



RETAIL SECTOR in Vietnam

Executive Summary

Thai products look promising in Vietnam as they are generally welcomed by Vietnamese consumers due to local customers' positive perception that Made-in-Thailand products are of high quality with reasonable price.



Vietnam's consumption is heavily dependent on imports



Thai products can benefit from Vietnam's growing economy

Key drivers for Vietnamese market

❑ Growing Demand and Consumption

- Rising purchasing power
- Expansion of urbanization
- Large market size with over 93 million people

❑ **ASEAN FTA** allows Thai exports to enter Vietnam with 0% tariff.

❑ Vietnamese Consumer Behavior

- Thai products are perceived as high quality goods at reasonable price.
- Vietnamese people are open to try new products.

Potential Thai consumer goods



➤ **Food and Beverages:** Instant noodles/soup, frozen food, seasonings, snacks, organic food, Asian soft drinks, ice cream, dairy products, baby food, juice, edible oils



➤ **Cosmetics:** Organic makeup, soap, shampoo, cooling powder, cream and sun screen, spa products.



➤ **Apparel and Footwear:** Kids' clothes, fashion shirts and skirts, smart trousers, canvas shoes and gym shoes.



➤ **Household Products :** Kitchen goods with attractive designs, decorative goods & furniture and premium fast-moving consumer goods

Key Topics



Retail Sector

Opportunities for Thai Products

How to Trade?

KASIKORNBANK Support

Vietnam Demographic Overview

Large market with expanding urbanization



Working age: 70 percent

Vietnam is one of the most promising markets in ASEAN.

The population is expected to reach **100** million by 2025.



Min. wage: USD165 /month

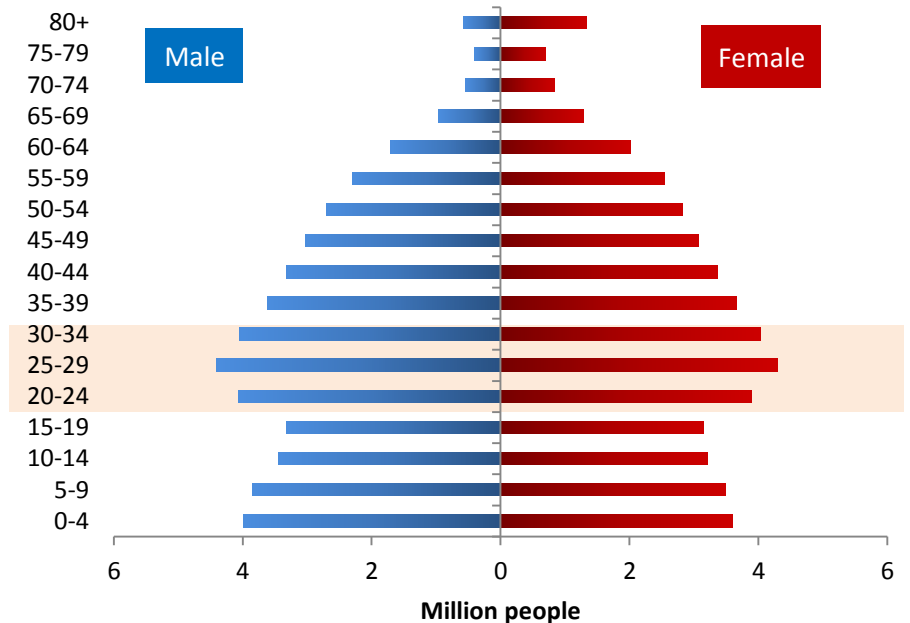
A rapidly-growing number of young and affluent consumers with high purchasing power leads to stronger demand for consumer goods.



Growing population in urban area

Projected to expand from 32% (2015) to 43% (2030), along with infrastructure development and changing lifestyle.

Vietnam Population Pyramid

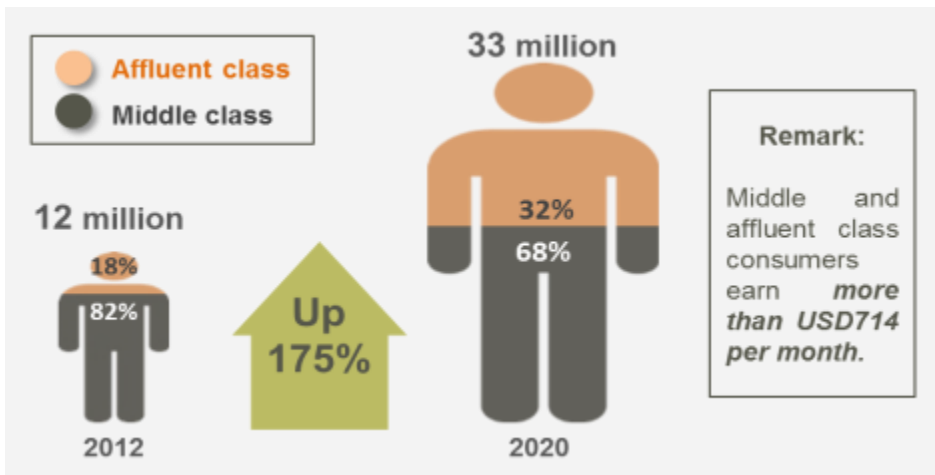


- The largest demographic group (ages 20 to 34) is **relatively young** compared to other middle-income countries.
- Compared to Thailand, Vietnam's **total fertility rate is higher**, with an expectation that the young population will continue to expand.

Vietnam Demographic Overview

Vietnam has a rapidly growing number of middle class and affluent consumers who are the key driver for Vietnam’s retail sector. Moreover, people in the North and those living in the South have different consumer behavior.

The number of middle-class and affluent consumers



Potential consumer for Thai products:

- The **emerging-middle class and middle class** will remain the biggest consumers, particularly in fast-moving consumer goods and foreign goods. More than **two million Vietnamese** are joining middle class a year.
- Affluent class consumers generally look for **luxury goods** with guaranteed qualities.

