



# Geschäftsmöglichkeiten heute und morgen in Vietnam

unter Berücksichtigung der bayerischen Branchencluster



Oliver Regner  
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# Vietnam in ASEAN und als Nachbar Chinas

„China + 1“

ASEAN-China-FTA

Bayerisches Engagement  
in der Region

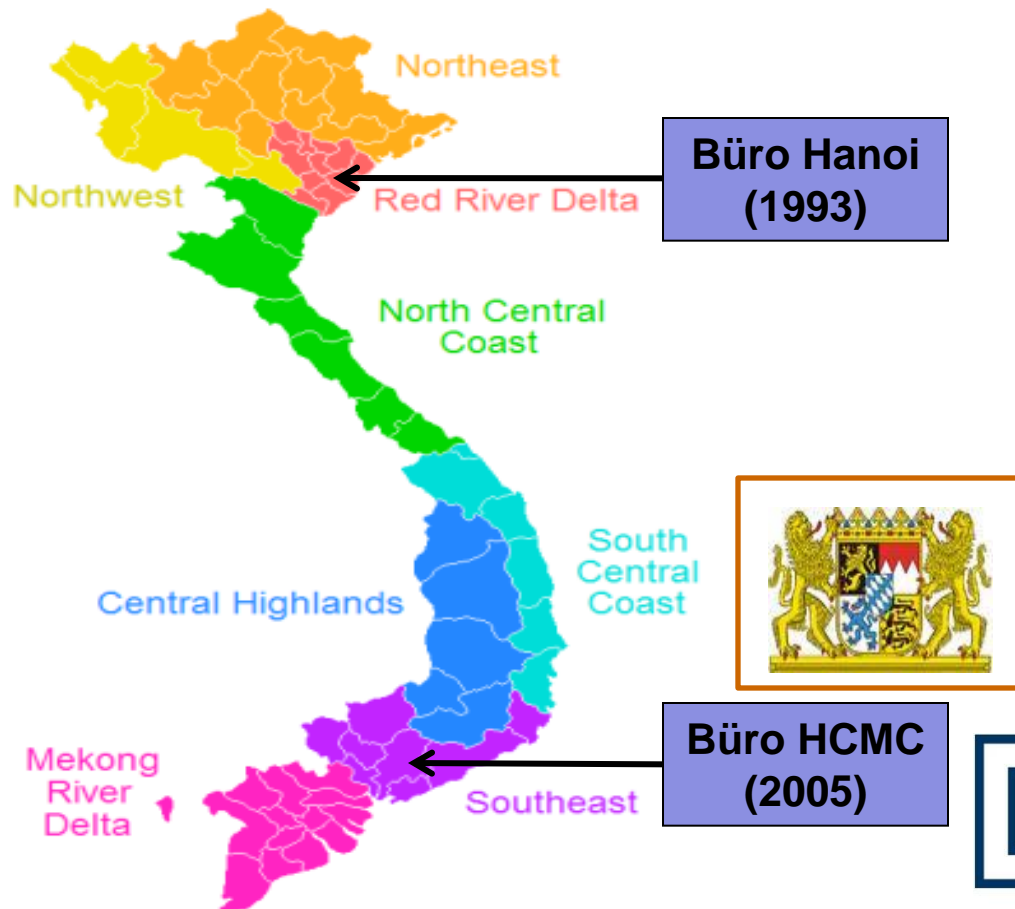




# GIC/AHK, Repräsentanz Bayerns in Vietnam



Delegierter der Deutschen  
Wirtschaft in Vietnam  
German Industry and Commerce Vietnam





# Bayerische Branchencluster

Cluster-Offensive Bayern				
Mobilität	Material- entwicklung	Mensch und Umwelt	Informations- und Elektrotechnik	Dienstleistungen und Medien
Automotive Bahntechnik Logistik Luft- und Raumfahrt Satelliten- navigation	Neue Werkstoffe Chemie Nanotechnologie	Biotechnologie Medizintechnik Energietechnik Umwelt- technologie Forst und Holz Ernährung	Informations- und Kommunikations- technik Sensorik und Leistungs- elektronik Mechatronik und Automation	Finanz- dienstleistungen Medien
				



# Branchencluster: Mobilität

## Automotive

Import und/oder Produktion?

