



PAMELA PHUA
General director, AkzoNobel Vietnam

media to deliver our key messages. That our corporate brand is highly recognised by Vietnamese audiences is due in part to *VIR*'s support.

VIR offers me and other business leaders in AkzoNobel a comprehensive overview of the local market, which plays a critical role in our decision-making process for growth strategy.

Personally, *VIR* has given me opportunities to share my perspectives, innovation trends, and relevant issues on the industry through interviews. These are valuable for me since I can express our views and thoughts directly to the audiences on behalf of AkzoNobel.

VIR has demonstrated itself as a trusted messenger, bridging businesses and readers, foreign and domestic enterprises, and inspiring people. We do hope *VIR* obtains more achievements in the future.

Since I began my role in 2017, I have always appreciated *VIR* as one of the company's strategic media partners in the country.

Vietnam is also one of AkzoNobel's key strategic markets in which we have made major investments and developed importantly. Over the years, we have organised and participated in activities to promote sustainable development within the industry and among local communities. Throughout those events, *VIR* has always been among the first



NITIN KAPOOR
Chairman and general director
AstraZeneca Vietnam and Asia
Frontier Markets

nam before diving into a new and exciting week. During this working from home period, the dynamic online version of the newspaper continues to be a valuable resource.

The quality of *VIR* is top-notch, maintained by a group of passionate and seasoned editors and journalists. Our favourite column is Healthcare Platform, where we get to hear from Ministry of Health leaders and contribute our ideas to make the Vietnamese health system more sustainable and resilient.

We look forward to further strengthening our partnership with *VIR* and witnessing the publication's continued growth and transformation, bringing the most valuable insights to readers across and beyond Vietnam.

This source of information and data at *VIR* is a very precious tool to support decisions of foreign investors whom we work with. Our most recent article in *VIR* reached near-



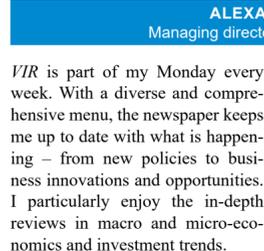
EMIN TURAN
Country Lead, Sanofi Vietnam

help foster common understanding between business leaders, decision-makers, and the public.

The business articles are very good and via these stories, we can know more about the best practices from other companies. Learning from each other is a foundation for improvement and so we must thank *VIR* for its research and publishing.

We hope that Sanofi Vietnam and *VIR* can have many opportunities to work together in the future so that we can provide useful information to Vietnamese audiences, which helps reflect the positive development of the country and demonstrate Sanofi Vietnam's efforts and commitment in helping people access a wide range of advanced, high-quality pharmaceutical products for a healthier community.

Undoubtedly, it plays a significant role in shaping of public opinions about the investment and business environment. The information and in-depth analysis articles from *VIR* about the business environment in healthcare and in Vietnam



ALEXANDER KOCH
Managing director, HEINEKEN Vietnam

VIR is part of my Monday every week. With a diverse and comprehensive menu, the newspaper keeps me up to date with what is happening – from new policies to business innovations and opportunities. I particularly enjoy the in-depth reviews in macro and micro-economics and investment trends.

I am delighted that we have been able to develop a strong partnership with *VIR* over the years. It has always been our privilege



NGUYEN VAN GIAP
General manager, Lenovo Vietnam

VIR is one of the leading business and economic media platforms for readers to get updates on the latest information on the econom-



NICHOLAS MICHAUX
Managing partner, Alpha Prime Hong Kong

I heard about *VIR* for the very first time in 2016 when I was exploring the Vietnamese market to assess if we could assist our international clients to invest or establish their business in the country.

This source of information and data at *VIR* is a very precious tool to support decisions of foreign investors whom we work with. Our most recent article in *VIR* reached near-



BRANIMIR BRATANOV
Senior marketing director, Carlsberg Vietnam

VIR has earned its reputation as a reliable and comprehensive source of information relating to political, social, business, and economic sectors.

Moreover, it has provided us with deep insights into the Vietnamese market and serves as a

every time we are featured – with our business successes and sustainable practices, or with our contribution to the communities and economy of Vietnam.

This year, HEINEKEN Vietnam is also turning 30. Over the past three decades, we both have seen how Vietnam has developed into an attractive destination for foreign investment and one of the fastest-growing economies in the region. With this great milestone

ic landscape of Vietnam as well as the wider world, along with business movements across all industries.

As one of the international corporations with operations in Vietnam, Lenovo highly appreciates *VIR*'s role as a reputable source on investment policies and incentives as well as the government's economic development orientations, which helps keep us updated on essential information to plan our business and growth.

ly 1,800 readers on our LinkedIn page, which demonstrates a high interest in the topic and in the newspaper itself.

I always liked the idea of facilitating the work and decision process of our clients, in particular by giving them access to simple and comprehensive decision-making tools such as booklets and guides that will inform them about the basics of a country and its framework – but also detailed and key information and even tips to offer a practical and pragmatic approach of a business set up or expansion in the said country.

As such, *VIR* compiles a lot of information that the reader needs to extract to have a clear understanding of their own situation. A

bridge for us to send out our company's activities in Vietnam and reach closer to our consumers.

It's good to see that the content of articles on *VIR* is varied and well-invested. Many *VIR* columns such as Green Growth or Investing have performed very well in their role as a reliable source of news-worthy information about development issues, sustainable economy, corporate responsibility, and bring this subject closer to businesses in Vietnam. The articles in these sections are conducted in an orthodox way and from in-depth perspectives by highly qualified and passionate economic reporters.

Vietnam has a digital-native population with high demand for using the internet and online platforms to update and exchange information.

By investing and focusing more on developing its website, *VIR* can bring itself closer to more Vietnamese readers and also international audiences in the future.



DENIS BRUNETTI
President, Ericsson Vietnam,
Myanmar, Cambodia, and Laos

for both organisations, I believe there is an abundance of stories we can continue to exchange.

In addition, topics on the digital economy and digital transformation, as well as annual events on mergers and acquisitions, finance and banking, real estate, and more are also the columns that we are particularly interested in because of the in-depth, comprehensive content with insight from leading experts.

We hope that *VIR* grows further and maintains its role as the leading business and economic newspaper in Vietnam.

dedicated search tool by topic and access to general guidelines would therefore be useful for my own clients, and most likely most of the readers.

