

VIETNAM

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The most popular FDI destination in the ASEAN region

Japan’s envoys laud bilateral ties

For the past years, Japan and Vietnam have dramatically strengthened economic, political and social ties based on our Extensive Strategic Partnership for Peace and Prosperity in Asia.

One of the most important recent events for the two countries was Prime Minister Yoshihide Suga’s visit to Vietnam last October. He chose Vietnam as the destination for his first overseas trip as prime minister after taking office. This demonstrated the degree of importance Japan attaches to Vietnam and the enhanced mutual trust and confidence between the countries.

For Japanese manufacturing firms, Vietnam is now the most popular destination for foreign direct investment among members of the Association of Southeast Asian Nations, according to a survey conducted by the Japan Bank for International Cooperation. Despite the COVID-19 pandemic, the popularity of Vietnam remains unchanged due to its quality labor, improved infrastructure and political stability. Hoping Vietnam can effectively control the spread of the novel coronavirus, Japan has provided approximately 3 million doses of vaccine. Japan is committed to continuing support for Vietnam to fight



Masataka Fujita, former Secretary-General, ASEAN-Japan Centre

the pandemic.

It is also noteworthy that the number of Vietnamese



Takio Yamada, Japanese Ambassador to Vietnam

youngsters who visit and stay in Japan as technical trainees, students and employees has climbed dramatically over the past decade. Those youngsters have already become an essential part of the Japanese economy and society and are hoped to act as bridges to bring our people even closer together.

In 2023, Japan and Vietnam will celebrate the 50th anniversary of the establishment of diplomatic relations. It is expected that a lot of events and opportunities will be organized to look back on the past 50 years as well as to look forward to the next 50 so we can further enhance our friendly ties as our two peoples look to the future.

Supporting insights on Japanese investments in Vietnam

“Many companies investing in Vietnam today are helping to improve the country’s supply chain capabilities: In 2020, Vietnam’s FDI stock stood at \$177 billion.” — **Masataka Fujita, former Secretary-General, ASEAN-Japan Centre**

“Our data from last year shows that 47 percent of Japanese companies in Vietnam intended to expand their business while only 6 percent said they would shrink or close operations.” — **Takeo Nakajima, Chief Representative, Japan External Trade Organization Hanoi**

Read the full report here: <https://bit.ly/VNJP-bridges>

HCMUT: Excellence in entrepreneurship, training, research and innovation

Japan is an important partner for Vietnam's education system. The opportunity to increase collaboration with our many Japanese university and industry partners is massive.”

MAI THANH PHONG
President
HCMUT

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o Chi Minh City University of Technology (HCMUT) is one of the top two technical universities in Vietnam that have excelled in all major fields of engineering since 1957.

It has 25,000 students and aims to provide high-quality human resources, leadership and support for the economic, social and environmental needs of Vietnam.

“Our mission is to create and apply knowledge through scientific research and innovation,” shared HCMUT President Mai Thanh Phong.

“We strive to be globally recognized for excellence in entrepreneurship, training, research and innovation.”

HCMUT established the School of Industrial Management in 1992 and introduced high-demand disciplines, including environmental engineering and biotechnology.

Pioneering the creation of entrepreneurship and innovation centers in Vietnam, HCMUT continues to develop strong connections among multiple engineering disciplines, technology and the business sector.

HCMUT aims to be Vietnam’s most international university in the next five years. Programs are now being taught in English and more foreign professors are enhancing the skills of Vietnamese youth and attracting international students.

“Japan is an important partner for Vietnam’s education system. The opportunity to increase collaboration with our many Japanese university and indus-

try partners is massive,” said Mai Thanh Phong.

HCMUT recently signed a memorandum of understanding with Hitachi Systems Vietnam Ltd. to develop the university’s Digital Industry Laboratory in efforts to support Vietnam’s acceleration toward “Industry 4.0.”

Apart from providing internships, scholarships and grants, Japanese companies are recruiting more students from Vietnam.

Many of HCMUT’s faculty members received their doctorates in Japan, while many of its students are learning Japanese and other soft skills related to the Japanese labor market.

“Through the support of JICA (Japan International Cooperation Agency) and JST (Japan Science and Technology Agency), we strengthened our capabilities to provide technical solutions for our community’s most pressing issues,” he continued.

“We hope to see more support and collaboration from key players in Vietnam’s industrial sector, our partners and especially from our alumni,” he concluded. ♦

www.hcmut.edu.vn/en



JTI in Vietnam: Contributing to long-term and sustainable economic growth

“Japanese companies have taken a farsighted and methodical approach in terms of their investments in the Vietnamese market,” said Corrado Mautone, general manager of Japan Tobacco International in Vietnam (JTI Vietnam).

Fulfilling responsibilities

JTI’s investments in Vietnam span over 20 years and the company’s strategy reflects its “4S model.”

“Under the 4S model, we strive to fulfill the responsibilities we have towards our consumers, employees, shareholders and society,” explained Mautone.

“We carefully consider their respective interests and aim to exceed their expectations at every opportunity.”

JTI’s investments and partnerships in the country, particularly with Vinataba (Vietnam Nation-



Corrado Mautone (center) raises hands with JTI Vietnam employees during the Rise Up program, one of the company's employee-engagement activities.

al Tobacco Corp.), have enabled the company to strengthen its market share. The Camel brand has been the fastest-growing premium tobacco brand in northern Vietnam for the past two years.

A top employer

JTI is recognized as a “Top Employer” in Vietnam by the Top Employers Institute. The company carries out an annual employee engagement survey and this year saw the Vietnam branch achieve its highest rating. The company excels in diversity and inclusion, and 70% of its management team in Vietnam are women.

“If we do the right thing and carry out our responsibilities in an ethical manner, people will notice and appreciate that our social strategy is in line with our corporate strategy,” Mautone said.

“We manage several projects. We nurture talents to help them define a career path they desire, including the Make It Bright program — a global student challenge which aims to create a dynamic platform for bright minds to shine,” added Tran Thi Thu Ha, JTI’s people & culture director.

Making a difference

The company is among the

first in Vietnam to achieve net-zero carbon emissions.

By partnering with Habitat for Humanity, JTI Vietnam has also developed a pilot housing project for people with disabilities in rural areas.

“We actively engage our employees and advocate social and environmental sustainability across our entire value chain,” said Nguyen Cong Minh Bao, JTI’s corporate affairs and communications director.

“Our activities in Vietnam reflect the fact that we believe in the country’s long-term development and sustainable economic growth,” concluded Mautone. ♦

www.jti.com/asia/vietnam



Corrado Mautone, General Manager of Japan Tobacco International in Vietnam (JTI Vietnam)