Bsp.: BMW, Schaeffler ...

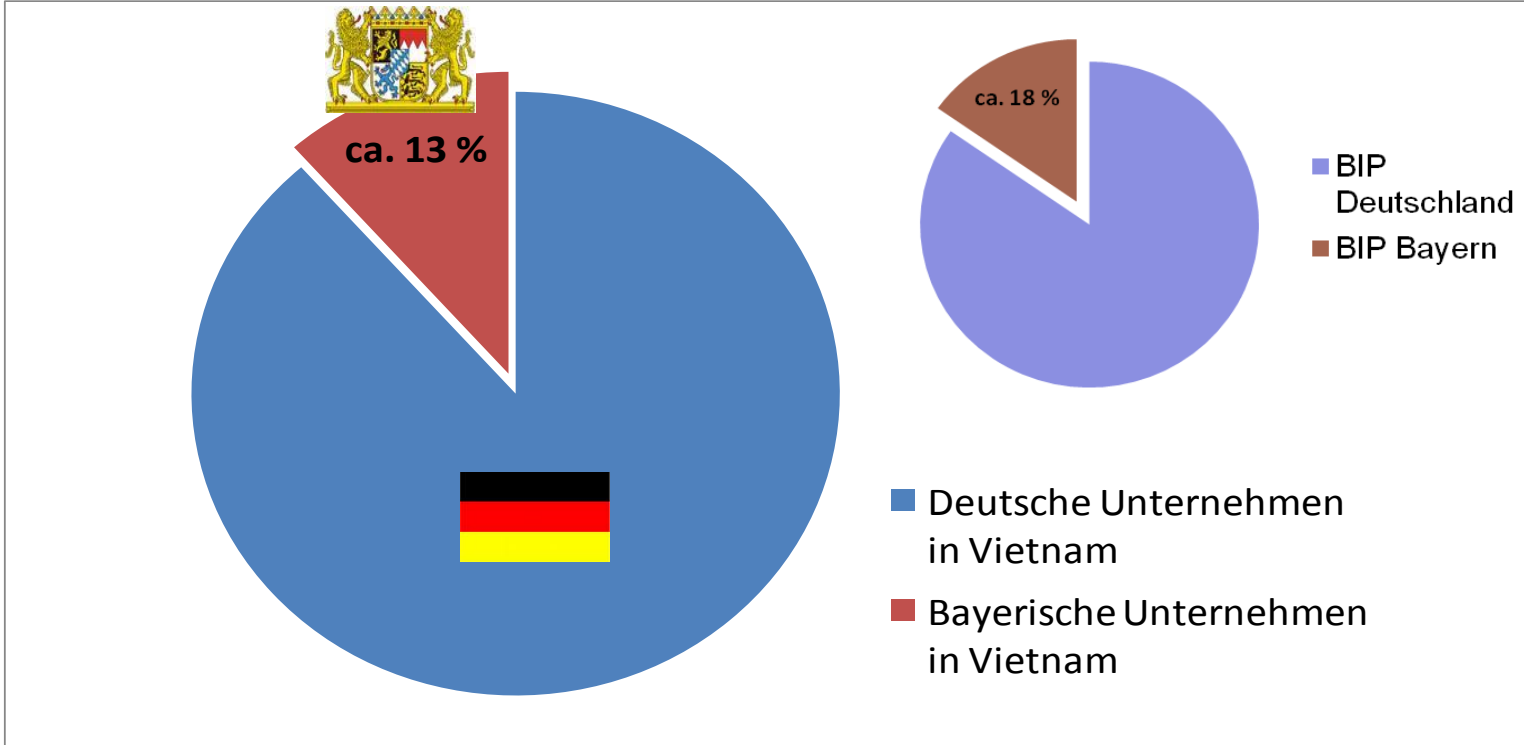
## Logistik

Umfang des (deutschen) Engagements in der Logistik Vietnams!

Bsp.: Logwin ...



