



## A new paradigm for A/P trade, Vietnam tea firms eye U.S. market

### FEATURES



#### A new paradigm for Asia-Pacific Trade ... ?

Wendy Cutler, vice president of the Asia Society Policy Institute and a former diplomat and negotiator in the Office of the U.S. Trade Representative, tells us what to expect from the meetings in Chile. As Acting Deputy U.S. Trade Representative, Cutler played a major role in forming TPP - particularly with the bilateral negotiations with Japan.



#### FDI firms praise Vietnam's reform efforts

Foreign direct investment (FDI) firms operating in Vietnam highly evaluated the reform efforts the government, ministries, sectors and localities have made to create a more favourable and healthier business dimate, experts have said.



#### 2017 update on foreign mega investment projects in Vietnam

Trang Vu updates on all the new developments at the billion dollar projects licensed between 2006 and 2016 that were valid as of February 2016 at the time we posted [this article](#). Projects that were finished and have seen no new developments are omitted.



#### Vietnamese tea firms eye US market

Representatives of tea-growing regions and tea companies in Viet Nam recently took part in a seminar in New York to seek opportunities to enter the US market. At the conference, experts spoke about Viet Nam's long history of growing tea and the huge potential for Viet Nam's tea products in the US market. Peter Goggi, president of the US Tea Association, said the US is a potential market for Viet Nam, provided its high standards for quality and food safety can be fulfilled.



#### New decree to thwart BEPS practices

2017 marks a critical turning point in transfer pricing-related practices in Vietnam. To introduce regulatory changes challenging Base Erosion Profit Shifting practices, the government has recently issued Decree No.20/2017/ND-CP on the management of transfer pricing, applicable from May 1, 2017. KPMG in Vietnam discusses the implications of this sea-change.



## Green technology becomes focus of firms to secure a place in Vietnam's energy future

Foreign firms have shown increasing interest in supplying environmentally-friendly equipment for coal-fired power plants in Vietnam, as coal looks to retain its hold on the national power grid over the next decade.



## Clean rice processing cuts costs, emissions

The Song Hau Food Company, a rice exporter, has reduced its energy consumption by 983,764 kWh in the past four years, saving US\$62,615.

An official of its parent company, Vinafood 2, said reduced energy costs helps reduce greenhouse gas emissions and enables cleaner rice production.

The result was achieved under a project applying efficient, cleaner production methods, said Pham Van To, deputy manager of Vinafood 2's Technical and Construction Department.

## Events, Meetings, Special Offers



### Advanced Purchase Promotion to North America from HCM City

Korean Air, is one of the world's top 20 airlines and carried more than 24 million passengers in 2015. Korean Air operates over 460 flights per day to 132 cities in 46 countries on six continents with a fleet of 175 aircraft including ten A380s.

The airline is a founding member of the Sky Team airline alliance, which together with its 20 members, offers its 665 million annual passengers a worldwide system of more than 17,343 daily flights covering 1,062 destinations in 177 countries.



### Save up to 35% on Business Class to North America

Till 10 April 2017, enjoy our super fares on Business Class to North America from USD2,428 (tax & surcharges excluded). Your journey will be even more convenient with our worldwide routes to 8 exciting destinations in US and Canada on 125 direct flights weekly from Hong Kong, connecting to many more points in North America. Click [here](#) for further details on our promotion fares on all classes.



### Vietnam Salary Survey 2017 by Talentnet and Mercer

From April 2017, Talentnet, together with its strategic partner Mercer - the global HR consulting, will be conducting the 2017 Vietnam Salary Survey. This annual survey, also known as Mercer TRS (Total Remunerations Survey), has been considered the most comprehensive, reliable & longest-established salary survey in Vietnam.

For event registration or information about Talentnet-Mercer salary survey, please [register here](#) to provide us your information. Our consultants will contact you within hours.



### Discover Asia's Most Anticipated Luxury Hideaway

Meetings redefined at Vietnam's hidden pearl. Boasting 1,100 sqm of dedicated imaginative meeting space with uniquely designed facilities in the stunning setting of pristine Phu Quoc, the luxury 5-star JW Marriott Phu Quoc Emerald Bay is your perfect destination for MICE. Whether a world-class in-door summit or lavish beachfront celebration, every event is a memorable success at. Book your event now for our unique opening specials.

