Non-life insurance hits double-digit growth



VNS - Non-life insurance premiums managed to return to a double-digit growth in the first eight months of 2014, according to preliminary reports of non-life insurance

companies to the Insurance Supervisory Authority.

Non-life insurance premiums were reported to be worth nearly VND18 trillion (US\$849.05 million), representing a 10-per cent year-on-year increase, reported Dau Tu Chung Khoan (Securities Investment).

This is a positive development for the non-life insurance market following its sharp decline in 2013, considered its hardest year in the past 20 years. Last year, the non-life insurance market grew by only seven per cent, compared with growth rates of 24.5 per cent in 2010, 17.5 per cent in 2011 and 10.5 per cent in 2012.

PetroVietnam Insurance Corporation (PVI) joined Bao Viet Holdings, Bao Minh Insurance Corporation, PJC and Post&Telecommunications Insurance Jsc (PTI) in the list of the year's top five non-life insurers.

Bao Minh Insurance posted the highest growth of 16.85 per cent among leading insurers while PVI ranked first in market share in the first eight months of the year with 23.97 per cent, followed by Bao Viet Insurance with 19.45 per cent.

The total compensation value of the non-life insurance sector was estimated at VND6.5 trillion (\$309.52 million), a 42.4-per cent year-on-year decline.

Four of the five leading insurers had a compensation rate below 37 per cent except for Bao Viet Insurance, which had 48 per cent.

The total compensation for companies in Binh Duong, Dong Nai and Ha Tinh provinces, which were affected by riots last May, was initially estimated at VND2.5 trillion (\$119.05 million). Dau Tu Chung Khoan quoted insurance companies as saying compensation was under way and was being carried out in line with the Government's guidance.

According to Viet Nam Insurance Association, insurance companies need to continue restructuring to enhance competitiveness, prevent cut-throat competition and diversify their range of insurance products.

LEGAL ADVICES

Specific provisions on online-game businesses

When selecting the method to provide online games, enterprises need to give heed to the following matters: licenses to provide electronic game services, decisions approving game content and script, and procedures on notifying and registering with competent authorities, among others.



In order to provide electronic games offering interaction between multiple players via a game server system, enterprises must obtain a License to provide electronic game services and a Decision approving game content and script granted by the Ministry of Information and Communications for each online game to be supplied. In the event enterprises, being online game service providers, arbitrarily conduct business activities without such Decision, they will be fined 50 million to 70 million VND.

To be granted a License to provide electronic game services, enterprises must first have a Business Registration Certificate for provision of online game services. In addition, it is required for enterprises to register domain names for service provision and to have sufficient financial and technical capacity, organizational structure, personnel suitable to the operation scale and protective measures for information safety and security.

The validity of the License to provide electronic game services is determined according to the enterprises' request but not exceeding 10 years. Enterprises establishing systems and equipping to provide online game services without the aforementioned License or using an expired License will face a fine ranging from 70 million to 100 million VND.

Regarding electronic games with interaction only between the players and the game server system, electronics games with interaction among multiple players without interaction between players and the game server system, and electronic games downloaded from the Internet without

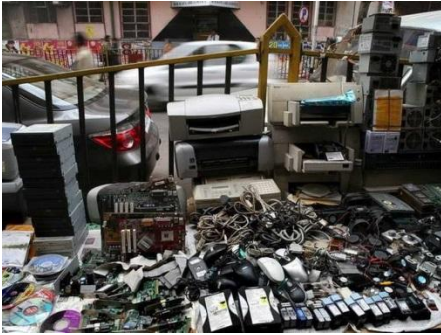
interaction among players and between players and the game server system:

Enterprises are permitted to provide the aforementioned services once obtained a Business Registration Certificate for provision of online game services without having to register for neither License to provide electronic game services nor Decision approving game content and script. However, enterprises must carry out the procedures on registration and announcement of electronic game service provision as required by the Ministry of Information and Communications.

In the event where enterprises provide electronic game services without a Certificate of registration of electronic game service provision or such Certificate is expired, a fine of 50 million to 70 million VND will be imposed. Furthermore, enterprises will also face a financial penalty of 30 million to 50 million VND in case of lack of a written confirmation certifying the completion of procedures on announcement of electronic game service provision.

