



The European House  
Ambrosetti



in collaboration with



HIGH LEVEL DIALOGUE  
ON ASEAN ITALY  
ECONOMIC RELATIONS

# HIGH LEVEL DIALOGUE ON ASEAN ITALY ECONOMIC RELATIONS 2020

## 2° Digital Round Table

September 30, 2020

# PRESENTATION BY MAILY ANNA MARIA NGUYEN

Main Partner



Junior Partner



BECOMEX

With the patronage of



With the support of



Strategic partner





in collaboration with



**HIGH LEVEL DIALOGUE  
ON ASEAN ITALY  
ECONOMIC RELATIONS**

# **HIGH LEVEL DIALOGUE ON ASEAN ITALY ECONOMIC RELATIONS 2020**

## **2° Digital Round Table**

### **SMART MANUFACTURING AND TECHNOLOGIES FOR THE FUTURE: OPPORTUNITIES IN ASEAN**

#### **MAILY ANNA MARIA NGUYEN**

**(Representative of Becamex in Europe and Switzerland and Responsible of Desk Vietnam Unioncamere Emilia-Romagna)**

Main Partner



Junior Partner



With the patronage of



With the support of



Strategic partner

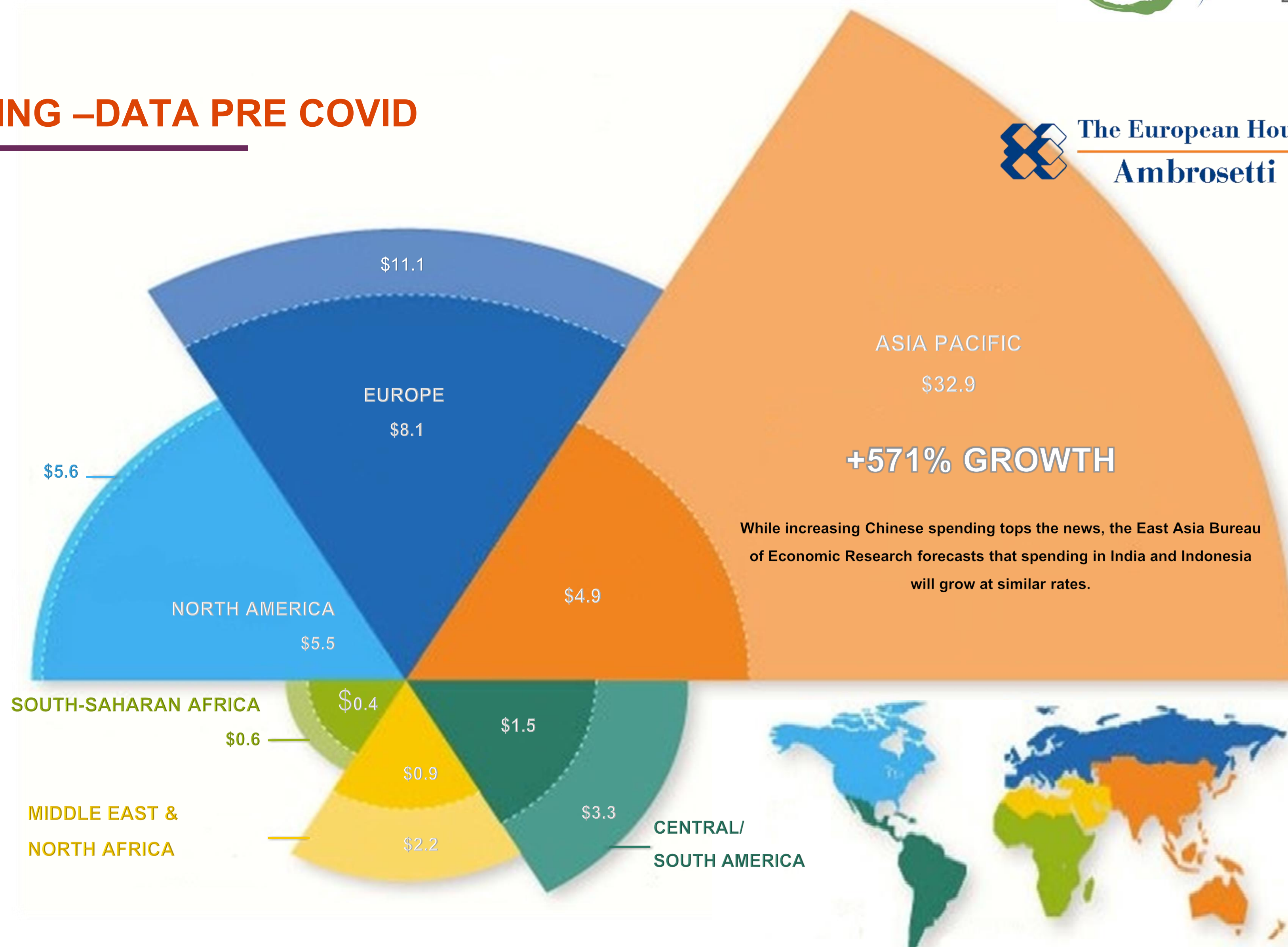




# WORLD MIDDLE CLASS CONSUMER SPENDING –DATA PRE COVID



OUTER RING: 2030 in USD Trillions (projected)  
INNER RING: 2009 in USD Trillions





HIGH LEVEL DIALOGUE  
ON ASEAN ITALY  
ECONOMIC RELATIONS



# Vietnam carriers could launch direct flights to US as early as this year

By **Hung Le** May 9, 2019 | 10:50 am GMT+7





# VIETNAM

## COMPETTIVE ADVANTAGES

---

- Pro – business environment & stable government
- Dynamic workforce with high literacy & lower cost
- Strategic location in Asia
- Large population with an average age of 27 years old
- Marketing at 4 levels:
  1. Vietnam as a local market
  2. Vietnam as part of ASEAN/AEC & APEC
  3. Vietnam as a Regional Center – to China & India
  4. Vietnam to the World
  5. Vietnam is invited to join the QUAD group including some leading countries on economics.
- Free Trade Agreements (FTA) with various countries
- Total Tax Rate in Vietnam is still more competitive than other Asian Countries,



