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## Tet Lunar New Year, Vietnam's prudent steps toward AEC2015, APCAC Business Summit

### FEATURES



#### Feb 15 ~ 23 Tết - Chúc mừng năm mới ... An khang thịnh vượng ... Vạn sự như ý

Happy TET Lunar New Year. Traditionally, there are five main days of celebration: Tết New Year's Eve (Feb 17), and The First (Feb 18), Second (Feb 19), Third (Feb 20), and Fourth (Feb 21) of Tết Nguyen Đán. Officially, the holidays are Feb 17 - 23, but the Government decided at its regular November meeting to make the government offices' holidays period nine days. Government officials will work on Sat, Feb 14 in order to have nine days of holidays from Sun, Feb 15, to Mon, Feb 23.



#### Vietnam taking prudent steps toward ASEAN Economic Community 2015

"Vietnam has always focused on protecting items related to agriculture," MoIT Minister Vu Huy Hoang 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."



#### Mar 11-13, 2015 APCAC Business Summit, Singapore

The Asia-Pacific Council of American Chambers of Commerce (APCAC) and the American Chamber of Commerce in Singapore are pleased to host the 2015 APCAC Business Summit. The theme, "The United States and Asia - New Opportunities in the Pacific Century," builds on previous summits' themes about Asia's growth and global influence. Held at the Marina Bay Sands Expo and Convention Centre March 11-13, 2015, the conference offers a valuable opportunity to gather with peers and government officials and experience Singapore during its 50th anniversary celebration.

### Events, Meetings, Special Offers



#### Vietnam Welcomes First EKOCENTER in Asia

The first EKOCENTER in Asia opened its doors to the public Jan 23 in Ho Chi Minh City, Vietnam. At the inauguration, the partners, including Ho Chi Minh City People's Committee, the Ho Chi Minh City Federation of Women's Association, and The Coca-Cola Company, announced an initial goal to place 10 of the self-sustaining kiosks in Vietnam...



#### 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](http://www.koreanair.com)



#### American Foreign Service Journal Special Edition - 40th Anniversary of 30/04/75



The American Foreign Service Association's "Foreign Service Journal" (FSJ) marks the 40th anniversary of Apr 30, 1975 with a special issue on US-Vietnam relations. From the heroism of U.S. diplomats who served in Vietnam to today's vibrant trade and investment relations and Comprehensive Partnership, the FSJ offers an opportunity to reach foreign affairs experts and opinion leaders: 18,000 subscribers and thousands more drawn to the online issue. Order ad space now to reach key decision makers on US-Vietnam relations.

### **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. Members' 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.



### **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 enterprises 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, and exclusive benefits. One all-inclusive Corporate Partnership's annual billing simplifies your businesses' 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](http://www.amchamvietnam.com): 450,000+ views/year, 200,000+ visitors/year plus 8.0k 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



### 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. ...



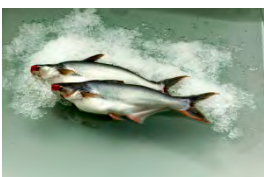
### GAA signs MOU with Vietnam Pangasius Association

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. ...



### Vietnam's shrimp king seeks foreign strategic partner

Minh Phu Seafood Corp., which sells black tiger shrimp to Costco Wholesale Corp. and Wal-Mart Stores Inc., will seek to sell half of itself to foreign strategic investors to help fund overseas expansion. "We're looking for strategic foreign investors to help maximize our advantages and potential as our goal is to become a global shrimp company by 2020," CEO Le Van Quang, dubbed the "king of shrimp" by local media, said in an interview Jan. 24 in the Mekong delta province of Hau Giang. Mitsui & Co. Ltd. holds a 31 percent stake in the Mekong delta-based subsidiary. ...



### Vietnam's catfish king ready to hook exports from free trade agreements

Hung Vuong Corp., which supplies frozen catfish to Wal-Mart Stores Inc. and Spain's Mercadona SA, will sell a company stake and spend at least \$100 million this year to expand production as Vietnam prepares to sign trade deals, said Chairman Duong Ngoc Minh. The company plans to double revenue to \$1.4 billion by 2017 and boost exports to at least 80 countries as Vietnam works to sign the Trans-Pacific Partnership accord and a free-trade deal with the EU.



### Challenges for Vietnam's leadership in 2015

Experts on Vietnam characterized the Fourth Plenary of the 11th Party Congress held Jan. 5-10 as a





Experts on Vietnam characterized the tenth Plenum of the 11th Party Congress held Jan 5-12 as a landmark event, suggesting that it has formed a new team of Vietnamese leaders for the next five years. Indeed, personnel issues were the focus. While experts focused mainly on the results of the vote of confidence among the Party Politburo leaders, the underlying significance has not received adequate attention. The evaluation of individual officials reflected the stances of political elites about the performance of the Party leadership and signaled the future direction. ...



**Congressional leaders discuss "a path forward" on TPA, TPP**

USTR Michael Froman appeared before the Senate Finance Committee and House of Representatives Ways & Means Committee to discuss the administration's trade policy. He focused on the Trans-Pacific Partnership (TPP) and a proposal for renewing trade promotion authority (TPA), which would grant broad authority to negotiate trade agreements with just a "yes or no" vote by Congress. Committee Chairman Hatch emphasized the importance of TPA, as well as IP, digital trade, SOEs, and real access to markets for U.S. exporters. Ranking Member Wyden highlighted implementation and enforcement of commitments, a free and open internet to support SMEs access to global markets, and transparency. Sander Levin (L) a top House Democratic leader on trade proposed "a path forward" and House Democratic Leader Nancy Pelosi emphasized "getting to yes" on TPA and TPP.



**Regulatory harmonization vital for ASEAN Economic Community 2015 to succeed: Discussed at Davos World Economic Forum**

Senior government and business leaders from ASEAN gathered at the World Economic Forum (WEF) annual meeting in Davos to discuss the state of the global economy and map the key transformations reshaping the world. A significant focus of the discussions was on ASEAN, where government and business leaders evaluated whether the region is on the right track towards achieving ASEAN Economic Community (AEC) 2015. ...



**Under Secretary Selig: "With 2.7 billion middle class consumers by 2030, the Asia-Pacific region is essential to economic growth"**

"The TPP is the economic leg of the President's rebalance to Asia," Selig said. "With an estimated 2.7 billion middle class consumers projected by 2030, the Asia-Pacific region plays an essential role in our economic growth now and in the future." 59% of global middle class consumer spending in 2030 will be in the Asia Pacific region. Undersecretary Selig concluded his "Rebalance to Asia" tour in Hanoi on Jan 22, where he stressed the importance of completing negotiations on the TPP as soon as possible.



**Companies approach ASEAN as one market, with a single business strategy; Singapore the regional hub; Indonesia, Myanmar preferred for new factories**

- \* 97% of companies believe the ASEAN Economic Community will be formed
- \* 76% have an ASEAN-orientated strategy and increasingly manage the region as one integrated economic bloc
- \* Singapore remains the favored ASEAN hub, where 80% of firms locate their regional head office
- \* Indonesia and Myanmar were cited as the most preferred destinations for new factories over the next five years, followed by the Philippines and Vietnam

**AmCham Vietnam - HCMC received Prime Minister's Certificates of Merit**



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 and promoting trade and investment in Ho Chi Minh City.

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