Purchasing behavior varies across Vietnam

Hanoi:

- Spend more **carefully**
- **Prefer quality** to good prices
- **More sensitive** to promotional campaigns
- Comply with others’ **suggestions**
- **Loyal** to brands and be fashionable
- Passionate about **luxury** brands



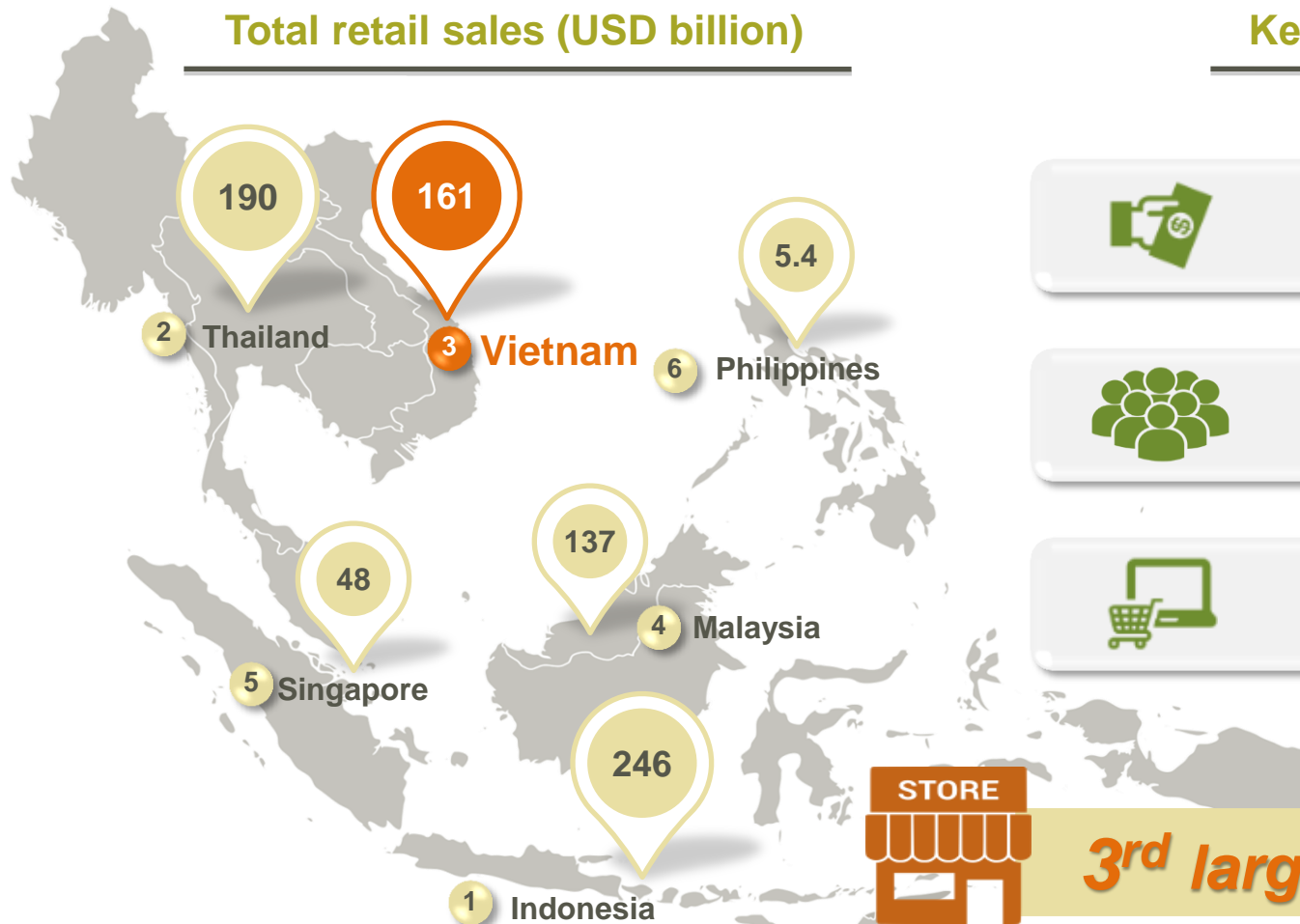
Ho Chi Minh:

- Spend more **easily**
- Prefer **cheap prices** to quality
- **Sensitive** to promotional campaigns
- Use **personal** attitudes
- Eager to **try** new brands
- Embrace **changes**



ASEAN Retail Market

Total retail sales (USD billion)



Key drivers for Vietnam's retail sales



High purchasing power



Huge population size



High internet access



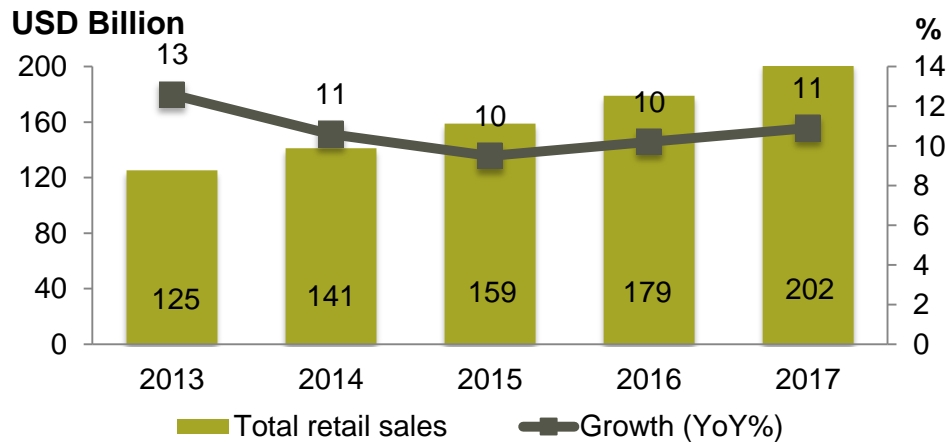
3rd largest retail market in ASEAN

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Retail Sector Overview

Growth in Vietnam's GDP per capita income and expenditure accelerate the growth of its retail market. Retail sector is *driven by changing lifestyles and behavior.*

Total retail sales



Opportunities:

- Although a majority of retail sales comes from *traditional trade*, modern trade has ample room to grow.
- **Ho Chi Minh City and Hanoi** will account for about one-third of middle and affluent class consumers by 2020.
- **Other interesting markets** are Da Nang, Nghe An, Hai Phong, Can Tho, and Nha Trang

Retail channels

Most modern trade channels are located in the big cities, while wet markets are seen across the country.



Wet market
(8,513 units)



Convenience store
(1,561 units)
(HCM 927, Hanoi 469, Other 165)



Supermarket/Hypermarket
(869 units)



Commercial centers
(170 units)



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Modern Trade - Supermarkets / Hypermarkets

Thai retailers are among top modern retail players in Vietnam. Thai products in Vietnam are popular and well-known. It is possible to collaborate with Vietnamese and other foreign retailers to put more Thai products on their shelves.

Supermarkets / Hypermarkets

 **1st**  **92 stores**

 **2nd**  **74 stores**

 **3rd**  **55 stores**

 **4th**  **34 stores**

 **5th**  **19 stores**



Big C Vietnam

- Owned by **Central Group** in 2016
- Located in **20 cities and provinces**
- Most on-shelf products are **produced in Vietnam or Vietnamese products**.
- Big C Vietnam's strategy is **not to flood Thai products** in Vietnam to **avoid unnecessary negative sentiments** among Vietnamese consumers.













MM Mega Market

- Owned by **TCC Holding Company** in 2016
- Formerly named **Metro Cash & Carry**
- **A wide range of international products** is literally on every shelf, especially snacks which are very popular.
- **International products (including Thai products) are well promoted** and placed at eye-catching spots, together with promotion campaigns and sales representatives speaking with a microphone to promote the products.

Modern Trade - Convenience stores

Convenience stores in Vietnam are essential and they act as an emergency-aid to serve the customers' urgent needs. Prices of goods in these stores are slightly higher than those in the traditional markets but still affordable.

