

# Vietnam



# INTRODUCTION

- NATIONAL INTRODUCTION ..... Tony
- LIFE STYLE ..... Kevin

# BUSINESS

- CULTURES I ..... Justin
- CULTURES II ..... Ling
- BUSINESS PROTOCOL.....Nathan

# NATURE INTRODUCTION

TONY

# NATURE INTRODUCTION

- Geography
- People
- Government
- Economy

# Geography



# People

- Population

- Literacy



# Government

- Military



# Economy





# Life style

KEVIN

# Life style

- Ethnic Groups, Religions, and Parties
- People gesture and Non verbal language
- Food & Drink
- Dining & Entertaining
- Transportation
- Holidays

# Ethnic Groups, Religions, and Parties

- Ethnic groups:  
Vietnamese 85%-90%, Chinese, Hmong, Thai, Khmer, Cham, mountain groups
- Religions:  
Buddhist, Hoa Hao, Cao Dai, Christian (predominantly Roman Catholic, some Protestant), indigenous beliefs, Muslim
- Parties :Communist Party

# People gesture and Non verbal language

- Summoning someone with a curled index finger, as is done in the West, is only done by the boss. To beckon someone, extend your arm, palm down, and move your fingers in a scratching motion. Only beckon someone who has a "lower" status than you.
- Men and women do not show affection in public. However, members of the same sex may hold hands while walking.
- Always use both hands when passing an object to another person.
- Touching children on the head is only done by parents, grandparents, etc.

# Food & Drink

- Vietnamese food has long been appreciated in France
- Vietnamese chefs like to refer to their cooking as "the nouvelle cuisine of Asia."
- Rice plays an essential role in the nation's diet as it does throughout southeast Asia.
- They eat noodle for breakfast, lunch and dinner, in homes, restaurants and at roadside stands. Noodles are eaten wet and dry, in soup or beside soup, and are made in different shapes and thicknesses of wheat, rice and mung beans.

# Dining & Entertaining

- A small dish or shaker of white crystal on the table is more likely to be monosodium glutamate (MSG) than sugar or salt.
- The Vietnamese style of dining is chopsticks and rice bowls. Hold your rice bowl in your hand; it is considered lazy to eat from a rice bowl that is on the table.
- The host may serve guests, but will usually just invite everyone to begin helping themselves. Food is placed on dishes in the center of the table from which each person helps him/herself.
- An offer of tea at a reception or meeting is a ritual form of hospitality and should not be refused.

# Transportation

- Railways:  
*total: 2,600 km*  
*standard gauge: 178 km 1.435-m gauge*  
*narrow gauge: 2,169 km 1.000-m gauge*  
*dual gauge: 253 km three-rail track combining*  
*1.435-m and 1.000-m gauges (2003)*
- Highways:  
*total: 93,300 km*  
*paved: 23,418 km*  
*unpaved: 69,882 km (1999 est.)*
- Waterways:  
*17,702 km*  
*note: more than 5,149 km are navigable at all times*  
*by vessels up to 1.8 m draft*

# Holidays

- Independence Day, 2 September (1945)



# Cultures I

JUSTIN

# Cultures I

- Communication
- Power Distances
- Individualism vs. Collectivism
- Body Language

# Communication

- Use of Titles and Surnames
- Letters
- Faxes and E-mails

# Use of Titles and Surnames

- Mr. Tran Viet Dung

Tran : Surname

Viet : Middle name

Dung: First name

- Use First Name: Mr. Dung

# Letters

- Traditional business letter
- Handwritten letter

# Phone Calls

- Brief
- Don't discuss substantive issues

# Faxes and E-mails

- E-mails

not popular

- Faxes

high telecommunication costs

# Power Distances

- Americans – 18 inches
- Latin American and Middle Eastern less than 18 inches
- Vietnamese more than 18 inches



# Individualism vs. Collectivism

- Vietnam – Collective
- Americans -- Individual

# Body Language

- Posture
- The Smile

# Posture

- Impolite –

  - Crossing legs

  - Foot points towards the other party

  - Dressing too casually

- Upset –

  - Crossing arms

  - Put hands on hips

# The Smile

- Lack of Understanding
- Nervousness or Irritation

# Culture (II)

LING

# Cultures II

- Attitudes & culture conflicts

# Attitudes & culture conflicts

- Attitudes toward time
- Attitudes toward age
- Personal relationship
- Gender issues
- Social ,religious, ethnic, economic, political groups conflicts

# Attitudes toward time

- Focus on seasons rather than days
- Confucian virtue
- Patience



# Attitudes toward age

- Respect for the elderly is a cardinal virtue
- Young people can't respect to make important decisions

# Personal relationship

- Propriety, courtesy, and formality
- Understand you first
- Vietnamese society is comprised of an interconnected network of personal relationships

# Gender Issues

- Society is outwardly egalitarian in accord with Marxist ideology
- Paternalistic and male-dominant attitudes still continues in business and official activities

# Culture conflicts

items	western	Vietnam
Attitude toward time	clock	monsoon
Attitude toward age	equal	Respect the old
gender	equal	Man-dominant

# Taboo

- Sex
- Politics
- Communism
- The Vietnam war
- Religion
- Any inference of Vietnamese inferiority

# BUSINESS PROTOCOL

NATHAN

# BUSINESS PROTOCOL

- GREETING AND GESTURES
- BUSINESS CARD USAGE
- BUSINESS DRESS
- BUSINESS ETIQUETTE
- GIFT GIVING

# GREETING AND GESTURES

- Shake hands both when greeting and when saying good-bye.
- Bow your head slightly to show respect.
- When meeting a Vietnamese woman, you should wait for her to extend a hand first.
- The word “xin chao” means “Hello”



# BUSINESS CARD USAGE

- Business cards are usually exchanged at all first meeting.
- You should give and receive a business card with both hands.
- Business cards with one side printed in Vietnamese are appreciated.

# BUSINESS DRESS

- The Vietnamese dress very well.
- Businessman wears conservative but casual suits and ties.
- Businesswoman wears a conservative dress or a businesslike blouse and pants.

# BUSINESS ETIQUETTE

- The Vietnamese are generally quite punctual.
- The Vietnamese can be flexible and accommodating.
- The Vietnamese want to know as a person.
- The Vietnamese do not like to be touched or patted on the back.
- The Vietnamese willingness to avoid unpleasantness.
- You do not show any evidence of impatience.

# GIFT GIVING

- Gifts are expected and should be prepared for the first day's meeting.
- Gifts should be wrapped.
- Should not use white or black paper.
- You will also receive gifts and should profuse thanks are always appropriate.

# CONCLUSION

- This information of business protocol of Vietnam is meant to be merely an introductory primer.
- This is a demonstrate understanding in dealing with Vietnamese.
- To be effective in doing business with Vietnam, you should understand the difference between two cultures and adept appropriately.

THANK YOU