

VIETNAM: Practical Strategies for Market Entry In Trading and Distribution

Friday, 9th March 2012
Peninsular Excelsior Hotel, Singapore

Hit the ground running and successfully distribute your products at your own terms in this promising market, while others wait for market liberalization!



You can't deny that Vietnam's industrial and consumer market is highly attractive. Early entrants find that it is easy to beat the competition in the local market as large multinationals have yet to enter the market in many major sectors.

The profit margin for importing and distributing consumer and industrial products in Vietnam is big. In an otherwise weak global economy, market prices for a whole range of products in Vietnam are relatively high compared to the region. Be it beauty / personal care products, specialized chemicals, additives and flavors, high-tech equipments, pumps and building materials. Nimble foreign traders and distributors that can take advantage of the inefficiencies and confusion of the initial stages of market liberalization are in good positions to reap considerable business profits.

Forget the currency devaluation, the 18% hyper-inflation, and the liquidity crisis faced by the corporate sector in Vietnam. These

are short term economic pains that a rapidly growing economy has to face.

The working capital challenges faced by local traders and distributors, and the reluctance of major established multinationals to set up a formal distribution channel in a country perceived to be "high risk" and "low transparency" , offers good opportunities for those who can successfully maneuver the regulatory and business landscape, in collaboration with local partners, associates and professional service providers.

Let's be straightforward – despite Vietnam's ascendance to WTO, those who want to enter the Vietnamese consumer market with a foreign controlled company structure for distributing their products will have to spend tens of thousands of USD and not less than 9 months – and without guarantee of any success – to receive an official distribution license. That is provided one does not get confused by the advice of consultants and the inconsistent directives of the licensing officers at the Ministry of Industry and Trade as well as local People's Committee.

In some cases, the distribution licenses granted have "business scope" that fall in between legal gaps – grey areas that expose foreign traders and distributors to persistent interference from enforcement authorities. Many products are also out of bounds for foreign traders and distributors.

This workshop offers a no-nonsense approach with two main objectives:

- **to demystify the regulatory landscape for trading and distribution in Vietnam; and**
- **offering practical solutions for foreign traders and distributors to enter the Vietnam market.**

Hot Topics!

- What are the relevant laws and regulations for foreign traders and distributors?
- Could foreigners actually set up a 100%-owned trading and / or distribution company?
- How do product categories / HS Codes affect the distribution license? What are the product categories subject to conditions / restrictions?
- What are the regulations and practice in respect of customs procedures and clearance? Why is the ability to clear customs an important component in the distribution channel?
- How does one make a joint venture with Vietnamese work while managing strategic risks? What are the arrangements that could be put in place to minimize the risks? Can lawyers and accountants help?
- What are the pros and cons of using Vietnamese proxies for setting up a distribution company? What are the practical tips for making this structure work? What are the risks for both parties? What are the typical "market" rates and mechanism for this type of arrangement?
- For companies that wish to conduct direct trade without setting up a corporate entity in Vietnam, what would be the limitations? Would a representative office work?

Who Should Attend

- CEO and COO
- Directors, business owners and professionals
- Business development / sales and marketing directors and managers
- CFO, Financial controllers and managers
- Corporate affairs and legal directors and managers
- Advisors and consultants

Speaker / Consultant



Lim Chor Ghee

Partner of VIETVALUES Audit and Consulting Group, Vietnam, and Executive Director of Indochina Link Pte Ltd, Singapore. He is involved in foreign market entry advisory, business matching and joint venture structuring, mergers and acquisition and tax planning for investment into Vietnam. He has spent more than 4 years in Vietnam and has supported many foreign investors to enter the Vietnamese market.

In addition, he has business interests in valuation / appraisal services, accounting and payroll, IT and graphic design services and running retail outlets in collaboration with Vietnamese partners.

Chor Ghee is regularly invited to speak at conferences and workshops on Vietnam investment and cross-border financial management and tax planning in Singapore, Hong Kong, Europe, Malaysia and Vietnam.

He was the Vice President for a multinational company listed in Hong Kong with turnover of more than USD1.5 billion in 2001 /2002. At that time, he managed the group's legal and corporate affairs for business operations in more than 15 countries. Earlier, he trained with international accounting firms Coopers & Lybrand and Price Waterhouse.

He graduated with several master and bachelor degrees in accounting, business management, e-commerce and political science, and is a member of several professional accountancy bodies and international business association in USA, Australia and Malaysia.

Supporting Organizations



VIETVALUES Audit and Consulting Group
(www.vietvalues.com)



VIETVALUES Audit & Consulting Group provides business and investment advisory, auditing, taxation, M&A and accounting services. The Group has more than 200 professional staff in Ho Chi Minh City, Hanoi and 8 other offices throughout Vietnam.

