2026



INITIATIVE: COUNTRY PROMOTION PARTNER (CPP)

Arches

Custom Research and Consulting

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[1] Background

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[1.1] About Arches Global – An Expert Insights Sharing Network

- Aches Global was started from 2019 and provides Expert Network as the core service.
- With **200,000+ Experts worldwide** from multiple industries and an internal global research team, Arches helps businesses across the world in gaining **in-depth market intelligence** to support decisions for new market expansion or current business calibration and enhancement.



8 Offices

200,000+ Experts

- Arches **custom solutions** include all research types and support for all demands throughout business cycle:

Market Research Market Intelligence	Flexible, small to large scopes: ▪ Market Intelligence, Data Collection ▪ Feasibility (Quick sense-check) ▪ Competitor Analysis ▪ Local Market Review ▪ Market Comparison / Expansion	**Arches' own services**
Business Matching	▪ Arranging online / offline meetings or business trips with local potential partners (suppliers, distributors, customers etc.)	
Staffing / Head-hunting	▪ Head hunt: Full-time positions in Japan, Hong Kong, Singapore. ▪ Project-based researchers / experts.	
Organizational / Business Structure	▪ Company structure, compliance advisory ▪ Business set up and operation (certificate, office / factory set-up, payroll, HR, accounting etc.)	**Through partners**
Business Consulting / Advisory	▪ Reputational Due Diligence ▪ Go-To-Market plan ▪ Customer Experience ▪ Operational Management	
Investment Deals *(under development)*	▪ Connecting Investors and Investees / facilitating potential projects.	

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[1.2] Helping Market Entry – Vietnam Is Among Great Destinations

- Vietnam is one of the biggest operational hub of Arches. Understanding Vietnam's huge potentials and the currently critical phase for new investments, Arches worsk actively to propagandize Vietnam market and foster foreign businesses to come and settle here.

Vietnam's Prospects

- **Good Track Record:**
  - Avg. 7% - 8% growth rate, highest in the region.
  - Aiming for 10% until 2030.
- **Stable Political Jurisdiction:**
  - Steady environment for businesses to run in the long-term.
- **Important Gateway In The Region and The Globe:**
  - Located in the heart of SEA, next to China.
  - Have direct maritime routes to EU, US West Coast.
  - Have 2 world-class deep-water ports + plan 2 international transshipment mega-ports.
- **20+ Multilateral / Bilateral Trade Agreements:**
  - With 60+ key partners across the world, including CPTPP, EVFTA, UKVFTA etc. Continue to negotiate for joining others.

Vietnam is a good place to open business in long term 15-20 years.

NOW = Critical Timing

Next phase is ambitious yet challenging for Vietnam:

- **Global & Regional Factors:**
  - US-China trade war: accelerating global supply chain decoupling.
  - China's outbound expansion: more aggressive to counter US tariffs and saturated domestic market.
  - New competitor emergence: India, Malaysia, Indonesia etc. as new destinations for investments and manufacturing plants.
- **Internal Factors:**
  - No longer low-labor cost.
  - Golden population is closing – only 10 years left.
  - Mainly considered as assembly hub, not yet with ready ecosystem for mid/upstream layers. Need huge investment and more foreign players to form domestic clusters.

Vietnam is putting great efforts to get passed the threshold, improve competitiveness and create and keep more value.

Vietnam: Constantly New Moves

- **New Policies & Regulations With Big Focus On Economic Growth, FDI and Key Sectors**
  - AI / Digital Economy, Green Tech, Advanced Semi-conductor Manufacturing.
- **Aggressive Administrative Reform:**
  - Merged provinces, government agencies and reduced system size for lighter, efficient management.
- **Putting Micro Private Sector Into Scheme:**
  - Enforcing stricter operational and tax compliance – sacrifice short-term friction for more structured, scalable domestic businesses.
- **VIFCs and Market Upgrade:**
  - Launching new VIFCs in HCMC and Danang and deploying regulatory sanboxes to turn Vietnam to an alternative financial node to Singapore.

Foreign businesses need prior-knowledge and fast, timely updates.

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[2] Arches New Initiative:
Calling For Country Promotion Partners (CPP)

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[2.1] Country Promotion Partner (CPP)

Purposes:

