

AEON VIETNAM ACCOMPANIES WITH LOCAL SUPPLIERS TO HELP THEM EXPAND THEIR REACH

As a retailer - a bridge between suppliers, manufacturers and customers, AEON Vietnam is committed to not only providing quality products but also actively contributing to sustainable development, promoting the local economy where AEON operates through retail activities as well as programs to accompany and support manufacturers and suppliers. The event "AEON accompany & grow with local enterprises in Hue" on 29/11/2023 is one of the important preparation activities before the opening of AEON Hue - the first Department Store & Supermarket of AEON Vietnam in the Central region at the end of 2024.



(AEON representatives answered questions and resolved difficulties for local businesses at the event)

The activity aims to provide knowledge and share information on product technical standards of goods to ensure that they meet supply quality requirements into the AEON Vietnam system. The main goal of this event is to gradually improve the production capacity of local suppliers.

Small sized enterprises still face many challenges

According to a recent report of the Ho Chi Minh City Business Association, although Vietnam has a population of up to 93 million people, including 60% of young consumers, Vietnamese retail enterprises only meet 25% of demand, a rate lower than that of many countries in the region such as Thailand, Malaysia, and the Philippines. The government also has many solutions to support domestic retailers. However, according to Mr. Pham Dinh Doan, Vice Chairman of the Vietnam Retailer Association, the difficulty in developing the domestic market does not only come from the fact that Vietnamese retailers still have many limitations, but also from the fact that domestic producers have not yet fully realized the importance of the distribution system, and have not paid enough attention to marketing and brand building to create competitive advantages.

Understanding the difficulties of suppliers, AEON Vietnam has implemented many support activities to improve product capacity and quality of suppliers. Through these support activities, suppliers have been equipped with the necessary knowledge and skills to produce and can supply high quality products that meet the requirements of AEON Vietnam as well as international markets. With continuous efforts, AEON Vietnam hopes to accompany and support local suppliers in overcoming their difficulties.

Strengthen capability, accompany suppliers expand their reach

Following the success of the annual training program for AEON Vietnam's suppliers, this year, the Japanese retailer expanded its courses for local enterprises in Hue and neighboring provinces on November 29th, 2023. This foundation training program is for businesses that are not yet suppliers of AEON Vietnam, in order to provide local businesses with a foundation for product development as well as the opportunity to cooperate with AEON Vietnam in the near future. This is also an important preparation activity of AEON Vietnam for the opening of the new Department Store & Supermarket Center in Hue.

At the opening ceremony, Mr Nishikawa Satoshi, North Representative of AEON Vietnam shared the goal of the event "Accompanying and developing with local businesses": "AEON will open our first store in Hue, central Vietnam next year. Following that, we are also exploring several properties in Da Nang and throughout the central region. We are looking for many people who share our thinking way and can take on challenges together."



(Mr Nishikawa Satoshi, North Representative of AEON Vietnam shared the goal of the event)

“AEON Vietnam accompany and grow with local enterprises in Hue” welcomed the presence of the Deputy Director of Hue Department of Industry and Trade, the Director of Center for Industrial Promotion and Trade Promotion; the Director of the Department of Quality Management of Agriculture, Forestry and Fishery and the Department of Rural Development (Department of Agriculture) along with representatives of nearly 60 local enterprises.

At the event, Mr. Hoang Ngoc Son, Deputy Director of the Hue Department of Industry and Trade, said: "I hope that the results of today's event, as well as the connecting activities in the near future between AEON and Hue enterprises will contribute to the development of commercial and service activities in the locality, increase the production of Hue enterprises's products into nationwide AEON system and contribute to the development of the locality."



(Mr. Hoang Ngoc Son, Deputy Director of the Hue Department of Industry and Trade, shared the potential development between AEON Viet Nam and Thua Thien Hue Province)

Mr. Hoang Ngoc Son also shared information about the retail market in Vietnam in general and in Hue in particular. He also focused on the importance of connecting local businesses with large enterprises such as AEON Vietnam.

This program has brought enterprises in Hue and neighboring provinces many opportunities to cooperate and improve capacity. At the event, enterprises gained knowledge about cooperation opportunities with AEON Vietnam including AEON's principles of action with business partners, policies/ strategies for developing/ exploiting suppliers in the Hue area as well as general quality standards to become a supplier of AEON Vietnam. From this information, enterprises can proactively chase opportunities to cooperate with AEON Hue in the future. Not only that, attending the training session, enterprises will also receive additional information about relevant legal regulations such as trademarks, copyright issues... This is important information to help enterprises protect their intellectual property rights.



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Since 2020, AEON Vietnam has continuously organized training courses to support suppliers in enhancing production capabilities and product quality. In 2022, the training program attracted 224 participants from 115 suppliers, mainly in the food industry. 99% of the participants rated the course as providing significant value and practical application. In particular, the first foundational training session for local businesses that have not yet become suppliers of AEON Vietnam, which was held the first time in Hue recently, also received positive feedback from participants.



(Local enterprises are particularly interested in the event)



AEON VIETNAM

This series of training activities once again demonstrates the key focus of AEON Vietnam's Economic Sustainability Strategy, which is to build a flexible, efficient, and sustainable distribution system. With this development strategy, AEON Vietnam is committed to making efforts to accompany and support local businesses through many activities, such as supplier training, supplier conferences, and special cooperation programs with local businesses. Through practical companion activities, AEON Vietnam aims to support local businesses in strengthening their production capacity and improving product quality. At the same time, AEON Viet Nam is committed to comprehensively and dedicatedly responding to consumer needs as well as contributing to promoting local socio-economic development, improving the lives of people, and bringing value to the community.