



How to gain TRUST & CONFIDENCE with International Buyer?



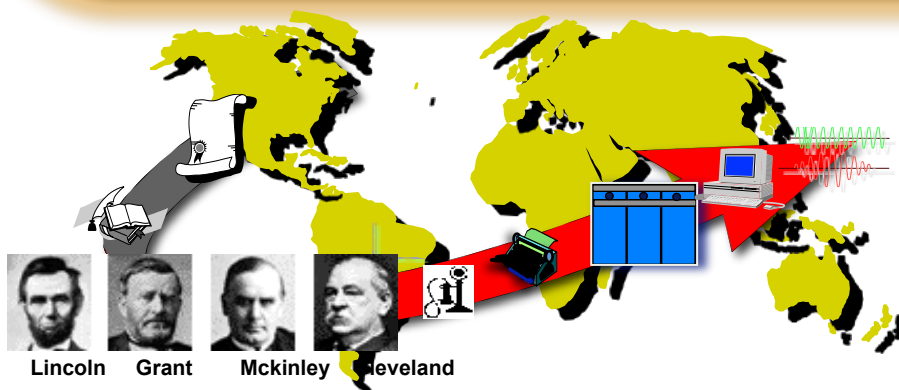
Nguyen Ngoc Hung
General Director
Dun & Bradstreet (Vietnam) LLC
- July 2013 -



Dun & Bradstreet (D&B), a Global Leader for 170 Years in Commercial information and Credit Rating



- The D&B Corporation owns and maintains the world's largest and most comprehensive database on [more than 225 million business entities](#)
- Updated more than [1.5 million times](#) every day
- 2012 worldwide revenue : [US\\$ 2 billion](#)
- Market Capitalization : [US\\$ 6.08 billion](#)
- Worldwide employees : [Over 5,500](#)
- D&B Corporation is public listed: [New York Stock Exchange \(NYSE: DNB\)](#)
- Ranged 996 in 1000 Fortune and No1 in Financial Information category, being named by Fortune for the most admired company in the US since 2007
- D&B's Business Information Report and DUNS number are used by government institutions and thousands of global companies to verify their suppliers





Why COMPLIANCE and TRANSPARENCY is important to international Buyers?



