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# Vietnam

*.....Asia's Ascending Dragon*



*.....Asia's Ascending Dragon*

# Vietnam

## Overview

- Vietnam “Asia’s Ascending Dragon”
- Country Commercial Guide



# Best Prospects

- **1. Computer Hardware and Software Services**
- **2. Telecommunication Equipment and Services**
- **3. Oil and Gas Machinery and Services**
- **4. Power Generation, Transmission and Distribution**
- **5. Airport and Ground Support Equipment**
- **6. Medical Equipment**
- **7. Safety and Security Equipment**
- **8. Education and Training**
- **9. Environmental Technologies/Pollution Control Equipment**
- **10. Packaging Equipment**

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# Vietnam



## Foreign Direct Investments

### •Export-led Investments

*...by*

Japan, Taiwan, Korea, Thailand, Singapore,  
United States, European Union

*... selling*

Garments, Shellfish, Fish, Furniture, Footwear

*...to*

European Union, United States, Japan, ASEAN



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# Vietnam



## Major Projects

- Official Development Assistance
- Multinational Development Banks
- Asian Development Bank
- International Finance Corp.



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# Vietnam



## State-owned Enterprises

- **Modernization of Plant and Equipment**
- **Development of Managerial Skill Sets**
- **Upgrading Labor Force**



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# Vietnam



## Emerging Entrepreneurs

- U.S. Firms
- Vietnamese Firms





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# Vietnam



## Financial Environment

- **U.S. Government Agencies**
- **Banks in Vietnam**
- **Accounting/Auditing Firms**



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# Vietnam



## Counseling to Export Success

- **Export Assistance Centers**
- **Commercial Service , U.S. Embassy**





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**The End**

# Vietnam

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# Vietnam Background



**Location:** Southeastern Asia, bordering the Gulf of Thailand, Gulf of Tonkin, South China Sea, China, Laos, and Cambodia

**Area:** 329,560 sq km (similar to New Mexico)

**Climate:** tropical in south; monsoonal in north with hot, rainy summers and cool winters

**Population:** 82 million (70% below the age of 30)

**GDP real growth rate:** 8.43% (2005)

**GDP per Capita:** \$637 (2005)

# Economy Growing

- **Total FDI : \$26.1 Billion in 6,635 Projects**
- **New FDI committed: US\$ 3.85 billion in 580 new projects. (Jan. – Sept. 2006)**
- **Imports: US\$ 36.8 billion (2005)**
- **Exports: US\$ 32.2 billion (2005)**
- **US Exports to Vietnam: US\$1.12 billion (2005)**
- **US Imports from Vietnam: US\$ 5.9 billion (2005)  
...U.S. is Vietnam's #1 export market**

# Why Export to Vietnam?

- **U.S.-Vietnam BTA has opened market to U.S. goods & services**
- **Vietnam now a member of WTO (end of 2006)**
  - ◆ **Enterprise Law**
  - ◆ **Investment Law**
  - ◆ **Franchise Law**
- **U.S. products are preferred**
- **Growing infrastructure = demand for capital equipment**
- **US-Vietnam trade is expanding rapidly -- from US\$220 million to 6.8 billion (1994-2005)**

# U.S. Business View ....

*According to the American Chamber of Commerce in Vietnam's recent member survey:*

- **77% believe the local economy will perform much better or better than last year.**
- **Two-thirds (67%) expect to hire more Vietnamese employees this year.**
- **63% expect profit to increase this year; 82% expect profit to further increase in 2006.**
- **90% have no concerns about the safety of themselves and their families.**
- **But: 70% are concerned about corruption, poor infrastructure, land issues and taxes.**



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# Vietnam



## Best Prospects



# Computer Hardware and Services



- **IT sector has grown 25% per year since '99**
- **VNG encourages the IT industry, esp. education and services**
- **Major PC manufacturers such as Hewlett-Packard, Dell, etc are present**
- **Intel, largest microchip plant in world, \$ 1 Billion investment**
- **Computer imports are surging**
- **Internet: IT equipment, software, and service providers**

# Telecom Equipment & Services



- **Vietnam is the second fastest growing telecom market in the world after China**
- **Fixed-line subscribers: >13.3 million. Teledensity: 15.9 % in 2005**
- **Cellular subscribers: >4 million, using GSM & CDMA technology. Key areas of development:**
  - ◆ **technology upgrade**
  - ◆ **value added services**

# Medical Equipment



- Vietnam's health sector is still in its early stages of development
- Equipment needed: imaging, emergency, laboratory, sterilizing, and operating theaters
- Heavily relies on imports, mostly from G8 countries
- After sales service & training essential

# Packaging Equipment



- **95% of raw materials and equipment are imported**
- **900 packaging manufacturers, 70% are located in the South**
- **5 major types: plastic packaging (35%), cardboard/paper (45%), metal containers (10%), glass (7%), and others (3%)**
- **U.S. suppliers: 2%-4% market share**

# Environment & Pollution Control Equipment/Service



- **Serious environmental degradation due to rapid economic growth**
- **Inadequate resources & infrastructure**
- **Investment in water supply projects: \$ 2 billion next 10 yrs**
- **Old, dilapidated drainage systems**
  - ◆ **Combined rainwater & untreated sewage**
  - ◆ **No centralized wastewater treatment**
  - ◆ **HCMC project: Nhieu Loc – Thi Nghe (200 mil.- drainage system, 300mil. – water treatment 2008)**

# Education & Training

- **Top government priority**
- **Foreign participation encouraged**
- **Greatest needs**
  - ◆ **English language**
  - ◆ **Vocational skills (esp. IT.)**
  - ◆ **Post-secondary education MBA & overseas study**
- **Overall market growth –20-30% per year**



# **Multinational Development Banks:**

## *How To Track And Bid On Projects, Vietnam*

***United States Commercial Service, Vietnam – Ms. Tuyet Trees***

***Collated and Edited From Publicly-available Documentation*** : World Bank, International Finance Corporation, Mekong Private Sector Development Facility and Asian Development Bank websites. Other information provided by the Commercial Service Liaison Office at the ADB, and documents on Multinational Development Banks and Financial Institutions.

**March 2005**



## **MULTINATIONAL DEVELOPMENT BANKS, HOW TO TRACK AND BID ON THE COMMERCIAL OPPORTUNITIES OFFERED BY THEIR PROJECTS**

**Summary** – This paper describes Multinational Development Bank (MDB) lending programs in support of major projects, emphasizing their “project cycle” approach, and procurement opportunities to US companies. MDB funded projects generate billions of dollars of procurements each year, targeting infrastructure and poverty-alleviation areas. Generally MDB project cycles include eight phases: country assistance strategy, project identification, preparation, appraisal, approval, implementation, completion and evaluation. Under a MDB-financed project, procurement is managed by a host-country government-executing agency. US companies, who want to bid on a MDB equipment and/or service contract, must market their products and/or services to MDBs and project executing agencies in the early stages of the procurement process. In addition, US companies using Commercial Service Vietnam’s (CS Vietnam) counseling, gold key service, advocacy and other services, have additional support to win their bids. Further, CS Vietnam helps companies recruit local representatives and to track the status of MDB projects to alert said companies regarding the right time to get involved in the MDB projects. For American firms wishing to go “straight to the source”, the Commercial Service maintains liaison offices at the World Bank (Washington, D.C.) and the Asian Development Bank (Manila).

### **I) Information on Multinational Development Banks:**

#### **1) Bank Organization**

The Multilateral Development Banks are international financial institutions owned by member governments. Their individual and collective objective is to promote economic and social progress in their developing member countries. The MDBs (African Development Bank, Asian Development Bank, European Bank for Reconstruction and Development, Inter-American Development Bank, and the World Bank Group) achieve this objective by providing loans, technical cooperation, grants, capital investment, and other types of assistance to governments, government agencies, and other entities in their developing member countries. MDB support usually takes the form of a project or study.

The MDBs have traditionally been heavily involved in infrastructure and poverty-alleviation projects. All of the banks support projects in the following sectors: agriculture, energy, environment, finance, industry, transportation, telecommunications, health, education, urban development, tourism, and public sector reform, as well as other types of economic reform. All of the banks provide some funds for private ventures.

#### **2) Project Tracking**

MDBs approve hundreds of projects annually. The World Bank, itself, approves approximately 240 investment projects every year. Since projects take several years to develop and many years to implement, this may require that a supplier track tens or hundreds of targeted projects at any one time.

Each MDB has a website that contains information for companies interested in bidding on MDB-financed opportunities. While the content of each site differs, information on an MDB home page may include the MDB pipeline of projects under consideration, project information and appraisal documents, and country and sector studies. Multilateral Development Bank Operations

(MDBO) provides courtesy links to the MDB websites, as well as pertinent information to assist U.S. firms in accessing business opportunities worldwide.

In addition to online resources, the MDBs have a range of publications available that describe on-going projects and their pipelines of future projects to be implemented. It is in these publications that interested bidders can review where a targeted project is in the project cycle and who the responsible entity for project implementation is in the borrower country. *Development Business*, a United Nations publication, includes the project pipelines of the World Bank, and the IDB. The projects pipelines for the ADB and the EBRD are available on-line and in printed form directly from the banks.

