AmCham Vietnam
Ho Chi Minh City Chapter

New Members' Welcome

•

Mar 17, 2016

Herb Cochran
Executive Director
AmCham Vietnam

AmCham Vietnam
Ho Chi Minh City Chapter

Key Points

- About AmCham …
  - … background, legal status, membership
- What we do …
  - networking, information-sharing, problem-solving
  - promote trade & investment, improve business environment
  - help make Vietnam the *best* ASEAN business environment
- Regions – "out of the box thinking"
  - Southern Key Economic Region (SKER)
  - Greater Mekong Subregion (GMS)
  - ASEAN and the Trans-Pacific Partnership

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About AmCham

- Informally re-established in Mar 1994
- Licensed Sep 19, 1998 • HQ in HCM City
  - Decree No. 08/1998/ND-CP, Regulations re FBA
- Two separate chapters, HCM City and Hanoi
  - HCM City: 450 companies
  - Hanoi: 180 companies

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U.S. (related) FDI in Vietnam

- Phase 1: 1994 - 2001 (FMCG)
  - Coca-Cola, Pepsico, P&G, 3M, Kimberly-Clark …
- Phase 2: 2001 - 2006 ("Partner Factories")
  - Apparel, Footwear, Furniture …
- Phase 3: 2007 - … ("Third Wave")
  - Modern Manufacturing (Intel, Digital Logic, …)
  - 20+ Fortune 1,000 firms visited Jan-Jun 2010

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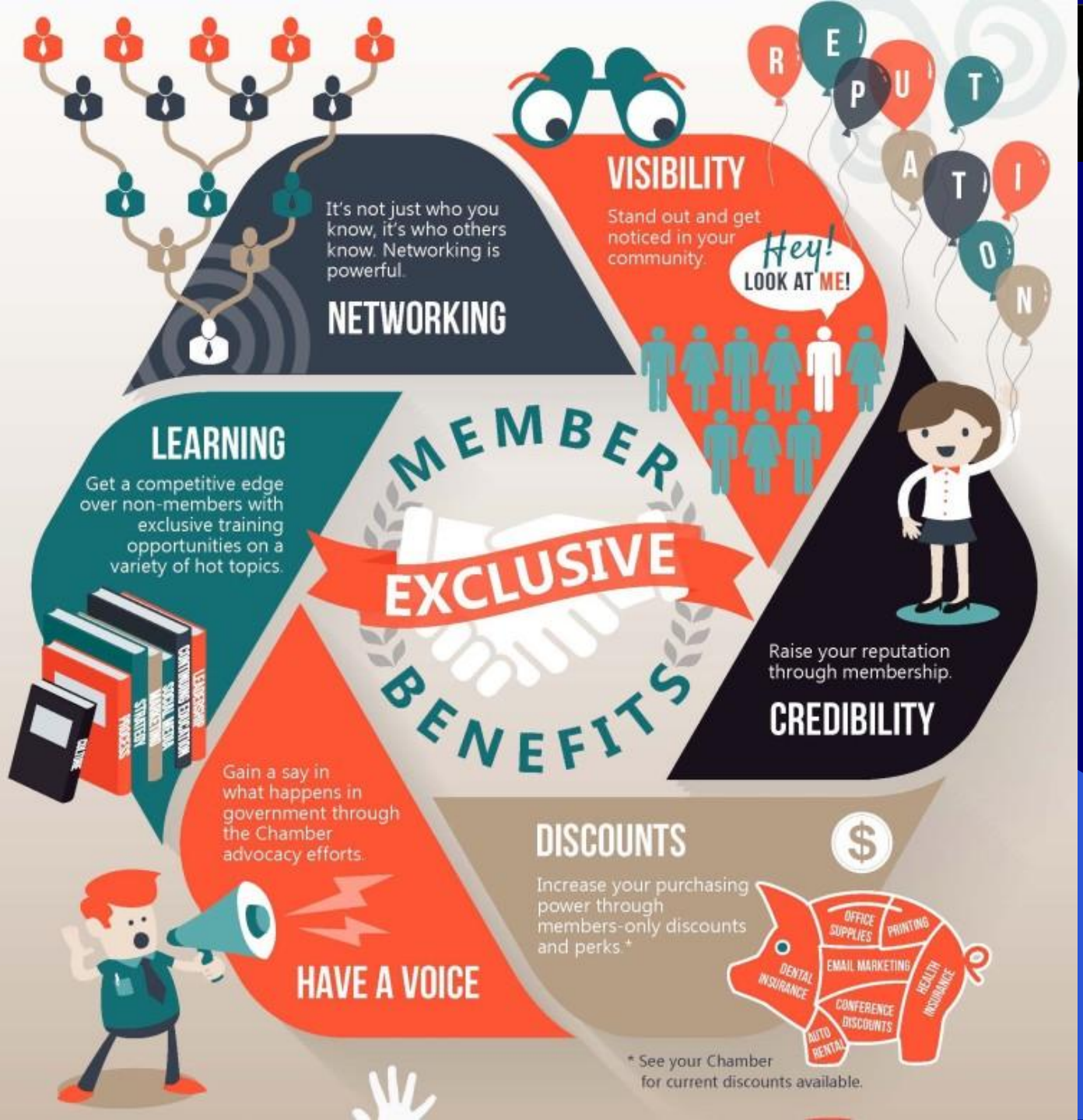
Key Points

- What we do …
  - –networking, information-sharing, problem-solving
  - –promote trade & investment between U.S. and Vietnam
    - … and ASEAN
  - –improve business conditions
    - help make Vietnam the best ASEAN business environment



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Lunches, Events, Meetings ...