For more information or booking, please contact [riccardo.barella@marriott.com](mailto:riccardo.barella@marriott.com)



### Sunday Brunch at Hotel Equatorial HCM

Indulge in the freshest seafood, roasted meats, international dishes as well as all-day breakfast and desserts. Children will love our kids favourites buffet and our chocolate buffet and fountains, ice cream trolley and floats, waffles and pancakes. A family brunch your kids will love.

Special Offer for Chambers: 10% off for Chamber; Go 4 get 1 free for returning guests; Free usage pool after the brunch

Every Sunday, 11.30am - 2.30pm

VND790,000 ++ per adult / VND395,000 ++ (12 years & under)

Complimentary for children below 6 years old



## Eye-Tracking Technology and Sports Marketing in the Digital Age

This seminar will propose a number of refreshed ideas that have impacted and creates new opportunities for marketing in today's, continuously changing, digital world with two topics:

1. Why Esports is the next big things in marketing, and the most important and differentiated aspects of it.
2. The advances of eye-tracking technologies help marketers understand how consumers look at commercial advertising design and how information should be the best presented in Web homepages to catch the attention of the customers.



**AMCHAM  
PALOOZA**

## Mar 22 AmCham Palooza Party at Hotel Equatorial

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.

Come and join us for a night of casual networking, meet other professionals, bring your business cards!



## Mar 23 Raffles Night - Vietnam Releases New Transfer Pricing Decree

The Singapore Business Group (SBG) would like to cordially invite you to the seminar "Raffles Night - Vietnam releases new transfer pricing decree" with the tax experts from Ernst & Young Vietnam to be updated of the latest developments in the tax law including Decree 20 as well as on recent areas of focus of the Tax Authorities in your audit activity. The discussion is being planned at the Pullman Saigon Centre in District 1, HCMC.

Participation Fees: FREE ENTRANCE for AmCham Members

Complimentary food and drink for all attendees!



## Mar 27-28 Asia Pacific Business Outlook

Now in its 30th year, Asia/Pacific Business Outlook (APBO) is North America's premier event for business leaders who want to expand their trade and investment in the Asia/Pacific region. The USC Marshall School of Business and the U.S. Department of Commerce have been working together on APBO since 1988 to help exporters and investors take advantage of tremendous opportunities and overcome challenges in the constant changing economies of Asia. ...



## Mar 29 Cybersecurity - Confidence in your digital future

Cybersecurity is important for companies of all sizes. Small companies are just as at risk for cyber-attacks as larger ones, and should be prepared for a breach at all times.

This workshop will explain why businesses can easily be a target for hackers and provide best practices for your business.



## Mar 29 "Fraud Risk Management" English Workshop in Hanoi

This one-day workshop is aimed to equip you with necessary knowledge to understand, prevent and detect frauds. The workshop will be facilitated by top Risk Consulting experts at Training room, PwC Vietnam - Hanoi office, 16th floor, Keangnam Hanoi Landmark 72, Pham Hung Street, Nam Tu Liem District, Hanoi

Registration fee: VND 8,900,000/ pax (inclusive of VAT, lunch, refreshments, trainee pack and training certificate)

Please register via email: [pham.thi.hong.nhung@vn.pwc.com](mailto:pham.thi.hong.nhung@vn.pwc.com) before 22 March 2017.



## Apr 4 "Fraud Risk Management" Vietnamese Workshop in HCMC

This one-day workshop is aimed to equip you with necessary knowledge to understand, prevent and detect frauds. The workshop will be facilitated by top Risk Consulting experts at Training room, PwC Vietnam - HCMC Office, 2nd floor, Saigon Tower, 29 Le Duan, District 1, Ho Chi Minh City

Registration fee: VND 8,900,000/ pax (inclusive of VAT, lunch, refreshments, trainee pack and training certificate)

Please register via email: [pham.thao.ngoc@vn.pwc.com](mailto:pham.thao.ngoc@vn.pwc.com) before 22 March 2017.

## JOIN US: Become a Member of AmCham Vietnam - HCMC

\*Application fee will be waived for companies having a D-U-N-S® number.

Expand your business by joining us! 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 [Ms. Sam Hoang](#) for joining or additional information on membership.



## Marketing 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): 720K views/yr; 360K visitors/yr (avg. 60K / 30K views/visitors per month) and **11.2K twitter followers**, 9.5K facebook fans (and 60K+ views/month) 5.7k LinkedIn followers.

- Announcement in Weekly Email: 4.8k AmCham company representatives and subscribers.

