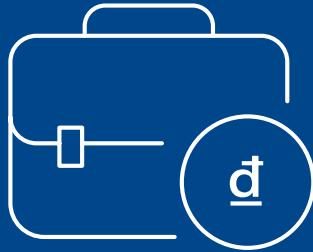


**ASIALINK  
BUSINESS  
ACADEMY**

DOING BUSINESS SERIES



**VIETNAM**

ADVANCED LEVEL

ACCELERATE YOUR

# **Business in Vietnam**



# Accelerate Your Business in Vietnam

Vietnam is one of Asia's great economic success stories of the past 30 years. The Australia - Vietnam Enhanced Economic Engagement Strategy (AVEEES) boosts bilateral trade and investment to support both countries' sustainable, inclusive economic growth. The Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP) holds the prospect of further reductions in barriers to trade with Vietnam and provides Australian firms with outstanding commercial opportunities.

This program provides an opportunity to expand your knowledge of how to conduct business, build capability to engage meaningfully and maximise business outcomes with stakeholders in Vietnam.

## Who should attend?

- Exporters
- ASX Listed organisations
- SMEs
- Professional services organisations
- Federal, state or local governments

## Program Details

### DURATION



8 hours

### FORMAT

This program is available in two formats:



**Online**  
in modular  
format



**Onsite**  
in an intensive  
1 day format

### PRICE



Programs are designed for groups.  
Please contact us for program price.

## Key takeaways



**Build critical capabilities for long-term interaction** with your Vietnamese stakeholders.



**Develop and apply tools and approaches** that aid in the development of trust and relationships with your Vietnamese stakeholders in both face-to-face and virtual working contexts.



**Improve your communication skills and build a toolset** for working effectively with Vietnamese stakeholders.



**Connect with local state and / or federal government** leads to continue your discussions about engaging with Vietnamese stakeholders.

## Topics covered

1.

### Understanding Vietnamese business culture

- Intercultural perspectives on Vietnamese society, context, and culture.
- Vietnamese key business cultural drivers - “the why behind the behaviour.”
- Practical cultural concepts that influence business interactions with Vietnamese stakeholders.

2.

### Building trust and relationships with Vietnamese stakeholders

- Managing challenges when engaging Vietnamese stakeholders and project teams (hierarchy, communication).
- Establishing credibility and fostering trust both virtually and in person.

3.

### Enhancing communication and collaboration with your Vietnamese stakeholders

- Creating a cross-cultural communication toolkit for virtual and in-person meetings.
- Strategies for bridging cultural gaps in team collaboration with Vietnamese stakeholders.

4.

### Strategies for success in Vietnam

- Understanding the critical success factors for advancing your Vietnam strategy.

## Learning methods

- **Expert speakers** with deep market experience and expertise.
- **Business case studies** sharing examples of successful strategies for Vietnam.
- **Practical application** of engaging content and frameworks relevant to your context.
- **Interactive & peer-learning activities** encouraging networking, insight sharing, and mentoring to build a community with a collective and ongoing interest.

## About the Asialink Business Academy

The Asialink Business Academy offers programs that transform skillsets and mindsets, building practical skills and connections to grow your business in Asia.

The Academy is part of Asialink Business, Australia's National Centre for Asia Capability.

## Contact us

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