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Members' Nights

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Palooza Parties

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Independence Day

AmCham's 20th Anniversary Celebration Dinner

"Pioneer Member" Awards - Vinh Danh "Hội Viên Tiên Phong"

September 18, 2014

A Nutcracker Dream

19th Annual AmCham Governors' Ball

InterContinental Asiana Saigon

6:30 pm, Saturday December 13, 2014

Black tie

2nd Annual AmCham

Breakfast with Santa

Sunday, December 14, 2014
10:00 am *(don't be late or you'll miss Santa's arrival)*
InterContinental Asiana Saigon Ballroom

Ticket price: Adults - **500,000 vnd**
Kids 4 to 15 - **300,000 vnd**
Kids under 4 - **100,000 vnd**

Get your tickets early - Last year was a sell-out!

Tickets available at the AmCham Office
Room #323, New World Hotel,
76 Le Lai Street, District 1, HCMC
Tel: (08) 3824 3562 / 3824 3563 / 3824 3588

- Buffet breakfast including pancakes, bacon, pho, congee, scrambled eggs, bread, coffee, tea, and juice
- Individual photos with Santa
- Kids holiday disco + games
- Special rate for hotel accommodation the night before and cash bar at the breakfast

A portion of every adult ticket sold will help fund the cost of a child from the Thảo Đàn Social Protection Center to attend the breakfast

A NORTHERN CHRISTMAS

20TH ANNUAL AMCHAM GOVERNORS' BALL

InterContinental Asiana Saigon

6:30pm, Saturday, December 12th, 2015

Black Tie

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AmCham Scholarships: 2014

www.amchamvietnam.com

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AmCham Committees

1. CSR
2. Customs & Trade Facilitation
3. Education and Training
4. Direct Selling
5. Food and Beverages
6. Healthcare
7. Hospitality & Tourism
8. Human Resources
9. Information & Communication Technology
10. Legal and VBF Liaison
11. Manufacturing

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Committee Key Events

- CSR: Scholarship Programs, World Blood Donor Day, Community Day
- CTFC: Customs, VTFA, TPP updates
- DS: Round Table Discussion on DS Industry in VN
- F&B: Food Safety
- H&T: Visa, Destination marketing, Education
- HR: HR Issues, AEC Integration & Labor issue in TPP negotiation, C&B
- ICT: IT law update, Marketing & Technology, Startup
- Legal: FCPA, Legal Updates
- Manufacturing: Supplier Day, Customs, Labor issues

Committee Key Events

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Contact: amy.nguyen@amchamvietna

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Committee Events …

AmCham Supplier Day

www.amchamvietnam.com

Marketing Opportunities with AmCham

NETWORKING ONLINE

NETWORKING ONLINE

LONG HAU INDUSTRIAL PARK

AmCham Vietnam – HCMC offers many opportunities to market your company's products and services to AmCham members, the business community and the general public.

Our services include:

amcham corporate partnership packages
event sponsorship
event management support
networking online (advertising) on amcham website
announcement in weekly update email
print advertising in membership directory
print advertising in membership discount handbook
advertising on membership discount online

Click here for the **rate card**

amcham corporate partnership packages +

event sponsorship +

event management support +

networking online (advertising) on amcham website +

announcement in weekly update email +

print advertising in membership directory +

print advertising in membership discount handbook +

advertising on membership discount online +

BAKER & MCKENZIE

Fluency in business and law
Combining local insights with global perspective

Providing dedicated legal services to leading companies through strategic advice and practical solutions.

AMCHAM UPCOMING EVENTS

19 Mar 15 New Member Welcome and Orientation (Members only)

19 Mar 15 Members Night & Meet the U.S. Consulate General

23 Mar 15 Manufacturing Committee March Meeting (For AmCham Members)

25 Mar 15 AmCham Palooza Party at Renaissance Riverside Hotel Saigon

26 Mar 15 Total Compensation in Vietnam: Trends and Highlights

31 Mar 15 DFDL: Legal and Tax Outlook 2015

7 Apr 15 HR Committee Breakfast Meeting: Labor mobility within ASEAN Economic Community: Opportunities and challenges for companies in Vietnam

14 Apr 15 Legal & VBF Liaison Committee April Meeting (For Members Only)

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Key Issues - Business Environment

