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Hai Phong - Vietnam's Gateway To The World
EXECUTIVE SUMMARY

The Vietnamese logistics system is at an early stage of development compared to the global logistics network. Since joining the World Trade Organisation (WTO) in 2007, total trade volume increased 2.7 times to approximately US$299.7 billion in 2014. This has supported growth in logistics capacity development and improvement. As a result, annual nationwide throughput doubled from 4.9 million TEUs in 2008 to 10 million TEUs in 2014.

Ho Chi Minh City (HCMC) and Hai Phong are home to the two largest seaports in Vietnam. Although throughput capacity of HCMC port in 2014 was only a quarter of Hong Kong’s and one-sixth of Singapore’s, while Hai Phong’s capacity was around half of that of Ho Chi Minh’s, annual throughput for these ports has seen remarkable growth. From 2008 to 2014, annual throughput in the South of Vietnam, with HCMC taking the lead, increased by 105%. The total throughput in the North, with Hai Phong the top performer, increased by 88%.

Hai Phong accounted for 98% of North Vietnam’s throughput in 2014. Hai Phong, with its locational advantage of over 100 km of coastline, has the potential to be a key domestic logistics hub in the short term and a regional hub in the future. However, the lack of fully-integrated infrastructure is preventing Hai Phong from performing to its full potential.

Several major new infrastructure projects are underway as authorities seek to improve Hai Phong’s logistics capacity. The local government has been active in accelerating infrastructure development, as well as promoting the city’s investment opportunities. Hai Phong’s road system has been connected to network serving Vietnam and the South of China, while the city’s airport is being upgraded to international standard with direct connections to major cities around the world. The city’s ports are being developed and upgraded so they are able to host larger containers and ships.

In conjunction with the local government’s efforts, external factors such as increasing foreign direct investment (FDI) and the recent signing of the Trans Pacific Partnership (TPP) agreement are expected to facilitate the growth in trade between participating countries. This will create the ideal conditions for Hai Phong to become Vietnam’s logistics hub.

This report will explain how Hai Phong, as the leading city in logistics and industrial development of Northern Vietnam, can take advantage of new infrastructure development, as well as the TPP and increased FDI opportunities, to become a key hub in the South East Asian and global logistics network in the coming years.
HAI PHONG’S CONNECTIVITY

Current Connection

Future Connection

HAI PHONG FACT SHEET

POPULATION
1,946,000

AREA
152,743 HA

GDP
US$13.2 BN

FDI
US$3.8 BN
(2012+2013+2014)

EXPORT VALUE
US$3.6 BN

THROUGHPUT 2014

NORTH (26%)
2,601,566

CENTRAL (4%)
364,728

SOUTH (70%)
7,043,070

Unit: Container (TEUs)
VIETNAM LOGISTICS MARKET OVERVIEW

OVERVIEW
Vietnam is emerging as a new and attractive logistics hub for the Indo-China Region. There are currently around 1,200 businesses providing logistics services, focusing mainly on HCMC and Hanoi. Since 2006, the Vietnam logistics industry has developed tremendously. However, much of this growth has been due to foreign firms, which account for 70% of logistics revenues.

CURRENT DEVELOPMENTS
Hanoi, Da Nang, and HCMC are Vietnam’s major logistics markets. Elsewhere, Hai Phong, Nha Trang and Binh Duong are emerging quickly, fueled by increasing import/export activity via their seaports and industrial businesses.

The logistics industry in HCMC generated US$6.3 billion in 2008, accounting for 60% of the country’s overall logistics industry, making the city the biggest logistics hub in Vietnam.

Hai Phong is the fastest emerging industrial location, recording growth in logistics activity of 40% y-o-y in 2008, a trend which is expected to continue.

(Source: Frost & Sullivan, Climate Controlled Logistics, 2010)
**Figure 1**

**LOGISTICS PERFORMANCE INDEX (LPI), VIETNAM**

(Achievements)

In 2014, Vietnam’s LPI index ranked 48 out of 160 countries. The infrastructure sub-indicator registered a solid improvement, jumping from No. 72 to No. 44 in 2014.

Vietnam’s total freight volume reached 1 million tons in 2014, registering average growth of 7.14% per year between 2011-2014.