Obviously in this period of crisis, remaining an attractive country for foreign investors is a challenging battle, especially in an era where international organisations and companies may consider repatriating part of their manufacturing industry or production in their own country. I think *VIR* could continue to promote the attractiveness of Vietnam in the same way, but expand its exposure by using social network channels such as LinkedIn, Facebook, and Wechat that today have become an essential source of information.

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By investing and focusing more on developing its website, *VIR* can bring itself closer to more Vietnamese readers and also international audiences in the future.

We hope that this 30th anniversary of *VIR* will be the motivation for *VIR* to follow its path towards becoming the guidebook for Vietnam's economic development and business issues. We hope to see many more opportunities to cooperate with *VIR* in the future.



SANG-HO OH
General director for South
Asia-Pacific, Keysight Technologies



BEREND VAN WEL
Managing director
FrieslandCampina Vietnam

Keysight would like to congratulate *VIR* on its 30th anniversary.

VIR is one of the leading English-language business and economic newspapers in Vietnam, with in-depth content delivering vital,



JORGE MARTIN-MARTINEZ
Head of country management, DKSH Vietnam



PETER DINNING
Chairman, Colliers International

VIR has been a reliable and comprehensive source of news for international companies that commit to sustainable growth and development in Vietnam, like DKSH. Having also been present in Vietnam for 30 years, I can say that both DKSH and *VIR* have went through formative times of development in the country. Throughout these times, we can see that *VIR* has also been cultivating its role as an important bridge con-



SON PHAM
Country manager, GE Healthcare Vietnam

I arrived in Vietnam in 1997 and at that time there were very few sources of information aimed at the foreign businesspeople in Vietnam. There was no internet and no English-speaking TV programmes so printed material like *VIR* was very important.

VIR's journalists were very interested in the views of foreign

of the local media, of whom *VIR* is one of the most well-respected publications.

VIR has covered all GE milestones and chronicled its major events. As the press office of the Ministry of Planning and Investment, it helps with connecting GE and local stakeholders through delivering our perspectives, from solutions to solve key issues for Vietnam to relevant opinions by our leaders on topics of global and local concern.

Our partnership has only grown from strength to strength since *VIR* launched the GE Technology and Innovation column several years ago, which was a trustworthy source for readers to find all GE-related news.

We do appreciate the dedication and professional expertise of *VIR*'s reporters. Through objective and quality articles, GE's technologies and solutions supplied across the world have gained increasing exposure in Vietnam.

necting Vietnam and other countries, facilitating investment opportunities, and fostering strategic relationships.

I am impressed with how *VIR* stays true to its objective of conveying only real business and economic news. I also highly value how *VIR*'s journalists work their best to deliver two-way dialogues in every piece of published news in a timely manner. I really appreciate the great collaboration that DKSH has experienced so far with *VIR*'s journalists and I hope we can continue to deliver inspiring stories to the public together.

As *VIR*'s key audiences are decision-makers from government agencies, business communities, and international organisations, it is important that *VIR* continues to focus on delivering two-way conversations

residents and my profession, real estate, is often used in *VIR* for advertising and printed articles.

The newspaper provides excellent information on the current business environment and gives insight into the way local companies and the government interact with foreign entities for the benefit of the continuing development of the economy of Vietnam.

What is very important and useful is the way in which the newspaper introduces and reports suggested future changes in legislation in Vietnam and seeks comments from the local and foreign business communities, business chambers, and groups allowing the government to adjust or alter those changes to fit with proper business practice.

I would expect the next part of *VIR*'s development will be to create a platform for television events, allowing live discussions between the government and private sector highlighting the move towards a transparent and open dialogue.

Senior journalists from *VIR* regularly participate in media trips to our key facilities too. These visits help GE to introduce details on how our global technologies were working and strengthened our relationship with the media.

It is not just the leaders of GE in Vietnam but also regional and global executives that can reach local readers through interviews and articles on *VIR* to communicate their perspectives on major issues.

Leaders such as Larry Culp, chairman and CEO of GE, and Nabil Habayeb, senior vice president of GE and president and CEO of GE International Markets, can frequently appear on *VIR* to share with readers their views on topics and trends that matter.

GE believes that our partnership will only grow stronger, and we sincerely wish *VIR* more achievements down the road as it remains a reliable source of information for readers in Vietnam and abroad.



JACK NGUYEN
Partner, Mazars

ese economy opening up to the rest of the world. In those days, my impression was that the news reported was relevant and helpful to the readers.

Inevitably, *VIR* editions today are better by leaps and bounds. Obviously, there is more news to report but the format, industry coverage, and featured stories are now more prevalent, giving readers more perspectives on foreign investment in Vietnam. Today's *VIR* includes articles written by experts and market leaders who are making significant contributions to the country's development.

I find *VIR*'s news coverage very good, well written, and balanced. I suggest it should invest more in its digital media offerings, whether this is on the website or via mobile. Readers are now accessing news on a digital device more than actual newsprint.

When the United States lifted its economic embargo in 1995, everybody was excited about the Vietnam-

break down ongoing rules and regulations facing the business community. It has in the past solicited views from the business community when new rules or regulations are issued, but *VIR* can help its readers by providing a more detailed explanation and analysis of the rules and regulations.

My other suggestion is for *VIR* to cover local companies more. Many Vietnamese businesses are now growing and operating successfully and on a larger scale. Their stories need to be shared with the business community in the country and to raise interest in the foreign community.

My only other suggestion is to improve the website further, making it more interactive and dynamic. *VIR* should also consider organising events online and inviting prominent speakers from outside the country to participate.

I first came back to work in Vietnam in 1998. At that time there were very few English newsprints to read. During those times, foreign direct investments were not as big as it was today so there were fewer stories and the scope covered was limited. However few stories there were in those days, I very much appreciated that *VIR* was available for us to read.

When the United States lifted its economic embargo in 1995, everybody was excited about the Vietnam-



ANGUS LIEW
General director, Gamuda Land (Ho Chi Minh City)

then, I have kept my habit of starting a new week by reading the newspaper for breaking news and market updates. I am also a reader of *VIR* online and am especially interested in reading the investing and property sections.

I'm also very interested in the business forums of *VIR*. The annual M&A Forum is one of the most exciting business conferences because our company has been accelerating business expansion

and so I found it to be very helpful.