- BTA 1996 - Dec 2001
- WTO Accession 2002 - Jan 2007
- Apparel Trade 2002 – Jan 2009
- Labor Relations 2008 - 2013
- Project 30 / - cut red tape 2010 –
- TransPacific Partnership 2013 –
- Food Safety 2014 –
- WTO Trade Facilitation Agreement 2014 –
- ASEAN Economic Community 2015 –

CAI MEP – US WEST COAST SERVICE

T/S time : 15-16 days

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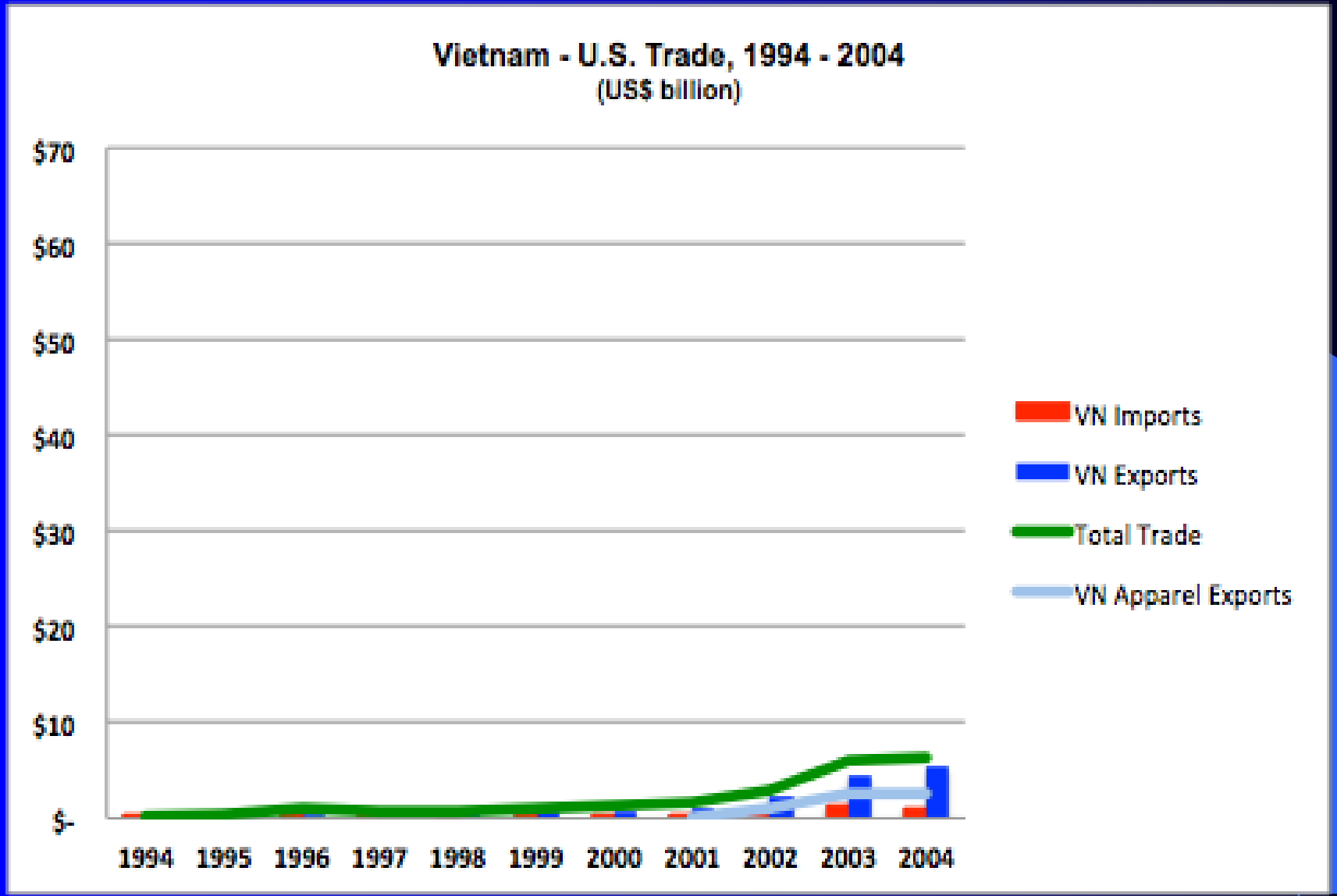
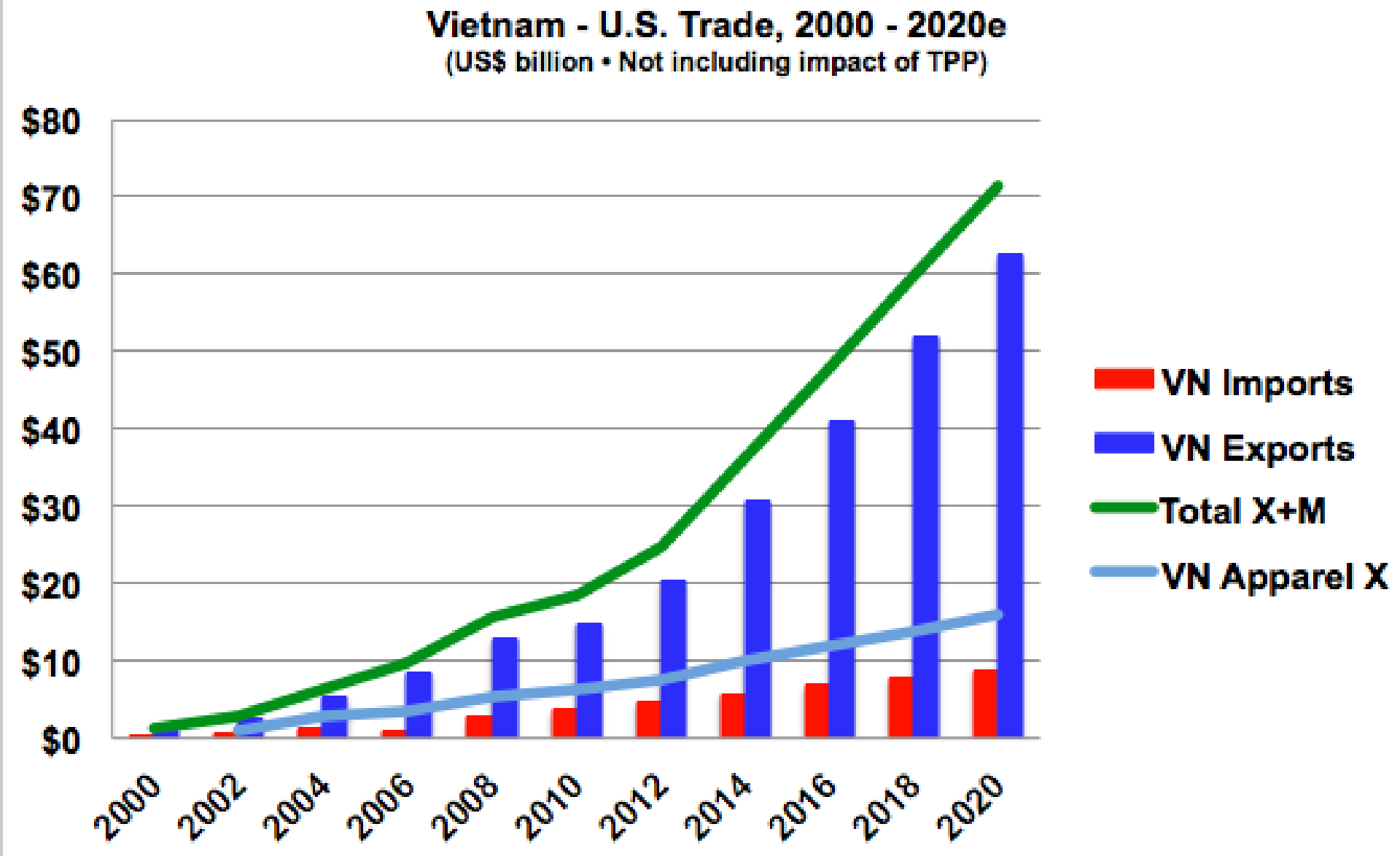
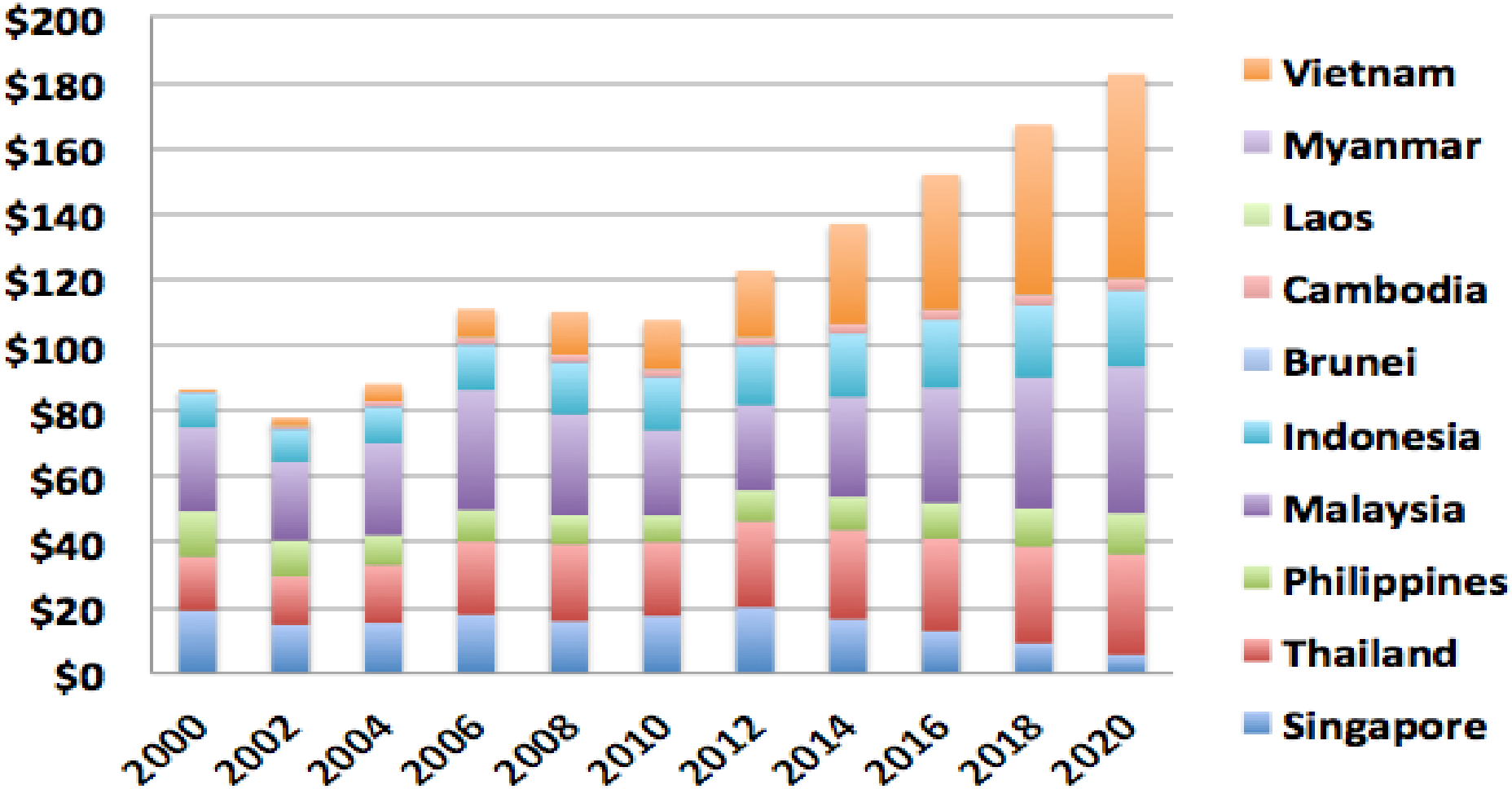
VN-US Trade before BTA




