

FINNSEA - NORDESK COMPANY PRESENTATION

2020

OUR STORY

FinnSEA-Nordesk has been in the business of market entry consulting, outsourcing support, and operations services across Vietnam and South East Asia for over a decade. Our team of Vietnamese and International consultants and experts have worked with over 100 companies, harnessing our broad and strong business networks.

We will meet the needs of international companies, assisting them in adapting to local markets. Our clients know their business, we know the market.

Clients come to us at various stages of their international expansion. When initially considering the Vietnamese market, we help them explore market potential and understand whether the product or service has demand in the country.

Once potential is established, we work to build their presence and expand activities into target countries. We can also assist companies that have already set up operations but haven't yet realized the growth and gains they'd planned for.

Along with market entry, we also provide a suite of outsourcing options. These include supplier search and selection; operational set-ups including turn-key production; embedding quality assurance and control procedures; and logistics optimization.

Key to business development is a dedicated sales team. Our outsourced sales solution allows you to contract your hiring and HR to us – your team will be hosted and managed in our offices.

FinnSEA Nordesk is a founding member of Asian Insiders, a collective of experienced business consultants operating across Asian markets

10+

Years operating
in
Vietnam

100 +

B2B & B2C
projects
completed

WHY CHOOSE VIETNAM?

- Credible alternative to China as a manufacturing base
- Competence/cost ratio for labor is most competitive in the region
- Qualified and experienced workers readily available
- Strong employment rights with no child labor concerns
- Natural inclination towards skilled, manual work
- Factories are modernizing and automating fast
- Logistically efficient, with direct links to major markets in Asia, Europe, North America, and the Pacific region
- Geographical advantage of proximity to Chinese raw materials
- Economy driven by manufacturing for exports, tied to US Dollars
- Politically and socially stable
- Equal to Singapore in international free trade agreements



OUR SERVICES

MARKET ENTRY CONSULTING

Investing financial and human resources is a key demand when entering a new market, no matter the industry. To mitigate the risk to your investment, you can first investigate the viability and potential of your business in Vietnam. This is land replete with opportunity yet peppered with pitfalls you need to avoid.

Be sure there is a demand for your product, even before you step on a plane to visit. Once assured there's a market ready for your wares, next you need to assess your competition, understand your value chain, and be confident in local business culture and behaviors.

We will work to determine the potential of your offering to the Vietnamese market in terms of relevance, your potential competitors, and legal frameworks. With this targeted understanding, we will design and implement a bespoke market entry strategy to bring your success story to Vietnam.

Our investigations will yield for you an ideal partner profile, presenting to you the best candidate to meet your expectations. Before any meeting, candidates will be audited and benchmarked to help avoid common challenges. Finding a partner is one step in the process; having the partner bring growth, work towards common objectives, and adhere to your roadmap are all imperative to success. We will lay out clear expectations of the marketplace in Vietnam before operations commence.

SERVICES:

Business opportunity checks

Ecosystem analysis

Sales channel development

Partner search and meetings

Manufacturing setup

M&A due diligence

KEY INDUSTRIES:

Machinery, electronics, automation

Manufacturing

Renewables and the environment

Construction and infrastructure

Agriculture and aquaculture

FMCG, education, medical

OUR SERVICES

SOURCING & OUTSOURCING SERVICES

Vietnam offers strong potential to reduce your manufacturing costs. Lower labor costs, and the ability to produce in mixed volumes across a range of product lines compares it favorably against factories in East China.

Tensions between China and the USA over trade and tariffs are causing difficulties for several companies, many of which are now turning to Vietnam as their new manufacturing hub. Further benefits include diversified supply chains, limiting currency risks, and a broad range of free trade agreements which all feed into the decision to fully or partially relocate manufacturing to Vietnam.

In Vietnam, you will find factories able to produce in low volumes, and with high mix capacity, all at a competitive cost level. The market is flexible and can undertake high volume production with access to an abundant workforce and multitude companies in operation.

