





I'm Herb Cochran, the Executive Director of AmCham Vietnam in Ho Chi Minh City.




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## Key Points

- About AmCham ...
  - ... background, legal status, membership
- What AmCham does ...
  - promote trade & investment, improve business environment
- TPP: What can VN businesses do to prepare now ... ?
- TPP and “Mega-trends”
  - opportunities for Vietnam businesses




Agenda




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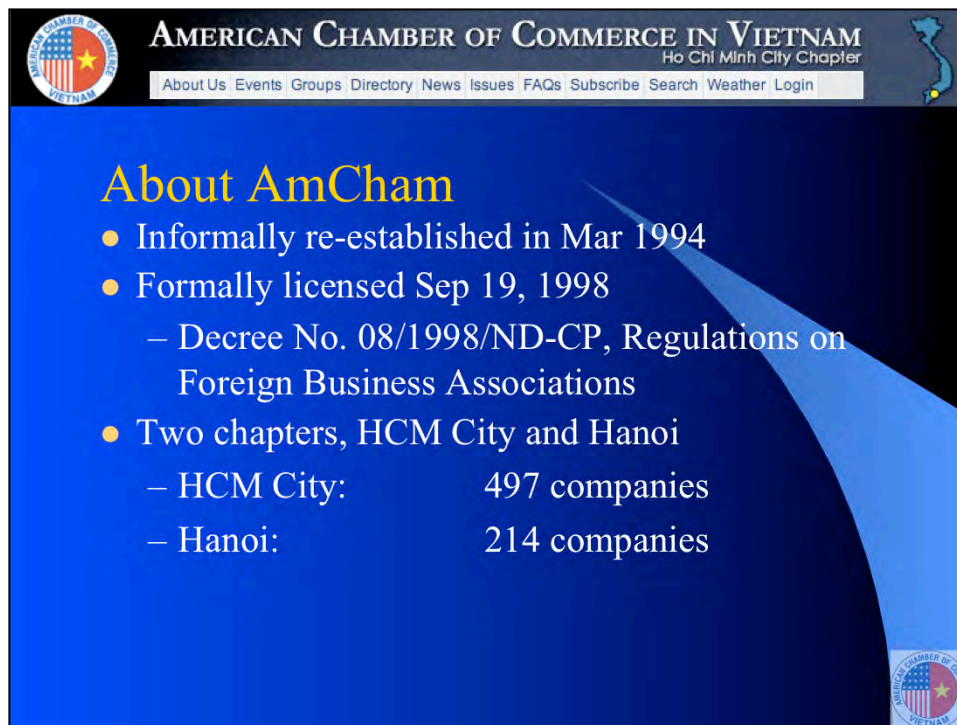
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## Key Points

- About AmCham ...
  - ... background, legal status, membership





AmCham was re-established in Ho Chi Minh City in March 1994, by a small group of Americans led by founding **Chairman Rick Mayo-Smith**, along with **Fred Burke** and several others.

*By the way, there was an active AmCham from about 1968 to 1975 in Saigon. **Sesto Vecchi** was Chairman twice, and **Landis Hicks** was also active on the Board of Governors. We may be like AmCham Shanghai, which says on its web site that it was “... **established** in 1915,” and “... **resurrected** in 1987 after a break of 38 years.” (1949-1987)*

AmCham Vietnam was formally licensed by the People’s Committee of Ho Chi Minh City on September 19, 1998.

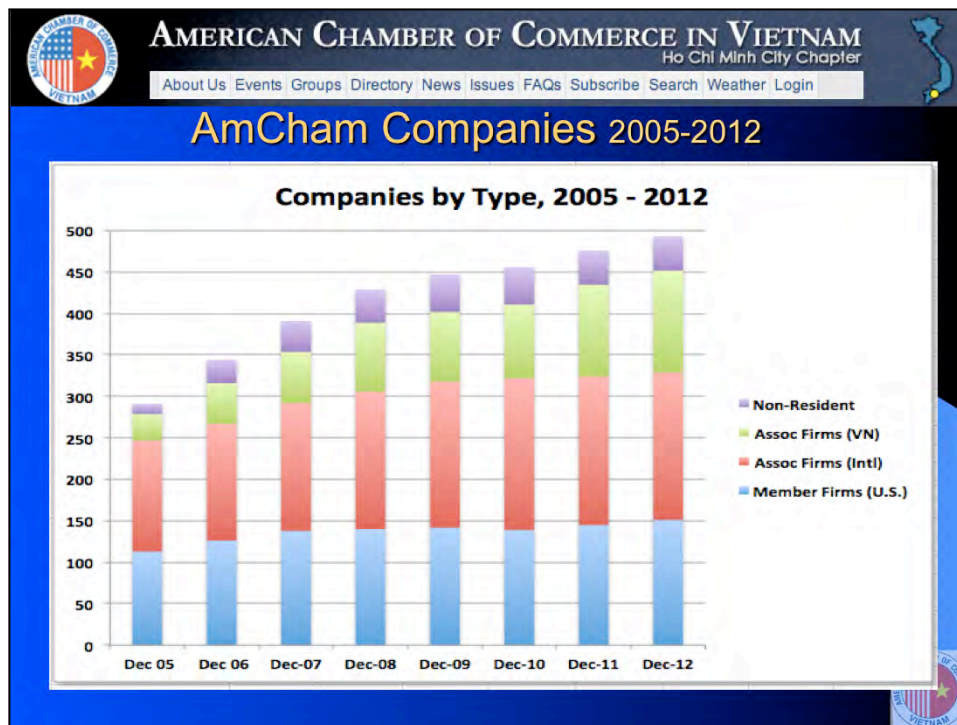
Our HQ is in HCMC, and we have chapter in Hanoi. We operate independently for membership, events, etc., but cooperate on National Issues like BTA, WTO, TPP, etc.

Number of Companies shown is as of Dec 2012.

**[Note: The “national” AmCham Vietnam Board consists of the officers of the two chapters.]**

**More:**

<http://www.amchamvietnam.com/about-us/>



AMCHAM HCMC now has **nearly 500** member and associate companies (actually 497) and about **1,000** representatives, not including “Honorary Members.”


All participating companies are involved in “... trade and investment between the U.S. and Vietnam.”

**About 40% are U.S. companies (200)**, including both those legally established here (**blue=151**), and the Non-Resident U.S. companies (**purple=49**) that are coming, but aren’t yet legally established here with an Investment License or Rep Office License.

**About 38% are international firms (green, about 183)** involved in trade and investment between the United States and VN, for example, shipping companies (APL, Maersk-Sealand), banks (HSBC, ANZ), apparel, footwear, furniture manufacturing companies producing for major U.S. brands, business services (legal, accounting), etc.


**About 22% are Vietnamese firms (red, about 114)** involved in US-Vietnam trade and investment, for example, AA Corporation, a major furniture manufacturer/exporter, and A.P.S. Company, which is a major importer/distributor of U.S. generators and air compressors.

Background: <http://www.amchamvietnam.com/company>




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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



There have been three “waves” of U.S. - related Foreign Direct Investment interest in Vietnam.

The “**First Wave**” was in the period 1994-2001, and represented mainly by Fast Moving Consumer Goods companies establishing their brands in Vietnam.

The “**Second Wave**” came with the Bilateral Trade Agreement (BTA) between Vietnam and the U.S., signed in July 2000 and entered in effect in December 2001, which saw U.S. import duties on VN products reduced from an average of 45% to 3%. Many “partner factories” from Korea, Taiwan, Hong Kong, etc. were set up in Vietnam so provide consumer products to major U.S. retailers such as Nike, J.C.Penny, Target, The Limited Brands, etc.

The “**Third Wave**” of modern manufacturing of high-technology products for global markets started as Vietnam became a member of the World Trade Organization (WTO) in Nov 2006/Jan 2007. Intel was the first major investment in “modern manufacturing.” Many Fortune 500 companies have visited in recent years to consider establishing a





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## Key Points

- What AmCham does ...
  - promote trade & investment, improve business environment
  - For example, the Trans-Pacific Partnership



Agenda




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## What AmCham does ...

- BTA 12/1996 – 12/2001
- WTO Accession 2002 – Jan 2007
- Apparel Trade 2002 – 2008
- Labour Relations 2008 – 2012
- Administrative Procedures 2009 – ongoing
- “Third Wave” of US FDI 2007 – ongoing
- ASEAN Blueprint 2015 2008 – ongoing
- TransPacific Partnership 2009 – ongoing
- Workforce Development (H.E.E.A.P., etc.)
- Supply Chain Development



Key issues that we have worked on over the years.

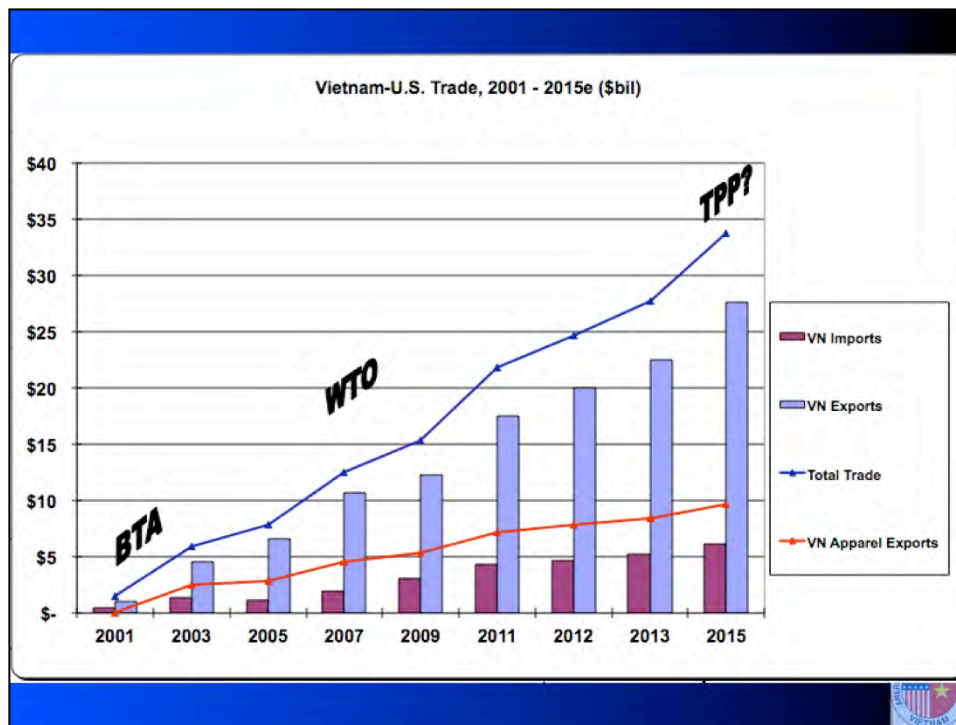
AmCham’s objective is to promote trade and investment between Vietnam and the United States, in particular by working to improve business conditions.