HIGHLIGHTS

Vietnam to start sorting electronic waste in 2015



Thanh Nien News - Electronics producers and importers in Vietnam will have to set up disposal points, starting next January, to collect discarded products and reduce environmental pollution, according to a government decision.

The businesses will receive the broken items from users and take them away for recycling or proper disposal, news website VnExpress reported.

Local authorities will encourage people to join the effort, according to the decision signed by Prime Minister Nguyen Tan Dung.

Businesses and consumers participating in the cause will receive due support, it said, without providing specific information.

The disposal points will begin by receiving fluorescent bulbs, compact discs, computers and

their parts, printers, fax machines, scanners, cameras, cell phones, tablets and DVD players.

Starting in 2016, people can also bring photocopiers, televisions, refrigerators, air conditioners and washing machines to the electronic recycling points.

All garbage in Vietnam has so far been deposited in the same dumps -- a practice which poses a significant threat to the environment as the electronic waste discharges harmful chemicals and heavy metals into the soil and water.

Statistics by the Center for Development and Integration, a Hanoi-based NGO estimated that each person in Vietnam discharges one kilogram of electronic waste a year, Vietnam News Agency reported.

The country is currently home to more than 500 electronic producers and factories, two-thirds of them foreign-invested.

Electronic waste poses a rising threat to the global environment.

Data gathered by United Nations organizations, governments and non-government and scientific organizations released last

December suggested that electrical waste will grow by 33 percent by 2017 and amount to a mass equivalent to 200 Empire State Buildings.

Electronic waste in 2012 weighed 54 million tons, the data showed.

Vietnam sees boom in number of Japanese restaurants

VNN - More and more Japanese restaurants have begun to appear in Vietnam, particularly in HCM City, following a stagnant period of economic growth in the country from 2010 to 2012.

In late August, many HCM City residents were seen standing in long queues in front of Marukame Restaurant in District 1, waiting for their turn to enjoy udon noodles, the specialty of the shop.

This is the second Marukame restaurant in Vietnam. The first, in Aeon Mall Tan Phu, opened in January. The chain of Japanese-style restaurants is run by Lotus Food, the Vietnamese partner in a franchising contract with Toridoll.

Takaya Awata, president of Toridoll, said there were 10 Marukame restaurants in Thailand and six in Indonesia, while the brand has

HIGHLIGHTS



been present in two markets for only one year.

However, the president thinks Marukame chain may develop even more strongly in Vietnam with at least 30 restaurants to be opened in the next five years.

Some months ago, when opening the first shop in Vietnam, Awata said he was not sure if the Japanese brand could succeed in Vietnam, but now he is confident that the country will be one of the key markets.

JETRO, the Japan External Trade Organization, has also noted that the number of Japanese restaurant chains in Vietnam has been increasing.

Marukame Udon, PIZZA 4P'S and Tokyo Town have become popular with Vietnamese and foreigners.

www.seiko-ideas.com

Most recently, many Vietnamese have heard about the opening of a series of Japanese-style fried chicken restaurants.

JETRO said that, as the market in Japan had become saturated, restaurant chains were beginning to look overseas to establish new shops.

The first Japanese restaurants turned up in Vietnam in 1990s, and then expanded rapidly in 2006 and 2007. However, the downturn occurred in 2010-2012, as too many of the restaurants targeting Japanese customers opened, leading to stiff competition.

Observers noted that about 300 companies, including 200 invested in by Japanese, have investments in Japanese-style restaurant chains.

JETRO noted that Vietnamese investors kept pouring money into the field, but only a few of them succeeded.

Japanese small- and medium-sized enterprises tend to make foreign direct investment in Vietnam under the names of Vietnamese investors. But big restaurant chains prefer the franchising mode.

Under a Japan-Vietnam investment agreement on November 14, 2003, Japanese investors were allowed to develop restaurants in Vietnam without having to invest in other projects to build, upgrade or buy existing hotels at the same time.

However, many Japanese investors complained that they have to spend too much time on legal procedures, because Vietnamese agencies will only give answers on the granting of licenses after checking an economic-needs test.

