



3rd Purchasing Initiative SEA - Vietnam Market Access Germany

Delegation of German Industry and Commerce in Vietnam



Delegation der Deutschen
Wirtschaft in Vietnam
Delegation of German Industry
and Commerce in Vietnam



Supported by:



on the basis of a decision
by the German Bundestag

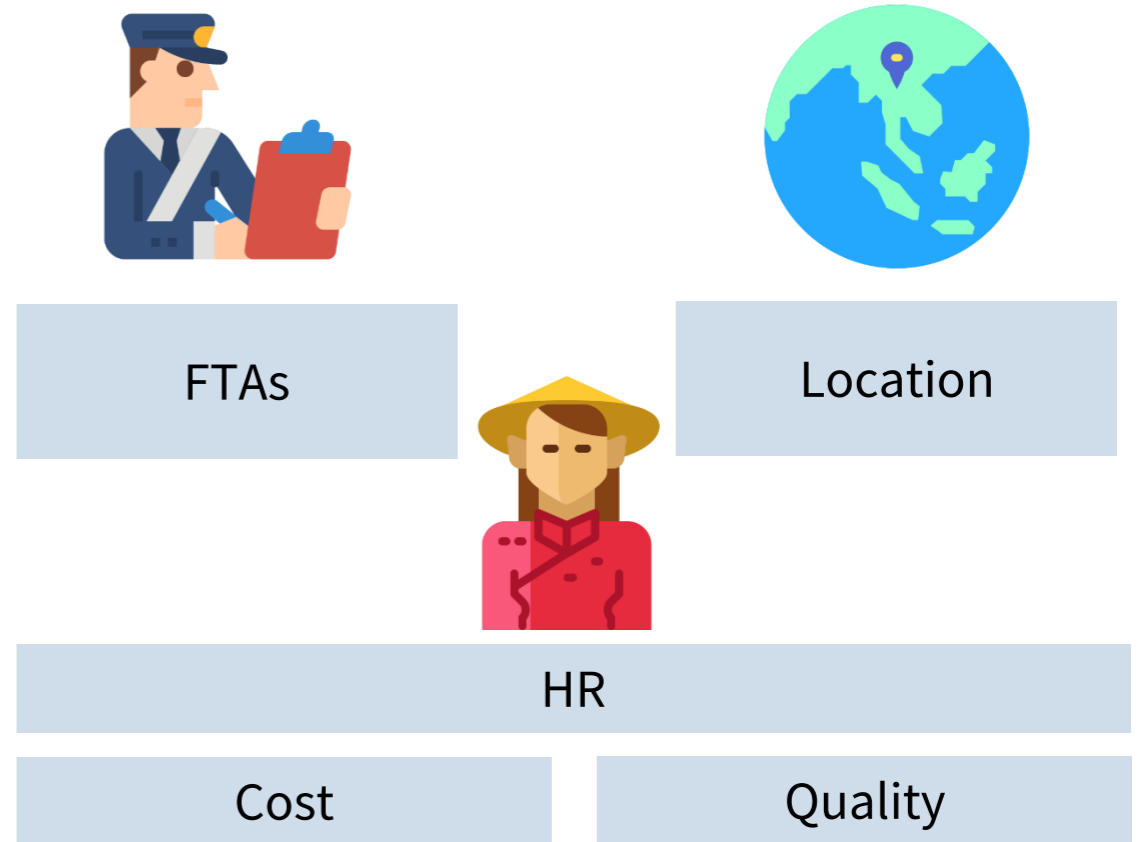
WHY COMPANIES LOOK AT VIETNAM

Factors for Sourcing in Vietnam

PUSH Factors
(why companies are re-orienting)