#### **4) Multinational Development Banks in Vietnam**

##### **a) Overview**

###### **World Bank**

The World Bank has supported 40 development projects in Vietnam. All projects in the country have been funded through the World Bank's International Development Association (IDA), which provides interest-free loans and grants to qualifying countries. Since November 1993, the Bank has committed US\$ 5 billion to Vietnam to help promote equitable growth and alleviate poverty. In the next 15 years, the World Bank plans to provide an average of \$300 million/annually. Information on these World Bank projects is available at:

[www.worldbank.org/vn](http://www.worldbank.org/vn)

###### **Asia Development Bank**

ADB resumed its operations in Viet Nam in 1993, together with other multilateral financial institutions. By the end of 2003, ADB's assistance to Viet Nam totaled approximately \$2.5 billion soft loans and about \$471 million technical assistance for 28 projects. For the next 3 years, 2004-2006, ADB has developed a lending program of \$975 million and \$15 million of technical assistance grants. More information on ADB program in Vietnam is available at:

<http://www.adb.org/VRM>

###### **The International Finance Corporation (IFC)**

IFC is a member of the World Bank Group. It promotes sustainable private sector investment in developing countries as a way to reduce poverty and improve people's lives. IFC is the largest multilateral source of loan and equity financing for private sector projects in the developing world. It promotes sustainable private sector development primarily by: 1) financing private sector projects, 2) helping private companies in the developing world mobilize financing in international financial markets, 3) providing advice and technical assistance to businesses and governments. More information on IFC can be obtained through the website:

<http://www.ifc.org>

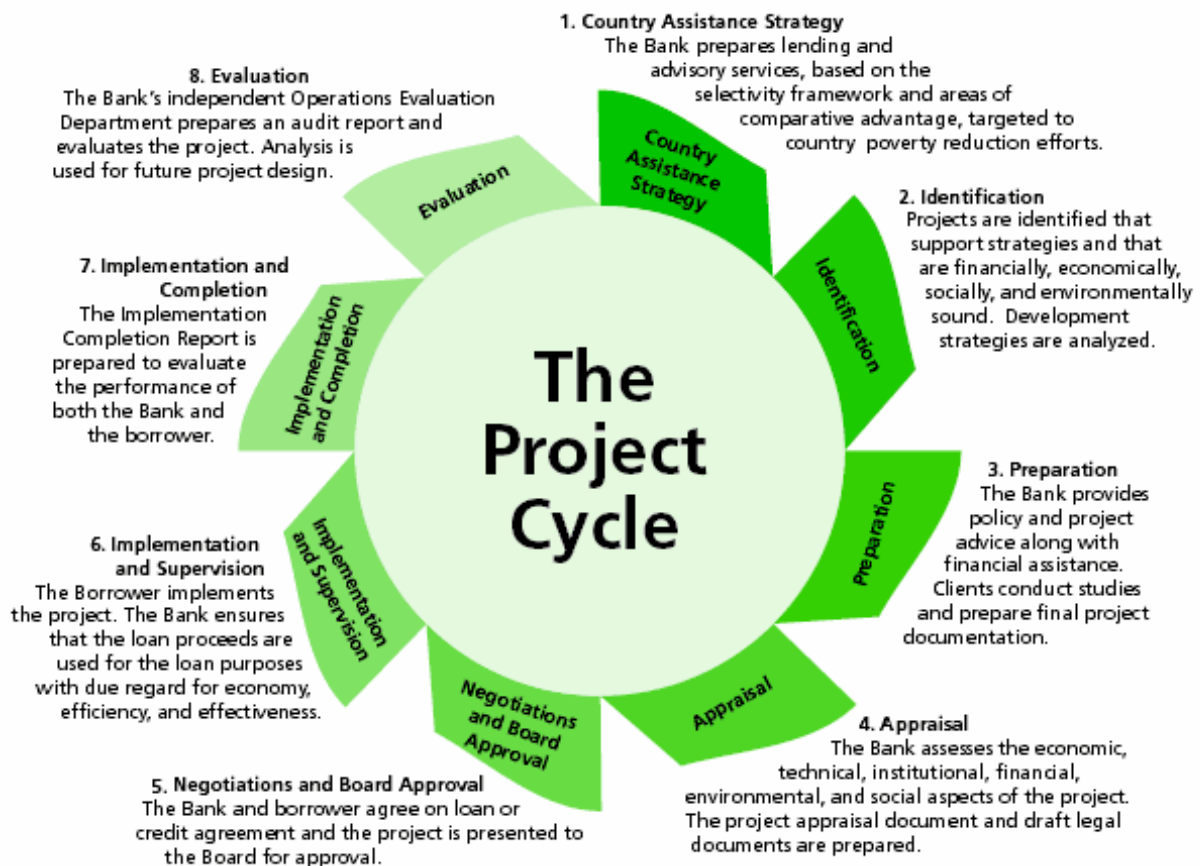
###### **The Mekong Private Sector Development Facility (MPDF)**

IFC and 11 other donors provide technical assistance to support and accelerate the development of productive, private sector small and medium sized enterprises in Vietnam, Cambodia and Laos through MPDF. Further information on MPDF is on

<http://www.mpdf.org>

## b) Project Cycle

Multinational financial banks funded projects are conceived and supervised according to a well-documented project cycle. Documents produced as part of the project cycle can be valuable sources of information for businesses wishing to participate in Bank-financed projects. Below is a step-by-step guide to the project cycle of WB. The ADB and other donors have similar project cycles.



### How the Process Begins: Poverty Reduction and Country Assistance Strategies

The World Bank helps governments take the lead in preparing and implementing development strategies in the belief that programs that are owned by the country, with widespread stakeholder support, have a greater chance of success.

In low-income countries, the World Bank uses the Poverty Reduction Strategy approach which involves widespread consultation and consensus building on how to boost development. The government determines its own priorities from this process and produces targets for reducing poverty over a three to five year period. These are outlined in a Poverty Reduction Strategy Paper. The World Bank and other aid agencies then align their assistance efforts with the country's own strategy - a proven way of improving development effectiveness.

## **The Identification Phase**

The Bank's Country Assistance Strategy (CAS) generates the blueprint for assisting a country. In low-income countries, the CAS is based on the priorities identified in the country's Poverty Reduction Strategy Paper (as outlined above). The goals outlined in the CAS guide the priorities of the Bank's lending program and are a useful source of information for interested stakeholders and businesses wishing to identify potential future areas of Bank lending. During the identification phase, Bank teams work with the government to identify projects which can be funded as part of the agreed development objectives. Once a project has been identified, the Bank team creates a Project Concept Note which is an internal document of four to five pages that outlines the basic elements of the project, its proposed objective, likely risks, alternative scenarios to conducting the project, and a likely timetable for the project approval process.

## **The Preparation Phase**

This part of the process is driven by the country that the Bank is working with and can take anything from a few months to three years, depending on the complexity of the project being proposed. During this period, the technical, institutional, economic, environmental and financial issues facing the project will be studied and addressed - including whether there are alternative methods for achieving the same objectives. An assessment is required of projects proposed for Bank financing to help ensure that they are environmentally sound and sustainable (Environmental Assessment). The scope of the Environmental Assessment depends on the scope, scale and potential impact of the project.

## **The Appraisal Phase**

The Bank is responsible for this part of the process. Bank staff reviews the work done during identification and preparation, often spending three to four weeks in the client country. They prepare for bank management either Project Appraisal Documents (investment projects) or Program Documents (for adjustment operations) and the Financial Management team assesses the financial aspects of the project. These documents are released to the public after the project is approved (see below).

## **The Negotiation and Approval Phase**

After Bank staff members have appraised the proposed project, the Bank and the country that is seeking to borrow the funds negotiate its final shape. Both sides come to an agreement on the terms and conditions of the loan. Then the Project Appraisal Document or the Program Document, along with the Memorandum of the President and legal documents are submitted to the Bank's Board of Executive Directors for approval. The appropriate documents are also submitted for final clearance by the borrowing government which may involve ratification by a council of ministers or a country's legislature. Following approval by both parties, the loan agreement is formally signed by their representatives. Once this has occurred, the loan or credit is declared effective, or ready for disbursement, after the relevant conditions are met, and the agreement is made available to the public.

## **The Implementation and Supervision Phase**

The implementation of the project is the responsibility of the borrowing country, while the Bank is responsible for supervision. Once the loan is approved, the borrowing government, with

technical assistance from the Bank, prepares the specifications and evaluates bids for the procurement of goods and services for the project. The Bank reviews this activity to ensure that its procurement guidelines have been followed. If they have, the funds will be disbursed. The Bank's Financial Management Team maintains an oversight of the financial management of the project including periodically requiring audited financial statements.

### **The Implementation Completion Report**

At the end of the loan disbursement period (anywhere from 1-10 years), a completion report identifying accomplishments, problems, and lessons learned is submitted to the Bank Board of Executive Directors for information purposes.

### **The Evaluation Phase**

Following the completion of a project, the Bank's Operations Evaluation Department conducts an audit to measure its outcome against the original objectives. The audit entails a review of the project completion report and preparation of a separate report. Both reports are then submitted to the executive directors and the borrower. They are not released to the public.

## **II) US firms and MDB projects**

### **1) Procurement and Consulting Opportunities**

The Multinational Development Banks fund projects generating billions of dollars of procurements each year, delegating to borrowing countries the role of primary buyer. The MDBs themselves, however, are also procurer a wide range of consultant services associated with their projects including services such as legal and accounting support to specialized sector engineers ...all of which provide opportunities for US companies. As policies and procurement of goods and services varies within MDB projects, it is essential to fully understand the particular guidelines and rules governing the procurement of services, goods, or civil works at the respective MDB and the respective project.

The US Foreign Commercial Service in Hanoi and Ho Chi Minh have considerable experience and relations with Vietnam offices of the various MDBs. In the early development phase of procurement and consulting bids, accessing websites such as the following provide necessary details:

- **Development Gateway** (<http://www.dgmarket.com>)

This website provides lists of tender notices from governments and donor agencies that can be viewed by country, keyword or funding agencies. Companies can also set up detailed profiles and receive automated e-mails whenever a tender notice is published that meets their specific criteria.

