



# The Australian Chamber of Commerce in Vietnam

'The professional hub linking opportunities across a thriving Australia & Vietnam business community'

## About

The Australian Chamber of Commerce in Vietnam (AusCham) is an independent, not for profit, membership-based organization. AusCham's revenue is generated through sponsorships, memberships, events and advertising. AusCham provides all members with a voice to express their views on the business environment in Vietnam, directly within the business community and via our liaison with the Australian and Vietnam Government, the Vietnam Business Forum (VBF), Vietnam Australia Business Council (VABC) in partnership with the Vietnam Chamber of Commerce & Industry (VCCI). AusCham actively co-ordinates a regular program signature events, high-profile business seminars, networking and social functions as well as charity events during the year.

### Vision

'The professional hub linking opportunities across a thriving Australia & Vietnam business community'

### Mission

Through advocacy, education, events and networking - AusCham will meet the needs of its stakeholders and potential members looking to do and promote trade and investment between Australia and Vietnam.

### Values

**Good Governance** - We operate from a plan to the benefit of all stakeholders, with no conflicts of interest - guided by professionalism honesty and integrity.

**Diversity** - We are welcoming of all regardless of race, gender, religion, sexuality or ethnicity.

**Sustainable** - We support practices that acknowledge the importance of environmental, social and economic sustainability for a strong community now and in the future.

### Strategy

**Advocate** - by representing the interests of members across government and industry through formal representation.

**Connect** - by creating an environment for members to meet and learn through various events.

**Educate** - by regularly sharing and communicating the most accurate and up-to-date information by trusted partners to our members.

### Organizational Structure

AusCham is governed by a National Board comprising eight HCMC-based Directors and four Hanoi-based Directors who are supported by five permanent staff in HCMC and Hanoi. AusCham also has Official Representatives in the Central Region of Vietnam (Da Nang) and Australia (Queensland, New South Wales, Victoria, South Australia and Western Australia).

## Opportunities

Companies or individuals requiring access to AusCham's members, can leverage the AusCham weekly e-newsletters, website and many sponsorship opportunities - All Members are entitled to discounted rates on other members goods and services as advertised. Companies or individuals looking to reach very targeted, industry-specific audiences should consider event sponsorships which include the opportunity to speak and promote your business; such events are our monthly networking event 'Sundowners', briefing events and signature events.

AusCham hosts a number of high-profile annual events such as the Vietnam Real Estate Market Symposium, Annual Education Event, Vietnam Golf Series, the Australian Business Awards and AusCham Charity Ball. AusCham often holds ad hoc seminars and workshops which are directly organized by sponsors and promoted by us in HCMC, Ha Noi and Da Nang.



## Membership

As an AusCham Member you have the opportunity to connect with over 600 AusCham members in Vietnam and the ASEAN region. We publish a weekly e-newsletter to a total audience of more than 6,000 and further post to an estimated 17,000 followers across social media almost daily.

AusCham represents and promotes the interests of Australian businesses operating in Vietnam. We, as a not-for-profit chamber of commerce are proud to have a pivotal function in providing invaluable business and cultural support to members and sponsors activities and needs in Vietnam and Australia.

AusCham provides all members with a voice to express their views on the business environment of Vietnam, directly within the business community and via our liaison with the Australian and Vietnam Government, the Vietnam Business Forum (VBF), Vietnam Australia Business Council (VABC) in partnership with the Vietnam Chamber of Commerce & Industry (VCCI). We actively co-ordinate a regular program of high-profile business seminars, networking and social functions as well as a number of charity events in the year.

Whilst AusCham covers a wide range of activities, our main objective is to enhance business ties between Australia and Vietnam for the mutual benefit of our members and their Vietnamese counterparts. Furthermore, we keep you up to date with the latest in Vietnam's business news and any changes by way of our newsletters, alerts and by conducting monthly business briefing events.

When you become an AusCham Member, you will have access to the AusCham database and most importantly, you will have a strong and established support base in Vietnam.

## Benefits

- Free entrance to monthly AusCham Sundowners networking events;
- Discounted rates for Business Briefing events;
- Discounted advertising rates in our weekly e-Newsletters, app and website;
- Use of the AusCham e-Newsletter, app and website to share company news, updates, promotions and events (once a month);
- Posting your company profile on the AusCham Membership Directory on the AusCham app and website;
- Access to each AusCham member and company via our website and app by industry classification;
- Discounted rates for selected products and services of other members and associated companies via the AusCham website and app;
- Corporate and Event Sponsorship opportunities to promote your companies goods and services;
- Advocacy services giving you direct access to non-government organizations and lobby groups such as the Vietnam Business Forum (VBF) who meet bi-annually with the Vietnam government;
- AusCham Membership benefits are reciprocal across other Australian Chamber of Commerce ASEAN countries depending on each event;
- Voting rights for AusCham elections - Corporate 3 and SME 2.

## Membership Categories

- Corporate (20+ employees)
- SME (less than 20 employees)
- Business Enterprise Non-resident
- Individual
- NGOs
- Australian Alumni (Vietnamese with Australian qualifications)

## Sponsorship

AusCham offers a range of annual Corporate Sponsorship packages. At this level, AusCham applies a bespoke approach to each company's needs and budget - just ask.

Corporate Sponsorship packages simplify a business's marketing plans and deliver significant exposure across Vietnam and the region. Corporate Sponsorship packages include a combination of high-level exposure through B2B introductions, advertising, across all premium media platforms, access to special events other than those held by AusCham and complimentary passes to signature

### Levels and Values

Platinum \$15,000USD

Gold \$10,000USD

Silver \$5,000USD

Bronze \$3,000USD

Note: AusCham will issue invoices in VND.

Please contact the AusCham HCMC Office for more information on Corporate Sponsorship or visit this LINK <https://tinyurl.com/2p9dkamm>

### List of sponsors logos

PLATINUM

GOLD

SILVER

BRONZE

STRATEGIC PARTNER



## Enquiries

Sponsorship - Membership - General  
office@auschamvn.org  
Online Membership Applications  
<https://auschamvn.org/become-member>

📍 **Ho Chi Minh City Office**  
2F, Sonatus Building,  
15 Le Thanh Ton, Ben Nghe Ward,  
District 1, HCMC  
Tel: +84 (0) 28 7100 1909  
Email: office@auschamvn.org

📍 **Hanoi Office**  
4F, Spaces Belvedere,  
28A Tran Hung Dao,  
Hoan Kiem District, Hanoi  
Tel: +84 (0) 973 000 471  
Email: auschamhanoi@auschamvn.org