Convenience stores

	1 st		1000 stores
	2 nd		264 stores
	3 rd		165 stores
	4 th		154 stores
	5 th		107 stores

There are over **1,800** convenience stores in Vietnam.

TARGET: young people group

PRODUCT: a wide range of local and imported products, takeaway food and other products.

LOCATION: urban area, near high schools and universities

FEATURE: eating corner, free WIFI, open 24 hours a day and 7 days a week.

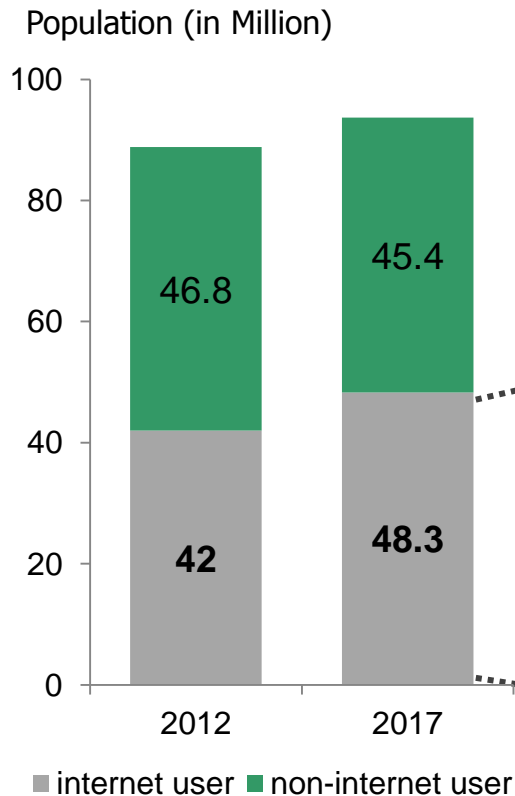
Outlook:

- Vietnam is forecast to be **the fastest-growing convenience market in Asia** by 2021.
- Vietnamese convenience market growth forecast (2017-2021) is 37.4 percent. (6.6 percent for Thailand)

E-Commerce Overview

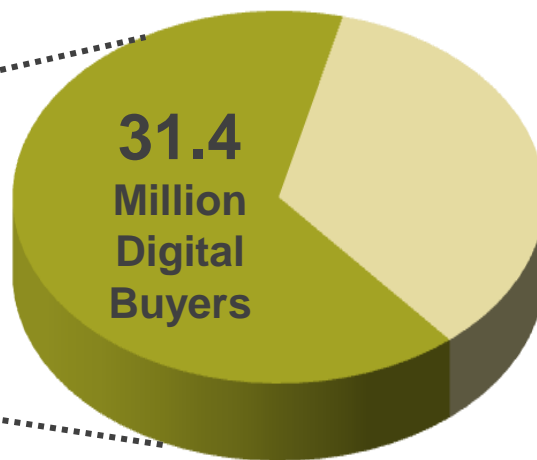
Vietnamese online buyers are likely to have **middle-to-high income**, who can afford electronic devices to search for information and buy products. Middle-end Thai products with slightly higher prices are competitive against Vietnamese goods.

Number of internet users

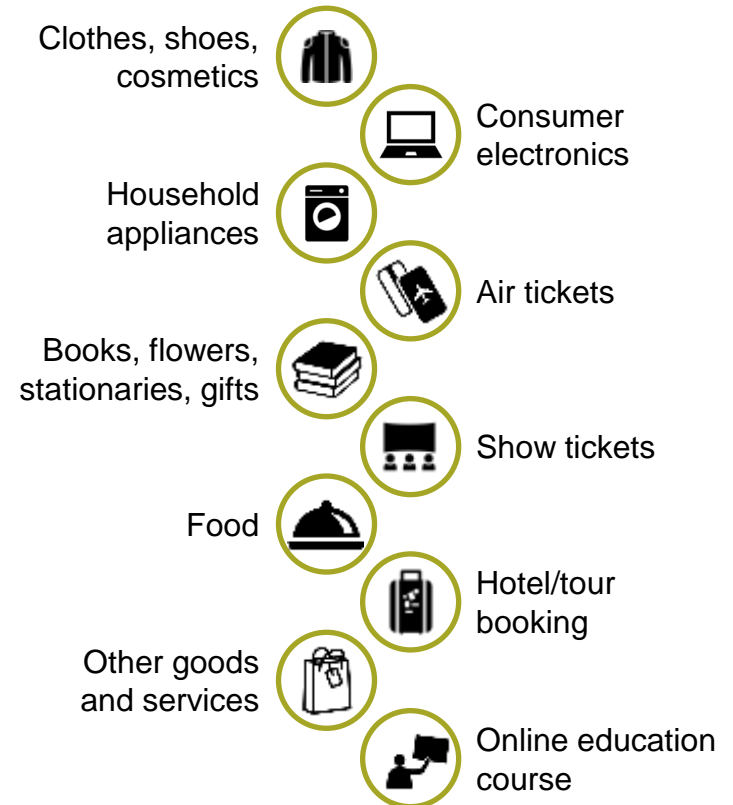


Number of digital buyers

- Vietnam had **48.3 million** internet users in 2017.
- **65 percent** of internet user **buys online products**.



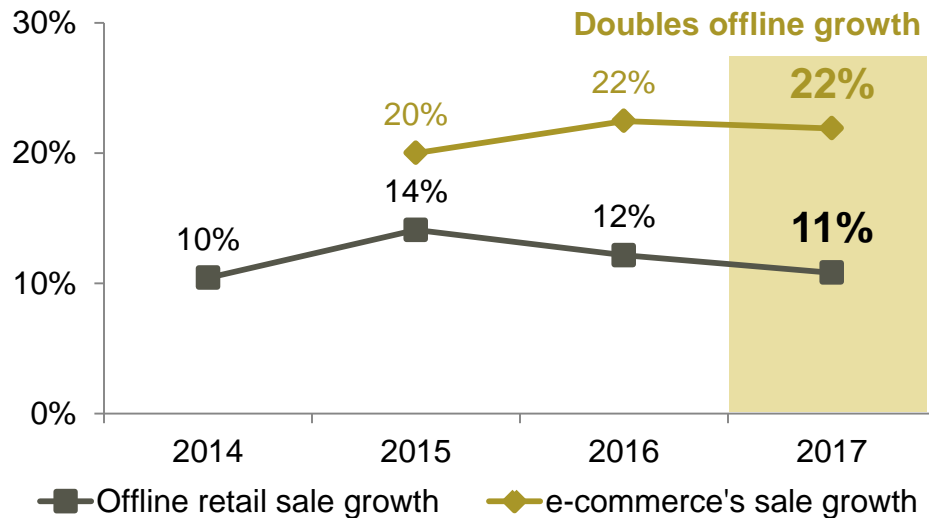
Most popular online purchase categories



E-Commerce Overview

Vietnam's online retail market: Accounting for only 1.3 % of the total retail market value, the online market, however, **looks promising**, with 22% annual growth rate and its turnover expected to reach USD 3.7 billion in 2020.

