



AmCham Vietnam
Ho Chi Minh City Chapter



Annual General Meeting

Report 2017

HCMC, Dec 5, 2017

On behalf of AmCham Vietnam, HCMC Board

Mr. Jonathan Moreno, Chairman

AmCham: Executive Committee



Walter Blocker
Vice Chairman



Jonathan Moreno
Chairman



Mark Gillin
Vice Chairman



Fred Burke
Governor



Gina Proctor
Treasurer



John Rockhold
Executive Director



Sesto Vecchi
Governor



Mason Cobb
Governor

AmCham: Board Members



Michele Auerbach
Governor



Kurt Droeshout
Governor



Michael Hoe-Knudsen
Governor



Bradley LaLonde
Governor



Kevin Moore
Governor



John Nguyen
Governor



Amanda Rasmussen
Governor



Keith Schulz
Governor



Uday Sinha
Governor



Jocelyn Tran
Governor

AmCham: Objectives



The Chamber is a not-for-profit, non-governmental and non-political organization.

1. To promote the develop of trade, commerce and investment between the U.S. and Vietnam
2. To provide a forum in which American business people in Vietnam can identify and discuss common interest regarding the commercial interests in Vietnam
3. To work with organizations in Vietnam on matters of mutual interest
4. To maintain relations with chambers of commerce in the U.S. and other chambers of commerce or commercial organizations

2017 Board of Governors' Action Plans



5 C's

1. Cooperation with Governments
2. Committees
3. Continuity in Leadership
4. Creativity in Image
5. Cultivation of Membership

AmCham: Project Renaissance



“The objective of [Project Renaissance] is to formulate advice for AmCham Ho Chi Minh City about how to refresh and rejuvenate its organization and structure so as to improve its business position and perception.”

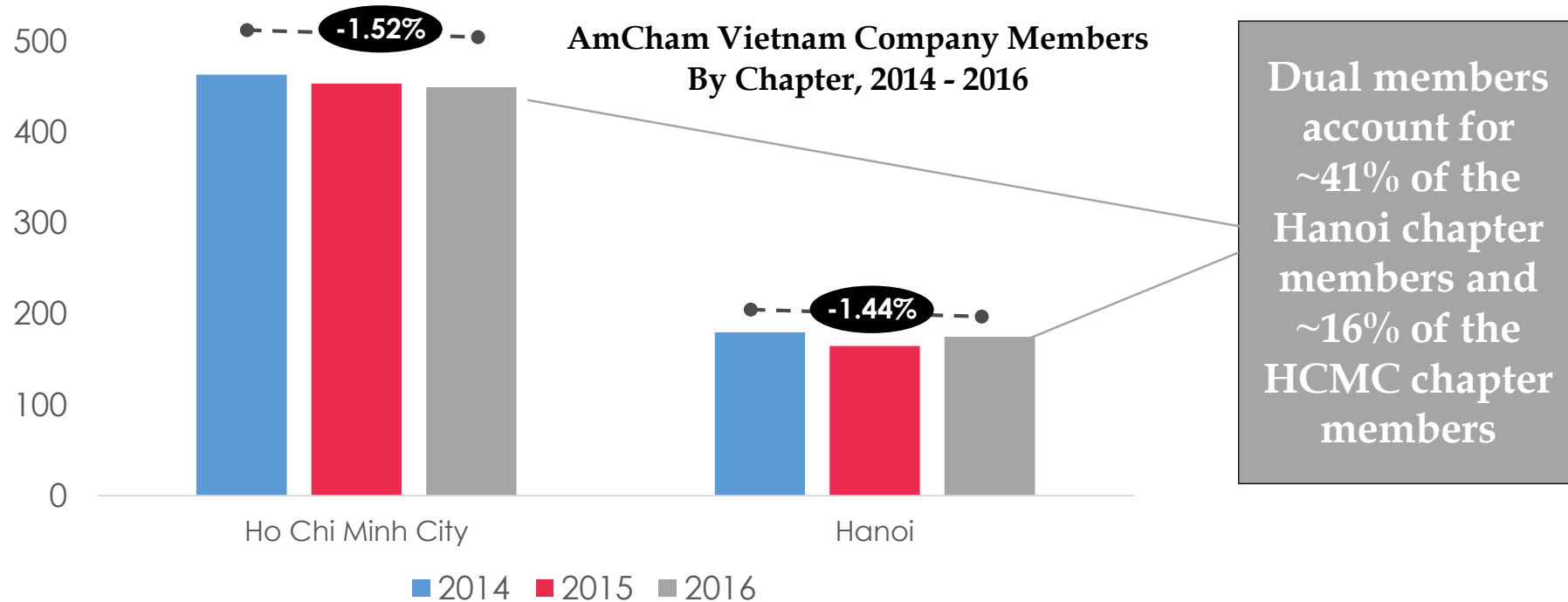
Project Renaissance RFP

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AmCham: Project Renaissance



Coming after ~3 years of plateauing AmCham membership growth in both Ho Chi Minh City & Hanoi, now seemed like a good time for a review of the organization's direction moving forward

