UNIVERSITÀ DEGLI STUDI DI TORINO

CULTURE POLITICA SOCIETÀ

Singapore, Thailand and Vietnam

INSIGHTS FROM THE FIELD

Gabriele Giovannini

With the support of:

CAMERA DI COMMERCIO INDUSTRIA ARTIGIANATO E AGRICOLTURA DI TORINO

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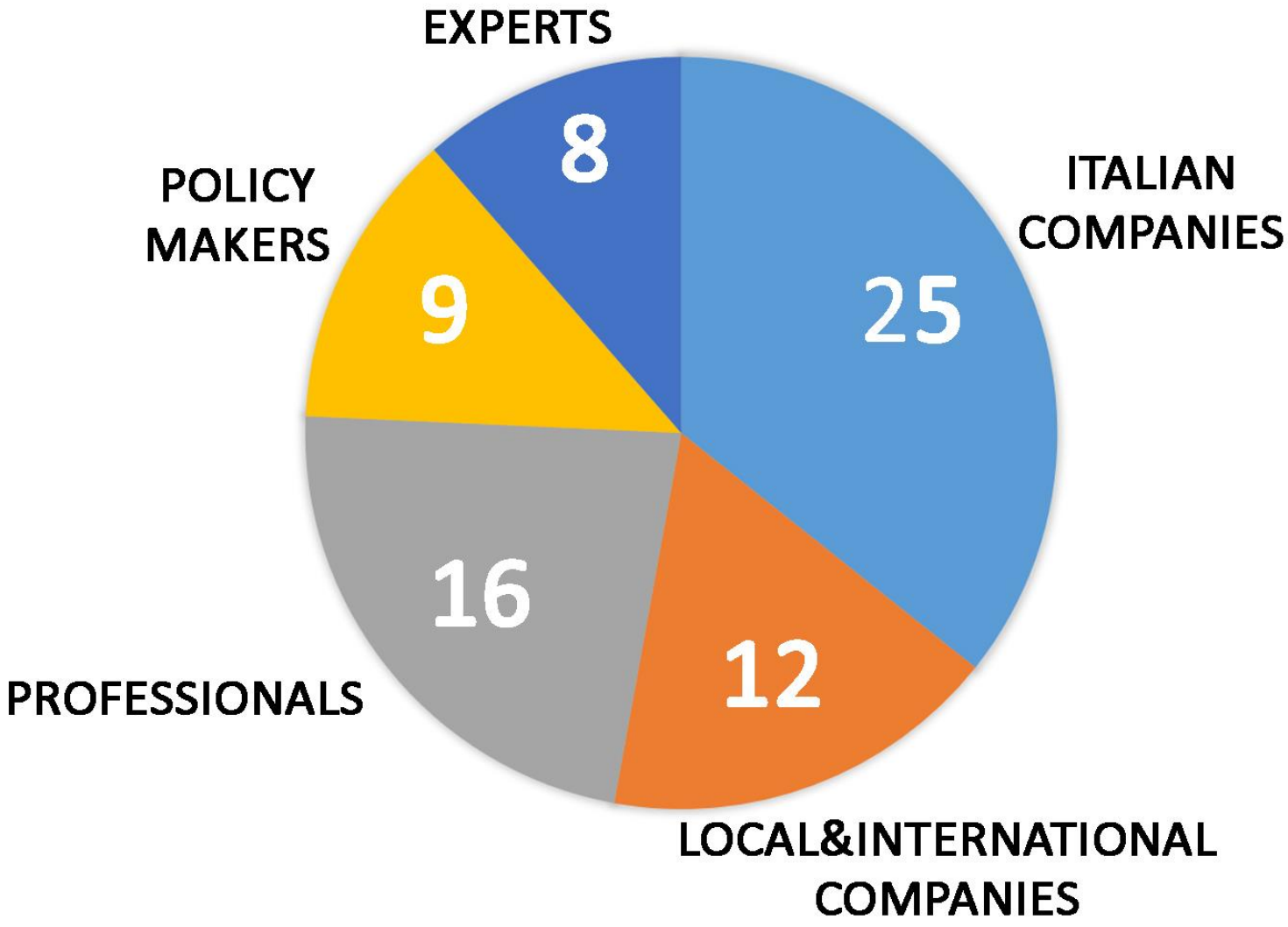
INTERVIEWS


EXPERTS
8
ITALIAN COMPANIES
25
POLICY MAKERS
9
16
PROFESSIONALS
12
LOCAL&INTERNATIONAL COMPANIES

MAIN OPPORTUNITIES

- Ease of doing business
- Regional hub for services and marketing
- Focus on innovation
- European Union-Singapore Free Trade Agreement

- A mature, dynamic and international market
- Huge investments in infrastructure and innovation
- Advantages for productive investment

- GDP growth and trade openness
- Consumption growth
- Complementary economy
- Manufacturing hub

