

VIETNAM

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Japan and Vietnam at 50

“An important foundation of Japan-Vietnam relations is ‘empathy and resonance between the people,’ based upon the social and cultural commonality. Through the various 50th anniversary commemorative events, we hope the heartfelt synergies between the peoples of our two countries will further deepen.” — **Takio Yamada**, Japanese ambassador to Vietnam

“In this 50th anniversary year, the friendship between our two countries is on track to grow even stronger and



Takio Yamada, Japanese Ambassador to Vietnam

Japan is committed to securing peace and prosperity across ASEAN. Vietnam is ASEAN’s third most populous country and is the most important partner for Japan as the ‘Free and Open Indo-Pacific’ initiative is implemented.” — **Akira Shimizu**, chief representative, Japan International Cooperation Agency, Vietnam.

“These are exciting times and JETRO will continue to contribute to Vietnam’s continued economic development.” — **Takeo Nakajima**, chief representative, Japan

External Trade Organization Hanoi.

“Vietnam and Japan will continue to strengthen and further develop relations, especially in the areas of economic cooperation such as investment, GX (green transformation) and DX (digital transformation).” — **Kunihiko Hirabayashi**, secretary general, ASEAN-Japan Centre. ♦



Indochina Kajima: An innovative approach to real estate development

Established in 2016, Indochina Kajima is a joint venture between Indochina Capital, one of Vietnam’s leading real estate developers, and Kajima Corp., one of Japan’s largest general contractors and overseas real estate developers.

For Indochina Capital and Kajima, local know-how and global experience lay a sound foundation for Indochina Kajima to create innovative real estate developments in Vietnam, with aspirations for regional expansion. Since 2016, Indochina Kajima has focused on the rollout of two major platforms, Wink Hotel and Core5 Vietnam.

Wink Hotel is a Vietnamese hospitality brand that takes a bold, playful approach to affordable luxury. The brand caters to modern, aspirational travelers and reflects a unique combination



Peter Ryder, CEO of Indochina Capital

of traditional Vietnamese style with modern forward-thinking originality.

Travelers will find space-smart, colorful chic rooms that are fine-tuned for maximum comfort. Each room contains a seductive Wink mattress, high-quality linens and pillows, power showers, a

smart TV that connects wirelessly with mobile devices, and an artistic black-out blind featuring a drawing by a prominent artist from the vicinity surrounding the hotel.

The multifunctional lobby, Wink Space, features a 3D multipanel work portraying the neighborhood created by Nguyen The Son, a renowned Vietnamese artist, and the very best in local street food.

“Our vision is to develop a chain of 20 Wink Hotels not only in Vietnam, but also in prime locations in the region, such as Singapore, Cambodia and Laos, and more spilling into other parts of the world,” said Peter Ryder, CEO of Indochina Capital.

Indochina Kajima is also the owner of Core5 Vietnam, an industrial real estate development platform focused on world-class factories and warehouses. The brand name

originates from Core5 Industrial Partners, a best-in-class industrial brand from the U.S. owned by Kajima. In Vietnam, Core5 Vietnam’s industrial property development portfolio covers 80 hectares of land, including seven prime projects in northern Vietnam and one in southern Vietnam.

Ryder concluded: “Core5 Vietnam’s projects are more than an industrial park, but instead a ‘factory village.’ The village will promote environmental sustainability, community health and people engagement, thus making it easier for tenants to attract and retain high-quality human resources. Indochina Kajima believes in the long-term fundamentals of the Vietnamese economy. We are excited to continue the rollout of innovative, design-driven and sustainable developments in the hospitality and industrial sectors.” ♦

www.indochinacapital.com

INDOCHINA KAJIMA
DEVELOPMENT COMPANY

Nishimura & Asahi: Committed to building a better future together with Vietnam

Established in Japan in 1966, Nishimura & Asahi is Japan’s largest full-service international law firm, with more than 800 professionals throughout the world (including associate and alliance offices).

