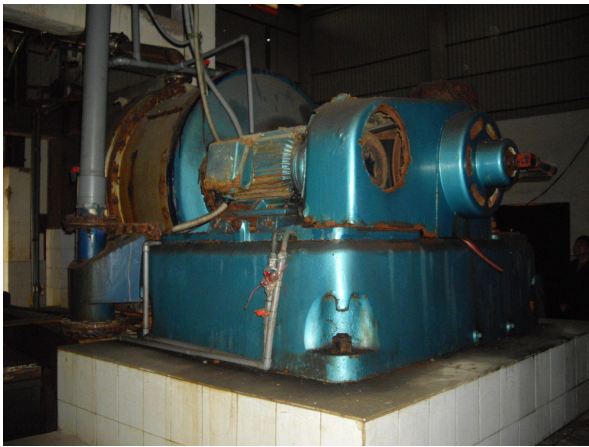


Swiss Delegation to Vietnam

From the 22nd to the 27th of March 2010 the first Swiss delegation to Vietnam under the stabilization program of the Swiss government has taken place. Whereas Proftech International has organized this event the program of the trip can be viewed at http://proftech.org/proftech_events.html The small but focused group of Swiss enterprises consisted of companies that are active in industrial supplies for centrifuges, desalination plants, filters as well for transportation & logistics, chemical & mineral exploitation, financing and road construction chemicals.



Vietnam has a great potential for Swiss made products.



Technical discussions at a Haiphong salt producer's site

The five working days trip to Hanoi and HCMC was very extensive with a full program of company visits (Vietnamese and Swiss companies in Vietnam), ministerial and organisation meetings (MOIT, YEA, SME organization) as well a reception and presentation at the Swiss embassy in Hanoi.

In order to enable specific business talks and have the opportunities for business development the organizers have divided the delegation from time to time in order to fulfil individual demands.



Warm welcome at the MOIT in Hanoi



Reception at the Swiss embassy in Hanoi

The organizers aim to have a practical BtoB field trip was fulfilled and the feedback from participating companies was very positive. In two cases potential projects were discussed in details and in another case the organizers were able to arrange staff hiring interviews. Already now it can be said that the participating companies have come across business potential that positively influences their further decision making for the market development in Vietnam.

Quote from one of the participants

Ich möchte mich bedanken, für die gute Organisation der Präsentationsreise, die mich zu den richtigen Kunden und Ministerien gebracht hat.

Erfreulich, dass wir gleich zwei Projekte für Salz, mit nach Hause nehmen konnten, und diverse Kunden uns Ihre chinesischen Maschinen zeigten. Erstaunt bin ich auch, über die doch vielen potentiellen Kunden die vorhanden sind, die eine Marktpräsenz

rechtfertigen, aber es braucht etwas Zeit und Geduld, wegen des doch tiefen Preisniveaus.

Als eindrücklicher Anlass auch, der offizielle Empfang durch den CH Botschafter, und dessen Ausführungen über Vietnam, und das Angebot zu helfen bei benötigten Kontakten.

Die Firmen Zusammensetzung erwies sich auch als Ideal, da sogar eine internationale Transportfirma präsent war. Wir haben das, im Anschluss, beim abschliessenden Nachtessen zusammen besprochen, und geben Dir den Rat, für weitere Delegationen, nicht grössere Gruppen zu bilden, ansonsten wird es zu unflexible, und kompliziert.

The first announcements for the Swiss Center Vietnam - SCV project, see www.swisscentervietnam.ch, were made during the field trip. The initiative was introduced on several occasions and market to important stakeholders in Vietnam. The SCV – the first Swiss business platform of its kind in Vietnam – and as well supported by the stabilization program has found a broad interest amongst Vietnamese companies and organisations and which can enter the platform when they are in search of Swiss products and services. The main purpose of the SCV is to host and physically represent Swiss firms in Vietnam. This approach offers attractive participation options in order to have a fast and successful business development in Vietnam.



www.swisscentervietnam.ch

As an ongoing activity Proftech already plans another field trip and that should take place already this summer. Applications for this next trip and also for the Swiss Center Vietnam are welcomed.

Ho Chi Minh City – Vietnam, 28th of March 2010

The business trip project and the Swiss Center Vietnam are both projects that are supported by the Swiss government stabilization program and which is managed by the Osec. The projects are also supported by the Serv – the Swiss export risk insurance, the SVCC – Swiss Vietnamese chamber of commerce and the Trade section of the Vietnamese embassy in Berne.

For references see

www.osec.ch

Osec who manages the stabilization program

www.serv-ch.com

Swiss export risk insurance

www.svcc.ch

Swiss Vietnamese Chamber of Commerce

www.proftech.org

The organizers of the Swiss-Vietnam initiatives

www.swisscentervietnam.ch

Platform for Swiss enterprises in Vietnam