- **Development Business** (<http://www.devbusiness.com/>)

This page provides information on business opportunities generated through the World Bank, regional development banks, and other development agencies.

There are six major types of procurement under MDB-funded projects.

- International Competitive Bidding (ICB): ICB is a common method of procurement, depending upon the country prior experience in ICB and the rules of the MDB.
- Limited International Bidding (LIB): LIBs are used when there are a limited number of known suppliers of the goods or services being requested. Accessing funds through these methods necessitate that suppliers advise the borrower and the MDB project team of their capabilities in order to be included in an invitation to bid.
- National Competitive Bidding (NCB): NCB is used when the types of goods or services are unlikely to attract international competition. NCB procedures are generally consistent with ICB requirements, except in important areas of advertising, language, and currency.
- Shopping (International Shopping and Local Shopping): Typically, three bids are solicited for low-value, off-the-shelf items.
- Force Account: Construction for use of the country's own personnel and equipment. This method is allowed only in rare circumstances necessitated by emergency, difficult works (subject to interruption, difficult to define), small or scattered works, and the like.
- Direct Purchase: This method should be used infrequently, in cases where there is only one supplier.

## **2) Qualified bidders**

### **Eligibility for the provision of goods and services in MBDs Projects**

Firms and individuals from all countries are eligible to participate in Bank-financed procurement for all loans or credits There are, however, the following exceptions:

- i) firms of a country or goods manufactured in a country may be not eligible if 1) as a matter of law or official regulation, the borrower's country prohibits commercial relations with that country, 2) by an act of compliance with a decision of the United Nations Security Council taken by chapter VII of the charter of the United Nations, the borrower's country prohibits any goods from or payment to, a particular country, person or entity.
- ii) A firm has provided consulting services for the preparation or implementation of a project, and any of its affiliates, shall be disqualified from subsequently providing goods, works, or services directly related to the firm's consulting service for such preparation or implementation

For loans and credits for which the invitation to negotiate was issued before May 1, 2004 some restrictions apply.

Details of bank eligibility can be found in the "Guidelines: Procurement under IBRD Loans and IDA Credits," "Guidelines: Selection and Employment of Consultants by World Bank Borrowers" and the "Guidelines for Procurement under Asia development Bank Loans."

## **Bidding Process and Criteria to Qualifying Bidders**

The international competitive bidding process is the most common method used by MDBs to select qualified bidders for their major projects. This method provides executing agencies/borrowers a wide range of consultants and contractors to select from . It also provides all eligible prospective bidders with timely and adequate notification of a borrower's requirements and an equal opportunity to bid for the required goods and works. All executing agencies/borrowers use MDB Standard Bidding Document with project specific requirements in the tender procedure.

In some complex projects, MDB executing agencies may use a two-stage bidding procedure in which, first, unpriced technical proposals are invited regarding the basic conceptual design or performance specifications. Discussions on technical and commercial clarifications/adjustments ensue at this phase. Based on this , amended bidding documents are solicited by the executing agency as final technical proposals which are also priced.

For large and complex projects prequalification of bidders is necessary. This ensures that invitations to bid are extended only to firms which have adequate capacity and resources. The criteria to be used to select companies for this stages are their i) experience and past performance on similar contract, ii) capacity with respect to personnel, equipment, and construction or manufacturing facilities, and iii)financial position.

The main documents that pre-qualified bidders have to complete are bidding documents. In general, bidding documents include: invitation to bid, instruction to bidders, form of bid, form of contract, conditions of contract, both general and special, specification and drawing, relevant technical data, list of goods or bill of quantities, delivery time or schedule of completion, and necessary appendices. The instruction to bidders states the basis for bid evaluation and selection.

After receiving all bids, the executing agencies/borrowers will evaluate and select the bid with lowest evaluated cost. Bidding documents also specify relevant factors, in addition to price, to be considered in the bid evaluation for the purpose of determining the lowest evaluated bid. For goods and equipment, other factors may include the payment schedule, delivery time, operating costs, efficiency and compatibility of equipment, availability of service and spare parts, and related training, safety, and environment benefits.

### **3) When U.S. firms must become involved in the projects**

Under MDB-financed projects, procurement is managed by the borrowing government. The government unit responsible is called the Project Implementing/Executing Agency. The executing agencies implement the MDB projects and select contractors/ consultants to provide goods and services for a given project. In Vietnam, the executing agencies can be ministries, state-owned companies or subsidiaries under one ministry. For example, the World Bank and ADB Primary and Higher Education Improvement projects have been implemented by the Ministry of Education and Training while the Public Financial Sector Reform Project is managed by Ministry of Finance. In yet another example, the Rural Energy Upgrade Project has been implemented by the Electricity of Vietnam Corporation, a company under Ministry of Industry.

US companies who intend to bid for a MDB-financed equipment and service contract should market their products to the MDB and project executing agency in early stages, optimally contacting the executing agency and the bank when the project has been just approved. This will give US companies time to find their representative in the country, establish a relationship with executing agencies and the banks' operation staff, learn about the local business culture, and market their products and services to ministries and local partners.

### **III) How to win a MDB international bid**

1) U.S. companies can avail themselves of services offered by CS Vietnam such as Counseling, Gold Key Services, Videoconferencing, and Advocacy to promote their products and services to key MDB staff and project executing agencies. For more details go to the website: <http://export.gov/vietnam>. Companies can find Asian Development Bank information at <http://www.buyusa.gov/adb> and the World Bank's at :<http://www.buyusa.gov/wb>.

2) For equipment suppliers there is no requirement to have a local office to be eligible to bid on a project contract but having a local representative is advisable. More on this in the section to follow.

3) Interested firms should enter into contact with CS Representatives at the MDB Headquarters to get their support in working effectively with bank staff. CS Representative at MDB offices:

The Washington World Bank External Affairs Office/ Regional & Issues

Contact person:

Mr. Jill Wikins

Tel: 202-473-1792

Email: [jwilkins@worldbank.org](mailto:jwilkins@worldbank.org)

Ms. Kimberly Versak

Tel: 202-473-4919

Email: [kversak@worldbank.org](mailto:kversak@worldbank.org)

Asian Development Bank (ADB)

The U.S. Commercial Liaison for the ADB

Mr. Frank Forster

25th Fl., Ayala Life-FGU Center

6811 Ayala Avenue, Makati City 1226

Philippines

Tel.: (63-2) 887-1345 to 47

Fax: (63-2) 887-1164

E-mail: [frank.forster@mail.doc.gov](mailto:frank.forster@mail.doc.gov)

4) Advocacy: The Department of Commerce Advocacy Center ([www.ita.doc.gov/td/advocacy](http://www.ita.doc.gov/td/advocacy)) can advocate on behalf of US when competing with foreign companies. Interested American companies should complete an advocacy questionnaire which states the nature of the project, project competition and the company's request for assistance from the US government. The Advocacy Center and the CS office in Vietnam will then work with companies to develop winning bids.



## **IV) Strengthening US company position in a MDB project bid**

### **1) Company Local Representative**

Building a close relationship with a business partner, the project executing agency, and MDB local office is one of the most important factors to success in bidding on a contract... and managing a contract once won, in Vietnam. Though US companies who want to bid on equipment and service supply contracts are not required to have a local office in Vietnam, having a local representative is advisable.

A local representative is a person or company with experience in sales and with connections at the project executing agency, as well as the government, and which acts on behalf of the US company in the bidding process. A representative helps the US company to build and maintain a good relationship with the executing agency and the local MDB office. He/she can follow a project closely and react quickly to an MDB request for clarifying information as well as provide the US firm with information on the culture of the executing agency/ministry and how it operates internally. Furthermore, a local representative can advise firms how to be sensitive to issues that can interfere with their successful bid.

CS Vietnam can support US companies in finding the most suitable local representatives through its International Partner Search service. US companies can provide marketing materials and background on themselves and CS will use its network of in-country contacts to interview potential representatives. In the end, CS will provide a list of up to five pre-qualified representatives, saving US companies valuable time and money. Specifically CS Vietnam:

- develops high-quality market information on the marketability and sales potential for US company' products and services.
- prepares complete contact information on key officers at each potential representative which is interested in US companies along with information on their size, sales, years in business, number of employees, and a statement from the each potential representative on the marketability of your product or service.
- provides a list of potential representative candidates for a given industry sector in 30 days
- checks the background and credit record of potential candidates
- introduces candidates to US companies and assists companies in arranging their interview.

### **2) Project Alert Service**

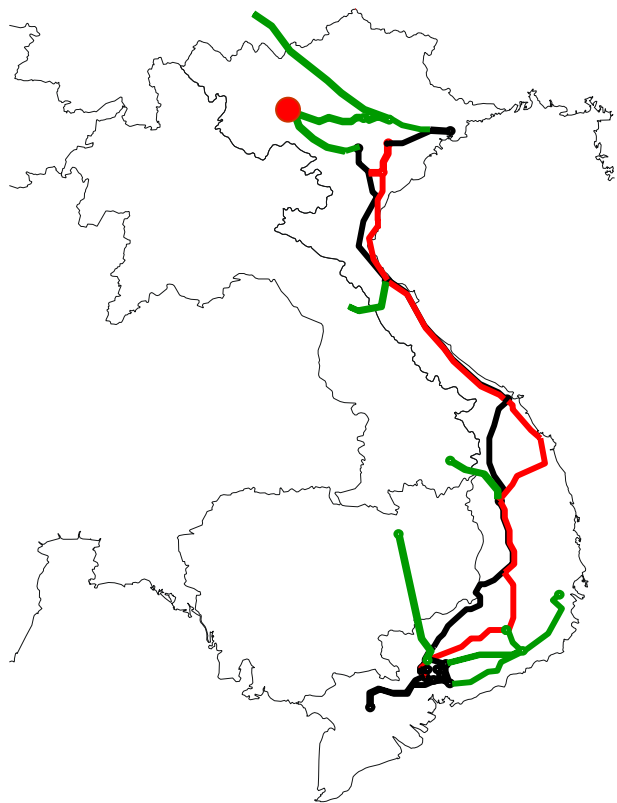
On behalf of interested American firms, CS Vietnam can follow up and keep track of WB, ADB, IFC and MPDF websites, visit MDBs and government executing agencies, and update US companies frequently on the status of MDB projects of interest to a particular American firm. . And, CS Vietnam will alert US companies about the right time to get involved in projects. Companies can enroll in this service for a period from three months, six months or one year, and be provided updates on MDB project status weekly.

