New Members’ Welcome

Mar 17, 2016

Herb Cochran
Executive Director
AmCham Vietnam
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
Key Points

- About AmCham …
  - … background, legal status, membership
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
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
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
Chương Trình Tài Chính Hỗ Trợ XNK Thương Mại của Ngân Hàng Xuất Nhập Khẩu Hoa Kỳ tại Việt Nam

Export-Import Bank Trade Financing Programs for Vietnam

October 10, 2012
Members’ Nights

Business Development Manager
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 16: 300,000 vnd
- Kids under 4: 100,000 vnd

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

Additional Information:
- Buffet breakfast including pancakes, bacon, pho, congrao, 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

Tickets available at the AmCham Office Room #323, New World Hotel, 76 Le Lai Street, District 1, HCMC
Tel: (05) 3824 3502 / 3824 3563 / 3824 3588

A portion of every adult ticket sold will help fund the cost of a child from the Thảo Dàn 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
AmCham Scholarships: 2014

Thank you!
SEE YOU IN 2015!

www.amchamvietnam.com
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
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

Contact: amy.nguyen@amchamvietnam.com
Committee Events …

AmCham Supplier Day
Marketing Opportunities with AmCham
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  | +   |

**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 Paloosa 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)
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
VN-US Trade before BTA

Vietnam - U.S. Trade, 1994 - 2004
(US$ billion)

- VN Imports
- VN Exports
- Total Trade
- VN Apparel Exports

U.S. Imports from ASEAN
US$ billion

- Vietnam
- Myanmar
- Laos
- Cambodia
- Brunei
- Indonesia
- Malaysia
- Philippines
- Thailand
- Singapore

[Graph showing the increase in U.S. imports from ASEAN countries from 2000 to 2020.]
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
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

Southern Key Economic Region (SKER)
EWEC: Road Section in Lao PDR
(before upgrading)

EWEC: Road Section in Lao PDR
(after upgrading)
GMS Connectivity

Road Transport Network

2006

www.amchamvietnam.com/download/1481
TPP
Opportunities for Vietnam

- 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

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.

North America
$5.5

Europe
$8.1

Central/South America
$3.3

Middle East and North Africa
$2.2

Sub-Saharan Africa
$0.4

World's middle class = 5 billion by 2030
AmCham (HCMC) mission …

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

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.

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
AmCham CSR: NGO Grants