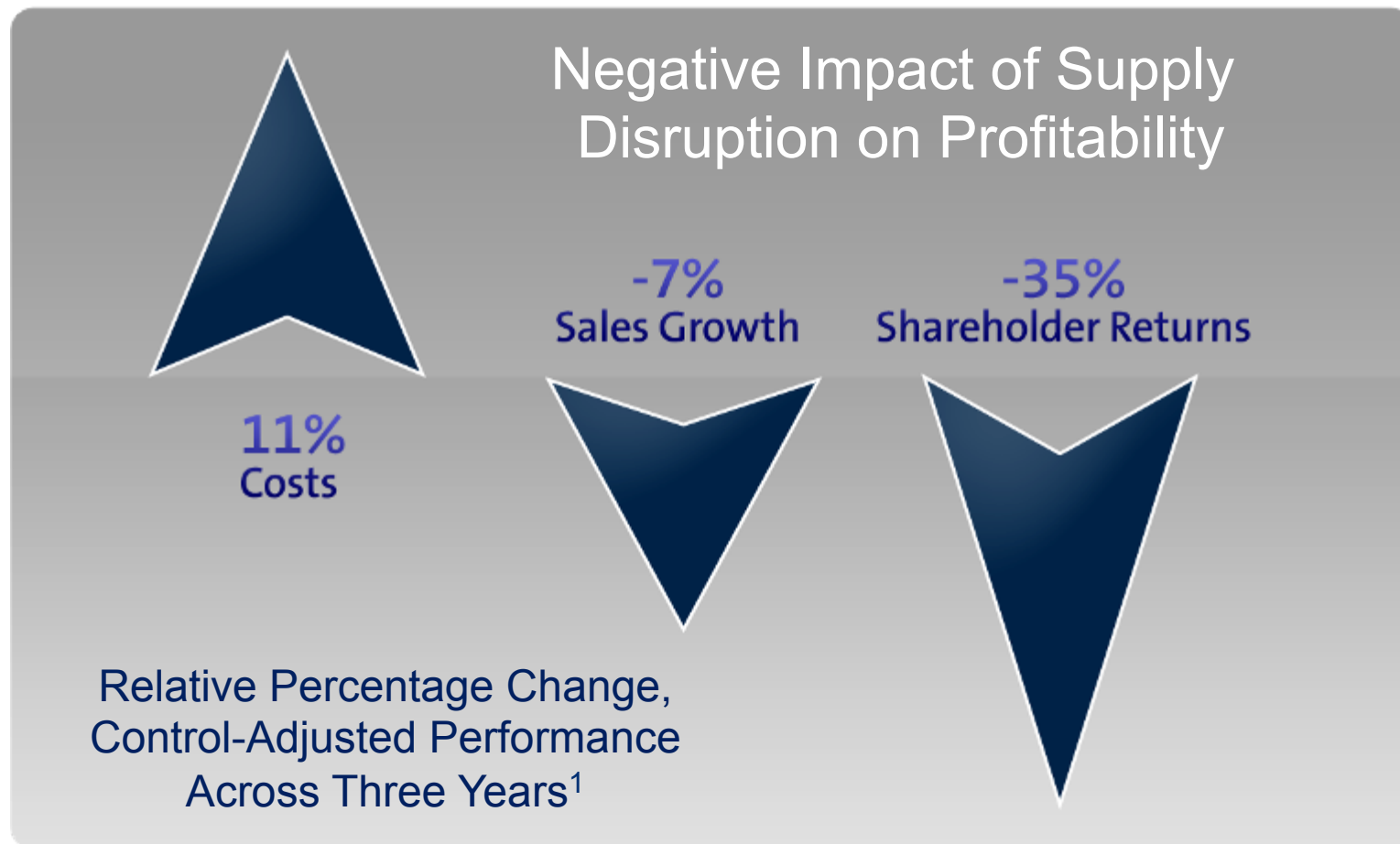
“Difficult for buyers to know who they are dealing with”
“Insufficient transparency and business insight on sellers especially at the time of economic downturn”

... ..

Needs

“A more transparent and insightful international trading environment ”

The impact of increased risk in Buyer supply chain can be significant



Source: Procurement Strategy Council;
CFO Executive Board, *Safeguarding Supply: Protecting the Enterprise from Unforeseen Supply Chain Risks*,
Washington, D.C.: The Corporate Executive Board Company, 2009.

To succeed, Buyer need to manage their suppliers throughout the lifetime of supplier relationships



Supplier Lifecycle Management

- Legally registered?
- Health & Safety?
- Quality?
- Environmental impact?
- Energy use?
- Financial capabilities?
- Etc.



- Numbering system
- Electronic Data Interchange (EDI)
- Insightful analysis via periodically evaluation (in-house and/or outsource to a reliable third party)



How to gain TRUST and CONFIDENCE with International Buyer?

The power of DUNS Number



- Universally recognized and accepted in all worldwide transactions, it increases trust and facilitates global recognition for businesses, neutral to country of origin
- It is a unique 9-digit number assigned to every business in D&B's Global Database who have passed D&B verification process, it enables easy access to information and facilitate global trading
- 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: Wal-mart, Target, Home Depot, Intel, Apple, etc.



...etc.

- Recognized, recommended, and/or required by 200 Global, Industry and Trade Associations:



US
Government



The United
Nations



European
Commission



International
Standards
Organization



Australian
Government

Why DUNS Number is important in int'l Trade?



