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Vietnam: an alternative to China and India

Swiss firms established in the country of the dragoon emphasize its advantages.

They were many of them associated on Friday to present the advantages of Vietnam for Swiss entrepreneurs. Within them, the Geneva's Chamber of Commerce, Industry and Services (CCIG) which was hosting the seminar, the Swiss-Vietnamese Chamber of Commerce (SVCC), one delegate from the Vietnamese embassy and several Swiss SMEs established in the country with an "s" shape. And why not preferring China or India, the two leaders of Asia? "Because the quality of life is better there" declared Ha Quang Dzong, delegate from the Vietnamese embassy, responsible for economics affairs, mentioning also the important natural resources, the education and the high development of the country. "Moreover, the government promised to engage economical reforms and to open the country to direct foreign investments", guarantees also the delegate. Before mentioning some challenges, in particular in the still low development of infrastructures and the inefficiencies of the administration.

Vietnamese expatriate in Geneva, Van Khai Nguyen pointed out the differences between his country and China, "becoming old with an inaccessible language" and India "whose illiteracy level is higher, whose society is less homogenous, divided by the castes, the religions and many languages". What do Swiss SMEs already established there tell about it? One of them, group8, an architect's office in Geneva, opened a branch in Hanoi to develop its activities in Asia. The aim is: "bringing the Swiss know-how by cooperating with local experts", explains Adrien Besson, one of the associates in Geneva. Because the workforce is well qualified, specifies he, the architecture institutes also exist. From his part, Christian Schmidli, Director of Proftech, active in the shipbuilding, raised some pitfalls to avoid when someone wants to established in Vietnam. He especially prevented from not underestimating the local and the global Asiatic concurrence. Moreover, the laws are changing fast and "a disposition on one day can vary the next day". (MF)