



Newsletter

Issue 6
January



From Left to Right: • H.E. Mr. Bruno Angelet, Ambassador-Head of EU Delegation to Vietnam • Mr. Marko Moric, CEEC Chairman • Ms. Jana Herceg, Deputy Head of Trade and Economic Section, EU Delegation to Vietnam • Mr. Csaba Bundik, CEEC Vice-Chairman



SHARE & (L)EARN

HOW TO KEEP YOUR
STAFF HAPPY IN 2016

*Prevent staff from quitting: practical aspects
of remuneration and motivation in Vietnam*

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CEEC Representatives Visited H.E. Bruno Angelet

January 14th, 2016, H.E. Mr. Bruno Angelet (Ambassador-Head of EU Delegation to Vietnam) received Mr. Marko Moric (CEEC Chairman) and Mr. Csaba Bundik (CEEC Vice-Chairman) at his office together with Ms. Jana Herceg (Deputy Head of Trade and Economic Section).

The friendly meeting started with CEEC Representatives congratulated H.E. on his new position as the Head of Delegation of the European Union in Vietnam. CEEC's Chairman had the chance to present to H.E. the recent operation, the visions and main goals in 2016 of the Chamber without forgetting to mention the goodwill to support and cooperate with EU-Vietnam Business Network (EVBN).

CEEC's Vice-Chairman explained to the Ambassador the Chamber's planned steps towards CEEC-EVBN Cooperation: what has been prepared, what is to be done and the expectations.

In response to CEEC's question on H.E.'s advice, Ambassador emphasized that CEEC would be a compliment to EVBN and suggested some options where the two organizations can collaborate. The discussion, then, revolved around how other organizations (such as EuroCham) are working with and supporting to EVBN and what CEEC can do as a part of the network.

At the end of the meeting, H.E. Bruno Angelet sincerely thanked to CEEC and promised to support the Chamber in its future operation.



In the middle of December, together with other Business Association (DBAV, CCIFV, Icham, GBA, etc.) CEEC joined EuroCham’s Christmas Party in Hanoi and Ho Chi Minh City.

CEEC has its own booth where specialties from CEEC countries were served. CEEC’s Chairman (Mr. Marko Moric), Vice-Chairman (Mr. Csaba Bundik) and Executive Director (Mr. Christoph Schill), on behalf of the Executive Committee joined the parties from both cities and gave the wishes to EuroCham, friendship Business Associations and all the members attended

EUROCHAM CHRISTMAS PARTY



CEEC’s Chairman, Mr. Marko Moric sent the wishes to everyone

CEEC’s Vice-Chairman, Mr. Csaba Bundik (Former EuroCham’s Executive Director) and EuroCham’s Chairwoman (Ms. Nicola Connolly)

Visit of the Business Delegation Headed by Chairman of CEEC to Tuan Chau Group



On January 28th 2016, CEEC Chairman, Mr. Marko Moric, headed the Business Delegation (Including CEEC Corporate Member: James Boat) to meet the Chairman of Tuan Chau Group, Mr. Dao Hong Tuyen, one of the most influential business leaders in Vietnam.

The visit fundamentally achieved 2 important results:

- CEEC Member, James Boat, will manufacture the first luxury super yacht in Vietnam by the end of 2016
- Mr. Dao Hong Tuyen (Tuan Chau Island’s King) promised his long term support for CEEC and its members.

Members Invited to CEEC Executive Committee Meeting

Aiming at creating a chance for CEEC’s members to stay connected, updated and get involved in the Chamber’s Operation, the Executive Committee had kindly invited all to join in the last meeting of the year 2015. Invitation was sent out to all CEEC’s members 2 weeks before the meeting took place on December 15th, 2015.

There were representatives coming from Mazars Vietnam, IPMax Law Firm, SKC Trade House, Sonus Vietnam, EGIS and several individual members. This was also a great chance for CEEC Executive Committee to feedback , concerns and suggestions from the members before the next AGM, which was scheduled on March, 5th, 2016.

In this meeting, CEEC was pleased to welcome two new corporate members: Sonus Vietnam (American English pronunciation and speaking training center) and Raiffeisen Bank International, Vietnam Representative Office.