Vietnam - U.S. Trade, 2000 - 2020e
(US$ billion • Not including impact of TPP)
$80
$70
$60
$50
$40
$30
$20
$10
$0
2000
2002
2004
2006
2008
2010
2012
2014
2016
2018
2020
VN Imports
VN Exports
Total X+M
VN Apparel X

U.S. Imports from ASEAN

US$ billion



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TPP Opportunities for Vietnam Businesses – *Be Prepared*
... help develop Vietnamese retail & industrial suppliers

- Industry Focused Trade Shows in the U.S.
- D&B Company Background Information
- Testing & Certification
  - Quality & Safety, Labour & Environmental, Sustainability, …
- Product Liability Insurance / Marine Cargo Insurance
- B2B & B2G Electronic Data Interchange (EDI)
- Logistics • Security • Customs & Border Patrol
- Your Company Web Site

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Key Points

- Regions – “out of the box thinking”
  - Southern Key Economic Region (SKER)
  - Greater Mekong Subregion (GMS)
  - ASEAN and the Trans-Pacific Partnership

SKER - Overview

CBRE
CB RICHARD ELLIS

The Greater Mekong Subregion (GMS)

Myanmar

Land area: 677 thou sq km

Population: 54.8 M

GDP per capita: US$255

Thailand

Land area: 513 thou sq km

Population: 65.3 M

GDP per capita: US$2,727

The GMS in 2005

Land area: 2.6 M sq km

Population: 316 M

GDP per capita: US$1,102

People's Republic of China

Land area: 633 thou sq km

Population: 93.8 M

GDP per capita: US$1,032

(figures for Yunnan and Guangxi only)

Viet Nam

Land area: 332 thou sq km

Population: 83.1 M

GDP per capita: US$622

Lao PDR

Land area: 237 thou sq km

Population: 5.6 M

GDP per capita: US$491

Cambodia

Land area: 181 thou sq km

Population: 13.8 M

GDP per capita: US$393

ADB

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EWEC: Road Section in Lao PDR (before upgrading)

