

# GCLN country presentations

Vietnam

By: Nguyen Quang Vinh, MBA  
The Office for Business Sustainable Development(SD4B)  
16 June 2008, Korea

# About the network

- Focal point/coordinator: GC Vietnam Network Office located at Vietnam Chamber of Commerce and Industry (VCCI)
- Mission: To promote CSR via ten principles of the GC in Vietnam.
- Vision: To integrate ten principles of the GC into the business practices in Vietnam
- Goal for 2008-2009: Set up and operate the Network
- Number of member companies: 15
- Main source of income: International organisations and businesses

# Past activities 2007-2008

- Activity and date:
  - Launch of the Network in October 2007
  - Seminars/Workshop
  - Promoting awareness raising materials
- Key results and lessons learned:
  - Involve a number of businesses
  - Awareness raising takes time

# Planned activities 2008-2009

<p>High</p> <p>Cost</p>	<ul style="list-style-type: none"> <li>■ Initiate and facilitate the GC innovative partnership</li> </ul> <p>Priority IV</p>	<ul style="list-style-type: none"> <li>■ CSR promotion via integrating the principles of the GC into business practices of the members companies</li> </ul> <p>Priority II</p>
<p>Low</p>	<ul style="list-style-type: none"> <li>■ Awareness raising on the GC among the stakeholders</li> </ul> <p>Priority III</p>	<ul style="list-style-type: none"> <li>■ Operation of the GC Vietnam Network</li> </ul> <p>Priority I</p>
		<p>Low</p> <p>Benefit</p> <p>High</p>

# Network SWOT

## Internal aspects (GCLN)

## External aspects (market)

<b>Strengths</b> <ul style="list-style-type: none"><li>■ Right partner/coordinator</li><li>■ Wide network</li><li>■ Support of the Government</li></ul>	<b>Opportunities</b> <ul style="list-style-type: none"><li>■ Key sustainable development initiative that promotes CSR and GC in Vietnam</li></ul>
<b>Weaknesses</b> <ul style="list-style-type: none"><li>■ Low awareness level of the business</li><li>■ Lack of experience</li><li>■ Fund raising/sustainability</li></ul>	<b>Threats</b> <ul style="list-style-type: none"><li>■ Inactive participation of the businesses and other stakeholders</li><li>■ Overlapping with other SD initiative</li></ul>