



CENTRAL AND EASTERN EUROPEAN CHAMBER OF COMMERCE IN VIETNAM



**QIII/2023**

# **QUARTERLY REPORT**

# TABLE OF CONTENTS



*03*

MESSAGE FROM THE CHAIRMAN

*04*

EXTERNAL RELATIONS

*08*

CEEC PUBLICATION - DOING  
BUSINESS IN VIETNAM

*09*

WELCOME TO NEW MEMBERS

*10*

ANNOUNCEMENT ON PARTNERSHIP

*11*

CEEC EVENTS

*13*

MEMBERS NEWS

*16*

UPCOMING EVENTS

## CEEC CORPORATE PARTNERS

**HOME  
CREDIT**

**mazars**



# MESSAGE FROM CEEC CHAIRMAN



Dear our Esteemed Members, Colleagues and Friends,

I'm pleased to present to you our newest Quarterly Report, where you can find our recent activities, interesting articles and events.

Firstly, CEEC successfully conducted the Advisory Committee Meeting with participation of the Trade Counselors of CEE countries and CEEC Board Members. During the meeting the current situation and potentials for trade between CEE countries and Vietnam were discussed.

CEEC Board members represented CEEC in many different events, including an evening reception to welcome H.E. Julien Guerrier, European Union Ambassador-Designate to Vietnam.

Moreover, **Home Credit Vietnam** will remain CEEC Silver Corporate Partner for 2023/2024. On that occasion, I would like to thank to Home Credit for continuous support to CEEC.

Last but not least, during the last quarter, we've organized together with the Dutch Business Association Business Thursday in Hanoi. More information with the photos, can be found in this report.

I hope you will enjoy reading our report, and if you have any further questions, do not hesitate and email us at [office@ceecvn.org](mailto:office@ceecvn.org). We will get back to you as soon as possible.

A handwritten signature in black ink, appearing to be 'M. Moric'.

Marko Moric  
CEEC Chairman

# EXTERNAL RELATIONS



## CEEC MET A NEW EU AMBASSADOR TO VIETNAM

On Wednesday, September 20, 2023, CEEC board members and members had the distinct pleasure of meeting the newly appointed EU Ambassador-Designate to Vietnam during the reception organized for the occasion by Eurocham Vietnam in Ho Chi Minh City.

Ambassador Julien Guerrier graced us with his presence and delivered a compelling speech, emphasizing the significance of trade and investments between the EU and Vietnam. Previously serving as the Director of the EU's Research and Innovation program in Brussels, Ambassador Guerrier looks forward to listening to the European business community's experiences in Vietnam. He aims to support their success and growth in his diplomatic role.

EuroCham Chairman Gabor Fluit warmly welcomed Ambassador Guerrier and emphasized EuroCham's dedication to nurturing productive relationships and collaborations between European businesses and the Vietnamese government.

Such gatherings exemplify the power of collaboration and international cooperation. We extend our gratitude to Eurocham for organizing this reception.

# EXTERNAL RELATIONS



## MEETING WITH THE CZECH BUSINESS DELEGATION

On May 23, 2023, the CEEC Chairman, Marko Moric, and board members Florian J. Beranek, Gabriel Stanek, and Peter Ngo, met with a delegation from the Czech Republic. They discussed a range of topics of mutual interest, including trade and investments, the economy, and Vietnam's prospects. Companies from the Czech Republic presented their operations and capabilities to CEEC, while CEEC showcased its ability to support these companies.

The meeting was fruitful and provided valuable insights to both parties. We are thrilled to continue strengthening our relationship with our Czech partners and to explore new opportunities for collaboration. Stay tuned for more updates on our efforts to promote economic growth and prosperity in the region.

# EXTERNAL RELATIONS



## CEEC ADVISORY COMMITTEE MEETING

On Tuesday, 5th September, the CEEC Advisory Committee Meeting took place in the Slovakian Embassy. We had the pleasure of hosting CEE Trade Counselors:

- Marian Veres from the Slovak Embassy
- Nowakowski Alexander from the Polish Embassy
- Tsvetan Aleksov from the Bulgarian Embassy
- Nikola Sichlerova from the Czech Embassy
- Adrian Stanica from the Romanian Embassy

and CEEC Board Members: Minh Nguyen, Gabriel Stanek, and Florian J. Beranek.

