

Vietnam gets ready for a post-pandemic FDI boom



Mr. Bui Huy Son,
Minister Counselor, Head of
Vietnam Trade Office in the USA

The Vietnam Trade Office in the USA, located in Washington DC, has been promoting trade and industry cooperation between the US and Vietnam for the last 22 years. During this period and as of 2019, trade between the two countries has grown to an impressive US \$81 billion. “Our business relationship has reached the highest point in our history but there is room to grow” said Mr. Bui Huy Son, Minister-Counselor, Head of Vietnam Trade Office in the USA. “Decades ago, we traditionally supplied mostly labour intensive products like textile, furniture as well as agricultural goods to the US. Now, we provide competitive electronics, manufacturing products as

well. Vice versa, Vietnam is fast becoming a prime destination for US soybean, pharmaceutical and high-tech companies as well” he said. Vietnam’s impressive growth brought developments in infrastructure and digitalization too. “Digital economy has seen tremendous growth especially during Covid19 pandemic and there is great potential for further US investment in this field” explained Bui Huy Son.

“US has strong interest in the region and Vietnam has very unique advantages” continued Bui Huy Son. “The excellent pandemic management by our government and people is very important for investors as it proves the country has the capacity to overcome crises with timely, effective acts and stable decision making. Our preferable location to all Asian major markets, the recently signed RCEP deal - and a total of 13 different free trade agreements - a growing middle-class and a capable and young workforce will drive a post-pandemic US investment boom in the country” he concluded.

<http://www.vntousa.org/en/>

Pham Duy Khuong, ASL LAW: “VietNam’s legal sector has seen tremendous growth to meet the demand of foreign investors”

Vietnam’s impressive management of the Covid19 pandemic and the fact that the ASEAN region becomes an important part of the global economy, are drawing increasing interest from American investors for many projects around the country; especially in the fields of health, energy, infrastructure development or information technology. The amendment of Vietnam investment law, corporate law and institutional reform efforts, are creating a great driving force in attracting foreign investors to Vietnam, in which there will certainly be an attraction for US investors and businesses.

Years ago, it was difficult for foreign investors to work with local law firms in Vietnam because of barriers in knowledge, drafting skill of legal documents, culture and communication. However, the rapid growth of Vietnam brought the development of the local legal sector as well. “Indeed, local law firms are now experienced in making large, complex and multilateral transactions” explained Mr Pham Duy Khuong, the Managing Partner of Vietnamese law firm ASL Law. “ASL law is proud of being one such law firm, able to support multinational corporations and companies when investing in Vietnam”. Moreover,

the firm’s target is to become an international law firm to support not only Vietnamese enterprises when doing business overseas but also other clients outside Vietnam.



Mr. Pham Duy Khuong,
Managing Partner of ASL Law

ASL Law, a full-service Vietnamese law firm is based in both major cities in Vietnam - Hanoi and Ho Chi Minh City. The firm provides legal services to its domestic, American and other international clients looking to do business in Vietnam and also ASEAN, and specializes in issues like Mergers & Acquisitions, Antidumping, Trading, Litigation, Intellectual property and Corporate Services, and investors conduct a comprehensive legal assessment of investment projects, promote investment opportunities for investors, and structure transactions to ensure legal safety for investors.

<https://aslgate.com>

DIGI-TEXX is ready to expand business with the US

DIGI-TEXX is a leading Business Process Outsourcing (BPO) company founded in 2003 in Vietnam by German national Frank Schellenberg. It has now grown to 1500 people and provides a full range of outsourced services to businesses including: data entry and document processing; help-desk center; scanning and archiving; digital solutions as well as IT and software. “I came to Vietnam in an assignment in 2000 and I was amazed by the potential of this country to become a BPO hub and compete with India and the Philippines. I soon decided to set up DIGI-TEXX and from humble beginnings, we are now one of the leading BPO companies in the country” said Schellenberg, who also serves as the CEO.