If possible, I would like to suggest that *VIR* can explore more on what is happening globally to help enrich the knowledge of its readers, especially the business community. This helpful knowledge might influence the strategic decisions of the companies. Besides that, it would be great to read more articles from *VIR* about sustainable development via environmental, social, and governance approaches.

VIR was one of the first publications that I read when I moved to Vietnam over a decade ago. Since

LANCE LI
CEO, BW Industrial Development JSC

It has been a pleasure to co-host the annual Vietnam Industrial Property Forum with our strategic partner, *VIR*, under the patronage of the Ministry of Planning and Investment.

Each year, the event proves to be an effective channel for government representatives, industrial development senior leaders, brokers, service companies, investment funds, financial institutions, and intellec-

tual property representatives. We are continually inspired by the constructive dialogues that help refocus our roadmap for the future of industrial real estate and supply chain development in Vietnam.

As Vietnam shifts towards sustainable development in a post-pandemic world, we look forward to deeper discussions on this topic as we also seek new ways to meet international clients' needs while



AKSHAY MOZA
Vice president, Commercial Division
The Grand Ho Tram Strip

direct investment as well as international cooperation.

Overall, foreign language publications are an important bridge connecting foreign firms and expats like me personally and what is going on in the market. Besides the information, the publication also offers an important image to the business community and puts the country on the map whereby other foreign companies get valid information and a platform to consider venturing into the current business and market set-up.

I do hope and believe that *VIR* will always play a pioneering role to help share the latest information to

the most important decree that affects foreign enterprises in Vietnam. In addition, it will contribute to creating more forums to connect foreign enterprises alike which in turn is beneficial to the country as a whole.

VIR has published constructive criticism and very helpful commentary on financial views in Vietnam. I hope it will maintain this moving forward. I would also like to see more market trends/ideas and market research-orientated news important for not just creating opportunities but also creating an option for various businesses to consider the country as a viable investment model.

We believe that *VIR* has played an extremely important role and is one of the most reliable economic newspapers for business and investment-related information in Vietnam. It not only reflects the socioeconomic situation in the country but also conveys important news about foreign



DUONG HUONG LY
Director of Communications
Siemens Vietnam

effectively with impressive look and feel, as well as with interesting content reflecting latest news and events of great interest to readers.

Siemens is one of the world-leading technology companies and thanks to the strong support of *VIR*, we are able to introduce our state-of-the-art technologies to Vietnamese readers. Besides that, we are able to discuss emerging topics such as sustainable energy, digitalisation, Industry 4.0, and smart cities.

Siemens is very pleased with the close relationship and fruitful cooperation with *VIR* over many years, and we hope it grows stronger and achieves many more successes in the years to come.

During the past 30 years, *VIR* has always been one of the most read and most respected newspapers in Vietnam.

We highly appreciate the quality content of the newspaper, and topics and issues which presented by *VIR* are always practical and useful for the business community in the country.

We're also very fond of the online version. It is working very



SCOTT HODGETTS
General manager, Sheraton Saigon
Hotels & Towers

brought communities together as it provides a voice and a platform for people and issues to be heard. On the other hand, in a fast-changing world where everyone can be a "reporter" via social media, the role of leading publications is even more important. We need in-depth insights from trustful sources with editorial and production quality.

The reliable content that *VIR* has worked on throughout the years sets its footprints in the media industry. Living in the social world with different social media platforms, it would be a great addition to be present across platforms and produce news in various media formats such as full-length videos, short videos, and podcasts so that people could also listen and watch along with reading.

VIR and similar local business newspapers are the key sources that we rely on for local information, covering a comprehensive political, social, business, and economic life in Vietnam – whether regulation or directive updates from governments or any news relating to local communities. It plays an important and valuable role for us to keep up with the news.

We truly appreciate how *Vietnam Investment Review* has

KATSUHIKO USUI
General director, Sapporo Vietnam



Since Sapporo officially entered the Vietnamese market in 2011, we have invested more than \$50 million to build Long An Brewery with Japanese standards to ensure the quality standards of Sapporo products in Vietnam.

This was our first brewery in an overseas market. Vietnam is one of the most interesting and dynamic beer markets all over the world, with high potential growth supported by many beer lovers. With the mission to contribute to enriching Vietnamese cuisine culture, Sapporo Vietnam offers consumers safe and high-quality beer products according to Japanese standards and also best suited to Vietnamese consumer tastes.

VIR has long been a trusted media partner of Vietnam's business and investment community, notably international investors, as well as serving as a vital link between government agencies, politicians,

entrepreneurs, investors, and, most importantly, the general public.

Since our journey in Vietnam, *VIR* has become a great companion for us to share our message to Vietnamese consumers. Thanks to *VIR*, Sapporo also has access to early and credible news on the Vietnamese investment market, which is beneficial to our business strategy. Its unwavering support is much appreciated, and so we would like to express our gratitude to the team. We wish *VIR*'s editors and journalists every success for the years ahead.



JOZEF ALFONS PEETERS
CEO, Hanoi French Hospital

channel between the Vietnamese government and the business community. Through the newspaper, businesses like us can approach the government's new policies, actions, and initiatives. And *VIR* also helps communicate businesses' expectations to the government. *VIR*'s Health Platform column helps us have insightful stories and interviews about what is happening in the healthcare sector, trends, and customer habits. *VIR*, indeed, contributes to the development of the healthcare sector and the development of businesses, as well.

The media is now heading towards investing much more in the development of electronic systems. We hope to see more advanced changes in *VIR* online, thus enabling the business community to more quickly get updates.

VIR has been doing a great job over the years. It may further consider running more in-depth business articles to meet the information needs of both the local and international business and investment communities. We believe *VIR* will continue to have another great journey ahead.

Journalism is not just an occupation, but a lifestyle. Journalists are the masters of words who do not only create wealth but also form the consciousness of citizens, their character, behaviour, deeds, and more.

Thirty years is a great journey for any press agency. For me, *VIR* is one of the leading English-language business newspapers in Vietnam that I read every week, and search for online news. It provides reliable and in-depth information about the business community, especially news about the healthcare industry. During the current pandemic, every day we get updates about local and world news that contribute to our timely and quick decisions.

