

Signing Ceremony between Saigon Trading Group (SATRA) and Asiawide Franchise Consultants



The following is an extract of the speech of Mr. Dao Ngoc Tam, Trading Director, SATRA:

"As the world continues to globalize, and when market forces are felt strongly, a brand name then becomes a valuable thing of the company. Especially so in recent years, many Vietnamese companies have begun to acknowledge that a brand name is a competitive tool for them to compete in the world, and to internationalize Vietnam's economy

However, in a recent research conducted by the Saigon Marketing magazine and high quality Vietnamese Products Club showed that "A large number of Vietnamese organizations are weak in marketing and promoting their brand names". Many organizations assume that "Building of a brand name is a new issue, there is a lack of information about it; and there is a lack of training concerning this subject.

Besides this, even those organizations that are aware of the important role a company's brand play do not know how to promote their brand. They also do not know of any consultant agency which they can go to should they want to develop their business into a franchising model

All of the above-mentioned reasons have led us to believe that we should establish a professional consultant agency so as to build and promote the brand names and franchising in Vietnam, especially in Ho Chi Minh City where there is an urgent and necessary need.

Saigon Trading Group has a group of 50 subsidiary companies operating in a variety of industries and in many different sectors. More than half of them are already public-listed. In the Group, there are many successful brand names such as: Vissan, Cau Tre, Agrex SG, Artex, Savimex, Sadaoca, etc. These brands need to be promoted widely in foreign markets. In addition, there is a need for Ho Chi Minh City to "import" other well-known foreign names.

Asiawide Franchise Consultants in Singapore is a well-known company around the world which is specialized in franchising, with more than 20 years of real experience and more than 20 offices around the world. Asiawide Franchise Consultants' cooperation with Saigon Trading Group will improve the consulting activity for building and promoting local brand names, as well as increasing franchising business in Ho Chi Minh City. Through this cooperation, we wish to develop Vietnam to become an active player in the world.

That is the purpose of our ceremony today. On this occasion, I'm looking forward to a strong and lasting cooperation between Asiawide Franchise Consultants and SATRA.

Best wishes to everyone!"

西贡贸易集团 (SATRA) 与爱思威特许经营顾问的签约仪式



The following is an extract of the speech given by Albert Kong, Chairman/CEO of Asiawide Franchise Consultants:

"With an 86-million population a majority of which is below the age of 24, Vietnam has to be the next booming-economy which no businessman can ignore.

Asiawide Franchise Consultants feel very honored to be associated with SATRA. Together we believe that we can bring many benefits to the Vietnamese economy: examples - companies' expansion both domestically and internationally, higher productivity, stronger business operations, etc."



在 2008年8月8日早上8点, 时间精确地过了88分后, 一项美妙的签约仪式目睹了西贡贸易集团和爱思威特许经营顾问之间即将开始的密切合作关系。仪式在西贡贸易集团的SATRA大楼, 第12层楼举行, 而这栋楼就坐落在昂贵的胡志明市第一区, 越南。

SATRA主席Mr. Tran Van Thuan, SATRA 50间附属机构的董事和各界的媒体公司也目睹了这个仪式。

以下是Mr. Tran Thanh Nam, SATRA副董事的演讲摘要:

"首间特许经营公司踏入越南市场是将近20年前的事了。可是近几年来, 特许经营公司的数量显著上升了, 高达20%以上。根据某些经济学专家的推測, 在未来的几年, 这个百分比有可能增长到30%以上。

自从参加了国际贸易组织, 越南已成为外国特许经营公司营运的首选。

对于SATRA来说, 这是一件很庆幸的事, 因为我们已具备条件。我们拥有一群熟练的员工和许多外国留学生的员工, 足以应付这些新的特许经营活动所带来的新挑战。

经过一段漫长的时间来研究许多商务伙伴, SATRA终于做出决定, 跟位于新加坡的爱思威特许经营顾问合作。

今天, 我们签了合同之后, 我们希望在不久的将来和未来的几年能看到特许经营业务在越南与日俱增。

对于我们熟练的员工我有极大的信心, 并且有爱思威特许经营顾问经验丰富的专家们的协助, 我深信这是一个把SATRA带上更上一层楼的大好机会。

谢谢你们到来, 目睹这场盛事。"

以下是Mr. Dao Ngoc Tam, SATRA 贸易董事的演讲摘要:

"当世界继续全球化, 而市场力量也逐地被强烈感受到, 品牌固然成为公司的一件可贵事物。尤其近几年来, 许多越南公司渐渐地发觉品牌能成为它们在国际商业界的竞争用具, 以将越南的经济国际化。

然而, 根据最近西贡行销杂志所进行的一项研究和高质量越南产品俱乐部显示, 有大量的越南机构在为他们的品牌做市场销售与推销时都微不足道。许多机构都假设以为"建立一个品牌是个新课题; 对于这方面的资料不足; 和没有足够的培训来面对这个课题。

