

VIETNAM MEDIA INCREASINGLY EYES ICT ENTERPRISE INVESTMENT

This research aims to provide a review of investment activities across Information and Communications Technology (ICT) enterprises as reported in Vietnam media. It illustrates a key investment trend in Vietnam and resulting expansion of the sector. The research filtered over 11,000 articles on mainstream media (print, broadcast and online news) from August 2014 to August 2015, and is based on Isentia's Mediaportal platform.

THE RISE OF VIETNAM

In recent years, Vietnam has often been cited as a rising star, after China, to become the next global hub of technology and IT development. It is therefore not surprising that many of the expansion plans and growing investment activities by ICT enterprises are increasingly covered in Vietnamese media.

From Aug 2014 to Aug 2015, ICT industry investment coverage played an important role in the corporate communications of ICT companies. Volume of investment news shows a steadily increasing trend – from around 20% in 2014 to approximately 30% in 2015.

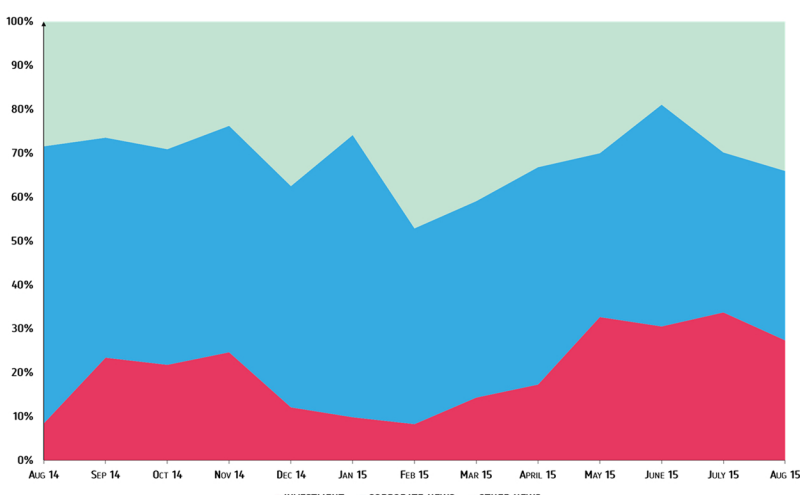


Figure 1: Investment coverage as a percentage of total ICT industry's Corporate Communications

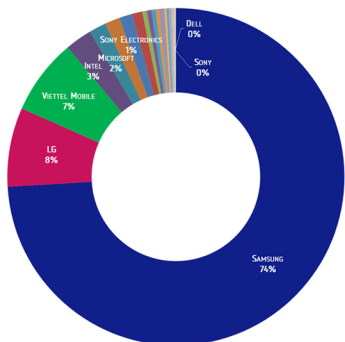
“Vietnam has become the world's production base for Intel, Microsoft, Nokia, Samsung, and LG”

– Vietnam Investment Review, “Courting foreign investment for a strong economic outlook”, 31 August 2015

Many IT giants noticed the promising future of Vietnam and shared their expansion plans in the country where Korean enterprise Samsung has received far and away the greatest volume of investment news during our year on year analysis. Alternatively, Japan brought about the highest number of investing companies including Hitachi, Panasonic, Toshiba, and Canon. Several global IT giants, namely Microsoft, Intel, and GE also strengthened their investment in Vietnam.

The Top 5 foreign ICT companies, as measured by volume of investment news across the Vietnamese media, were Samsung, LG, Intel, Microsoft, and GE, with Samsung receiving 74% of total related news. Samsung has specifically aimed to be the #1 national investor in Vietnam and is diversifying its activity into multiple industries including projects such as Thermal Power Plants and construction of Long Thanh Airport.

Viettel is a domestic telecommunications firm making news for their overseas investments in countries such as Laos, Cambodia, Haiti, Mozambique, and Nepal. Likewise, FPT, the largest IT services group in Vietnam, gained much coverage for its investment expansion in Singapore.