VIR is truly a policy dialogue

LOIC FAUSSIER
Co-founder and managing director
VNInvest Partners



Having lived, worked, and invested in Vietnam for nearly 15 years, *VIR* has been a constant and reliable partner through this journey. I believe that, for foreigners doing business in Vietnam, it is a precious tool to be able to receive every week the latest information in terms of policies, industry developments and trends, and regulations in Vietnam.

In terms of Vietnam's macroeconomic developments and policies, the information provided by *VIR* is comprehensive. To better understand the expectations of the foreign investor community in Vietnam, surveys could be added on specific issues, using the large and very relevant readership of *VIR*. The publication's content is very focused and

comprehensive on macroeconomic developments, new policies, industry trends, and to some extent activity of foreign-invested enterprises in Vietnam. It may be interesting for foreign investors but also more generally for business leaders in Vietnam to add some more specific content on leading and fast-growing domestic companies that could be potential partners for foreign businesses.



DANG TRONG DUC
Director, KTG Industrial

uting to our development strategies. Being an industrial property business, we often work with local and foreign investors and businesses. So we need practical and updated information on investment policies and the business environment in Vietnam in order to lure more investors and businesses. It is especially important in these restrictive times that the media remains an essential channel.

We would like to join various workshops and conferences on the themes of free trade agreements and business-to-business activities organised by *VIR* in order to seize more opportunities to connect with more corporations and facilitate our business development.

For KTG Industrial, media is an essential partner. Over the decades, *VIR* has supported KTG in offering its readers more information on our business activities, new projects, and new services fully and quickly. Additionally, this is a channel of socioeconomic information for us to update local and international business and investment trends, contrib-



DINH NGUYEN THI HUONG
Public Affairs and Communication manager, SABECO

I would love to express my warmest congratulations to you all on the occasion of the 30th anniversary of the launch of the first *VIR* issue.

As one of the enterprises with a long history and development in Vietnam, we, SABECO, have the opportunity to observe and accompany *VIR* in its development journey to become one of the leading prestigious press units in Vietnam. It can be seen that, along with the general development trend of society, the tastes and understanding of readers also change. Accordingly, the role of journalists also becomes important in creating different perspectives

and different prisms to help not only readers but also professional authorities have more multi-dimensional views of the media. From there, there will be right, positive decisions or behaviours that create a lot of value for society.

For the business, we always appreciate the credibility and transparency of information from press agencies. We always believe in the information posted and shared very actively from *VIR* related to relevant business areas and activities promoting sustainable development in Vietnam.

Thirty years is just a milestone

of the development journey. We believe that under the leadership of the current management team, *VIR* will continue to grow stronger and stronger, affirming the value and reputation of not only the domestic media but also the world.

NEIL MACGREGOR
Managing director, Savills Vietnam



I first read *VIR* in 2001 after my arrival in Vietnam and by 2005, I was a regular contributor working with the reporters covering the growing real estate markets that were attracting much interest at the time.

Over time it has been great to get to know the reporters as friends and colleagues, helping them to report on the rapidly developing real estate markets in Vietnam over the last two decades. Together we have seen so much change both in terms of market participants, as well as the evolving regulatory environment.

I was immediately struck by the quality of the English content in *VIR* compared to other English language newspapers in the region and this quality continues today. *VIR* is respected as the premier source of business-related news in Vietnam,

providing in-depth insights from both their own journalistic team, but also from the leading figures in the business community.

The M&A events have always been a huge success, providing investors valuable and timely insights on the markets and changes in the legal framework as well as excellent networking opportunities. Unlike many other events, these forums allow investors to openly discuss the challenges they face, as well as highlight policy successes.

The Vietnamese economy continues to grow at a rapid pace, becoming increasingly integrated into the global economy and with growing interest from institutional investors. With this in mind, it is important that *VIR* continues to adapt to the needs of this more

sophisticated international audience, providing more in-depth analysis and benchmarking with other markets around the region.

In this new era for the media, *VIR* should expand to additional channels other than print, online, and events. The future is digital, and so it should explore more opportunities for utilising social media, blogs, online interviews, and online events to keep its readership informed and engaged.

LIM HUA TIANG
CEO, Frasers Property Vietnam



Frasers Property Vietnam has been working with *VIR* and its reporters for more than two years, and we highly appreciate the professional coverage of our business development in Vietnam.

VIR is famous through its media publications and national-level media events that provide enterprises and readers with reliable and exciting coverage on Vietnam business and investment. Throughout my personal engagement with *VIR*

for close to 10 years, I observe that it offers readers insightful highlights and key market updates.

As the official information channel of the Ministry of Planning and Investment, news from *VIR* is always reliable and provides good market insight to enterprises and investors. In addition, *VIR* organises several national-level annual forums and conferences. Over the years, these events grow larger and become important industry-wide events for enterprises

in Vietnam, and also brings opportunities to local and foreign enterprises for business networking.

AMITABH DUBE
Country president, Novartis Vietnam



We would also like to express our heartfelt appreciation for the valuable support of the reporters and the editorial board for our company over the years. *VIR* has long been an indispensable media partner for our business operations in Vietnam.

Through the strong support to acknowledge and tell stories about our projects, important business milestones, and our commitment to delivering on our mission to improve and extend people's lives, *VIR* has helped connect us to a broader audi-

ence domestically and elsewhere. Much of that audience are our key targeted stakeholders, like healthcare professionals and patients, government officials, regulators, academia, future talents, and our current associates as well. They have made a significant contribution to build and enhance our favourable reputation and trust in the community.

We wish *VIR* continued success in this new chapter and always being a bridge to promote business environment to domestic and international

investors and entrepreneurs, making an important contribution in the promotion of investment attraction and the country's development goals.



DANG TUYET DUNG
Country manager
Vietnam and Laos, Visa

Visa and *VIR* are striving towards a common goal – to foster sustainable social and economic development. Each day, Visa works with our issuer and merchant partners to make payments safer, faster, and more convenient for the benefit of Vietnamese consumers. This is especially important during the current pandemic when the physical safety offered by new payment methods can quite literally save lives.

Digital is an opportunity to thrive and drive the cashless agenda led by the Vietnamese government. Visa would like to thank *VIR* for supporting us in sharing our message and being a voice for progress. We hope to continue this partnership to support Vietnam heading towards a cashless society for the benefit of investors and businesses, and the society at large.

It gives me great pleasure to convey on behalf of Visa Vietnam my congratulations on the 30th anniversary of *VIR*.

