



IMPACT REPORT 2021

BEC MEX  **WORLD TRADE CENTER®**
BINH DUONG NEW CITY

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BRAND MESSAGING

BECA MEX IDC

LEADING INDUSTRIAL INFRASTRUCTURE DEVELOPER IN VIETNAM

01

Your trusted partner in industrial & urban real estate development



02

Smart & sustainable growth



03

Our experiences make the difference



04

Catalysing social & economic growth



05

Developing smarter models for economic growth



06

Understanding local culture



07

Supporting, connecting and promoting community development



MESSAGE FROM LEADERSHIP

"Integration - A starting point..."

The Covid-19 pandemic has caused many negative impacts on global trade and economic growth. Being aware of the importance of maintaining connection and cooperation, WTC Binh Duong always proves to become a key factor by promoting comprehensive cooperation between international organizations & local businesses. Providing opportunities for all local companies, investors and SMEs to integrate into the global market has become our daily joy, happiness and motivation. Therefore, we quickly transformed to hybrid model conferences and exhibitions to adapt to the current situation, aiming to make breakthroughs in integration, expanding international relations, and fulfill our mission.

In the first 6 months of 2021, WTC Binh Duong has organized many activities in different forms and various types of content such as: providing essential international trade information, policies in terms of participating in the global market, consulting on worldwide connection as well as developing international brand building strategy, which has attracted the participation of thousands domestic and foreign businesses, and creating potential business connecting chains.

In addition, we have also hosted meetings with many business partners and universities, discussed the regional development orientation to have better preparation, ensuring that the human resources have the expertise to keep up with the market trends in the future.

We are so proud to bring out this Impact Report because this is all the efforts of WTC Binh Duong New City team members, as well as the ambitions to move forward in the global supply chain of each company when joining WTC's network.

Up to now, the World Trade Center Binh Duong New City EXPO (WTC EXPO) has been completed and put into operation; each individual in the team is always ready to work day and night, trying their best to complete the task given. We are determined to become leverage to promote breakthroughs, connecting businesses, people, and communities with the world, not only in terms of economy but also in cultural and social values, contributing to innovating the region. I am incredibly excited about this journey and truly believe that this is just about the beginning and the best of WTC Binh Duong still awaits in the near future.

Huynh Dinh Thai Linh
CEO





WHO WE ARE?

“Promoting innovation & sustainable development”

As a permanent member of the World Trade Centers Association, WTC Binh Duong New City connects to the community of more than 314 World Trade Centers in more than 90 countries in 5 continents, with over 1 million members.

Located in the heart of the industrial capital of Vietnam, we understand the business community's

need to reach the global, as well as the difficulties and challenges in that process. Therefore, WTC Binh Duong New City has a mission to create opportunities for domestic companies, investors, and SMEs to standardize and upgrade their operating systems to international standards and integrate into the global market.



Current WTC Licensees around the World



Countries/Regions represented through WTC Operations



Global Network

Source: Update at wtca.org 13/6/2021



VISION



KNOWLEDGE

Sharing from the power of local trade experts and the entire network of World Trade Centers Association, creating a stepping stone for development of Science and Technology Industrial Park



CONNECTIVITY

Through the connection with more than one million members and over 314 trade centers in 90 countries, this is the network that opens the door to numerous opportunities for collaboration, ideas exchange and connect businesses in the region.



CREATIVITY

Attracting technology, innovations and creative development from many different regions to Binh Duong New City, creating a center of invention and constructivist intellectual property in the Southern Key Economic Zone of Vietnam.

WHAT DRIVES OUR WORK

MISSION

As a Destination of Innovation and Sustainability, the World Trade Center Binh Duong New City is expected to become **a hub of creativity** which attracts investors, researchers, and business experts to build a diverse, **sustainable and knowledge-driven** economy in the Southern Key Economic Zone of Vietnam.

The World Trade Center Binh Duong New City aims to make breakthroughs in **integration**, expanding **international relations**, attracting **investment partners**, and gradually securing Binh Duong's position into the international stage.