- Samsung
- LG
- Viettel Mobile
- Intel
- Microsoft
- General Electric
- Sony Electronics
- Panasonic
- Google
- Apple
- FPT
- Hitachi
- Lenovo
- Siemens AG
- Yahoo
- IBM
- Canon
- Motorola
- Mobifone
- Nokia
- Dell
- Sony

Figure 2: ICT giants shared their investment expansion plans in the media

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KEY STORIES ABOUT INVESTMENT OF ICT ENTERPRISES

The following stories were identified as key media articles representing trending topics.

TOPIC	TOP INVESTMENT TOPICS FROM ICT INDUSTRY
1	Expansion of investment into Vietnam
2	Establishing new production/manufacturing in Vietnam
3	Establishing support industries for suppliers in Vietnam

Topic 1: Expansion of investment into Vietnam

The most notable and most discussed stories came from Samsung.

- > “Samsung Display invests additional US\$3bn in Bac Ninh”
- > “Samsung is investing US\$3bn for a new smartphone factory in Thai Nguyen”
- > Samsung invests a \$1 billion micro-electronics project at the Saigon HiTech Park
- > “LG opens 4th OLED factory”
- > “LG has launched a \$1.5 billion factory in Trang Due Industrial Park in Haiphong”
- > “Samsung, LG, Foxconn, Fujitsu, Canon and Panasonic have built their manufacturing plants in Vietnam”
- > “Dell to further invest in Vietnam”
- > “General Electrics plans to expand investment in Vietnam”
- > “Panasonic inaugurated its 5th factory in Vietnam”
- > “Panasonic planned for producing all scanners in Vietnam from 2015”
- > “Microsoft will build its second-largest smartphone factory in Bac Ninh”
- > “Intel invests \$1 - billion factory located in Saigon high-tech park”
- > “GE is a highly-committed foreign investor in assisting the Vietnamese clean energy sector”
- > “GE is becoming a long-term partner for the sustainable development of Vietnam”
- > “Google confirms long-term investment in Vietnam”

Topic 2: Establishing new production/manufacturing in Vietnam

Microsoft led the trend of this story in the media.

- > “Microsoft leads the wave of moving their factories to Vietnam and fires thousands of workers in China”
- > “Microsoft plans to transfer its manufacturing plants from other countries to Vietnam”.
- > Microsoft picks Vietnam for smartphone production
- > “Intel is transferring to Vietnam new technology products from places like Costa Rica”;
- > “Intel has announced that it is planning to relocate part of its production facilities in Malaysia and China to Vietnam”
- > “Intel is building the second CPU production line in Vietnam”
- > “LG shifts TV production in Thailand to Vietnam”
- > “Hitachi, Sony, Panasonic and Toshiba plan to shift their production from China to Vietnam”
- > “Samsung will also move more than 20,000 metal rolling mills to Vietnam”

Topic 3: Establishing support industries for suppliers in Vietnam

- > “Development of Vietnam's Supporting Industry” attracted many enterprises to seek suppliers
- > “Samsung holds supporting industry workshop in Hanoi”
- > “Canon Vietnam wants Vietnam to strongly develop support industries to make it possible for Canon to increase the localization rate”
- > Canon seeks to invest even more heavily in the local market

Vietnam has become an attractive destination for many IT and technology development enterprises over the past few years. Most of the investment reflects expansion of existing operation and the shift of production lines from other locations into Vietnam. Some companies have also started diversifying their investments into different industries. To the benefit of Vietnamese workers and the economy at large, the steady increase in ICT investment related coverage is good news indeed.

About Isentia

Isentia is Asia-Pacific's leading media intelligence company, providing over 5,000 clients with information, analysis and advice 24/7/365. Isentia has more than 1,100 employees across 15 countries filtering information from over 5,500 print, radio and television media outlets and over 250 million online conversations per month. Our talented people, innovative search technology, comprehensive coverage and expert research provides the tools and insight to allow our clients to manage media relationships effectively, track and analyse issues of interest across all media, and discover and share valuable insights that drive smarter decisions.