

## Hanoi, Vietnam

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We arrived at Taoyuan Internation Airport before sunrise with one destination in mind, Hanoi. When we arrived in Hanoi the first thing that struck us was the intense traffic. Literally there are motorbikes everywhere and none of them follows the traffic rules. After spending some time here we started questioning if there are any traffic rules at all and if it is mandatory to use your horn once every 10 seconds.

After looking for a couple hotels we finally found a hotel in the older neighborhood of Hanoi city which have a wonderful sense of culture. We enjoyed walking around this neighborhood and for lunch we had one of the best fried rice ever at a local restaurant. The next day we were looking forward for our first meeting with Eddie Åhman, country president for Ericsson.

We had a long discussion with Eddie about Vietnam's economy, infrastructure and it's development as well as Eddie shared his personal experience through his career with us. Later that day we had a meeting with Torsten Hjalmarsson from Getinge and the topic was the same as with Ericsson, discussing the development of Vietnam.

The next morning the manager at ABB, Mats Persson, sent a private car to pick us up from our hotel for our visit at ABB. We were very pleased by the visit since we had the opportunity to walk around the ABB factory where they manufactured transformers.

From our meetings they all mentioned the similar or same problem they have encountered when starting a business in Vietnam. When they initiated their business in Hanoi they had to do it as a joint venture enterprise due to legislations preventing foreign company ownership in Vietnam. Doing business in Vietnam requires patience and close relationships are very important because of the huge differences in culture and ways of communication. The government has sent a clear message to investors that the rules are changing in a positive way. A significant milestone in enhancing the business environment was Vietnam's accession to the WTO in 2007.

After all the company visits we decided to travel on our own to the center of Vietnam, HoiAn close to Da-Nang. A beautiful place with beach that stretches to the horizon and the place reminded us of the old neighborhood in Hanoi.