### **3) How to register for CS Vietnam service**

US companies need to sign up with CS Vietnam through the <http://www.export.gov/vietnam> website if they wish assistance in identifying a representative and/or subscribing to the MDB project alert service.



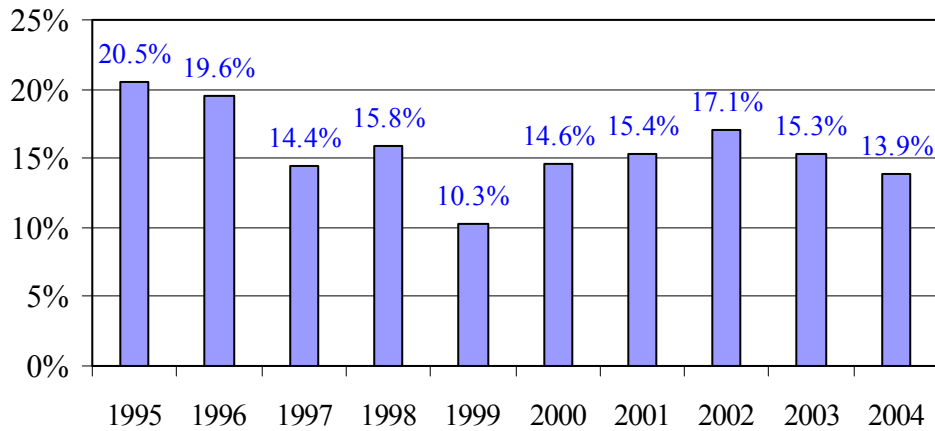
# VIETNAM ELECTRICITY CURRENT & FUTURE



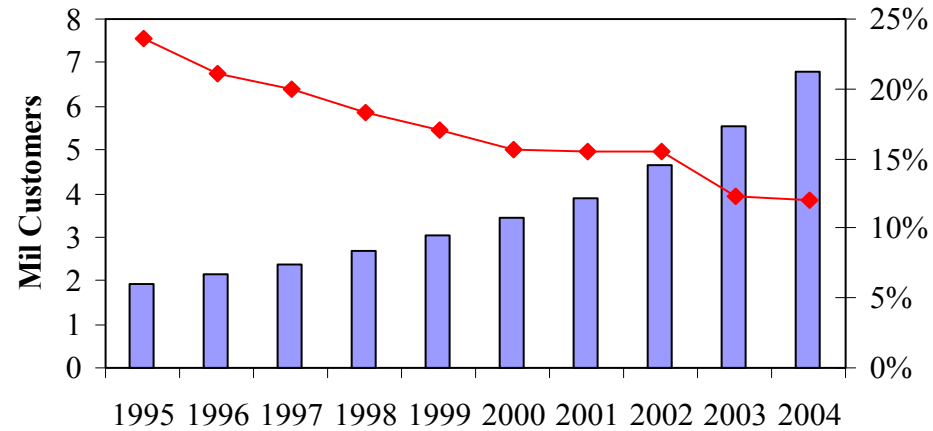
## Sonla Hydro Power Project



# GENERATION & CONSUMPTION GROWING in the past ten years



■ % Sales' Development



■ No Customers ◆ % Loss

**12/2004**

**SALES GROWING 13.9 %**

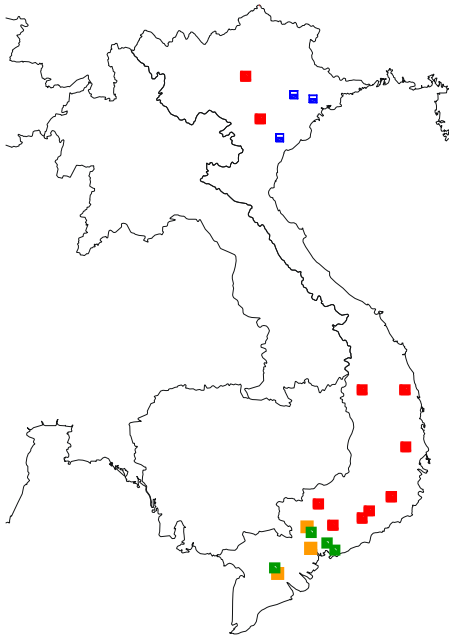
**CUSTOMER 6.7 mil**

**AVERAGE in 10 year 15.71%**

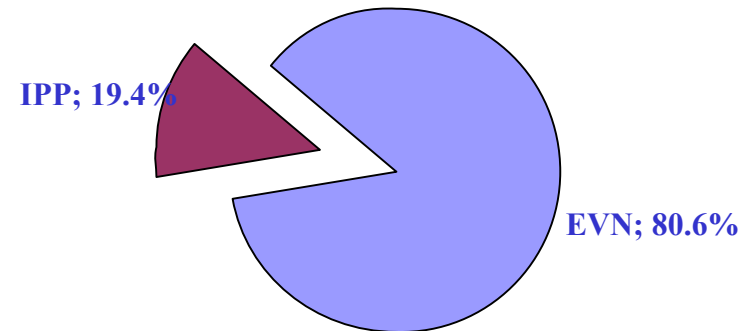
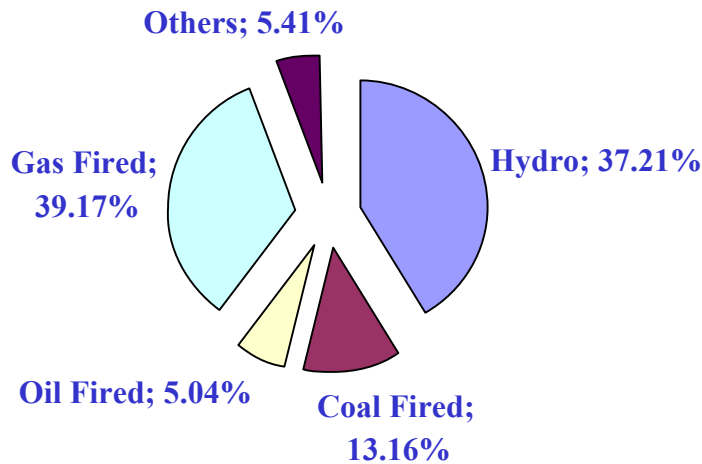
**LOSS 12.1%**



# INSTALLED CAPACITY in MW (12/2004)



TYPE	No PPs	CAP(MW)	%
HYDRO	11	4,227	37.21
COAL	3	1,495	13.16
OIL	3	573	5.04
GAS	4	4,450	39.17
OTHERS	NA	615	5.41
<b>TOTAL</b>	<b>20</b>	<b>11,360</b>	<b>100.00</b>