The European House  
**Ambrosetti**





# VIETNAM STARTUP ECOSYSTEM



**3<sup>rd</sup>** most attractive venture capital market in ASEAN after Singapore and Indonesia

**Large** untapped market with high potential

**Abundant** talents at low cost

**Supportive** government policies

**3000+** startups

## Startup Ecosystem Players

### Incubators/Accelerators



### Pre-seed/Seed



### Co-working space



### Series A and Series B



### Events



### Community/Media



### Government



### Corporate

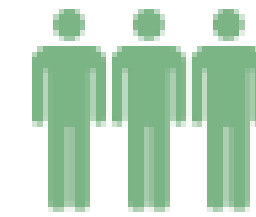


BINH DUONG  
**AT A GLANCE**

**GENERAL INFORMATION**



NATURAL AREA  
**2,695 KM2**



TOTAL POPULATION  
**2.4 MILLION**



**08** UNIVERSITIES  
**08** COLLEGES  
**13** VOCATIONAL SCHOOLS

**NATIONAL RANKING (2019)**

**1**  
INFRASTRUCTURE

**3**  
FDI ATTRACTION



WORLD TRADE CENTERS ASSOCIATION

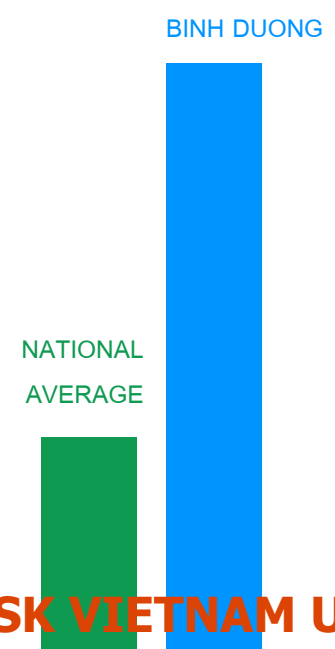


**BINH DUONG SMART21 COMMUNITY 2019**

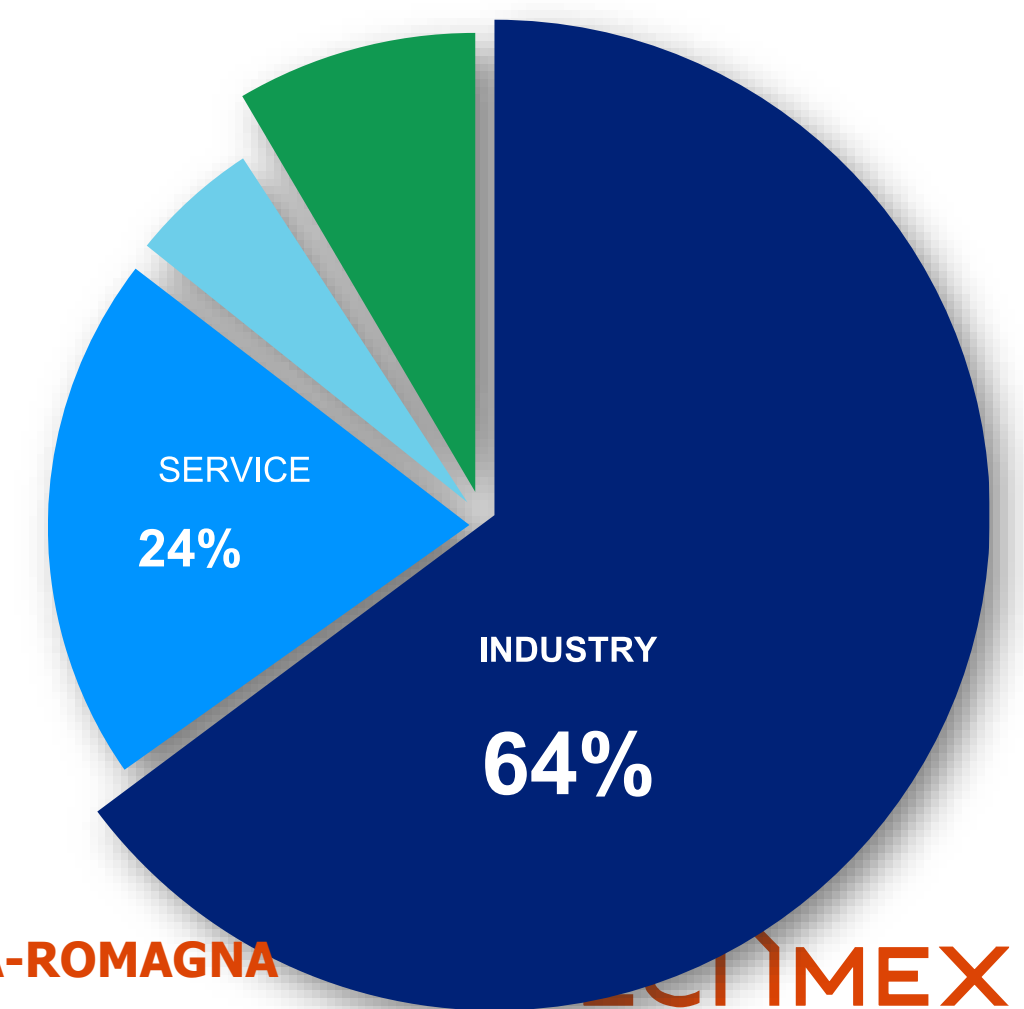
**GROSS DOMESTIC PRODUCT**

GRDP GROWTH RATE  
**8.95%**

GDP PER CAPITA  
**2.4**  
NATIONAL AVERAGE



GDP STRUCTURE

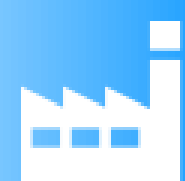




# BINH DUONG MANUFACTURING HUB



## INDUSTRIAL PARK



**29** INDUSTRIAL ZONES

WITH TOTAL AREA

