

I/2024

REPORT

JUNE 2024



CORPORATE PARTNERS



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A WORD FROM THE CHAIRMAN

Dear our Esteemed Members, Colleagues and Friends,

I'm pleased to present to you our newest Report, where you can find our this year activities.

Firstly, CEEC successfully conducted the Annual General Meeting with participation of the members, Trade Counselors and CEEC Board Members. During the meeting the finance report, activities and plans for 2024 were presented.

CEEC Board members represented the organization at various events, including meetings with Ambassadors from the CEE region and Hungarian and Polish Delegations.

Moreover, we gained three new Corporate Partners in 2024: one Silver Corporate Partner - a.hartrodt Logistics Vietnam Ltd., and two Bronze Corporate Partners: Rödl & Partner Vietnam Legal Ltd. and Skoda Auto a.s. On this occasion, I would like to thank them all for their support of CEEC.

Last but not least, during the first 4 months we received 10 new members. More information 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. We will get back to you as soon as possible.

A handwritten signature in black ink, appearing to read 'Marko Moric'. The signature is fluid and cursive, with a large initial 'M'.

MARKO MORIC
CHAIRMAN

CEEC Chairman Joined the WhiteBook Launch

On 16th January, CEEC Chairman, Marko Moric, joined the White Book Launch 2024 by EuroCham Vietnam organized in Meliá Hanoi Hotel. This year's theme: "Enhancing Investment for a Greener and Sustainable Economy".

The Whitebook allows business leaders to acquire valuable perspectives on environmentally friendly development, sustainability, and innovation, and participate in a meaningful conversation with the government.



Meeting with the Hungarian Delegation in HCMC

On 18 January, CEEC had a pleasure to meet with the Hungarian Political Delegation represented by: Zsigmond Barna Pál, Parliamentary State Secretary and Deputy Minister of the Ministry of European Union Affairs, Szatmáry Kristóf, Member of the Hungarian National Assembly & President of the Hungary-Vietnam Friendship Association and Szécsi Barbara, Political Advisor from the Ministry of European Union Affairs, Hungary and Hungarian Consulate General in HCMC: Lehőcz Gábor, Consul General; Mosonyi Zsófia, Economic & Trade Attaché and Dam Dang Hoai Ni, Assistant to the Economic & Trade Attaché.

During the meeting held at the Eurocham office, representatives from CEEC included Vice-Chairman Vlad Savin, Board Member Miklos Krassovics and Executive Director Monika Jurzak. Eurocham was represented by Chairman Gabor Fluit, Executive Director Delphine Rousselet, Bihari Nóra, Head of Projects, and IQMED Vice-Chairman and also member of CEEC, Attila Molnar, who were also in attendance.

The Eurocham Chairman, Gabor Fluit and CEEC vice-Chairman, Vlad Savin, introduced the chambers and their activities as well as they gave an overview of the Vietnamese market with the outlook for 2024.

The discussion was around how the Hungary can support during their EU presidency this year and what the potential areas of interest are for Hungarian companies.



CEEC met with the Polish Delegation - the Delta Club



On 21 March, 2024, CEEC had a pleasure to meet with Delta Club, the organization of Polish businessmen.

CEEC Board Members Phuong Nguyen (Stephen Nguyen) and Tatiana Masalska - Laska delivered an insightful overview of the Vietnamese market landscape, shedding light on key opportunities and trends. It's through collaborations like these that we continue to foster international partnerships and drive growth!

CEEC at the Czech Business Forum

On March 20, 2024, CEEC's Chairman Marko Moric, Vice-Chairman in Hanoi Florian J. Beranek and Board Member, Gabriel Stanek, had an opportunity to participate in the Business Forum on the Czech Agricultural Sector! Organized during the working visit to Vietnam by H.E. Mr. Marek Výborný, the Minister of Agriculture for the Czech Republic, this forum was an invaluable platform for connecting businesses and fostering collaboration. From exploring new opportunities for trade to sharing innovative agricultural practices, it was a truly enriching experience!