Nishimura & Asahi’s fundamental mission is to realize an affluent and fair society based on the rule of law. We strive to contribute to the growth of our clients by finding the best solutions and ways to achieve their purposes under a rapidly changing environment, and we are committed to the sustainable development of our wider community.

Truly global reach

Nishimura & Asahi has 19 offices across the world in Bangkok, Beijing, Shanghai, Dubai, Frankfurt, Duesseldorf, Hanoi, Ho Chi

Minh City, New York, Singapore, Taipei and Yangon, including associate offices in Jakarta and Kuala Lumpur, and offices in Tokyo, Nagoya, Osaka, Fukuoka and Sapporo that are fully integrated.

Vietnam practice

We are the first Japanese law firm to establish and maintain a permanent presence in Vietnam. We established our Ho Chi Minh City office in 2010 and our Hanoi office the following year, and our firm’s diverse team of attorneys, qualified in Japan and Vietnam, as well as in the United States, provide a full range of legal services to companies operating in multiple industries. We advise on inbound and outbound investments, business alliances, mergers and acquisitions, real



Hikaru Oguchi, Partner in Nishimura & Asahi

estate developments, infrastructure and energy projects, crisis management, dispute resolution, banking and finance and intellectual property, among others.

Nishimura & Asahi has also

contributed to the development of the legal and judicial system in Vietnam by advising the Vietnamese government on statutory amendments and the adoption of new legislation on foreign investments and business, hosting future lawyers in our offices as interns, and supporting law schools and law students in their activities. We also provide pro-bono legal services, and incorporate charitable, social responsibility and sustainability activities in our offices.

In a country with rapidly changing and complex legal landscape, clients greatly benefit from our global network and established local presence. We provide practical, timely and accurate legal advice to successfully implement their business plans and interests in Vietnam. ♦

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NISHIMURA & ASAHI

Yamaha Motor Vietnam ‘Revs Your Heart’ through high-value products and services

Congratulations are in order. This year not only marks the 50th commemorative year of Association of Southeast Asian Nations-Japan relations, but also marks 24 years of the relationship between Vietnam and Yamaha Motor Vietnam.

Thanks to Vietnam’s government, society, culture, traditions and citizens, as well as Yamaha Motor Vietnam’s business successes, the company continues to build on this well-established win-win relationship.

With the desire to bring new experiences to customers through Yamaha products, services and branding activities, Yamaha Motor Vietnam continues to focus on three core values: fashionable, sporty and innovative.

Yamaha’s focus on fashionable



Yasutaka Suzuki, General Director of Yamaha Motor Vietnam

can be easily recognized in its scooters: the Nozza Grande, Latte and Janus all feature stylish, elegant and feminine designs. Engagement through social media, fashion shows, campus tours, workshops and accessories shows

that Yamaha’s fashionable image is top-of-mind for customers in Vietnam.

The sporty concept is best explained through the segment of Yamaha’s product lineup that includes the Exciter, NVX, R15 and numerous high-performance motorcycles, in addition to local racing activities, the Riding Institute for “speed lovers,” and the Yamaha communities known as Y-Riders clubs. Moreover, the company continues to offer a range of customized accessories, and its strong dealer network provides high-quality maintenance for Yamaha products.

Taking action to protect the environment and increasing the use of renewable energy are both vital to Yamaha. Its new products, such as the Neo’s, an

electric scooter, represent its third core value of being innovative. Yamaha is making every effort to create eco-friendly products and the Neo’s is the first step. This electric vehicle, manufactured in Vietnam and exported to Europe, is the first foreign factory-produced electric scooter for global export.

Through the company’s continued efforts, Yamaha customers in Vietnam continue to be satisfied with the level of quality, value and service.

Yamaha Motor Vietnam is empowered to better serve customers and will strengthen its relationship with Vietnam by improving manufacturing capabilities and expanding its business in the Vietnamese market. ♦

www.yamaha-motor.com.vn