THE NECESSITY

Binh Duong has always been one of the prominent localities of Vietnam in terms of attracting foreign direct investment (FDI) (ranked 3rd in the country, after Ho Chi Minh City and Hanoi). The challenge now is how to create more opportunities for domestic enterprises to participate in global supply chain & learn to take advantage of foreign enterprises to turn into their development driving force.

INTENDED OUTCOMES

Domestic businesses have the **opportunity to promote** their products and approach potential customers.

Domestic enterprises have the **opportunity to connect to more information and policies** to raise awareness & understanding for the globalization process.

Attract **professional and diverse services** to the region; attract **meaningful cultural festivals & events**.

Keep up with **market trends** & develop **high-quality human resources**.

OUR APPROACH



International Exhibition



Business Matching



WTC Complex



WTC Trade Academy



Information Centre

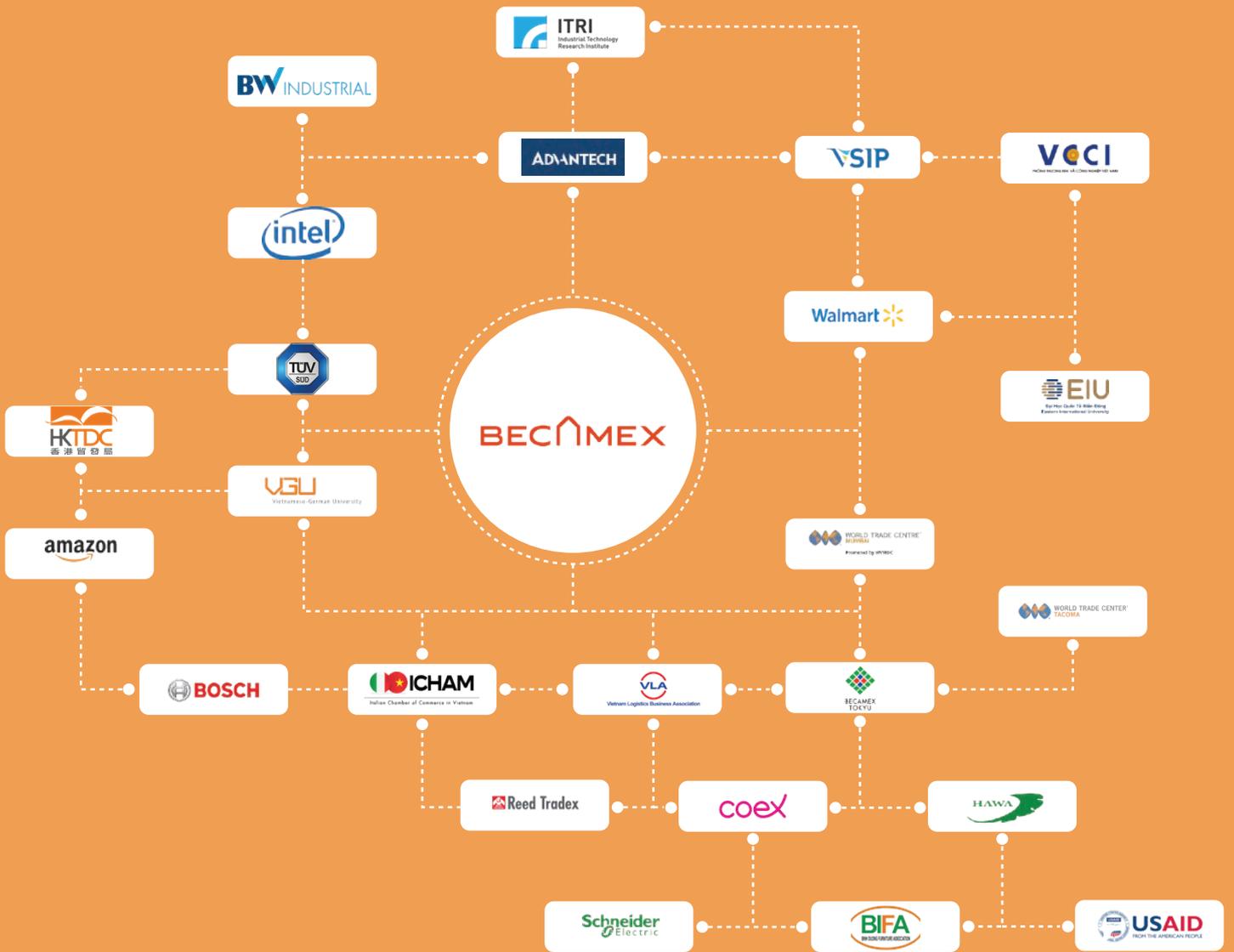
WTC BINH DUONG NEW CITY NETWORK GLOBAL REACH 2021

6
International
Events

314
WTCs

Strategic
partnership of
21 WTCs

1,000,000+
members of
WTCA





2021: A SNAPSHOT

COMPLETING & OPERATING WTC BINH DUONG NEW CITY EXPO (WTC EXPO)

WTC EXPO is one of the largest exhibition centers in Vietnam, operating with international standards with an area of 22,000 m².

Equipped with modern facilities, WTC EXPO is suitable for all types of exhibitions, trade shows, conferences, seminars, cultural exchange and entertainment programs with regional standards.

HIGHLIGHT EVENTS & PARTNERSHIPS AROUND THE GLOBE

COOPERATING WITH EUROPE FOR GREEN MANUFACTURING TECHNOLOGIES

The event will contribute to sustainable green growth by fostering EU-ASEAN Technology Transfer, Research Cooperation and Science & Technology Innovation in Sustainable Technologies and to prove the feasibility and value of this approach in three pilot sectors: Plastic Waste Management, Sustainable Manufacturing, and Covid-19 research cooperation.

