

Survey Report

THAI BUSINESSES PERSPECTIVE in Vietnam

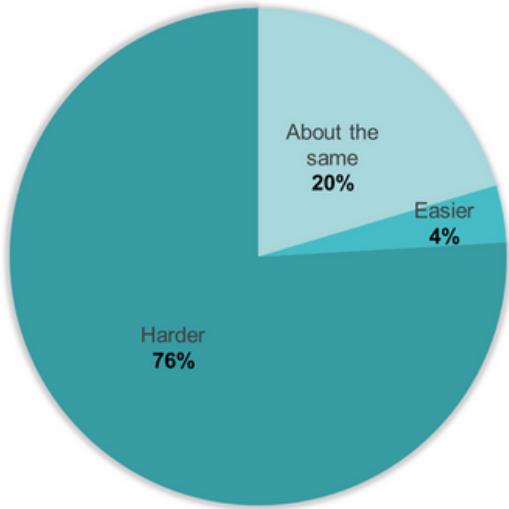
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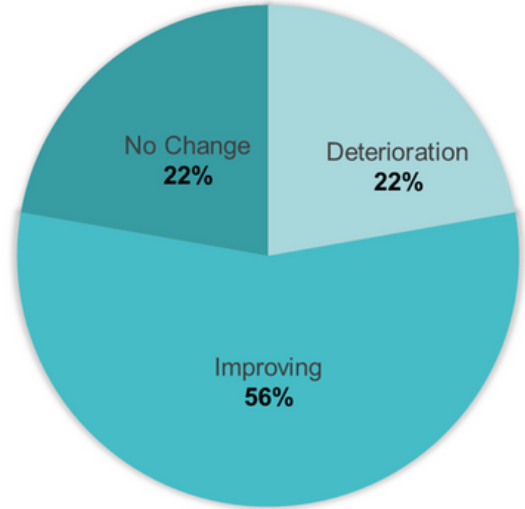
The survey has been received from 54 responses, from ThaiCham members in Vietnam under all kinds of industries. Most of them are 100% FDI and has been operating in Vietnam for more than 10 years.

- 76% views find that it is more challenging to conduct business 2023 in Vietnam than 2022 and 56% of respondents are more confident in the continuous development in Vietnam's macroeconomic prospect in 2024. 63% of the responses express a "positive" view on long-term expectations for Vietnam.
- In term of business climate in previous quarter, 44% views consider it as moderate. Most of the respondents have a neutral view with their companies' business outlook for upcoming quarter with 26% for "good"; 52% for "moderate" and 2% for "outstanding".
- For the headcount/investment in 2024, 46% respondents share that they plan to keep the same level for their companies. Vietnam's business sector is still poised for growth with 39% plan to increase their investment to expand their business, of which 7% for "significant increase" and 32% for "moderate increase".
- **"Domestic demand slows down", "Raising input cost", "overseas demand slows down"** and **"global geopolitical concerns"** are key risks may affect to their business which are chosen by 23%, 18%, 18% and 14% of participants in respectively.
- The respondents believe that four key components of a road map for Vietnam's sustainable growth include **"Governmental measures (e.g., update regulations, investment promotion)"** (33%), **"Sustainable growth required investment in infrastructure"** (27%), **"Vietnam should focus in ESG and circular economy"** and **"Continued investment in education and training to support digital economy expansion"** are equal at 20%.
- **"Periodic briefings on market and economic situation from experts", "Advocacy for the business environment and sector/company", "Committee meetings"** and **"Weekly email updates"** are the most preferable Chamber's activities... which were chosen by 29%, 22%, 18% and 12% of participants in respectively.

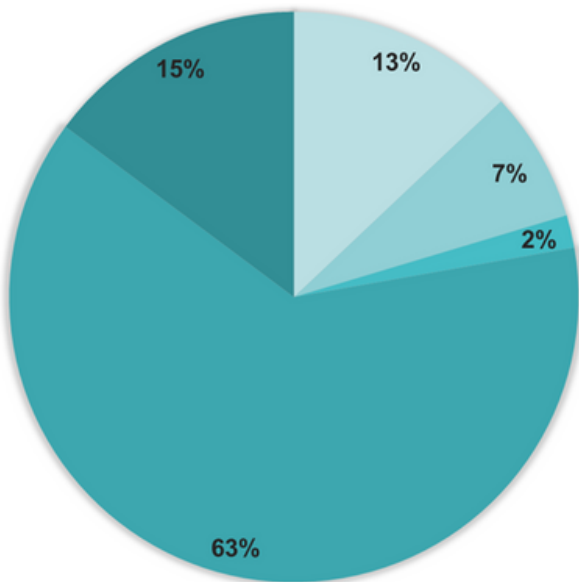
1 Comparing this year to last, is it easier or more difficult to conduct business in Vietnam?