Our mission is to help Vietnam become the most attractive place in Southeast Asia to do business.

One of the key activities of AmCham, as provided for by the DECREE OF THE GOVERNMENT Promulgating the Regulations on the Establishment of Foreign Business Associations in Vietnam, Decree No. 08/1998/ND-CP, dated 22 January 1998, is: “... to represent the Association in putting forth proposals and measures to Vietnamese state management authorities for the purpose of protecting the lawful rights and business of member businesses and contributing to the creation of a healthy business environment.”

You can find AmCham proposals on policy and economic development issues at <http://www.amchamvietnam.com/summary-of-issues-and-advocacy-2010-2012/>





Have led to good results for “trade and investment between VN and US.”

Strong growth in VN exports to USA following the BTA entry into effect in Dec 2001 and WTO accession in Nov/2006 and Jan 2007. (light blue bar = VN exports to USA)

Apparel and other consumer goods are the main VN exports

42% of VN Exports to USA are apparel. (Red line)

2/3 are consumer goods: apparel, footwear, furniture


55% of VN apparel exports go to US, about 18% to EU, 11% to Japan, so the U.S. market is almost 2x as large as the EU and Japan markets combined.

Employing millions of young Vietnamese in “partner factories” from Korea, Taiwan, Hong Kong, Singapore. Increasingly, in “modern manufacturing” FDI factories from the U.S.: Intel, Spartonics, Sandhill Scientific, Fluid Power & Controls, II-VI, DataLogic, etc..

A key Vietnam reason for the BTA and WTO was access to the U.S. market for apparel ...

Structural deficit along the lines of US-Japan, US-China, US-ASEAN with imports from the U.S. far below the exports to the U.S.= major trade deficit. (see maroon bar = U.S. exports to Vietnam)


- Need to improve implementation of BTA and WTO commitments.


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## TPP: Trans-Pacific Partnership ...

## ... what's it all about?



Country	Status	Date
Brunei	Original Signatory	June 2005
Chile	Original Signatory	June 2005
New Zealand	Original Signatory	June 2005
Singapore	Original Signatory	June 2005
United States	Negotiating	February 2008
Australia	Negotiating	November 2008
Peru	Negotiating	November 2008
Vietnam	Negotiating	November 2008
Malaysia	Negotiating	October 2010
Canada <sup>[35]</sup>	Negotiating	October 2012
Mexico	Negotiating	October 2012

### TransPacific Partnership

The current negotiations grew out of a four-nation agreement (P-4) concluded in 2006 by Chile, New Zealand, Brunei, and Singapore. Subsequently, Australia, Peru, Vietnam, and the U.S. signed on, followed in 2010 by Malaysia and most recently by Mexico and Canada. Detailed negotiations began in early 2010, and since then there have been 15 formal sessions

**South Korea** expressed interest (Nov 2010), and was officially invited to join the TPP negotiating rounds by the US, with the U.S.-South Korea FTA, and bilateral trade agreements with other TPP members, further multilateral TPP negotiation is less complicated for S. Korea

**Japan** joined as an observer in the TPP discussions that took place November 13–14, 2010, on the sidelines of the APEC. problems: agriculture, autos, insurance.

Seven other countries that have expressed interest:

**Taiwan, Philippines, Laos, Colombia, Costa Rica, Thailand** (on 20 Nov 12)

Should the 11-nation negotiation be successful, the TPP would encompass a free trade area covering some 658 million people, and almost \$21 trillion in economic activity. If Korea and Japan join the negotiations, as many expect in 2013-14, the free market territory would expand to a combined GDP of \$26 trillion, constituting a trade bloc of \$10.3 trillion.

**More:**      <http://www.ustr.gov/tpp>



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## U.S. Free Trade Agreements (14 of 20)

- Australia
- Canada
- Chile
- Columbia
- Costa Rica
- El Salvador
- Guatemala
- Central America FTA
  - CAFTA
- <http://www.ustr.gov/trade-agreements/free-trade-agreements>

- Honduras
- Korea
- Mexico
- Nicaragua
- Panama
- Peru
- Singapore
- North America FTA
  - NAFTA (Canada-Mexico-USA)



The TPP negotiations are still ongoing and secret, the text is not yet available to the public.

However, the U.S. has 20 Free Trade Agreements that have been signed and ratified by the U.S. Congress, with the texts publicly available.

Here is a list of 14 of the 20 FTA, that are most likely to be reflected in the TPP Agreement.

You can download and read the complete texts of the FTAs from this link

<http://www.ustr.gov/trade-agreements/free-trade-agreements>



For example, the South Korea – U.S. Free Trade Agreement.

“As the first U.S. FTA with a North Asian partner, the KORUS FTA is a model for trade agreements for the rest of the region, and underscores the U.S. commitment to, and engagement in, the Asia-Pacific region.”

<http://www.ustr.gov/trade-agreements/free-trade-agreements/korus-fta>

Free Trade Agreements are complicated, and cover many areas.


For example, there are 24 chapters in the Korea-U.S. Free Trade Agreement, covering key areas.

I won't read them all, but look at

- 3. Agriculture
- 4. Textiles and Apparel
- 6. Rules of Origin, Procedures
- 7. Customs Administration and Trade Facilitation
- 19. Labour
- Etc.


You can download the entire text of the Agreement, or any Chapter, for further detailed information: <http://www.ustr.gov/trade-agreements/free-trade-agreements/korus-fta/final-text>






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## 4. Textiles and Apparel

- “Rules of origin”
  - Basic rule: non-members of the FTA do not benefit
- “Yarn-Forward”
  - “Apparel, home furnishings, or technical textiles, to benefit from duty-free access, would have to be assembled in a TPP country from FABRIC manufactured in a TPP country out of YARN produced in a TPP country.
- “Short Supply Provisions”
  - “temporary” => up to three years
  - “permanent”
- Opportunities for FDI in Vietnam in textile sector
  - Yarn, fabric, ...



Look at Textiles & Apparel, which is of great interest to Vietnam, since about 42% of Vietnam’s exports to the U.S. are apparel, in 2012.

U.S. textile manufacturing interests have urged U.S. negotiators to insist on a “yarn forward” rule in the TPP. This would require that for apparel, home furnishings, or technical textiles, to benefit from duty-free access, they would have to be assembled in a TPP country from fabric manufactured in a TPP country out of yarn produced in a TPP country.

Such a rule would severely limit the ability of countries such as Vietnam to use Chinese or Indian yarns and fabrics in apparel, home furnishings, or technical textile products for the U.S. market, although it would not constrain imports if Vietnam were to develop a more fully integrated textile industry at some future time.

However, a “yarn forward” rule would also affect U.S. apparel consumers and the household textiles and specialty textiles markets by making it difficult for importers to obtain these items at the lowest possible cost, as these products made in TPP countries from yarns and fabrics produced elsewhere would not qualify for duty-free treatment.

<http://www.amchamvietnam.com/5885/u-s-textile-manufacturing-and-the-tpp-negotiations/>



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## 4. Textiles and Apparel

- Annex 4-A: Specific Rules of Origin for Textile and Apparel Goods
- Annex 4-B: Fibers, Yarns, and Fabrics Not Available in Commercial Quantities
- Annex 4-B-1: Fibers, Yarns and Fabrics Not Available in Commercial Quantities
- Confirmation Letter (Fibers, Yarns, and Fabrics Not Available in Commercial Quantities)

<http://www.ustr.gov/trade-agreements/free-trade-agreements/korus-fta/final-text>



To get an idea of what would be in a TPP Textiles & Apparel Chapter, look at what is in the Korea-U.S. FTA

<http://www.ustr.gov/trade-agreements/free-trade-agreements/korus-fta/final-text>

[http://www.ustr.gov/sites/default/files/uploads/agreements/fta/korus/asset\\_upload\\_file751\\_12702.pdf](http://www.ustr.gov/sites/default/files/uploads/agreements/fta/korus/asset_upload_file751_12702.pdf)





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## “21<sup>st</sup> Century FTA” - Labour Conditions

- Reaffirm obligations in ILO Declarations
- Provide legal rights for
  - “Freedom of association,” Collective bargaining
  - Abolition of forced labour, child labour
- Effectively enforce existing labour laws
  - Create National Labour Association / Council
- Subject to dispute settlement procedures

*<http://www.ustr.gov/trade-agreements/free-trade-agreements/korus-fta/final-text>*



Similarly with Labor Conditions

Chapter 19. Labor in the S Korea - U.S. FTA

*[http://www.ustr.gov/sites/default/files/uploads/agreements/fta/korus/asset\\_upload\\_file934\\_12718.pdf](http://www.ustr.gov/sites/default/files/uploads/agreements/fta/korus/asset_upload_file934_12718.pdf)*



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## “21<sup>st</sup> Century FTA” - Other Conditions

- Environment
- Customs Administration and Trade Facilitation
- Cross-border Trade in Services
- Intellectual Property Rights
- State-owned Enterprises Engaged in Commerce

<http://www.ustr.gov/trade-agreements/free-trade-agreements/korus-fta/final-text>



And other Chapters

20. Environment in S Korea – U.S. FTA

[http://www.ustr.gov/sites/default/files/uploads/agreements/fta/korus/asset\\_upload\\_file852\\_12719.pdf](http://www.ustr.gov/sites/default/files/uploads/agreements/fta/korus/asset_upload_file852_12719.pdf)

7. Customs Administration and Trade Facilitation in S Korea – U.S. FTA

[http://www.ustr.gov/sites/default/files/uploads/agreements/fta/korus/asset\\_upload\\_file732\\_12705.pdf](http://www.ustr.gov/sites/default/files/uploads/agreements/fta/korus/asset_upload_file732_12705.pdf)


12. Cross-Border Trade in Services in the S Korea – U.S. FTA

[http://www.ustr.gov/sites/default/files/uploads/agreements/fta/korus/asset\\_upload\\_file315\\_12711.pdf](http://www.ustr.gov/sites/default/files/uploads/agreements/fta/korus/asset_upload_file315_12711.pdf)


18. Intellectual Property Rights in S. Korea – U.S. FTA

[http://www.ustr.gov/sites/default/files/uploads/agreements/fta/korus/asset\\_upload\\_file273\\_12717.pdf](http://www.ustr.gov/sites/default/files/uploads/agreements/fta/korus/asset_upload_file273_12717.pdf)

State-owned Enterprises Engaged in Commerce (new in TPP)


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## Key Points

- TPP: What can VN businesses do to prepare now ... ?