- The **Data Universal Numbering System**, abbreviated as **DUNS** or **D-U-N-S**, is a system developed and regulated by [Dun & Bradstreet](#) (D&B), that assigns a unique numeric identifier, referred to as a "DUNS number" to a single business entity.
- It was introduced in 1963 to support D&B's credit reporting practice. Because of its accuracy and update done by D&B, the DUNS number is recognized and accepted worldwide to become **common standard in certifying potential partners** before making business decision. DUNS users include the [European Commission](#), the [United Nations](#), the [United States government](#), [US Customs](#)....together with [more than 200 global, industry, and trade associations](#), and many MNCs like [GM](#), [Apple](#), [Walmart](#), [Target](#), [Intel](#), [Siemens](#)...Currently D&B has been DUNS numbering over 225 million companies throughout the world
- When you know DUNS number of your partner, you will know exactly who you are doing business with.
- In Asian region, companies in [Taiwan](#), [Korea](#), [China](#) and [Hong Kong](#) has applied DUNS very successful to accelerate their export and import.

WAL-MART's Supplier Registration is facilitated by Dun & Bradstreet



<http://corporate.walmart.com/suppliers/minimum-requirements>

Walmart
Save money. Live better.

Journalists: [Have questions? Ask us here.](#) [Email Media Relations](#) [Shop Walmart.com](#)

Our Story News & Views Community Giving Global Responsibility Investors **Suppliers** Careers WMT ↓ 73.32 -0.06

Home > Suppliers > Standards & Requirements

Suppliers

- Get to Know Walmart
- Apply to Be a Supplier
- American Manufacturing
- Supplier Diversity
- Standards & Requirements**
 - Insurance Requirements
 - Food Safety Audits

Standards for Suppliers

The [Standards for Suppliers](#) are Wal-Mart Stores, Inc.'s fundamental expectations of its suppliers related to social and environmental conditions in all our markets. All suppliers and their manufacturing facilities, including all subcontracting and packaging facilities, will be held to these standards. Download the [Standards for Suppliers Poster](#) and [Standards for Suppliers Manual](#).

Insurance Requirements

We require all approved product suppliers to carry product liability insurance. [Learn more](#)

Food Safety Audits

All companies that provide edible products must meet our food safety requirements to become a supplier. [Learn more](#)

Help

For additional questions, please email Supplier Administration: supdeve@wal-mart.com

Related Help

Walmart Supplier Registration (facilitated by Dun & Bradstreet)
For assistance with completing Walmart's Supplier Registration or to inquire about your current listing with D&B, contact:

... and to become supplier of TARGET



TARGET CORPORATION:

- Proceed to:

<http://>

supplierregistration.target.com/

[Supplier/](#)

[Supplier_Registration_Checklist.as](#)

[px](#)

Pre-Qualification Criteria

Target Corporation Supplier Diversity Initiative requires that you be registered with us as an identified or certified as diverse business enterprise for assistance from the Supplier Diversity team.

We accept certification from the following organizations:

- National or Regional Minority Supplier Development Councils ([NMSDC](#))
- Women's Business Enterprise National Council ([WBENC](#))
- U.S. Small Business Administration ([SBA](#))
- Veteran/Disabled Veterans ([VOB](#))
- [LGBT](#)
- We accept self-certification (form is a download as part of the registration process)

Minimum Requirements:

- History of proven successful projects
- Financial Stability (you may be asked to provide audited financial statements and a recent **Dun & Bradstreet Supplier Evaluation report**)
- Understanding of Target Corporation's business and practices
- Ability to provide high quality, cost competitive goods Electronic Data Interchange Capabilities (EDI)
- Ability to participate in electronic strategic sourcing bids/activities
- Ability to meet all of Targets vendor requirements Ethical business conduct

Registration Checklist

Please prepare the following documentation BEFORE you proceed to register. You will not be able to continue without this information.