We're immensely proud of our board members for their dedication to fostering global partnerships and driving sustainable growth in the agricultural sector.



CEEC at the EuroCham AGM 2024

CEEC's Chairman participated in the EuroCham AGM which took place on 26th March.

At this gathering, EuroCham celebrated the triumphs of 2023, mapped out the strategic direction for 2024, and gleaned invaluable insights from EuroCham's leadership and representatives of all 9 EuroCham-affiliated Business Associations.

The energy and enthusiasm in the room were contagious, emphasizing our shared commitment to progress and collaboration. As representatives of the CEEC, we're immensely proud of EuroCham's growth and eagerly anticipate the promising opportunities on the horizon.



Meeting with the Ambassador of Republic of Estonia

On 8 April, 2024, we were honored to welcome His Excellency Mr. Hannes Hanso, Ambassador of the Republic of Estonia to Vietnam, along with Mr. Marti Mätas, Deputy Head of Mission at the Embassy of Estonia, for a pivotal meeting with CEEC.

Our Chairman, Marko Moric, and Board Member, Minh Nguyen, joined us from CEEC, enriching our discussions with their depth of insight.

The meeting focused on introducing CEEC's activities and our mission within the CEE community in Vietnam. We delved into the challenges that new enterprises may face when entering Vietnam, highlighting the overarching trends in Vietnamese labor and discussing strategies to assist enterprises with government-related tasks.



Meeting with a new Polish Ambassador



On 10 May, 2024, CEEC's Board Members, Lukasz Kozlowski, Tatiana Masalska-Laska, Stephen Nguyen and Executive Director, Monika Jurzak, had the honour of meeting with the newly appointed Polish Ambassador, His Excellency Prof. Aleksander Surdej.

The meeting was highly inspiring as it delved into discussions aimed at fostering cooperation across various fields.

Enriching cultural exchange, developing educational initiatives, and exploring technological innovations represent the areas of interest for the Polish Embassy and potential fields of cooperation with CEEC.

CEEC visited the EuroCham Cambodia



On 29th May 2024, our Board Member Miklos had the pleasure of visiting EuroCham Cambodia. This visit highlights our ongoing commitment to fostering strong ties within the business community. We were especially proud to see CEEBAC, one of EuroCham Cambodia founding organizations, representing the Central and Eastern European (CEE) community in Cambodia.

We look forward to many more collaborative efforts and successes!