Our engagement partners and consultants are accounting, finance and legal professionals who are well-equipped to address your business needs in leveraging opportunities while meeting the challenges of operating in Vietnam.

We speak Vietnamese, English and Chinese, and service foreign and Vietnamese clients in the following areas.

- Audit and Assurance
- Tax Advisory and Compliance Services
- Accounting and Book-keeping
- FDI Advisory and Investment License Application
- M&A and Business Valuations
- Construction audit and accounting

Vietvalues Audit and Consulting Co., Ltd becomes a member firm of Reanda International, and works closely with our member firms in Hong Kong, Japan and China for business acquisitions in Vietnam.

About Reanda International



REANDA INTERNATIONAL
www.reanda-international.com

Reanda International is an international network of independent accounting and consulting firms, the China's first professional accounting network to collaborate with independent member firms from overseas countries and regions. These member firms provide assurance, tax consulting and specialist business advisory to privately held business and transnational conglomerates.

With more than 26 offices and over two thousands of dedicated professionals, Reanda International is one of the leading networks in the Asian Region.

The global dynamic business environment has become increasingly complex and the Asian Region has gaining their momentum over the decade. At Reanda International, the business enterprises will find competent specialists from the member firms to serve their businesses to penetrate this fast moving Asian business arena.



Indochina Link derives its synergies from the alliance of regional business advisors, professionals and entrepreneurs who are committed to intensifying business and investment link to the Mekong region.

The alliance was accepted in Vietnam since 2007, bringing together business consultants and advisors, lawyers, company executives and investors in a "knowledge-networking" community to facilitate investment into Vietnam and addresses common issues facing business leaders and executives. The alliance has since garnered support from members in Cambodia, Laos and Thailand.

In 2012, Indochina Link Pte Ltd has been set up in Singapore to formalize the alliance.

Event Organizer

Peligo Advanced Learning Academy



A regional alliance of conference organizers and training companies that brings to you strategic financial and business management programs aimed at equipping professionals with global managerial skills. Our event producers have many years of experience in putting together contemporary conference and workshop topics for highly targeted audience. We invite expert speakers who are practicing consultants, senior corporate executives and distinguished academics with extensive experience in the areas of cross border financial management, international tax planning, corporate finance, strategic management and applied accounting. Over the years, we have received the continuous support from our clients and sponsors that include major public listed and multinational companies, large enterprises, government bodies and established consulting firms in the region.

Date: 14th February 2012

Announcement of Business Alliance

Phuoc & Partners Law Firm and Vietvalues Audit & Consulting Group have entered into a business alliance to provide integrated legal and accounting solutions to clients investing and doing business in Vietnam, subject to the practice strength of each firm.

With a combined team of about 50 lawyers and 200 accountants across Vietnam, we are well placed to support foreign and local clients for sophisticated M&A and large investment projects in Vietnam, while at the same time offering seamless accounting, payroll and tax compliance and advisory solutions. Our nationwide presence enables clients to tap into our expertise and support as their business expands throughout Vietnam.

For inquiries:

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Vietvalues: Lim Chor Ghee Email: cqlim@vietvalues.com



PHUOC & PARTNERS

Phuoc & Partners is an independent law and consulting firm with integrated legal and tax advisory practices. Focusing on our commitment to provide a one-stop-service to our international and local clients, we enable our clients to reduce their administrative overhead and focus on their core business activities.

Phuoc & Partners' professional partners and staff consists of nearly 50 Vietnamese and foreign lawyers and specialists (including one doctor and six foreign and local masters of law LL.M) working across three offices in Ho Chi Minh City, Ha Noi and Da Nang to take care of all legal matters of our clients nationwide.

In addition to three offices in Ho Chi Minh City, Ha Noi and Da Nang, Phuoc & Partners maintains liaison offices in Bangkok and Singapore. Furthermore, Phuoc & Partners maintains intensive relationships with prominent law and tax firms in Europe, the United States, Singapore and Korea, to offer top-level advice worldwide and effective structuring and supervising of domestic as well as international legal and consulting matters. Thus, we can count on a continuously growing number of well-known clients.

Due to the firm's capacity for effectively structuring domestic as well as foreign legal and consulting matters, Phuoc & Partners is the perfect choice for large and medium-sized businesses, international corporations, banks, and other financial institutions.



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- M&A and Business Valuations
- Construction audit and accounting

Vietvalues Audit and Consulting Co., Ltd has been a member firm of Reanda International (www.reanda-international.com) since 2011. With more than 26 offices and over two thousands of dedicated professionals, Reanda International is one of the leading networks in the Asian Region.

