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## Investment Promotion Trip to North America

**SHTP joined the investment promotion trip to North America from March 15<sup>th</sup> to 28<sup>th</sup>, 2006 with Hochiminh City (HCMC) officials and business executives.**

The 2-week mission, led by HCMC Deputy Mayor Nguyen Huu Tin, is part of HCMC's strategy to explore business opportunity in Canada and the United States as well as to tighten its relationship with San Francisco, its sister city. The trip made several stops at business, science and hi-tech hubs in North American cities including Toronto, New York and San Francisco.

Park are entitled to many attractive incentives such as tax exemption and reduction, competitive land lease rate and simplified procedures. One of the highlights of the City promotion trip was the MOU signing between SHTP Vice President and Vmicron in San Francisco under the witness of Mr. Tin and San Francisco City's management. Based on the MOU, Vmicron is to pull in \$US30 million to develop a wafer fabrication plant in SHTP. This project could be considered the first biggest investment in chip making in Vietnam to date, following Intel's recent announcement in February 2006 to build a \$US 603 millions chipset assembly and testing plant in the Park.



SHTP team with Delaware State Senator Thomas Carter and President of Delaware Innovation Fund David Freshman at the networking meeting held at Delaware Technology Park



SHTP team at an circuit-board factory in San Jose

In several investment conferences and seminars during the trip, Mr. Tin introduced Saigon Hi-Tech Park, together with other major real estate and development projects, as one of the key projects of Hochiminh City calling for investment from North American investors. Prospective investors into the

Additional to the City agenda, SHTP had meetings with several partners of high potential in Boston, Delaware and Texas to explore possibility of cooperation. Centre of the agenda in Boston were meetings with Massachuset Institute of Technology and IDG Venture Capital in which experiences in venture capital, training and entrepreneurship were

exchanged. In Delaware, SHTP team was warmly received by Delaware Technology Park, Delaware World Trade Centre and representatives from state agencies. Speaking at the networking meeting, Delaware State Senator Thomas Carter highly appreciated SHTP success in attracting multiple anchor investors into Vietnam and stressed the importance of cooperation between the two countries in general and between Delaware and SHTP in particular. SHTP team also received great support and meaningful advices from CEO of Delaware Innovation Fund - David Freschman who has worked closely with SHTP from the very beginning to make the visit possible. Located close to Boston and New York, Delaware sets a good example of how a small state can transform itself into a hi-tech hub by creating strong linkages between government, educational institutions and business community. SHTP's stop at Austin – Texas focused on learning incubation model from University of Texas (UT). By dedicating resources to assist start-up tech companies in commercializing their products, UT incubation program has achieved great success and has

outsourced its model and training programs to many developing countries eager to develop their technology base.

SHTP has also coordinated with the City Investment and Trade Development Centre (HCMC ITPC) to hold a networking breakfast in San Francisco targeting Vietnamese overseas community. The breakfast was in amicable settings and attracted a good number of attendees of both representatives of existing tenants and prospective investors. Based on their assessment, Saigon Hi-Tech Park is a very promising project in Vietnam, especially for hi-tech investors who are looking for an investment alternative for manufacturing in Asia in the context of rising labour costs or increasing political instability in other countries. Vietnam is also appraised to have increasingly gained good reputation as an emerging outsourcing hub for back-office jobs. Many of the meeting attendants have outsourced jobs to Vietnam and are considering setting up their facilities in SHTP to capitalize on the incentives offered for better business bottom line.

## MOU with SIMDESK TECHNOLOGIES INC

SHTP and Simdesk Technologies Inc inked a memorandum of understanding on April 18<sup>th</sup>, 2006 in Hochiminh City. The MOU paves the way for the pilot program of Simdesk package solution with approximately 1,000 users in HCMC, mainly in the state sector, educational institutions and the youth.



MOU signing between SHTP Vice President Nguyen Dinh Mai and Simdesk Asia Pacific Senior Vice President Itsuo Sugiyama

The project followed the IT Literacy for the Youth, a program co-launched by SHTP and the City Youth League in July 2004. Within one year of implementation, the IT Literacy Program has offered more than 4,000 computers at subsidized rates to young customers of modest income. The MOU is an extension of SHTP's effort to universalize information technology in HCMC by facilitating the employment of low-cost open source software on branded platform.

At an average price tag of 300USD per single copy, copyrighted software is still beyond the reach of the majority of computer users in the country. The program has a long-term mission to allow Vietnamese users to get access to information technology while still ensuring the country's strict compliance to WTO intellectual property right when Vietnam becomes its member expected at the end of 2006.