除此之外, 就算有些机构知道公司品牌扮演的角色非常重大, 他们也不晓得如何为他们的品牌做市场销售。其二, 假如他们有意愿把业务发展为特许经营模型, 他们也不知道去哪里寻找顾问代理。

以上所列出的原因促使我们相信应该建立一家专业的顾问代理, 以建造与推销越南的公司品牌和特许经营, 尤其在胡志明市, 这里有非常紧急与必要的需求。

西贡贸易集团旗下有50间附属机构, 运作的产业与商业地摊不计其数。超过半数已经上市, 本公司旗下有不少成功的品牌如: Vissan, Cau Tre, Agrex SG, Artex, Savimex, Sadaoca, 等等。这些品牌必须大量地向外国市场推广。此外, 胡志明市也有必要"进口"其他国外的知名品牌。

位于新加坡的爱思威特许经营顾问是个国际知名公司, 它的专长在于特许经营, 拥有20多年的实际经验, 以及在世界各地拥有20多间公司。爱思威特许经营顾问与西贡贸易集团的合作会改善对于品牌的市场销售与推销顾问活动; 也会增加胡志明市的特许经营业务。通过这项合作计划, 我们希望能把越南发展成为国际商业界的活跃市场之一。

这是今天该仪式的首要目的, 在此, 我盼望爱思威特许经营顾问和SATRA之间的合作会是牢固与持久的。

祝大家!"

以下是江进兴先生, 爱思威特许经营顾问主席/执行董事的演讲摘要:

"越南一拥有8亿6千万个人口, 而大部分人口的年龄介于24岁以下, 必定是下一个经济蓬勃的商场, 没有商人应该忽略她的发展。

能和SATRA成为合作伙伴是爱思威特许经营顾问的荣幸。我们相信我们的合作能为越南的经济带来许多利益; 如: 一公司在国内与国外的业务扩展, 提高工作效率, 更强的商业运作, 等等。

SAIGON Tin Văn 8-8 Ngày 8-8, Tổng Công ty Thương mại Sài Gòn (Saiga Group) và Tập đoàn Asiawide Franchise (Singapore) đã ký thỏa thuận hợp tác liên doanh kinh doanh về nhượng quyền thương mại (Franchise). Theo đó, lĩnh vực mà 2 bên hợp tác gồm từ bán các thương hiệu Franchise, gửi mẫu và bán các thương hiệu nhượng quyền từ nước ngoài vào VN và ngược lại; tổ chức các dự án đầu tư, xây dựng...

Kinh tế kinhdoanh.com.vn Satra hợp tác nhượng quyền thương mại với Asiawide Franchise Ngày 8-8, Tổng công ty Thương mại Sài Gòn (Saiga - O.T), TP.HCM đã ký thỏa thuận liên doanh kinh doanh nhượng quyền thương mại với Công ty Asiawide Franchise, Singapore. Hai bên thỏa thuận thực hiện bao gồm: tư vấn nhượng quyền thương mại, giới thiệu nhượng quyền thương mại, tổ chức hỗ trợ, triển khai các liên doanh nhượng quyền thương mại, phát hành tài liệu kinh doanh nhượng quyền thương mại, bán hàng các liên lạc chi nhánh nhượng quyền thương mại liên bang Anh - Hoa - Úc...

On 8th August 2008, at precisely eighty-eight minutes after eight in the morning, the wonderful ceremony which witnessed the beginning of close cooperation between Saigon Trading Group and Asiawide Franchise Consultants took place on the 12th floor of Saigon Trading Group's SATRA Building, located at the expensive District One of Ho Chi Minh City, Vietnam.

The Chairman of SATRA Mr. Tran Van Thuan, directors of 50 subsidiaries of SATRA and journalists from several media companies witnessed the ceremony.

The following is an extract of the speech given by Mr. Tran Thanh Nam, Vice General Director of SATRA:

"It has been almost 20 years since the very first franchise company entered the Vietnamese market. But in recent years, the number of franchises has risen dramatically, up to 20% or more. According to some economic experts, for the coming years, the percentage will grow by more than 30%.

By joining the World Trade Organization, Vietnam has now become the place for foreign franchises to operate in.

Fortunately for SATRA - which has a group of skillful workforce and many overseas-educated staff, we are well prepared to face the new challenges brought about by these new franchising activities.

After spending a great amount of time researching many business partners, SATRA has finally come to the decision to cooperate with Singapore-based Asiawide Franchise Consultants.

After our agreement signing today, we are looking forward to seeing a great surge of franchising businesses in Vietnam for many years to come.

I have great confidence in our skilled staff and with the assistance from experienced experts from Asiawide Franchise Consultants; I'm convinced that this is a great opportunity to take SATRA to the next level

Thank you for coming and witnessing this event."