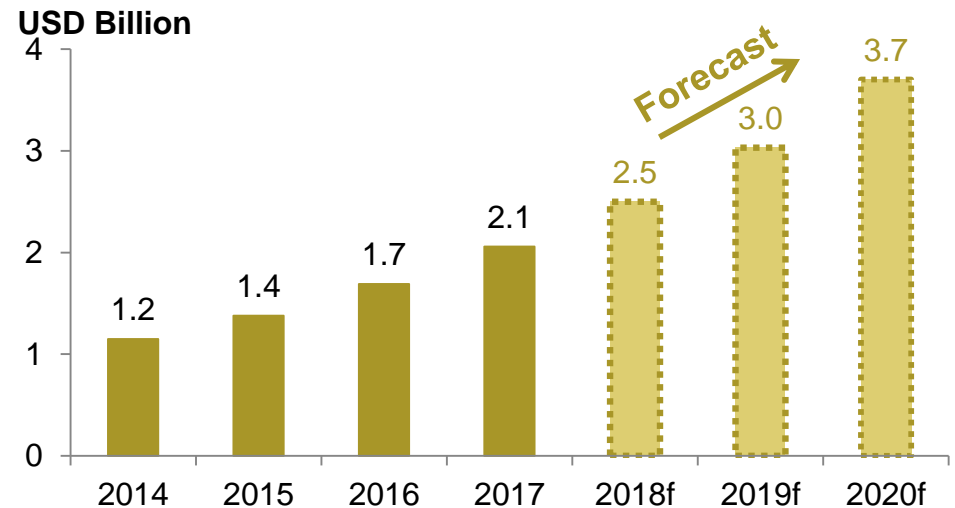
E-Commerce sales growth



Recent Trends:

- E-Commerce is expected to become an important infrastructure of Vietnam's trade sector.
- Most Vietnamese (66 percent) tend to seek information on a product's price and availability.

E-Commerce market value



Recent Trends:

- E-Commerce is **shifting** not only what people purchase but also how they purchase now and in the future.
- Pricing on average is **cheap** and the **availability of products and categories** expands continually.

E-Commerce Characteristic



E-Commerce models

C2C and B2C models are the most popular in the country



Shoppers spend

USD55 average annual E-Commerce revenue per user in 2016 – (USD212 for Thailand)



Spending time

24 hours 7 days



Online shoppers' payment

Cash on delivery **85%**

Digital methods **15%** / e.g. credit card, bank transfer, payment card and e-wallet.

- Digital payment has not kept pace with E-Commerce development.
- Only 17 percent of E-Commerce websites support e-payment.



Growing logistics

- **Existing players can handle domestic delivery well** (i.g., Viettel Post, EMS, VNPost, Ninja Van, Giaohanghanh, Giaohangtietkiem.
- **Delivery and shipping service providers** offer both delivery service and receipt of payments from buyers door to door.



Increasing E-payment (In 2012-2016)

- Domestic-payment cards rocketed **597%**
- International cards by **319%**

E-Commerce Platforms

Vietnamese do **on-line shopping through various platforms**, similarly to Thais. However, selling products directly from Thailand via **social commerce is not yet possible** because Vietnamese are still used to paying by cash-on-delivery.

Popular platforms of E-Commerce



YouTube YouTube has become one of the most popular applications in Vietnam.

- **Social network** presents another **shopping channel**
- Average daily use of the internet via mobile is **2 hours and 6 hours** via computer.
 = dominant player

Top local E-Commerce websites



Top foreign E-Commerce websites



Some websites sell Thai products such as food and beverage, instant noodles, snack, cooking ingredient, personal care and cosmetic products.

Key Topics



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Opportunities for Thai products



Offline retail sale as a main channel for Thai products



E-Commerce as a new channel for Thai products

- **Food:** seasonings, Asian soft drinks, snacks
- **Cosmetics:** soaps, shampoos, cream
- **Household goods:** detergents, furniture

Potential product

- **Food:** functional food and drink, snacks
- **Cosmetics:** make-up, skin care, beauty tools
- **Household goods:** home decoration

- **Middle and affluent class:** Good quality with reasonable prices
- **Others:** competitive prices to local goods

Target consumer

- **Young buyers** in higher middle income class who look for cheap products.
- **Others:** niche group of customers who prefer newly imported goods

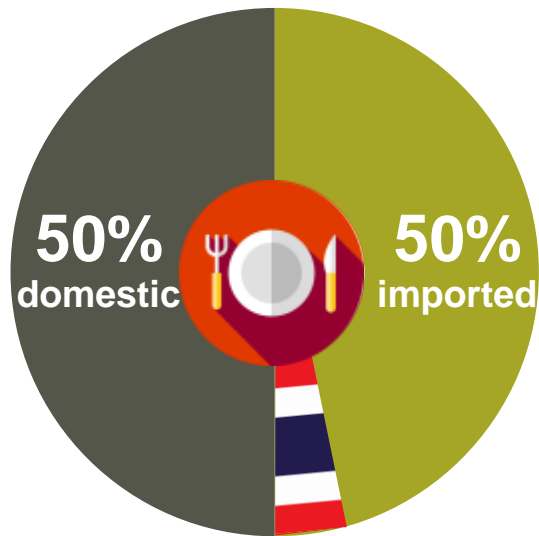
- **Major cities:** Hanoi, Ho Chi Minh, Can Tho and Bien Hoa
- **Tourist cities:** Da Nang

Target areas

- **Focus cities:** Hanoi and Ho Chi Minh
- **Other cities:** cities that are internet accessible and efficient logistic systems.

Potential products: Food and Beverages (F&B)

Vietnam F&B market value, 2017

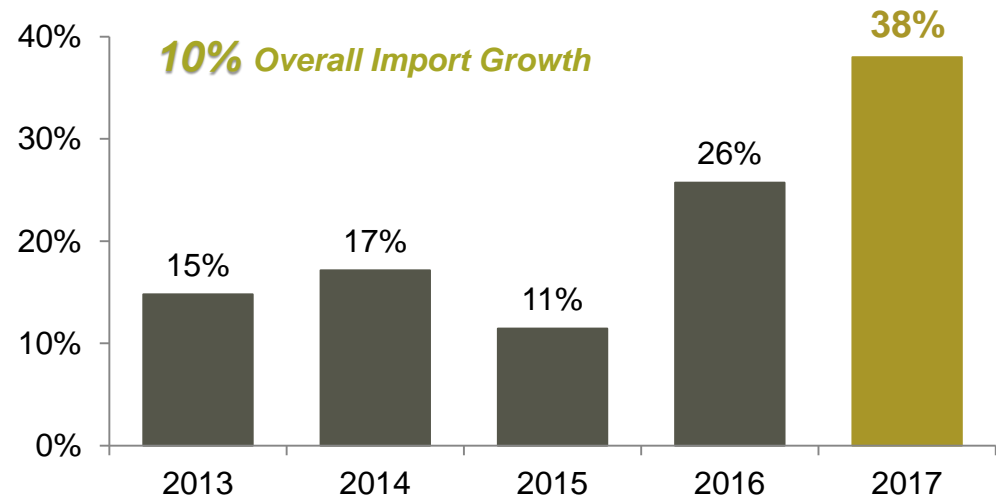


- Half of F&B market value in Vietnam is contributed by **imports**.
- **Thai F&B products** gain **5 percent** of market share.
- Prices of beverages should not be higher than food prices.

