AHK VIETNAM HEALTHCARE
SURVEY OF MARKET DEVELOPMENT PROGRAM 2020

Hanoi, 27 February 2020
1. About the Survey

The survey is conducted by the Delegation of German Industry and Commerce in Vietnam (AHK Vietnam).

**Method**
The survey was conducted online in January 2020, in collaboration with our German reputable associations, we invited German companies to participate in our survey.

**Participants**
39 German reputable companies in the healthcare sector participated in our survey.

**Purpose**
Our aim was to identify specific interests and needs of German companies while researching and entering Vietnamese healthcare market.

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**BRANCHES**
- Biotechnology: 70%
- Pharma: 17%
- Medical technology: 13%

**TYPES OF BUSINESS**
- **SMALL BUSINESSES**
  - 20% Companies with less than 20 employees
- **MEDIUM AND BIG BUSINESSES**
  - 80% Companies with more than 20 employees
2. German investment intentions in Asia and Vietnam

Doing business in Asia

- 86% of the respondents have stated, that they are doing business in Asia.

- Asia has attracted lots of German companies in the healthcare section.

Doing business in Vietnam

- 66% also have experience in doing business in Vietnam.

- German companies show huge interest for the Vietnamese market and intend to set up their businesses in Vietnam.
3. Market entry and Challenges in Vietnam

Market entry strategies

01 Branch establishment
02 Cooperation with local partners
03 Use contact points in Vietnam

Challenges

- Lack of knowledge of market entry: 54%
- Search for appropriate local partners, personnel: 37%
- Linguistic/cultural differences: 37%
- Contact local authorities: 43%
4. Healthcare services in Vietnam for German companies

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