**VIETNAM**

**The most popular FDI destination in the ASEAN region**

Japan's envos 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 impressive achievements in the two countries was Prime Minister Yoshihide Suga’s official 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. JICA, the Japan External Trade Organization, and the KNPM, the Korean National Private equity, the popularity of Vietnam continues unaltered 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 continue its support for Vietnam to fight the pandemic. It is also noteworthy that the number of Vietnamese

young people who visit and stay in Japan as technical interns, students and employees has climbed dramatically over the past decade. These young people 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 2021, 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 two peoples looking 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 $17 billion.” — Masataka Fujita, former Secretary-General, ASIAN, JASC.

“Our data from last year shows that 45 percent of Japanese new companies in Vietnam intended to expand their business while only 6 percent said they would shrink or close operations.” — Takanori Nakajima, Chief Representative, Japan External Trade Organization, Tokyo.

Read the full report here: https://jicj/vnpd-bridges

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

"Japanese companies have taken a forward-thinking 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” philosophy, carried out our responsibilities as a corporate citizen in Vietnam.

JTI is one of the top five foreign investors in Vietnam. JTI has a long-term strategy to support Vietnam to fight the pandemic. It is also noteworthy that the number of Vietnamese young people who visit and stay in Japan as technical interns, students and employees has climbed dramatically over the past decade. These young people 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.

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**HCMUT: Excellence in entrepreneurship, training, research and innovation**

In Vietnam, 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

HCMUT

HCMUT, established in 1992 and renamed into a leading national university in 2015, continues to develop strong partnership in education, science and innovation.

HCMUT has developed a strong partnership in education, science and innovation.

HCMUT is one of the top two technical universities in the country.

HCMUT has 25,000 students and 2,000 faculty members.

"If we do the right thing and carry our company's spirit in an ethical manner, people will notice and appreciate that our corporate strategy is in line with our corporate strength," Mautone said.

"We manage social projects. We nurture talents to help them define a career path they desire, including the Make It Bright program — a global initia
tive that aims to create a dynamic platform for bright minds to shine," added Tran The Ha, JTI's people culture director.

Making a difference

"The company is among the first in Vietnam to achieve gender equality. By partnering with UNICEF for this first time, we hope to develop an inclusive business culture and workplace in rural areas."

"We actively engage our en
dees and advocate social and environmental sustainability across our entire value chain," Suga said.

"Through the support of JICA and other organizations, JTI has been working hard to support Vietnam's education system. We are committed to further strengthen our partnership with Vietnam’s education sector. We are pleased to continue our collaboration with Vietnam's top technical universities to develop an inclusive and sustainable business culture and workplace in rural areas."

"Our activities in Vietnam reflect our commitment to build a sustainable business in the country’s long-term development and social and environmental growth," concluded Mautone.