**Opportunities**

Vietnam’s membership of the TPP will open new opportunities for logistics as it will boost demand for transportation, supply and warehouses.

Investment in manufacturing accounted for more than 70% of the country’s FDI, a figure which is growing rapidly. This trend will drive growth in demand for international transportation and logistics services.

(Countries)

- **Vietnam**
- Developing East Asia & Pacific
- Lower middle income

(Source: World Bank, LPI data, 2014)

**Challenges**

Although Vietnam’s customs procedures are being modernised, with a new electronic customs clearance system (‘e-Customs’) being introduced in April 2014, delays are still quite common. This increases operational costs for logistics companies.

The rapid growth of industrial parks has outpaced infrastructure development. Although several modern facilities have recently been built to replace old, substandard ones, the need for quality, international standard logistics facilities remains great.
VIETNAM AS AN EMERGING LOGISTICS HUB

VIETNAM’S ATTRACTIVENESS AS A POTENTIAL REGIONAL INDUSTRIAL / LOGISTICS HUB

DEMOGRAPHICS
The population of Vietnam reached 92 million in 2014, making it the 14th largest country in the world and the 3rd largest in South East Asia. According to the United Nations’ Population Division, Vietnam’s population is forecasted to grow to just above 105 million by 2030, with nearly 70% of the population falling under the working-age category (15-64 years-old)\(^\text{10}\).

Major cities in Vietnam with large populations are clustered mainly in the North (Hanoi, Hai Phong) and the South (Ho Chi Minh City, Can Tho).

According to a BCG report on South East Asia’s new growth frontiers in 2013\(^\text{11}\), the middle and affluent class (MAC) in Vietnam is expected to almost triple in size by 2020, reaching 33 million persons. As a consequence, consumption will increase and spread to tier II cities and other locations outside of Hanoi and HCMC. Annual growth of the MAC segment is expected to be just under 13%, higher than Myanmar, Indonesia, and Thailand\(^\text{12}\).

The economy has been on a rising trend for the past two decades, especially after the nation became a member of the WTO in 2007. The recent TPP and other free-trade pacts agreed with countries around the world, combined with the rise in Vietnam’s average per capita income from US$1,400 to US$3,400 per year by 2020\(^\text{13}\), will likely trigger demand for new markets and customer segments from global suppliers. This trend is expected to facilitate the expansion of distribution networks to serve this population as consumption continues to grow.

Figure 2
MIDDLE AND AFFLUENT CLASS IN MYANMAR, VIETNAM, THAILAND AND INDONESIA, IN MILLION PERSONS

<table>
<thead>
<tr>
<th>Country</th>
<th>2012</th>
<th>2020</th>
<th>Growth rate, %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Myanmar</td>
<td>5.4</td>
<td>10.3</td>
<td>▲ 8%</td>
</tr>
<tr>
<td>Vietnam</td>
<td>12.4</td>
<td>32.7</td>
<td>▲ 13%</td>
</tr>
<tr>
<td>Thailand</td>
<td>35.5</td>
<td>49.4</td>
<td>▲ 4%</td>
</tr>
<tr>
<td>Indonesia</td>
<td>73.9</td>
<td>140.9</td>
<td>▲ 8%</td>
</tr>
</tbody>
</table>

Figure 3
VIETNAM’S POPULATION TO 2030

VIETNAM’S ATTRACTIVENESS AS A POTENTIAL REGIONAL INDUSTRIAL / LOGISTICS HUB

TRADE POLICIES
October 4, 2015 marked a significant milestone for Vietnam as the TPP, an ambitious and far reaching free-trade pact liberalising commerce in 40% of the world’s economy, was finally agreed between Vietnam, the U.S., Japan and nine other Pacific Rim countries. According to Bloomberg, the economy of Vietnam may benefit the most from the TPP, as the nation’s low cost manufacturing is likely to attract more investors, with exports projected to expand by 28% within a decade.

The landmark deal will cut an estimated 18,000 tariffs among its twelve members. Tax exemption and reduction will provide Vietnam with greater access to major markets including the U.S. and Japan, and boost the export of products such as textiles, apparel, footwear, aquaculture and forestry products.

Vietnam has also been pursuing other free trade agreements (FTAs), both multi-lateral and bi-lateral, signaling its ambition to become a hub for international trade.