2 How do you evaluate Vietnam's macroeconomic prospects for the next year?

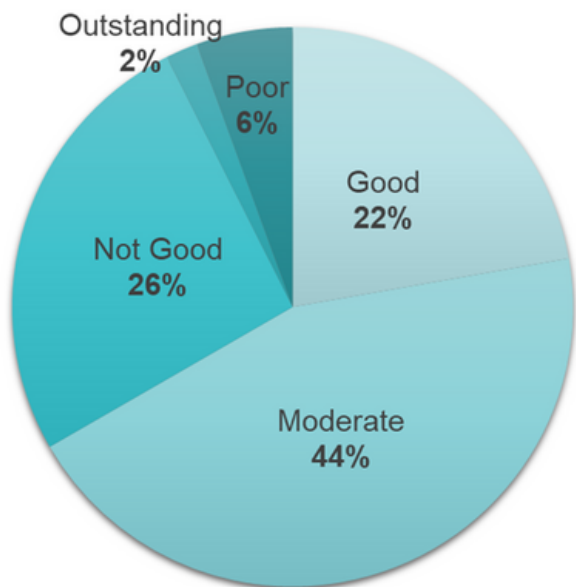


3 What are your medium to long-term expectations for Vietnam as an investment destination?

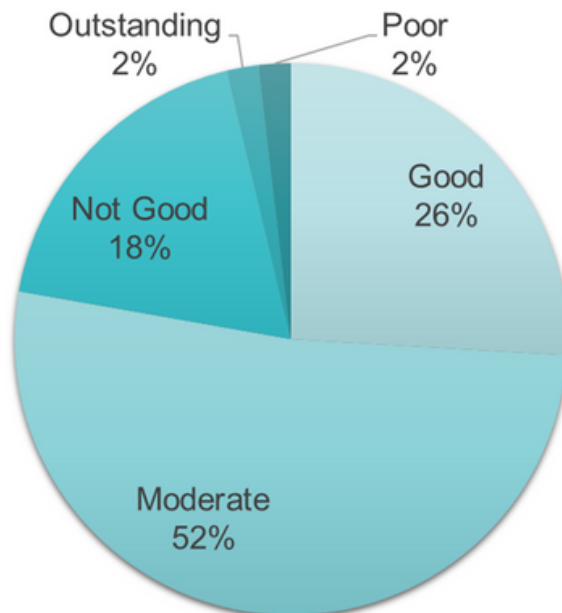


- Fairly optimistic – will remain, although fresh investment may be targeted elsewhere
- Mixed – will remain, but will relocate some production.
- Negative - Vietnam investment withdrawal/cancelation
- **Positive - intent to remain and possible expansion/investment**
- Positive outlook; currently planning to expand/investment

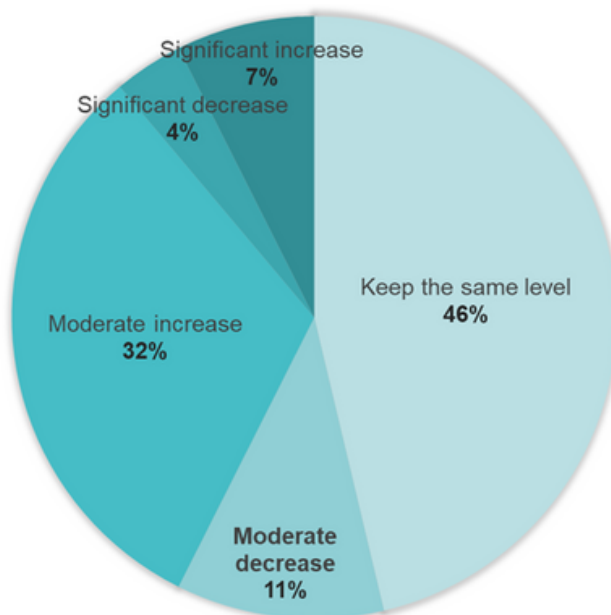
4 What was your company's business climate in the previous quarter?