Participants engaged in discussions regarding the present trade landscape, opportunities in green and responsible business initiatives, the pivotal role of SMEs in this context, and the forthcoming delegation from CEE countries. We express our gratitude for the valuable insights and perspectives shared by all attendees, and we are eager to maintain our partnership with CEE Trade Counselors.

We extend our heartfelt appreciation to everyone who attended and actively participated in the meeting. A special thank you goes to Mr. Marian Veres and the Slovakian Embassy for graciously hosting us on their premises.

# EXTERNAL RELATIONS



## **CEEC BOARD MEMBERS MEET WITH VICE CHAIRMAN OF NATIONAL ASSEMBLY'S EXTERNAL RELATIONS COMMITTEE**

On August 18, a meeting took place between Mr. Don Tuan Phong, Vice Chairman of the National Assembly's External Relations Committee, and a delegation from EuroCham and the Central and Eastern European Chamber of Commerce in Vietnam (CEEC).

The meeting was attended by members of the CEEC Board, Gabriel Stanek and Minh Nguyen, who also serves as Vice Chairman of EuroCham.

The purpose of the assembly was to address ways to enhance relations between the legislative body and EuroCham, in line with recent directives from National Assembly Chairman Mr. Vuong Dinh Hue.

Both parties reached a consensus that there should be an improvement in information sharing regarding issues raised by European companies engaged in business activities in Vietnam.

# CEEC PUBLICATION

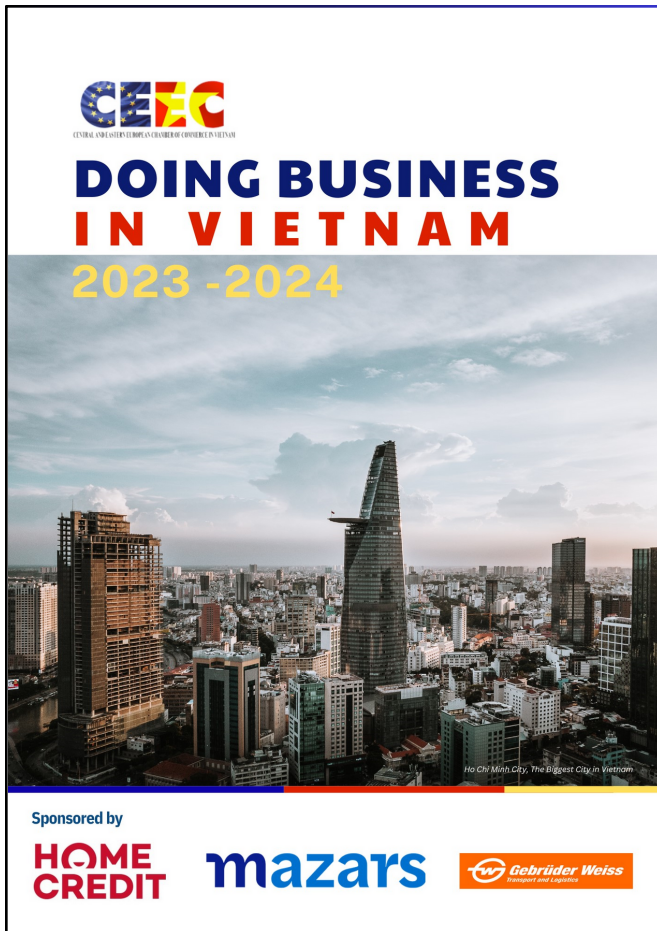
The 2023 edition of “Doing business in Vietnam” guide is available to be downloaded now.