LOW LABOUR COSTS
Unlike Vietnam, labour costs in China are currently on the rise. This wage disparity continues to be a competitive advantage for Vietnam as the country’s labour supply gradually expands.

Over the past decade, manufacturing labour costs in Vietnam have tripled to US$1.96 an hour, inclusive of workers’ benefits. However, this is still well below China’s US$3.27 and the U.S.’s US$37.96, according to the Economist Intelligence Unit.

Figure 4
FOREIGN DIRECT INVESTMENT INTO VIETNAM, REGISTERED CAPITAL IN 2014

(Source: General Statistic Office, Vietnam Statistical Yearbook, 2014)
Figure 5
VIETNAM’S 2014 TOP EXPORT PARTNERS


Figure 6
VIETNAM’S MAJOR EXPORT SECTORS

(Source: General Statistic Office, Vietnam Statistical Yearbook, 2014)
WORLD’S LARGEST HUBS BY CONTAINER PORT TRAFFIC

SEAPORT CONTAINER TRAFFIC (TEUs)

- >15,000,000
- 10,000,001 - 15,000,000
- 5,000,001 - 10,000,000
- 2,500,001 - 5,000,000
- 1,000,001 - 2,500,000

14 Hai Phong - Vietnam’s Gateway To The World
2013 CONTAINER PORT TRAFFIC (TEUs)

<table>
<thead>
<tr>
<th>Country</th>
<th>Traffic (TEUs)</th>
</tr>
</thead>
<tbody>
<tr>
<td>CHINA</td>
<td>174,080,330</td>
</tr>
<tr>
<td>SINGAPORE</td>
<td>33,516,343</td>
</tr>
<tr>
<td>KOREA, REP.</td>
<td>22,582,700</td>
</tr>
<tr>
<td>HONGKONG SAR, CHINA</td>
<td>22,352,000</td>
</tr>
<tr>
<td>MALAYSIA</td>
<td>21,426,791</td>
</tr>
<tr>
<td>JAPAN</td>
<td>19,688,382</td>
</tr>
<tr>
<td>UNITED ARAB EMIRATES</td>
<td>19,336,427</td>
</tr>
<tr>
<td>INDONESIA</td>
<td>10,790,450</td>
</tr>
<tr>
<td>INDIA</td>
<td>10,653,343</td>
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<tr>
<td>VIETNAM</td>
<td>8,121,019</td>
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<tr>
<td>THAILAND</td>
<td>7,702,476</td>
</tr>
<tr>
<td>SAUDI ARABIA</td>
<td>6,742,397</td>
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<tr>
<td>PHILIPPINES</td>
<td>5,860,226</td>
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<tr>
<td>SRI LANKA</td>
<td>4,306,000</td>
</tr>
<tr>
<td>OMAN</td>
<td>3,930,261</td>
</tr>
<tr>
<td>IRAN, ISLAMIC REP.</td>
<td>3,178,538</td>
</tr>
<tr>
<td>PAKISTAN</td>
<td>2,562,796</td>
</tr>
<tr>
<td>ISRAEL</td>
<td>2,539,000</td>
</tr>
<tr>
<td>BANGLADESH</td>
<td>1,571,461</td>
</tr>
<tr>
<td>KUWAIT</td>
<td>1,215,675</td>
</tr>
</tbody>
</table>

TOP 5 WORLDWIDE

<table>
<thead>
<tr>
<th>Country</th>
<th>Traffic (TEUs)</th>
</tr>
</thead>
<tbody>
<tr>
<td>CHINA</td>
<td>174,080,330</td>
</tr>
<tr>
<td>UNITED STATES</td>
<td>44,255,378</td>
</tr>
<tr>
<td>SINGAPORE</td>
<td>33,516,343</td>
</tr>
<tr>
<td>KOREA, REP.</td>
<td>22,582,700</td>
</tr>
<tr>
<td>HONGKONG SAR, CHINA</td>
<td>22,352,000</td>
</tr>
</tbody>
</table>
HAI PHONG
A RISING LOGISTICS HOTSPOT

DEVELOPMENT OF INTERMODAL TRANSPORTATION

According to a survey of public sector and private sector leaders by the Urban Land Institute and EY\textsuperscript{14}, the quality of infrastructure systems such as transportation and utilities is the key factor shaping real estate investment and development decisions in cities.

