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AmCham Vietnam
Ho Chi Minh City Chapter

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HCMC to improve business climate; PM: targets needed; US officials promote TPA, TPP

FEATURES



HCM City leaders committed to improve investment environment

In a meeting with FDI business associations Mar 4, HCM City leaders pledged to cut red tape, reduce administrative procedures; increase business-government consultations to make the business environment fair, transparent, efficient; and actively develop proposals to the local authorities and the central government to develop the most favorable policies for enterprises to expand their business. At the same time, leaders requested that "FDI companies increase production, expand business, and work to integrate domestic firms into your supply chains. If you face any difficulty or problem, please contact promptly the City's leaders and related departments so that they can offer timely solutions."



PM: Improving the business environment requires specific targets

Improving the business environment and national competitiveness requires specific targets and solutions stressed PM Nguyen Tan Dung at the Cabinet's meeting held on Mar 2. In this spirit, the Cabinet member deliberated on a draft resolution on key tasks and solutions to improve business environment and national competitiveness in 2015, which will detail assignments of each ministry, agency and locality. By the end of 2015, the time required for carrying out customs procedures for exports and for business establishment is expected to be 13 days and six days, respectively.



Top U.S. officials build public and congressional support for TPA, TPP

Senior U.S. Government officials fanned out to four states heavily dependent on exports to build both public and congressional support for Trade Promotion Authority and the Trans-Pacific Partnership, which face Congressional votes in coming months. The Asia-Pacific region is expected to grow dramatically. "Six years ago, there were 525 million middle-class consumers in the region. By 2030, that number will swell to 3.5 billion," and account for 59% of global middle class consumer spending. ...

Events, Meetings, Special Offers



Korean Air - Daily flight between Seoul & Houston from May

Korean Air, America's largest Asian airline, is launching daily flight between Seoul and Houston from May 2015. More on Korean Air's programs, routes, frequencies and partners is available at www.koreanair.com

Spring 2015 StudyUSA Higher Education Fairs

Capstone Vietnam cordially invites parents and students to attend our Spring 2015 StudyUSA Higher Education Fairs.



Mar 16-17 The 3rd Annual Vietnam Engineering Education Conference in Danang (VEEC)

The Higher Engineering Education Alliance Program (HEEAP) and its partners will host the 3rd annual Vietnam Engineering Education Conference (VEEC) on March 16-17, 2015 in Danang, Vietnam. VEEC 2015 is a major event bringing together global industry, government and academic professionals to discuss transformative ideas and solutions to engineering and technical education programs in Vietnam. The theme this year is "Engineering Education as a catalyst for Innovation and Entrepreneurship in Vietnam." The annual conference includes interactive plenary sessions, panel discussions, technical sessions and seminars with emphasis on partnerships between education, industry and government to innovate and build capacity in engineering and technology innovation in teaching, research and discovery.



Mar 16 Manufacturing Committee Meeting (Members only)

Regular monthly meeting of the Manufacturing Committee for networking, information-sharing, and planning; advocacy efforts to improve the business environment and promote trade and investment between Vietnam and the U.S.



Mar 19 New Member Welcome and Orientation (Members only)

Join us at this Welcome and Orientation Meeting to learn how to best utilize your membership investment. This Orientation Meeting is the perfect opportunity for new members, members, and invited guests to get familiar or reacquainted with all the benefits, events and programs offered to you to help grow your business. You will hear from Executive Director Herb Cochran on ways to get involved and participate through AmCham's "three pillars" ... networking, information sharing and working together to improve the business environment.



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

AmCham invites you to attend a Members Night, with networking cocktails and buffet reception. Member spouses and guests are not only invited but also encouraged to attend with you. Welcome by AmCham Chairman and introduction of Key Officers from the U.S. Consulate General, the cocktail reception will offer networking opportunities for one-on-one conversations with the Consulate General Team, AmCham Governors, fellow members, and especially meet new members.