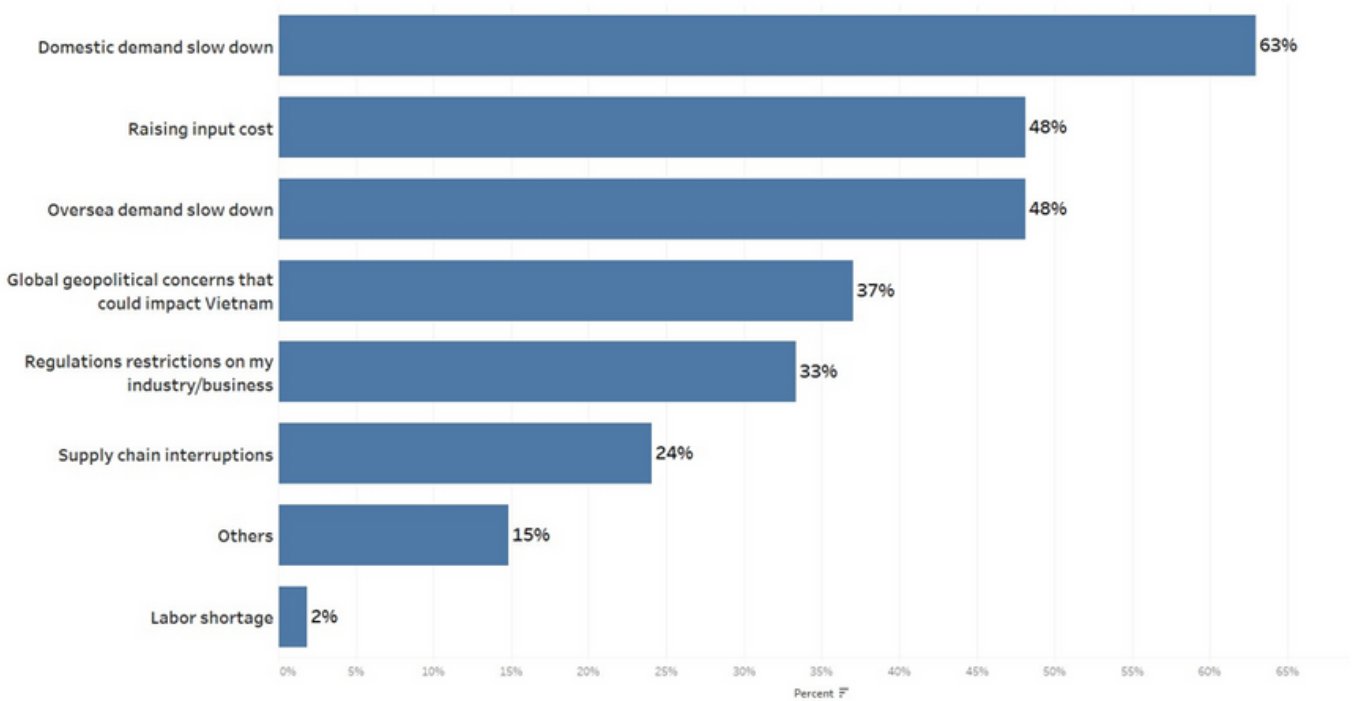
5 What is your company's business outlook for the upcoming quarter, based on the performance of your business in recent quarters?