**AmCham Companies are offered 3 complimentary announcements a year.**

-Print advertising in AmCham Membership Directory

-Print advertising in AmCham Membership Discount Handbook

-Advertising on AmCham Discount Online



## AmCham Premium Membership Packages

The AmCham Premium Membership comes with a range of membership dues, which include events, advertising, and other exclusive benefits. One all-inclusive Premium Membership annual, semi-annual, or quarterly billing simplifies your company's administration efforts. Premium Membership Benefits include:

- Logo on "Premium Membership" banner on AmCham website homepage
- Logo on "Premium Membership" banner in Weekly Update Email
- Company profile on the "Premium Membership" page on AmCham website
- Corporate profile on screen during cocktail reception at Members' Nights
- Special recognition/Thank You Page in 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](#).



## 2017 AmCham Discount Program

The AmCham Discount Program is a mutually beneficial opportunity for both Discount Partners and AmCham Members who are representatives of companies doing business and living in Vietnam.

By offering AmCham Members special discounts on services or products, Discount Partners can enjoy marketing opportunities through listing freely and/or placing an advertisement on the [Discount Handbook & Online](#).





## JLL partners with CapitalLand Vietnam to deliver true international standard property management across Vietnam

JLL is delighted to announce that it has been appointed on behalf of CapitalLand Limited and Thien Duc Trading Construction Co., Ltd, to provide exclusive property and asset management services for Vista Verde project, strategically located in the administrative centre of District 2, Ho Chi Minh City; and Mulberry Lane project on behalf of CapitalLand Limited and Hoang Thanh Investment and Infrastructure Development Joint Stock Company, located at Hanoi's new Central Business District.



## Agriculture minister explains new regulations to US firms

Minister of Agriculture and Rural Development Nguyen Xuan Cuong explained several new regulations regarding agriculture during a working session with Michael Michalak, senior vice president of the US-ASEAN Business Council.

At the session in Hà Nội, a representative from the US's Cargill Corporation expressed concerns that the ban of the use of several kinds of antibiotics for growth stimulation in animal husbandry as specified in Circular 06/2016/TT-BNNPTNT is likely to hinder growth of the sector.



## Food security high on agenda of SOM1's second session

The First APEC Senior Officials Meeting (SOM1) entered its second working day in the south central province of Khanh Hoa's Nha Trang city on March 3 with a series of issues high on the agenda, including food security and climate change.



## APEC aims at inclusive growth

An agreement to enhance trade linkages and foster sustainable, inclusive and innovative growth marked a positive wrap-up to the first Senior Officials' Meeting (SOM 1) and other related APEC meetings on Friday.



## New transfer pricing decree: a step closer to international standards

On February 24, 2017, the Vietnamese government released the new transfer pricing (TP) Decree No. 20/2017/ND-CP 'Providing tax administration applicable to enterprises having controlled transactions' (Decree 20), which will take effect from May 1, 2017.

Decree 20 replaces the existing TP regulations (Circular No.66/2010/TT-BTC) and provides new compliance requirements in Vietnam.

While Decree 20 is loosely based on Circular 66, it extends the interpretation of existing provisions and introduces additional concepts and principles from the Organization for Economic Cooperation and Development (OECD) Guidelines and Base Erosion and Profit Shifting (BEPS) Framework.



## Dong Nai revokes 40 delayed, abandoned FDI projects

The Industrial Zone Management Board of southern Dong Nai Province has revoked investment permits granted to 40 FDI projects that have been abandoned or delayed for a long time.

According to Mai Van Nhon, deputy head of the board, the revoked projects have total investment of over US\$300 million.



## White House split on import tax puts Congress in limbo

A major split among senior White House officials over whether to effectively create a new tax on imported goods has stalled the broader tax overhaul effort on Capitol Hill, with Republicans looking to the Trump administration for leadership on an issue that has drawn fierce resistance, according to several officials with direct knowledge of the matter.



## Vegetable, fruit exports to struggle

The domestic vegetable and fruit industry will face obstacles in maintaining sustainable growth in export value at the current high level, according to the Việt Nam Vegetable and Fruit Association. Total national export value of vegetables and fruits reached US\$2.4 billion in 2016, a year-on-year increase of 30 per cent. Export value is expected to increase to \$3 billion this year.



## Vietnam to grant e-visas to citizens of 40 countries

beginning Feb 1, 2017. According to Decree 07/2017-NĐ-CP, 25 Jan 2017, procedures for applying and payment will be done online. It will take 3 days to process applications for an e-visa valid for 30 days. The visa does not require letters of guarantee or invitation. This could substantially boost international visitors and FDI. The regular one-year validity, multiple-entry visas will continue to be available to U.S. Citizens.