## Venture Capital Fund

Following months of desk research and data analyses, Georgetown MBA team presented their findings to SHTP on March 13th, 2006 at Rex Hotel in Hochiminh City. The presentation has received attendance of representatives from multiple state agencies, law firms and other capital funds in the region. The presentation provided the Park management with valuable advice on fund structuring and fund operation, the two critical items for the formation of the Park's first VC Fund. Other items that received much attention from the audience include the differences between the national venture capital fund, a proposed fund initiated and financed by the State, SHTP VC Fund and other operating funds in Vietnam and the "heavy-top" management structure, an unfamiliar concept to Vietnamese business circle. The decisive success factors for a VC Fund are a clear-cut and sound strategy resulting from market demand and a competent and experienced fund management board, said Georgetown team.



Georgetown MBA team at the presentation

Georgetown University has worked closely with Saigon Hi-Tech Park since 2003 and offered consultancy in various aspects such as marketing strategy, outsourcing strategy and etc. These projects are part of the school's effort to offer its MBA students hands-on experience in dealing with real-time business situations in emerging markets.

## SAP Business One – a new option for small and medium sized companies

SHTP Training Centre and 1<sup>st</sup> – net Management Solutions GmbH, a well-regarded software consulting company from Germany, co-hosted a workshop named "SAP Business One – Enterprise's Success" on March 10<sup>th</sup>, 2006 at Caravel Hotel.



SHTP Training Center Director opened the SAP Business One workshop

The workshop is another effort by the Training Centre to assist small and medium companies in strengthening their competitiveness by applying EPR, an advanced management solution, on their managerial activities. The workshop received a good turn-out from local and foreign companies, especially from those who are looking to employ EPR in the near term. Attendants were introduced to EPR features and were offered a trial demo version of the software to get better familiarity. Exchange of EPR application experience is another well-received part of the workshop. Though widely acknowledged as an effective managerial tool, EPR application is still very limited among businesses in Vietnam due to poor customer awareness. The biggest obstacle, however, is the failure by many Vietnamese businesses to standardize their sophisticated managerial activities, a crucial requirement for EPR's successful application, said a current user at the workshop.

## Incubation workshop in Thailand

SHTP experts attended the two-day workshop on incubation hosted by InWent Organization and ExperPlan (Germany) in Thailand from March 30<sup>th</sup> to April 1<sup>st</sup>, 2006. The workshop concluded the one-year long training program on incubation for Thailand and Vietnam incubators conducted by ExperPlan. The workshop drew attendance from representatives from Thai science parks and

incubators, Thai business supporting organizations as well as many Vietnam counterparts including Phu Tho Technology Business Incubator, Hoa Lac Incubator, SHTP incubation team and the Ministry of Science and Technology. To incubate and graduate sound businesses, an experienced and business-savvy management team is a must, echoed the main theme of the workshop.

## SHTP – WHAT’S NEXT?

### Joining World’s Science Park’s event in Finland

SHTP will send a promotion team to Finland in early June 2006 to attend a series of workshops and meetings hosted by the International Association of Science Park (IASP). The trip is part of the Park’s plan to tap into IASP’s resources and its global-wide

### Seminar: “Improve your employability”

SHTP Training Center and Intel Products Vietnam will co-host a workshop titled “Improve your employability” on May 20<sup>th</sup>, 2006. The workshop is scheduled to take place at Unisoft of HCMC National

network of science and technology parks, many of which are very prominent in the world. The main theme of this event is “Helping Innovative companies to success and Communities to prosper”, which will benefit SHTP’s development strategy to offer world class customer services to its tenants.

University in District 9. With guest speaker from Intel Products Vietnam staffing team, the workshop is expected to equip students and the City youth with necessary skill sets to look for good employment in high tech industries.

### SHTP R&D Presence at Nanotech Conference in Boston

SHTP R&D Center is to attend the international workshop on nanotechnology at Sheraton Hotel in Boston. Hosted by the Nano Science and Technology Institute (NSTI) from the 7<sup>th</sup> to 11<sup>th</sup>, May 2006, NANOTECH 2006 is one of the biggest nanotech conferences in the world. Presented at the conference are a selective number of presentations chosen from thousands of proposals from numerous well-regarded research institutions around the globe. SHTP R&D center is invited to the conference thanks to its

achievement in the application of nanotechnology in energy. Titled “Novel Electrolyte Membrane for Fuel Cell Utilizing Nano Composite”, SHTP’s presentation exhibits great capability of nano-composite in various applications including nano-ink for inkjet printers, nano-ink or laser printer and fuel-cell. SHTP presence at the conference highlights the world science community’s recognition of the Park’s achievement in nanotech. SHTP R&D center is also expected to attend the Multi Functional Nano Composite 2006 Workshop in Honolulu next September.

*Saigon Hi-Tech Park – The intellectual space is yours*

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