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## Opportunities for Vietnam Businesses – *Get Ready Now*

- Industry Focused Trade Shows in the U.S.
  - National Housewares Association, etc.
- Compliance – Testing & Certification
  - Product quality and safety
  - Labour conditions in the factory, environment
- Company Background Information
  - Financial information and creditworthiness
- B2B & B2G Electronic Data Interchange
  - Transaction and Information via internet SaaS, EDI
  - eCustoms, ePorts, eBanking
- Security – Customs & Border Patrol
  - Importers Security Filing • ISF/10+2
  - Customs – Trade Partnership Against Terrorism C-TPAT



After the question of “how do I find customers?” perhaps the greatest challenges for exporters from Vietnam to the U.S. are the complex technical, regulatory, and supply chain security requirements, and commercial terms and conditions including (1) product compliance for quality, health and safety, and CSR (factory working conditions, environmental), (2) transparency and availability of financial and other company background information about the exporter from Vietnam, (3) the B2B and B2G Electronic Data Interchange systems **required** for eCommerce, which is the basis for doing business with many if not most customers in the U.S., (4) Supply Chain Security, and (5) Insurance (Marine, Product Liability, etc.)

These requirements are imposed not only by the Government, but also by the Importers/Retailers, and Consumers.

So we regularly organize seminars and presentations, always in cooperation with AmCham companies as business service providers, to give entrepreneurs in Vietnam very specific information about how to meet these challenges. To reach a wider audience, we also put the presentations on the AmCham web site. For example, New Testing and Certification Rules for Products Exported to the USA – Feb 2013.

<http://www.amchamvietnam.com/5791/cpsia-testing-and-certification-rule-textiles-toys-footwear-sep-18/>



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## Opportunities for Vietnam Businesses – Get Ready

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C-TPAT



In 10 minutes, we can only hit the highlights. So

Let's start with "How do I find customers?"





If you are manufacturing housewares and want to export to the U.S., you should go to the National Housewares Association annual show.

The International Home + Housewares Show is the world's premier housewares marketplace, features 2,100 exhibitors from 34 countries, and more than 20,000 buyers from over 100 countries around the world. <https://www.housewares.org/show/default.aspx>

This year, the show is scheduled Mar 2-5, 2013 at **Chicago McCormick Place Convention Center**

Other industries do the same :

the Apparel Industry has MAGIC in Las Vegas, and many other shows.

the Furniture Industry has an annual show in High Point, North Carolina

Seafood has the "Boston Seafood Show," etc. etc.

Industry associations cooperate with convention centers to put on the events.

Chicago

McCormick Place Convention Center

New York

Javits Convention Center





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**CONTACT**  
Please contact us by phone or email, or enter your information into the contact form below.  
New business opportunities, please call Mr. Bill Gadd (billgadd@VietnamB2BDirect.com) at the number below.



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Tel: +84-8-3520-2808  
Fax: +84-8-3520-2800

**January 2012**  
World News Release ...Jan 4, 2012  
"Vietnam B2B Direct" Announces  
Country Representative

**PowerPoint Presentation**  
"Vietnam B2B Direct" - International  
Trade Solutions Company Profile ...  
[Click here](#)

**Register for our e-Newsletter:**  
Let us update you on important  
trade information on Vietnam

**The National Housewares Association** has appointed an AmCham company, Vietnam B2B Direct, as its representative in Vietnam.

The firm will help you attend the annual exhibition.

#### **Head Office in Vietnam**

Level 6, Me Linh Point Tower, 2 Ngo Duc Ke Street, District 1,

**TEL** +84 (0) 8 3520 2808     **FAX** +84 (0) 8 3520 2800

<http://vietnamb2bdirect.com>

**The U.S. Commercial Service** also organizes trade missions to attend these major shows in the U.S.     **Các Sự kiện và Hoạt động Thương mại:**

[Triển Lãm Quốc Tế Điện Tử, Công Nghệ Thông Tin và Viễn Thông từ ngày 8-11 tháng 1 2013 tại Las Vegas, Nevada, Hoa Kỳ](#)

<http://www.buyusa.gov/vietnam/chuongtrinhdichvu/chuongtrinhkhachmuahangquocte/trienlamquocdientu/index.asp>

[Triển Lãm Công Nghệ – Thiết Bị – Sản Phẩm Nông Nghiệp "2013 WORLD AG EXPO" từ ngày 12 đến ngày 14 tháng 2 năm 2013 tại Tulare, California, Hoa Kỳ](#)

[http://www.buyusa.gov/vietnam/build/groups/public/@bg\\_vn/documents/webcontent/bg\\_vn\\_055655.pdf](http://www.buyusa.gov/vietnam/build/groups/public/@bg_vn/documents/webcontent/bg_vn_055655.pdf)

These are just examples, VCCI, ITPC, HUBA and each industry association should research into the industries where there is export interest, and go to those exhibitions.



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  - eCustoms, ePorts, eBanking
- Security – Customs & Border Patrol
  - Importers Security Filing • ISF/10+2
  - Customs – Trade Partnership Against Terrorism

C-TPAT



That's how to find customers.

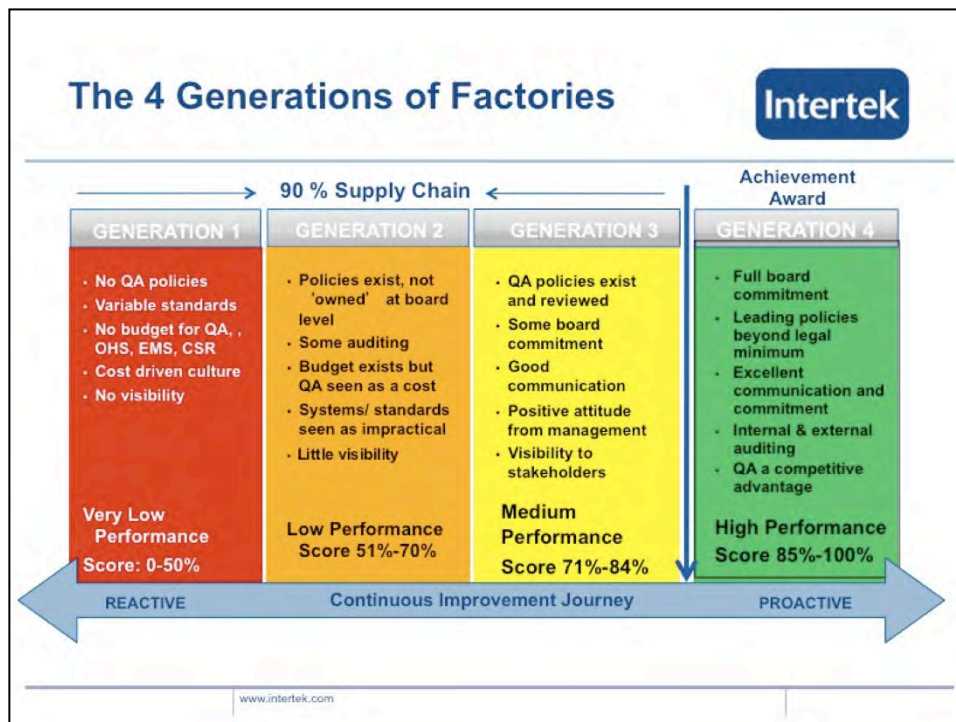
But how do you do business with them?

Let's start with COMPLIANCE – how to demonstrate that your products meet **requirements** for quality, health and safety, and factory working conditions, environmental impact, energy use, etc.



Contact points for AmCham Companies that are helping thousands of factories in Vietnam meet compliance, testing and certification, and CSR standards. Also, you should work with your customers to demonstrate that your production facility meets their requirements.

Bureau Veritas	<a href="http://www.bureauveritas.vn/wps/wcm/connect/bv_vn/local">http://www.bureauveritas.vn/wps/wcm/connect/bv_vn/local</a>
Intertek Vietnam	<a href="http://www.intertek.com/contact/asiapacific/vietnam/">http://www.intertek.com/contact/asiapacific/vietnam/</a>
Quatest 3	<a href="http://www.quatest3.com.vn">http://www.quatest3.com.vn</a>
SGS Vietnam	<a href="http://www.sgs.vn">http://www.sgs.vn</a>
Total Quality Certification Services International	<a href="http://www.tqcsi.com.vn">http://www.tqcsi.com.vn</a>
TUV Vietnam	<a href="http://www.tuv.com/en/vietnam/home.jsp">http://www.tuv.com/en/vietnam/home.jsp</a>
Underwriters Laboratories (UL)	<a href="http://www.strquality.com/en-us/pages/default.aspx">http://www.strquality.com/en-us/pages/default.aspx</a>



**Compliance** is essentially a question of **quality control management** in the whole production process.

This slide shows the “Four Generations of Factories.”