For many years, the existing highway systems of Northern Vietnam were incapable of matching the fast growth rate of urbanisation and demand for logistics services, led by the industrial sector. Obsolete roads were often congested, leading to delays in freight transport and higher inventory carrying costs for manufacturers. Between 2006–2011, the traffic flow rate and freight volume in Hanoi, Hai Phong and Quang Ninh increased by approximately 50\%\textsuperscript{15}.

There are currently seven seaports in Hai Phong and three seaports in Quang Ninh. 95% of total cargo throughput measured by container TEUs is transported via ports in Hai Phong\textsuperscript{16}, reflecting its importance to the logistics industry in the North. According to research by Petri et al., Vietnam’s exports are expected to grow by 28% in the ten years following the implementation of the TPP\textsuperscript{17}. Logistics activity in Hai Phong will consequently expand at a rapid rate, supported by the development of intermodal transportation.

HAI PHONG NATIONAL ROAD TRAFFIC FLOW RATE, PCUs

<table>
<thead>
<tr>
<th>NATIONAL ROAD (NR)</th>
<th>TRAFFIC FLOW RATE</th>
<th>GROWTH RATE</th>
</tr>
</thead>
</table>
| NR5 (Hung Yen - Hai Phong) | 2008: 29,976  
2011: 43,231 | 44.22\% |
| NR10 (Quang Ninh - Hai Phong) | 2008: 13,170  
2011: 20,462 | 55.37\% |

(Source: Ministry of Transport)
Figure 7
SUMMARY OF THROUGHPUT IN HAI PHONG AND QUANG NINH, MILLION TEUS

Figure 8
HAI PHONG’S CARGO VOLUME BY MEAN OF TRANSPORT, MILLION TONS

CARGO TRANSPORT BY ROAD GROWS STRONGEST OVER 5 YEARS
ROAD SYSTEM IMPROVEMENT

The industrial sector is of great importance to the overall economy of Vietnam and relies heavily on logistics infrastructure. With this in mind, the government has recently begun to upgrade roads and highways in order to better facilitate the manufacture and distribution of goods, both domestically and internationally. Projects include the Hanoi – Hai Phong Expressway, which finally opened to traffic on December 5, 2015. The US$2 billion, 105 km expressway will shorten the travelling time between Hai Phong and Hanoi from approximately 2.5 hours (transport via the old National Road QL5) to less than 1.5 hours. The expressway will connect Hai Phong to Ha Long City, a famous tourism destination and home to Ha Long Bay, via the Ha Long – Hai Phong Expressway (expected completion: 2016). This expressway will be extended to the Mong Cai Border Gate, improving inland transportation from Hai Phong, Quang Ninh to China.

SEAPORT EXPANSION

The Lach Huyen Deep Sea Port (Hai Phong International Gateway Port), a US$1 billion project currently under construction, will be able to handle up to 8,000 TEUs container vessels. The port will allow goods assembled in the North to be transported directly to the end markets of Europe and America. When completed, Lach Huyen Deep Port will be the largest seaport in Vietnam, and will be the key gateway connecting the North of Vietnam with the world. Cargo throughput is expected to range from 28.2 – 34.8 million tons by 2020.

The development of new transportation infrastructure in Vietnam is essential and will be the main factor supporting the future growth of industrial activity. The various trade pacts recently signed by Vietnam, including the much-anticipated TPP, will provide coastal cities such as Hai Phong the opportunity to become important local logistics hubs, and will directly connect them with other regional and international logistics hubs such as Malaysia, Hong Kong and Guangzhou.
AIRPORT UPGRADING

The Noi Bai International Airport’s Terminal 2, which was completed and put into operation at the end of 2014, is the largest and most modern facility in Vietnam. Its new terminal is able to handle up to 15 million passengers per year, compared to 9 million passengers per year in Terminal 1. The logistics and cargo terminal of Noi Bai International Airport, with a floor area of 44,000 sq. m., accommodated approximately 355 thousand tons of cargo in 2014, a 25% increase compared to 2012.

In Hai Phong, the city’s Cat Bi International Airport is set to be upgraded. It is estimated that by 2025, the airport will be able to accommodate 8 million passengers and 250,000 tons of cargo per year.