## Traceability programs improve food safety in HCM City

HCMC vice chairman Le Thanh Liem asserts that the traceability program for pork and vegetables is of paramount importance to ensure that local consumers can have clean foods, especially during the upcoming Lunar New Year when the food demand surges. Liem added that the program is not just about pork and vegetables, but other products in modern shopping



## Air Quality Index provides daily updates

amid growing concerns that air pollution in Hanoi has been worsening and reached dangerous levels. Hanoi's air has been repeatedly ranked as "unhealthy" and at times "hazardous," which means everyone should avoid being outdoors



## Sustainable Seafood

Nationally prominent chefs, fishermen, academics, and activists call on consumers to choose local species of fish when possible to protect the long-term vitality of harvested seafood and the well-being of the oceans. Some key numbers: 70 to 80% of global fish populations are not sustainably fished. 90% of seafood consumed in the U.S. is imported. 2% of that is inspected by the U.S. Food and Drug Administration..



## U.S., Vietnam team up for food safety

The High Quality Việt Nam Products Business Association, the American Chamber of Commerce in Việt Nam and the Washington-based Global Food Safety Forum signed a memorandum of understanding on co-operation in food safety. The US imports 15% of its food, 20% of vegetables, 50% of fruit and 80% of seafood, according to the U.S. FDA, which has established an International Food Safety Capacity Building Plan to train foreign governments and food producers on U.S. requirements for food safety.



## ExxonMobile-PetroVietnam sign Ca Voi Xanh natural gas deal

ExxonMobil signed two agreements January 13 relating to the Ca Voi Xanh (Blue Whale) gas project offshore Vietnam. The project could fuel at least four power plants shortly after scheduled first gas in 2023. "The Ca Voi Xanh field is located about 80 km offshore central Vietnam and is an important natural gas discovery in Vietnam that has the potential to fuel the country's economic growth." PVEP said the project could supply enough gas for power plants with total capacity of 3 GW and also allow expansion for the petrochemical or power sectors. It said total investment in the project chain could be \$10bn, contributing \$20bn to state coffers.



## SCS [Bien Dong] Reserves and Resources - U.S. EIA

Energy Information Administration estimates the South China Sea contains approximately 11 billion barrels of oil and 190 trillion cubic feet of natural gas in proved and probable reserves. Conventional hydrocarbons mostly reside in undisputed territory. Undiscovered resources could be greater. In November 2012, the Chinese National Offshore Oil Company (CNOOC) estimated the area holds around 125 billion barrels of oil and 500 trillion cubic feet of natural gas in undiscovered resources, although independent studies have not confirmed this figure.



## Vietnam to apply extensive area code changes in 2017

Area code changes in Ho Chi Minh City, Hanoi, Dong Nai, Binh Duong, and a number of other provinces will take place on June 17, 2017. The new area codes will be applied for 59 cities and provinces in three phases, from February 11 to June 17, with steps taken to ensure the change will not confuse the public, the Ministry of Information and Communications announced. But there are other concerns, such as the need to reprint packaging or business cards once numbers are changed, costing quite a sum.



## Weekly Updates Archive 2006 - 2016

Launched in August 2006 to answer many questions about Vietnam's accession to the WTO, the Weekly Update Emails provide news updates, upcoming events, explanations of details of trade and investment agreements, developments in laws and regulations affecting the business environment in Vietnam. Click the link for to visit the archives and look back over the years. Links to more than 10,000 documents providing background on a wide variety of topics, from Vietnam's WTO Accession in 2006-2007, revision of the Labour Code in 2008-2012, to the TransPacific Partnership and WTO Trade Facilitation Agreement from 2013 and ongoing.



## 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 and promoting trade and investment in Ho Chi Minh City and Vietnam.



**Corporate Partnership Sponsors**

**Diamond**



Global Leader in Health & Beauty





**Gold**



VIETNAM WASTE SOLUTIONS  
Recycling & Waste Management

**Silver**



TRUONG PHAT J.V COMPANY



**Bronze**





STAR ALLIANCE MEMBERS

**RUSSIN & VECCHI**

AmCham Vietnam | [herb.cochran@amchamvietnam.com](mailto:herb.cochran@amchamvietnam.com) | <http://www.amchamvietnam.com>  
New World Hotel Saigon #323  
76 Le Lai Street, District 1  
Ho Chi Minh City