DECEMBER NEW MEMBERS:

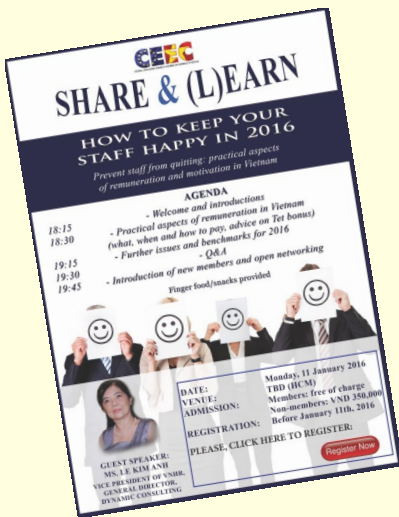


PERFECTING THE ART OF COMMUNICATION



CEEC Share and (L) Earn:

Practical Employee Retention Plans in Vietnam



CEEC had the honour to welcome the well reknown HR expert and Vice President of the VN HR, Ms. Le Kim Anh, as guest speaker at our first Share & (L)earn event in 2016.

As usual with this format of event, where only a small group of CEEC members and friends got the opportunity of first hand information, specific answers and discussion on detailed points regarding the big question of How to prevent your staff from quitting. Starting on the basic point for any HR policy of identifying your „good employees“. A further step is to understand the advantages and restrictions of split bonus payments or other incentives, the significance and dangers of Tet holidays for your HR policy or the typical hiring periods in Vietnam, but also the legal background of granting any „retention bonus“ and how to be prepared on the „fluctuation months“, respectively understand the motivational needs of employees in the short and long run to ensure a prosperous business.

Consequently some CEEC members can now begin the Tet holidays well prepared and have a clear background hence a direct contact to any HR related questions when it comes to How to motivate and remunerate your staff. The next Share & (L) earn event will take place in the weeks after CEEC’s AGM on fifth of March and will be addressing HEALTH questions in Vietnam.

CEEC 2016 SERVICES

SERVICES	DESCRIPTION	MEMBER	NON-MEMBER	APPRX. TIME
Company contact list	Identify potential partners on request. The contact list will include: Company name, reference persons, address, tel., fax, email and website (if any).	Contact for details	Contact for details	Contact for details
Company background check	Provide a business information report.			
Market study	The report includes 2-3 pages, provides an overview on a specific sector, key players, statistic data, market demands, import tax, regulation, preliminary recommendation.			
Business match-making	Identify potential partners on request. The contact list will include: Company name, reference persons, address, tel., fax, email and website (if any), and verify the interest of selected partners toward the client.			
Consulting	Local Business Culture, Business Strategies, and Foreign Investment Procedures.			
Mission arrangement support				
Company/Factory visit	Arrange tours that showcase a company's facilities' environmental, health, and safety standards.			
Fair/Exhibition/Event/Seminar/Conference Support	Provide requested logistical supports.			

Since 2016, CEEC starts to provide various services to members upon request as presented in the table above. Since the launching at year end, CEEC has performed services for 3 members regarding the work permit issues and market research. We give special service fees for all CEEC members when it comes to our service.:

(*) First 2 hours of Consulting is free for members

(*) Calculation of service fee on members:

NON-MEMBER	MEMBER	ADDITIONAL DISCOUNT FOR MEMBER
X	$X*(1-10\%)$	An amount equivalent to 50% Annual Membership Fee will be discounted from Total Service Fee incurred in 1 year.

CEEC MEMBERSHIP RENEWAL 2016

First of all, we would like to sincerely thank you for your participation and commitment to CEEC during the whole past year. As time marched on, a new year is coming and so does the renewal date for your membership.

Please, kindly send us your application form latest by February 4th, 2016 via office@ceecvn.org

Being a member of CEEC, you are a part of the European Business Community in Vietnam which we are building up and strengthening. You also have the rights and preferential treatment when accessing our services and resources; get personalized contact point; are invited to b2b networking and community building events; Share & (L) Earn; access vast network of contacts and soft links towards major stakeholders from SMEs for SMEs network.

With the CEEC-EuroCham affiliation signed in the beginning of October 2015, all CEEC's members are also automatically accepted as EuroCham's members. The **Dual-Membership** benefits include:

- ◆ Free Access to the « EuroCham White Book »
- ◆ Free Access to the EuroCham yearly Business Directory with all references and business contacts, including a page to introduce your company
- ◆ Getting invited to all EuroCham events: seminars, workshops, networking activities, etc. while enjoying while enjoying deducted fee which applies for all EuroCham members.
- ◆ Receiving a free membership card giving advantages and discounts in a number of restaurants, hotels or resorts, clubs, airlines, tour agencies, and other shops
- ◆ Receiving EuroCham newsletter and getting access to weekly English news information



CEEC members and CEEC as an affiliated EuroCham Business Association will also have full voting rights and responsibilities at EuroCham.