- |                     |  |
|---------------------|--|
| <b>Generation 1</b> | has very low performance, score below 50% on compliance checklist. |
| <b>Generation 2</b> | Low performance, 51% – 70%   |
| <b>Generation 3</b> | Medium performance, 71% - 84%                                      |
| <b>Generation 4</b> | High performance, 85% - 100%                                       |

<http://www.amchamvietnam.com/3842/how-to-meet-new-u-s-import-requirements-for-quality-safety-labor-and-environment-and-more/>





1-800-331-0085

www.walmartstores.com

### **Supplier Sustainability Assessment: 15 Questions for Suppliers**

#### **Energy and Climate: Reducing Energy Costs and Greenhouse Gas Emissions**

1. Have you measured your corporate greenhouse gas emissions?
2. Have you opted to report your greenhouse gas emissions to the Carbon Disclosure Project (CDP)?
3. What is your total annual greenhouse gas emissions reported in the most recent year measured?
4. Have you set publicly available greenhouse gas reduction targets? If yes, what are those targets?

#### **Material Efficiency: Reducing Waste and Enhancing Quality**

1. If measured, please report the total amount of solid waste generated from the facilities that produce your product(s) for Walmart for the most recent year measured.
2. Have you set publicly available solid waste reduction targets? If yes, what are those targets?
3. If measured, please report total water use from facilities that produce your product(s) for Walmart for the most recent year measured.
4. Have you set publicly available water use reduction targets? If yes, what are those targets?

In addition to **government requirements**, major retailers and brands are also developing their own requirements for suppliers, in addition to product quality and safety government requirements.

For example, Walmart has a “Supplier Sustainability Assessment, with “15 questions for suppliers.” in the areas of

**Energy and Climate: Reducing Energy Costs and Greenhouse Gas Emissions**

**Material Efficiency: Reducing Waste and Enhancing Quality**

**Natural Resources: Producing High Quality, Responsibly Sourced Raw Materials**

**People and Community: Ensuring Responsible and Ethical Production**

<http://www.amchamvietnam.com/3841/walmart-s-sustainable-product-index-15-questions-for-suppliers/>



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- Industry Focused Trade Shows in the U.S.
  - National Housewares Association, etc.
- Compliance – Testing & Certification
  - Product quality and safety
  - Labour conditions, environment
- **Company Background Information**
  - Financial information and creditworthiness
- B2B & B2G Electronic Data Interchange
  - Transaction and Information via internet SaaS, EDI
  - eCustoms, ePorts, eBanking
- Security – Customs & Border Patrol
  - Importers Security Filing • ISF/10+2
  - Customs – Trade Partnership Against Terrorism

C-TPAT




Next is **Company Background Information**, to establish trust.



How can Dun & Bradstreet support companies in Vietnam in growing their business and manage related risks ?

**D&B**  
Decide with Confidence

- Provide access to the D&B database of over 170 million businesses worldwide to find new customers or better suppliers;
- Use the information at D&B to better understand who you are doing business with;
- Use the internationally established D&B process and network to get better recognition and awareness of your company;
- Obtain an internationally recognized and accepted business identity number – the D&B D-U-N-S® Number




**Dun & Bradstreet**, an AmCham company, recently opened an office in Vietnam, and is working with VCCI and other Vietnamese business and industry associations to introduce Vietnamese exporters to its information services, which will help them

- Find new customers or better suppliers
- Know your customer or supplier
- Get better visibility and recognition for your company
- Get a business identity number, which is like a “*giay chung minh*.”
- Has 233 million businesses worldwide in their data base @ 29 Jan 13

**Source:**






<http://www.amchamvietnam.com/wp-content/uploads/2013/02/090826-DB-Vietnam-D-U-N-S-Number.pdf>

## Why you should have a D&B D-U-N-S® Number

  
Decide with Confidence

- Regardless of which country a business entity was registered, the entity can be assigned the unique 9 digit D&B D-U-N-S® Number
- Universally recognized and accepted in all worldwide transactions, it increases trust and facilitates global recognition for businesses, neutral to country of origin
- Assigned to every business in D&B's Global Database, it enables easy access to information and facilitate global trading
- Unique and global nature allows it to be used as customer account ID number in CRM, ERP etc solutions
- The D&B D-U-N-S® Number is the global standard for authenticating businesses for online and offline transactions
- It is extensively used for vendor pre-qualification by Fortune 500 Companies such as GE, GM, Dell, Microsoft, Seagate etc

**Recognized, recommended, and/or required by 50 Global, Industry and Trade Associations including:**

				
The United Nations	European Commission	US Government	International Standards Organization	Australian Government

The D&B D-U-N-S® Number is a company ID universally recognized and accepted in all worldwide transactions.

Often, a U.S. buyer will **require** that you, as a prospective supplier, have a D-U-N-S number before they will even talk with you.

You will also need a D-U-N-S® Number as a global standard for **authenticating your business for EDI Electronic Data Interchange** for B2B electronic commerce.

**Source:**

<http://www.amchamvietnam.com/wp-content/uploads/2013/02/090826-DB-Vietnam-D-U-N-S-Number.pdf>



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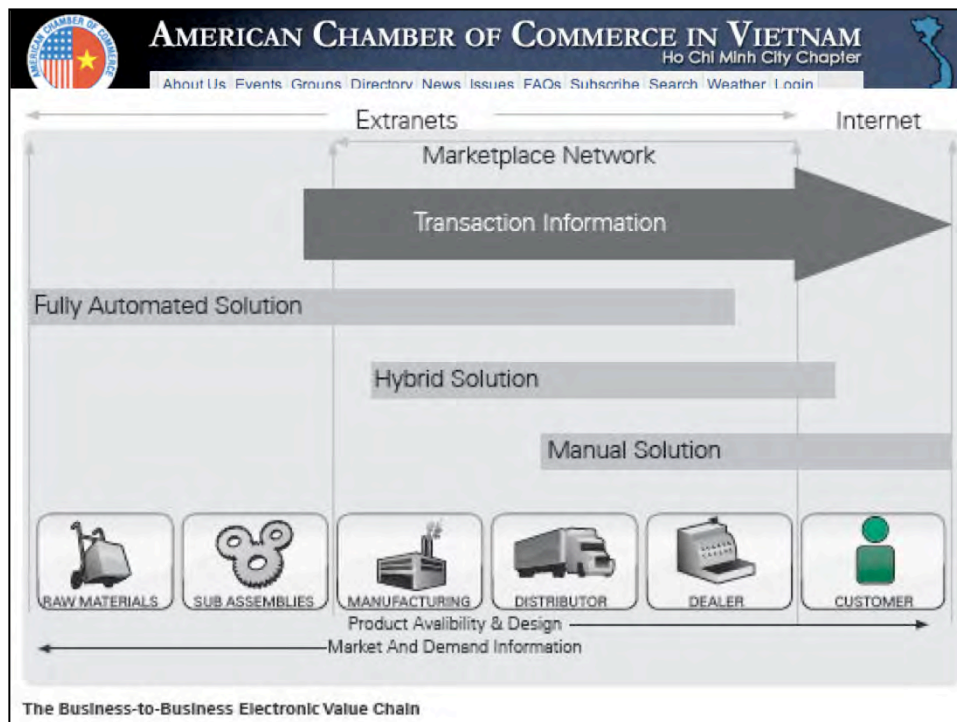


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B2B and B2G Electronic Data Interchange software and systems are important, and sometimes essential if you want to export to U.S. buyers.



The internet has revolutionized e-commerce and provided a standard protocol for the exchange of information, giving companies a window into a worldwide market for their products. E-commerce has been around for more than 20 years, but it was too expensive for small and mid-sized companies. With the internet, and Software as a Service (SaaS) it is now possible for companies of any size to benefit from e-commerce

DiCentral, an AmCham company

<http://www.dicentral.com>

This slide illustrates the “Transaction Information” flowing along the supply chain (left to right) from raw materials, sub assemblies, manufacturers/ assemblers, distributors/logistics providers, dealers/retailers, to customers.

It also illustrates the “Market and Demand Information” which flows in the opposite direction, from customers to dealers/retailers, and so on.

Getting started with EDI can seem difficult and highly technical. It is often a requirement to do business however, and once you dig a deeper you see that EDI can help small and mid-sized businesses that are seeking to automate their order processing, invoicing, and payment systems. From reduced workforce costs to increased accuracy, EDI can deliver the promise of E-Commerce to small and mid-sized businesses in Vietnam. Download and read this e-book.

**An Introduction to EDI**

[http://www.dicentral.com/news/Case\\_Study.asp](http://www.dicentral.com/news/Case_Study.asp)



DiCentral, an AmCham company in HCM City, with HQ in Houston Tx, provides EDI services to a **network** of 6,000 valued customers who count on DiCentral to connect them to over 4,000 trading partners processing millions of transactions annually.

You may recognize some of the companies' logos here.

