

## **Vietnam Roundtable on Friday, 13th of November 2009, at the Fachhochschule in Olten**

The last Vietnam roundtable of 2009 took place at the Fachhochschule Nord West Schweiz (FHNW) in Olten. The Swiss Vietnamese Chamber of Commerce (SVCC) was hosted by the FHNW by Prof. Dr. Markus Freiburghaus who also introduced his successful long term program in Vietnam. The launch of a new program between the FHNW and their Vietnamese partners was announced – a masters in international consulting.



See also [www.fhnw.ch](http://www.fhnw.ch), and special report on <http://www.fhnw.ch/wirtschaft/news/erfolgreiche-master-absolventinnen-in-ho-chi-minh-city>

Mr. Luong Manh Hung, the newly joined Commercial Counselor of the Vietnamese Embassy from Bern, has given us a speech on the current economic situation in Vietnam. He reported a final GDP grow rate of about 6% and that was estimated for the year 2009.



The Swiss Vietnamese Chamber of Commerce (SVCC) president Ms. Le Nhi Lu, on a wrap up, pointed out the achievements of the SVCC's activities over the year 2009. From the first roundtable in St. Gallen in spring an increasing number of guests were welcomed. Whereas this last 2009 event could attract 40 guests. Major activities of the chamber further were: supporting one Vietnamese company to found a company in Switzerland, assist on several due diligence for companies and a bank, assisted on visas for Swiss business people,

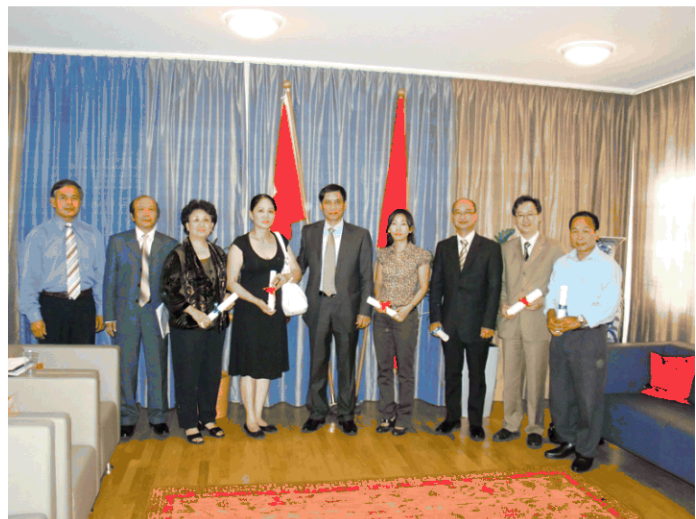
accompanied a high ranking delegation from Vietnam to Novartis, supported individual Vietnamese managers on their visits to Swiss companies.

It was reported that the SVCC website now reports around 3000 visitors every month, a number that steadily increases.



See also [www.svcc.ch](http://www.svcc.ch)

**Remark:** Ms. Le Nhi received this summer an official award from the Vietnamese government on her continuous efforts to promote the Swiss Vietnamese Business relations, an award that is reserved only to a limited number of people in the world (see below picture, ceremony in June 2009)



Mr. Martin Gassner of Akiuco presented a speech about his company development in Vietnam. The ups and downs of his company development, over the last 20 years, were remarkably illustrated. Akiuco today is a successful exporter of stone products from Vietnam to Europe. Whereas over the years the complete product value chain was developed – from own sites to exploit stones to the know-how transfer of stone application in road building etc. Akiuco is a show case company that has developed and lives very high ethical standards such as safety, environmental friendly, policy against children's work etc.



See also [www.akiuco.com](http://www.akiuco.com)

The Serv – Swiss Export Risk Insurance agency – represented by Mr. Andreas Oel updated on the newly developed products on export risk insurance. The Serv has continuously adjusted its product portfolio and Mr. Oel pointed out the specifics of the product application for the Vietnamese markets.



See also [www.serv-ch.ch](http://www.serv-ch.ch)

As a last speaker Dr. oec. HSG Christian Schmidli gave an insight on the energy market Vietnam with a focus on market potential in the sustainable energy sector. Some concluding remarks were given on how to enter the Vietnamese markets.



A discussion session did round up the event whereas interesting remarks on project finance for Swiss firms in Vietnam were raised. Thereby Mr. Ragaz of **Finance Contact**, see <http://www.secostartupfund.ch/cms/index.php?lang=german> explained the mechanism of the Seco start up fund.



Finally and due to the actuality, the project “Buisness Opportunities for Swiss SMEs in Vietnam – A guided business trip to Vietnam in March/April 2010” was introduced. This project is under the stabilization program of the Swiss government – managed by the Osec – and foresees to give a practical market entry and development for Swiss SMEs to Vietnam. For Details please visit <http://www.proftech.org/extra-events/> The project is initiated by Proftech, supported by the Serv and various chambers of commerce and associations in Switzerland.

St. Gallen, 20<sup>th</sup> of November 2009  
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