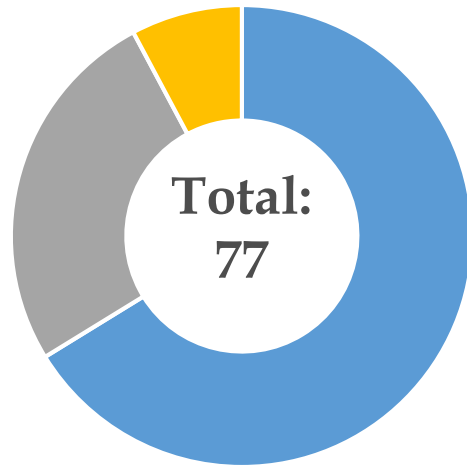


AmCham: Project Renaissance



In Q2-2017, **Solidiance** conducted extensive fieldwork in Ho Chi Minh City & Hanoi to fulfill the objectives of Project Renaissance

Via extensive primary interviews... ...including with:



■ 51 in HCMC
■ 20 in Hanoi
■ 6 in Other Asia

- AmCham HCMC Board Members
- AmCham Hanoi Board Members
- AmCham members in both chapters
- AmCham staff
- U.S. Government counterparts
- Other AmChams in Asia-Pacific
- EuroCham members

...and a review of **AmCham's** internal documents & data

- HCMC AmCham Board Self-Assessments (2011-2015)
- AmCham Financials
- Membership Statistics
- U.S. principles for Chambers of Commerce
- AmCham's current Charter
- The by-laws for the Ho Chi Minh City Chapter

AmCham: Project Renaissance



Through its intensive fieldwork, **Solidiance** gained a deep understanding of AmCham member needs & expectations as well as the perspective of its counterparts... which we used as the foundation for our recommendations for an organizational refresh

Solidiance structured its analysis & recommendations across 5 key areas...

...where **Solidiance** identified the primary actions can be centered to enable AmCham to meet its 3 Pillars:

- Advocacy
- Information Sharing
- Networking



AmCham: Project Renaissance



Solidiance prioritized a set of practical actions that AmCham should take as part of its refresh

	Areas to Address	Summary Solidiance Recommendations
1	Modernize AmCham Vietnam	1) Resolve the split between Ho Chi Minh City & Hanoi chapters – 3 scenarios moving forward 2) Ensure fresh pipeline of AmCham leadership and membership oversight 3) Expand diversity of voices heard at AmCham – gender, new vs. old members, SMEs vs. MNCs, etc
2	Grow Membership Base	1) Deepen engagement with new & current members 2) Target sources of untapped membership growth 3) Reform membership policies to allow increased representatives per company
3	Revamp Event Programming	1) Focus on driving high-profile information events to demonstrate AmCham’s positioning as a thought leader on business issues in Vietnam 2) Build on AmCham’s reputation as a strong networking platform to appeal a full spectrum of members – different venues and types of events
4	Amplify AmCham Vietnam’s Advocacy Voice	1) Enable committees to be the engine of advocacy via institutional support 2) Develop branded publications to promote & highlight AmCham Vietnam’s policy efforts
5	Ensure Sustainable Growth	1) Pursue new revenue streams outside of membership dues and events 2) Institute means of cost control

AmCham Premium Members



Diamond



Silver



Bronze



RUSSIN & VECCHI

AmCham Committees/Networks



- Representing our different Industries and Firms
- Organize industry-focused events/meetings
- Identify & analyze issues; Prepare position papers/joint papers
- Advocacy to Vietnamese government on how to improve the business environment



AmCham: Advocacy



Position papers in 2017 covering several sectors: HR, AVDSC, FBSC, Legal, Healthcare...

