

WELCOME TO VIETNAM MARKET

CONTENT

01

Overview of FDI VN
& Japanese investor

02

VietNam
outsourcing

03

Some brief IT
industry

04

Some brief
advertising industry

05

Investment way

06

Investment
procedure

07

Some Notes

08

Contact Info



CONTENT

01

Overview of FDI VN & Japanese investor



Foreign investment in 2023 by economic sector



Industry, processing, manufacturing	64.2%
Real estate business activities	12.7%
Production and distribution of electricity, gas, water, and air conditioning	6.5%
Financial, banking and insurance activities	4.3%
Professional, scientific and technological activities	3.5%
Other industries	8.8%



50 YEARS OF DEVELOPING DIPLOMATIC RELATIONS (2023)

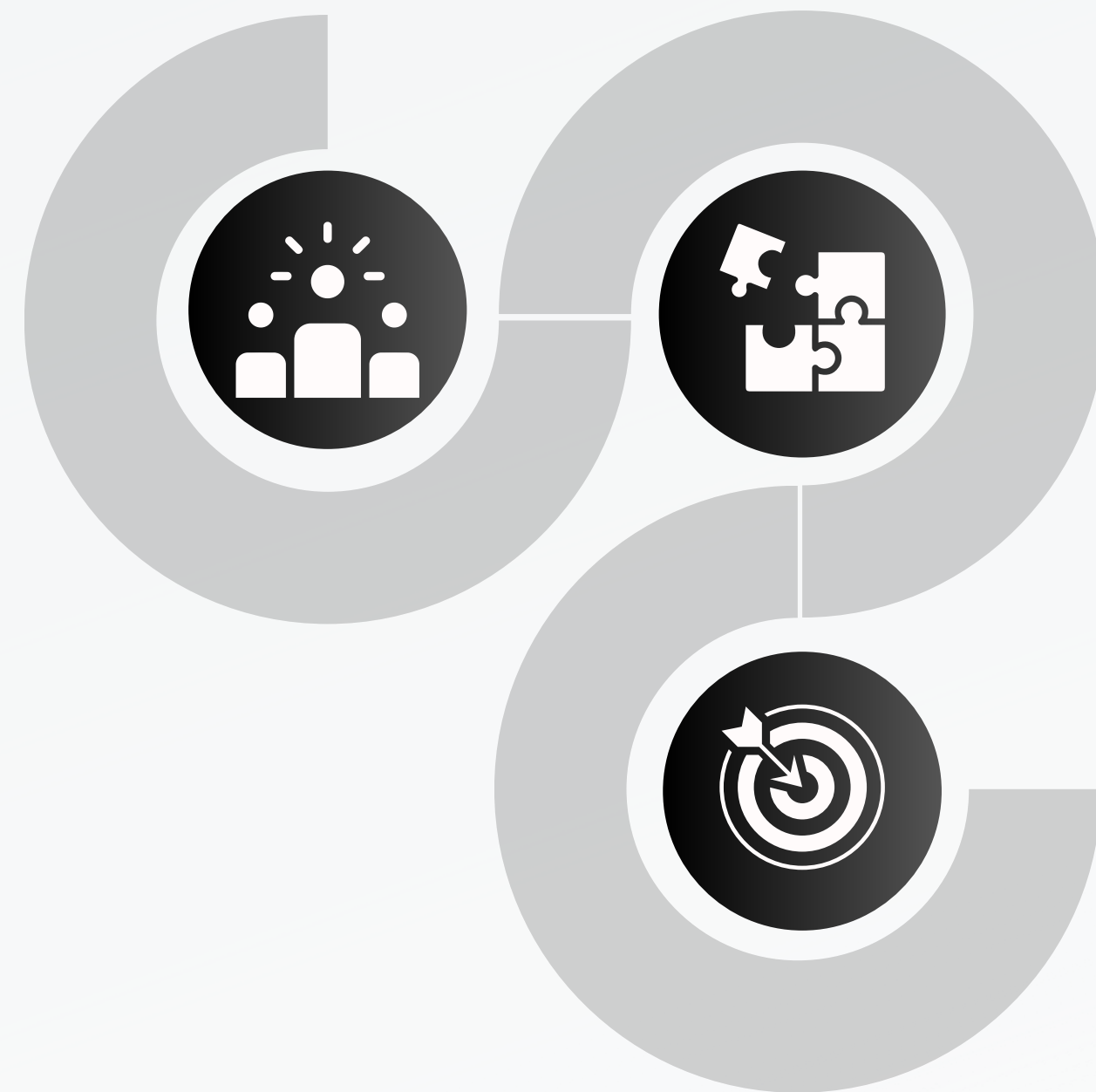
Vietnam-Japan Economic Forum(15/2/2023):

- Cooperation between Vietnam and Japan in the field of high-tech agriculture
- Cooperation between Vietnam and Japan in the fields of renewable energy, green growth and carbon waste reduction
- Cooperation between Vietnam and Japan in startup development