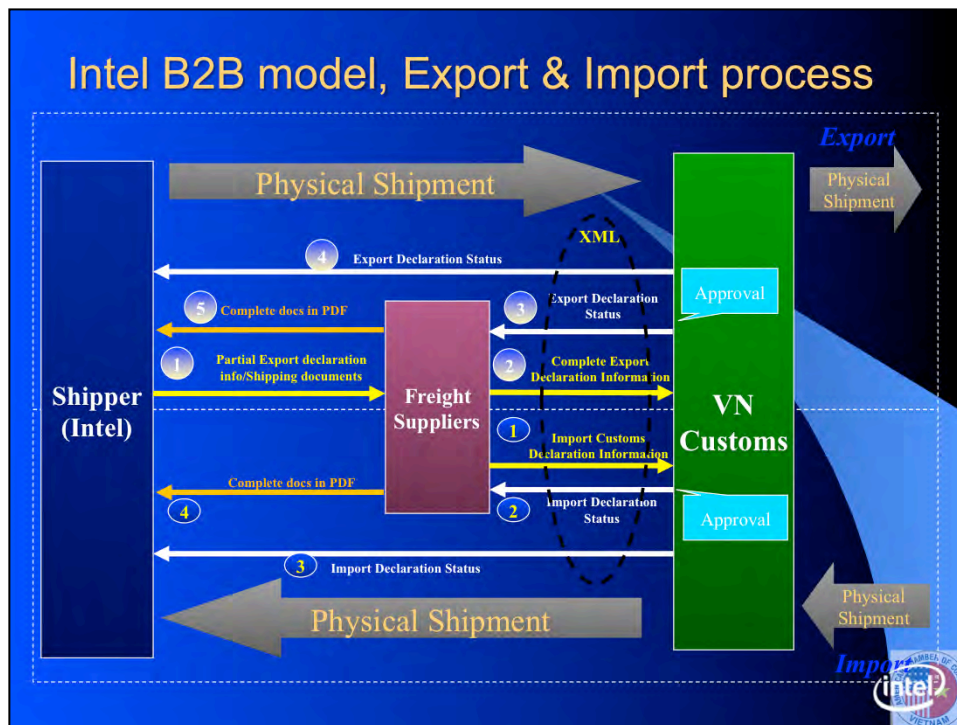
Any industry, Any business, Any system... **DiCentral helps you connect.**

Solutions that are locally installed or web-based—**right sized for your business. DiCentral has “pay as you go” or plans starting as low as \$30/month, and makes it easy to do business.**

<http://edi2.dicentral.com/get-started-page/>

<http://www.dicentral.com/demo/demomenu.asp>





B2G – Business to Government is also important.

One important example that helps promote FDI is eCustoms.

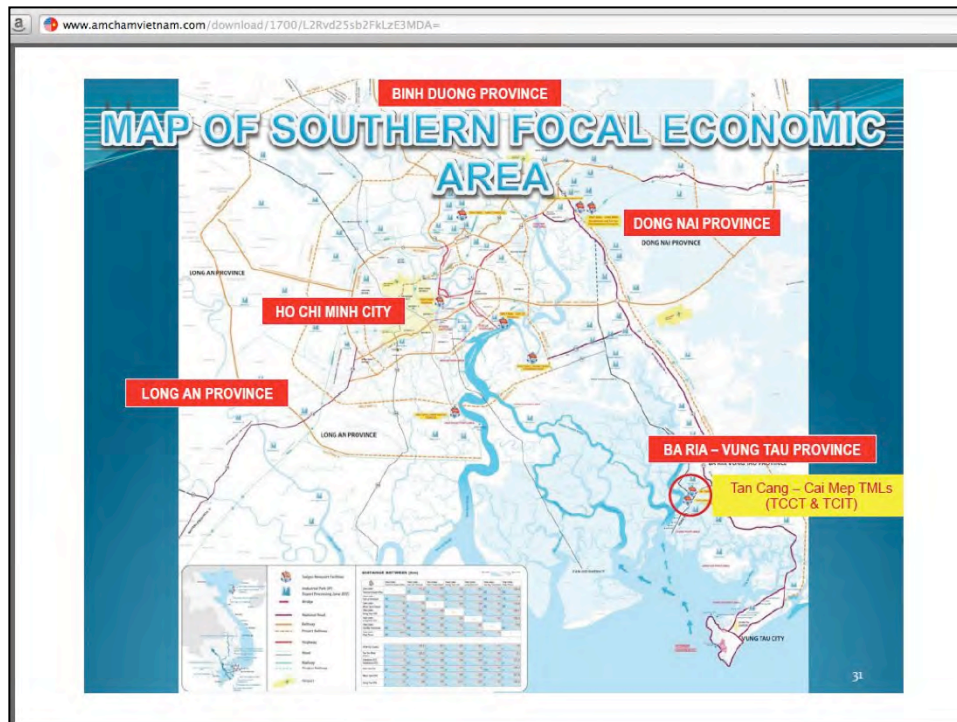
Intel and the Vietnamese Government agreed that eCustoms would be used for Intel's \$1 billion Assembly and Test Facility in SHTP. Between 2007 and 2010, Intel logistics and Vietnam's Customs Department worked out the system, the computer screens, etc. Since starting using the eCustoms system in Nov 2010, there have been more than 4,000 shipments, and an average clearance time of 30 minutes. Intel hopes to reduce this to 30 seconds.

Last year, Intel exported from Vietnam 100,000,000 units with an average value of \$15. The investment makes a great contribution to Vietnam's economic and social development.

We in AmCham hope that the local authorities and the Vietnam General Department of Customs will extend the system to all FDI companies that are exporting to the U.S. and global markets. This will increase Vietnam's competitiveness and attract more FDI, which has been in decline for the last few years.

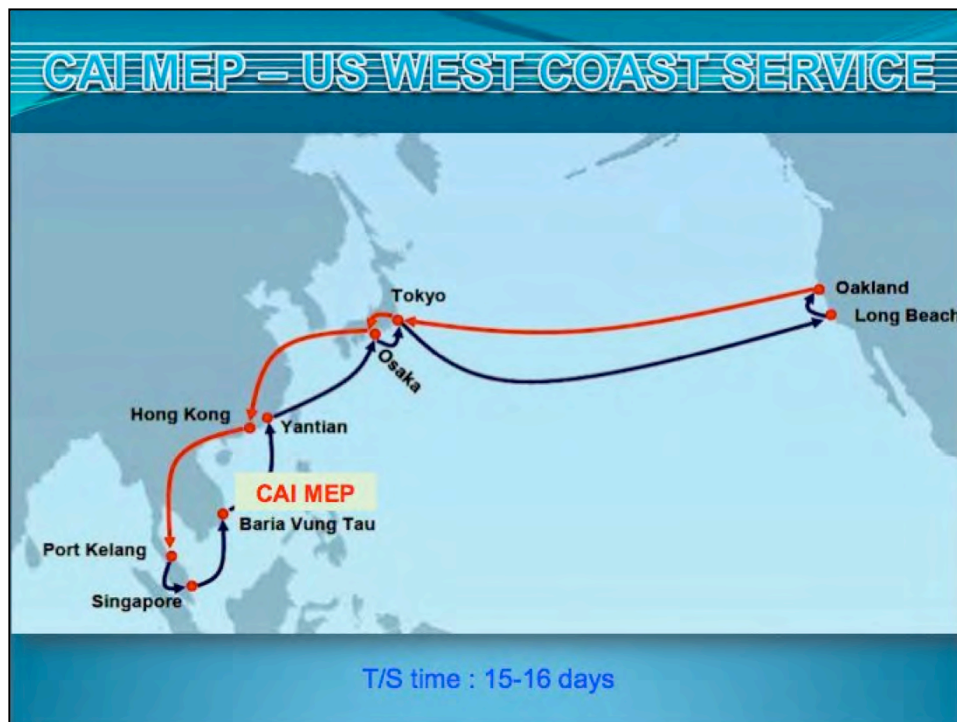
Note: 1 Intel = 10 x \$100mm FDI = 20 x \$50 mm FDI





Looking more broadly, HCMC and the Southern Key Economic Region have done a good job setting up shipping and ports infrastructure.

Our friends at Saigon New Port provided us with some interesting slides that I'd like to share with you, to highlight the important role of B2G cooperation and Electronic Data Interchange in eCustoms.



Located close to the ocean, Cai Mep deepwater ports are only 15 – 16 days sailing time to the U.S. West Coast, reducing time and costs of transshipping via Singapore or another transit hub seaport.

**However**, according to The World Bank & IFC: “Doing Business 2013”:

- A standard **export** shipment of goods from Vietnam requires **6 documents** and takes **21 days** at a cost of **USD 610 per container**.

- A standard **import** shipment of goods requires 8 documents and takes **21 days** at a cost of USD 600 per container. Of the 21 days, 12 days are involved in documents preparation, and 4 days in customs clearance and technical control.

<http://www.doingbusiness.org/data/exploreeconomies/vietnam/#trading-across-borders>

**The political and business leaders of the Southern Key Economic Region could work with Vietnam Customs to reduce the time and cost through early and wide-spread use of eCustoms.**

This would increase competitiveness and attract more high-quality FDI, producing more higher value-added products, and creating more higher-paying



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Supply Chain Security is also a requirement.




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## Importers' Security Filing ISF / 10+2

- From the importer ( 10 )
  - 1 Seller name and address
  - 2 Buyer name and address
  - 3 Ship to name and address
  - 4 Manufacturer/supplier name and address
  - 5 Container loading location
  - 6 Consolidator name and address
  - 7 Importer of record number or FTZ Applicant No. ID
  - 8 Consignee number(s)
  - 9 Country of origin
  - 10 Commodity HTS/US number (min six digits; max 10 digits)
- From the carrier ( +2 )
  - 1 Vessel Stow Plan
  - 2 Container Status Messages, incl. container movements & changes in status (e.g. empty or full)



U.S. Importers must submit an Importers Security Filing ISF 10+2 **24 hours before a vessel leaves the port in Vietnam bound for the U.S.** This has to be done electronically.

### ***How does this affect me? – the exporter***

The exporter in Vietnam needs to provide the information to the importer in a timely and accurate manner. It has to be done electronically.

### ***How does this affect me?– the importer***

It is the importer's responsibility to ensure that the ISF is filed and accurate; **failure to provide the 10 data elements to CBP on time will result in penalties equal to the value of the shipment, not to mention the cost of shipping and customs clearance delays.**

Importers need to be prepared to submit this information to CBP, and need to ensure that their carriers are prepared to provide the “+2” additional information as well.

### ***For additional information –***

[http://www.cbp.gov/xp/cgov/trade/cargo\\_security/carriers/security\\_filing/](http://www.cbp.gov/xp/cgov/trade/cargo_security/carriers/security_filing/)

[http://www.importersecurityfile.com/?gclid=CJ\\_hxPva3asCFQtU4godaQzoPQ](http://www.importersecurityfile.com/?gclid=CJ_hxPva3asCFQtU4godaQzoPQ)

[http://en.wikipedia.org/wiki/10\\_%2B\\_2](http://en.wikipedia.org/wiki/10_%2B_2)

<http://www.ecustoms.com/10plus2.cfm>



There are business service providers that will help Vietnam's exporters meet this requirement.