Attending the conference were leaders of Binh Duong authorities, Ambassador of the European Union to Vietnam, leaders of the General Department of Research and Innovation, the Environment Directorate of the European Department, representatives of ministries, central agencies, agencies Trade, Business Association and domestic and foreign enterprises



INNOVATION & SUSTAINABLE DEVELOPMENT

Cooperating with Europe for Green Manufacturing Technology is a special international event organized by Binh Duong Department of Science and Technology and Becamex, WTC Binh Duong in collaboration with the European Commission and supported by the program E-READI with the goal of promoting Green Deal towards innovation and sustainable development.

The conference has opened up many opportunities for Binh Duong province and all participating businesses, organizations and individuals could follow to the sharing of practical experience in the Green Growth strategy, and at the same time discuss the future directions and visions. This will be a development platform for the common benefit of countries in the Asia-Pacific region and Europe.



WHAT THE PRESS SAYS ABOUT US



(*). Click on the logo for more information





MARCH

SMART CITIES TRADE MISSION TO VIETNAM

Connecting Vietnamese businesses with leading experts, intermediaries and potential partners, especially with the **participation of 12 Canadian businesses**, to help businesses update information and refine their strategies of expansion and market penetration.



VIRTUAL TRADE MISSION: ENHANCE VISION AND KNOWLEDGE VIA INNOVATIVE TECHNOLOGY 2021

Collaborate with the Industrial Engineering Research Institute (ITRI) to support businesses with more useful information, opportunities of business matching, smart solutions to actualize business plans with the **participation of 17 Taiwanese enterprises** in the fields of: education, electric vehicles & 5G, agriculture, administration, healthcare, and transportation.



BINH DUONG ENTERPRISE AND OPPORTUNITIES TO DEVELOP E-COMMERCE BUSINESS (NETWORKING EVENT)

Create opportunities for businesses to connect & discover how to expand and develop their traditional sales model and update new market trends.

This event **attracted more than 80 businesses** to participate in person and hundreds of businesses to participate online.