Currently your Executive Committee is preparing for CEEC's Annual General Meeting which has been scheduled for the 5. March 2016. There will also the activities and budget 2016 be discussed.

ALPLA

JANUARY NEW MEMBER ALPLA Packaging



Alpla is the world-leading manufacturing company for rigid plastic packaging solutions, such as HDPE and PET bottles, caps and preforms. Since its foundation in 1955 in AUSTRIA, it established 152 plants around the globe, but still remaining a family-owned company.

Alpla entered the Vietnamese market in 2013 with a state-of-the-art plant in Ho Chi Minh City. As a global technology leader, it also operates the fastest and highest-output Extrusion Blow Molding machines in Vietnam. Customers appreciate the European quality, manufacturing and supply-chain standards that Alpla also successfully applies in Vietnam.





Vietnamese market: **TREMENDOUS OPPORTUNITIES** for CEE Businesses

It has been 65 years since the Central and Eastern European (CEE) Countries, the very first countries in the world, recognized and established diplomatic relations with Vietnam. The multi-lateral cooperation between two sides has been well cultivated to many generations of leaders on the basis of mutual trust, understanding and willingness.

MARKO MORIC
CEEC Chairman

Thanks to the long, good relationship and trust between the two sides, CEE enterprises coming into the Vietnamese market are well received and supported. Moreover, CEE countries, businesses and people also have a lot in common with Vietnam's current challenges and chances. In the phase of transition since 1990 when CEE countries were opening up and transforming towards functioning market economies. The experience not only helps them to understand the processes and difficulties Vietnam is facing, but also enables the transferring of expertise and best practice examples. Nowadays, some CEE economies are drivers of EU growth and very successful in gaining international market shares. Many CEE enterprises have become very successful in Vietnam. James Boat Technology JSC of Croatia is not only the first yacht manufacturer in Vietnam but also the first and only company in the world that had successfully applied the technology of using durable organic specialty thermoplastics in development and production of passenger boats, working boats and



special boats, motor yacht boats, catamarans, floating harbors and devices. The comprehensive range of services, from maintenance and vocational training etc. In short, all 15 CEE countries are present in all sectors.

However, like most European companies, businesses originating from Central and Eastern Europe face several challenges to do successful business in Vietnam. Firstly the general issues of market entry difficulties apply like in any other country where new entrants do not have a strong network yet and face unclear or overlapping regulations. In addition to having a vast network, the successful penetration into a new market requires good knowledge of macro

Czech and Slovaks are clustered in automotive, electrical engineering, precise engineering, advanced materials, energy and mining industry; while Austrian enterprises, on the other hand, focus on health care, railway infrastructure, oil-field equipment, animal nutrition, firefighting and vocational training etc. In short, all 15 CEE countries are present in all sectors.

With the coming EVFTA, along with the economic, social and territorial cohesion among European Union (EU) countries, trade promotion in traditional markets like Central and Eastern Europe offers the shortest way for Vietnamese enterprises to access the EU market.

Nevertheless, the good relationships between CEE and Vietnamese individuals and officials, tremendous opportunities as CEE businesses look rather to Vietnam market prospects than other ASEAN countries, thus if the abovementioned difficulties can be eradicated, CEE and Vietnam have a starting advantage for each other in the economies of the EU and ASEAN.

Amid the abovementioned facts and prospects, CEEC, an independent non-profit organization, was formed with the purpose of promoting the cooperation between businesses as well as individuals from 15 CEE countries and Vietnam in term of economic, finance, commerce, investments, and trade promotion. The Executive Committee is composed of professionals coming from CEE countries with various backgrounds and many years of experience in Vietnam in different areas such as consulting, sales, marketing, education, hospitality management, finance, and trade promotion. CEEC has been established as the very first CEE Chamber of Commerce at the right time of economic prosperity where all member businesses and individuals can share their experiences of transition, progress and sustainable socio-economic development. CEEC provides services in Vietnam for any CEE companies trying to get a foothold in Vietnam; business professionals keen to expand their business across borders; Vietnamese businesses seeking opportunities of collaborating with CEE; and to CEE and Vietnamese nationals collaborating in diverse areas.