A new decade is a new beginning, and these are exciting times for the journey of *VIR*. Indeed, the news coverage and interviews – independent and in cooperation with Visa – have helped communicate the benefits and potential of cashless payments to readers, business leaders, and policy-makers alike.



SIMON MATTHEWS
Regional manager, ManpowerGroup
Vietnam, Thailand, and Middle East

investment for many years.

To increase its value in the journalism industry, I think *VIR* should make more effort in further diversifying information about many more sectors and fields which attract the market attention. In addition to this, *VIR* might consider adding more topical columns or a reader section where individuals and corporates can raise their points of view about the pressing economic issues of the day.

The biggest expectation of ManpowerGroup Vietnam and other businesses is that *VIR* continues to be a bridge connecting them with more other enterprises possibly via online events, especially in the current climate. We expect *VIR* will continue updating us and other readers on valuable information, aspects, and statistics while increasing the role and improving the position towards becoming the leading reliable economic newspaper.

VIR is an indispensable part for businesses in Vietnam every Monday to begin a new working week, especially for foreigners and business experts.

For ManpowerGroup Vietnam, *VIR* is now the leading English-language business newspaper in Vietnam in terms of prestige and quality.

Having opportunities to work with *VIR*, ManpowerGroup Vietnam always sees professionalism and in-depth knowledge about various sectors and fields. *VIR*'s journalists have been supporting businesses like us in updating information about the labour market and foreign direct



LEONARDO GARCIA
Country head
Coca-Cola Vietnam and Cambodia

has been an inseparable companion to the development of not only Coca-Cola but also the foreign investor community in Vietnam. *VIR* has devoted itself to update the latest news about business, the sustainable development of the private sector contributing to the economic and social growth of Vietnam and vice versa. From there, it is helping its audiences to have an overview of market orientation and to develop related business strategies or advocate for impactful policies from a trustful source of news.

On this special occasion, I truly wish the newspaper continues its long-term success and remains a trustworthy partner of business community in Vietnam, including Coca-Cola.

As Coca-Cola Vietnam's long-term and consistent commitment is to create shared values for the local communities through successful business operation as well as sustainability projects, we believe that Coca-Cola's endless efforts to achieve public support can never be achieved without the tremendous and invaluable support from truly prestigious newspapers like *VIR*.

In the past year, the newspaper



KENT WONG
Partner cum head of Banking and Capital Markets
VCI Legal LLP

content becomes even more paramount. *VIR* provides us with financial information from the standpoint of real business and deals. I would like *VIR* to continue to cover these perspectives in greater depth in the near future.

These days, as long-term sustainable practices gain more prevalence to the industrial and business sectors, *VIR* should consider creating a column where best practice success stories from various companies and organisations can be shared and recognised.

Since the real estate industry is still booming in Vietnam, I would encourage *VIR* to continue to develop this section to provide readers with constant up-to-date information, as I believe it is a trusted source of

I have lived in Vietnam for over eight years and have always read *VIR* to obtain information on investment and business in Vietnam. It consistently publishes current and useful information for local and foreign investors, which reflects the overall economy and provides valuable insights into key economic issues that affect the foreign business community.

Throughout these turbulent times, the importance of digital business

reliable information for foreign and domestic readers alike.

With the comprehensive coverage of recent free trade agreement signings and closer Vietnam-US bilateral trade ties, *VIR* deserves high praise for creating informed awareness and supporting these bilateral and multilateral frameworks that ultimately contribute to Vietnam's development.

VIR is one of the more effective information channels which is written in clear business English for professionals and investors to receive timely and accurate financial information and analysis. It also serves as an excellent information portal (especially for inbound mergers and outbound investment) for institutional investors and diplomatic missions to receive the latest economic updates.



JULES KAY
Managing director, PropertyGuru Asia Property Awards & Events

prestige of our programme and, in turn, enabled potential nominees and entrants to reach out to us. We are grateful for the continued coverage from *VIR* as we celebrate our seventh year in Vietnam.

VIR has especially stood by the Vietnam Property Awards despite the challenges of the current pandemic. For example, the media launch of the seventh PropertyGuru Vietnam Property Awards that took place earlier this year had to be moved to a virtual platform. The launch still attracted media attention because of the track record we have built and, thanks to the enthusiastic support of a respected media organisation like *VIR*, the key messages of our event were disseminated to the right audiences.

For the last six editions of the PropertyGuru Vietnam Property Awards, *VIR* has championed our programme and supported us by bringing the news to the wider business community, investors, and the general public. It has kindly supported our programme by publishing timely articles about the awards for its readers, which has helped enhance the influence and

VIR is a reputable paper and has been a reliable source of information about Vietnam's real estate market for industry professionals outside the country. Therefore, it has become one of my top choices for its insightful articles and up-to-date information about domestic current affairs and real estate news. The articles from *VIR* help me paint a clearer picture of the business trends in Vietnam, too.

I hope our good relationship will flourish for many years. I also wish *VIR* all the best as it grows stronger and more successful so that it will always provide the most useful and valuable information to its readers and contribute to Vietnam's socio-economic development and ongoing real estate innovation.



MASATAKA "SAM" YOSHIDA
Head of Cross-border Division, RECOF Corporation

ing momentum for the local market.

Each year the forum engages with government leaders and is widely covered by the press which is partly to serve the purpose of bringing regulatory issues to participants including policymakers for discussion. We have seen regulatory communications during forum activities, and we were glad to know that the local government had always been trying to create an environment that fostered foreign investment and promoted best practices in innovative cross-border transactions.

One unforgettable memory is the time we had the honour to receive an award from the Ministry of Planning and Investment (MPI) for having been the biggest M&A contributing firm between Japan and Vietnam. We were invited to the stage at the Gem Center to receive the award from MPI Deputy Minister Vu Dai Thang together with a compliment that RECOF is an irreplaceable M&A firm when it comes to work between the two countries.

For many years, the annual Vietnam M&A Forum has brought together leading corporate investors, top corporate executives, senior advisors, private equity professionals, journalists, and government officials from across Vietnam and the region for an exclusive gathering into the country's merger and acquisition landscape. There has been arguably no better stage than the M&A Forum to connect effectively with an extraordinary number of clients, experts and key decision-makers.