FBSC Committee:

- May 24: Regulatory Contribution to Decree 43/2017/ND-CP of the Government regarding Goods labelling
- June 22 AmCham Position Paper was sent to P.M Nguyen Xuan Phuc, Government Office, MOH, Ministry of Science and Technology, Ministry of Justice, Ministry of Agriculture and Rural Development, VCCI:
Recommendations for the amendment of Government Decree No. 38/2012/NĐ-CP on procedures to obtain Receipt of conformity to Technical Standard and Certificate of Conformity to Food Safety regulations.

"The new Draft (to replace Decree 38) is a great revolution by reducing >95% government importation inspection, reducing the administrative burden to food industries. MOH estimated that the whole industry will save up to 4 million work days and 3,700 billion VND (app. US\$ 150 mio)" (meeting minutes dated Nov 27, 2017 between MOH and Food Associations)



AmCham: Advocacy



Direct Selling Committee:

- March 3, 2017: Suggestion of AVDSC regarding the report on Management of food supplements
- March 10, 2017: Position Paper regarding the draft decree in replacement of Decree 42/2014/ND-CP on management of Multi-Level-Marketing to send to MoH and Government Office



HR Committee: Position Paper was sent to Ministry of Labor, Invalids and Social Affairs:

- March 2, 2017: Suggested inclusion of sexual orientation and gender identity as basis of prohibited discrimination in the Amended Labor Code
- Sept 13, 2017: Providing commentary on compulsory social insurance applied to foreign employees.

AmCham: Advocacy



Healthcare Committee:

- Oct 11, 2017: EuroCham - AmCham joint position paper: Analysis of the issues caused by Articles 91.10 and 91.15 of decree No. 54/2017/ND-CP to the pharmaceutical industry Providing commentary on compulsory social insurance applied to foreign employees.
- Danang, Nov 9, 2017: MOU to boost continuous medical education for Pharmacist in Vietnam. A partnership between educational institutions and business groups is set to contribute to the development of continuous medical education for pharmacists in Vietnam.

AmCham: Advocacy



Meeting with Prime Minister Nguyen Xuan Phuc in the **Advisory Council on Administrative Procedure Reform**



Suggestions from AmCham focused on:

- Economic Needs Test (ENT) for Retail Enterprises
- Investment Licensing
- Sale promotion
- HS Code Requirement for FIE Trading License



AmCham CSR: AmCham Scholarship Programs

- 2001 - 2017 AmCham has awarded 815 Scholarships to students from 15 Universities in Ho Chi Minh City and Binh Duong (6,6 billion VND)
- 2011 - 2017 AmCham has awarded 205 scholarships for female students via AmCham Women in Engineering Scholarship Program (1,6 billion VND)



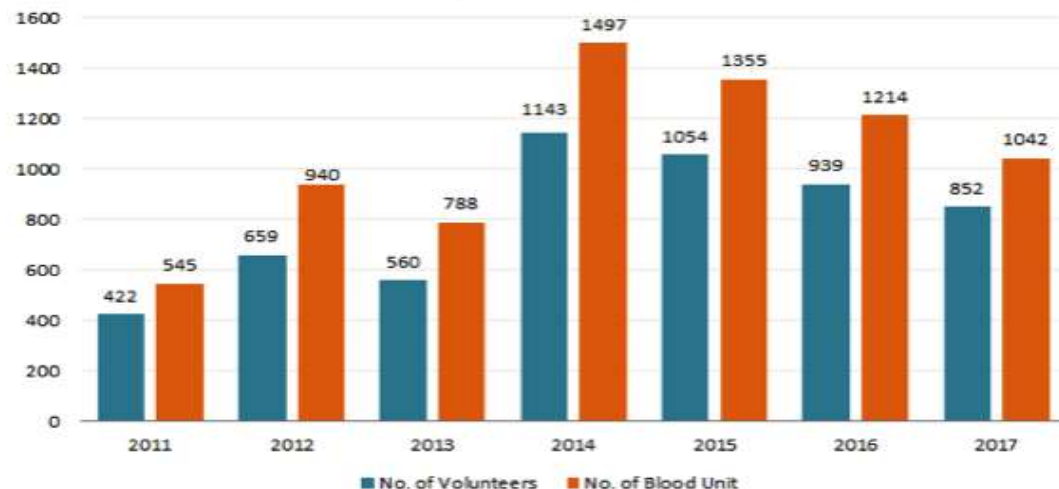


AmCham CSR: World Blood Donor Day

2011 – 2017: Volunteer: 5,629

Blood Unit: 7,381

**AMCHAM'S WORLD BLOOD DONOR DAY HISTORY
(2011-2017)**



Việt Nam News
THE NATIONAL ENGLISH LANGUAGE DAILY

TOE
Assess to Progress

HOME POLITICS & LAWS SOCIETY ECONOMY LIFE

Viet Nam News > Society

World Blood Donor Day 2017 opens in HCM City

Update: June, 13/2017 - 05:00



Mark Gillin, vice chairman of AmCham Việt Nam, donates blood on 2017 World Blood Donation Day in HCM City. VNS Photo Bồ Xuân Hiệp