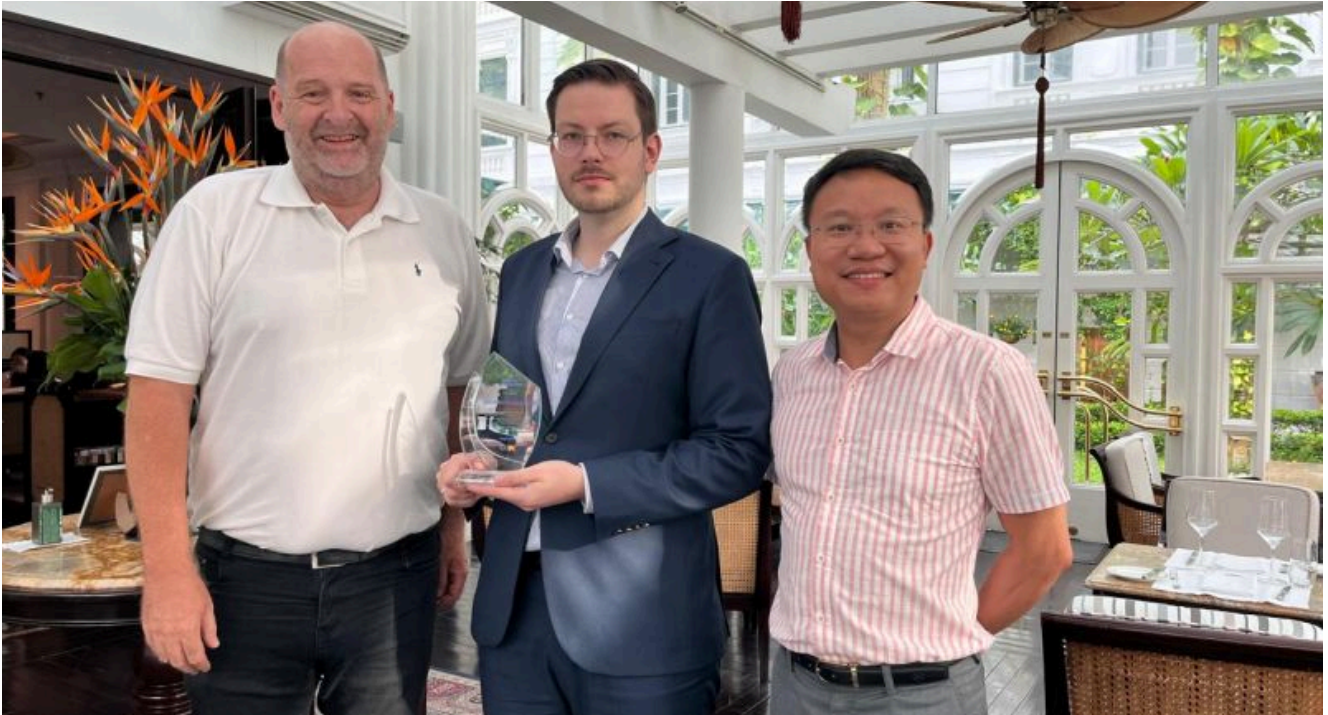
CEEC at the HAWEE Leader's Forum



On 30 May, 2024, our Board Member Tatiana Masalska - Laska, had the delightful opportunity to attend the HAWEE event. It was an honor to connect with so many energetic, visionary, and entrepreneurial women who are leading the way in Vietnam! The event was a true testament to the power of collaboration and inspiration, with over 500 seats occupied.

Throughout the day, attendees shared real stories and offered valuable tips on overcoming challenges. The strong drive for sustainability in business was evident in every discussion. It was a memorable and inspiring sight, highlighting the incredible contributions of women in business.

Farewell to the Polish Trade Counselor



On Monday, June 18, 2024, we bid farewell to our long-time friend, Alexander Nowakowski, the Polish Economic Counselor. On behalf of CEEC, we extend our heartfelt thanks to Alex for his invaluable contributions to our community and his tireless efforts to enhance business cooperation between Poland and Vietnam.

As he embarks on this new journey, we wish him this new chapter to bring him great success, growth, and fulfillment. Remember, you have a supportive community in Vietnam cheering you on every step of the way.

CEEC at the event of 30 years of diplomatic relations between Vietnam and Slovenia



On Tuesday, June 18, 2024, CEEC was honored to participate in celebrating the milestone of 30 years of diplomatic relations between Vietnam and Slovenia. The event took place in Hanoi with the presence of H.E. Ambassador Mrs. Alenka Suhadolnik. On this special day, CEEC extended heartfelt congratulations and best wishes for continued cooperation and friendship between our nations.

CEEC Annual General Meeting 2024

On Thursday, March 14th 2023, CEEC successfully organized the Annual General Meeting, with the participation of our current Board members, Members and the Trade Counsellors of CEE countries.

During the meeting, our Board members took turns to present CEEC's activities in the year 2023, and also the strategy and goals for upcoming 2024 as well 2025. In addition, one of our Board members, Tsvyatko Kabahchiyski, has stepped down from the Board. We would like to thank him for his commitment, service, passion and hard work in helping build a strong and prosperous Central and Eastern European Chamber of Commerce in Vietnam.

Three Board Members have been re-elected, and we're extremely happy to welcome two new Board Members – Stephen Nguyen and Tatiana Masalska-Laska.