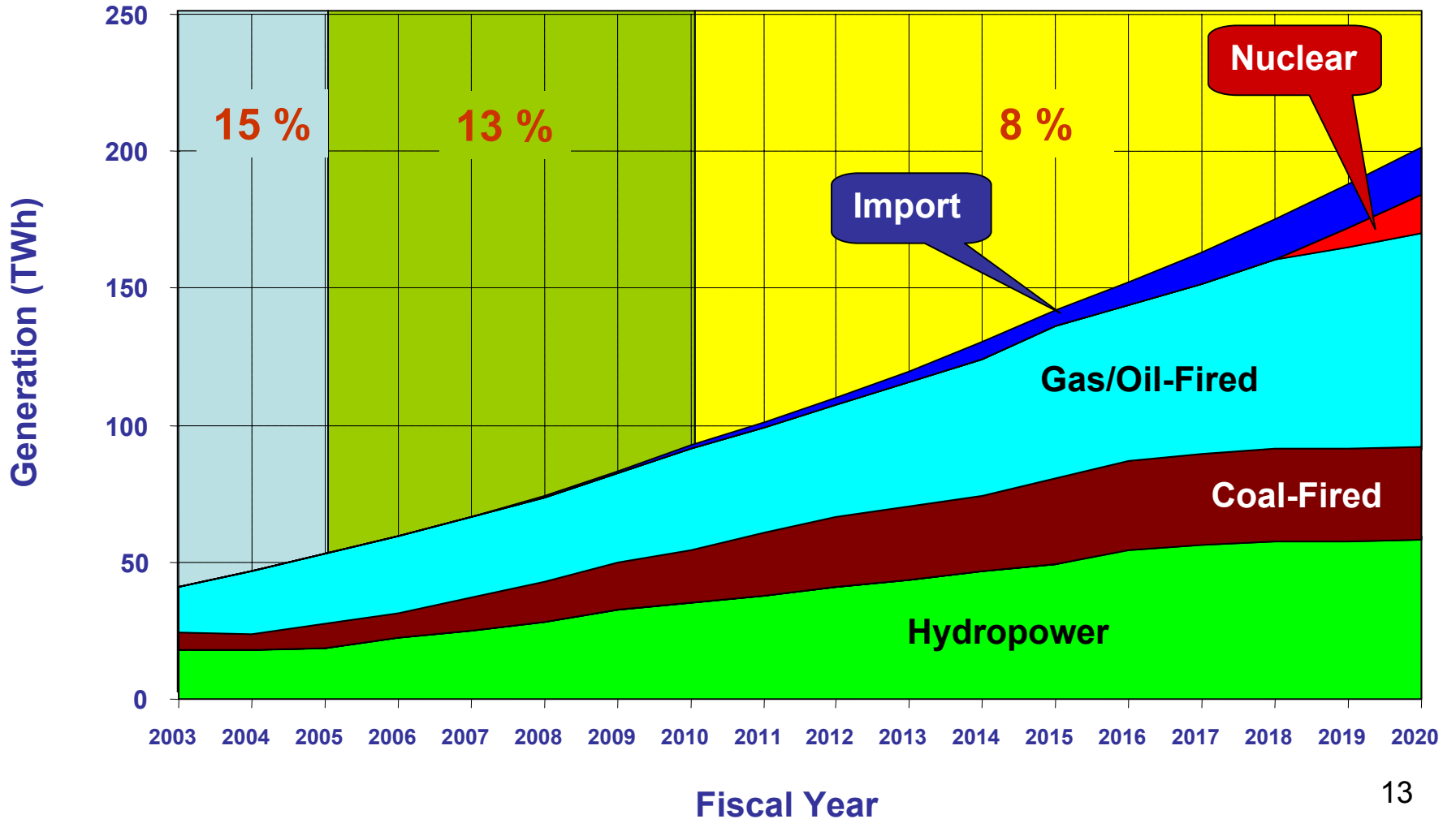


# POWER DEVELOPMENT PLAN

	2004	2005	2010	2020	
<b>SALES (TWh)</b>	39.95	45.7	81.9	180.3	
	46.84	53.5	95.0	203.1	GENERATION (TWh)
<b>PEAK (MW)</b>	8,350	9,512	16,488	33,585	
	11,360	12,135	24,447	42,000	CAPACITY (MW)
<b>500 KV</b>	2,514	3,533	3,933	5,993	(Km)
	4,050	8,400	11,700	20,900	(MVA)
<b>220 KV</b>	4,939	6,854	9,398	11,489	(Km)
	11,793	16,539	24,228	46,416	(MVA)
<b>110 KV</b>	9,225	13,048	14,442	32,352	(Km)
	16,287	18,098	22,209	46,082	(MVA)

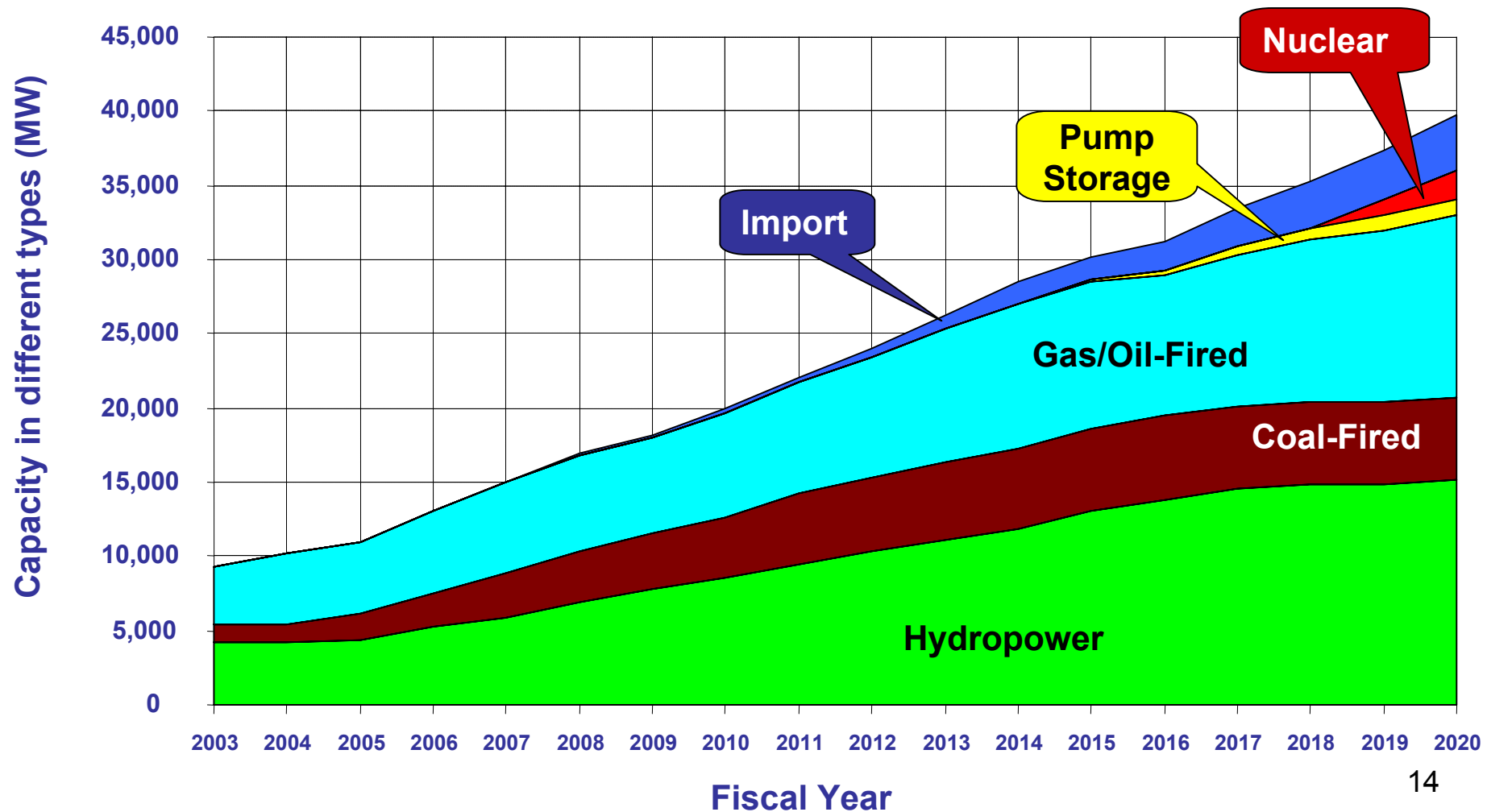


# PLANNED GENERATION (TWh) in DIFFERENT TYPES (2003 - 2020)





# PLANNED CAPACITY (MW) in DIFFERENT TYPES (2003 - 2020)



## Vietnam Industry Needs

Currently in Vietnam hundreds of state-owned industrial enterprises are undergoing a transformation....through an “equitization” process... from entities directly owned by the government of Vietnam to “stand-alone” joint-stock companies. Consequently, executive decisions ...such as when and where to procure inputs ... are increasingly devolving to these newly-designated joint-stock companies themselves. And there is an air of urgency about such decisions: these companies realize that Vietnam’s access to the WTO, now so fervently pursued by the GOV, will leave them ill-prepared to meet competition in the region , much less the rest of the world.... unless they “upgrade” ASAP.

Vietnam’s industrial sector is expected to grow 15% a year into the mid-term but it will be Foreign Direct Investments (FDI) driving the growth , not Vietnamese firms, unless the Vietnamese SOE’s modernize . ***This translates into an urgent need of theirs to procure capital equipment and train human resources.*** In response to this likely trend , CS/Vietnam is currently undertaking an outreach program .... NUSA or Networking with the USA ....to make sure Vietnamese firms think first of the United States when searching for their inputs. In a matter of weeks a stream of trade leads will issue from Vietnam directly related to this effort.

FYI , find below the industrial sectors most active in Vietnam and from where we expect the trade leads to originate. It may be useful for potential American exporters to review the list ***and to indicate which of these may offer markets of opportunity for American manufacturing equipment*** due to some competitive advantage (...price?, quality?, after-sales service? fit with existing installed equipment?...) in an Asian market like Vietnam. If American manufacturing exporters have done well in other Asian markets against competition from Korea, Japan, and Taiwan ..not to mention European firms... they should do well in Vietnam too.



<b>No</b>	<b>Abbreviation</b>	<b>Industry Sectors</b>
1	PTE	Power Transmission Equipment
2	OGM	Oil & Gas Field Mach. & Services
3	OGS	Oil/Gas/Mineral Products/Explor. Services
4	COL	Coal
5	IRN	Iron & Steel
6	CHM	Chemical Production Machinery
7	ICH	Industrial Chemicals
8	TXF	Textile Fabrics
9	TXM	Textile Machinery & Equipment
10	PAP	Paper & Paperboard
11	PUL	Pulp & Paper Machinery
12	MTL	Machine Tools & Metalworking Equipment
13	AGC	Agricultural Chemicals
14	AGM	Agricultural Machinery & Equipment
15	AGS	Agricultural Services
16	AUT	Automobiles & Light Trucks/Van
17	ELP	Electrical Power Systems
18	EIP	Electronics Industry Prod/Test Equipment
19	CON	Construction Equipment
20	FPP	Food Processing & Packaging Machinery
21	PME	Plastics Production Machinery
22	PMR	Plastics Materials & Resins
23	LEP	Leather & Fur Products
24	FOT	Footwear
25	CRM	Advanced Ceramics

The background is a solid green color. It features several horizontal and vertical bars of varying shades of green and yellow. A prominent horizontal bar is located near the top, and another is below it. A vertical bar is on the left side. The main text is centered in the middle of the page.