EWEC: Road Section in Lao PDR (after upgrading)

www.amchamvietnam

GMS Connectivity

Road Transport Network

2006

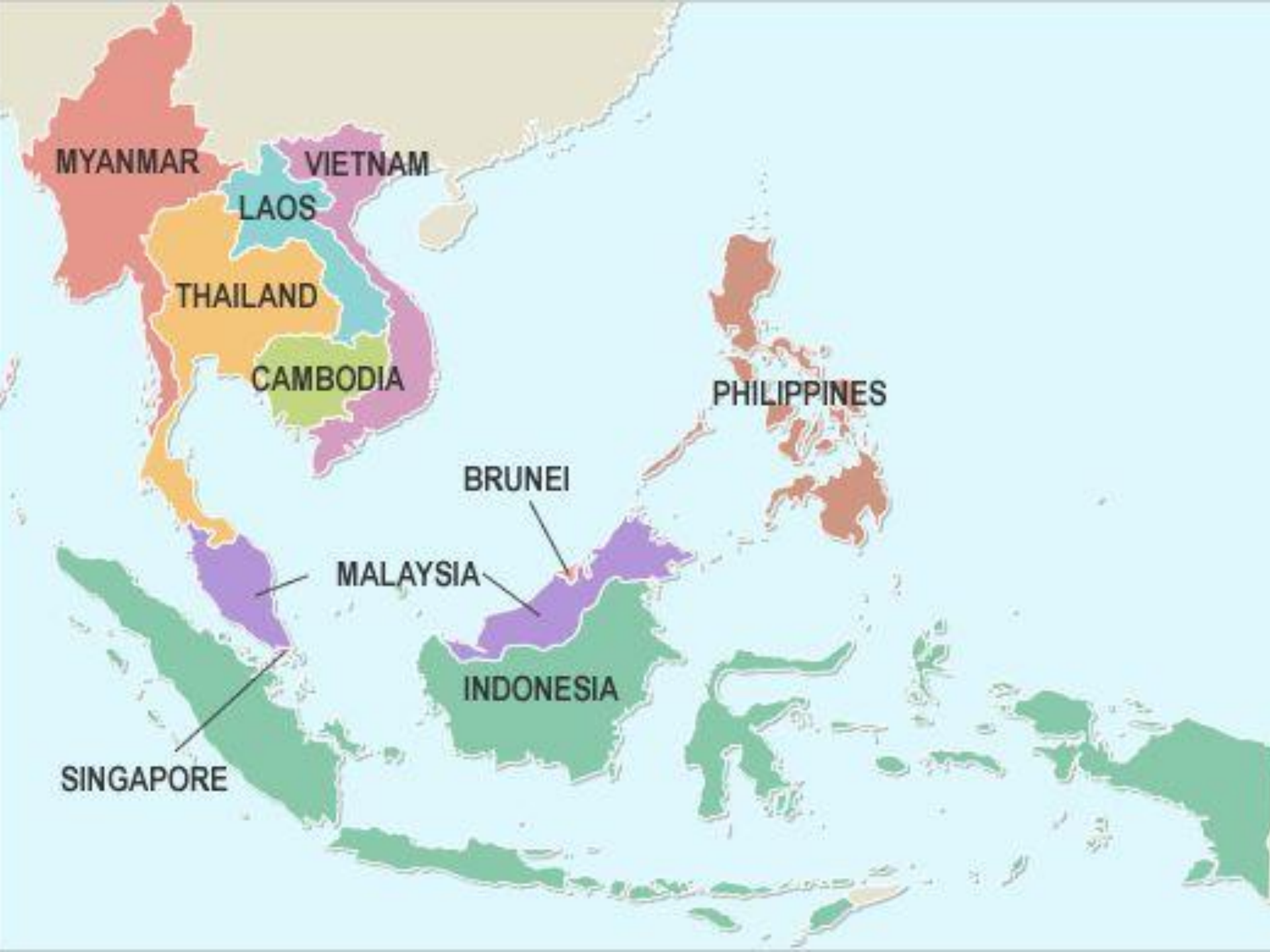
www.amcha

GMS Connectivity

Road Transport Network

2015

www.amcha


MYANMAR
VIETNAM
LAOS
THAILAND
CAMBODIA
PHILIPPINES
BRUNEI
MALAYSIA
INDONESIA
SINGAPORE

TPP