Viet Nam News HCM CITY — The American Chamber of Commerce in Việt Nam (AmCham Việt Nam) helped organise blood donations in HCM City yesterday during the World Blood Donor Day 2017, initiated by the World Health Organisation (WHO).

AmCham: VBF & Special Meetings



AmCham also participated and spoke on behalf of AmCham Members at Vietnam Business Forum (Jun & Dec) and other special meetings called by Prime Minister

Our raised issues include:

- Encouraging a healthy and safe environment
- Building sustainable infrastructure
- Enforcing the Law in a fair and equal manner
- Removal of non-tariff trade barriers
- Enable and encourage the private sector
- Modernizing education and ensuring appropriate labor costs
- Strengthening travel and tourism potential
- Create a more attractive, transparent and stable business environment

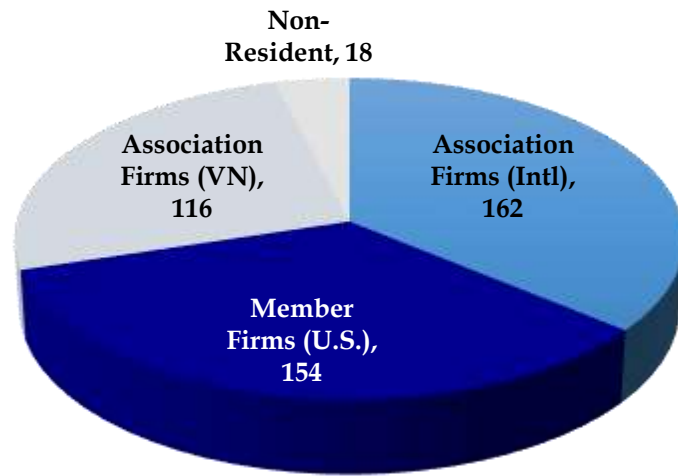


AmCham: Membership



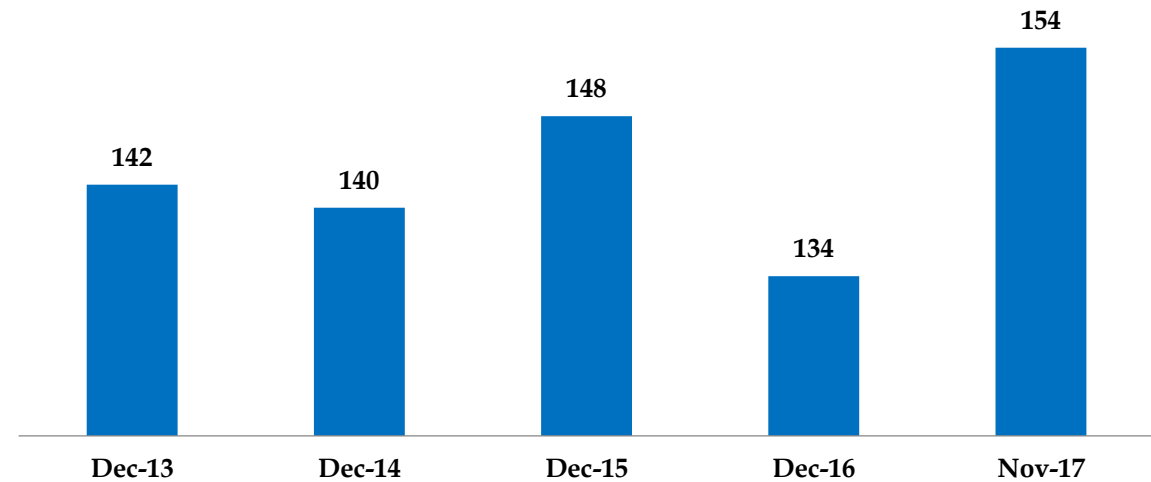
- Over 1,000 representatives of 450 company members – HCM Chapter
- 1/3 US companies, 1/3 international companies, 1/3 VN companies
- New joined and rejoined US companies increased 15%

Members by type



Member Firms (U.S.)

■ Member Firms...