**12,798 ha**

**12** PRODUCTION AREA/  
CLUSTER

WITH TOTAL AREA

**814.8 ha**



RANK

FDI  
ATTRACTION

TOTAL REGISTER FDI  
**35.17 BIL USD**

**3,745** PROJECTS

**64** COUNTRIES AND  
TERRITORIES

## EXPORT



**28.8 BIL** USD

**17.6%**

GROWTH  
RATE

**10%**

NATIONAL  
EXPORT VALUE

## INDUSTRIAL PRODUCTION



**10.98%**

INDEX OF INDUSTRIAL  
PRODUCTION

**13%**

NATIONAL INDUSTRIAL  
PRODUCTION





HIGH LEVEL DIALOGUE  
ON ASEAN ITALY  
ECONOMIC RELATIONS

# BINH DUONG AS THE IDEAL DESTINATION FOR INVESTORS



E&E



FOOD



PRECISION  
ENGINEERING



SUPPORTING  
INDUSTRY



PHARMA



OTHER



INTEGRATED  
**INFRASTRUCTURE  
& SERVICES**



HIGH LEVEL DIALOGUE  
ON ASEAN ITALY  
ECONOMIC RELATIONS



The European House  
**Ambrosetti**





# BINH DUONG'S SUSTAINABLE DEVELOPMENT VISION



MAILY ANNA MARIA NGUYEN, REPRESENTATIVE OF BECAMEX IDC

VN-ITALY UNIONCAMERE EMILIA-ROMAGNA

30 SEPTEMBER 2020





# BINH DUONG'S EVOLVING INDUSTRIALIZATION MODELS



The European House  
Ambrosetti



PRODUCTION AREA/ CLUSTER

Initial pilot model for industrial production

90'S



INDUSTRIAL  
PARK

Provide integrated supporting infrastructure (Learning from Singapore model)