Through a series of interactive panel discussions, presentations, and case studies, we believe the forum is very successful in developing investment ideas and build-

That was the moment I really felt we became a member of the community since entering Vietnam. We are thankful for the forum which highly evaluated us, as well as our Vietnamese and Japanese customers and legal, accounting, and other professionals who were involved in so many unforgettable transactions.

We hope *VIR* continues organising its annual flagship M&A Forum to bring together an ecosystem looking for the next big idea, even if it means a virtual forum has to be held. Based on our experience running webinars, we believe it is possible to learn, engage, and inspire one another virtually. The primary challenge is the face-to-face networking aspect, and we recommend using platforms such as LinkedIn to connect speakers and attendees.

We would also like to schedule short virtual summits with several tracks that run in parallel (for example, Japanese investor tracks or specific industry tracks) and people can join the tracks that suit them best.



SAMI KTEILY
Executive chairman, PEB Steel Buildings Co., Ltd.

ic-centric content which help us catch up with the latest economic and business trends in Vietnam and around the world. It has been providing a national economic outlook, and covering measures from the government to attract and sustain foreign investment, and also aid business recovery. It helps businesses like us assess the growth of new investment opportunities that have been shaped by the pandemic crisis.

VIR has always been an early and reliable source of news about foreign investors into the country who invariably require steel

VIR has accompanied our business from our first day in 1994, helping us learn, connect, and grow successfully.

Since launching, *VIR* has flourished with expanded coverage, insider features, and econom-

buildings for their factories and warehouses - a product provided by PEB Steel. *VIR* has become our go-to website too, our irreplaceable and absolutely necessary source of information. Over the years, *VIR* has always been our first choice among weekly publications when it comes to promoting our products and services and planning our marketing activities.

I wish *VIR* and its people the best of luck, health, and success for many years to come, and to keep growing its content and platform to assist the business community.

BRICE BORIN
General manager, Mövenpick Resort Cam Ranh

Media, both internal and external communication, always plays a very important role in the development of a country – especially in the current context when Industry 4.0 is growing strongly, with multi-dimensional and far-reaching impacts on all aspects of economic and social life. Therefore, the more developed the society, the more diverse and richer the information required.

With external media like *VIR*, this is an effective information channel to propagate and promote the image of Vietnam and individual provinces to foreign organisations and expatriates who are investing,

living, and working in Vietnam.

VIR has a good implementation of helpful information from the economy and finance to culture and society. It helps international friends approach the situation about Vietnam accurately, thereby properly understanding the country, people of Vietnam and different local opportunities.

As priority is given to the activities of foreign-invested enterprises as well as covering economic policies that affect the operation of the business sector, I always find useful and update information from *VIR*.

From the very first day of establishment, *VIR* has been well



received by foreign investors in Vietnam and foreign-based corporations interested in the Vietnamese market. Thus, I would suggest that *VIR* maintains these achievements and its pioneering role and develops its technology for the future in order to adapt to the 4.0 era.

DAO NGUYEN KHANH
Marketing and Corporate Communications manager, INSEE Vietnam

For 30 years, *VIR* remains persistent in its mission to be the most trusted companion of the business community in this country, and a bridge between government agencies, policymakers, entrepreneurs, investors and, most of all, the people.

For me, *VIR* is a prestigious newspaper with many diverse publications, helping local and foreign businesses and entrepreneurs to connect with each other, express and reflect the views and perspectives of the business com-

munity to the government, and vice versa.

Currently, the government has defined a strategy of living with COVID-19 and is in the process of preparing to reopen economic activity. I hope *Vietnam Investment Review* can consider organising events to connect the business community in safe conditions, because that is one of its strengths.

In addition, the newspaper should continue to encourage and



spread the trend of using sustainable building materials, contributing to environmental protection. This will help us build a better life.



WAYNE BESANT
CEO, AIA Vietnam

VIR has projected a positive image of Vietnam to its worldwide readership, helping them to understand the country as an attractive investment destination. This has been clearly illustrated by the increasing foreign investment pouring into the country.

I am particularly impressed with the insurance reporters of the *VIR*. They are experienced and well versed in the market. The newspaper has greatly contributed to heightening the public's awareness of the life insurance industry, thus promoting its growth in Vietnam.

Throughout its development,

insurer, my AIA Vietnam colleagues and I have also been involved in the development of the country with the principle that what is good for Vietnam is good for AIA Vietnam. We are contributing our part to the development of the life insurance industry, of the economy, and most importantly to the improvement of Vietnamese people's quality of life – which means healthier, longer, and better lives.

On behalf of AIA Vietnam, I wish the Editorial Board, reporters, and other staff of *VIR* good health, and I congratulate it on this proud milestone.

SECK YEE CHUNG
Partner, Baker McKenzie Vietnam



This is a significant milestone and achievement, and in many ways parallels Vietnam's own journey toward realising the visions of a modern and vibrant economy.

VIR is a long-standing partner of the business community in Vietnam. These publications provide timely, diverse, and insightful reports on Vietnam's economic and business developments and trends.

Foreign investors are an important and integral part of Vietnam's economy. In the late 1980s, the bulk of foreign investment was by way of greenfield foreign direct investment and joint ventures, and largely in the manufacturing and real estate sectors. Deeper global integration in the 2000s led to further spikes of interest in and investments into Vietnam, and in particular, opening the door for many more sectors.

At the same time, this created interest in and opportunities for mergers and acquisitions. Vietnam entering into various trade agreements in recent years further

signals that Vietnam is open for business. The regulatory framework also had to adapt over time to accommodate these things, which to date attempts to strike a balance between creating a modern and open market for invest-

ments, and providing certain conditions and limitations for sectors that are not wholly opened for foreign investors.

In addition, the M&A Forum organised by *VIR* became an annual platform that brings together the broad spectrum of businesses, investors, experts, and service suppliers under one roof. This is the go-to event to network and to hear from industry players, major investors, and successful businesses. It also reaffirms Vietnam's commitment to evolving a modern and open economy, welcoming of investments, partnership, and collaboration between foreign and domestic businesses.

Just as Vietnam has weathered many challenges and kept up its fighting spirit, we have confidence that Vietnam will continue to deploy its resources to counter the present hardships and to introduce initiatives and measures that will help the society, businesses, and the economy to move forward.

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deploy its resources to counter the present hardships and to introduce initiatives and measures that will help the society, businesses, and the economy to move forward.