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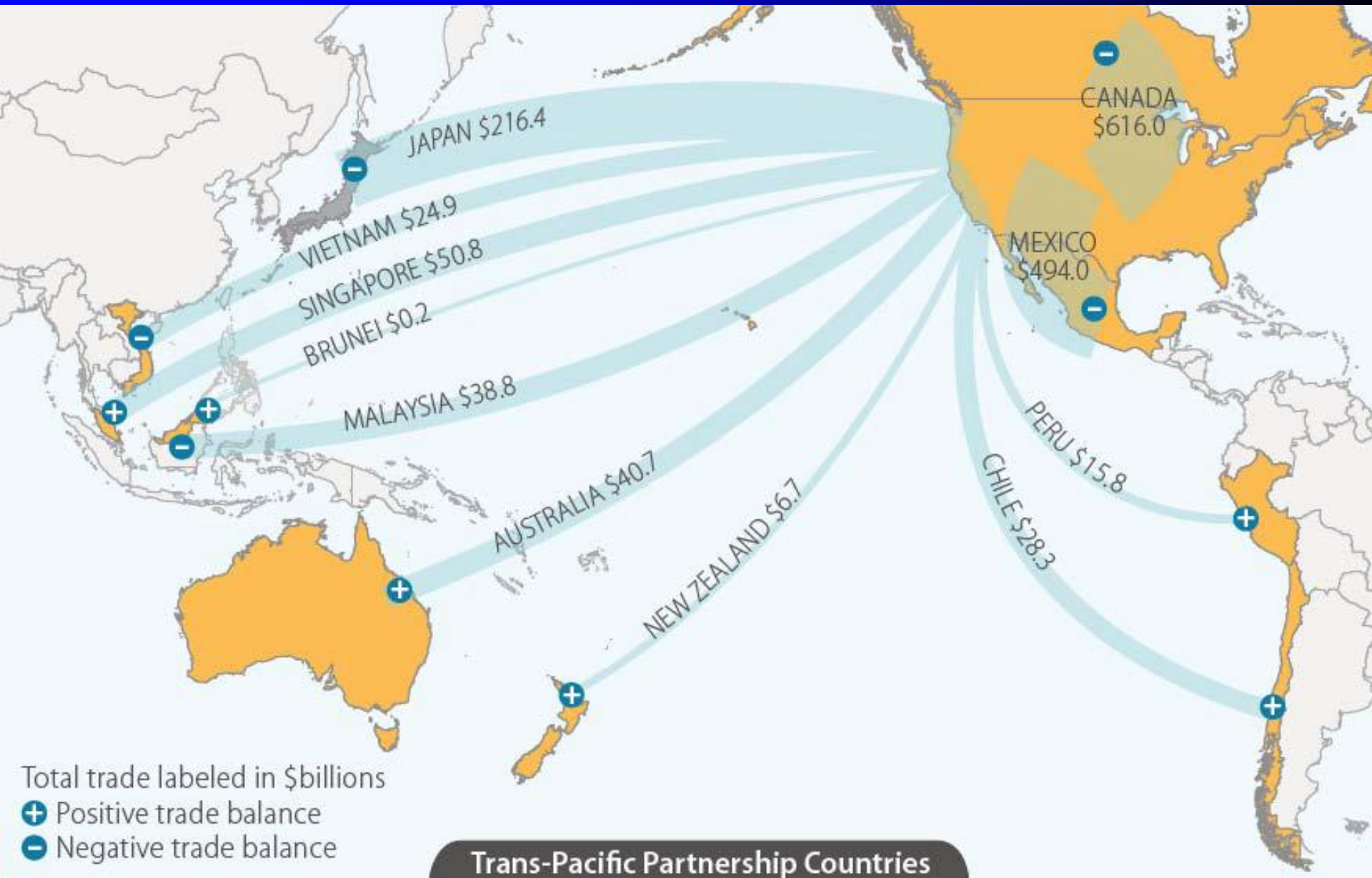

TPP
Opportunities for Vietnam

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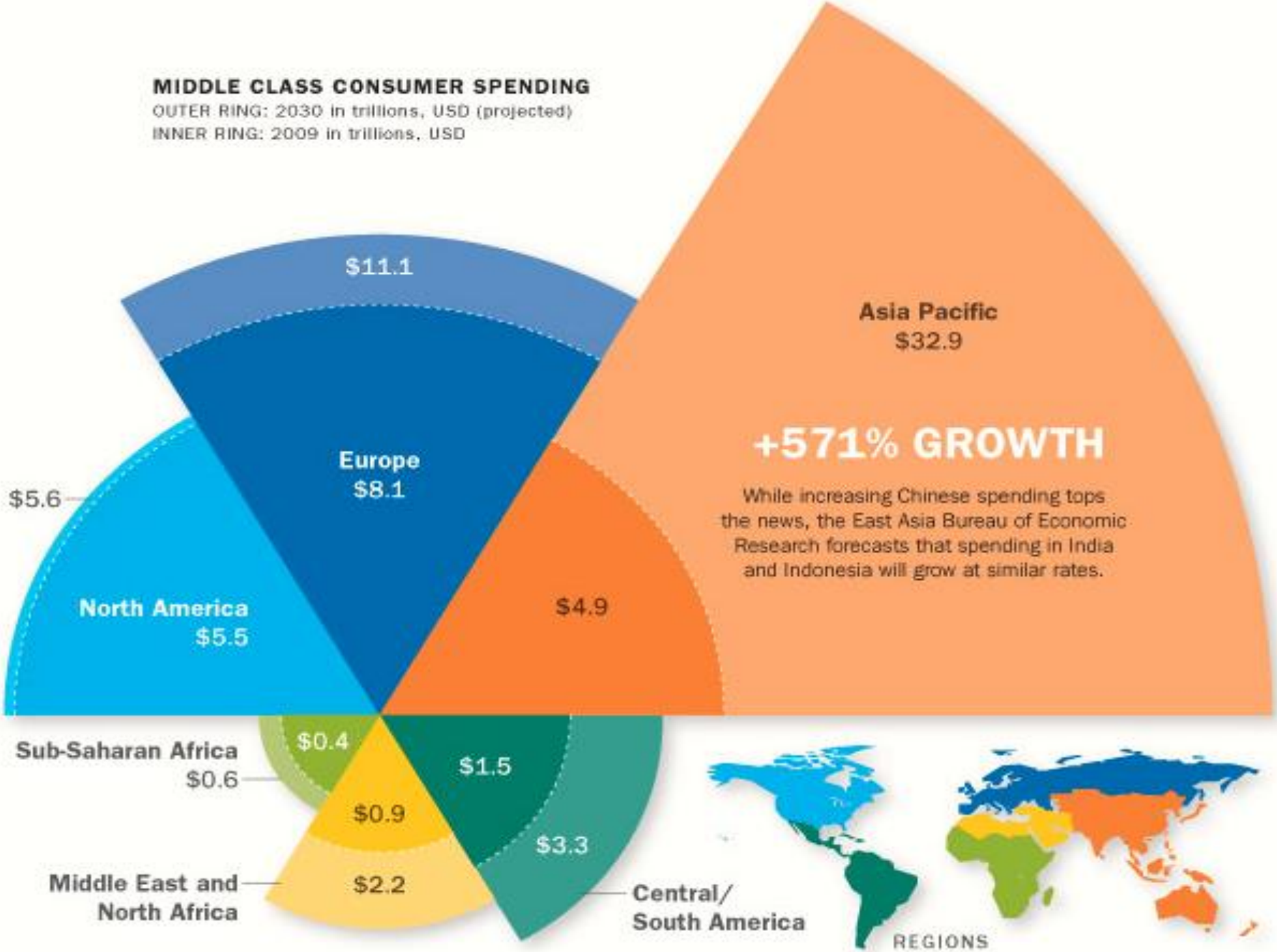
- Exports up 28.4% in 2025 over the "base line" w/o TPP
  - $239 billion without TPP apparel/footwear $113 billion
  - $307 billion with TPP apparel/footwear $165 billion

