



**Business
in Cockburn**
CONNECT INVEST TRADE

Cockburn

Global



Trade, Invest and Tourism Viet Nam



CONSULATE GENERAL OF VIETNAM
IN PERTH – AUSTRALIA



Overview

Viet Nam Garden Island Room	
9.20-9.35 am	Trading with Indonesia Tracey McClurg
9.35am - 9.50am	Trade, Invest and Tourism Viet Ngo The
9.50am - 10am	Question and Answer



Tracey McClurg

**Senior International Trade Consult
Chamber of Commerce and Industry WA**

Discussing trading with Indonesia

Cockburn Global 2023

VIETNAM



Tracey McClurg



Senior International Trade Consultant

CCIWA

Tracey has over 15 years' experience in Business Development gained across various senior roles within the private and public sectors locally and internationally. Most recently, Tracey was working for AusIndustry's Entrepreneurs' Programme as a Growth Facilitator helping to drive business improvement initiatives for Western Australian SMEs to increase capabilities to trade. Tracey's career has spanned three continents and five cities, having worked in Private Banking, Executive recruitment, Academia, and Federal Government programs..

Reduce the cost, risk, and time of going global

Trade and Investment Consulting

Utilise our suite of trade consulting services:

- Market selection strategies and business matching
- Export and import planning
- eCommerce support
- Understanding free trade agreements
- Supporting various Federal and State Govt grant programmes

Chamber of Commerce and Industry WA

Trade Documentation Services

Rely on CCIWA to be your major authorised issuing body for export documents:

- ATA Carnets
- Certificates of Origin
- Certification of products to carry the Australian Made, Australian Grown logo trademark
- Australian Trusted Trader



Registered TradeStart Partner

Tap into Austrade's worldwide resources through TradeStart:

- On-hand market information and industry insights
- Facilitation of business connections
- Export Finance and Export Market Development Grant programme information