CEEC IN THE NEWS

CEEC EGM/AGM 2016



We are pleased to inform you that CEEC's **Extra-ordinary Annual Meeting (EGM) and Annual General Meeting (AGM) 2016** will take place on Thursday, 24 March 2016 simultaneously in Hanoi and Ho Chi Minh City:

Time: 10:30 - 12:00

Venue: EuroCham Video Conference Room:

- ◆ **Hanoi (Ground Floor Sofitel Plaza, 1 Thanh Nien, Hoan Kiem District)**
- ◆ **Ho Chi Minh (16th Floor, 5b Ton Duc Thang, District 1, Ho Chi Minh)**

The meetings are held to share with our members about our activities, achievements in 2015 and provide an outlook on 2016. There will also be the discussion about changes in CEEC's Statutes and Executive Committee 2016.

If you would like to nominate yourself to be one of the Executive Committee Members 2016, please, kindly let us know by contacting us via office@ceecvn.org or your Executive Committee contact points .

In case you are not able to attend CEEC EGM/AGM on the pre-determined date, please, do not forget to give proxy to another CEEC member who are attending to guarantee the meeting's quorum.

We appreciate your cooperation!

EUROCHAM AGM 2016



EuroCham Annual General Meeting (AGM) 2016 will take place on Thursday, 24 March 2016 simultaneously in Hanoi and Ho Chi Minh City.

Date: Thursday, 24 March 2016

Time: 5:30 pm - 9:30 pm

Venue: Hanoi and HCM

All CEEC-EuroCham members are invited and those who has paid membership fee on time will have voting right in the election for a new Executive Committee that will represent members' interests.

More information at: <http://www.eurochamvn.org/node/15243>



SPRING FAIR 2016

CEEC Member: Skc Trade House is attending the Spring Fair 2016 which is taking place at Giang Vo Exhibition Center, Hanoi from 27/1 - 5/2/2016. The company is introducing to consumers in Hanoi some of the most typical products from Hungary. Skc would like to welcome all to visit their booth and try their Hungarian products, which include:

1. Acacia honey
2. Dried Sour Cherry
3. Dried Sour Cherry coated with chocolate
4. Dried Apple Crisp plain or coated with chocolate
5. Sparkling wine
6. Pasta
7. Muesli bars with different flavors



AGROFOOD TRADE MISSION TO VIETNAM 2016 - OPPORTUNITIES FOR EU COMPANIES

- Date:** Tuesday, 15 March 2016 - Friday, 18 March 2016
- Time:** 9:00am - 5:00pm
- Venue:** Ho Chi Minh & Hanoi
- Fee:** 1,890 Euros per company (all taxes included) for 1 person

The EU-Vietnam Business Network (EVBN) is proud to announce our upcoming AGROFOOD TRADE MISSION TO VIETNAM (2nd edition) on March 15 - 18, 2016. This event is organized with dedication to all European companies, in particular Small and Medium Enterprises interested to develop their business on the Vietnamese market in the following sectors :

- ◆ Food and beverages
- ◆ Equipment for HoReCa
- ◆ Food industry machinery

For registration, companies have to fill in our online application form before Friday, January 15, 2016 or visit EVBN website for more information.

With the objectives of increasing exports and investments from the European Union to Vietnam and strengthening the EU Business sector in Vietnam, EVBN had successfully organized the Agrofood Trade Mission 2015 (first edition) to welcome 14 European companies to Vietnam from 8 European countries. Information about the past Agrofood Trade Mission here.

For further questions, please contact Ms Thien BUI, Business Service Officer, Email: business_services@evbn.org, Tel: +84 (0)8 3823 9515 (Ext:113)

More Information at: <http://evbn.org/event/agrofood-trade-mission-to-vietnam-2/>

MEMBER INTRODUCTION



SONUS Vietnam focuses on increasing the productivity and confidence of the Vietnamese workforce working in an English speaking environment and communicating with expats and/or foreign customers, contractors and suppliers, by offering unique English speaking and pronunciation training courses.

The SONUS English articulation and speaking courses are based on American English and are designed specifically for Vietnamese people to correct all of their pronunciation problems and common mistakes when speaking English.

Beside enjoying engaging and awareness raising presentations and participating in practical activities of gradually increasing difficulty in class, students are also furnished with a student folder complete with practice texts, tricks, tips, and helpful diagrams as well as downloadable audio files neatly organized into distinct problem areas for further practice at work, school or home.