1996



INTEGRATED INDUSTRIAL  
PARK & TOWNSHIP

Provide integrated solution to sustain the workforce

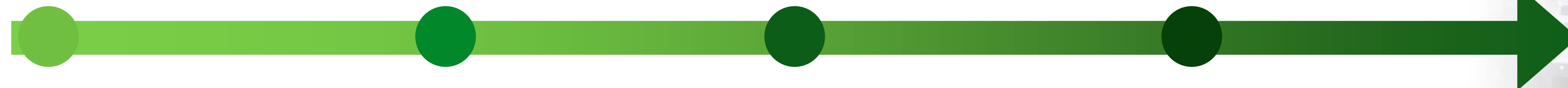
2002



SCIENCE & TECHNOLOGY  
INDUSTRIAL PARK

Attract higher value-added manufacturing activities

NOW





# SCIENCE & TECHNOLOGY INDUSTRIAL PARK



IDEAL DESTINATION FOR THE HIGHER VALUE-ADDED MANUFACTURING ECOSYSTEM



## UNIVERSITY CLUSTER

CONCENTRATION OF APPLIED SCIENCE INSTITUTIONS

 INDUSTRY-READY WORKFORCE

 TECHNOLOGY TRANSFER

 ENTREPRENEURSHIP



The European House  
**Ambrosetti**



## SCIENCE & TECH INDUSTRIAL PARK

EXCELLENT MANUFACTURING INFRASTRUCTURE



EXCELLENT CONNECTIVITY



GUARANTEED WATER & POWER SUPPLY



BROADBAND ENABLED



## UNIVERSITY TOWN

IDEAL LIVING ENVIRONMENT



COMPREHENSIVE AMENITIES SERVICES



ECO-FRIENDLY ENVIRONMENT



DYNAMIC LIFESTYLE



# SCIENCE & TECHNOLOGY INDUSTRIAL PARK PARADIGM

## Traditional Industrial Park



INDUSTRIAL MANUFACTURING



UNSKILLED WORKER

## Science & Technology Industrial Park



INTEGRATION

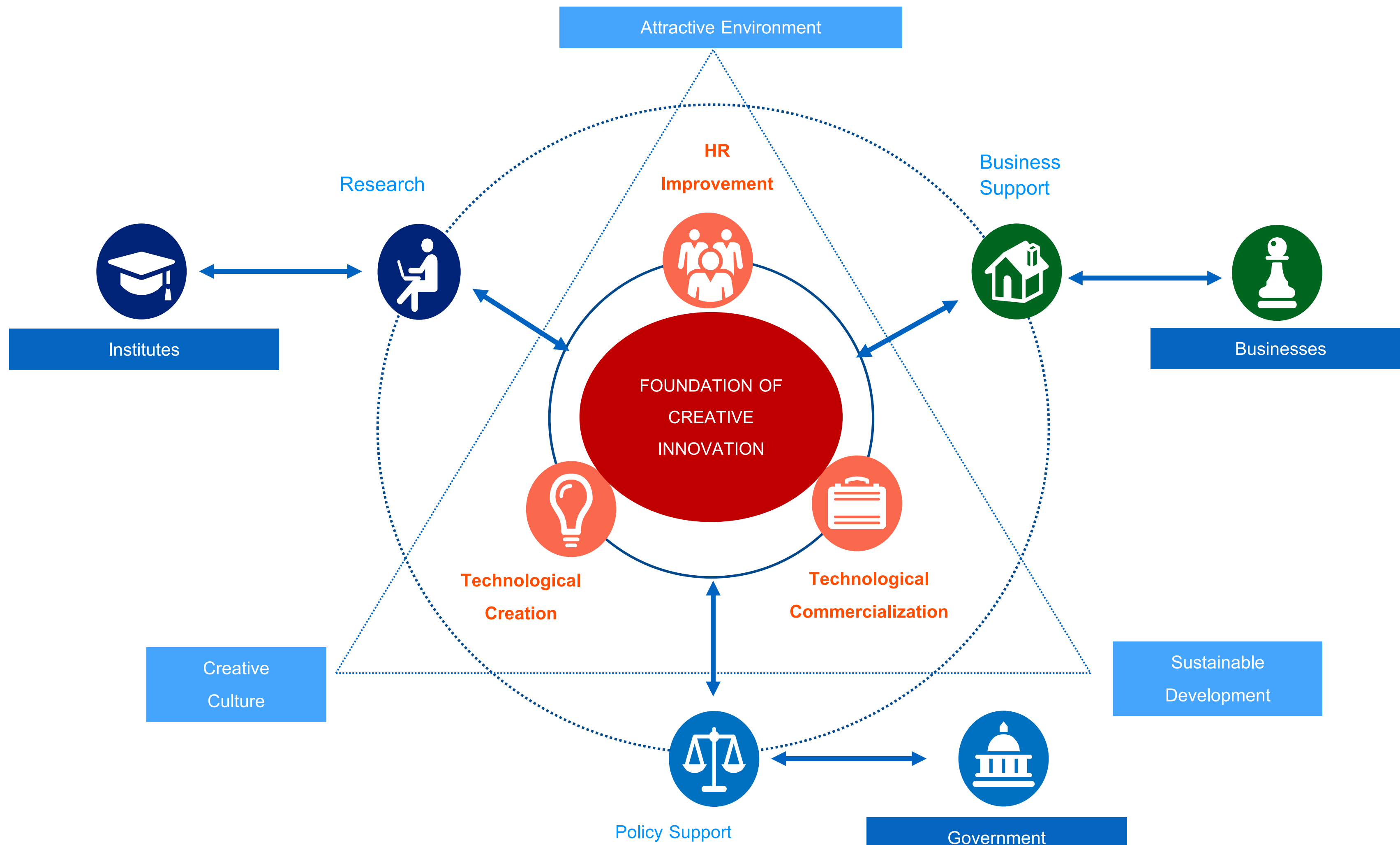
TRAINING – RESEARCH – CNC MANUFACTURING



ENGINEER – RESEARCHER/SCIENTIST



# SCIENCE & TECHNOLOGY INDUSTRIAL PARK PARADIGM



Develop **regional innovation ecosystems** by promoting relationships between actors in adjacent geospatial space



# SCIENCE & TECHNOLOGY INDUSTRIAL PARK

## STRATEGIC GOALS



### 1 BUILD UP REGIONAL CREATIVE INNOVATION SYSTEM

- Promote the open innovation activities to connect Institutes and Businesses
- Establish the innovative network in Binh Duong and surrounding areas, improve sustainable competitiveness

### 2 DEVELOP STRATEGIC INDUSTRY BY CLUSTER

- A combination of competition and cooperation to specializes the manufacturing chain of the strategic industry