**For additional information –**

[http://www.cbp.gov/xp/cgov/trade/cargo\\_security/carriers/security\\_filing/](http://www.cbp.gov/xp/cgov/trade/cargo_security/carriers/security_filing/)

[http://www.importersecurityfile.com/?gclid=CJ\\_hxPva3asCFQtU4godaQzoPQ](http://www.importersecurityfile.com/?gclid=CJ_hxPva3asCFQtU4godaQzoPQ)

[http://en.wikipedia.org/wiki/10\\_%2B\\_2](http://en.wikipedia.org/wiki/10_%2B_2)

<http://www.ecustoms.com/10plus2.cfm>





The Customs – Trade Partnership Against Terrorism is essentially about supply chain security.



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  - Customs – Trade Partnership Against Terrorism C-TPAT



Business Support

B2B Vietnam Direct

<http://www.vietnamb2bdirect.com>

Testing & Certification

Bureau Veritas Consumer Products Services

<http://www.bureauveritas.com/cps>

Intertek

<http://www.intertek.com/contact/asiapacific/vietnam/>

QualTest <http://www.quatest3.com.vn>

SGS <http://www.sgs.vn>

TUV <http://www.tuv.com/en/vietnam/home.js>

Company Information

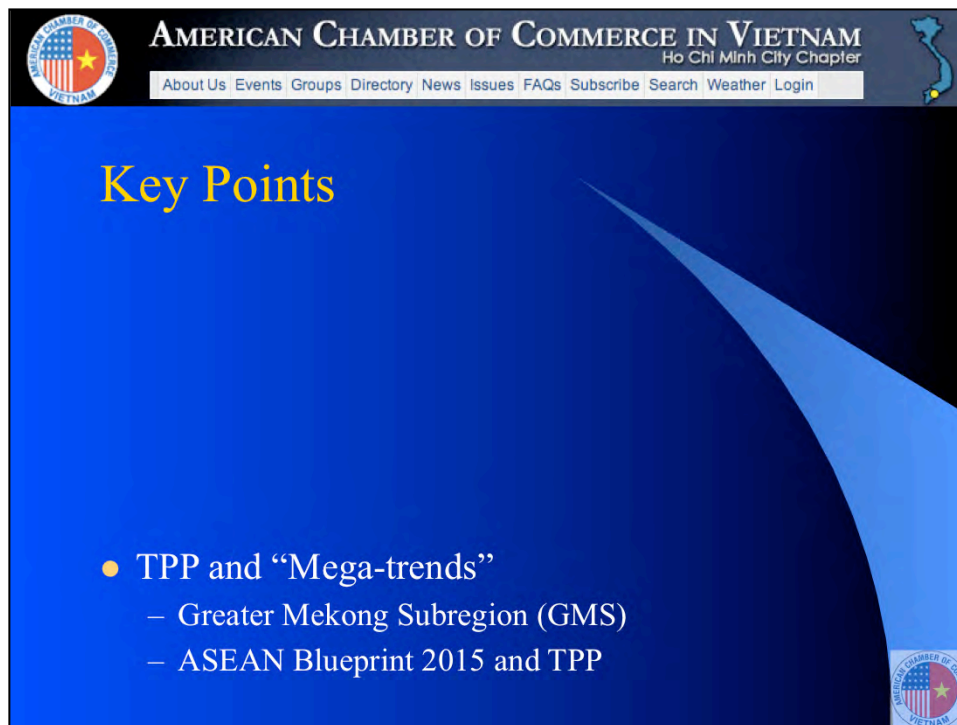
D&B <http://www.dnbvietnam.com>

B2B and B2G EDI

DiCentral <http://www.dicentral.com>

Insurance

ACE <http://www.aceinsurance.com.vn>



Business Support

B2B Vietnam Direct

<http://www.vietnamb2bdirect.com>

Testing & Certification

Bureau Veritas Consumer Products Services

<http://www.bureauveritas.com/cps>

Intertek

<http://www.intertek.com/contact/asiapacific/vietnam/>

QualTest <http://www.quatest3.com.vn>

SGS <http://www.sgs.vn>

TUV <http://www.tuv.com/en/vietnam/home.js>

Company Information

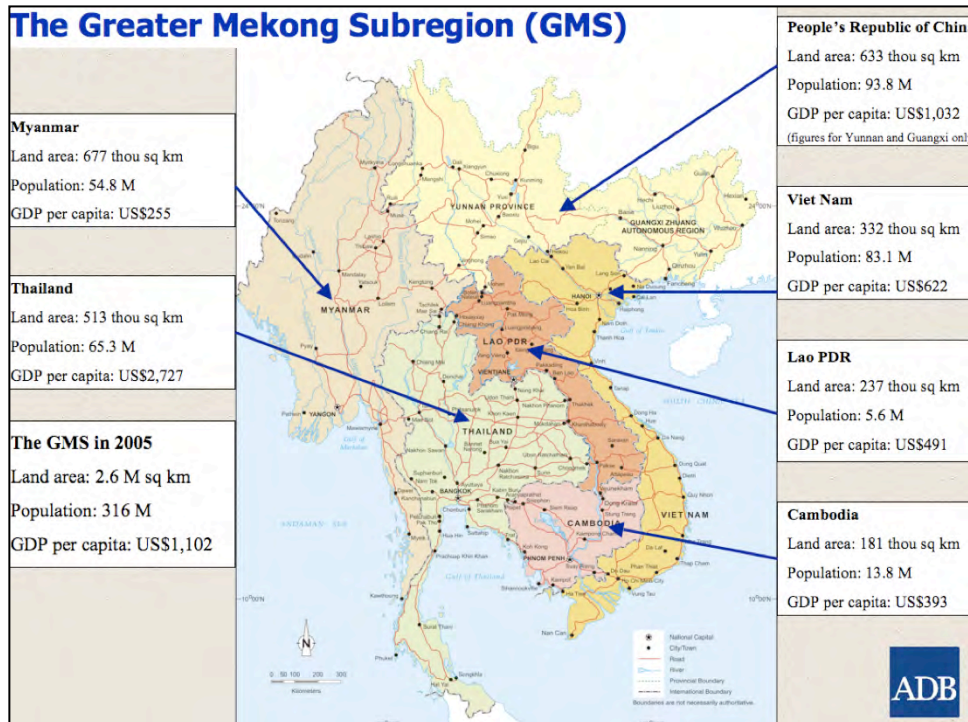
D&B <http://www.dnbvietnam.com>

B2B and B2G EDI

DiCentral <http://www.dicentral.com>

Insurance

ACE <http://www.aceinsurance.com.vn>



### An “Interstate Highway System” for the Greater Mekong Subregion (GMS).

The Asian Development Bank (ADB) is supporting the development of infrastructure in the Greater Mekong Subregion, including transport infrastructure such as the East-West Corridor

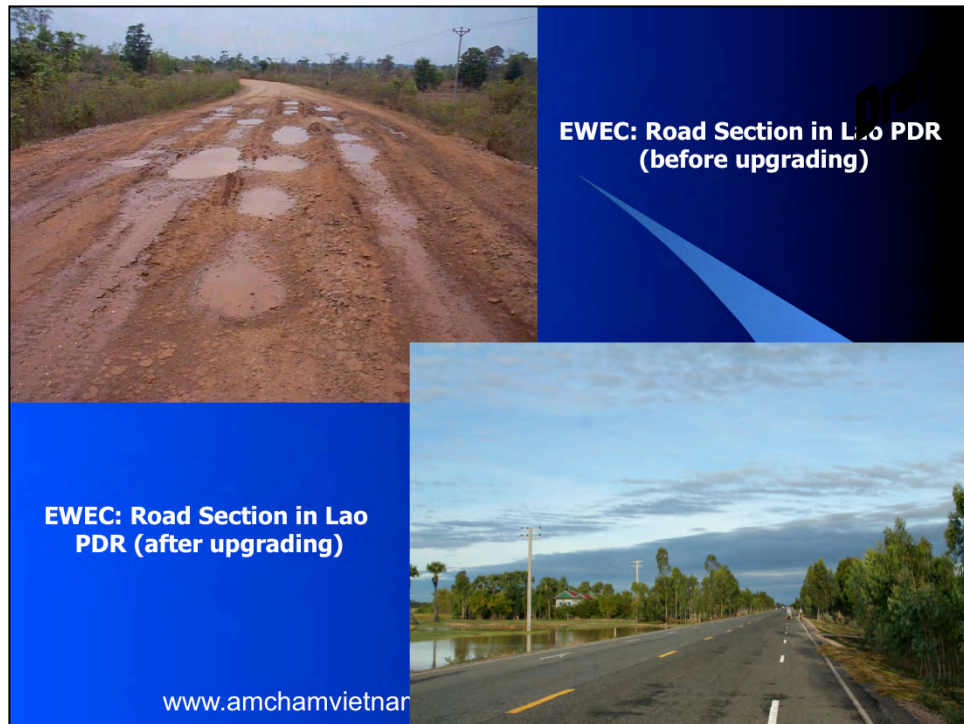
<http://www.amchamvietnam.com/greater-mekong-subregion-gms-road-network-in-2015-adb/>

and the North-South Corridor, as well as telecommunications infrastructure.

In Vietnam, the ADB assistance strategy to Vietnam for the period 2007-2010 includes a plan to provide US\$ 3 billion in 2007-2009.