AmCham: Membership



Business & Committee Events



Result and Figure 2017

Type of Events	Quantity 2016	Quantity 2017
Breakfast Meeting	2	21
Luncheon	2	3
Afternoon workshop	0	4
Networking	1	5
Palooza	6	10
Members Night	2	3
Special Events	2	6
TOTAL	15	52

AmCham National Conference



AmCham National Conference at JW Marriott Phu Quoc, Sep 22 – 24, 2017
with Ambassador's Roundtable discussion of key issues in Vietnam-U.S. trade and investment and outlook for 2017, and with family weekend activities



National Board Meeting 2017



AmCham National Roundtable discussion



Gala Dinner 2017

Networking Events:



Members Night & Meet U.S. Consulate: special opportunity to introduce you our recently joined members, one-on-one conversations with Consulate General team, AmCham Governors, Network Leaders and fellow members



Monthly Palooza: informal networking events at the coolest and latest nightspots in Ho Chi Minh City.

Networking Events:



Meet The USA 2017 Conference



VTFA Project:



Food Safety Summit: Growing Markets for Vietnamese Products on Aug 28, 2017

Co-host:



- Corporate with Ministry of Science & Technology, Global Food Safety Forum (GFSF), the High Quality Vietnamese Goods Business Association (HQVPBA), and Supported by USAID
- The summit, which drew over 300 delegates, cast a timely spotlight on the challenges and opportunities that the Southeast Asian country faces in the arena of food safety.
- Media result: more than 30 publications for news, articles and TV

Communications



Result 2017



531,114 views
(up to date)



10,442 followers
10,550 likes



6,252 followers
(up to date)

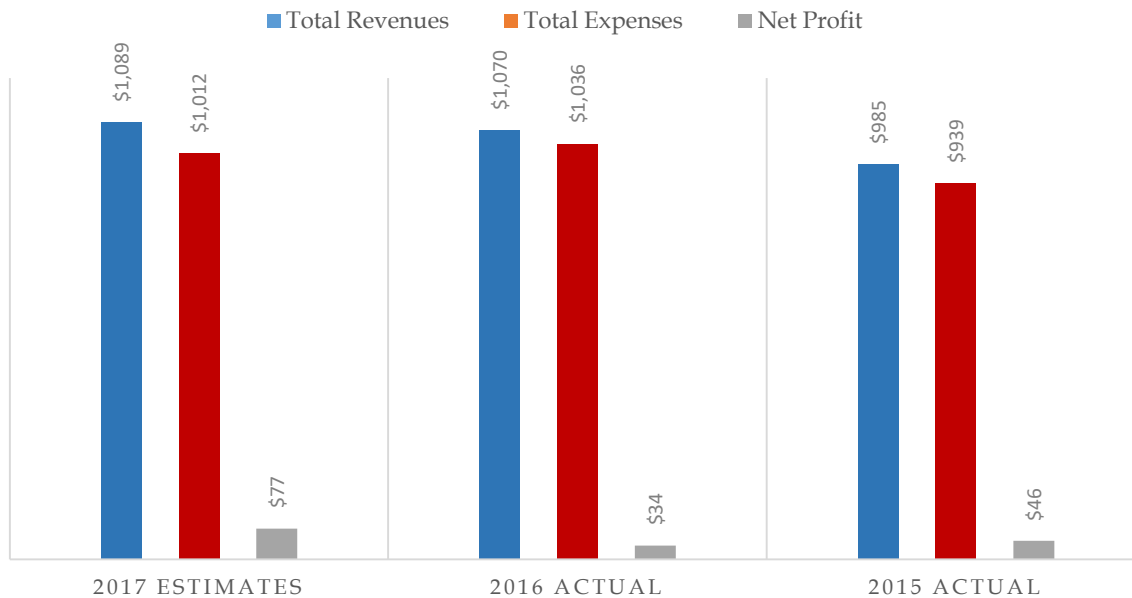


6,252 followers
(up to date)

Financial Report 2017



PNL STATEMENT (USD IN THOUSANDS)



- ✓ Solid Financial standing again in 2017
- ✓ Revenue **up 1.7%** and Net Profit **up 120%** from prior year! (**20%** higher than originally budgeted)
- ✓ Operating Costs down 8% due to office staff efficiencies and Membership dues up 3% from prior year
- ✓ Increased # of events including topics focused on emerging issues and women in industry.
- ✓ Executive Director executed initiatives focused on driving down cost, increasing sponsorships and memberships



*Thank
you*