4.800 PROJECTS **64 BILLIONS USD**

VIBRANT M&A MARKET (EXAMPLE)

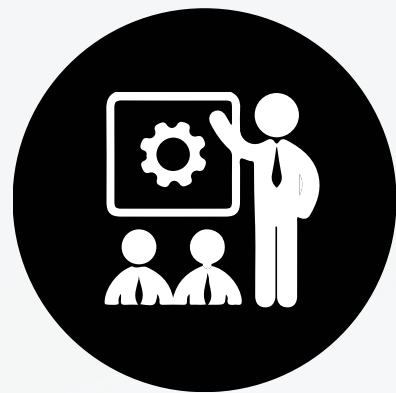
- 01** Mitsubishi Corporation and Nomura Real Estate acquired 80% of Vingroup's Grand Park project phase II
- 02** Aozora Bank buys 15% shares of Orient Commercial Joint Stock Bank
- 03** Haseko Real Estate Group bought 36% shares of Ecoba Construction Company
- 04** ASKA Pharmaceutical Company bought 24.9% shares of Ha Tay Pharmaceutical Company



NEW PROJECT (EXAMPLE)



AEON, Japan's leading retailer, after investing about 1.2 billion USD in Vietnam, is continuing its investment expansion plans (Thua Thien Hue, Thanh Hoa); UNIQLO, MUJI etc.



The large-scale industrial park that Sumitomo invested in in Hung Yen, Vinh Phuc has attracted billions of dollars from Japanese giants such as Kyocera, Hoya, Nippon, Daikin, Toto, Panasonic



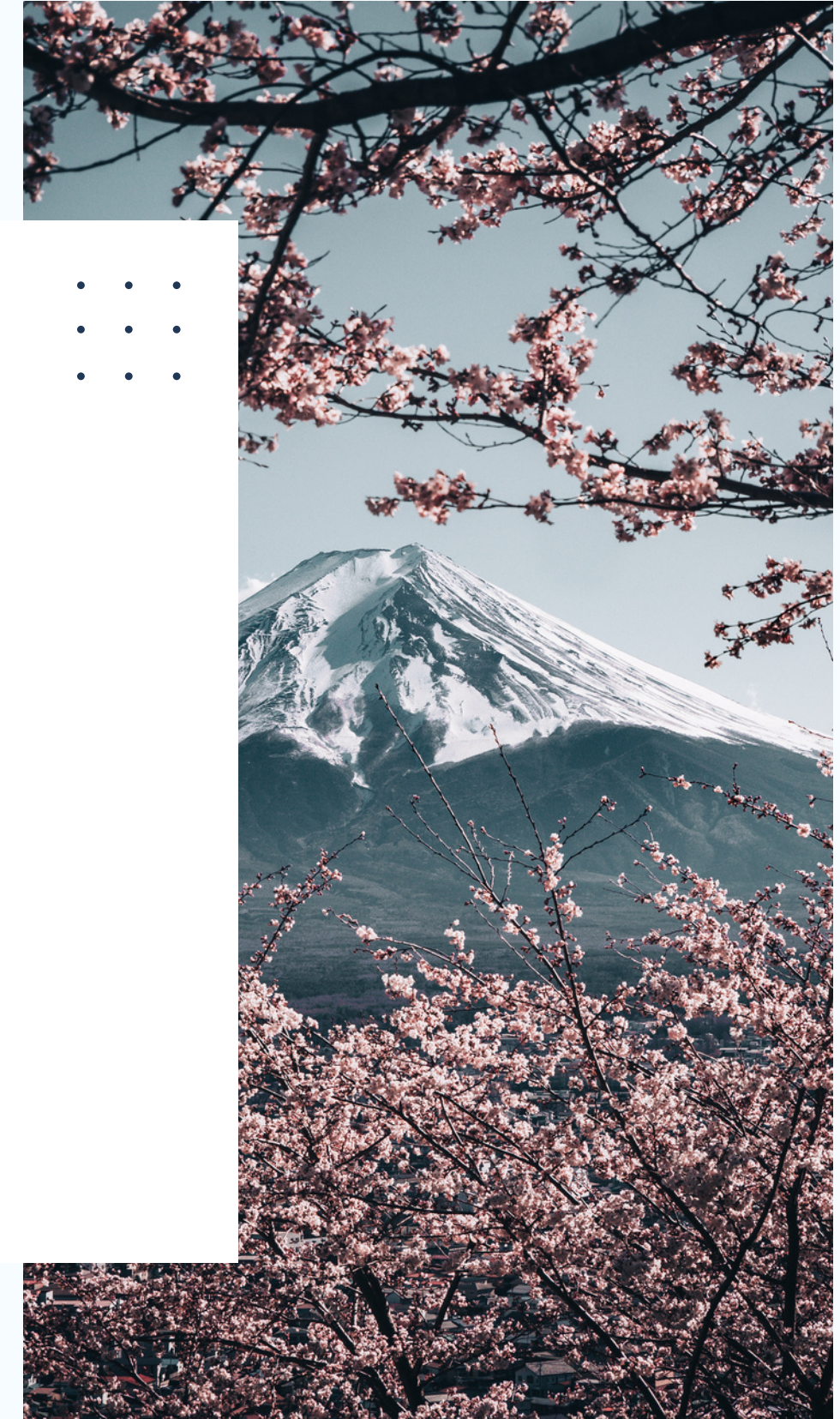
SOME NEWS!!!