CEEC's Board members of 2024:

Marko Moric – Chairman

Vlad Savin – Vice Chairman HCMC

Minh Hai Nguyen – Treasurer, CEEC Delegate to EuroCham Board

Florian Beranek – Board Member

Stephen Nguyen – Board Member

Lukasz Kozlowski – Board Member

Tatiana Masalska- Laska – Board Member

Gabriel Stanek – Board Member

Miklos Krassovics – Board Member

Peter Ngo – Board Member

The short resume of each of our Board Member can be found:
<https://ceecvn.org/about-ceec/about-your-representatives/>

Special thanks to Mr Alexander Nowakowski – Trade Counsellor of Poland for joining our Annual General Meeting 2024.

Meet Our 2024 Board Members



Marko Moric
Chairman



Vlad Savin
Vice-Chairman HCMC



Florian J. Beranek
Vice-Chairman Hanoi



Minh Hai Nguen
Treasurer



Lukasz Kozlowski
Board Member



Tatiana Masalska-Laska
Board Member



Stephen Nguen
Board Member



Miklos Krassovics
Board Member



Gabriel Stanek
Board Member

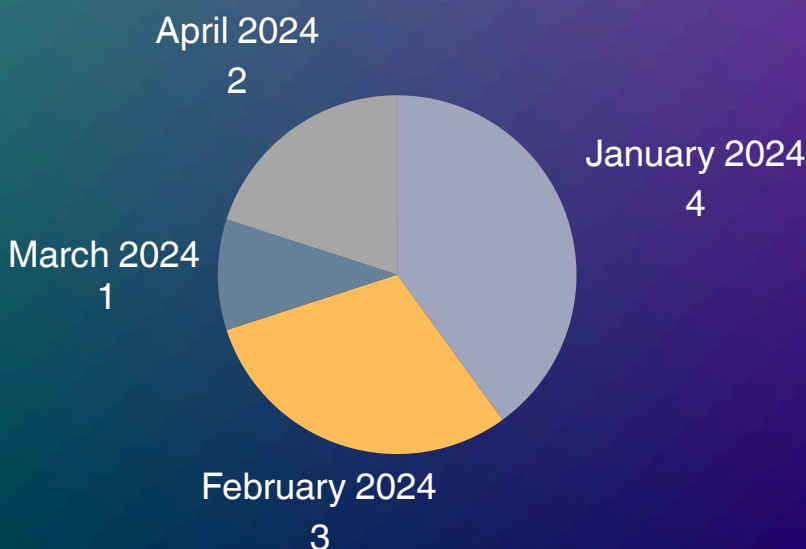


Peter Nguyen
Board Member

New Members 2024



Amalia Goux



CEEC has 45 members. So far, we have welcomed 10 new members:

- 09 corporate members: AIMS International Vietnam, Anh Duong Building, BAA Training Vietnam, CEDO, Dezan Shira & Associates, Infobip, Mediatel Data, Seven Global Investemnys and TC Motor Skoda
- 01 individual member - Amalia Goux from Romania.

Business seminar

Beyond Borders: Exploring Vietnam's Potential in 2024

On March 27, 2024 CEEC organized an insightful round-table panel discussion in the W Business Center. We were delighted to bring together members/experts from key sectors, including law and consulting, real estate, tourism and hospitality, healthcare, and market research, to delve deeply into Vietnam's economic outlook for 2024 and beyond.

Our esteemed panelists, professionals with extensive practical experience in their fields:

- Herbert Laubichler-Pichler, Managing Director of Alma Resort
- Attila Vajda, CFA Vajda, CEO of CarePlus
- Michael Wekezer, Country Manager Vietnam of Rödl & Partner
- Tatiana Masalska - Laska, Chief Experience Officer of TGM Research
- Tam Nguyen, CEO of W Business Center
- Moderator: Vlad Savin, Partner of Acclime Vietnam

led an engaging discussion focusing on the vision for critical sectors of the Vietnamese economy. From regulatory landscapes to emerging trends, their insights provided invaluable guidance for businesses, investors, and stakeholders.