1. Basic Company Information
2. Federal Tax ID Number or EIN
3. [D&B DUNS Number](#)
4. Basic Contact Information
5. Company Insurance Documentation for Each Policy



Suppliers of INTEL is required to pass Dun & Bradstreet's verification



<https://supplier.intel.com/seem/register.aspx>

[About Intel](#)[Press Room](#)[Contact us](#)

[Registration](#)[Site Map](#)[Support](#)

Supplier.intel.com

[Supplier Home](#)[Supplier Registration](#)[Intel Employee Registration](#)[Contingent Worker Registration](#)[Registration Help](#)[Password Rules](#)[Manage My Account](#)

Supplier Registration

Overview	Step 1a	Step 1b	Step 1c	Step 2 & 3
----------	---------	---------	---------	------------

Welcome to Supplier Presence Site

Standard (Full) Registration Process

Supplier Action Required

Intel Action Required

By User

By Employee Validation Mgr. (EVM)

By Intel Admin

Step 1
Request New Account

Step 2
EVM Validation

Step 3
Process Request

Step 1:
Complete application:

- Provide **DUNS number**
- Select applications
- Complete application form

Step 2:

- Your application must be approved by your company's Employee Validation Manager (EVM)
- If no EVM exists, you will be prompted to accept that role
- If you are rejected by your EVM, you will need to contact your EVM for your next steps

Step 3:

- Your application must be reviewed by Intel
- If your application is rejected by Intel, a reason will be provided in the rejection notice

Requirements:

- D-U-N-S® Number** - You will be prompted to enter the Dun & Bradstreet D-U-N-S® number of the local office of the company for which you work. This is a 9-digit number that is recognized as a universal standard for identifying companies worldwide ([Dun & Bradstreet](#))



DUNS Number is required to enroll in APPLE Developer Program



<https://developer.apple.com/support/ios/D-U-N-S.html>

Developer

TechnologiesResourcesProgramsSupportMember Center

Support Center

Overview

iOS Developer Program

Program Enrollment

Identity Verification

D-U-N-S Numbers

Purchase and Next Steps

Account Management

Membership Renewal

iOS Enterprise Program

iOS University Program

D-U-N-S* Numbers

What is a D-U-N-S Number?

The D-U-N-S Number is a unique nine-digit number that identifies business entities on a location-specific basis. Assigned and maintained by Dun & Bradstreet (D&B), the D-U-N-S Number is widely used as a standard business identifier.

Does my company/organization need a D-U-N-S Number to enroll in an Apple Developer Program?

Companies and educational institutions must provide a D-U-N-S Number registered to their legal entity as part of the enrollment process for Apple Developer Programs. A D-U-N-S Number is optional for government organizations. Before enrolling, use the [D-U-N-S Number look up tool](#) to see if you already have one. If you are enrolling as an individual, you do not need a D-U-N-S Number.

How to get DUNS for your company? And What benefits you have with DUNS



- **How:**
 - Call D&B VN Office Representatives: 39117288 to become DUNS Registered Supplier (DRS)
 - It takes 5-7 working days to be certified and have DUNS number
 - Cost is 4.400.000 VND/year (Exclude VAT)
- **Benefits:**
 - Listed in [D&B Vietnam Key Supplier Directory www.dnbvietnam/dnbsupplier](http://www.dnbvietnam/dnbsupplier) and [D&B D-U-N-S® Registered Global Directory](#) where millions of buyers in the world access every day.
 - Be provided DUNS Seal embedded on your company website to establish your [credibility](#) and [authenticity](#) online, standing out amongst your competitors
 - Turn prospects and site visitors into customers and business partner
 - Shorten the decision making cycle of your potential customers by [proactively displaying your information](#) before they seek an in-depth D&B report on your company
 - [Increase Export/Import opportunities](#) as a result of increased credibility, visibility and being found by potential buyers all over the world.



The Authentic seal of TRUST

Get your business connected to the world potential buyers with D&B DUNS Registered (DRS)



Thank You

Dun & Bradstreet (Vietnam) LLC

Floor 21, Room 2104, 37 Ton Duc Thang, District 1, HCMC

T : (+84-8) 39 117 288

F : (+84-8) 39 117 289

(Ms) Nhi Le – Business Development Director

Email: lethin@dnb.com ; HP: 0905645028

www.dnbvietnam.com



Decide with Confidence