This CEEC publication gives investors a better understanding of the Vietnamese market. It is a tool for diversity and to facilitate the outreach to the companies by highlighting the potential in the market in general and with some special focuses on several sectors. The highlighted content of the guide includes:

- CEEC intro and contact information
- Vietnam political and economic outlook
- An introduction to Vietnam’s trade and business environment
- Vietnam at a glance for business
- Sectors introduction as follow:
  - Consumer Finance
  - Manufacturing
  - Healthcare
  - ICT
  - Education
  - Agriculture
  - Transport & Logistics
  - Tourism & Hospitality
  - Green Technologies
  - Real Estate
- Membership in CEEC and CEEC corporate members

Many thanks to our sponsors: **Gebrüder Weiss, Home Credit Vietnam** and **Mazars Vietnam**, authors of the chapters and the editor for their contribution to the booklet.

As we continue updating the booklet regularly, please contact us at [office@ceecvn.org](mailto:office@ceecvn.org) for further details if you’d like to advertise your company or sector information in the guiding book.





# WELCOME TO NEW MEMBERS



CEEC is proud to announce that ŠKODA, one of the leading Czech car makers, has officially become a member of our Chamber in Vietnam. ŠKODA has a long history of more than 120 years of existence, with the first vehicle left their factory in Mladá Boleslav, Czech Republic, in 1905. The Representative Office Of Škoda Auto a.s in Ha Long City, opened this year, aims to establish the ŠKODA brand and increase its awareness in the Vietnamese market.

Many thanks for their support and we wish Skoda Vietnam team to be successful in the Vietnamese market.

**Vojtech Zehnalek**

Individual member from Czech Republic

# ANNOUNCEMENT ON A PARTNERSHIP WITH HOME CREDIT VIETNAM FINANCE COMPANY LIMITED

CEEC is very pleased to announce that **Home Credit Vietnam** continue to be **CEEC Silver Corporate Partner for 2023/2024**.

Officially operating in Vietnam since 2008, **Home Credit** is a leading digital financier that has built a network of 11,000 retail outlets and has been serving nearly 15 million customers nationwide for the past 15 years with three main products: installment loans to buy motorbikes, installment loans to buy consumer durables and cash loans. With a dedicated workforce of 6,000 employees, the company is strongly committed to promoting financial inclusion and empowerment through its innovative, tech-forward, and responsible financial products.

**Thank you for your support and the confidence into the operation and development of the Chamber.**


More information about the Home Credit Vietnam can be found at <https://www.homecredit.vn/en>



# CEEC EVENTS



## Business Thursday by CEEC & DBAV

On 14 September 2023, Central and Eastern European Chamber of Commerce in Vietnam (CEEC) and Dutch Business Association Vietnam DBAV  organized the Business Thursday event in Hanoi. The event was co-hosted by the various Chambers and Business Associations.

We had a great turnout of over 80 participants, and the event achieved incredible success thanks to support of our sponsors.

We want to express our gratitude to our sponsors **Alma Resort Cam Ranh, Furama Resort Danang, Sofitel Legend Metropole Hanoi, WhiteCoat Global, Dilo, Ministry of Men, and Boutique Brand Collective** for incredible lucky draw prizes.

# CEEC EVENTS



## Get Together - networking event in HCMC

On 28 September 2023, CEEC organized the first after summer break, networking event in HCMC.

This casual event gathered many members and non-members interested in finding more about CEEC community in Vietnam.

We also want to express our gratitude to The Racha Room for hosting us in their premises.

# MEMBERS NEWS

## W BUSINESS CENTER TALKS ABOUT WORLD TOURISM DAY WITH MAKEYOURASIA



Have you ever paused to consider the transformative power of travel? It's not just about visiting new places; it's about the profound impact it can have on individuals and societies alike. World Tourism Day, an annual celebration, shines a spotlight on this very idea. It's a day when we acknowledge the far-reaching influence of tourism on global economies, cultures, and sustainable development, reminding us that travel is more than an adventure; it's a force for positive change.