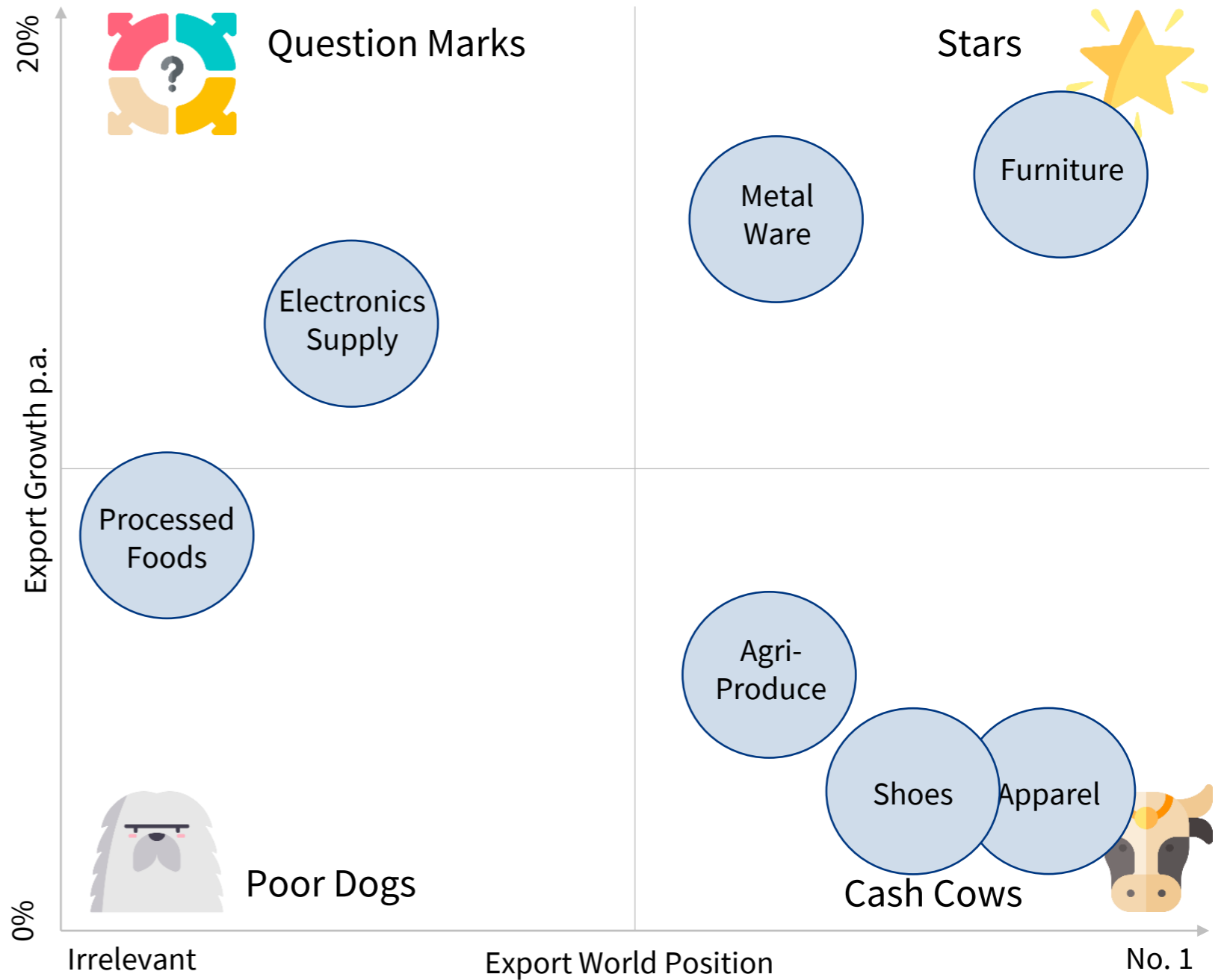


PULL Factors
(why Vietnam is attractive)



Buying Potential

BCG-Matrix: Export Products (Selection)



HOW TO SET UP SALES

Closing Deals

How to find a business partner...

Find...

 ixpos.de
The German Business Portal

 handelsvertreter.de
IUCAB B2B platform Germany

 wlw.de

...be found

 global sources

 Alibaba.com

 YellowPages.vn

 bmeopencsourcing.com

Trade fairs

 AUMA
auma.de/en

AHK

 GIC AHK
Vietnam.ahk.de

...and how to present yourself

Professional e-mail domain

Instead of this... 🙄

nhung@google.com.vn

...this! 🙌 😊 👍

nhung@nhung-llc.com.vn

Relevant website

In English

Modern design

Info on company, management, products

Updated landline phone numbers

(Tel): +84-4.629 [blurred] Fax: +84-4.629 [blurred]

😬 😬 😬

BEFORE YOU GO...

Vetting Business Partners

Why it is important... 🙋

Most transactions are „small“ volume

Do not warrant legal dispute if default happens

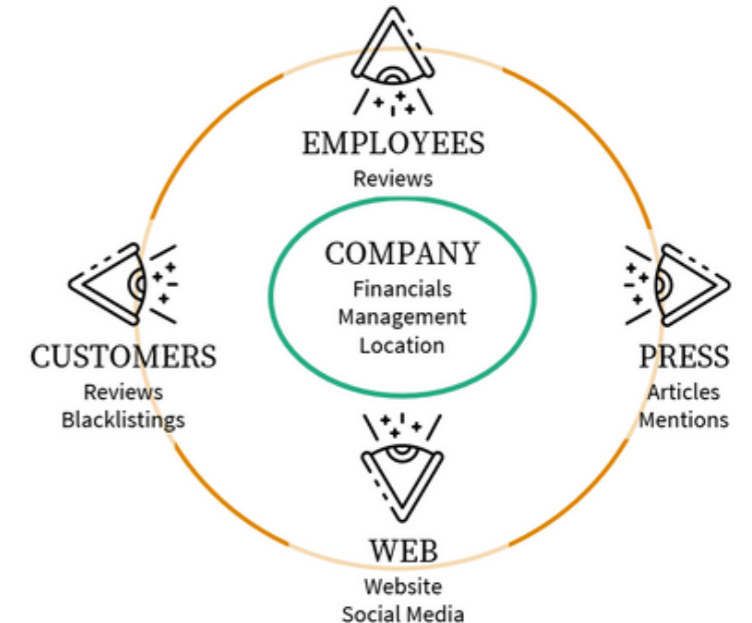
Worst Practice 😱:

“(Our customer has) failed to pay invoices (...), appears to have gone into some form of administration – although we have yet to receive any formal communication from them on this despite repeated requests. (...) The actual amount outstanding is €16,086, which is a significant sum to a small consultancy like ourselves.””

This cases are rare BUT they happen often enough!

🕶️ ...and how you can vet German firms

Ideally, 360° View:



DIY Guide available @ ahk-knowledgehub-vn.com

or ask us under info@vietnam.ahk.de



At a minimum: Check your partner @ northdata.com



Knowledge Hub Vietnam

Search

Image by tirachardz/freepik

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Current Topics

- > [Immigration X COVID-19](#)
- > [State of German investments in Vietnam 2020/21 \(blog\)](#)
- > [EU-Vietnam Free Trade Agreement](#)
 - >> [Guide to tariff elimination \(blog\)](#)
 - >> [Guide to rules of origin \(blog\)](#)

If you'd like to know more, check out these pages:
vietnam.ahk.de
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We are wishing...
...lots of Success in Germany!