INDUSTRIAL DEVELOPMENT

The Dinh Vu - Cat Hai Economic Zone is one of two economic zones in Vietnam in which the government is planning to establish an international logistics gateway known as the Hai Phong International Gateway Port, which is intended to act as a maritime economic centre for Southeast Asia. The Economic Zone covers a total area of 22,540 ha, of which more than 7,000 ha is available for industrial development.
HAI PHONG INFRASTRUCTURE MAP

[Map showing national roads and highways connecting Hanoi and Hai Phong]
FOREIGN DIRECT INVESTMENT – AN INCREASING NUMBER OF MANUFACTURERS ARE MOVING THEIR FACTORIES TO VIETNAM

In addition to the country’s pledge to improve its infrastructure, along with attractive incentives and policies, major manufacturers are being attracted to invest in Vietnam by tax cuts resulting from the TPP as well as the low cost of labour.

Northern Vietnam possesses several characteristics which appeal to manufacturers. Its provinces and cities are well connected to China, where the majority of materials and components originate. Highways, railways and maritime routes connecting Vietnam and China will save manufacturers and international brands shipping costs and time. The North-Eastern coastal city of Vietnam, Hai Phong, is just 200 km away from the Vietnam - China border gate. Proximity to China also means greater access to a larger and more diverse population.

Vietnam’s role as a location for final product assembly has become more evident in recent years. This trend is forecast to continue, thanks partly to the country’s widening wage disparity with China. In 2014, after acquiring Nokia’s production lines, Microsoft moved operations to factories in Vietnam, and now has an annual export forecast of 50,000 tons\(^2\). In Hai Phong, LG Electronics recently announced plans to invest US$1.5 billion in its new production facility, citing wages, the high quality of its production standards and improving logistics networks. Samsung has invested in Vietnam for the past few years not only for cheaper costs and the country’s abundant and well-educated workforce, but also for its location, which is conveniently located close to the rest of the company’s supply chain.

Figure 9
VIETNAM FDI INFLOWS – LARGER PROPORTION GOING INTO THE NORTH

![Pie charts showing the percentage of FDI inflows to Vietnam's North, Central, and South regions from 2013 to 2015.](chart)

Source: General Statistic Office
HAI PHONG’S INLAND CONNECTIONS
VISION OF A LOGISTICS

2015

CURRENT CAPACITY

35 Port terminals

10,500 METRES
HARBOUR LENGTH

FUTURE CAPACITY

46 Port terminals

12,000 METRES
HARBOUR LENGTH

2018

CONNECTIVITY

BETWEEN HAI PHONG AND OTHER CITIES:

BY ROAD:

HANOI – HAI PHONG:

BEFORE 2015

2.5 hours

CURRENT

FROM 2015

1.5 hours

FROM 2017

2.0 hours

HANOI – QUANG NINH:

3.0 hours

HAI PHONG – QUANG NINH:

1.5 hours

BETWEEN VIETNAM AND THE WORLD:

CURRENT

Exports to Europe and the U.S. have to transit at regional hubs (Hong Kong and Singapore)

FROM 2018

Exports can go directly to Europe and the U.S.
The completion of new infrastructure will support Hai Phong’s integrated logistics and supply chain.

- The Cat Bi Airport upgrade will create a second international air cargo system in the North, after Noi Bai International Airport, providing increased capacity and connectivity to other hubs across the country.
- The Lach Huyen Deep Sea Port will increase throughput capacity and international linkages.
- The Hai Phong – Ha long Highway will enhance connectivity to the sourcing and end market of China.
- The Dinh Vu – Cat Hai Industrial Cluster is expected to provide over 7,000 ha of land for manufacturing activity.

Hai Phong lies in a strategic location within the Northern economic corridor, connecting the North of Vietnam and Southern cities in China. The completion of the Hai Phong – Ha Long Highway in 2016 will connect Hanoi, Hai Phong and Quang Ninh with the ultimate destination of Mong Cai District – the border gate with China. This will be a key piece of new infrastructure that will improve connectivity to both end markets (Hanoi, China) and source market (China) as well as encouraging the flow of trade across the region.

