

World Trade Week

Vietnam: Ascending Dragon Economy May 15, 2008



Program Agenda

- Market Overview
- Best U.S. Sales Segments
- Market Challenges and Opportunities
- Question and Answer Session

U.S. - Vietnam Relations – Milestones

- 1994: U.S. Embargo is Lifted
- 1995: Diplomatic Normalization with US (Joined AFTA)
- 1996: Joined APEC
- 1997: First U.S. Trade Mission
- 2001: Bilateral Trade Agreement
- 2003: Civil Aviation Agreement Signed
- 2006: Permanent Normalized Trading Relations
- 2007: WTO Member; US-VN TIFA

Market Highlights

- ✓ GDP Growth Rate: 7%, WTO membership in 2007
- ✓ Large MNC's driving demand for skilled workforce, education and training
- ✓ 85 million strong, young industrious demographic
- ✓ Rapidly rising urban incomes
- ✓ VN Asia's 6th largest population, low urban population
- ✓ Vietnam is experiencing the fastest FMCG growth in Asia

Best U.S. Sales Prospects

- ◆ Power Generation, Transmission, and Distribution
- ◆ Telecommunications Equipment and Services
- ◆ Oil and Gas Machinery and Services
- ◆ Computer Hardware and Software Services
- ◆ Airport and Ground Support Eq., Air Traffic Management
- ◆ Systems and Aircraft and Parts
- ◆ Education and Training
- ◆ Environmental Technologies
- ◆ Medical Equipment
- ◆ Safety and Security
- ◆ Franchising

Challenges & Opportunities

- ◆ Infrastructure
- ◆ Inflation
- ◆ Transparency / Red Tape
- ◆ Environment
- ◆ Implementation Gaps

U.S. Commercial Service Programs



- Market Studies
- Gold Key Matchmaking Service
- Trade Missions
- Market Briefings
- Single Company Promotions



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Thank You.



Any Questions?

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