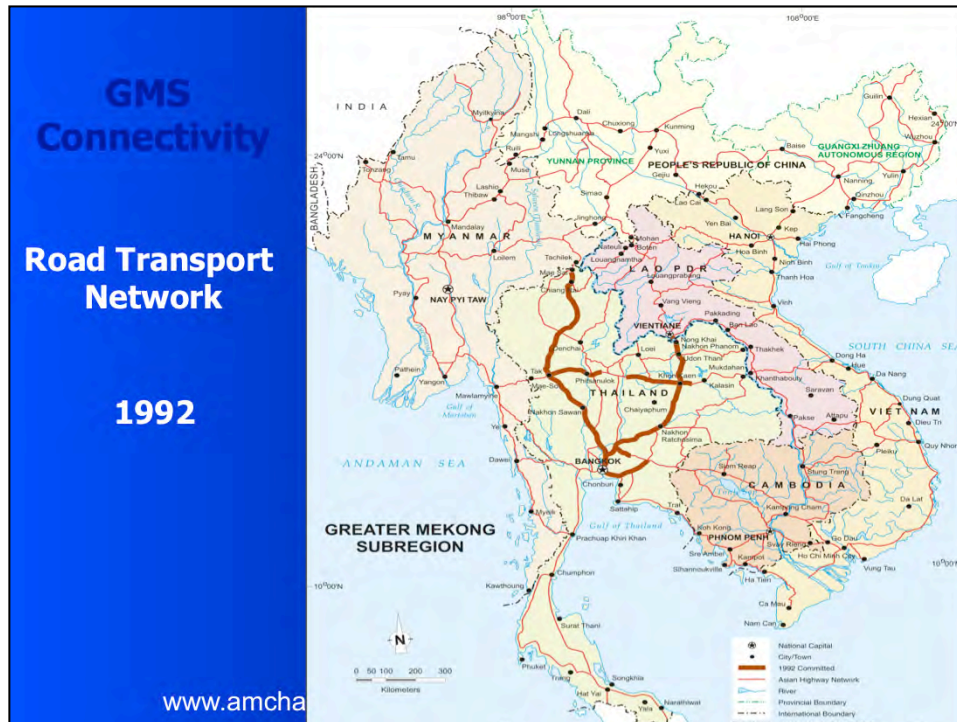
And \$10 billion 2010 - 2015.

Sep 28, 2010 ADB Projects & Priorities in Vietnam and the GMS

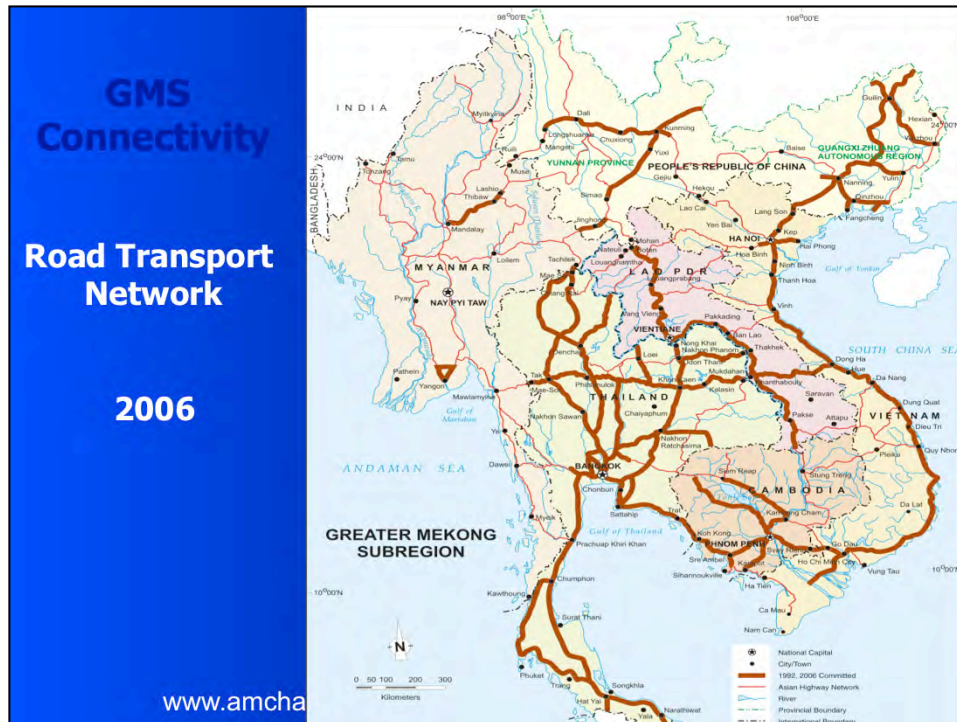


**An “Interstate Highway System” for the Greater Mekong Subregion (GMS).**

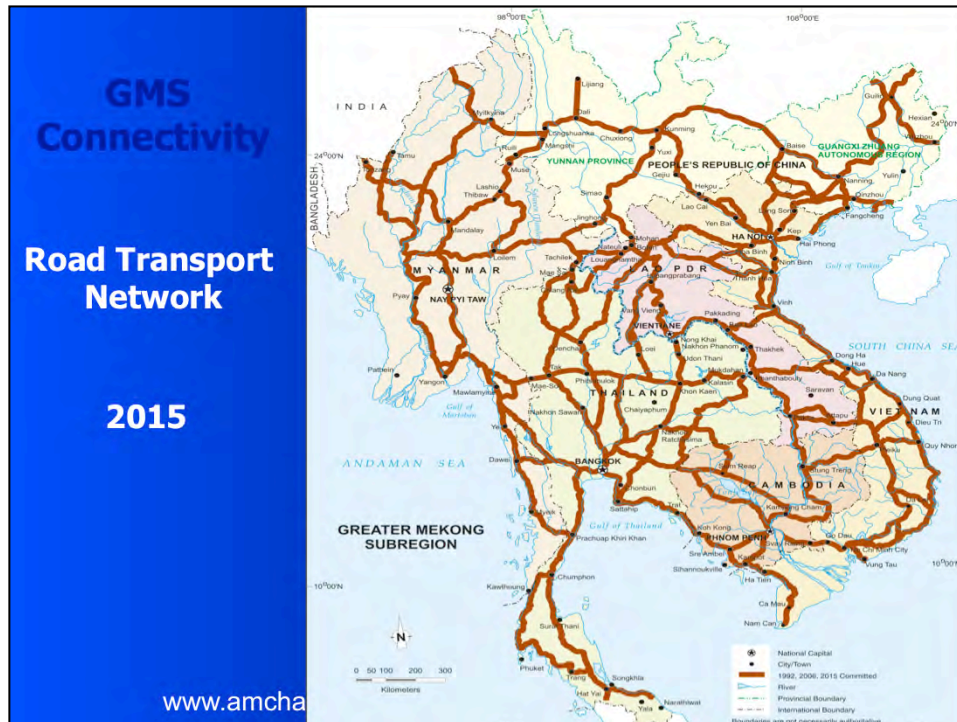




**An “Interstate Highway System” for the Greater Mekong Subregion (GMS).**



**An “Interstate Highway System” for the Greater Mekong Subregion (GMS).**



**An “Interstate Highway System” for the Greater Mekong Subregion (GMS).**

**This will have a major impact on the transportation/distribution systems and the economic development of the region.**

# ASEAN



ASEAN covers a land area of 4.46 million km<sup>2</sup>, which is 3% of the total land area of Earth, and has a population of approximately 600 million people, which is 8.8% of the world's population. The sea area of ASEAN is about three times larger than its land counterpart. In 2010, its combined nominal GDP had grown to US\$1.8 trillion.[10] If ASEAN were a single entity, it would rank as the ninth largest economy in the world. [http://en.wikipedia.org/wiki/Association\\_of\\_Southeast\\_Asian\\_Nations](http://en.wikipedia.org/wiki/Association_of_Southeast_Asian_Nations)

**With a population of about 600 million, and a combined nominal GDP of \$1.8 trillion, (\$3.0 trillion at PPP Purchasing Power Parity or PPE Purchasing Power Equivalent) which the ASEAN Economic Community Blueprint 2015 will transform into a single market and production base, with a free flow of goods, services, investment, skilled labour, and “freer” flow of capital, a highly competitive economic region, equitable economic development, and fully integrated into the global economy.**

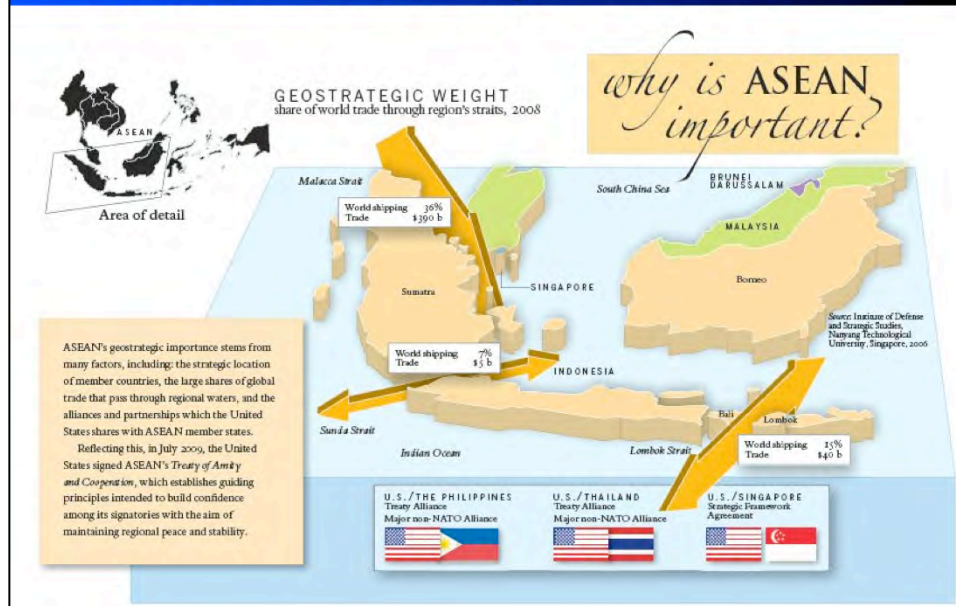
## Read more ...