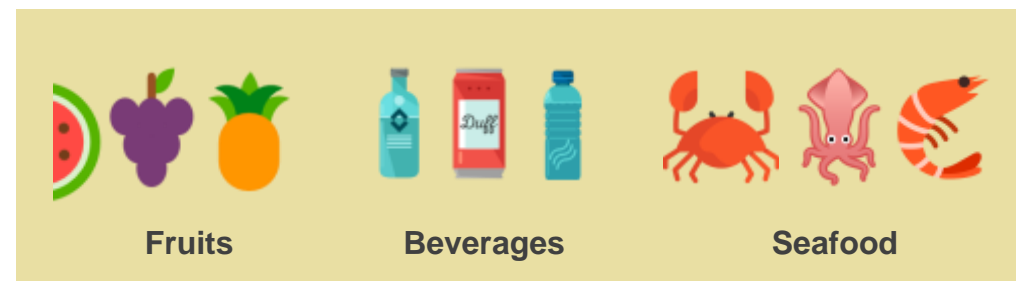
Vietnamese brands



Growth rate of F&B import value from Thailand



Top F&B products imported from Thailand

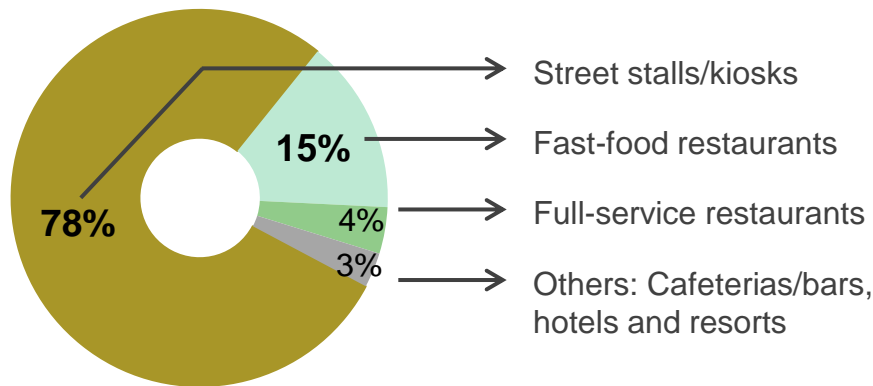


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Potential products: Food and Beverages (F&B)

Rising consumption of branded fast-moving consumer goods (FMCG) products in rural Vietnam will drive the market growth as rural consumers have gradually gained better access to products, backed by higher disposable income.

Food service outlets in Vietnam in 2016



Recent trends:

- Future F&B growth is expected to be driven by the continuing **changes in urban consumer lifestyle** as they place a higher importance on convenience, safety, and health.
- Several FMCG brands are **convincing cost-conscious** Vietnamese that their outdoor lifestyle can be transferred in home.

Opportunities:

- **Thai F&B brands:** Functional food and drinks are becoming popular.
- **Potential product:** Instant noodles/soup, frozen food, seasonings, snacks, organic food, Asian soft drinks e.g. green tea, soymilk, ice cream, dairy products e.g. condensed milk, baby food, juice (fruits and vegetables), and edible oils
 - Frozen food is suitable for B2B rather than B2C
- **Target consumer:** any food service channels to enable higher-income and lower-income consumers to access the products.
- **Target areas:**
 - **Modern retailer:** supermarkets, hypermarkets, mini-marts, convenience stores, and department stores
 - **Urban areas:** Hanoi, Ho Chi Minh City, Hai Phong, Danang, Can Tho, Nha Trang, Quang Ninh, Binh Duong

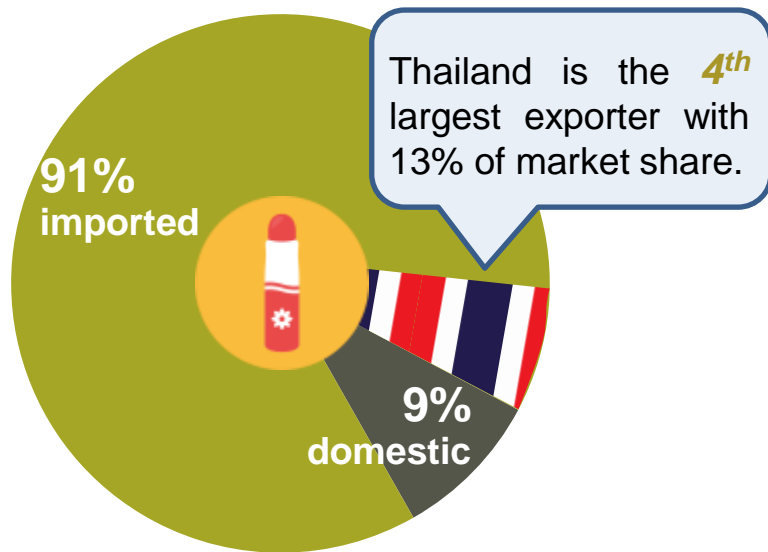


Since Vietnamese are price sensitive, the prices must be competitive as well.

Potential products: Cosmetics

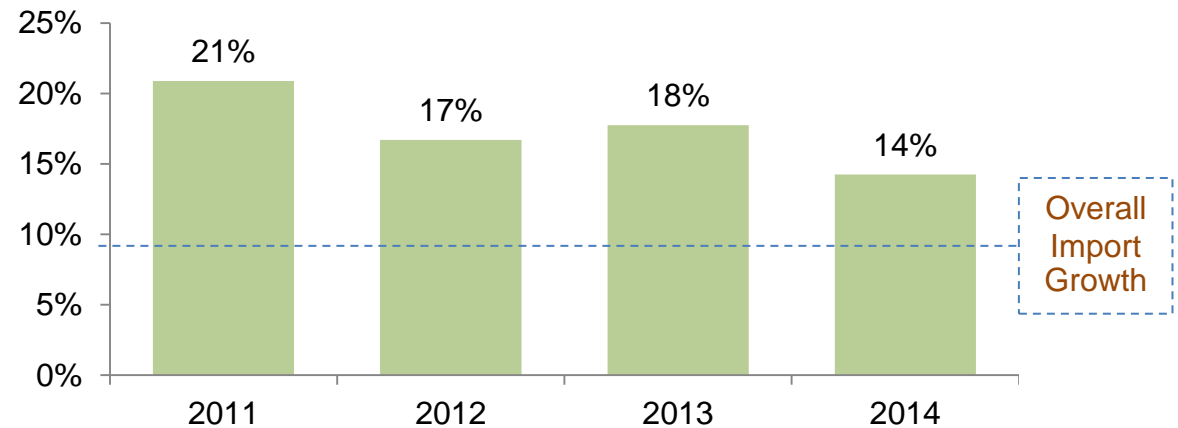
Cosmetic product is another key Thai export item to Vietnam. Vietnam's cosmetic market heavily relies on import products. The value of cosmetics imported from Thailand shows positive outlook.

