

SUCCESSING IN VIETNAM

Understanding the Market and Achieving Business Goals



01

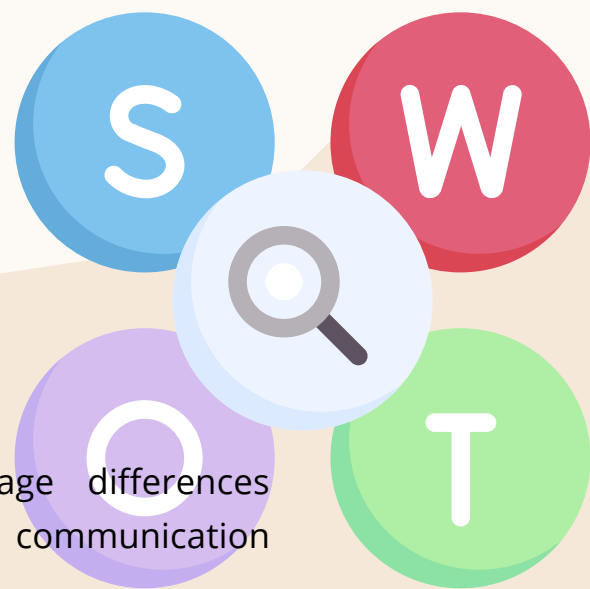
THE BUSINESS ENVIRONMENT

- Politically stable, population confident in the government
- Economy is growing stronger through this decade
- Social culture of learning, but high-skilled labour is limited
- Technological infrastructure is building up rapidly
- Legal system requires careful attention
- Environmental issues are becoming more important

02

BUSINESS OUTLOOK

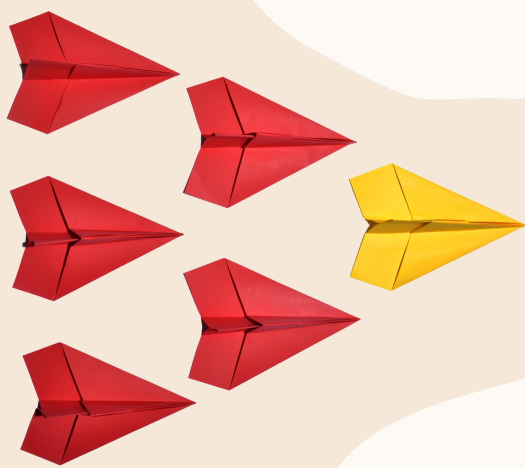
- **Strengths**
 - Wage competitive for the foreseeable future
 - Workforce is motivated to learn
- **Weakness**
 - Low English language skills and language differences between parts of the country cause communication problems
 - Legal systems and regulations can be hard to navigate
- **Opportunities**
 - Emergence of a stronger middle class
 - Industry continues to diversify rapidly
 - Benefitting from US-China trade disputes
 - Provinces are competing for new businesses
- **Threats**
 - Aging population and shrinking workforce
 - Wages rising in response to a small labour force



03

KEY LEADERSHIP ACTIONS

- **Experience Vietnam** before making a business plan
- Have a **well-structured training plan**
- **Reset expectations** about the workforce
- Develop a **local leadership pipeline**



04

USEFUL PRACTICES

- **Educate** yourself on the unique aspects of Vietnam's **social and professional culture**
- Develop a **network of trusted partners**, especially a high-quality law firm
- **Identify the skills your employees will need** and realise that they may start from a low level of readiness
- **Source locally** if you can, import only if you must
- **Include local managers** in your workforce plan

