

Ai Group Australia-Vietnam Business Engagement Plan 2024

With an aim to give us a better understanding on what businesses may need to give them the confidence to engage with Vietnam, we conducted the survey to develop the Australia-Vietnam Business Engagement Plan to increase two-way trade, business and investment between Vietnam and Australia



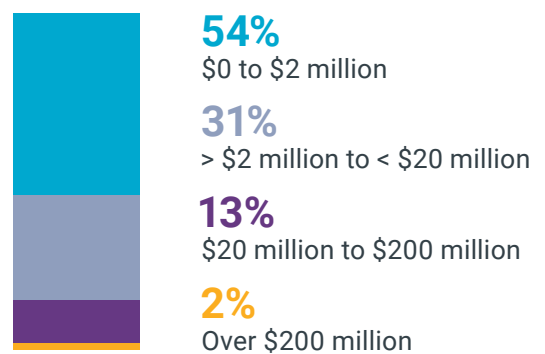
More than **130 businesses** completed the survey

Business location by state

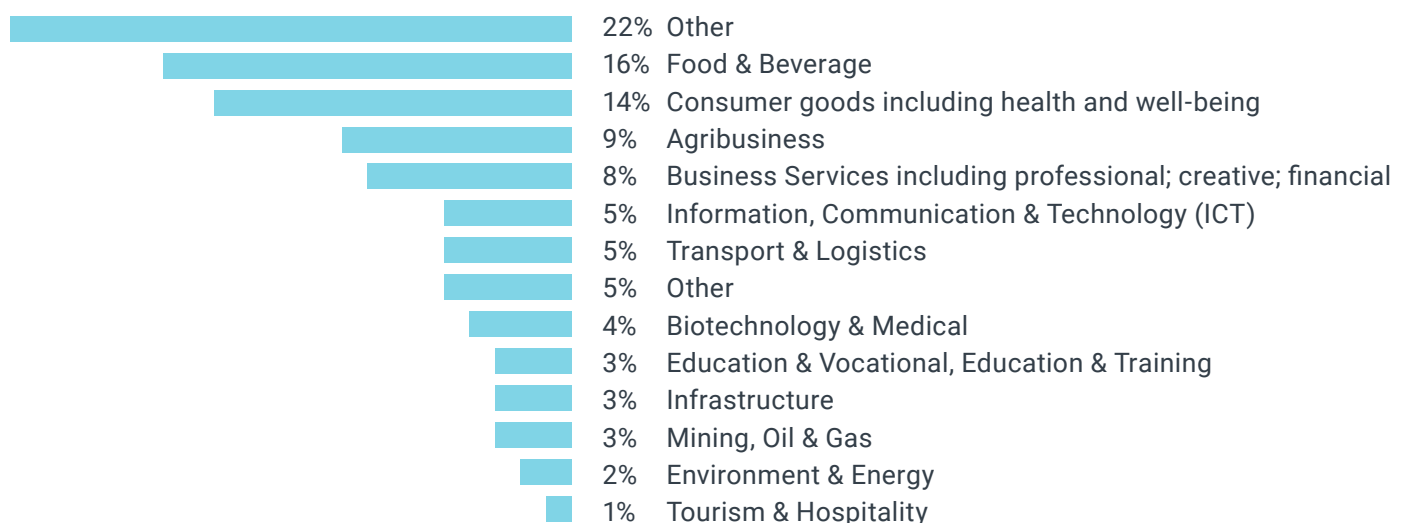
- Victoria 33%
- New South Wales 25%
- Queensland 15%
- South Australia 10%
- Western Australia 6%
- Tasmania 4%
- Northern Territory 4%
- ACT 3%



Business size by sales turnover



Business Industry Sectors

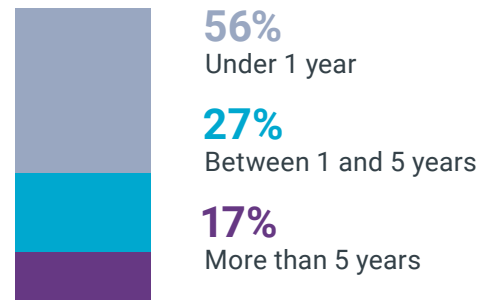


Here's what they said...

22% of respondents are currently doing business with Vietnam.