Vietnam cosmetics market value, 2017



- **South Korea** made up **30%** of the total imports, followed by the EU (23%), and Japan (17%)
- **13%** of the imported cosmetics came from Thailand, the **4th** largest exporter.

Growth rate of cosmetics import value from Thailand



Top cosmetic products imported from Thailand



Potential products: Cosmetics

Thai luxury cosmetic products have high potential, especially for Vietnamese women who are the key target customers of Thai cosmetics.



47.98 million females
Women account for 52% of total population.



Vietnamese consumers prefer foreign cosmetic brands

Recent trends:

- **International brands remain dominant:** Vietnam's cosmetic industry is confined to the low-end segment, where imports make up 90 per cent of sales.
- **Demand for natural and organic products is growing** in Vietnam despite their higher prices. This trend is seen largely in big cities where there are mainly medium- and high-income consumers.

Opportunities:

- **Thai cosmetic brands** can tap into Vietnam's growing income and take advantage of its preferences.
- **Potential products:** Organic makeup, soap, shampoo, cooling powder, cream and sun screen, spa products.
- **Target consumer:** women in the middle-upper income class or working age population.
- **Target areas:** Modern trade
 - Big city: Ho Chi Min, Hanoi
 - Second tier city: Hai Phong, Da Nang, Can Tho, Binh Duong

Tips

- **Competitive price is an advantage of Thai cosmetics.**
- **Organic cosmetics are more popular.**
- **Vietnamese people do not usually use lotion.**

Potential products: Household Products



Urban area is likely to expand
from 30% (2010) to 43% (2030)



No. of households rises 3% a year,
20.4 million households in 2015

Recent Trends

- Due to urbanization, **nucleus households** are increasing, and driving the demand for household goods.
- **Foreign goods are preferred**, including Thai products.

Opportunities:

- **Middle-end Thai products** can compete with cheap Chinese products by adding **delightful designs**, making it **organic**, or adding **Thai feeling** to the products.

Potential Thai products

Kitchen goods with attractive designs

- Plastic kitchen goods, e.g.,
 - Trays and bowls
 - Washing-basins
 - Tissue boxes

Decorative goods and Small Thai-styled furniture

- Curtains
- Lampshade frames
- Cushions
- Cell phone stands

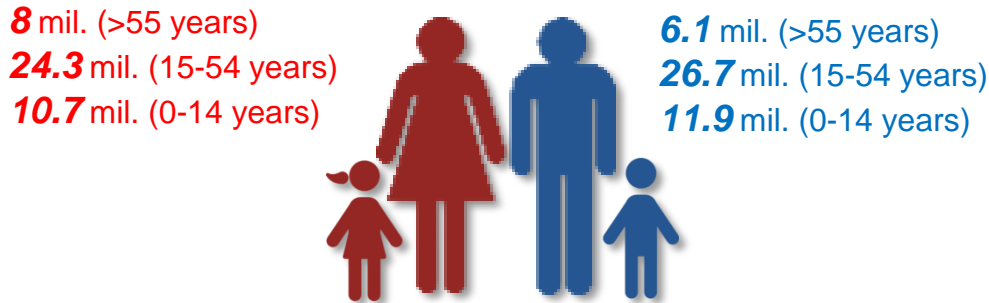
Premium household fast-moving consumer goods

- | | |
|-------------------------|------------------|
| • Detergents | • Toothbrush |
| • Scented tissue papers | • Wound dressing |
| • Baby products | • Hand towels |

Potential products: Apparels and footwear

Apparels and footwear in Vietnam are still dominated by unbranded products from neighboring countries, especially China.

Vietnamese Population



Recent Trends:

- **Foreign brands** are becoming more popular in major cities, while counterfeit products can be a serious concern. Efficient brandings can prevent or minimize the problem.
- The average per capita spending for shoes is at **1.5 pairs per month** valued at **USD10.7 per pair**.
- **Apparels sold via e-commerce**.

Opportunities:

- **Thai fashion brands** should focus on their quality materials and stylish designs with reasonable prices.
- **Potential products:** Kids' clothes, fashion shirts and skirts, smart outfits, canvas shoes and gym shoes.
- **Target consumer:** Middle-upper income women. Men's garment and footwear markets can also be penetrated.
- **Target areas:** Hypermarkets and commercial centers.
 - Big cities: Ho Chi Min, Hanoi
 - Second tier cities: Hai Phong, Da Nang, Can Tho, Binh Duong



To attract consumers to buy

- Word of mouth
- Price discounts
- Free gifts with purchase

Caution! – Prohibited imports to Vietnam

According to Vietnamese Commerce Law: Circular 34/2013/TT-BCT, foreign retailers **are allowed** to distribute the following products in Vietnam.



Rice



Cane sugar



Diamond



Second-hand goods



Crude & processed oil



Cigarettes & Cigars



Books, newspapers, magazines

- However, such products as rice and cane sugar are sold widely in many foreign-owned supermarkets and hypermarkets in Vietnam.
- As a result, the government is stepping up controls on those products. Foreign investors are advised to comply with this law.

Key strategies for Thai investors

Tips

“Observe, Update, and Be the First”



Products match targeted consumers' needs

- Good quality at reasonable price
- Product diversity



Attractive product appearance

- Differ from local products
- Show superior quality
- Thai language label



Strong connection with distributors

Start with Thai importers/distributors and retailers to enter the market, then explore local importers/distributors.



Ads via various types of media

Though television is the most important channel, online media and social media have become increasingly important.



Marketing and promotion campaigns

- Free sample
- Special discount
- Word of mouth

Key success factors

Vietnamese market has opened door to foreign products to serve rapid growth in demand and purchasing power. Here are 4 dimensions of key success factors that Thai investors should be aware of before entering this market.

- **Price:** good quality with reasonable price

- **Potential products:** Made-in-Thailand products with well-established trademarks. Creative and unique products that can be differentiated from Vietnamese and Chinese ones. Do not need to repackage products if they are Thai words because Thai products have already garnered positive response in Vietnam.

- **Short-term:** Sales promotions can be done occasionally ,e.g., when entering the market or during seasonal sales period. Effective tactics include product samples, word of mouth, price reduction, buy-one-get-one-free.

- **Long-term:** Build “branding” to let customers understand the brand image and reputation. This involves advertising through media e.g. billboard, TV, newspaper and online.



Target consumers: Middle to upper income consumers who live in urban areas, especially big cities.