Australia's top export
markets



Vietnam
economic snapshot



Why do Business with
Vietnam



Top Exports and
Imports- Vietnam



Free Trade
Agreements with
Vietnam



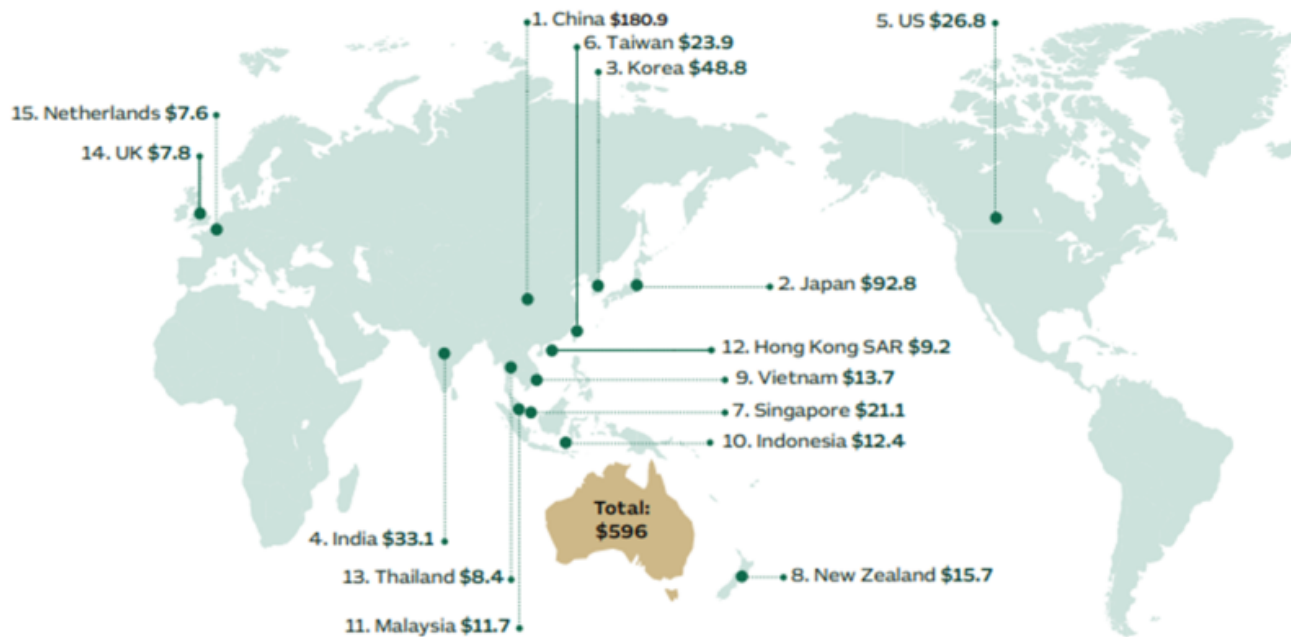
Consumer
Trends



Content

Australia's top 15 export markets, 2021-22

A\$ billion



Australia's top export markets

Vietnam economic snapshot

- Vietnam's economic output in 2023 is about one forth of Australia's economic output.
- The annual GDP growth in Vietnam is high, 5.8%. One of the highest growth rates amongst ASEAN countries and higher than Australia's 1.6%.
- GDP has been experiencing positive growth and is projected to continue to grow to 2028.



Vietnam economic snapshot

1 Service



1

The biggest contributor to the GDP is the services sector. Including wholesale and retail; finance and banking.

2

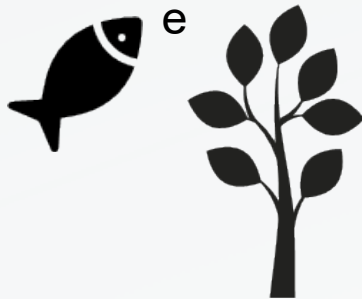
Industry and
construction



2

The industry and construction sector is the second biggest financial sector in Vietnam, with manufacturing being the most important for Vietnam's GDP.

3 Agriculture



3

Agriculture (including forestry and fishing) employs about 30% of the human resources. Rice is the main product of Vietnam's agriculture sector.

Why do business with Vietnam?

1

Domestic consumption is on a rise with the 7th fastest growing middle class in the world.

2

Vietnam has one of the highest internet penetration rates in Southeast Asia.

3

Vietnam is a go-to destination for labour intensive and increasingly advanced manufacturing.



Top trading partners

Exports From Vietnam

UNITED STATES



- 1.Electrical machinery and equipment
- 2 Furniture
- 3.Machinery, Nuclear Reactors, Boilers

CHINA



- 1.Electrical machinery and equipment
2. Machinery, Nuclear Reactors, Boilers
- 3.Optical instruments, photography and medical devices

SOUTH KOREA



- 1.Electrical machinery and equipment
2. Machinery, Nuclear Reactors, Boilers

JAPAN



- 1.Electrical machinery and equipment
- 2.Machinery, Nuclear Reactors, Boilers

SOUTH KOREA



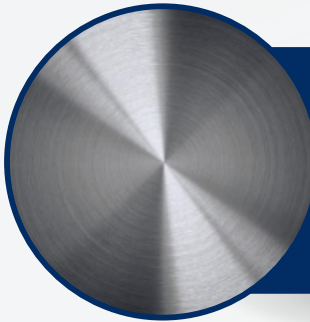
- 1.Electrical machinery and equipment
2. Machinery, Nuclear Reactors, Boilers
- 3.Optical instruments, photography and medical devices

CHINA



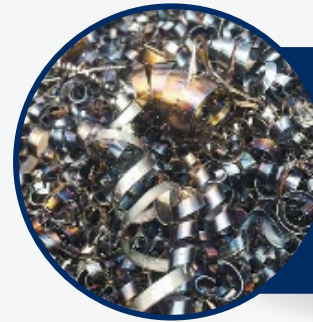
- 1.Electrical machinery and equipment
- 2.Machinery, Nuclear Reactors, Boilers
3. Plastics

WA top exports to Vietnam



Iron ore

Vietnam is Western Australia's 5th largest export market for iron ore. The State's iron ore exports to Vietnam rose 61% to \$1.8 billion in 2021.



Metal waste

The top three recipients of Australian waste and recovered materials in 2021 were Indonesia, India, Vietnam. WA's largest export market is Vietnam.



Wheat

In 2021, Western Australia's exports to Vietnam of wheat rose 73% to \$213 million.



Barley

Vietnam is Western Australia's 3rd largest market for barley.

WA top imports from Vietnam



Manufactured goods

Manufactured goods is the largest category of imports to WA from Vietnam. Including rubber tires; clothing, footwear; furniture; and electronics.