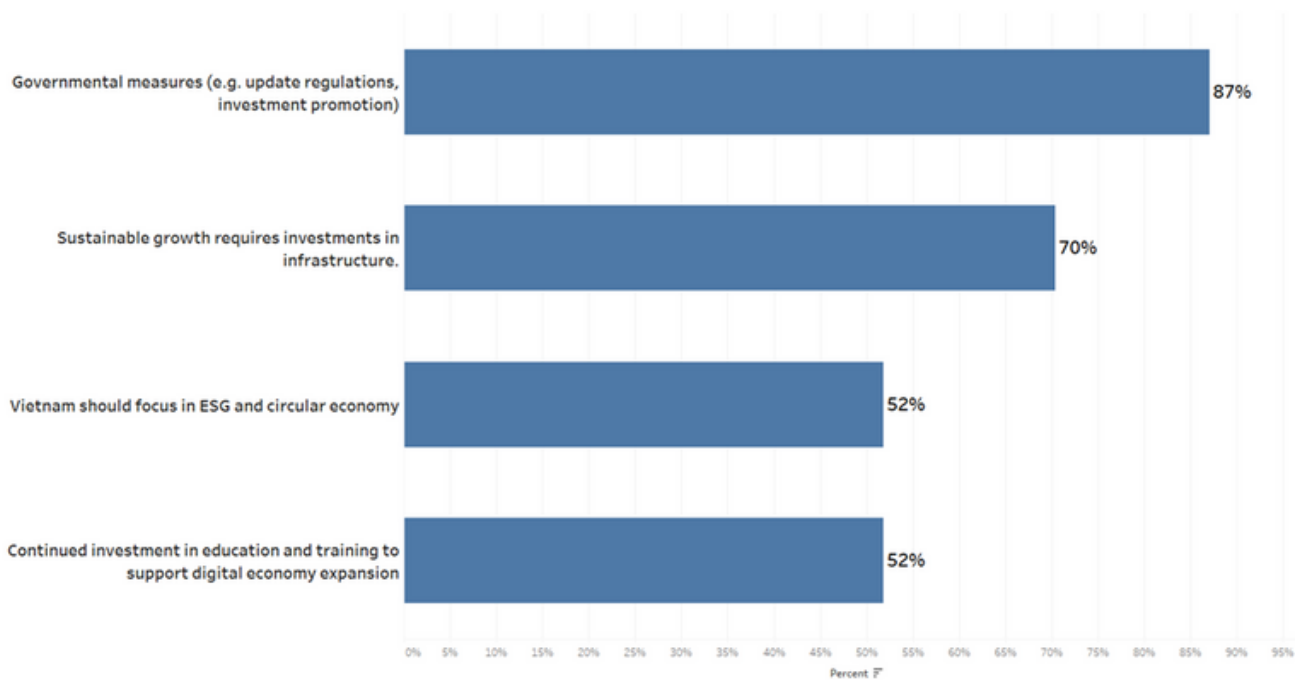
6 What are the headcount/investment and revenue projections for the upcoming year?



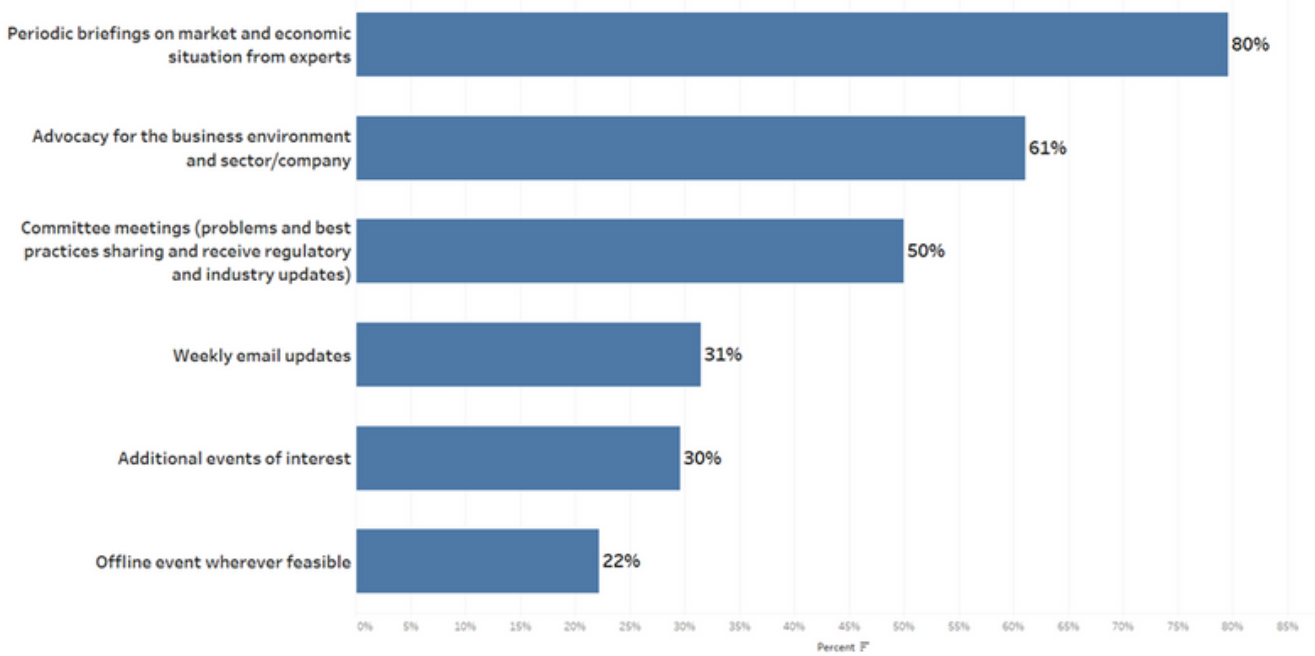
7 What are the primary factors/risks that are now limiting your operations?



