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Guest shows many different points of view about investment in Vietnam. Before making decision to invest in somewhere, we have to understand deeply into their culture in order to knowing what customer needs. For example focusing on Vietnam market, even two parts of Vietnam combine into one countries but they still have identical behaviour in each part. Choosing specific province is supposed to be priority decision for foreign investor.

One case study from FDI invest in Vietnam, Thai investor decided to invest in Hanoi which is food restaurant called MK shabu. The company was not able to operates no more than 2 years and then collapse immediately. So, this situation seems cannot happen to MK company because MK is so popular in Thailand and expand the branches almost every provinces in Thailand. The reason is that they did not research about Vietnamese culture and did not try to serve exactly what customer needs. In north part like Hanoi, people prefer to eat fresh food. To illustrate, fresh food in their meaning is that killing suddenly before eating. But MK serves freeze meat. So, people do not trust in their quality. At first, they thought that the problem is about location. They move from the first place to another which are nearest to office area. Surprisingly, it does not work. They still barely have customers. Lastly, it collapsed. Actually, south part is seem to be central economic zone of Vietnam like Ho Chi Min city because they have less barriers than other city or province, such as culture barrier or geographic. On the other hand, in north part like Hoi an is a governmental area which is attractive reasons to invest in there.

As we have learned in class, there are many attractive factors for investor. But, he shows another negative side which we have not known before. We know only their political are stable. Since, the law is unsteady. They always change law all the time while problem occurring. This problem impacts to investor's trustworthy. Another problem is low standard education of people. Graduated student do not reach standard average capacity because some certification in bachelors degree can be paid. Investment decision depends on investor purpose. If they just want to hire force

worker, incapable worker might not be negative effected to investor that much. If you desire in particular skill worker like analysis thinking, you must concern on worker quality more than low wage. In my opinion every country has a disadvantage, investor should research all the part and choose specific objective for investing in particular country.

19 July 2019

Today we have precious opportunity to join Fintech Fair 2019 at Bank Of Thailand which is start up business exhibition. I am excited in many incredible innovations like new technology from SCB. The past, they check identity by using finger print, but it is too easy to copy the identification. So, bank used to face with security problem of customer. Now, they crate new checking innovation by blood vain. I do not know exactly how it works but banker ensure that it is more safe.

I found one company which using win-win strategy called UTU company. All system is running on its Application. First, you have to download app and then add you credit or debit card in the app. Every time that you pay the bill via card, it automatically correct the reward point and you can redeem all the point to partnership store such as Zara or Subway. Company do not charge any fee from customer but they charge from store instead. I was wondering why any stores want to pay for them. "It is like offline marketing for store and when compare to another advertisement, using their app is almost cheapest and effective more than others" he claim that effectiveness is already counted from the data. Moreover, how can they do marketing in this business is more amazing. They cooperate with banks to promote their app. Bank want customer to use future income in order to charge tax. So, it is a win win strategy, own company, store, bank or even customer will gain the benefits.

Then, we are going to Asean Development Bank. They do not work only with Asean countries but they corporate world wide like in European and America also being the member. Each country have Asean finance ministry to be representative of country. ADB plays an important role to support international bank in many countries and intensively focus on poverty reduction. Adb assistance in number by region for both government and private sector. So, other functions are likely normal bank such as giving fund, reducing adverse information, provide local finance to borrow and invest in some private equity. Before giving a loan, they have estimate company

creditworthiness rating to ensure company trustworthy to guarantee. For company which look efficient in company and have best financial resource will estimate to be AAA and so on. Simple quote high risk ,high return, it seem to be useful in this situation. BBB rating Company have to pay high tax than AAA rating company according to less creditworthiness or we can called high risk. The core advantage of ADB is longer lend loan. Actually, bank will give a short term loan which occur negative impact the exchange rate is fluctuated. New long-term strategy for ADB is following directly SDGs goal. but they classify the priority in 7 particular goal such as tackling climate change promoting and sustainable Asia and pacific, while sustaining its efforts to eradicate poverty. Relationship between ADB and Thailand tend to be partnership. Because Thai try to minimise borrowing from outside the country and prefer to run all finance inside their own to avoid the same mistake since 1970.

I appreciated to visit Fintech and ADB today, I can apply the academic knowledge in class to real life. It make me deeply understand what their meaning or how the system run. Also this exhibition shows me the practical ways of economic and finance knowledge. One thing that I realise when walking around, Having the great creativity is not enough. You also have to concern how to represent it or how to impress customer.