Agri-food

Agri-food makes up 16 % of the total import from Vietnam.



Machinery and transport equipment

Machinery and transport equipment account for 27% of Western Australia's import from Vietnam.



Free Trade Agreements

- Australia and Vietnam are members of the ASEAN-Australia-New Zealand FTA (AANZFTA), the Trans-Pacific Partnership (TPP) and the Regional Comprehensive Economic Partnership (RCEP). Most Favored Nation (MFN) – means one country should treat another country no less favorably in trade matters than it treats its most favored trading partner.
- It delivers extensive tariff reduction and greater certainty for services suppliers and investors.
- Vital to choose correct FTA. For example, pumps (HS code 8413.11.00) under the AANZFTA have 0% tariff but under Most Favored Nation MFN they have 3%.
- The Australia-Vietnam Enhanced Economic Engagement Strategy.



Consumer trends

1

Modern Trade channels are the consumer preference.

2

E-commerce continue to increase, especially within non-edible products.

3

Vietnam's consumers want variety in products.

4

Consumers exhibit little loyalty to both stores and brands.





Investors

Discover Western Australian projects
currently seeking investment.



Seeking investments

Promote your investment-ready project
to national and global investors.



Why invest in WA

Western Australia - your natural choice
for investment and growth.



Thank you



Tracey McClurg
Senior International Trade Consultant



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Viet Ngo The

**Sales and Marketing Manager
Vietnam Airlines JSC**

Discussing trading with Indonesia

TRADE & INVEST OPPORTUNITIES IN VIET NAM

Oct 2023





CONTENTS

1. Country overview
2. Australia & Viet Nam
3. Export opportunities
4. Invest opportunities
5. Market insights and Summary





COUNTRY OVERVIEW

Demographic: ~ 100 mil.

- 35% urban
- Median age: ~ 32 y.o
- Labour force: ~ 56 mil.
- Literacy: 93%
- English: 45% basic / 10% business proficiency
- GDP per capita 2019: 2500 US\$

Geographic:

- Well-positioned to access major shipping and transportation routes
- Northern Viet Nam: agriculture and manufacturing
- Central Viet Nam: light industry such as food processing, maritime and energy
- Southern Viet Nam: electronics, technology, services, and telecommunications





COUNTRY OVERVIEW

Culture:

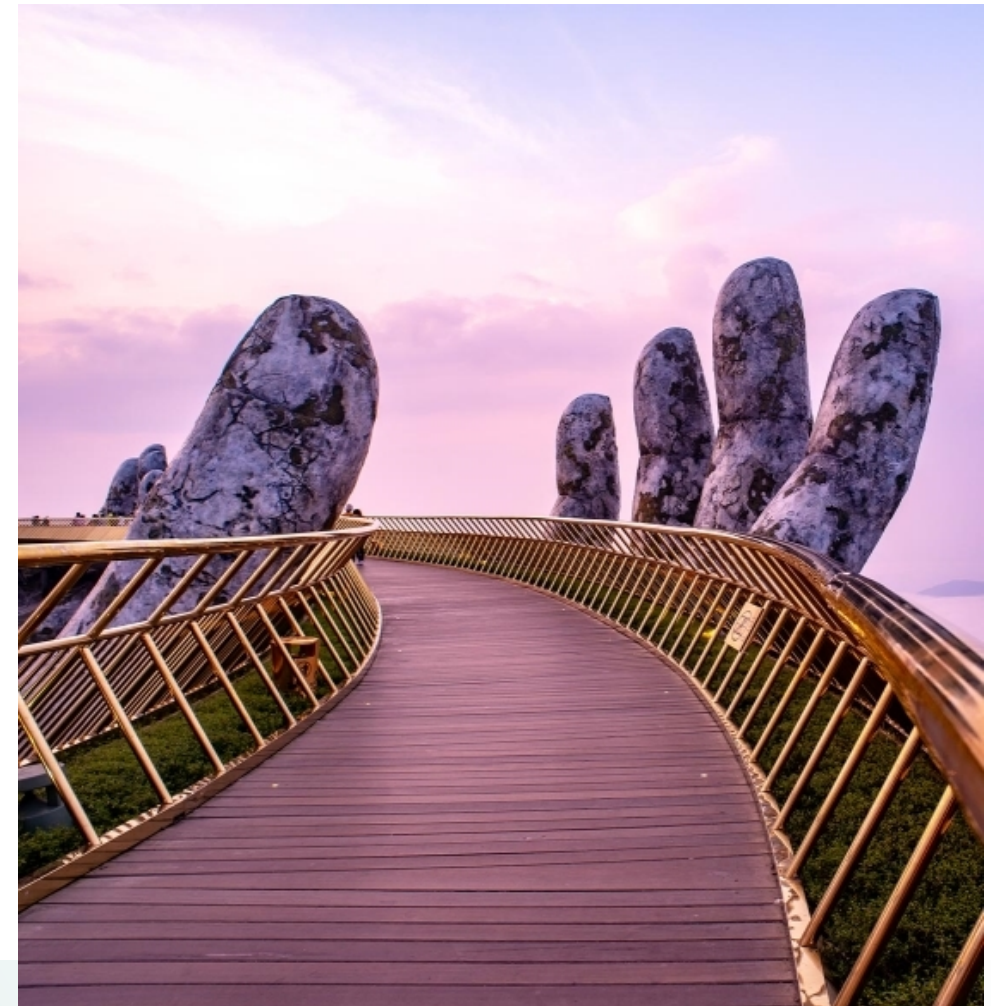
- Industrious tradition
- Value literacy and brain power