**AMCHAM
PALOOZA**

Mar 25 AmCham Palooza Party at Renaissance Riverside Hotel Saigon

AmCham will continue its series of monthly informal networking events at the coolest and latest nightspots in Ho Chi Minh City. The monthly Palooza Party is a platform to develop new friendships, networking opportunities and information exchange. People from all age groups are welcome to attend - there's no age limit, you just have to be young at heart! Come and join us for a night of casual networking, meet other professionals, bring your business cards! Dress code: Business Casual

JOIN US: Become a Member of AmCham Vietnam - HCMC

Expand your business by joining our AmCham Membership! We currently have almost 500 organizations represented by 1,000 representatives. They are multinational firms, small and medium enterprise and entrepreneurs. **Benefits include:** Networking, Information Sharing, Advocacy and Problem Solving visibility and Corporate Exposure.

Contact [Mimi Pham](#) for joining or additional information on membership.





AmCham Corporate Partnership Packages

The Corporate Partnership comes with a range of membership dues, event sponsorship, advertising, an exclusive benefits. One all-inclusive Corporate Partnership's annual billing simplifies your business: sponsorship efforts. Benefits in each Partnership Package include:

- Logo on "Corporate Partners" banner on AmCham website homepage
- Logo on "Corporate Partners" banner in Weekly Update Email
- Company profile on the "Corporate Partnership" page on AmCham website
- Corporate profile on screen during cocktail reception at Members' Nights
- Special recognition/Thank You Page in 2015 Membership Directory
- Special recognition at all business events' backdrop/banner
- Special recognition in all email signatures

For full information on benefits of each package, please click [HERE](#) or contact [Cindy Tran](#).



AmCham Member Discounts Program

The AmCham Member Discounts Program is provided as one of our Membership Benefits. It serves as a mutually beneficial opportunity for both AmCham Members and AmCham Discount Partners. Members must present their AmCham Membership Card to receive special, privileged discounts offered by AmCham Discount Partners. A listing of discount offers is available in the annual Membership Discount Handbook (hardcopy) and on the AmCham website.



Networking Opportunities with AmCham HCMC

AmCham 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:

- Event Sponsorship
- Event Management Support
- Network (Advertise) on www.amchamvietnam.com: 450,000+ views/year, 200,000+ visitors/year plus 8.0 twitter followers, 5.8k facebook fans, 4.0k LinkedIn followers.
- Announcement in Weekly Email: 4,500+ AmCham company representatives and subscribers.

AmCham Companies are offered 3 complimentary announcements in 2015.

- Print advertising in AmCham Membership Directory
- Print advertising in AmCham Membership Discount Handbook
- Advertising on AmCham Discount Online

News and Issues Updates



MasterCard: Vietnam online shopping growth 2nd highest in Asia

Online shopping in Vietnam has grown fast in the past months with growth in the number of Vietnamese shopping online at the second highest rate in the Asia-Pacific region, according to the MasterCard Survey on Online Shopping 2014. The Vietnam online shopping 2014 survey made by the Vietnam E-commerce and Information Technology Agency under the Ministry of Industry and Trade showed that there were nearly 220 websites for shopping online with combined revenues of over VND1.66 trillion.



U.S. Trade Representative: Time to update TPA, support SMEs in global trade

U.S. Trade Representative Michael Froman urged Congress to pass bipartisan TPA legislation that would support small businesses integration into global supply chains. "You're probably heard of Gillette and Oakley, but what about El Dorado Molds? That's a company in Sacramento County, CA, that builds plastic molds for Gillette razors and Oakley sunglasses, among other products that are made in America and sold around the world. Large, well-known companies depend on small businesses for the inputs and services they need to remain globally competitive and that means trade is important to those small businesses too. ...

U.S. Labor Department issues report on worker rights concerns in Honduras

The U.S. Department of Labor released a report on Feb 27 that raises serious concerns regarding the effective enforcement of labor laws in Honduras under the labor chapter of the Dominican Republic-Central America-United States Free Trade Agreement (CAFTA-DR). The AFL-CIO, which filed the initial complaint along with Honduran organizations, said it welcomed the report, but criticized the length of time it took, three



years, to complete the report. "The delay is yet another reminder that our government is operating under broken trade model and it's failing to protect labor rights," union President Richard Trumka said. The report provides recommendations to address the concerns and calls for the contact points established under Article 16.4 of CAFTA-DR to consult to develop and implement a monitoring and action plan.