### 3 PROMOTE TRIPLE HELIX COOPERATION

- Enhance interaction between institutes, businesses and governments
- Create new social forms and institutions to serve the activities of production, transfer, and application of knowledge

### 4 ATTRACT AND TRAIN HIGH QUALITY HUMAN RESOURCES

- Attract talents all over the world to Binh Duong
- Upgrade the capacity of existing human resources to meet the needs in the process of economic transition





# SCIENCE & TECHNOLOGY INDUSTRIAL PARK

## THE MAIN OPERATING FUNCTIONS



Support the necessary steps in the process of knowledge development, business formation and development

### EDUCATION & TRAINING

- Transfer and popularize knowledge
- Manpower training

### SCIENCE & TECHNOLOGY RESEARCH & DEVELOPMENT

- Train human resources for research
- Research & development
- Technological transfer

### SCIENCE & TECHNOLOGY COMMERCIALIZATION

- Incubate start-up
- Speed up start-up
- Risky Investment
- Develop the connecting networks

### BUSINESS SUPPORT SERVICE

- Manufacturing support Service
- Technological approach
- Form the international connection
- Financial support
- Marketing

### MANUFACTURING

- Main manufacturing (Large businesses, FDI businesses)
- Manufacturing support

### INFRASTRUCTURE MANAGEMENT

- Land use Management
- Researching Facilities
- Business Facilities
- Industrial Facilities
- Home and residency



### Cooperation and Solution Department

- Cooperate with technology companies to apply solutions, specialized models and smart factories
- Online Market Place
- Connecting service provider and investor
- Work on expertise with solution firms