# **VIETNAM & FRANCHISE**

*INVESTCONSULT GROUP*

**TRADE BARRIERS ARE BEING LIFTED**



**MARKET IS OPENNING**



**SERVICES ARE FAST GROWING**



**FRANCHISE IS INCLUSIVE**



# FRANCHISE IN VIETNAM

## Franchise contract & Legal restrictions

---

NO SUBSTANTIAL RESTRICTION UNDER THE LAWS

+ No cap for Franchise fee

+ No prohibition for restrict imposed on Franchisees' market

# FRANCHISE IN VIETNAM

## Legal protection

---

- Trademark, trade secret,...and other IP objects shall be protected by Laws on Intellectual Property
- Parties to a franchise may choose laws of another countries to govern the contract
- Disputes shall be settled at courts, arbitration of Vietnam or other jurisdictions agreed by parties
- Parties may ask State Authorities to settle violations on franchise objects

# HOW MANY FRANCHISE IN VIETNAM ?

Official statistic is not available but informal information reveals **70** Franchises in Vietnam so far



They are signed in the forms of Distribution contracts, Trademark License,...

# FRANCHISE PROSPECTS IN VIETNAM

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## **Welcomed by Customers**

*Especially services and high-tech markets*

## **Appreciation from local partners**

*Need managements skills, strong brands,...*

## **Encouragement from the Government**

*Barriers are being removed*

# SOME SPECIFIC RECOMMENDATIONS

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## **Distribution and Retail services**

*Very few strong brands for distribution services in VN currently (only Metro Cash and Carry, Big C, Parkson)*

## **Education services**

*Young Vietnamese chasing education with international standards*

## **Healthcare services**

*Vietnamese increasingly able to afford high quality healthcare services*



# SOME SPECIFIC RECOMMENDATIONS

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## **Fast foods and Restaurants**

*Western lifestyle penetrating Vietnam*

## **Entertainment**

*Entertainment services only beginning*

## **Publication**

*Cultural exchange trending toward globalization*

## **U.S. Export-Import Bank**

The Ex-Im Bank of the United States is an independent government agency whose purpose is to finance and facilitate exports of U.S.-made goods and services. Ex-Im Bank's mission is to create jobs through exports. It provides guarantees of working capital loans for U.S. exporters, guarantees the repayment of loans or makes loans to foreign purchasers of U.S. goods and services. Ex-Im Bank also provides credit insurance that protects U.S. exporters against the risks of non-payment by foreign buyers for political or commercial reasons. Ex-Im Bank does not compete with commercial lenders, but assumes the risks they cannot accept. It must always conclude that there is reasonable assurance of repayment on every transaction financed.

Using Ex-Im Bank to insure open account payment terms from U.S. suppliers will often be the most attractive payment option for Vietnam importers. Vietnam importers are now in a position to pass on this attractive credit to their customers to increase sales. One of the best benefits of using Ex-Im Bank insurance for the U.S. suppliers is that the U.S. suppliers can assign their Ex-Im Bank insured receivables to a U.S. commercial bank and get paid immediately. Ex-Im Bank gives the bank an "enhanced assignment", which states the bank taking assignment of the Ex-Im Bank insured receivables will be covered against both exporter non-performance as well as foreign buyer default. With Ex-Im Bank insuring the credit, banks typically charge interest rates ranging from 1.5%-2.5% over the London Interbank Offered Rate. The LIBOR is currently 5.75% so the financing that you can offer the customer is in the range of 7.25%- 8.25%. Open account credit is also much more attractive to your foreign customers than requiring payment by letter of It is important to note that Ex-Im Bank has no minimum transaction size.

Ex Im Bank offers financing in support of U.S. exports for up to a 7 year term, depending on the product and value of sale, at internationally competitive interest rates. Ex-Im Bank also guarantees loans by the U.S. commercial bank for export financing. Through another program, Ex Im Bank also offers project financing.

[Web Site: WWW.EXIM.GOV](http://WWW.EXIM.GOV)

**List of Trade/Financing Banks as a source of short and medium term financing for the procurement of American products:**

**1. ACB – Asia Commercial Bank**

184-186 Ba Trieu, Hanoi

Tel: (84 4) 943-3508; Fax: (84 4) 943-9283

Contact: Mr. Huynh Quang Tuan, Hanoi Branch Director

Website: [www.acb.com.vn](http://www.acb.com.vn)

**2. ANZ Bank**

14 Le Thai To, Hanoi

Tel: (84 4) 825-8190; Fax: (84 4) 825-8188

Contact: Ms. Vu Thuy Quynh, Chief Manager, Hanoi branch

Mr. Le Cong Thien, Hochiminh City

E-mail: [let8@anz.com](mailto:let8@anz.com)

Website: [www.anz.com/vietnam](http://www.anz.com/vietnam)

**3. Bangkok Bank**

41B Ly Thai To, Hanoi

Tel: (84 4) 824-9101; Fax: (84 4) 826-7397

Contact: Mr. Phisit Charoenphan, VP and Manager

Email: [bbl-hn@hn.vnn.vn](mailto:bbl-hn@hn.vnn.vn)

Website: [www.bangkokbank.com](http://www.bangkokbank.com)

**4. Citibank**

1/F, 17 Ngo Quyen, Hanoi

Tel: (84 4) 825-1950; Fax: (84 4) 824-3960

Contact: Greg Trotter, Business Head

Website: [www.asia.citibank.com/vietnam](http://www.asia.citibank.com/vietnam)

**5. Hong Kong and Shanghai Banking Corp.**

Suite 1401, Vietcombank Tower

198 Tran Quang Khai, Hanoi

Tel: (84 4) 826-9994; Fax: (84 4) 826-9941

Contact: Mr. Alain Cany, CEO

Email: [hsbcvnm@vn.hsbc.com](mailto:hsbcvnm@vn.hsbc.com)

Website: [www.vn.hsbc.com](http://www.vn.hsbc.com)

**6. Techcombank**

15 Dao Duy Tu, Hanoi

Tel: (84 4) 928-1900; Fax: (84 4) 825-0545

Contact: Mr. Dang Bao Khanh, Director, Operation & Int'l Banking Center

E-mail: [BAKHANH@techcombank.com.vn](mailto:BAKHANH@techcombank.com.vn)

Website: [www.techcombank.com.vn](http://www.techcombank.com.vn)

**7. Vietnam Bank for Agriculture and Rural Development**

Tel: (84 4) 831-3733; Fax: (84 4) 831-3717

Contact: Ms. Nguyen Thi Phuong, Director, Int'l Relations Department

Email: [qhqt@fpt.vn](mailto:qhqt@fpt.vn)

Website: [www.vbard.com](http://www.vbard.com).

**8. Vietcombank**

198 Tran Quang Khai, Hanoi

Tel: (84 4) 825-7939; Fax: (84 4) 936-0049

Contact: Mdm. Nguyen Thu Ha, Deputy Director General

Website: [www.vietcombank.com.vn](http://www.vietcombank.com.vn)

**9. VIB – Vietnam International Bank**

64-68 Ly Thai To, Hanoi

Tel: (84 4) 942-6940; Fax: (84 4) 942-6941

Contact: Mr. Le Dinh Long, Director General

E-mail: [longld@vib.com.vn](mailto:longld@vib.com.vn)

Website: [www.vib.com.vn](http://www.vib.com.vn)

***Coordinator: U.S. Commercial Service, American Embassy, Hanoi, Vietnam***

No. 6, Ngoc Khanh Street, Hanoi

Tel: (84 4) 831 4650; Fax: (84 4) 831 4540

Contact: Ms. Ha Ngoc Anh, Commercial Specialist

Email: [Ha.Anh@mail.doc.gov](mailto:Ha.Anh@mail.doc.gov)

Website: [www.buyusa.gov/vietnam](http://www.buyusa.gov/vietnam)

## **List of Accounting/Auditing Companies**

### **1. Auditing Accounting and Financial Consultancy Service Company (AASC)**

No. 1 Le Phung Hieu Street, Hanoi  
Tel: (84 4) 824-1990; Fax: (84 4) 825-3973  
Contact: Mr. Ngo Duc Doan  
Email: [aasc-ndd@hn.vnn.vn](mailto:aasc-ndd@hn.vnn.vn)  
Website: [www.aasc.com.vn](http://www.aasc.com.vn)

### **2. Ernst & Young**

Daeha Business Center,  
15<sup>th</sup> Floor, 360 Kim Ma Street, Hanoi  
Tel: (84 4) 831 5100; Fax: (84 4) 831 5090  
Email: [eyhanoi@vn.ey.com](mailto:eyhanoi@vn.ey.com)  
Contact: Tran Dinh Cuong (Partner)

### **3. Grant Thornton**

5<sup>th</sup> Floor, 74 Ba Trieu Street, Hanoi  
Tel: (84 4) 9438270; Fax: (84 4) 9438267  
Email: [info@gt.com.vn](mailto:info@gt.com.vn)  
Contact: Matthew Facey (Partner)

### **4. KPMG**

16<sup>th</sup> Floor, 198 Tran Quang Khai Street, Hanoi  
Tel: (84 4) 9360380; Fax: (84 4) 9360381  
Email: [kpmghanoi@kpmg.com.vn](mailto:kpmghanoi@kpmg.com.vn)  
Contact: Mark Jerome (Manager)

### **5. Price Waterhouse Coopers**

No. 2, 3<sup>rd</sup> Floor, 17 Ngo Quyen Street, Hanoi  
Tel: (84 4) 8251215; Fax: (84 4) 8251737  
Contact: Mr. Paul Coleman (Partner), Coco Echavez (Deputy Manager-Human Resources Services/Audit Manager)

### **6. Vietnam Auditing Company**

No. 8 Pham Ngoc Thach Street, Hanoi  
Tel: (84 4) 852 1117; Fax: (84 4) 852 4143  
Email: [hattanh@hn.vnn.vn](mailto:hattanh@hn.vnn.vn)  
Contact: Ms. Ha Thu Thanh (General Director), Mr. Pham Hoai Nam (Manager)