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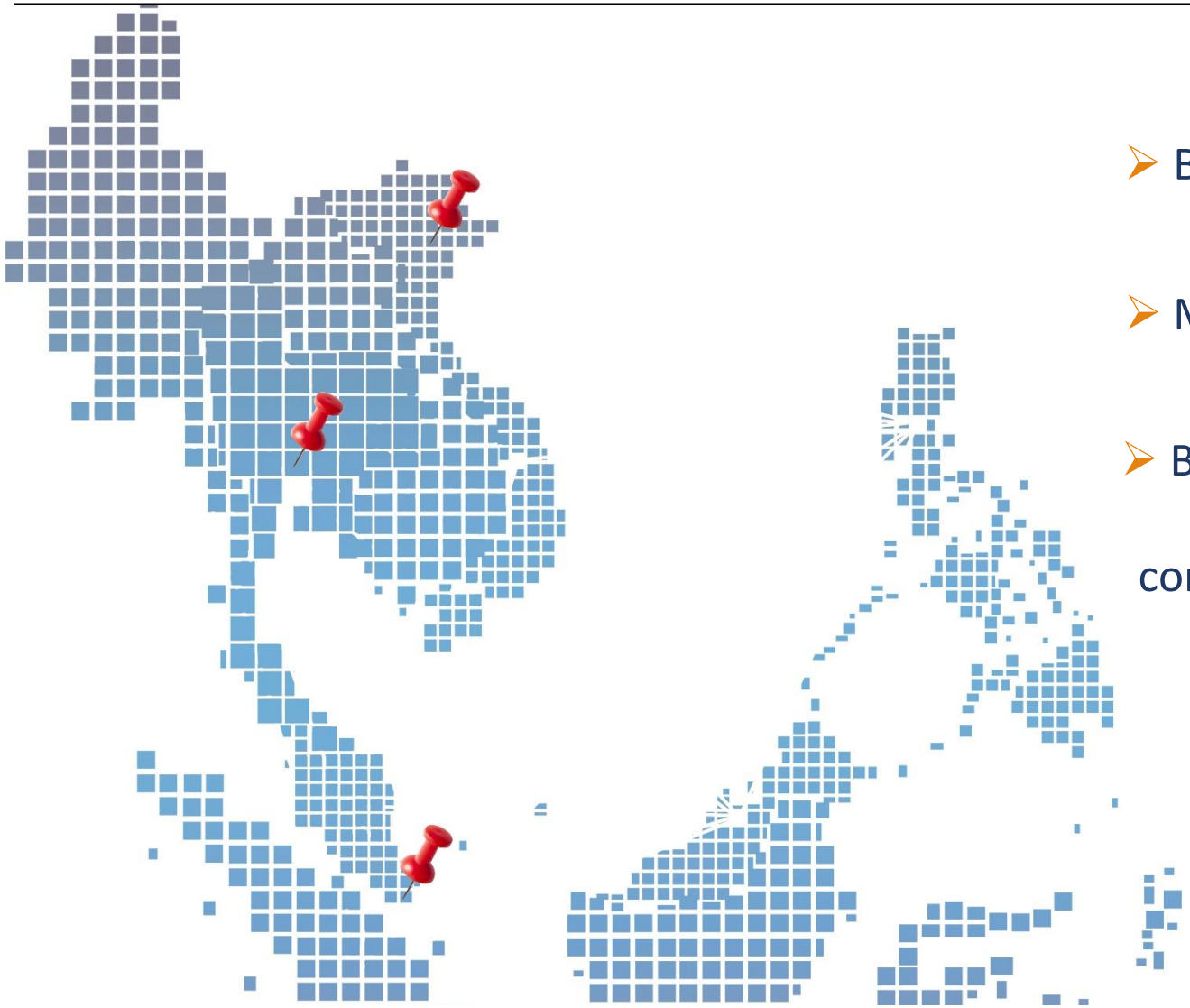
STRATEGIC RECOMMENDATIONS



- Be present and know the context
- Map and explore synergies
- Build relationships, always considering local context

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THE EXPERIENCE

LA MECCANICA SRL in Thailand: great opportunity and initial obstacles

1. Bangkok = Hub for Asia-Pacific
2. Top players BETAGRO C.P.GROUP
3. 2016-2019: patience
4. 2019: deal CHIANG MAI UNIVERSITY 1964

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EXPLORING SYNERGIES & NEW OPPORTUNITIES (1)

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EXPLORING SYNERGIES & NEW OPPORTUNITIES (2)

The $ 6.8 billion 3-airport rail link project

C.P.GROUP

FERROVIE DELLO STATO ITALIANE

ITALTHAI

salini impregilo

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COMMUNICATION & TIME

Time: the key factor to doing business in Vietnam

Prof. Claudio Dordi

- Medium / super-short term
- Linear / inputs
- Main challenge
- Presence (also from Italy)

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CONCLUSION

- **Know the context**
- **Invest in solid relationships**
- **Presence and patience to build trust**
- **Do not underestimate entry and operating costs**
- **Map and explore synergies (in particular with Italian companies already present)**

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Thank you!

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