Labor Obligations in TPP and other Free Trade Agreements

USTR filed a Federal Register Notice announcing a dispute settlement proceeding under the CAFTA-DR FTA regarding Guatemala's failure to effectively enforce its labor laws, which illustrates the enhanced importance of labor obligations in TPP and other FTAs, based on the "May 10, 2007" bipartisan Congressional-Executive Agreement. The Agreement was a "breakthrough," with critical new labor obligations relating to fundamental labor rights being made subject to full dispute settlement. The "May 10" provisions were included in the FTA with Peru and, thereafter, Colombia, Panama and South Korea and have been the starting point of the Obama Administration's labor negotiations in TPP.



USTR Launches WTO Challenge to Extensive Chinese Export Subsidy Program

USTR Michael Froman announced that the U.S. has pursued dispute settlement consultations with China at the WTO concerning China's export subsidy program. Under this program, China seems to provide prohibited export subsidies to manufacturers and producers across seven economic sectors and dozens of sub-sectors located in more than one hundred and fifty industrial clusters throughout China known as "Demonstration Bases." China has given almost \$1 billion over a three-year period to "Common Service Platform suppliers" that agree to provide discounted or free services to Chinese companies, including exporters located in the Demonstration Bases, according to publicly available documents.



White House Summit on Cybersecurity and Consumer Protection, Feb 13, 2015

As a nation, the United States has become highly digitally dependent. Our economy, national security, educational systems, and social lives have all become deeply reliant on cyberspace. Our use of digital networks provides a platform for innovation and prosperity and a means to improve general welfare around the country and around the globe, driving unparalleled growth. But this dependency also creates risks that threaten national security, private enterprises and individual rights. It is a threat not just in the United States but one that everyone, everywhere who is connected to cyberspace faces.

By focusing on risk management instead of compliance, the Cybersecurity Framework has the potential to transform cybersecurity on a global scale.

We tried the NIST Cybersecurity Framework and it works: Intel

Intel Corp. put the voluntary cybersecurity framework into action and has found it to be a useful tool, said company officials. The Framework for Improving Critical Infrastructure Cybersecurity, offered by the U.S. Department of Commerce's National Institute of Standards and Technology (NIST) in February 2014, has provided Intel with a better understanding of its cyber risks and data security priorities, among other benefits said Malcolm Harkins, the company's chief security and privacy officer, and Kent Landfield, its standards and technology policy director. The guidelines are intended to help enhance the cyber defenses of tech companies, utilities, banks and other businesses that work with critical infrastructure.



Vietnam taking prudent steps toward ASEAN Economic Community 2015

"Vietnam has always focused on protecting items related to agriculture," MoIT Minister Vu Huy Hoan said. "As a result, if we take prudent steps, we should not be afraid of the AEC." Wholesale and retail markets are particularly worrisome. "This is one step to take while following the roadmap, as we open the market gradually and cautiously. Besides, for each commodity, we have a different degree of openness," he said. Currently foreign wholesalers and retailers are operating in Vietnam but to a very limited extent, while the amount of goods and categories of goods subject to inspection and control is very large. "In addition, the opening of such facilities is considered very carefully by everyone from central to local authorities."



IMAX giant screen cinemas coming to Vietnam with CJ-CGV

IMAX's giant screen cinemas will enter Vietnam, following a two-theater deal between IMAX and CJ-CGV, the South Korean company that is Vietnam's largest exhibitor. It acquired Megastar, Vietnam's largest multiplex cinema chain in July 2011. The first screen is set to open in a new construction project in Ho Chi Minh City (formerly Saigon). The other has yet to be determined. ...



GAA signs MOU with Vietnam Pangasius Association

The Global Aquaculture Alliance (GAA) established a collaborative effort to advance responsible aquaculture in Vietnam's pangasius sector through a memorandum of understanding (MoU) with the Viet Nam Pangasius Association (VNPA), which agreed to help identify and enroll processing plants, farms, feed mills and hatcheries in the GAA Best Aquaculture Practices (BAP) third-party certification program. ...



Prime Minister's Certificates of Merit awarded to AmCham Vietnam - HCMC

At AmCham's 20th Anniversary Celebration Dinner on September 18, 2014, Vice Chairman of HCMC People's Committee Le Thanh Liem handed the Prime Minister's Certificates of Merit to AmCham Vietnam HCM City and to Mr. Herb Cochran, Executive Director for their excellent performance in supporting an promoting trade and investment in Ho Chi Minh City and Vietnam.

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