### ***Coordinator: U.S. Commercial Service***

No. 6, Ngoc Khanh Street, Hanoi  
Tel: (84 4) 831 4650; Fax: (84 4) 831 4540  
Email: [Ha.Anh@mail.doc.gov](mailto:Ha.Anh@mail.doc.gov)  
Contact: Ms. Ha Ngoc Anh, Commercial Specialist  
Website: [www.buyusa.gov/vietnam](http://www.buyusa.gov/vietnam)

**HQ Address:**

14<sup>th</sup> Street and Constitution Avenue, N.W.  
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**Neal Burnham,** Deputy Assistant Secretary,  
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(616) 458-3564, fax: (616) 458-3872

Pontiac - Richard Corson, Director  
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Ypsilanti – Paul Litton, Director  
c/o Eastern Michigan University  
300 W. Michigan Ave, Ste 306G Ypsilanti, ZIP: 48197  
(734) 487-0259, fax (734) 485-2396

**MINNESOTA**

Minneapolis – Ryan Kanne, Director  
100 North 6<sup>th</sup> Street, Suite 210-C ZIP: 55403  
(612) 348-1638, fax (612) 348-1650

**MISSISSIPPI**

Mississippi – Carol Moore, Director  
175 East Capitol Street, Suite 255, Jackson, MS, 39201  
(601) 965-4130, fax: (601) 965-4132

**MISSOURI**

St. Louis - Randall J. LaBounty, Director  
8235 Forsyth Centre, Suite 520, St. Louis, MO 63105  
(314) 425-3302, fax: (314) 425-3381

Kansas City – Regina Heise, Director  
2345 Grand Blvd, Suite 650, Kansas City, MO 64108  
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Omaha - Meredith Bond, Director  
11133 "O" Street, Omaha NE 68137  
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**NEVADA**

Las Vegas – Tony Michalski, Director  
400 South Fourth Street, Suite 250,  
Las Vegas, Nevada 89101  
(702) 388-6694, fax: (702) 388-6469

Reno –Bill Cline, Director  
1 East 1<sup>st</sup> Street, 16<sup>th</sup> Floor, Reno, NV 89501  
(775) 784-5203, fax: (775) 784-5343

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Portsmouth - Susan Berry, Director  
17 New Hampshire Avenue, Portsmouth, NH 03801-2838  
(603) 334-6074, fax: (603) 334-6110

**NEW JERSEY**

Newark – Carmela Mammas, Director  
744 Broad Street, Suite 1505 Newark, NJ 07102  
(973) 645-4682, fax: (973) 645-4783

Trenton – Michael Manning, Director  
20 West State Street, P.O. Box 820  
Trenton, NJ 08625-0820  
(609) 989-2100, fax: (609) 989-2395

**NEW MEXICO**

Santa Fe - Sandra Necessary, Director  
c/o New Mexico Dept. of Economic Development  
P.O. Box 20003 Santa Fe, NM 87504-5003  
(505) 827-0350, fax: (505) 827-0263

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111 West Huron Street, Rm 1304, Buffalo, NY 14202  
(716) 551-4191, fax: (716) 551-5290

Harlem - K.L. Fredericks, Director  
163 W. 125th St., Suite 904, New York City, NY 10027  
(212) 860-6200, fax: (212) 860-6203

Long Island – Kenneth Reidbord, Director  
(TEMP Location)  
SBDC Stony Brook University, Harriman Hall Rm. 109  
Stony Brook, NY 11794-3777

20 Exchange Place, 40<sup>th</sup> Floor, New York City, NY 10005  
New York – William Spitzer, Director  
(212) 809-2675 fax: (212)-809-2687

Rochester –Erin Cole, Director  
400 Andrews Street, Suite 710, Rochester, NY 14604  
585-263-6480, fax: (585) 325-6505

Westchester - Joan Kanlian, Director  
707 Westchester Ave., Suite 209, White Plains, NY 10604  
(914) 682-6712, fax: (914) 682-6698

**NORTH CAROLINA**

Charlotte - Greg Sizemore, Director  
521 E. Morehead St, Suite 435, Charlotte, NC 28202  
(704) 333-4886, fax: (704) 332-2681

Greensboro – Samuel P. Troy, Director  
342 North Elm Street, 1st Floor, Greensboro, NC 27401  
(336) 333-5345, fax: (336) 333-5158

Raleigh – Debbie Strader, Director  
Triangle Export Assistance Center  
10900 World Trade Blvd, Ste. 110 Raleigh, NC 27617  
(919)281-2750, fax: (919)281-2754

**NORTH DAKOTA**

Served by the Minneapolis U.S. Export Assistance Center

**OHIO**

Akron – Ricardo Pelaez, Director  
One Cascade Plaza, 17th Floor, Akron, OH 44308  
(330) 237-1264, fax: (330) 375-5612

Cincinnati –Marcia Brandstadt, Director  
36 East 7th Street, Suite 2650, Cincinnati, OH 45202  
(513) 684-2944, fax: (513) 684-3227

CLEVELAND – Michael Miller, HUB Director  
for Great Lakes Network  
Susan Whitney – Director, Cleveland USEAC  
600 Superior Avenue, East, Suite 700,  
Cleveland, OH 44114  
(216) 522-4750, fax: (216) 522-2235

Columbus – Roberta Ford, Director  
401 North Front Street, #200, Columbus, OH 43215  
(614) 365-9510, fax: (614) 365-9598

Toledo - Robert Abrahams, Director  
300 Madison Avenue, Toledo, OH 43604  
(419) 241-0683, fax: (419) 241-0684

**OKLAHOMA**

Oklahoma City - Ronald L. Wilson, Director  
301 Northwest 63rd Street, Suite 330,  
Oklahoma City, OK 73116  
(405) 608-5302, fax: (405) 608-4211

Tulsa – Jim Williams, Director  
700 N. Greenwood Avenue, Suite 1400, Tulsa, OK 74106  
(918) 581-7650, fax: (918) 581-6263

**OREGON**

Portland - Scott Goddin, Director  
One World Trade Center, 121 SW Salmon Street, Suite 242  
Portland, OR 97204  
(503) 326-3001, fax: (503) 326-6351

**PENNSYLVANIA**

Harrisburg - Deborah Doherty, Director  
228 Walnut St, #850, P.O. Box 11698  
Harrisburg, PA 17108-1698  
(717) 221-4510 fax: (717) 221-4505

PHILADELPHIA – Joseph Hanley, HUB Director  
for Mid Atlantic Network  
Tony Ceballos, Director  
The Curtis Center, 601 Walnut Street, Suite 580 West  
Independence Square West, Philadelphia, PA 19106  
(215) 597-6101, fax: (215) 597-6123

Pittsburgh – Lyn Doverspike, Director  
425 6<sup>th</sup> Avenue, Suite 2950 Pittsburgh, PA 15219-1819  
(412) 644-2800, fax: (412) 644-2803

**PUERTO RICO**

San Juan (Hato Rey) – Maritza Ramos, Director  
Centro Internacional de Mercadeo , Torre II, Suite 702  
Guaynabo, PR 00968-8058  
(787) 775-1992/1974, fax: (787) 781-7178

**RHODE ISLAND**

Providence – Keith Yatsuhashi, Director  
One West Exchange Street, Providence, RI 02903  
(401) 528-5104, fax: (401) 528-5067

**SOUTH CAROLINA**

Charleston – Phil Minard, Director  
5300 International Blvd., Suite 201-C,  
North Charleston, SC Zip 29418  
(843) 760-3794, fax: (843) 760-3798

Columbia - Ann Watts, Director  
1201 Main St., Suite 1720, Columbia, SC 29201  
(803) 765-5345, fax: (803) 253-3614

Greenville (Upstate) - Denis Csizmadia, Director  
555 N. Pleasantburg Drive  
Bldg. 1, Suite 109, Greenville. SC 29607  
(864) 271-1976, fax: (864) 271-4171

**SOUTH DAKOTA**

Sioux Falls - Cinnamon King, Director  
Augustana College, 2001 S. Summit Avenue,  
Madsen Center, Room 122, Sioux Falls, SD57197  
(605) 330-4264, fax: (605) 330-4266

**TENNESSEE**

Knoxville - George Frank, Director  
17 Market Square #201, Knoxville, TN 37902-1405  
(865) 545-4637, fax: (865) 545-4435

Memphis - David Spann, Director  
22 North Front Street, Suite 200, Memphis, TN  
38103  
(901)544-0930, fax: (901)543-3510

Nashville – Dean Peterson, Director  
121 Commerce Street, 3<sup>rd</sup> Floor, Suite 100, Nashville,  
TN 37201  
(615) 259-6060, fax: (615) 259-6064

**TEXAS**

Austin - Karen Parker, Director  
221 E. 11<sup>th</sup> Street – 4<sup>th</sup> Floor, ZIP: 78701  
P.O. Box 12428, Austin, TX 78711-2428  
(512) 916-5939, fax: (512) 916-5940

Fort Worth – Mark A. Weaver, Director  
808 Throckmorton Street, Fort Worth, TX 76102  
(817) 392-2673, fax: (817) 392-2668

Houston – Duaine Priestley, Director  
15600 JFKennedy Blvd, Ste 530 Houston, TX 77032  
(281) 449-9402, fax : (281) 449-9437  
South Texas – Vacant, Director  
6401 S. 36<sup>th</sup> Street, Suite 4, McAllen, TX 78503  
(956)661-0238, fax: (956)661-0239

West Texas – Steve Recobs, Director  
1400 FM 1788, Room 1303, Midland, TX 79707-1423  
(432)552-2490, fax: (432)552-3490