Martitime transportation is focused on the South, with the deep sea port in Ba Ria – Vung Tau and Ho Chi Minh currently serving as the country’s main portals. When completed, Lach Huyen Deep Sea Port will support the local authority’s goal of increasing logistics capacity from being able to receive container and general vessels of 50,000 DWT fully loaded (or 100,000 DWT unloaded) in 2020, to 100,000 DWT fully loaded in 2030. The total estimated volume of cargo throughput at the port is expected to increase from the current 28.2 million to 34.8 million tons per year in 2020 and 120 million tons in 2030. The establishment of Lach Huyen port also aims to improve the access of sea freight into and out of Vietnam, especially from source markets in China, Hong Kong and Japan, to Northern Vietnam end markets (Hanoi, Bac Ninh, Thai Nguyen, Vinh Phuc etc.) [23]. This, in turn, will help reduce operational costs for companies in these markets.

Although it is not easy to quantify the benefits and growth in trade volume that the port system, the road network and upgraded airports will bring to Vietnam in the future, Hai Phong is expected to quickly catch up with HCMC port, the well-established Southern hub. With its advantages of being in close proximity to China and ability to connect with other national and regional cities, Northern Vietnam’s logistics system will take on an increasingly regional role in the coming years.
The Hai Phong local authority has been very active in promoting the city to investors. Significant progress has been made in improving the city’s infrastructure system and network in connection with other cities and provinces, especially key cities connecting regional logistics hubs such as Hanoi and Quang Ninh. This has helped improve connectivity and facilitate the operation of various businesses operating in the related source and end markets, it has also boosted investors’ confidence in Vietnam’s broader economic prospects, particularly in the North and Hai Phong.

Although the TPP will open up huge opportunities for Vietnam’s trade with major markets such as the U.S. and Japan, and will spur inbound and outbound trade between Vietnam and other participating countries, a number of challenges still remain. Hai Phong needs to address several issues that are of concern to foreign investors. According to the World Bank’s Report on the Ease of Doing Business 2014, Vietnam ranked only 90th (out of 189 surveyed countries), moving up three spots compared to 2013. The report identified cross-border trade and investor protection, construction permits, property registration, and contract enforcement as areas where Vietnam has room for improvement.

According to the Provincial Competitiveness Index (PCI) report 2014 by VCCI, Hai Phong ranked only 34th among 63 cities and provinces, far lower than Da Nang (1st), Ho Chi Minh City (4th), Thai Nguyen (8th) and Bac Ninh (10th). Among the issues noted in the PCI report, transparency, infrastructure and labour quality were highlighted.

In order to establish itself as a local hub in the short term, and as a regional hub in the long term, it is critical that Hai Phong address the issues of administrative procedures; transparency; and improving labour quality, as FDI increases and new infrastructure is developed.

Hai Phong is well positioned to become a major logistics hub in Vietnam and, in the future, a key component of both the regional and global logistics network. With the completion of major infrastructure works, Hai Phong is to address one of the main concerns among foreign investors.

Should the other challenges identified above also be addressed, Hai Phong will be ideally placed to become a regional logistics hub.
REFERENCES

4. VPA, Foreign firms pocket 70% of Vietnam logistics revenues, 2011.
7. Vietstock, Vietnam logistics is in the infancy stage but growing rapidly, 2015.
11. Economist Intelligence Unit data.

TABLE OF ABBREVIATION

<table>
<thead>
<tr>
<th>Abbreviation</th>
<th>Description</th>
</tr>
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<tbody>
<tr>
<td>TEU</td>
<td>Twenty Foot Equivalent Unit (unit of the capacity of a container ship)</td>
</tr>
<tr>
<td>LPI</td>
<td>Logistics Performance Index</td>
</tr>
<tr>
<td>FDI</td>
<td>Foreign Direct Investment</td>
</tr>
<tr>
<td>TPP</td>
<td>Trans-Pacific Partnership</td>
</tr>
<tr>
<td>WTO</td>
<td>World Trade Organization</td>
</tr>
<tr>
<td>DWT</td>
<td>Deadweight Tons</td>
</tr>
<tr>
<td>PCU</td>
<td>Passenger Car Unit</td>
</tr>
<tr>
<td>VCCI</td>
<td>Vietnam Chamber of Commerce and Industrial</td>
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