Retail and franchise expo to kick off in HCMC

Saigon Times - The Vietnam International Retail and Franchise Show (VIETRF) 2014 will kick off in HCMC's Saigon Exhibition and Convention Center in District 7 from October 30 to November 1.

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HIGHLIGHTS

The sixth such exhibition is being organized by South Korea-based Coex Exhibition Co., the Korea International Trade Association (KITA), the Korea Trade-Investment Promotion Agency (Kotra) and Vietnam National Trade Fair and Advertising Company (Vinexad).

The event will feature 250 booths of 170 companies of Vietnam and nine other countries such as South Korea, Thailand, Singapore, Malaysia, Japan, Australia, the U.S. and Italy.

Those firms are active in the fields of foods and drinks, cosmetics, technology, and education such as Highlands Coffee, Pho24, Lion City, Subway, Gloria's Jean, Sushiworl, Lotteria, and Tous Les Jours.

Apart from presenting products of popular brands, the exhibition will display advanced equipment and technologies of both Vietnam and other countries that can support modern retail stores, comprising points of sale (POS), technology for transaction, freezers, and coffee making machines.

As part of the exhibition, conferences about retail and franchise will also take place with the participation of both domestic

and overseas experts such as Sean T Ngo, director of Vietnam Franchises, Dinh Thi My Loan, chairwoman of the Association of Vietnamese Retailers (AVR), and Harry Ang, founder of Lion Restaurant.

According to the organizers, the exhibition will focus on owners of small stores, supermarkets, and commercial centers from traditional to modern models, as well as restaurants, fashion stores and stores selling specific products.

It will also attract investors and high-income earners who want to find partners and companies active in the retail and franchise sectors.

Boycotting low quality made in China imports

VNN – A group of business leaders spurred on by Vu Tien Loc, President of VN Chamber of Commerce and Industry (VCCI) has called for a boycott of low quality Chinese products as a way of protesting China's bullying behaviour in the East Sea dispute.

Boycotting low quality imported goods

"I am not talking about a government-supported initiative, but a purely business-led boycott fuelled by patriotic sentiments," Loc said adding "It is high time we encourage Vietnamese people to prioritise using Vietnamese goods." Patriotism has been running at a fever pitch ever since China illegally deployed the Haiyang Shiyou-981 oil rig in Vietnam's



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Exclusive Economic Zone and continental shelf. The incident has served to heighten the awareness of all Vietnam citizens as to their social responsibility to use only products bearing the Made-in-Vietnam brand, Loc said.

The sole attraction of Chinese goods is their cheap price. It is not too difficult to highlight the inferiority of China-made products, whether we are talking about motorbikes, autos, industrial tools, consumer goods, clothing, electronic parts or the myriad of other low quality items they make that are flooding the market.

Furthermore, there are many well documented incidences showing how low quality Chinese products are negatively affecting consumers' health, which provides an impetus for accelerating the buy Vietnamese goods movement.

It is important to educate consumers and the Vietnamese business community on the advantages and disadvantages of purchasing made in Vietnam products. If consumers fully understand the implications they will most certainly support the "Vietnamese people prioritise using

Vietnamese goods" campaign, Loc said.

Nguyen Thien Nhan, President of the Vietnam Fatherland Front Central Committee, and head of the campaign's steering board in turn said successfully boycotting second-rate imported products from China will most likely improve the demand by consumers for locally made goods.

A boycott would also help to further accelerate the dissemination of information about the disadvantages and health risks that substandard imported China-made goods pose.

Many products without brand names and food of unknown origins are still bought by local people, because they are not cognizant of the dangers. We need to get the message out about the harmful health effects, Nhan stressed.

Businesses hold key role

Nguyen Quoc Cuong, Chairman of the Vietnam Farmers' Association, says businesses play the key role in making the "Vietnamese people prioritise using Vietnamese goods" slogan a reality.

First and foremost the business community needs to take the

vanguard and ensure they are producing quality products worthy of the Made-in-Vietnam brand.

Second, they must understand that many consumers unwittingly place too much emphasis on the price to their detriment and this mindset needs to be changed through effective advertising and marketing campaigns.

The time is right for a business-led boycott to effectively educate consumers on the importance of purchasing only high-quality "Made in Vietnam" goods and deal with the negative ramifications of shoddy and fake Chinese goods over-running the market.

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