**UTAH**

Salt Lake City - Stanley Rees, Director  
324 S. State Street, Suite 221, Salt Lake City, UT  
84111  
(801) 524-5116, fax: (801) 524-5886

**VERMONT**

Montpelier - Susan Murray, Director  
National Life Building, 6th Floor, Montpelier, VT  
05620-0501  
(802) 828-4508, fax: (802) 828-3258

**VIRGINIA**

Arlington, VA (North Virginia) – Anne Grey, Director  
1401 Wilson Boulevard, Suite 1225, Arlington, VA  
22209  
(703) 235-0331, fax: (703)-524-2649

Richmond – Anne Grey, Director  
400 N 8th St., Suite 412, P.O. Box 10026,  
Richmond, VA 23240-0026  
(804) 771-2246, fax: (804) 771-2390

		<p><b><u>WASHINGTON</u></b>  Seattle - Director  2601 Fourth Ave, Suite 320, Seattle, WA 98121  (206) 553-5615, fax: (206) 553-7253</p> <p>Spokane – Janet Daubel, Director  Spokane Regional Chamber of Commerce  801 W. Riverside Ave, Suite 400, Spokane, WA 99201  (509) 353-2625, fax: (509) 353-2449</p> <p>Tacoma – Young Oh, Director  950 Pacific Avenue, Suite 410, Tacoma, WA 98402  (253) 593-6736, fax: (253) 383-4676</p> <p><b><u>WEST VIRGINIA</u></b>  Charleston - James R. Pittard, (Acting) Director  405 Capitol Street, Suite 807, Charleston, WV 25301  (304) 347-5123, fax: (304) 347-5408</p> <p>Wheeling – James F. Fitzgerald, Director  Wheeling Jesuit University / NTTC  316 Washington Ave., Wheeling, WV 26003  (304) 243-5493, fax: (304) 243-5494</p> <p><b><u>WISCONSIN</u></b>  Milwaukee - Paul D. Churchill, Director  517 E. Wisconsin Avenue, Room 596,  Milwaukee, WI 53202  (414) 297-3473, fax: (414) 297-3470</p> <p><b><u>WYOMING</u></b>  Served by the Denver U.S. Export Assistance Center</p> <p><b><u>National Director</u></b>  Thomas McGinty  Tel: 202-482-3940  <b>Mailing Address:</b> 14<sup>th</sup> and Constitution Avenue, NW  Room 3810 HCHBuilding  Washington, D.C. 20230</p>
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Hottest Markets – EASY!

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**Hear/See/Chat**

... one-on-one....

with *export experts* at the *American Embassy*  
in Vietnam as they guide you through

**3 EZ Steps**

to export success in Asia's hottest market!

EZ STEP **1**  
**Browse**  
Best Prospects

EZ STEP **2**  
**Check** our export  
assistance services

EZ STEP **3**  
**Contact** an export  
expert at the Embassy

\* (9:00-12:00 P.M. EST, 8:00 – 11:00 P.M. CST; 7:00 – 10:00 P.M. MST; 6:00-9:00P.M. PST)

Be sure to also visit our Web Site at [Buyusa.Gov/Vietnam](http://Buyusa.Gov/Vietnam)

# EZ STEP **1**

## Browse

### Best Prospects

*Browse thru these eleven “Best Prospects” to see if they offer markets of export opportunity for your product or service. Click on the “paper clip” for more info on each:*

1. Power Generation, Transmission and Distribution
2. Telecommunications Equipment and Services
3. Oil and Gas Machinery and Services
4. Computer Hardware and Software Services
5. Airport and Ground Support Equipment
6. Environmental Technologies –Pollution Control Equipment
7. Packaging Equipment
8. Medical Equipment
9. Safety and Security Equipment
10. Education and Training
11. Franchising

*Note: Since we cannot anticipate all markets of opportunity that may be of interest to potential American exporters feel free to discuss with our export experts possible markets of opportunity for your product or service. Kindly be reminded that the content of your product or service must be at least 51% made in the United States.*

If you're in luck, then go to **EZ Step 2**.

## EZ STEP **2**

### Check our export assistance services

*Check out the these export assistance services, offered by the Embassy export experts, designed to move you quickly to your export goals. Click on the “paper clip” for more info on each:*

- **Market intelligence reports**  
Highlight markets of opportunities at sector and segment level
  - *Customized Market Research*
  
- **Market contact lists and background checks**  
Provide information on potential buyers or business representatives:
  - *Gold Key Service*
  - *Video Gold Key Service*
  - *International Partner Search*
  - *Contacts List*
  
- **Market Promotion events**  
Move your product and services into the marketplace:
  - *Single Company Promotion*
  - *Featured U.S. Exporters (FUSE)*

*Note 1 : Since we cannot anticipate every kind of trade assistance request, feel free to design, with our export experts, customized services that suit your export strategy.*

*Note 2: Our Commercial Service colleagues in the Unites States at over one hundred locations are also prepared to counsel you , in person, on markets of opportunity and trade assistance services in Vietnam ..... as well as dozens of other countries overseas. (Click here to locate an office near you).*

Still got your attention? Then go to **EZ Step 3.**

Be sure to also visit our Web Site at [Buyusa.Gov/Vietnam](http://Buyusa.Gov/Vietnam)

# EZ STEP **3**

## Contact an export expert at the Embassy

*Now, contact an export expert at the Embassy, from the list below, to decide what combination of EZ Steps 1 and 2 will be the most effective market entry strategy for your product or service. We suggest you initiate your communication via e-mail. Subsequent communications may be continued, free of charge, via:*

### ◆ E-mail    ◆ Voice Over Internet Telephone    ◆ Web Conference

#### **Power Generation, Transmission and Distribution**

- Le Son, Commercial Specialist, E-mail: [Le.Son@mail.doc.gov](mailto:Le.Son@mail.doc.gov)
- Nguyen Dzung, Commercial Specialist, E-mail: [nguyen.dzung@mail.doc.gov](mailto:nguyen.dzung@mail.doc.gov)

#### **Telecommunications Equipment and Services**

- Nguyen Dzung, Commercial Specialist, E-mail: [nguyen.dzung@mail.doc.gov](mailto:nguyen.dzung@mail.doc.gov)
- Nguyen Hoa, Commercial Specialist, E-mail: [nguyen.hoa@mail.doc.gov](mailto:nguyen.hoa@mail.doc.gov)

#### **Oil and Gas Machinery and Services**

- Le Son, Commercial Specialist, E-mail: [Le.Son@mail.doc.gov](mailto:Le.Son@mail.doc.gov)
- Ha Ngoc Anh, Commercial Specialist, E-mail: [Ha.Anh@mail.doc.gov](mailto:Ha.Anh@mail.doc.gov)

#### **Computer Hardware and Software Services**

- Nguyen Dzung, Commercial Specialist, E-mail: [nguyen.dzung@mail.doc.gov](mailto:nguyen.dzung@mail.doc.gov)
- Nguyen Hoa, Commercial Specialist, E-mail: [nguyen.hoa@mail.doc.gov](mailto:nguyen.hoa@mail.doc.gov)

#### **Airport and Ground Support Equipment**

- Le Son, Commercial Specialist, E-mail: [Le.Son@mail.doc.gov](mailto:Le.Son@mail.doc.gov)
- Ha Ngoc Anh, Commercial Specialist, E-mail: [Ha.Anh@mail.doc.gov](mailto:Ha.Anh@mail.doc.gov)

#### **Environmental Technologies –Pollution Control Equipment**

- Ngo Anh, Commercial Specialist, E-mail: [ngo.anh@mail.doc.gov](mailto:ngo.anh@mail.doc.gov)
- Vo Thuy, Commercial Specialist, E-mail: [vo.thuy@mail.doc.gov](mailto:vo.thuy@mail.doc.gov)

#### **Packaging Equipment**

- Ngo Thuc Anh Commercial Specialist, E-mail: [ngo.anh@mail.doc.gov](mailto:ngo.anh@mail.doc.gov)
- Nguyen Huong, Commercial Assistant, E-mail: [huong.nguyen@mail.doc.gov](mailto:huong.nguyen@mail.doc.gov)

#### **Medical Equipment**

- Ha Ngoc Anh, Commercial Specialist, E-mail: [Ha.Anh@mail.doc.gov](mailto:Ha.Anh@mail.doc.gov)
- Le Anh Commercial Specialist, E-mail: [Le.Anh@mail.doc.gov](mailto:Le.Anh@mail.doc.gov)

#### **Safety and Security Equipment**

- Ngo Minh Phuong Commercial Specialist, E-mail: [Ngo.Phuong@mail.doc.gov](mailto:Ngo.Phuong@mail.doc.gov)
- Vo Mac Thuy Commercial Specialist, E-mail: [Vo.Thuy@mail.doc.gov](mailto:Vo.Thuy@mail.doc.gov)

#### **Education and Training**

- Ngo Thuc Anh Commercial Specialist, E-mail: [Ngo.Anh@mail.doc.gov](mailto:Ngo.Anh@mail.doc.gov)
- Le Anh Commercial Specialist, E-mail: [Le.Anh@mail.doc.gov](mailto:Le.Anh@mail.doc.gov)

#### **Franchising**

- Ha Ngoc Anh, Commercial Specialist, E-mail: [Ha.Anh@mail.doc.gov](mailto:Ha.Anh@mail.doc.gov)
- Le Anh Commercial Specialist, E-mail: [Le.Anh@mail.doc.gov](mailto:Le.Anh@mail.doc.gov)

Be sure to also visit our Web Site at [Buyusa.Gov/Vietnam](http://Buyusa.Gov/Vietnam)