DIGI-TEXX runs on a successful business model where quality, data security and innovation are at the forefront. “We managed to combine German quality with all the ‘made-in Vietnam’ benefits



Mr. Frank Schellenberg,
CEO of DIGI-TEXX

such as a young, dynamic and enthusiastic workforce, a good infrastructure and continuous

DEEP C - the premium industrial solution of the North

The first DEEP C Industrial Park was established in 1997 in Hai Phong, the northern port city that has now become one of Vietnam’s top Foreign Direct Investment (FDI) locations. Started as a collaboration between local governments and European investors, DEEP C has now grown to 5 industrial parks and zones covering 3400 hectares in both Haiphong and its coastal neighbor – Quang Ninh province.

The industrial parks are all located in the strategic Red River delta, next to big seaports and the gateway to the North of Vietnam. “We are the only European-managed industrial parks in Vietnam and we offer the highest standard in operational services” said Mr. Koen Soenens, General Sales and Marketing Director of DEEP C Industrial Zones. “We are a one-stop-shop solution providing not only land for our tenants but also utilities, assistance with business licensing, tax, fiscal as well as legal issues”

he added. DEEP C has developed its own electricity grid of the highest standards with consistent and stable power generation and minimum power cuts. It also invests heavily in renewable energy, ISO certified waste-water treatment plants and waste collection. “We aim to be the most sustainable industrial park developer in Vietnam, not only for the environment but also taking into account the socio-economic

zones in Vietnam for the future”.

The North of Vietnam with a solid infrastructure and unparalleled connectivity is now attracting US companies following the implementation of China plus one policy. “Quang Ninh and Hai Phong are located across the border with China. It is the easiest, fastest and the most economical solution for companies looking to relocate from China or even supplement



The arches mark the entrance to one of DEEP C’s Industrial zones in Haiphong

impact on the people of Vietnam” said Soenens. “We will become a benchmark for other industrial

their production there” explained Soenens. “DEEP C industrial zones are the region’s premium industrial



Mr. Koen Soenens,
General Sales and
Marketing Director of DEEP C
Industrial Zones

solutions, focused on quality of Western standards and can accommodate even the most high-end, high-tech and added-value US manufacturers” he highlighted.

Anticipating the growing interest from the US, DEEP C has established representation in the country since last year and is already working in the background to get ready for the expected post-pandemic FDI boom in Vietnam.



Supporting the booming US-Vietnam trade relationship

Cai Mep International Terminal (CMIT), established in 2007 as a joint venture between Saigon Port, Vietnam National Shipping Lines and the global leader APM Terminals BV, is one of Vietnam’s busiest container terminals, located strategically in Ba Ria-Vung Tau province just outside Ho Chi Minh City, the country’s main commercial hub. It has direct access to and from the main shipping markets in Asia, Europe and the Americas.

“We are proud to be the only terminal in Vietnam capable and permitted to accommodate mega container ships larger than 18,000 TEU” said Mr Nguyen Xuan Ky, CEO of CMIT. “In fact, on



Mr. Nguyen Xuan Ky,
CEO of CMIT

October 26, 2020 we successfully accommodated the largest vessel in Vietnam’s history with close to 20,000 TEU” he added.

In addition, CMIT operates 5 Super Post-Panamax (22+1 row outreach) STS cranes, the largest modern

container cranes available and has a fast and direct link to the East Coast of the US. “Indeed, ships departing from Cai Mep can reach Los Angeles in just 16-19 days” said Nguyen.

CMIT has been an important part of the booming US-Vietnam trade relationship which currently stands at USD 80 billion, making the US the number one export market for Vietnam. “This trade relationship is very important for both countries and CMIT has played an integral role to this. In addition to a recent upgrade of our terminal, we have invested in a 6th crane and more equipment to be available in 2021 as we are currently running at full

capacity in order to keep supporting Vietnamese exporters - the backbone of the nation’s economy” said Nguyen.