Improvements in pronunciation and enhanced speaking skills are objectively measured and assessed by comparing video-recorded tests taken both before and after the course.

Course curriculum can be customized to practice with specific language that is relevant to students' line of work (tourism, hospitality, F&B, health care, etc.).

"As a teacher I would like to show to Vietnamese people that learning to speak English with good pronunciation is NOT a "Mission impossible" and I am convinced that the SONUS method can make this learning a "MISSION POSSIBLE!"



CSABA SZOKE
Founder and CEO of SONUS Vietnam

- present designs a unique English pronunciation training course for Vietnamese speakers of English and launches SONUS Vietnam
- 2014
- 2013 receives "Teacher of Distinction" award from VUS
- 2014 IELTS, FCE, TOEIC and TOEFL trainer at VUS (head campus, HCMC)
- 2012 FCE and CAE exam trainer and head teacher in Barcelona and Mallorca (Spain)
- 2009 FCE and CAE exam trainer and head teacher in Barcelona and Mallorca (Spain)
- 2009 earns CertTESOL teaching certificate from Trinity College London
- 2006 corporate lawyer representing multinational companies
- 1999



CLEAR SPEAKING IN ENGLISH: THE MISSING CRITICAL SKILL IN VIETNAM

Despite advances in technology, face-to-face communication in English is still vital in business. A key element in successful verbal interactions is the ability to express relatively simple thoughts clearly using accurate pronunciation. Despite its importance, the area of pronunciation is often neglected in English training courses in Vietnam.

At SONUS we specialize in providing English speaking and pronunciation training courses designed to correct the common speaking errors of your Vietnamese staff to enable them to communicate more effectively in English.

We have the knowledge, the appropriate methods and expertise to turn a seemingly "Mission impossible" into a "MISSION POSSIBLE!"

WITH THE HELP OF THE SONUS COURSES YOUR EMPLOYEES WILL:

- ACQUIRE the core listening and speaking skills that are essential for speaking English and which are very different from the skills needed for speaking Vietnamese.
- ACTIVATE their existing English vocabulary and grammar knowledge and put them into use in speaking.
- GAIN more confidence to engage in conversations with foreigners.
- CONTINUE to learn on the job from English-speaking managers, customers and suppliers thus IMPROVE their English skills further without direct teacher supervision.

BENEFITS FOR YOUR BUSINESS

- INCREASED SALES**
Active recommendation and up-selling of products/ services and accelerated customer turnover by taking customer orders more quickly and correctly (restaurants, cafes and hotels)
- ENHANCED PRODUCTIVITY**
Saving time for crucial meetings by delegating phone/skype communication with customers/suppliers/HR to local staff
Quicker and more effective team meetings (mediation/HR issues)
- IMPROVED CUSTOMER SATISFACTION**
Better handling of face-to-face complaints
Higher quality guest entertainment
More efficient customer service on board and via call-centres (hotels, tour operators, and passenger carriers)
- BETTER RETENTION OF SKILLED STAFF**
by providing employees with meaningful training they can apply in other aspects of their lives.
- INCREASED EFFECTIVENESS**
of professional trainings conducted in English with foreigners.
- REDUCED TRAINING COSTS**
by saving on unnecessary training in English and instead focusing on improving only the skills that do need work.

CUSTOMIZATION FEATURES

- TAILOR-MADE MATERIALS**
to practice with specific language that is relevant to students' line of work (tourism, hospitality, F&B, etc.).
- INDIVIDUAL VIDEO ASSESSMENTS**
to create personalized learning goals and objectively measure learner improvement.
- CONTINUOUS PROGRESS ANALYSIS**
to monitor performance during the course and to tailor the training to the specific needs and skills of each student (teaching style).
- FLEXIBLE SCHEDULING AND VENUE**
to maximize attendance.



ALL YOU HAVE TO DO IS...
Give us a call at 0903 907 608 (English)
or send us an email: info@sonus.vn.com
To discuss the details of how to give your company a **POWERFUL COMPETITIVE ADVANTAGE.**



CENTRAL AND EASTERN EUROPEAN CHAMBER OF COMMERCE IN VIETNAM

CEEC VIỆT NAM
CHÚC MỪNG NĂM MỚI, XUÂN BÌNH THẠNH 2016

*Thay mặt ban chấp hành,
Chủ tịch,*



MARKO MORIC

*May your New year 2016 be the best one filled with infinite happiness,
tremendous success and love of your loved ones!*