Essay July 18, 2019

To this day, we learned about the detail about investment in Vietnam. First, I will illustrate the general information that we have learned in this lecture. For the geography detail, as everyone knows that the capital city of Vietnam is Hanoi and the other important cities are Ho Chi Min, Da Nang, Haiphong, and Can Tho. The seasons in Vietnam are depended on the region of the country. In the north, there are 4 seasons including spring, summer, autumn, and winter. While, in the south, there are only 2 seasons including rainy and dry season. For the temperature, it is obvious that in the north of this country has a lower temperature than the south in the winter season but if we compare in the average temperature in the south which is 28 °C to the summer season in the north, we will find that the highest temperature in the north is above 37 °C which is unmistakably higher than the south. For the demography data, the total population is around 95.5 million peoples that 35.2 percent of the population lives in an urban area and around 54.9 million peoples are in the labor force. Moreover, about the age of the population, Vietnamese people have a medium age of 25 years. For the information in terms of the economy in Vietnam, I will start with the simple detail that every investor who wants to invest in this country should know which is Vietnamese Dong that is the national currency of Vietnam. In terms of GDP, the Vietnamese GDP is around 266 billion USD and the GDP growth rate is 6.5 percent which can imply that Vietnam is one of the fastest-growing economies of South-East Asia. For the employment sector, agriculture is the main sector in this country that Vietnam is the second-largest rice exporter in the world. While the unemployment rate is around 2.2 percent which can be viewed as fairly insignificant and the small percentage of unemployment rate leads to a high inflation rate at 4.0 percent.

According to the information above, it can imply Vietnam is one country that should enter for investment. Due to the abundant population in Vietnam, this leads to the size of the market in Vietnam to be enormous and the number of the labor force also high as well. Besides, the medium age of Vietnamese people is around 25 years that is not the high number and that causes the new market to occur due to the new generation of people and the influence from aboard such Korea, or the US. For the example of the new sector of the market, in Da Nang, many Korean tourists in this city contribute to new Korean shop or restaurant to occur. Furthermore, although the inflation in this country is a little higher than the standard, the wage, tax, and infrastructure costs are still cheap.

However, there is a different dimension to do business in Vietnam in several parts. First, the regulation in Vietnam is unclear and due to the regime in Vietnam which is socialism or communism, the government can set the law and use the law. With 2 facts about the regulation and law, it may cause the risk to foreign investors. Next, the standard living of people is still not good that may affect standard education as well. When the education of people is inferior, the skill of labor also is unsatisfactory as well.

In conclusion, the potential for investment in Vietnam is good and interesting for foreign investors, but even coin still has 2 sides, let alone invest in Vietnam. There is another side of investment in Vietnam as well. Therefore, the investment always has a risk, the investor should study the information before doing investing.

Essay July 19, 2019

The most interesting thing for me on this day was the Fintech Fair 2019 by Bank of Thailand. Within the exhibition, there were many booths on the second floor that almost all of the booths had shown about payment without cash for an example credit card or alternative payment. Nowadays, most of the company, store, or restaurant have the intention that they want to change consumer behavior to be a cashless society that means one of the purposes of this exhibition is to support and promote any company which opened the booth in Fintech. Many of the companies have tried to use the discount strategy in order to attract customers to change from cash to be online payment or cashless payment, for example, Grab is one of the popular applications in the mobile phone that use for transportation including food delivery, taxi, and alternative car delivery. Grab has used the promotion for the credit payment to encourage Grab's customer to change from cash to an alternative one.

Moreover, the Fintech fair 2019 also presented the progress of the blockchain on the fifth floor. Blockchain is the network system of online transactions with the out intermediary or financial institution. The presentation of the blockchain presented about how far that ASEAN and the technology of the blockchain system. However, unfortunately, I did not go to the blockchain presentation because I walked around on the second floor. But, at least I had a chance to know that what is blockchain because if I did come to this fair, I may not know what is blockchain.

In conclusion, nowadays, society around the world is ready to become a cashless society. In my opinion, the promotion is not the solution that will change the customer behavior because when the promotion expires, the customer may turn back to use cash again that the promotion method is just a temporary way.

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