- **High-potential cities:** Ho Chi Minh and Hanoi.
- **Other potential cities:** Da Nang, Dong Nai, Can Tho, Binh Duong, and Hai Phong.

- **Offline channel:** Modern retail is the most effective channel to tap into Vietnamese customers with the help from Thai or local agents and distributors

- **Online channel:** Third-party e-commerce platforms are effective channels to tap into mainly young and upper middle income consumers seeking cheap products.

Key Topics



Retail Sector

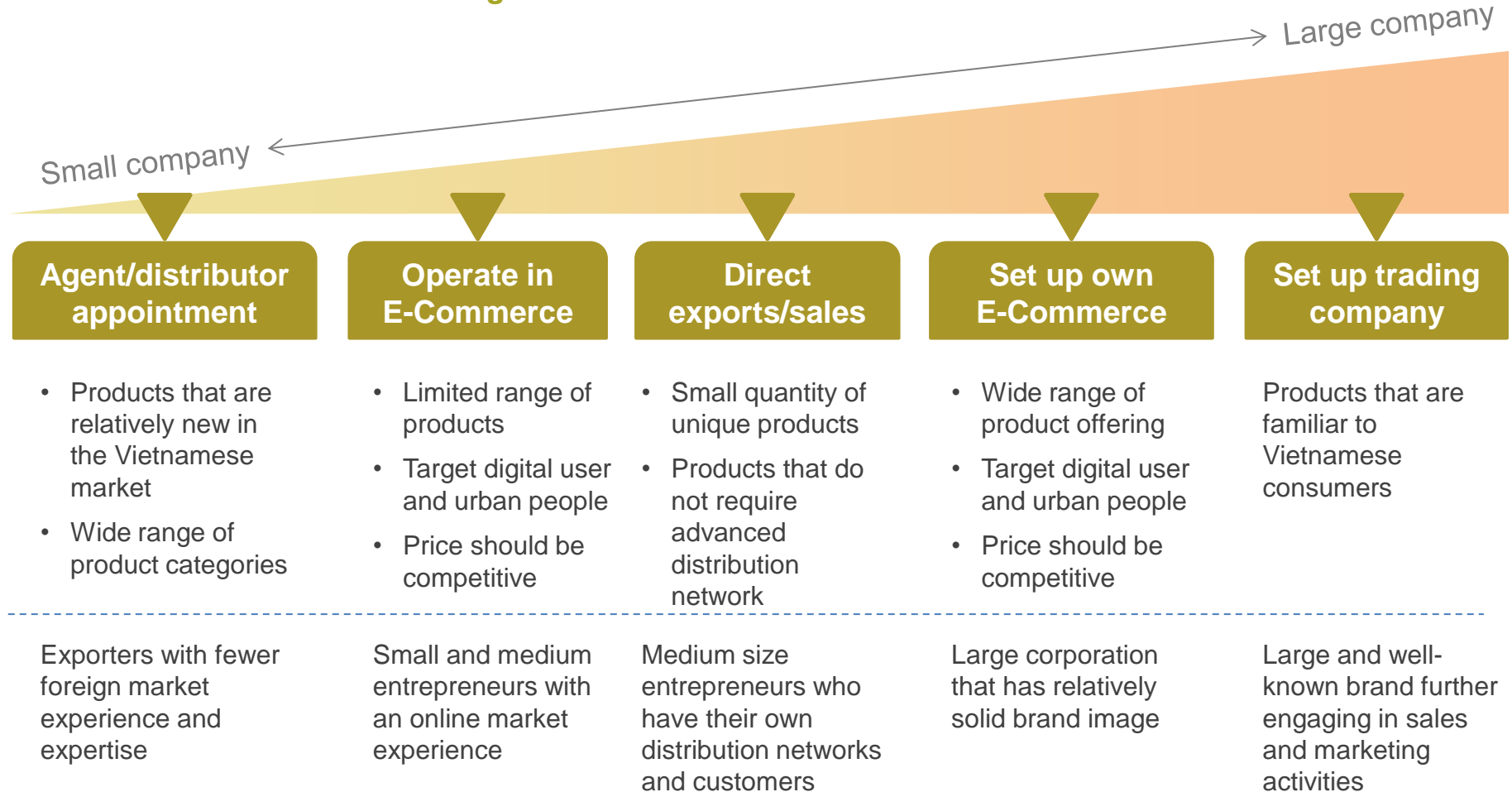
Opportunities for Thai Products

How to Trade?

KASIKORNBANK Support

How to Trade?

There are at least 4 main methods for entering Vietnamese market



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Agent/distributor appointment

“*Small and Medium Enterprises (SMEs)* may find this option more convenient to enter the Vietnamese market”



Suitable for :

- Exporters with fewer foreign market experience and expertise
- Products that are relatively new in the Vietnamese market

Agents

Company’s direct representatives with monthly management fees paid to **help sell products.**

Distributor

Purchases products and sells them to customers through a third party or direct sale.

Factors to be considered when choosing agents/distributors



Competent products and market knowledge

Tiếng Việt

Language skills: local dialects



Good reference, strong connections, supporting teams available



Strong networks and geographical coverage with sales experience

Advantages

- ❑ Local agent/distributor has strong expertise in the market which can reduce market risk to foreign traders (one distributor may not enough for Vietnam market).
- ❑ Help keeping track of regulations and policy updates
- ❑ More flexibility to deal with terms of sale and marketing methods.

Disadvantages

- ❑ Regular **efforts of monitoring agents’ works** or the accounts of distributors are required.
- ❑ **Intense competition might occur when picking wrong partners**
 - Try to avoid agents that sell similar products
 - Ending cooperation with any agent might provoke the competition by that agent.

E-Commerce

“This method is preferred to reach *Vietnamese tech-savvy netizens*”

4.2) Through Vietnam-based third-party platforms

Suitable for:

Small and medium entrepreneurs who offer limited range of products.

Advantages

- ❑ Higher e-commerce traffics with marketing programs available.
- ❑ Online setup time is short, normally within 10 weeks
- ❑ Easier payment systems with supporting after-sale services.

Disadvantages

- ❑ **Third party's service fees are relatively high:** Security deposits, technical fees, and commission fees.
- ❑ **Intense competition** from other sellers that have similar products sold in the same platform.

4.1) Setting up an online platform in Vietnam

Suitable for:

Large corporate that has a wide range of product offering and relatively solid brand image.

Advantages

- ❑ **Full authority** over online store management.
- ❑ **No commission fee** on sales.
- ❑ **Exclusive brand recognition** for Vietnamese online shoppers.

Disadvantages

- ❑ **Less trustworthiness than well-established third party platforms.**
- ❑ **Bearing more operational costs:** Logistic costs (Warehouse, transportation), marketing costs, or IT maintenance costs.

Tips for working with agent/distributor and e-commerce platform



Small and Medium Enterprises (SMEs) should be well prepared to expand their business via agent/distributor and e-commerce platform.