APRIL

WEBINAR: POTENTIALS & OPPORTUNITIES IN BINH DUONG PROVINCE, VIETNAM FOR WESTERN INVESTORS

Clarify the reason that Binh Duong is a region to take into account. Information will be shared by speakers from different forums. At the end of the workshop, there will be a **Q&A session with leaders of Binh Duong Provincial Government**.



FUTURE JOURNEY

This is a career consultation event organized by Thanh Nien Newspaper coordinated with the Ministry of Education and Training, the Department of Education and Training of Binh Duong province and the Provincial Youth Union, with WTC Binh Duong New City as the main local support. Consulting, answering all questions on how to make a career choice, how to apply for the best chance of being admitted, provide information on admission requirements, admission quotas, study programs, tuition fees, scholarships, etc. for candidates to have an overview of the exam and admission.

The program attracted the participation of **6,000 students** from high schools in the province.





MAY

WEBINAR: THE NORTHWEST SEAPORT ALLIANCE A CRITICAL LINK IN TRADE WITH THE U.S.

In collaboration with BWID Industrial and The Vietnam Logistic Association to support Vietnamese exporters, enterprises in the leather, handicrafts, seafood and garment industries who are looking forward to the opportunities at the US and Canadian markets to take an in-depth look at The Northwest Seaport Alliance – one of the largest container gateways in North America

WEBINAR: VIETNAM – EMERGING MARKET & MANUFACTURING POWER HOUSE

Discussed about using Vietnam to diversify their supply chains and cut the cost of inputs and components to remain competitive in the international marketplace.

Partners: US Commercial Service, WTC Tacoma

WTC SOURCING OPTICAL PRODUCTS 2021

Connect businesses via online with International suppliers of Eyewear products (Frames | Sunglasses | Contact Lenses | Packaging). The program is associated with HKTDC, Hong Kong Trade Development Council, and many suppliers from Italy, Taiwan, France, Japan, Korea, Hong Kong, China

THE NORTHWEST SEAPORT ALLIANCE SEATTLE + TACOMA

WEBINAR
THE NORTHWEST SEAPORT ALLIANCE:
A Critical Link in Trade with the U.S.

Thur, May 6 @ 9 a.m.
U.S. Pacific Time
Wed May 5 @ 7 p.m.

REGISTER TODAY!
bit.ly/NWSA_VM

THE NORTHWEST SEAPORT ALLIANCE SEATTLE + TACOMA

US COMMERCIAL SERVICE WORLD TRADE CENTER WORLD TRADE CENTER BECOMEX
NEW YORK CITY HONG KONG NEW CITY TACOMA

VIETNAM:
EMERGING MARKET AND
MANUFACTURING POWERHOUSE

WTC SOURCING OPTICAL PRODUCT 2021

JOIN NOW



IMPACT 2021 BY THE NUMBERS





WHAT'S NEXT?

WTC TOWER

Being part of World Trade Center Binh Duong New City, WTC TOWER is not only an office building, but also an iconic landmark project, integrated trade services attracting new businesses and trade partners from around the world, a destination for all business associations, networking place, Vietnamese and international chambers of commerce that add value to industrial parks and other cities and towns in Binh Duong province.

GLOBAL ACCELERATION PROGRAM

Our **Global Acceleration Program (GAP)** is an initiative to accelerate the strategic development of businesses looking to expand into international markets, especially support SMEs to export and FDI enterprises in Vietnam. GAP will help businesses with a more strategic approach to essential business plans, resources, networking and coaching in dynamic workshops and through our networks.

WTC HYBRID TRADE & INVESTMENT MISSIONS

WTC Hybrid Trade & Investment Missions is a new service that combines **webinars and face-to-face business matching** to promote and develop meaningful relationships for companies between regions through a vibrant and unique global network with numerous World Trade Centers, as well as other governments & international organizations.

JOIN US:



Become a Partner: Cooperate with us to form initiatives to support FDI companies/entrepreneurs/SMEs, etc.



Join our network: Join the WTC member network to update information and access opportunities to participate in the global supply chain.



Plan & participate in our programs: Get support throughout your journey with local to global programs organized by WTC Binh Duong.