ASEAN Economic Community 2015

<http://www.asean.org/communities/asean-economic-community>

<http://www.asean.org/archive/5187-18.pdf>

## ASEAN • Strategic Location



ASEAN covers a land area of 4.46 million km<sup>2</sup>, which is 3% of the total land area of Earth, and has a population of approximately 600 million people, which is 8.8% of the world's population. The sea area of ASEAN is about three times larger than its land counterpart. In 2010, its combined nominal GDP had grown to US\$1.8 trillion.[10] If ASEAN were a single entity, it would rank as the ninth largest economy in the world. [http://en.wikipedia.org/wiki/Association\\_of\\_Southeast\\_Asian\\_Nations](http://en.wikipedia.org/wiki/Association_of_Southeast_Asian_Nations)

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**Read more ...**

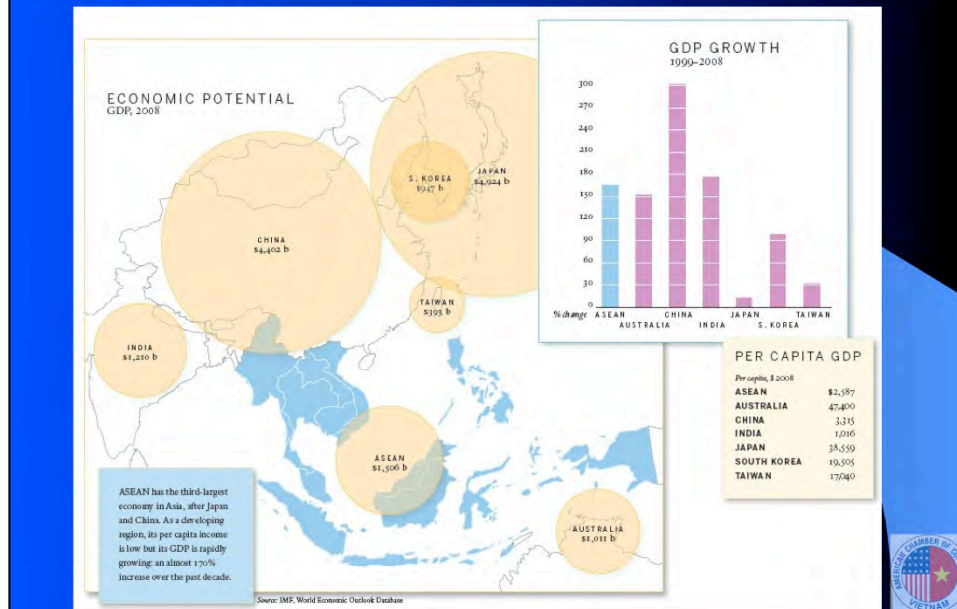
ASEAN Economic Community 2015

<http://www.asean.org/communities/asean-economic-community>

<http://www.asean.org/archive/5187-18.pdf>



## ASEAN • Combined GDP = \$3trn



ASEAN covers a land area of 4.46 million km<sup>2</sup>, which is 3% of the total land area of Earth, and has a population of approximately 600 million people, which is 8.8% of the world's population. The sea area of ASEAN is about three times larger than its land counterpart. In 2010, its combined nominal GDP had grown to US\$1.8 trillion.[10] If ASEAN were a single entity, it would rank as the ninth largest economy in the world. [http://en.wikipedia.org/wiki/Association\\_of\\_Southeast\\_Asian\\_Nations](http://en.wikipedia.org/wiki/Association_of_Southeast_Asian_Nations)

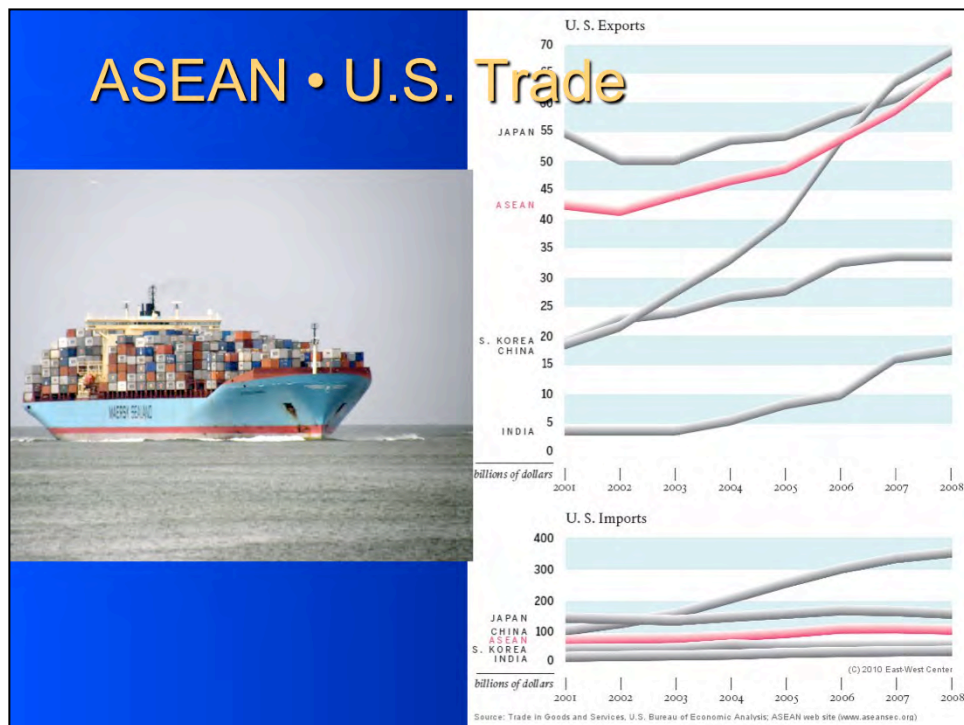
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<http://www.asean.org/archive/5187-18.pdf>



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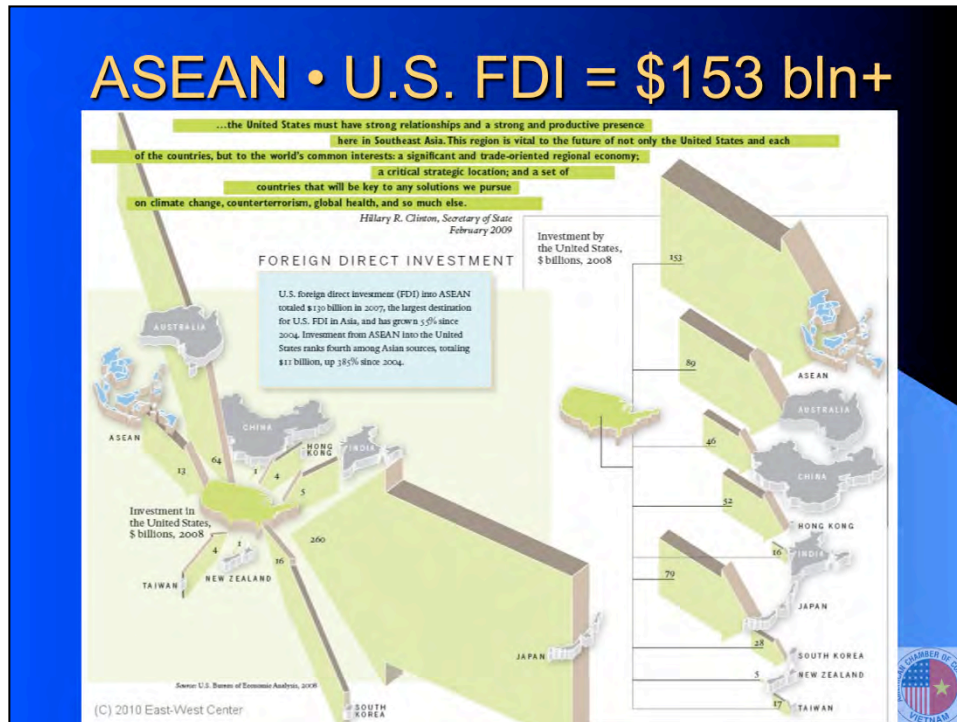
**Read more ...**

ASEAN Economic Community 2015

<http://www.asean.org/communities/asean-economic-community>

<http://www.asean.org/archive/5187-18.pdf>

## ASEAN • U.S. FDI = \$153 bln+



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**Read more ...**

ASEAN Economic Community 2015

<http://www.asean.org/communities/asean-economic-community>

<http://www.asean.org/archive/5187-18.pdf>

## ASEAN • Blueprint 2015

- A Single market and production base
  - Free flow of goods, services, investment, capital, skilled labour
  - Priority Integration Sectors
  - Food, Agriculture, Forestry
- B Competitive Economic Region
  - Competition Policy
  - Consumer Protection
  - Intellectual Property Rights (IPR)
  - Infrastructure Development
  - Taxation
  - e-Commerce
- C Equitable economic development
  - SMEs
  - ASEAN Integration
- D Integration into the Global Economy
  - Coordinated External Economic Relations
  - Enhanced participation in global supply chains



ASEAN Blueprint 2015 is very similar to TPP.

### Read more ...

ASEAN Economic Community 2015

<http://www.asean.org/communities/asean-economic-community>

<http://www.asean.org/archive/5187-18.pdf>

## ASEAN Blueprint 2015 and TPP ... foundation for an APEC FTA?



### TransPacific Partnership

The current negotiations grew out of a four-nation agreement (P-4) concluded in 2006 by Chile, New Zealand, Brunei, and Singapore. Subsequently, Australia, Peru, Vietnam, and the U.S. signed on, followed in 2010 by Malaysia and most recently by Mexico and Canada. Detailed negotiations began in early 2010, and since then there have been 15 formal sessions

**South Korea** expressed interest (Nov 2010), and was officially invited to join the TPP negotiating rounds by the US, with the U.S.-South Korea FTA, and bilateral trade agreements with other TPP members, further multilateral TPP negotiation is less complicated for S. Korea

**Japan** joined as an observer in the TPP discussions that took place November 13–14, 2010, on the sidelines of the APEC. problems: agriculture, autos, insurance.

Seven other countries that have expressed interest:

**Taiwan, Philippines, Laos, Colombia, Costa Rica, Thailand** (on 20 Nov 12)

Should the 11-nation negotiation be successful, the TPP would encompass a free trade area covering some 658 million people, and almost \$21 trillion in economic activity. If Korea and Japan join the negotiations, as many expect in 2013-14, the free market territory would expand to a combined GDP of \$26 trillion, constituting a trade bloc of \$10.3 trillion.





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# Trans-Pacific Partnership

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Jan 30, 2013

Herb Cochran  
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