1. Since Vietnam is a long country, local distributors are dispersed across the country, i.e. north central and south. Thus, using **one local distributor is not enough** for the Vietnamese market.
2. Distributors in Vietnam are always **more willing to work with well known international brands** or the company that **has export experience** in other countries.
 - However, this does not mean that all well-known international products can perform well in Vietnam.
3. Local agent/distributor **expects to work with companies having strong commitment** to expand their products in Vietnam, e.g. such those having marketing plans to build brand awareness, as well as sufficient capital and resources to expand their products in Vietnam.

Direct exports/sales

“The most convenient method to enter the Vietnamese market with least-time required”

Suitable for :

1. Small quantity of unique products (Differentiated from Chinese products)
2. Products that do not require advanced distribution network such as construction material and automotive parts



Direct process



Advantages

- ❑ **Reducing non product-related costs**
 - Eliminating middlemen (Intermediaries, agents).
 - No setting up cost in Vietnam.
- ❑ **Full control of decision making and customer relationship**
 - Full engagement in pricing and branding strategies.
 - Direct understanding of purchasers’ needs, giving exporters an ability to customize products accordingly.

Disadvantages

- ❑ **Time consuming at the beginning** for market research and the necessary administrative procedures, e.g., licenses, standards and certification.
- ❑ **Lack of flexibility of customer services**, both before and after sales. Prompt response to customers, especially, for the technical questions that might be inefficient and create bad impression to customers.

Setting up trading companies



“Foreign trading company is the best way to fully engage in the Vietnamese market”

Suitable for :

Large and well-known foreign manufacturers whose products are familiar to Vietnamese consumers, and would like further engage in sales and marketing in the Vietnamese market.

Steps of establishing for trading company



Advantages

- ❑ **Allowed to operate anywhere and open unlimited number of branches in Vietnam**
Foreign investors are allowed to set up 100% foreign-owned trading companies
- ❑ **Fully control over supply chains and domestic operations in Vietnam** (i.e., ability to hire employees directly without the need to hire via the Foreign Enterprises Service Company Limited)

Disadvantages

- ❑ **Setting up process might take longer time (4-6 months) and require permission from several government bodies**
Bureaucratic red tapes might impose several challenges for foreigners

Export procedures to Vietnam

Pre-shipment process

Import product category identification

Identify the categories of your import products

- **General imports:** No restriction unless subject to permit issuance
- **Restricted imports:** Must obtain a permit from the Ministry of Industry and Trade; e.g. salt, eggs, chemicals, cosmetics.

Ensure that products meet relevant standard and certificate

Prepare all required paperwork for customs inspection. Imported goods require the following documents:

- Bill of lading
- Cargo release order
- Commercial invoice
- Inspection report
- Customs import declaration form
- Packing list
- Technical standard/health certificate
- Terminal handling receipts

Pre-departure process



Post-shipment process



Customs inspection (if applicable)



Paying relevant customs taxes, tariffs, and fees

Search for Vietnam Import Tax at:
<https://www.customs.gov.vn/SitePages/Tariff-Search.aspx?language=en-US>

Imported product standards and taxation

Standards of imported products

LABEL:

All imported goods must be **labeled**.

Important information contains the following lists:

- Name of goods
- Product origin
- Quantity
- Manufacturing
- Expiration dates
- Ingredients
- Instructions on use
- Composition
- Technical specifications

Food Quality Registration Certificate (RC):

Imported foodstuffs (as well as locally produced foodstuffs) must obtain certificates issued by Vietnam Food Administration (VFA) under the Ministry of Health (MOH)

Please visit <http://www.vietfood.org.vn/en/> and <http://vfa.gov.vn/> for more information on official standards

Taxes and fees for the imports of goods

Value-added Tax (VAT):

- VAT calculation is based on import prices after the tax
- VAT is collected at the point of entry into Vietnam
- Maximum VAT rate is 12%.

Special Consumption Tax (SCT):

- Consumer products classified as “luxury” require additional tax called SCT based on prices.
- Soft drinks with the exception of fruit juice, natural, vegetable drinks, milk, and milk products shall be subject to SCT at 10%.

Environmental Protection Tax (EPT):

Products that will have a harmful effect to the environment require this tax based on quantity; e.g. plastic bags.

Key Topics



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How to Trade?

KASIKORNBANK Support

KASIKORNBANK – AEC+3 Regional Support

-  **27 Japanese Partner Banks**
- 1 M & A Specialist Bank**
- 7 Public Organizations**
-  **6 Partner Banks**
-  **2 Partner Banks**
-  **7 Partner Banks**



KASIKORNBANK in AEC

-  **Lao PDR**
-  **Cambodia**
-  **Branches**
-  **Myanmar**
-  **Vietnam (HC&HN)**
-  **Indonesia**
-  **Rep Office**

AEC+3 presence to support client's regional expansion



Cross Border Financial Services

- Financial Advisory
- Border Trade
- Financing

Regional Support

- Overseas branches in China, Lao PDR, Cambodia;
- Representative offices in Myanmar, Vietnam, Indonesia and Japan

Non-Financial Services

- Advisory Service
- Business Matching Service

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World Business Advisory

Brings the most updated and thoroughly analyzed ASEAN Plus Three market insights to support businesses, cross border trade and investment activities.



Our website offers comprehensive insights into doing business in ASEAN countries, China, Japan and South Korea.

Information includes:

- Investment Guides
- Economic Updates
- Industry and Trade Guides
- News Updates
- Intelligence Topics

Benefits for Members (FREE):

- Access full reports
- Subscription to regular publications

Website: <https://aecplusadvisory.askkbank.com>

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About AEC+ Business Advisory

The AEC+ Business Advisory is set up by KASIKORNBANK to support businesses in their regional expansion across the ASEAN+3 market by providing local market intelligence and strategic business advice.

What we do:

- Offer customized and tailor-made advisory services
- Publish investment guides and industry reports
- Deliver in-depth insights via seminars
- Organize business trips to bring first-hand experience

Follow Us:

Visit our website at:

<https://aecplusadvisory.askkbank.com/>

Saigon Retail Market Matching, September 2017

Event Background:

Initiated a group matching mission to support Thai firms interested in entering Vietnam's retail market.

Key Activities: Business matching and networking, seminar to brief regulations and market trends, retail market survey.

Partners:

- Thai Consulate in HCMC
- Vietin Bank
- Vietnam Chamber of Commerce and Industry

Participants:

32
Vietnamese Firms

- Trading
- Supermarkets
- E-Commerce

13
Thai Firms

- Food & Beverage
- Cosmetics



115
Matching Meetings



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AEC+ BUSINESS MATCHING

Arranged by:

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World Business Matching Specialist

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About AEC+ Business Matching

Our matching service provides you with access to a community of reliable partners from across our network across the region.

There are 3 types of matching services.

Mega Matching

Large-scale matching event across region and various industries

Group Matching

Smaller, more focused events in specific industries and target countries

One-on-One Matching

Tailor-made matching to meet clients' more specific needs and criteria



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