Business seminar

Green Practices Across Industries: Solutions and Sustainable Innovations

On 16 April, 2024 CEEC organized event on "Green Practices Across Industries: Solutions and Sustainable Innovations"! 🌱 It was an inspiring discussion led by esteemed speakers who shared invaluable insights into collaboration and sustainable initiatives across various sectors.

Did you know that recycling 7 million bottles daily would cover almost the distance from Ho Chi Minh City to Nha Trang? Lê Anh has shared this fascinating information to the audience, as well as insights into how bottles are recycled in Vietnam and perspectives on the plastic industry.

Gemma Young, another speaker, provided an overview of sustainability in Vietnam and discussed the challenges affecting daily life in the country.

And last but not least, My Tra Vu shared the valuable insights into how non-financial institutions can encourage ESG initiatives to support green products and promote sustainable livelihood transitions.



Business Seminar

Customer Experience - The Future of Customer-Centric Business Strategies

On May 9, 2024 CEEC had the pleasure of hosting the Business Seminar: Customer Experience - The Future of Customer-Centric Business Strategies in W Business Center.

Our speakers: Amalia GOUX, Management Consultant & CX Expert from AMG Consulting Vietnam, Jessica Le, CEO of Glints Việt Nam, Michal Skalicky, Chief Customer Officer at Home Credit Vietnam and Tatiana Masalska - Laska, Chief Experience Officer from TGM Research, highlighted the importance of customer experience for business success and the key concepts for developing a customer experience strategy. The topic of customer experience trends and predictions was also covered, making the event a valuable experience for attendees.



Business Seminar

Innovation and A.I. - Empowering your Organization

On June 26, 2024 CEEC had the pleasure of hosting the Business Panel: Innovation and A.I. - Empowering your Organization in W Business Center.

During the event, our esteemed speakers: Andrew Schwabe – Chairman and Co-founder, Saigon A.I., Rizwan Khan – Managing Partner, Acclime Vietnam, Michael Ngo – Managing Director Business Development, ELSA, Corp moderated by CEEC vice-chairman, Vlad Savin, shared invaluable insights on various aspects of AI and its applications, including an introduction to the basics and potential of AI technologies, discussing how AI can revolutionize industries by automating processes, enhancing decision-making, and driving innovation. The audience received practical tips for integrating AI into business operations, highlighting strategies for seamless adoption, overcoming common challenges, and maximizing the benefits of AI. The speakers shared case studies demonstrating how AI has been successfully utilized to improve efficiency, productivity, and customer satisfaction.



Networking event

European Night

The first European Night of the year, hosted on May 15th at the Grand Marina Saigon, was an evening to remember.

CEEC, in collaboration with German Business Association - GBA and Dutch Business Association Vietnam - DBAV, was thrilled to bring this elite networking event to life.

A huge thank you to everyone who attended and made the night special. We are deeply grateful to our sponsors for the lucky draw: Alma Resort Cam Ranh, Dílo, and CarePlus Clinic Vietnam. Your support made this event even more spectacular.

A special shoutout to EuroCham Vietnam and Business Associations (Beluxcham Vietnam, CCIFV, CEEC, DBAV, GBA, Italian Chamber of Commerce in Vietnam - ICHAM, NordCham Vietnam, CCIPV - Chamber of Commerce and Industry Portugal-Vietnam, Spanish Chamber of Commerce in Vietnam) for their invaluable partnership in making this event a reality.





Networking event

Networking EurCup Group B

The joint networking event of CEEC, ICHAM and SCCV, took place on June 26, 2024.

The event brought members of three business associations members who get opportunity to connect with professionals from diverse industries and expand their network in a relaxed and friendly atmosphere.

