



Transforming for growth  
Connecting, pioneering, trusted

# Why is Vietnam Winning?

The transformation from past to future



# The Vietnam transformation has been happening for years



# Mega trends impacting the textile industry

**Consumer behaviours are changing**

**Sustainability**

**Tightening ethics and compliance standards**

**Productivity focus due to rising labour costs**

**Need for Speed**

**Adoption of digital technology, importance of data**



# Why invest to Vietnam? Relative Cost and Risk

Investments are pouring into Vietnam for two main reasons:

- Relative low cost compared to other countries
- Lowest overall risk

Additional positive factors that are attracting investment:

- Large labour force
- Young, better educated workforce
- Physically close to China
- Free Trade Agreements
- Relative stability in currency
- Recent control over inflation
- Stable government
- Rapidly improving infrastructure



# What else is positioning Vietnam to win?

Willingness and ability to CHANGE to:

**Meet changing consumer behaviours**

**Meet Environment & sustainability requirements**

**Adopt Industry 4.0 and digitisation**

**Adopt productivity as a necessity**

**Adapt to a new work culture**

**Take advantage of entrepreneurial culture**

# Vietnam has made a seamless transition to online retail





# OPPORTUNITY: Supporting Sustainability Initiatives

**Vietnam is ready for solutions which will address Environment concerns**



## **WATER**

Managing a precious resource wisely



## **ENERGY**

Renewables for a sustainable future



## **EFFLUENT EMISSIONS**

Working for a cleaner world



## **SOCIAL**

Safe and sustainable workplaces and communities



## **WASTE**

Protecting our planet

# Environmental and Sustainability is an opportunity....

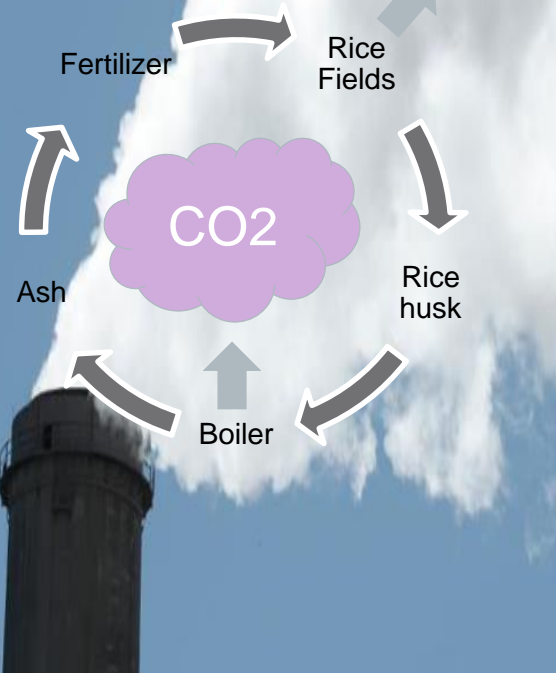
## Water



Rainwater collection  
Recycled waste water treatment  
Water reduction with technology

