



VIETNAM BRIEFING

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Advantage Vietnam: Optimizing Supply Chains and Accessing Key ASEAN Markets

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Introduction



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Vietnam has been a member of the Association of Southeast Asian Nations (ASEAN) since 1995. In almost 30 years with the organization, the benefits Vietnam's membership has provided have been almost immeasurable.

Simplified cross-border trade processes, reduced costs of interregional trade through tariff elimination, and the freer movement of people within the region have benefited the economic group, including Vietnam. Furthermore, foreign investors have been able to capitalize on this by diversifying their supply chains across the bloc, mitigating risks, and realizing greater value by utilizing complementary comparative advantages.

As Vietnam approaches its 30th anniversary being a member of the Southeast Asian trading bloc, these advantages will be compounded by increasing interest in the region and its capabilities as a 'plus China' base.

In this issue of *Vietnam Briefing Magazine*, we break down Vietnam's role in ASEAN and the interregional framework that keeps its member economies and foreign investment ticking along.

With offices located across Southeast Asia and Vietnam, and years of experience helping foreign enterprises set up operations in Asia, Dezan Shira & Associates is well positioned to assist your company in ASEAN markets. For more information, please email us at Vietnam@dezshira.com.

With kind regards,

Alberto Vettoretti



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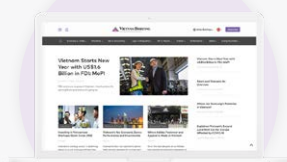
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