In the spirit of Tourism Day, we welcome you to join us on an exploration as we engage in an exclusive interview with MakeYourAsia, a company deeply passionate about uncovering the splendor of Southeast Asia and sharing it with the world. As a dedicated member of the W community, MakeYourAsia is committed to delivering exceptional travel experiences and promoting cultural enrichment.

### ***MakeYourAsia: A Journey into Southeast Asia's Beauty***

The story of MakeYourAsia started in 2016 when a team of travel experts in awe of Asia's beauty recognized this region's immense potential. With over 7 years of experience, they excel in curating premium private and incentive trips. By optimizing flexibility and creativity in customizing travel programs, they are passionate about sharing Southeast Asia's rich cultural heritage and timeless natural beauty with the world.

# MEMBERS NEWS

World Tourism Day, celebrated annually on September 27th, holds global significance as it underscores the immense value of tourism. This momentous event finds its roots in the United Nations World Tourism Organization (UNWTO), which established it to shed light on tourism's pivotal role in fostering sustainable economic growth, cultural exchange, and global understanding.

This year, on the special occasion of World Tourism Day, we have the privilege of having Lukasz Kozlowski, the CEO of MakeYourAsia, providing insightful responses to our questions, enriching our celebration with a unique perspective on the tourism industry. In the following sections, we'll share the valuable insights we gained by asking three intriguing interview questions with him.

## ***Can you tell us about your journey in the tourism industry and how your business has evolved over the years?***

"My passion for tourism started over 15 years ago, when I was discovering and guiding my friends in my lovely hometown – Poznan, Poland. However, my journey with tourism industry in Southeast Asia didn't start until 8 years ago, when I moved to Vietnam and began working as a tour designer and tour leader. At the time, I saw the opportunity to bring a new standard of experience to Southeast Asia. So, we founded a small company with the goal of discovering the most breathtaking sceneries and showcasing the cultural diversity, culinary wonders, and most importantly, the amazing people in Vietnam, Malaysia, or the Philippines.

Over the past years, our team has grown and we have started to train our own guides. We have had the pleasure of showing Southeast Asia to thousands of people and survived the difficult COVID-19 pandemic. The tourism sector in the region is changing for the better. The quality of service is improving, and the pandemic has given the industry a chance to restart and reinvent itself."

## ***In your opinion, what are the key trends or changes you've observed in Vietnam's tourism sector recently, and how have you adapted your business to stay relevant?***

"Vietnam is an extremely dynamic market with huge potential. A few years ago, Vietnam was considered as a backpacker's destination, offering cheap travel experiences for one-time travel. Today, Vietnam has seen significant investment in luxury resorts, better infrastructure, airports, and hotels, making many locations accessible to tourists. Plus, the number of tourists visiting Vietnam is also growing. Of course, with this growth come environmental problems such as pollution and waste management. Vietnam still needs to work more to address these issues.

The main trend in Vietnam's tourism industry that I've observed recently is a shift towards becoming a more premium destination. We're not talking only about luxurious experiences, but also more sustainable and environmentally friendly options. Vietnam wants to become a country that tourists can visit, revisit and rediscover many times. The country still has a long way to go to reach this point, compared to the percentage of travelers coming back to places such as Thailand. However, the government and private sector are working together to achieve this goal.

# MEMBERS NEWS

At MakeYourAsia, we are also committed to be a bit ahead of the rest of the industry. We strive to bring people to less popular places where we see potential. We are also implementing a lot of eco-solutions in our company, while others are still discussing them.”

***As we celebrate World Tourism Day, could you share a memorable experience or a destination that holds a special place in your heart, and why it’s significant?***

“Choosing only one is always difficult so I will have to specify. If we’re talking only about Vietnam, Sapa has a special place in my heart for so many reasons. It is a beautiful mountain town with stunning rice terraces and ethnic minority communities. We have a lot of friends there, they’re from local families living not in the town of Sapa but in the local villages in the valley. I love the mountains, and Sapa simply has the breathtaking landscapes that bring you out of the crowds and stress of busy cities. The rice terraces are especially beautiful when they are green, and I can spend hours admiring the views. I highly recommend this destination to anyone looking for a relaxing and culturally enriching experience in Vietnam, as the town is home to a number of ethnic minority groups, such as the Hmong, Dao, and Tay, which you can’t normally find in bigger cities like Hanoi or Saigon.”