- GDP up 10.5% in 2025 over the "base line" w/o TPP

Source:

Petri, Peter et al., *The Trans-Pacific Partnership and Asia-Pacific Integration: A Quantitative Assessment*

http://www.amchamvietnam.com/30436144/tpp/


MIDDLE CLASS CONSUMER SPENDING
OUTER RING: 2030 in trillions, USD (projected)
INNER RING: 2009 in trillions, USD
$11.1
Asia Pacific
$32.9
+571% GROWTH
While increasing Chinese spending tops the news, the East Asia Bureau of Economic Research forecasts that spending in India and Indonesia will grow at similar rates.
Europe
$8.1
$5.6
North America
$5.5
$4.9
Sub-Saharan Africa
$0.6
$0.4
$1.5
$0.9
$3.3
Middle East and North Africa
$2.2
Central/ South America
REGIONS

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AmCham (HCMC) mission …

- … *help* make Vietnam the best environment for business and FDI in ASEAN

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AmCham Committees

http://www.amchamvietnam.com/30447250/amcham-vietnam-hcmcommittees/

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Our Strategic Higher Education Programs

Intel Vietnam Scholars (IVS) Program – 2009-2014

- Sophomores from top Vietnamese universities are selected to complete last two years of BS Engineering degree in the US, bonded for 3 yrs they return to Intel in Vietnam to become change agents and future leaders.
- Total 73 scholars; 52 has returned to VNAT (28 in Cohort 1 and 24 in cohort 2). Cohort 3: female –dominant cohort (16 females, 5 males)

$100K/student

Up to **$7M** total cost of program

RMIT Vietnam Master of Engineering (ECE) – 2010-2014

- 40 students in 5 cohorts; cohort 1 to join Intel by Dec 2012
- RMIT Vietnam is establishing a Masters degree program with up to 40 Intel students, ~40 AUSAID students which expands advanced engineering capacity in Vietnam.

$40K/student

Up to **$2M** total cost of program

Higher Engineering Education Alliance (HEEAP) - 2010-2017

- Consortium approach, with Government, Academia, and Industry
- Transforming Engineering and Vocational Education, starting with standards-based curriculum and teaching methodologies
- Arizona State University is the implementing agency and role model
- Focuses on the universities and vocational colleges with the greatest desire and potential for change.

Phase 1: $5M total cost: $2.6M Intel ; $2M USAID; $400K ASU

Phase 2: $40M total ; $7M Intel; $2.4M USAID; $7M MOET; $10MOLISA;

+ $111M Other Industry donations

Intel Confidential

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AmCham CSR: NGO Grants

AMERICAN CHAMBER OF COMMERCE
VIETNAM
AmCham Scholarship 2014
AWARD CEREMONY
AVDSC
Benthanh Group
DOW
ACCA
Forbes
Vietnam
GRAND
HOTEL SAIGON
yola
HOA SEN
UNIVERSITY
2014