TINA NGUYEN
CEO, Generali Vietnam



This is a special year, marking *VIR*'s 30 years of establishment and Generali's 10th anniversary in Vietnam. On this journey, Generali Vietnam has had numerous opportunities to collaborate with *VIR*, sharing our insights on life insurance products, services and the industry with millions of readers.

It is great to have constructive exchanges and cooperation between insurance providers and the media to offer Vietnamese consumers useful and credible content and to push forward service improvements by insurers for the benefit of customers. This cooperation has certainly contributed to the development of the insurance industry and more broadly, the Vietnam's economy.

While globally life insurance is an established sector with a legacy that spans centuries, it is relatively young in Vietnam, having been around for just over two decades with a modest penetration rate of 11 per cent of the country's population.

As many people still have misconceptions and prejudices about insurance, the press and especially publications in the financial news – which means healthier, longer, and better lives.

The Vietnamese insurance market has great potential. Backed by

the government's supportive policies and strong investments by insurance companies, the industry has grown strongly with an average annual growth rate of 28 per cent over the 2016-2020 period and promises to continue this strong performance in the future.

As a loyal reader of *VIR* in the past, I have thoroughly enjoyed such quality journalism that accurately and timely reflects the state of the Vietnamese insurance industry.

As the country faces an uphill battle against current issues, Vietnam's media including *VIR* plays a crucial role in bringing quality information to the public and also providing practical support for businesses across all sectors in navigating this challenging situation and recovering strongly in the post-pandemic world.

There is no doubt that *VIR* will continue to win readers' hearts and minds with its quality insights, and through that continue to contribute to the development of Vietnam's insurance industry and the economy.



FEDERICO VASOLI
Managing partner, dMTV Global

Vietnam will be the place to be in ASEAN for investment and trade.

VIR has covered this and several other enticing subjects, from the advancement of a more sustainable and environmentally-friendly economy to digital tokens, from the EU-Vietnam Free Trade Agreement to the role of business journalism and much more.

It has been a companion before and throughout these many months of uncertainty, with punctual insights and a broad view over both domestic and international matters.

As a keen reader and humble sporadic contributor, I can only express my thanks and best wishes to all the people that work for *VIR*, especially now with this pandemic that is certainly not making their lives easier. Their dedication to high-quality journalism and in-depth reporting marks an example for other publications at home and abroad and should be praised as an example, especially for younger generations.

When I first contributed to *VIR* just over a year ago, Asia-Pacific and particularly China, Singapore, and notably Vietnam were the “winners” of the pandemic.

At the time of writing, things appear to be reversed, but having witnessed first-hand how Asia-Pacific and Europe have coped with the coronavirus, I am still very optimistic about Vietnam.

As outlined in *VIR*'s catchy reports, Vietnam's economy has not stopped growing even when the rest of the world froze. The Vietnamese are very resilient people and sooner or later the emergency phase will be over, and

ERICK CONTRERAS
Managing director, BASF Vietnam

For me, the 30-year history of *VIR* reflects well the history of foreign investment in Vietnam. The country has achieved enormous growth over the last few decades and has transformed into one of the fastest-growing countries in the region. The local market, especially in the major cities of Hanoi and Ho Chi Minh City, has developed and driven consumer demand for a higher quality of nutrition, healthcare, housing, mobility, and sustainability.

Vietnam has also gained business traction with a collection of trade pacts with important markets like the EU. In addition, the labour force has become ever more skilful and competitive with a can-do spirit, contributing remarkably to the dynamic economy. All these exciting developments have been well communicated by *VIR*, one of the most popular English business publications in the country.

Through this important channel, the local and foreign-invested business community can easily keep abreast of current affairs ranging from business development and legislation to the way of doing business in general. In *VIR*, we have a credible partner for the latest updates on the country's major policies and decisions that enable our business to grow and help us to share our success stories among other companies and industry partners.

We also get helpful insights on how to do business in the local market, which is extremely beneficial for a foreign company like BASF. *VIR* has been very active in connecting businesspeople at a range of conferences and seminars.

Moreover, we are happy to see how our longstanding media partner has transformed itself from a



print newspaper to a more complex media outlet with traditional and digital offerings, where people do not just expect timely updates but also the convenience of 24/7 access to credible sources of information and analysis at their fingertips.

Through this reputable publication, we have shared some success stories on how we contribute to Vietnam's educational development. For example, our signature science programme BASF Kids' Lab to help schoolchildren do hands-on chemistry experiments and learn how chemistry relates to our daily lives from an early age, or our school renovation programme that offers improved learning facilities and environment for children in remote areas of Vietnam.

We especially value our important partnership with *VIR* that helps us reach out to the wider business community and stay informed. I believe it will continue to play its leadership role in the English media landscape through continuous investments in technology, writing staff, and high-quality content.

Creating a sustainable future is a critical topic for companies, government, and the public – and thus, promoting sustainability and innovative solutions to help Vietnam respond to challenges and provide improved quality of life should be highlighted on the *VIR* agenda.



SANG LEE
CEO, Manulife

on the nation's economic growth and resilience – *VIR* has played an essential role in connecting its audience to key national developments in the country.

As one of the leading English and Vietnamese-language publishers of business and economic news, it has established itself as a trusted source of information for many.

The commitment to integrity, professionalism, and providing valuable in-depth news coverage has helped put Vietnam on the map. This focus on quality has in turn helped grow a standing amongst readers, especially in the business community.

Over the years, the publications have also been instrumental in building awareness and understanding of

Congratulations on marking 30 years of truly great journalism. This important milestone is a chance to both celebrate and reflect on its long-standing history and influence in Vietnam.

From reporting on the economic reforms that ushered in a new era of foreign investment and foreign-invested enterprises, to sharing stories of success



PETER RYDER
CEO, Indochina Capital

projects and expressing our opinion on the state of the market from a foreign perspective.

Today we regularly collaborate with *VIR* on editorial pieces, page-length interviews, and by appearing at different forums and events organised by *VIR*. It has played a major part in helping us promote our corporate identity, and we always strive to provide sharp and timely market insights to support the reporters.

For Indochina Capital, *VIR* is much more than just a news outlet but a true partner that understands our long-term commitment to invest in Vietnam, along with our vision for architectural and design excellence, environmental and social sustainability, and doing what's right while succeeding financially.