Our interview with MakeYourAsia, a sustainable tourism operator in Vietnam, highlights the importance of celebrating World Tourism Day. This day is not just about tourism; it’s about responsible travel, cultural exchange, and sustainable exploration. MakeYourAsia’s journey in the tourism industry reflects the notable advancements and improvements occurring in Vietnam’s tourism sector, which is increasingly embracing sustainable practices. MakeYourAsia is not only adapting to these positive changes but also leading the way by promoting sustainable and eco-friendly travel options, such as:

- Community-based tours in places such as Mekong Delta that support the local economy and minimize environmental impact.
- Eco-treks in Sapa that educate travelers on sustainable travel practices and encourage them to be responsible tourists.
- Use of sustainable transportation options, such as electric vehicles, public transport, and bicycles, as a part of the experience.
- Minimizing tourist footprint by avoiding plastic products and switching to more environmentally friendly alternatives.

MakeYourAsia is an example of how the tourism industry in Vietnam is becoming more sustainable and responsible. By celebrating World Tourism Day, we can raise awareness of the importance of sustainable travel and encourage travelers to travel responsibly.

As we celebrate World Tourism Day, let’s remember that travel has the power to transform us and our world. It’s a reminder that, by exploring new horizons and embracing different cultures, we can create a more connected and harmonious planet. MakeYourAsia embodies this spirit, inviting travelers to discover the wonders of Southeast Asia while leaving a positive impact. Join us in celebrating World Tourism Day and embark on a journey with MakeYourAsia to explore the beauty, culture, and sustainability of this incredible region.


# UPCOMING EVENTS

## **Business seminar in HCMC**

### **"Hiring and Retraining Talented Employees - a Transformational Journey of Growth and Development"**


 Date and time: 19 October 2023 from 9am-10.30am

Venue: W Business Center, 200 Pasteur, District 3, HCMC


 Entrance fee: Co-hosted member: VND 150,000/pax; Non-member: VND 300,000/pax

 Registration link [HERE](#)

## **HKBAV Members Night [co-hosted networking event in HCMC]**

 Date and time: October 04th, 2023 | 6.00 PM - 8.00 PM

Venue: River Deck @ Grand Marina Saigon Gallery, 2 Ton Duc Thang Street, Ben Nghe Ward, District 1, HCMC

 Entrance fee: (Include a complimentary drink and canapés: Co-hosted member: VND 150,000/pax; Non-member: VND 250,000/pax

 Registration link [HERE](#)

## **[CO-HOST EVENT IN HAI PHONG] BELUXCHAM MISSION TO HAI PHONG**

 Date: Friday, October 06th, 2023

Location: Hai Phong Province

Participants: Representatives of national and provincial authorities, representatives of the Belgium Embassy, representatives of BeluxCham Vietnam, representatives of DEEP C Industrial Zones, representatives of EuroCham, Belgian/Luxembourg-invested enterprises in Vietnam; local companies and associations.

 Registration Link [HERE](#)

## **[HANOI] GREEN ECONOMY FORUM 2023:EMPOWERING VIETNAM'S SUSTAINABLE LANDSCAPE: EUROPEAN-VIETNAMESE COLLABORATION FUELS GREEN INITIATIVES**

 Date and time: 02 November 2023 from 8am – 5pm

Venue: WJ Marriott Hanoi, No 8 Do Duc Duc Road ME Tri, Tu Liem, Hanoi

 Registration link [HERE](#)

## **EuroCham's sixth Annual Gala Dinner and Business Awards in Ho Chi Minh City**

 Date and time: 17 November 2023 from 6:30pm – 10pm

Venue: Grand Saigon Ballroom, Vinpearl Landmark 81, Autograph Collection, 720A Dien Bien Phu, Binh Thanh District, HCMC

 Registration link [HERE](#)