Politics:

- One-party state governed
- 5 centrally-controlled cities municipalities
- 58 provincial governments
- Decentralization

Economics:

- Impressive annual growth
- Market orientation
- Strong commitment to private-sector and foreign investment growth
- Outward-looking economy
- High demand for skills and education





- 50-year diplomatic relationship
- Well-established bilateral economic engagement
- Trade agreements: CPTPP (2018), AANZFTA (2010), RCEP (2020)
- Shared geo-political and geo-economic interests





Top 5 exports by Australian State to Viet Nam

VIC	NSW	QLD	SA	WA	TAS	NT
057 Fruit & Nuts	321 Coal	321 Coal	682 Copper	281 Iron ores & concentrates	686 Zinc	001 Live animals (excl seafood)
682 Plastic plates, sheets & film	684 Aluminium	001 Live animals (excl seafood)	041 Wheat	041 Wheat	684 Aluminium	081 Animal feed
682 Medicaments	673 Uncoated flat-rolled iron & steel	282 Ferrous waste & scrap	685 Lead	282 Ferrous waste & scrap	034 Fish, f.c.f.	291 Crude animal matter
084 Cereal preparations	057 Fruit & Nuts	682 Copper	282 Ferrous waste & scrap	001 Live animals (excl seafood)	057 Fruit & Nuts	723 Civil Engineering equipment & parts
022 Milk, cream, whey & yoghurt	041 Wheat	011 Beef, f.c.f.	048 Cereal preparations	342 Liquefied propane & butane	022 Milk, cream, whey & yoghurt	872 Medical instruments

- Potential export growth as inputs to Viet Nam's manufacturing value chains

Source: DFAT



EXPORT OPPORTUNITIES

- Top merchandise exports include coal, iron ore, cotton, live animals, scrap iron, wheat, aluminium, copper, zinc, fruit, and nuts
- Opportunity to expand Australia's exports of beef and live cattle, grains (wheat and barley), cotton, horticulture (almonds, raisins, oranges, and broad beans) and processed foods

Goods	Readiness	Trade barrier	Market potential
Beef/live cattle	High	Medium	High
Grain	High	Medium	Medium
Cotton	Medium	Low	Medium
Horticulture	High	Low	High
Processed foods	Medium	Low	High