# Exkurs: Bayerische Unternehmen in Vietnam





# Branchencluster: Materialentwicklung

- Neue Werkstoffe
- Chemie
- Nanotechnologie

## Vietnam und F&E?



# Branchencluster: Mensch und Umwelt

## Medizintechnik

## Energietechnik, Umwelttechnologie



### Germany will help Vietnam cope with climate change

By Mong Binh  
The Saigon Times Daily

**HCMC** - The government and companies of Germany are ready to assist Vietnam in alleviating climate change impacts and improving efficient use of energy, German ambassador to Vietnam Rolf Schulze said.

"Germany stands ready as a partner in providing know-how and technology [for Vietnam to cope with the impact of climate change]," Schulze told the *Daily* during the break of the first German-Vietnamese Business Conference covering the theme of climate change and energy in HCMC yesterday.

The event attracted more than 200 government and corporate representatives including Vietnam's Minister of Industry and Trade Vu Huy Hoang, ASEAN CEO of Siemens AG Lothar Herrmann, and Chairman of EuroCham in Vietnam Alain Cany.

Schulze quoted Minister Hoang as saying that Vietnam would be among the world's five nations most affected by climate change and the rise of sea level, and thus Germany was willing to share expertise to deal with the situation.

Climate change and energy are two important elements of Germany's cooperation with Vietnam, and Schulze said Germany was helping Vietnam with afforestation in

the Mekong Delta as a measure to cope with the rise of sea level.

The ambassador said environmental protection and energy took one-third of the more than 150 million euros Germany had pledged for Vietnam in the 2010-2011 period. He added Siemens and Fuhrlander were among German companies already active in the field of renewable energy in Vietnam.

At the panel discussion, Minister Hoang said Vietnam was encouraging corporate investment in renewable energy resources and efficient use of energy at businesses and within the community.

Former German chancellor Gerhard Schröder was unable to preside over the conference as previously scheduled but said in a speech read by the German ambassador that increased energy efficiency was one of the key preconditions for effective climate protection.

Schröder said by focusing on efficiency and renewable energy Vietnam was in an excellent position to become active on a key market of the future.

Hoang said Vietnam was striving to cut 20-30% expenditure on energy in the next five to 10 years compared to the current spending. A draft law on efficient use of energy contained measures aimed to realize targets in this area and sanctions to prevent energy from being consumed wastefully.

The draft law, planned to be put forward to a meeting of the National Assembly next month, will also have incentives for investors and consumers of clean and renewable resources including wind and solar energy.

Vietnam's energy development strategy envisages renewable energy resources will meet 9-10% of the nation's total demand for energy. However, Hoang said the selling price of this energy was a matter to be further discussed.

Hoang said some companies had proposed one kilowatt per hour of wind energy be sold for 12-13 U.S. cents while EVN Group currently bought one kilowatt per hour of hydropower and coal-fired energy at an average price of only 5 U.S. cents.

Hoang said as Vietnam would become a net importer of energy when fossil fuel resources dwindled, the country would have to develop renewable energy resources.

Herrmann of Siemens AG said developing and using energy resources efficiently required efforts of different stakeholders and that technology alone could not resolve all the issues linked to energy as well as climate change.

The conference was one of the more than 50 events planned for this year to celebrate the 35th anniversary of Germany-Vietnam diplomatic relations.

- Focus Umwelt:**
- AL-KO
  - SIEMENS
  - Tanner
  - TÜV-Süd
  - ...





## Branchencluster: Mensch und Umwelt (Forts.)

### Forst und Holz

Stichwort: Entwicklungszusammenarbeit, CIM-Experte

### Ernährung

Bsp.: Back-, Teig- und Süßwaren, Fleisch- und Milchprodukte, Getränke



## Branchencluster: Info+Elektro, DL/Medien

### IuK, Sensorik, Automation

vgl. o.: F&E? Exporte

### Finanzdienstleistungen, Medien

Bank-/Versicherungsbranche

Bsp.: Hypovereinsbank, (Allianz) ...

Medien



## Für Sie (!): Landesweite Abdeckung Vietnams

**Delegation der Deutschen Wirtschaft mit  
Bayen-Repräsentanz in Vietnam (GIC/AHK)**



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