They have been doing business with Vietnam for:

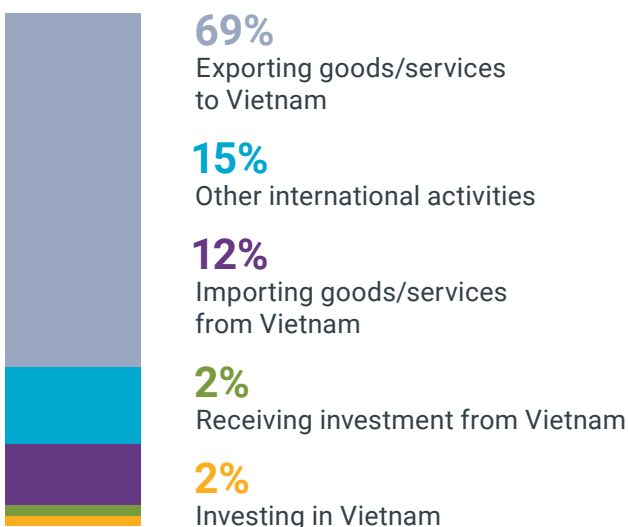


Their challenges in doing business with Vietnam are:



78% of respondents are currently not doing business with Vietnam.

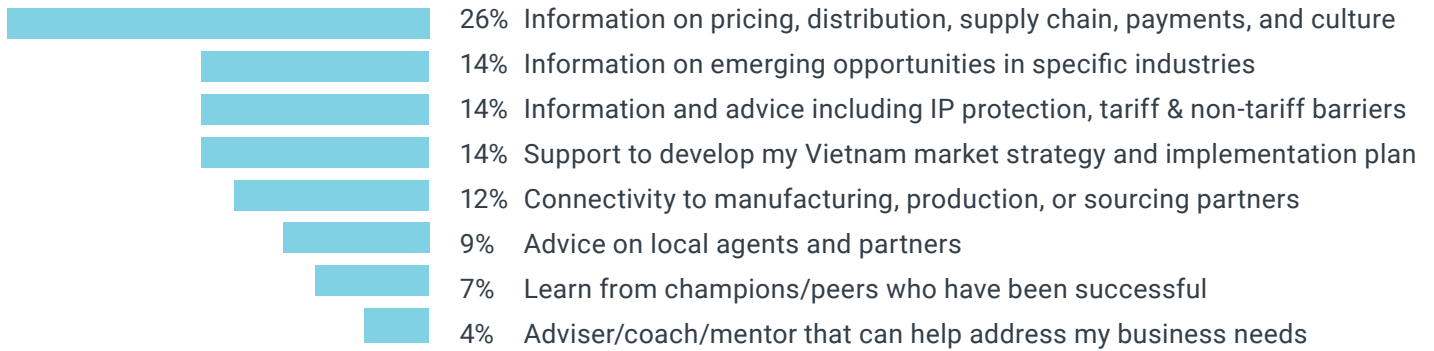
However, 98% plan to do business with Vietnam in the future through:



For those currently not doing business with Vietnam, the reasons are:

- ▶ 26% Difficulty identifying potential partners
- ▶ 19% Lack of knowledge, skills, or resources about the Vietnam market
- ▶ 18% Lack of access to relevant market information and real opportunities relevant to my industry sector
- ▶ 18% Focused on other markets
- ▶ 9% Difficulty in navigating distribution, supply chain and trade across borders
- ▶ 4% Other
- ▶ 3% Market access issues including non-tariff barriers, demand, and competition
- ▶ 1% Products/services not competitive, (local and international) competition
- ▶ 1% Lack of capacity to service the market
- ▶ 1% Bureaucracy and difficulty in navigating government and dispute resolution

What businesses need to increase their confidence in doing business with Vietnam



International trade support initiatives businesses have heard of or utilised to support their business growth:



Some other key issues for Australian businesses are:

"We have never focused on Vietnam despite selling our products to Cambodia, Singapore, Malaysia, and Indonesia. We'd welcome opportunities to build our market there".

"We see a competitive advantage with supply from Vietnam".

"We have travelled to Vietnam and China to find manufacturers. We are planning to travel to Vietnam in the future to find potential markets that we can export back to. Finding the right market and partnership is difficult".

"We have assessed the market. Other markets are more attractive due to complexity, language requirements, stage of development in our sector".

"From all reports an engaging market opportunity that is only going to be getting bigger".

"We are currently enjoying the support of both Austrade in Hanoi and Australian Industry Group to develop our current opportunities in Vietnam".

"The Australian Government through the various agencies has been very helpful for advice navigating the market and making strong connections. As stakeholder engagement is a continual process to build upon, we look forward to the continual engagement".

"Attending initial training and workshops with Ai Group were very useful".

"Concerned about transparency, corruption".

"Vietnam is a small market for us at the moment".

"We would like to sell product and purchase inputs, mainly packaging".

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