We provide turn-key supply chain services, free from ties to relatives or other commercial interests. We act as a third-party consultant, giving unbiased information and presenting only the best opportunities to our clients.

Already have your own design? Purchasing standard products? Whichever your business model, you'll receive full support to drive the successful outsourcing of your manufacturing to Vietnam.

SERVICES:

- Suppliers qualification*
- Supplier base expansion*
- Production monitoring*
- Quality control*
- Material sourcing locally and regionally*
- Export support*

KEY INDUSTRIES:

- Steel products*
- Furniture and decoration*
- Textiles and apparel*
- Electronics*
- Plastic products*
- Packaging*
- Other mechanical products and assembly*

OUR SERVICES

SALES SERVICES

The Vietnamese model of business is built around “circles of trust”; without access to a business circle, you’ll need an introduction. Foreigners often struggle to make progress with sales in Vietnam; you need fluency not only in Vietnamese but in local business culture. To become a Vietnamese success story, you need a local presence inside the country.

The standard model of distribution presents challenges to Vietnamese companies that often lack the finances to undertake long-term, proactive sales. Targets get pushed back and sales develop slowly under the Vietnamese system, yet when a distributor has a product that’s unique to the market or a price leader, they will deliver results. In Vietnam you will find distributors that are supplying products but don’t work with the concept of value selling often.

We offer an alternative entry model with an outsourced sales solution. You’ll find success matching this model with an offering to market that’s technical, has a long sales cycle, or if you sell on value as opposed to price.

You get a dedicated salesperson, hosted in our offices and under our management. Your business will enter the market sooner, easier, and at lower cost with more flexibility than establishing your own company setup in Vietnam.

For more information: [Outsourced Sales](#)

SERVICES:

Employee hosting

Daily operations management

Business development

Flexible desks

Secretarial services

KEY INDUSTRIES:

Machinery

Logistics

Mining

Construction

Industrial equipment

WHY WORK WITH US?

- 10+ years of experience and 100+ completed assignments in Vietnam
- In-depth knowledge across many industries
- A broad network of companies, industry experts, Vietnamese ministries, governmental organizations, and embassies
- Functions on the boards of chambers of commerce
- Over a century of combined business experience
- A team from different cultural backgrounds with business experience across the globe
- Keen understanding of local business culture and operating environments
- Spoken languages include English, French, Finnish, Vietnamese, and Hindi
- Flexible, fully customizable services, matched to your requirements



OUR TEAM

VIETNAM – CONSULTING TEAM



PIETRO KARJALAINEN
CEO



CLAUDIO KARJALAINEN
COO



TRA LE
SENIOR CONSULTANT



TRIBHUAN VERMA
SENIOR CONSULTANT



HUONG LE
ANALYST



JESSE ÄRVÄS
ANALYST



THUONG HUYNH
CLIENT SUPPORT

OUR TEAM

VIETNAM – SALES TEAM



LOI TRAN
NORDICLIGHTS



GIAP BUI
CONCRIA



DUONG PHAM
OILON

COUNTRY REPRESENTATIVES



KAIJA KEIJOLA
FINLAND



HÅKAN OTTOSSON
SWEDEN



PRASANNA PERRERA
SRI LANKA

SELECTED REFERENCES



CONTACT US

PIETRO KARJALAINEN, CEO
PIETRO.KARJALAINEN@FINNSEA.COM
+84 938 631 100

CLAUDIO KARJALAINEN, COO
CLAUDIO.KARJALAINEN@FINNSEA.COM
+84 903 023 212

FINNSEA NORDESK VIETNAM
VINHOMES CENTRAL PARK, LANDMARK 5 - ROOM 47.OT05
208 NGUYEN HUU CANH, BINH THANH DISTRICT
HO CHI MINH CITY, VIETNAM

WWW.FINNSEA.COM