The terminal is also able to serve transshipment to other countries of the region, particularly ships transporting to and from Cambodia and is fast becoming one of Southeast Asia’s most important terminals as well. “In relation to the ASEAN region, CMIT is centrally located and given its upgrades and capabilities, we are in the best position to support the Association with its Free Trade Agreements” said Nguyen Xuan Ky.

<http://www.cmit.com.vn>

Focused on attracting US high-tech manufacturers

Surrounded by Saigon River, Tan Thuan Export Processing Zone (“TTZ”) is the first Export Processing Zone in Vietnam to meet the international standards and was ranked as the best one in Asia Pacific. Given its location in the center of Ho Chi Minh City (HCMC), the country’s commercial capital, 2km from Phu My Hung City Center, 4km from District 1-HCMC Center, TTZ is able to attract mainly high-tech companies. “HCMC is now developed, modern and industrialized and this is very important for high-tech companies as their workers prefer to have access to city amenities and urban lifestyle” said Mr. Marvin Tsao, General Director of Tan Thuan Corporation.

TTZ provides all the services an investor needs to set up in Vietnam and even guides them in preparing all necessary paperwork procedure with HCMC Export Processing and

Industrial Zones Authority. “This Government agency is responsible for industrial parks and zones in the city and our excellent relationship



Mr. Marvin Tsao,
General Director of Tan
Thuan Corporation

with them is beneficial for our investors” explained Tsao.

A 300-hectare Complex Area, Tan Thuan EPZ is in the process of shifting from an area for manufacturing to a complex



Aerial view of TTZ

multifunction facility offering warehouse, factory and office leasing, as well as construction of build-to-suit facilities; all these supported by top infrastructure. “We have developed the most comprehensive infrastructure such as electricity and water systems, telecommunication system, anti-flood system, gas-station, as well as supporting services like warehouse and transportation center, employee training and recreation center, custom clearance services and clinics, among others” he highlighted.

According to Tsao, Vietnam is a great place for exporting companies, but also for enterprises looking to expand in the Vietnamese market, and invites more US corporations to setup their production in Tan Thuan. “We invite US investors to join us in Tan Thuan Export Processing and Industrial Zone. We offer all the services and a great infrastructure while our proximity to HCMC guarantees a very good standard of living for their workers and their families”.

<http://www.tanthuan.com.vn>

Super Service for its US customers



Mr. Peter Nguyen,
Group CEO of Super
Cargo Service

Super Cargo Service (SCS) was established in 2008 in Ho Chi Minh City (HCMC) and a total of 6 offices in VietNam - HCMC (HQ), Ha Noi, Hai Phong, Da Nang, Quang Ngai & Hue - and 1 overseas representative office in Phnompenh, Cambodia. Through a network of offices covering nationwide and a full agent system all over the world, SCS provides first class of transportation

services: Sea & Air Freight Forwarding, Custom Brokerages, Cross-Border, Inland transportation, Warehouse & Distribution, Break Bulk & Projects Cargo Handling. “We are proud to be one of the fastest developing local logistics companies, employing 190 people and offering our super services to local and international customers in Vietnam & Overseas” said Peter Nguyen, Group CEO of Super Cargo Service.

As each different sector has its own unique supply chain and logistics requirements, Super Cargo Service has successfully delivered tailor-made solutions to each sector individually. And in particular, in 2020, SCS arranged 13 continuous air charter flights to ship personal protective equipment products, handled 520.00 tons & 22,000 TEUs from VietNam to the US. Peter Nguyen said “We are very strong in

servicing consumer goods, apparel and footwear as well as agricultural, foodstuff, plastic, furniture and even electronic products, the last one being one of the fastest growing sectors in Vietnam”.

SCS has already been working with a lot of US companies and individuals and looks for more business as the two countries draw closer following some important geopolitical changes, and also because of the successful covid19 pandemic management by Vietnam which caught the attention of US investors. “Our staff is proficient in English language and has a lot of experience servicing American clients and we look for more opportunities as we see a growing US interest for investments taking place in our country” explained Peter Nguyen.

www.supercargoservice.com