2023

The Yen will weaken by 43% compared to the previous 3 years, significantly reducing the desire to expand foreign investment of Japanese investors.

Investment capital from Japan into Vietnam increases by more than 37% (6.57 billion USD).

NEWS





CONTENT

02

SOME BRIEF VIETNAM OUTSOURCING

OUTSOURCING COMPANY

in 2016, the whole country had

- 1,740 enterprises conducting goods processing activities with foreign countries,
- Of which 1,687 enterprises processed goods for foreign traders.

Goods processing activities are concentrated mainly in FDI enterprises with the value of goods after processing reaching 25.6 billion USD, accounting for 78.9% of the total value of goods after processing.





OUTSOURCING BUSINESS

- Main processing industries are **textiles and footwear**, with revenue from processing these two items accounting for the majority of Vietnam's processing and assembling of goods for foreign traders.

Textile and garment	4.1 billion USD	48% of total outsourcing fees
footwear	2.7 billion USD	32% of total outsourcing fees
Computer electronics assembly	63 million USD	0.7% outsourcing fees
Phone assembly	268 million USD	3.1% outsourcing fees



CONTENT

03

SOME BRIEF IT INDUSTRY



ICT COMPANY

Quantity

- Vietnam has 58,000 ICT enterprises (2020)
- Goal of developing 100,000 information technology (ICT) businesses by 2025

Revenue

- In 2020 reached 124.6 billion USD
- in the period 2015 – 2020 reached an average of 15.2%/year – one of the economic sectors with the fastest growth rate and scale

Tax incentives

- Tax rate of 10% Within 15 years from the first year of revenue
- Tax exemption and reduction period: Tax exemption for 04 years, 50% reduction of tax payable for 09 years from the first year of taxable income

IT OUTSOURCING



Vietnam's software outsourcing market is which can be ranked in the top 5 software outsourcing destinations in the world (except India), including: China States, Russian Federation, Poland, Argentina and Vietnam”



- Vietnamese programmers are ranked 29th (The only representative of Southeast Asia in the Top 30 (Skillvalue's 2019 report),
- 23rd worldwide in terms of skills for programmers (HackerRank's 2016 report)





CONTENT

04

SOME BRIEF AD INDUSTRY



VIETAD COMPANY

Quantity



- According to the Vietnam Advertising Association, Vietnam's advertising industry is increasingly developing, currently there are about 6,000 advertising businesses nationwide.
- Vietnam is in the top 15 countries with the highest number of smartphone users in the world with 43.7 million users (2019)
- Brands in the Retail/E-commerce and Fast Moving Consumer Good (FMCG) industry groups spend the most money in their Marketing budget on Digital Marketing with 23.9% and 12.9% respectively (2019).

Revenue



- In growth rate in 2022 will reach double digits (12.7%) and rank 2nd in the ASEAN region (2192 billion USD).
- Facebook and Google currently lead in market share and online advertising sales in Vietnam, with over 80% of total revenue (2019).

SOME NEWS!!!

DENTSU VIETNAM (2003)

Dentsu Vietnam is a 100% foreign-owned Advertising Company.

Customers include: Toyota, Lexus, Yamaha, Canon, Ajinomoto, Kao, Saigon Tourist Group and many other brands

Website: <https://www.dentsu.com.vn/vn/>

NEWS

CONTENT

05

INVESTMENT WAYS

- Investing in establishing economic organizations
- Invest capital, buy shares, buy capital contributions
- Implement investment projects (Foreign investors can sign investment contracts in the form of public-private partnerships (PPP contracts))
- Invest under BCC contract (BCC is a form of investment signed between investors for business cooperation, profit sharing, and product division without establishing a new legal entity)



CONTENT 06

INVESTMENT PROCEDURES

- Dossier for implementing investment procedures is a dossier submitted by the investor to carry out procedures for issuance and adjustment of the Investment Policy Approval Decision, Investment Registration Certificate and other related procedures for investing implementation;
- Submit application for Business Registration Certificate.



CONTENT 07

SOME NOTES

- **For each specific field, investors need to meet specific conditions and determine the corresponding investment capital to demonstrate financial capacity in the appropriate investment field for the project to be granted an investment license;**
- **Foreign investors must have documents proving the company's headquarters and the location of the company's project.**

CONTACT INFORMATION

NESTLAW VIETNAM CO., LTD.

- 161B Dai La, Hai Ba Trung district, Hanoi, Vietnam
- Hot line: +(84)-983-84-8390
- Email: contact@nestlaw.vn



THANK YOU FOR YOUR WATCHING!