Special thanks to Revolution Brewing (Bia Trường Sa) the event beer sponsor and The Gate – Wine and Dining as our venue sponsor for this event.



a.hartrodt Logistics Vietnam Ltd. a new Silver Corporate Partner/ Logistics Partner



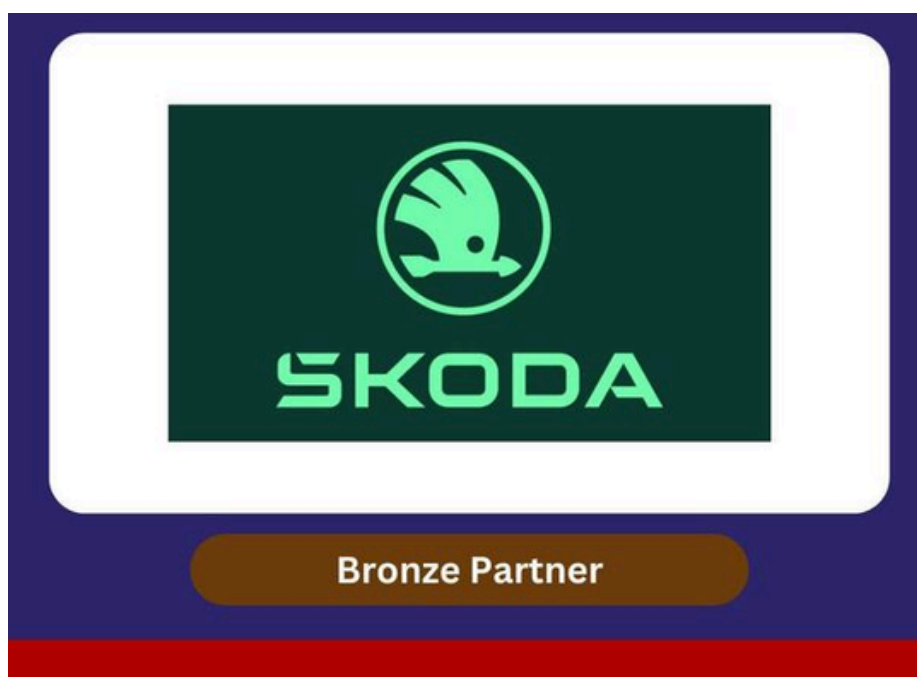
CEEC is delighted to announce a new partnership with a.hartrodt as our Silver sponsor - Official Logistics partner in 2024.

a.hartrodt Logistics (Vietnam) Co. Ltd., is a trusted partner in transporting assets and linking markets across continents. As a prominent member of the a.hartrodt global network, they pride themselves on delivering top-quality logistics solutions tailored to meet specific needs.

With a comprehensive range of services including air freight, sea freight, road freight, customs clearance, warehousing, picking and packing, and distribution, they oversee all key order management tasks to ensure the seamless flow of goods. Whether clients require transport for general cargo, full containers, or conventional cargo, the extensive global corporate network comprising 94 subsidiaries and associated companies in 46 trading nations ensures that shipments are handled with expertise and efficiency.

At a.hartrodt, they understand the importance of fast, safe, and reliable transportation and storage of goods. Their solid combination of experience and expertise, passion and dedication, tradition and innovation, guarantees that they will get the world moving for their clients. Whatever the objectives, clients can trust a.hartrodt Logistics (Vietnam) Co. Ltd. to be their partner in achieving them.