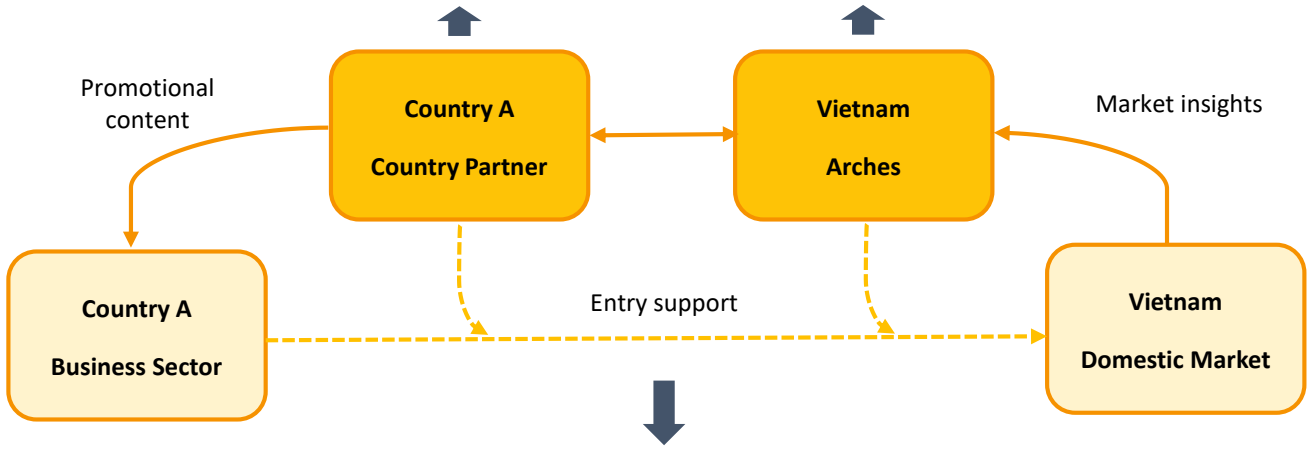
- **Find strategic partners in each country / market:**
  - Work with Arches to produce relevant content promoting awareness about Vietnam's potential and business ready mindset preparation before coming here.
- **Create 2-head bridge between Vietnam – Country A:**
  - Spread that promotional content among businesses / companies from Country A.
  - Continue to update latest knowledge, practices and opportunities and advise for those with interests in Vietnam.
- **Collaborate, support businesses from Country A to Vietnam:**
  - Provide support / services to help businesses from Country A to enter Vietnam, including but not limited to: market entry, feasibility, market intelligence, connecting partners, fulfilling regulatory and administrative processes, GTM plan, business set-up, marketing strategies etc.

Roles:

- Share insights about country A: priority sectors, expectations/barriers going overseas & Vietnam.
- Help Arches review and tailor the content most relevant to business communities in country A.
- Spread content among business communities / associations / organisations; actively approach and attempt to bring businesses to Vietnam.

Roles:

- Gather insights about Vietnam market, foreign businesses in Vietnam, latest government policies industrial status etc
- Work with CPPs to produce content (articles, videos, webinars etc) illustrating Vietnam potentials and guidebook for foreign businesses wanting to enter Vietnam.



Benefits:

- Promote about each one's expertise, experience and services on social media and among business communities.
- Provide each one's services when there are potential businesses with relevant needs; to support them consider entering new markets.
- Earn referral incentives (~10% to 20% of the net revenue) when introducing new clients / projects to the other party.

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[2.2] Promotional Content (tentative)

Topic		Main content
Article 1: **Macro Case & Opportunities**	a. Macro Overview	• Diplomatic Anchor: Highlight highest tier bilateral relation status between 2 countries. • Commercial Reality: Bilateral trade baseline figures.
	b. Country A's footprints in Vietnam	• Current picture: total number of enterprises in Vietnam, revenue, growth, breakdown by sectors / areas etc.
	c. Conclusion and CTA	• Highlight: Outbound Push Factors + Vietnam Pull Factors --> Strategic Ambition + Economic Model: where and how Vietnam can become a good destination for companies from country A to establish and settle down.
Article 2: **Tactical Execution & Sector Playbook**	d. Sector Deep-dive	• Identify 4-5 sectors where Country A's core strengths align with Vietnam's national development goals. • For each sector: highlight overall Vietnam market demand and map with Country A's strengths and opportunities.
	e. Practitioner Insights & Market Access Playbook	• Qualitative anecdotes from established Country A firms currently operating in Vietnam. • Practical matrix addressing real-world pain points reported by foreign firms
	f. Conclusion and CTA	• Outline Market Entry Roadmap and how Arches / Partner can support in each step.

Subject to customize upon discussion with CPPs to ensure the best match with the local business from Country A.

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[2.3] Expected Partner Profile

We are looking for CPPs:

- Any Country is welcomed – opportunities and synergies are always there to explore.
- Can be either based in Vietnam or the other country.
- Good access with business sectors from the other country, such as:
  - Local business communities
  - Professional associations
  - Trade promotion agencies
  - The Consulates (from either country) etc.
- Proficient knowledge and insights about the other country's market:
  - Core capabilities and prioritized industries
  - Expectations of their businesses when expanding overseas
  - Pain points / barriers when entering or doing business in Vietnam (if any).
- Partners providing any similar or supplementary services to Arches are welcomed.

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[2.4] Potential Countries

Based on FDI flows into Vietnam, can start with (but not limit to) these countries:

- Singapore
- Korea
- China
- Hong Kong
- Japan
- Taiwan
- Turkey
- Netherlands
- US
- UK
- Thailand
- Malaysia
- Luxembourg
- Germany
- Switzerland
- India
- Canada
- Denmark
- France
- Poland
- Australia
- Finland
- Indonesia
- Brunei

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[2.5] Arches Contact



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Graduated from

Bachelor's: Hanoi National Economics University, Department of Finance and Banking

Work History

B&Company Vietnam, Market Consultant & Research Manager

Infocus Mekong Research, Research Manager

Vietnam E-commerce Association, Office Member Coordinator

Past Experiences

Hoang has 10 years doing market research in Vietnam, supporting both foreign and domestic businesses to identify market feasibility, market entry and connect them with potential stakeholders and partners.

He is well versed with various research methods, including desk research, expert and consumer interview (qualitative and quantitative) and combining them in validated, insightful reports, including market / competition landscape analysis, commercial due diligence, business plan review, corporate intelligence, customer survey, and other strategic planning support. Hoang has profound experience serving big clients in multiple sectors: finance / banking, FMCG, retail, home appliances, real estates, education, NGO and consulting firms.

At Arches, he provides consulting solutions and strategic support for clients' expansion to Vietnam and SEA markets.

Language

Vietnamese (Native), English (Business).

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