

Over the past few years, Bosch has rapidly grown to become one of the biggest German investors in Vietnam in sales, manufacturing and R&D.



Bosch Vietnam Managing Director Vo Quang Hue (right, front row) receives the "high-tech status" certification from Deputy Minister of Science and Technology Tran Viet Thanh

The company is well-known for foreign investment, operating in the field of high-tech and business solutions. In July this year, Bosch received the high-tech certificate from the Vietnamese government, which marked another milestone of Bosch in the country.

"This is a great achievement for Bosch that emphasizes its efforts of positive business development and underscores that Vietnam is one of the company's key locations in the region. This will facilitate our continuous expansion and investment in Vietnam," said Vo Quang Hue, Managing Director of Bosch Vietnam Co., Ltd.

He added that despite the generally difficult year 2013 for the economy in Vietnam, Bosch still grew positively, experiencing strong double-digit growth in Vietnam in 2013.

Bosch currently has two R&D centers in Vietnam, the first one established in 2010 functions in software and engineering, the other center was established in July 2014 for automotive technologies. The new center will initially focus on Computer-Aided Design (CAD), simulations, application engineering, and testing of automotive technologies.

Hue said, "We remain confident of Vietnam's role being a strategic hub for our high-tech manufacturing and R&D activities in the Asia Pacific, according to Bosch's strategy which is 'local for local,

BOSCH

commits to long-term investment in Vietnam

◀ BY PHUNG MY

region for region'".

"The healthy growth of sales in Vietnam proves that we have been focusing our investment and business activities in the right direction. Bosch plans for long term investments in Vietnam. By which, Bosch is delighted to receive strong support from the Vietnamese government," Hue added.

As the successful German company model in Vietnam, Bosch has shared the aim of supporting the Vietnamese education system in order to invest in and develop local talents, which is supposed to emphasize the strategic partnership between Vietnam and Germany in various areas, especially supporting the educational system.

"Hence, investing in developing the educational system of Vietnam also

brings much potential for Germany businesses," Hue assessed. "The Technical Industrial Apprenticeship (TGA) center was established to introduce German vocational training standards into Vietnam. Through the program, Bosch aims to contribute to the development of a skilled local technical workforce for Vietnam. The apprentices will have free training while receiving a monthly salary, allowance and other benefits from Bosch in accordance with the company's policy. After finishing the course, graduate apprentices will be awarded two certificates issued by the German Industry and Commerce (GIC/AHK) and the Vietnamese school LILAMA2 Technical & Technology

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the Pasteur showroom in Ho Chi Minh City. A body and paint workshop in Hanoi was renovated in August to cater growing demand of Northern customers. Besides, we are Rolls Royce service facilitator in Ho Chi Minh City.

"We continue to study and introduce new brands, products, services to the market, and have a project to expand our network in the central region," revealed Herdtle.

Keys to success

According to Herdtle, the brand's successful strategy is expanding product portfolio, with "Made in Germany" quality to accommodate various customer demands ranging from sedans to coupe, gran coupe, convertible, roadster and X models. Exceeding customer expectation in after-sales service and CRM is also key focused for years with: Expand services capacity in Hanoi; 24/24 Valet parking service in the city center for BMW & MINI, and 1.5 happy hour fast lane service, among others.

"We are also permanently conducted customer survey to improve high customer satisfaction rating. Euro Auto is convinced that we will be even more successful than before based on our experienced team and our exciting cars. On the special occasion of the coming Christmas and New Year, we also support customers who want to purchase their dream car, via a year-end promotional campaign," he stressed.

"This year, Euro Auto proudly provides the opportunity to redeem US\$20,000 when buying BMW or MINI from October 9 to December 29 in our latest promotion campaign," Herdtle added.

He concluded, "Our expectation is to speak, listen, network and get new concepts and solutions for a sustainable future. And the upcoming APK 2014 is the good opportunity for BMW as the Gold Sponsor for this event to send message to customers. ■

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College. They will also be given priority for job placements with Bosch Vietnam".

Besides, Bosch has also cooperated with other organizations such as Saigon Times Foundation (STF) with "Nhat Nghe Tinh" - an annual scholarship program for vocational schools. Moreover, the company has sponsored the "Nhat Nghe Tinh vocational bookcase" in order to support the publication of three books on electrical engineering, mechanical engineering, and automotive technology for Vietnamese students. Bosch has also sponsored equipment for Cao Thang College of Engineering in Ho Chi Minh City, the Hanoi College of Vocational Industry and Da Nang College of Technology as well as created many opportunities for internships and collaborated in scholarship programs.

He believes that investing in

education is one of the best ways to commit to the long-term investment in Vietnam. "We are happy that Bosch was mentioned by Prime Minister Nguyen Tan Dung during his recent visit to Germany, as a good example to promote the theoretical-and-practical training model in Vietnam that our government supports and encourages."

"We look forward to the upcoming visit of Sigmar Gabriel, Minister for Economic Affairs and Energy and Vice Chancellor of Germany. In a nutshell, during the coming visit of Minister Gabriel, I sincerely expect that both sides increase affiliation in vocational training, labor affairs, education and training and science and technology. Bosch and other German companies will have more opportunities in reaching agreements during discussions," Hue said.



Bosch has been present in Vietnam since 1994. In April 2008, it set up the wholly-owned subsidiary, Robert Bosch Vietnam Co., Ltd. in Ho Chi Minh City. From July 2014, the company was merged into the Bosch Vietnam Co., Ltd. with its head office located in Dong Nai Province. Additionally, Bosch currently has three further locations in Vietnam: an office in Ho Chi Minh City, in Hanoi, and one in Da Nang City. Bosch also has a manufacturing plant pushbelt in Dong Nai Province and two R&D centers for software engineering and automotive technologies. It is planned that German Federal Minister for Economic Affairs and Energy Sigmar Gabriel will visit Bosch in Dong Nai Province during his visit to Vietnam to attend the APK 2014. ■



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