Source: DFAT

- Potential export growth as inputs to Viet Nam's manufacturing value chains



EXPORT OPPORTUNITIES

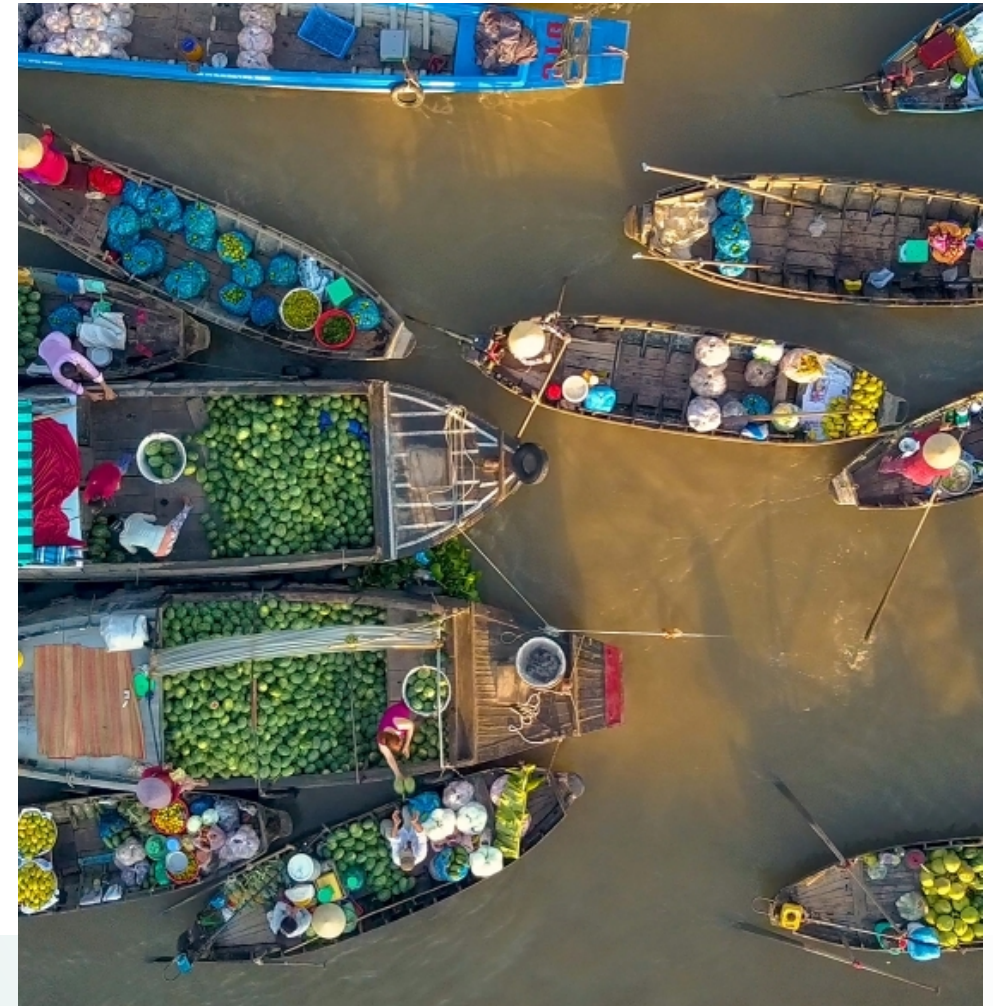
Opportunities in resources:

- Minerals and basic metals will continue to be in demand as inputs to Viet Nam-based manufacturing and production
- Coal, aluminum, copper, zinc
- Potential opportunities for investment as rapid industrialization and eased State controls
- Opportunities in survey, training, exploration, processing, mining IT, construction, information system and environmental services

Opportunities in services:

- Opportunities in education, ICT, insurance, environmental and health sectors.

Services	Readiness	Trade barrier	Market potential
Education	High	Medium	Medium
ICT	High	Low	High
Insurance	High	Medium	High
Environmental	Medium	Low	High
Health	Medium	Low	High





INVESTMENT OPPORTUNITIES

- FDI regime is open to foreign participants
- High opportunities in manufacturing, construction, engineering, architecture services
- Viet Nam's commitment to provide a fair and competitive market between public and private
- More legislation to equitize and divest SOEs and monopolies
- CPTPP provides preferential access for Australian firms
- Incentives for investment oriented toward technology and manufacturing





Success factors:

- Clear-eyed, informed and committed approach
- Be patient to build company readiness, market knowledge and culture capability
- Build team with local experience and spend time on the ground
- Pay attention to local context – customer preferences and market practices
- Establish and maintain strong relationship and communication with local stakeholders





Direct flight PER SGN

3 Flights per week by B-787 Dreamliner

- From 07Dec23
- Departing PER: Tue, Fri, Sun
- Departing SGN: Mon, Thu, Sat

Sector	Frequenc y	Flight	ETD	ETA
PERSG N	3	VN79 0	00:50	06:10
SGNPE R	3	VN79 1	15:50	23:05



THANK YOU FOR LISTENING!



What's next?

10.00-10.25am - Morning tea