## Emissions

Move to Biomass



## Solar energy



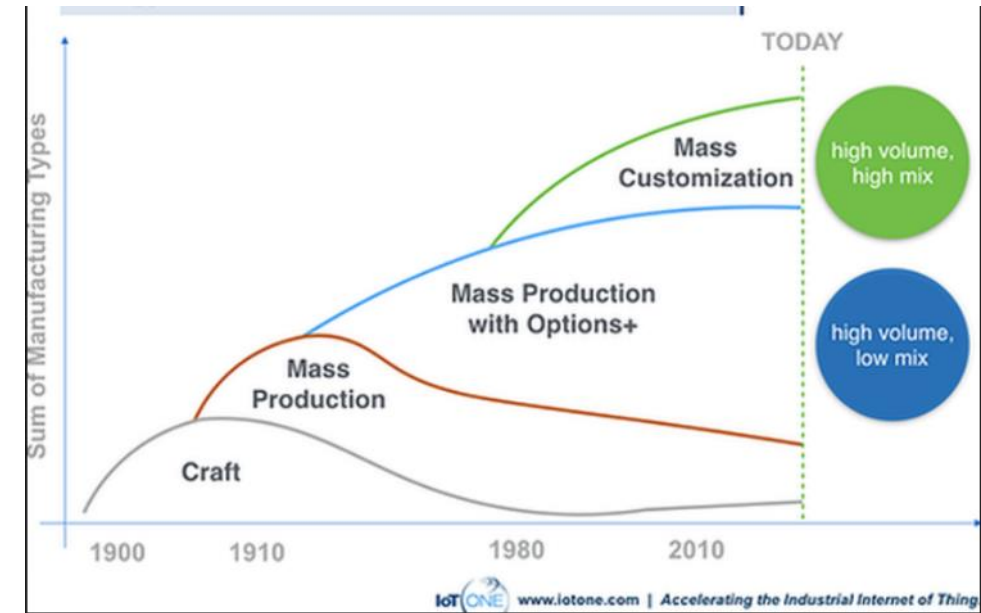
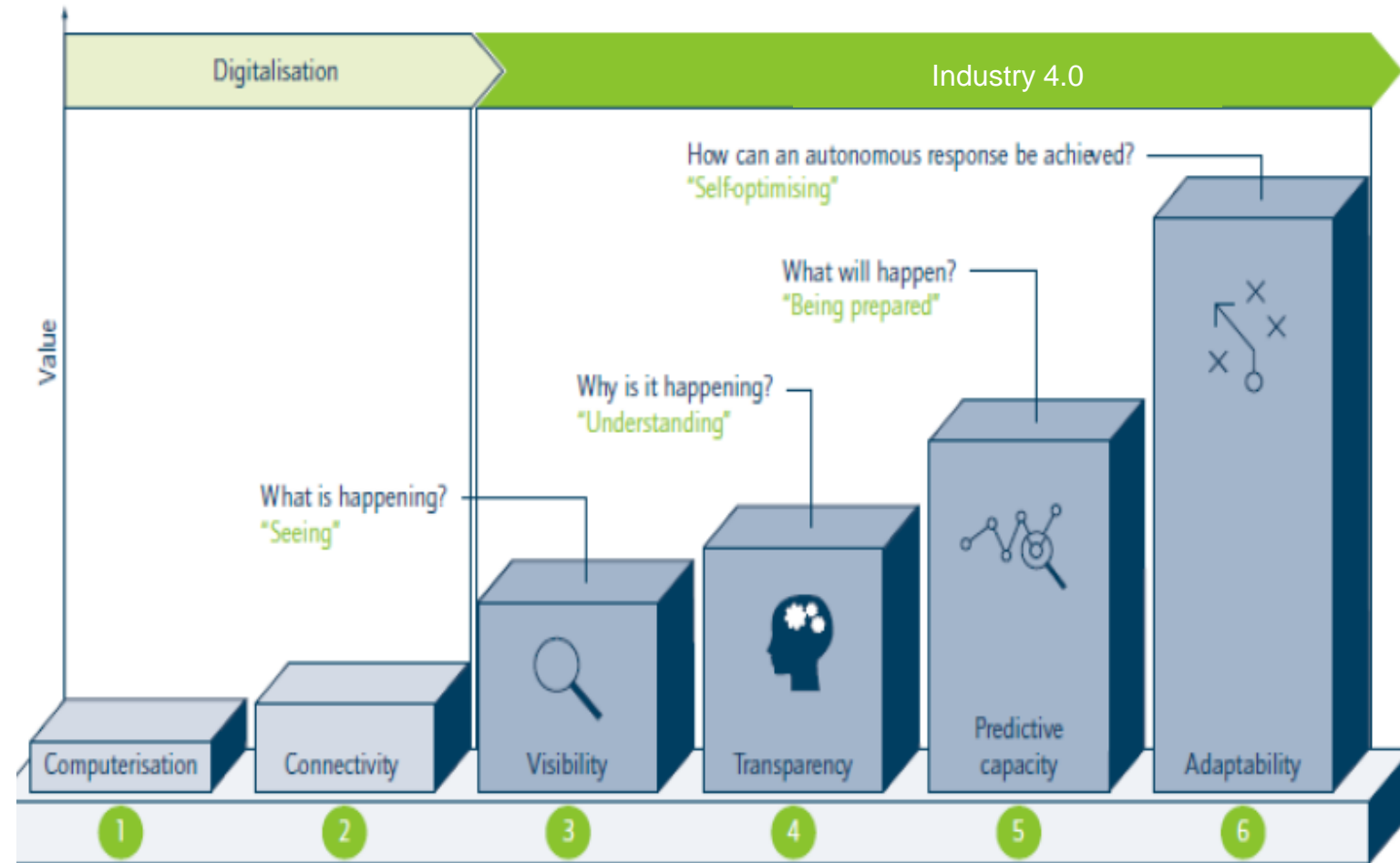
...and quickly growing in importance.

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# Vietnam is starting to adopt Industry 4.0 maturity model....