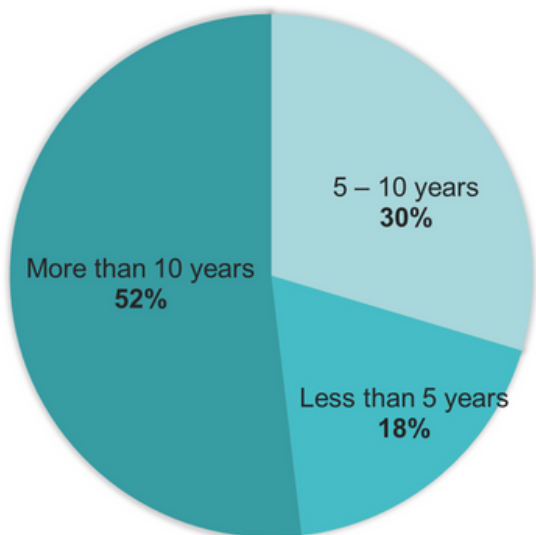
8 What do you believe will be the primary components of a road map for Vietnam's sustainable growth?



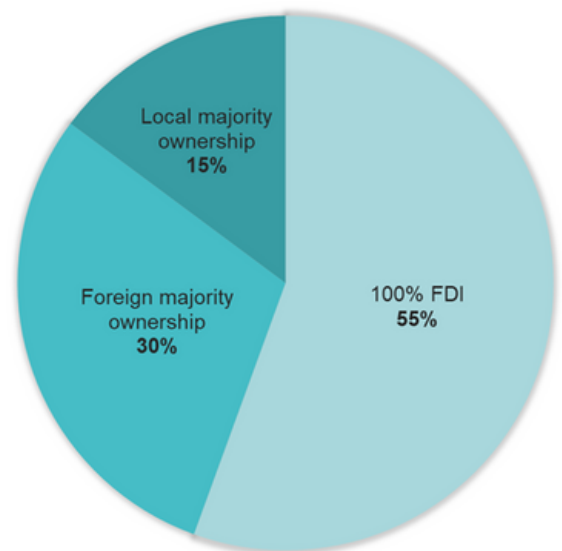
9 Which Chamber communications, advocacy, events, and assistance do you now value the most?



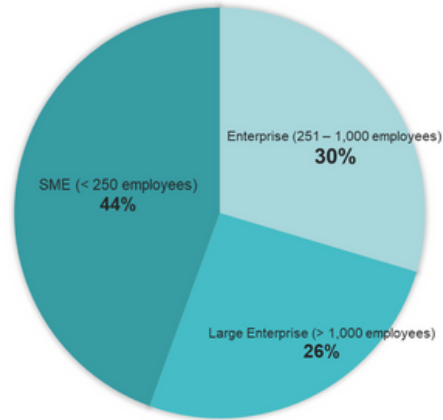
10 How long has your company been operating in Vietnam?