Registration Details

Early Birds! Pay By 24th February 2012

SGD 660 per person
10% discount for groups of 3

Normal Price

SGD 820 per person
10% discount for groups of 3

Event Consultants



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203 Jalan Bukit Bintang
55100 Kuala Lumpur

Our Track Record

- VIETNAM: Practical Strategies for Market Entry In Trading and Distribution
Friday 24 February 2012, Sunway Putra / Legend Hotel , Kuala Lumpur
- VIETNAM: Acquisition of Business-Legal, Tax and Practical Considerations
Monday 21st November 2011, Peninsular Excelsior Hotel, Singapore
Wednesday 23 November 2011, Sunway Putra / Legend Hotel
- Vietnam International Tax Planning Masterclass
Wednesday 12th October 2011, Aston Kuningan Hotel, Jakarta
- International Tax Planning & Profit Repatriation Strategies for Cross Border Investment
Monday, 10th October 2011, Legend Hotel, Kuala Lumpur
- Effective Debt Collection in Vietnam – Strategies and Practice, 18th August 2011, Norfolk Hotel, **HCMC** (50+ pax)
- VIETNAM: International Tax Planning MasterClass
4 May 2011, Norfolk Hotel, **HCMC (60+ pax)**
4 July 2011, Mercure La Gare, **Hanoi**
- Corporate Management of Foreign Exchange Exposure
21 April 2011, Sheraton Hotel, **HCMC** (in collaboration with CFVG)
- VIETNAM: Trading and Distribution Market Entry Strategies, Investment Laws and Tax Planning
14 March 2011 Pullman **Bangkok**
18 March 2011 Legend Hotel, **Singapore**
- INVEST VIETNAM: Business Opportunities, Applying for Licenses to Set Up Business and Managing Business
17 January 2011, Legend Hotel, **Kuala Lumpur**
- VIETNAM - Investment Licensing, Company Set Up and Effective Management & Control,
22 October, 2010, Legend Hotel, **Kuala Lumpur**
19 August 2010, Peninsular Excelsior Hotel, **Singapore**
- VIETNAM: Foreign Contractors and Service Providers - Licensing and Business establishment, Tax Planning and Financial Management
29 June 2010, Peninsular Excelsior, **Singapore**
11 June 2010, Legend Hotel, **Kuala Lumpur**

.....And many other workshops in the region on Vietnam investment since 2009.....

Sign Me Up!
Registration Form



Your business and investment link to the Mekong region

**VIETNAM: Practical Strategies for Market Entry
In Trading and Distribution**

**Friday, 9th March 2012
Peninsular Excelsior Hotel, Singapore**

	<u>Name</u>	<u>Email</u>	<u>Designation</u>
1.	_____	_____	_____
2.	_____	_____	_____
3.	_____	_____	_____
4.	_____	_____	_____

(10% discount applies to group of 3 or more)

Company: _____

Address: _____

Telephone: _____ **Fax:** _____

Email: _____ **Contact Person:** _____

Do you have an existing business operation in Vietnam? YES / NO

Payment / Terms & Conditions

- Payment methods:
Cheques issued to **INDOCHINA LINK PTE LTD**
10 Anson Road, #15-14 International Plaza, Singapore 079903.
- **Direct bank-in: OCBC 629 184 607 001**
Please email the transfer slip to events@peligotraining.com.
- Confirmation of attendance is subject to receipt of full payment. No cancellation will be allowed after confirmation, but substitutes are allowed. The management have right to change the date / venue of the event with notice to given in advance.

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0830 – 0900	Registration
0900– 1015	<p>What are the relevant laws and regulations for foreign traders and distributors?</p> <p>Could foreigners actually set up a 100%-owned trading and / or distribution company?</p> <p>How does one make a joint venture with Vietnamese work while managing strategic risks? What are the arrangements that could be put in place to minimize the risks? Can lawyers and accountants help?</p>
1015 – 1030	Coffee Break
1030 – 1230	<p>How do product categories / HS Codes affect the distribution license? What are the product categories subject to conditions / restrictions?</p> <p>What are the regulations and practice in respect of customs procedures and clearance? Why is the ability to clear customs an important component in the distribution channel?</p>
1230 – 1400	LUNCH
1400 – 1500	<p>What are the pros and cons of using Vietnamese proxies for setting up a distribution company? What are the practical tips for making this structure work? What are the risks for both parties?</p> <p>What are the typical “market” rates and mechanism for this type of arrangement?</p>
1500 – 1530	Coffee Break
1530 – 1645	<p>For companies that wish to conduct direct trade without setting up a corporate entity in Vietnam, what would be the limitations? Would a representative office work?</p> <p>Case study of successful businesses</p> <p>Q&A and Discussions</p>