During its history, *VIR* has always been active in seeking opinions from different stakeholders on issues, and this has contributed to maintaining

I have been active in Vietnam for nearly 30 years and have witnessed *VIR* grow from a single, barely 10-page newspaper to the publication group it is today.

Since Indochina Capital was founded in 1999, we have established a close relationship with *VIR*, and we have very fond memories of working with various reporters over the years to help them cover Indochina's activities, in the process becoming an active partner with the publication. We started by responding to specific inquiries about our investments and



TIM EVANS
CEO, HSBC Vietnam

the content, which provides different levels of finance and banking information to the readers. Undoubtedly, *VIR* is one of the most trusted sources in English in this country, targeting foreign investors and international organisations here.

As one of the fastest-growing markets and a shining star in ASEAN, Vietnam's fundamentals are still very bold and the country has real potential to continue to attract foreign investment, despite the recent challenges. Foreign investors have always been searching for reliable and transparent information on our economy, the government's policies, and how markets are operating.

With that, *VIR* has always played its part in providing a comprehensive picture of the global economy to local businesses that have the ambition to go internationally, and vice versa, bringing the image of Vietnam's market to foreign investors who would

In my very first days in this role, my colleagues briefed me on the media landscape in Vietnam, among which I noticed their reference to *VIR* and how the newspaper has supported us in conveying financial information and knowledge to the market, as well as to investors, for such an extended period of time since HSBC came back to Vietnam.

In my time with HSBC Vietnam, I have had numerous valuable opportunities to speak to the different publications of *VIR* on various topics. I highly appreciate how the journalists study and understand

the nation's burgeoning life insurance industry. The growth of Manulife Vietnam would not have been possible without the support of these publications and the voice they have given to us and our industry.

By helping connect Manulife Vietnam with both readers and customers alike, *VIR* has played a vital role in educating the public and supporting the transformation of our industry. While in a rapidly changing media environment, its ability to move with the times, embrace shifts in technology, and evolve with readers has helped it stand the test of time.

VIR has created a proud legacy that is a tribute to the enduring value of journalism.

to showcase its purpose of connecting policymakers to the private sector, I believe the newspaper must continue to juxtapose opinions from representatives from both the private and public sectors, creating a forum for open debate which serves to feature and dissect relevant issues.

With *VIR*'s wide network, I believe it would be valuable if it were to organise small private-public talking and working sessions, where representatives from various businesses and groups brainstorm on recommendations and ideas that could later be relayed to policymakers.

Having participated in many *VIR* events, we appreciate the quality of the content and the efforts it puts into organisation. The M&A Forum, in which we took part as chair for the real estate panel last year, is a quintessential event showcasing *VIR*'s effort in striving to be a pioneer.

like to explore and take their first steps into this promising country. In this, *VIR* and HSBC both share the same mission and objectives.

While the media has done very well over the past 30 years, I believe there is always room for improvement that a genuine news outlet always seeks for.

There is a need to continuously deliver opinion editorials in order to share even more diversified and quality views and information to the readers. Also, to further bolster its role as part of the Ministry of Planning and Investment, *VIR* should channel more dialogue between corporations, investors, and local authorities to promote mutual understanding between those parties.

Finally, Vietnam has a large number of young talent that will be the next generation of the country's development. Therefore, I believe that tailoring news and information to suit their taste is necessary.



KENNETH ATKINSON
Founder, Grant Thornton Vietnam

foreign direct investment as it did in the first few years. Coverage has now been extended to include socio-economic development, domestic investment, the stock market, property, mergers and acquisition activities, and more recently startups, digitalisation, and AI.

I think it is good that *VIR* online has a society section and I hope that it can continue to publish stories of the needs of those who are not so fortunate and also the initiatives of those seeking to help those less fortunate than themselves.

VIR needs to continue to maintain its relevance to its broad subscriber base and if possible to get some international contributors through its overseas network, which is established through the commercial sections of the embassies and consulates overseas. Whilst *VIR* is good at soliciting opinions, articles, and comments from foreign investors living and working in Vietnam, a view from corporate headquarters can also serve as a good barometer for future trends.

I would encourage *VIR* to continue its corporate social responsibility through the annual charity golf event and the very successful M&A Forum. The latter could be broadened through a combined physical and virtual event, now we have all become accustomed to using digital tools and applications to join virtual events.

One regular get together in my early days here was a weekly Friday evening get together at the Billabong Bar, in the grounds of the Australian Embassy at Ly Thuong Kiet street, and I remember collecting my first edition of *VIR* at the gates when leaving the compound. I have been a regular reader since that time and am pleased to have been able to contribute articles and comments more recently. That first edition is one of my significant memories of Vietnam's opening and the willingness to cooperate with foreign journalists.

VIR has made important contributions to Vietnam's investment promotion activities. It has become a bridge between domestic and foreign investors, and state agencies, and it is said that over 90 per cent of foreign businesses and all government officials receive copies of *VIR* or its sister publications.

VIR has done a great job in moving with the times and no longer focusses just on matters related to



JOHN PAUL PULLICINO
General director, Pfizer Vietnam

a variety of sources.

As a press office of the Ministry of Planning and Investment, *VIR* is a sophisticated information publication that creates public awareness about the government's policies and its impact on the economy and development of Vietnam.

The publication has been an important channel for the decision-makers to conduct two-way dialogues with the public to communicate timely and accurate information.

In this complex and rapidly-changing environment, the role of news media has been greater than ever as individuals and enterprises consume information from



PHIL HARMAN
Team Leader, GREAT Program

nationalism and enthusiasm.

To meet ethnic minority beneficiaries working in the agriculture and tourism sectors, we often need to go to remote areas including passing very difficult roads, walking a very long distance, climbing high mountains, or wading through streams.

Despite this, *VIR* reporters have always been enthusiastic and keen to join more business trips so that they have material for articles on the work of the Gender Responsive Equitable Agriculture and Tourism (GREAT) programme, funded by the Australian govern-

ment, to economically empower ethnic minority communities. For GREAT, *VIR* is an important and useful information channel for the business community and international organisations in Vietnam. It has done a very great job reporting on activities and issues relevant to the business community in Vietnam, promoting inward foreign investment and advocating for supportive economic policies. GREAT is keen to continue to cooperate with *VIR* further to promote our objectives and help empower ethnic minority women. ■