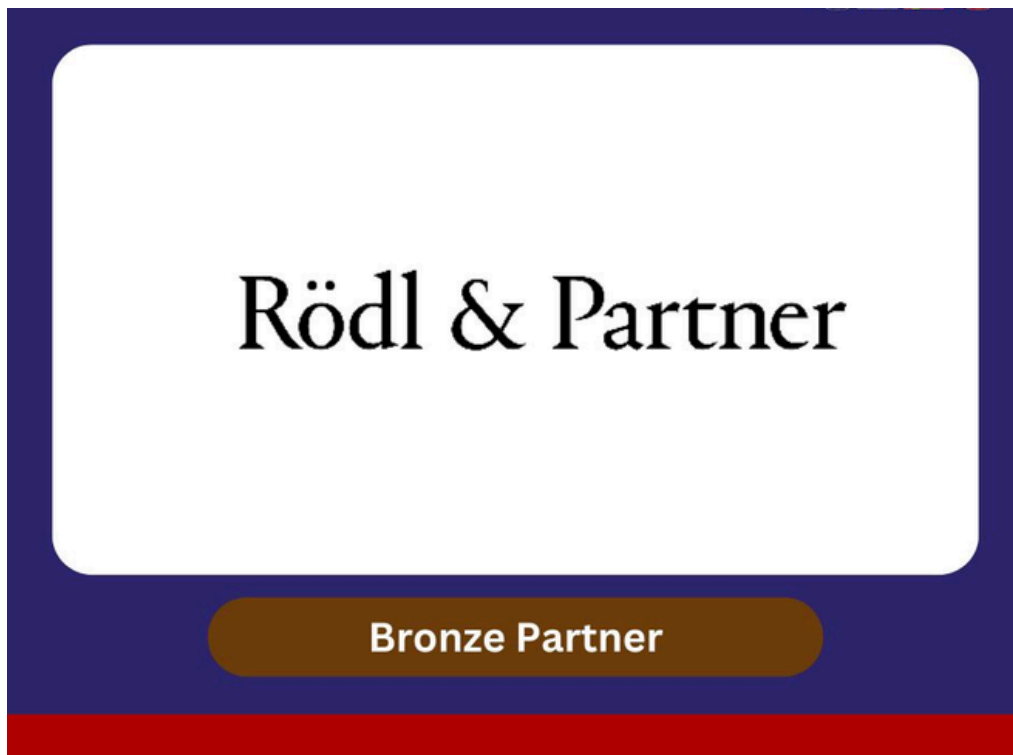
ŠKODA AUTO A.S. a new Bronze Corporate Partners



CEEC are delighted to announce that ŠKODA AUTO A.S become our Bronzer Corporate Partner for 2024.

The Representative Office of Škoda Auto a.s in Ha Long City is dedicated to establishing and enhancing the presence of the ŠKODA brand in the Vietnamese market. Through extensive quantitative and qualitative market analyses, ŠKODA aims to gain a deeper insight into local market dynamics and consumer preferences. The company is committed to fostering close cooperation with local governmental authorities to ensure seamless operations and garner essential support. ŠKODA conducts a thorough examination of local laws to better comprehend the legal landscape in Vietnam. Through the establishment of robust partnerships with local entities, ŠKODA actively promotes the advancement of its projects and encourages innovation within the Vietnamese automotive industry.

Rödl & Partner Vietnam Legal Ltd. a new Bronze Corporate Partners



CEEC are delighted to announce new Partnership with Rödl & Partner Vietnam Legal Ltd. in 2024!

Rödl & Partner is a leading consultancy for European SMEs expanding internationally, boasting 106 offices in 46 countries. With expertise in legal, tax, accounting/payroll, and audit services, their 5,000+ professionals collaborate closely to meet client needs. Their unique approach, emphasizing collaborative synergy and a deep understanding of market dynamics, sets them apart as a trusted partner for European businesses navigating global markets.

Become a member of CEEC

The Central and Eastern European Chamber of Commerce in Vietnam (CEEC) is a non-profit supporting CEE businesses in Vietnam. We connect local and CEE businesses, advise newcomers, and strengthen the CEE business community here. CEEC works closely with local, national, regional, and global stakeholders, including business associations in Vietnam and Europe, CEE Embassies, and other key partners.



Join CEEC for tailored support in Vietnam! Whether you're a CEE company entering the market, a professional expanding internationally, a Vietnamese business seeking partnerships, or individuals collaborating across borders, CEEC is your one-stop resource hub for events and regulatory guidance in Vietnam.

CEEC members benefit from full access to EuroCham Vietnam under our affiliation. The Membership Directory enhances visibility in the European business community, facilitating partnerships among over 1400 companies. With the CEEC/EuroCham Membership card, members enjoy equivalent perks to major foreign business associations and discounted entrance fees to EuroCham events. Additionally, CEEC members can actively engage in EuroCham's sector committees, participating in activities and meetings with high-profile policymakers and government representatives.

To learn more about membership, visit our [website](#).
Contact us via office@ceecvn.org

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