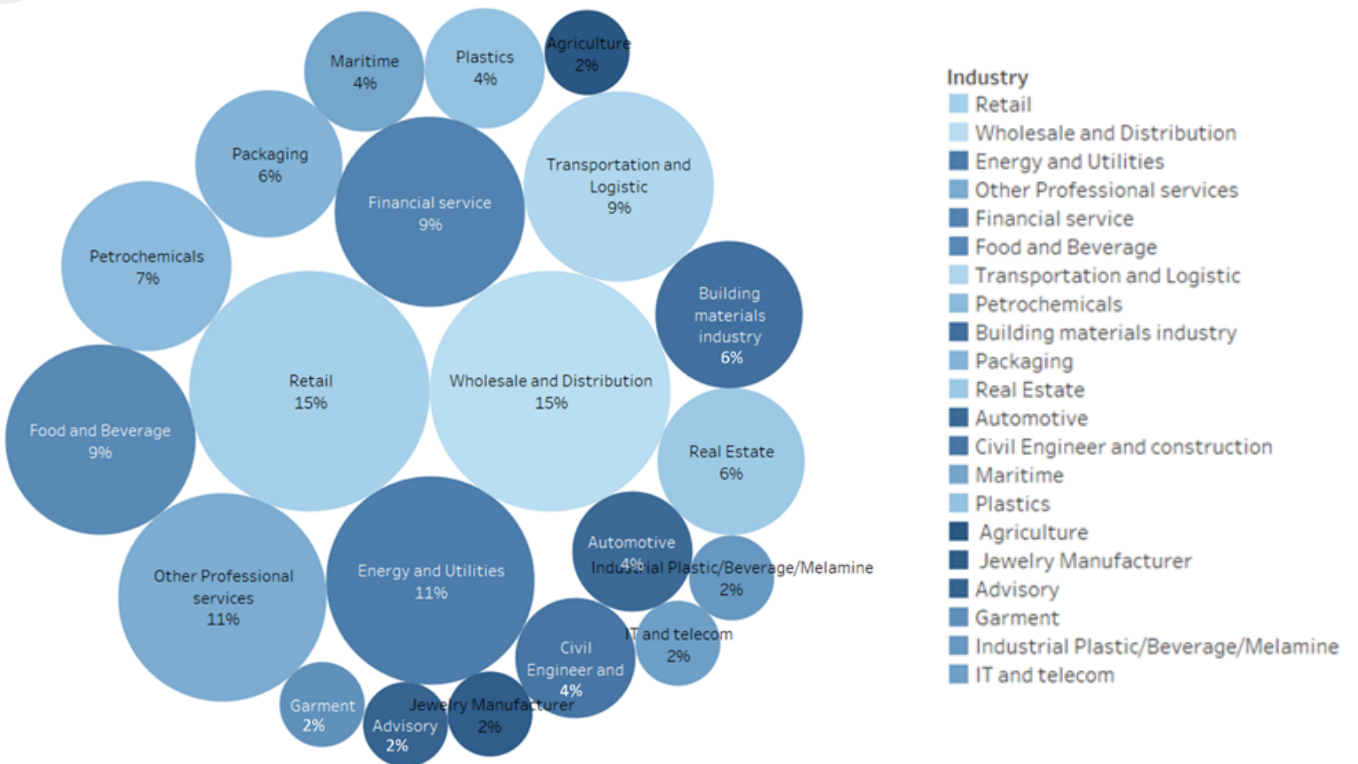
11 Nature of your company ownership?



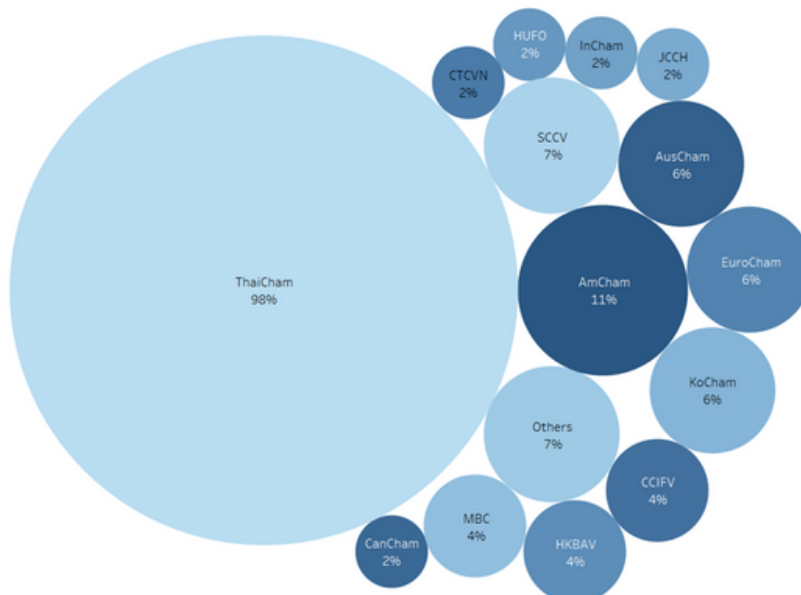
12 What is your company size?



13 In which industry do you operate?



14 Are you a member of any chamber/business association?



**THAI
CHAM**



Thai Chamber of Commerce and Industry in Vietnam

THANK YOU

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