### R&D Department

- Research and Development on smart manufacturing
- Recruit PhD student and Postdoc
- Building strategic product for Becamex IDC

### Business Development and Service Department

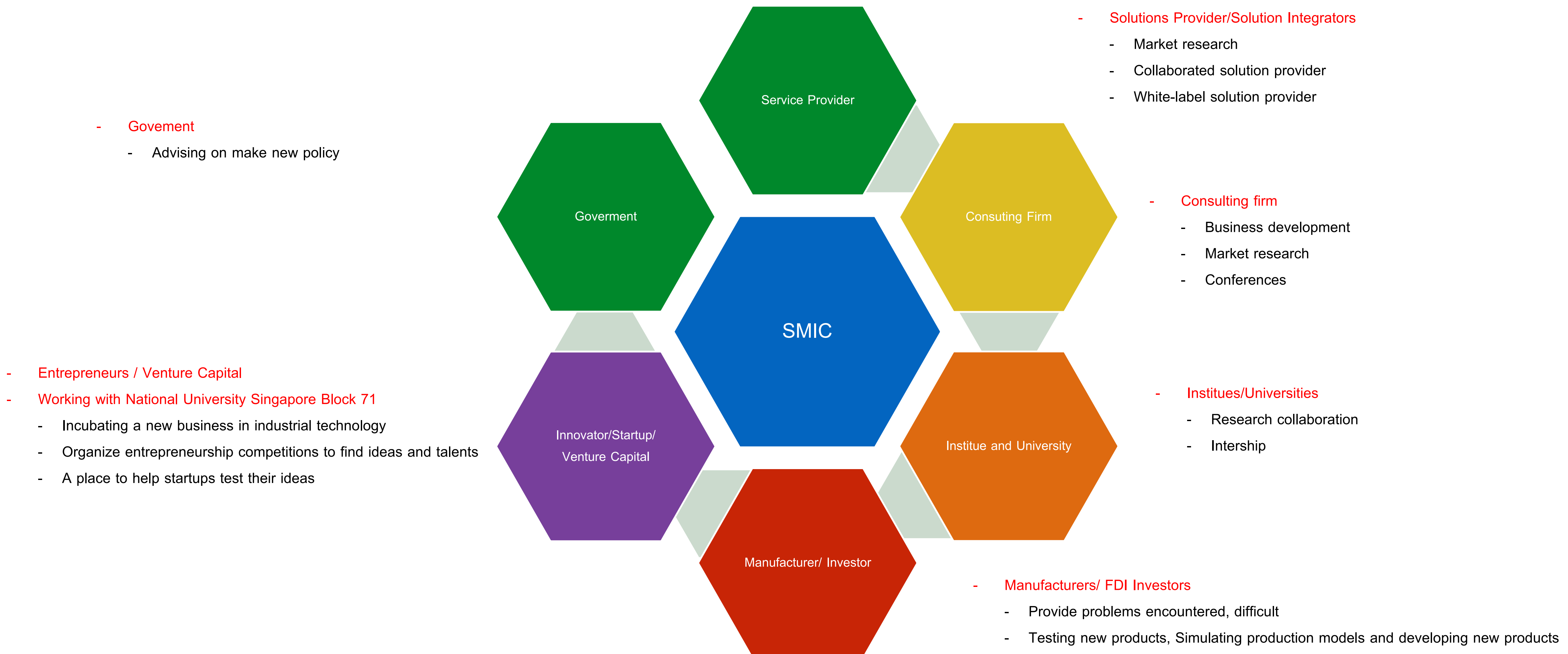
- Market research
- Project management
- Working with government



**BINH DUONG**  
**SMART MANUFACTURING INNOVATION CENTER - SMIC**



Partners and Members





The European House  
Ambrosetti



in collaboration with



HIGH LEVEL DIALOGUE  
ON ASEAN ITALY  
ECONOMIC RELATIONS

# HIGH LEVEL DIALOGUE ON ASEAN ITALY ECONOMIC RELATIONS 2020

## BINH DUONG DESTINATION FOR ADVANCED MANUFACTURING

### THANK YOU

### MAILY ANNA MARIA NGUYEN

(Representative of Becamex in Europe and Switzerland and Responsible of Desk Vietnam Unioncamere Emilia-Romagna)

@ [maily@becamex.com.vn](mailto:maily@becamex.com.vn) tel. 328.6172181 [www.becamex.com.vn/en/home](http://www.becamex.com.vn/en/home)

Main Partner



Junior Partner



With the patronage of



With the support of



Strategic partner