Source: acaTech STUDY - Industrie 4.0 Maturity Index



....which will support mass customisation

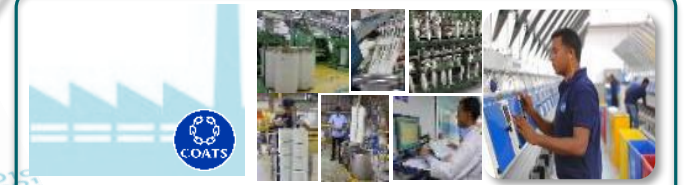
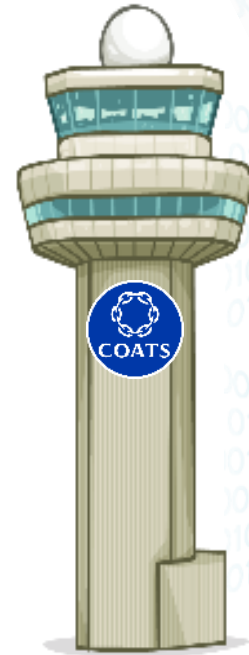
# Another opportunity – IoT and digitisation.....

Using Data to make better decisions

Enhance productivity

Maximize efficiency

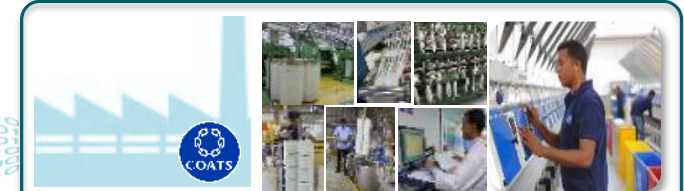
Enable “Global Transparency”



FACTORY 1



FACTORY 2



FACTORY 3



FACTORY 4



# A young work force requires new methods of building workplace culture to enhance company performance...

## The Old Vietnam

### Traditional behaviours

- Workers → Employees/Associates
- Production → Productivity
- 'Directive' style → 'Collaborative' style
- Separated departments → Real Teamwork
- 'Showing up for work' → Ownership
- Doing what I'm told → Taking Initiative
- Less information flow = control → More information flow = control
- Corporate Responsibility mostly ignored → Corporate Responsibility a #1 focus
- Punish failure → Celebrate failure

## The New Vietnam

### A new way of thinking and doing



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# Where are the opportunities for HK Companies?

Environment &  
Sustainability solutions

Solutions that bring  
Speed

Productivity solutions

Training and  
development for young  
people

Industry 4.0 Solution

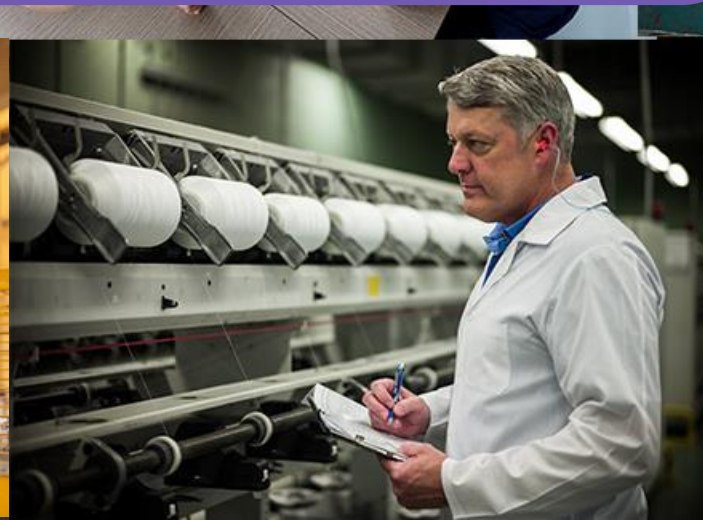
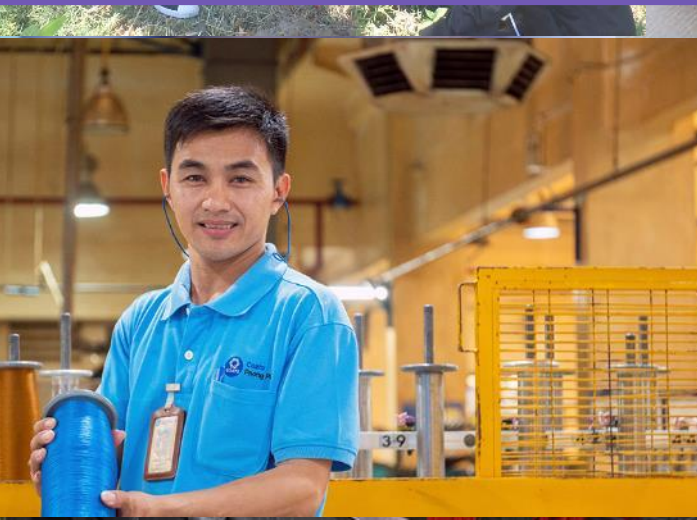
Mass Customisation

Solutions that can  
assist with compliance

Help adopting and  
using Data Analytics

Manufacture and do all  
of the above well





Thank You