

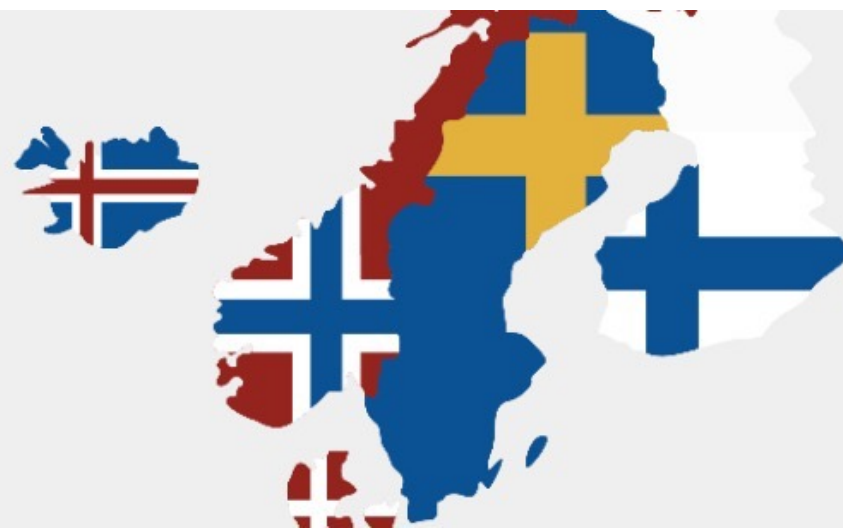


NORDCHAM

NORDIC CHAMBER OF COMMERCE VIETNAM

WORK THE NORDIC WAY DAY 2021

Ha Noi

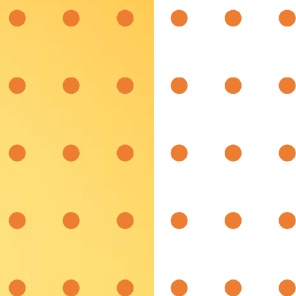


KEY SPEAKER PRESENTATIONS

Work In A Nordic Way

Presented by Kimiko Doan Kieu, YellowBlocks' Founder

#YellowBlocks #NorchamVietnam #WorkinaNordicWay
#KimikoDoan #Norway



About me

Founder @ YellowBlocks

Based in Hanoi | CMO of VinFast Global | Assistant To The Chairman at Vingroup |

Mentor for Quest Ventures | Advisory Board Member for Advantage Austria |

Ex-CMO Startup Vietnam Foundation |

Top 20 Young Leaders in Australia - Vietnam 2019

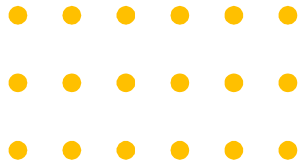
The 10 Most Influential Women in Technology 2020



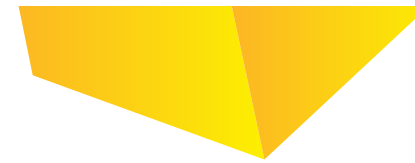
"Overcoming failures is gold. But overcoming successes and growing beyond - that is diamond."

#YellowBlocks #NorchamVietnam #WorkinaNordicWay
#KimikoDoan #Norway





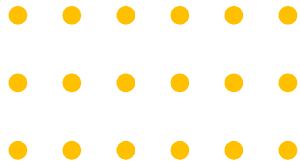
From left to right
Dr. Gang Lu, Founder of TechNode
Peter Vesterbacka, Founder of Angry Birds
Kimiko Doan, Founder of YellowBlocks



INTEGRITY

Long-term business built on trust, integrity and honesty. And “integrity” is on top of all the factors. A successful leader is the the one who builds ‘trust’ from his/her employees, customers, and partners. To make that happen, the entrepreneur has to show her/his skills, effort, commitment, and on top of all, the ability to “make things happen no matter what”. And to think beyond what we can do today.

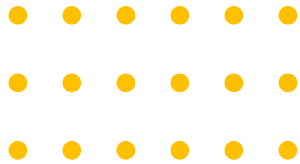




SUSTAINABILITY

Developing a tech ecosystem is intangible work, which sometimes is hard to convey. One has to be extra persistent when onboarding new partners. The vision has to be long-term, so the need to build the right platform for sustainable partnerships is crucial.





Jury board of Startup World Cup Vietnam Final, TechFest Vietnam 2019



TOGETHERNESS

I believe in long-term cooperation in partnership. That means to do the right thing when not under watch. That also means to take a share of the cake so that there's still cake for other people in the room. If you want to take a bigger slice, you have to help others make a bigger cake!



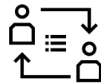
YellowBlocks Executive Summary

YellowBlocks is the trusted Vietnam tech gateway to provide local insights, premiere networks, and business / marketing / tech strategies for leading companies in emerging tech (ABCD – AI/ML/Robotics, Blockchain, Cloud, Data).



Business Matching

Advisors, Partners, Clients, Vendors..



Management Consulting

Digital Transformation, Marketing Strategy, Technology Implementation



Premier Marketing Services

High-level Conference Services, C-Level Personal Branding, PR services, Website / Video / Content production

AS FEATURED IN



Over 300 news globally and top 50 news in Vietnam

STRATEGIC PARTNERS & CLIENTS



150+

partners

40+

countries

4

governments

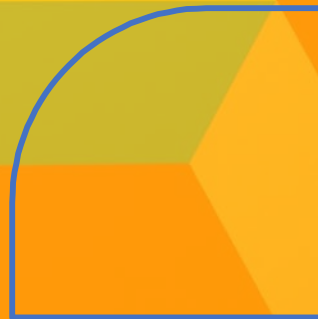
50+

completed projects

20,000+

directly engaged

Thank you!



Presented by
Kimiko Doan Kieu



WORK THE NORDIC WAY

How Sweden created my Businesses?

OVERVIEW OF THE TALK

1. Short Bio + Business Portfolio: Who am I? Let's get acquainted!
2. Most Memorable Experiences and What I learnt: How I survive the Scandinavian Time?
3. How Sweden Life affects my businesses.





1. “Let’s Get Acquainted”

My Profile

Name: Nguyễn Ngọc Quân - **English Name:** Harry

Nationality: Vietnamese 100%

Born: 1992 <~30 years old now>

Education: UEB - VNU - Major: Business Administration

Businesses Portfolio:

- 8 Companies
- Diversified fields working in
- President: 2, founder 4, shareholder 3, Angel Investor 1

Now **Chairman of Uppsala Alumni Chapter in Vietnam**

Spent 6 months (2014) in Uppsala, Sweden and fell in love with this place



Ecosystem of My Business

1. Wine Agency <President, Founder> - Logo



- Founded 2016 - First Company



- Fields: Integrated Branding | Content, Facebook, Instagram, Tiktok - Ad purchasing | Website Design - Code



1. Fin. Production <President, Founder> - Logo



- Founded 2019 <Bought from my friend>



- Fields: Productions House | TVC - Video - Animations



1. IM Entertainment <Shareholder> - Logo



- Founded: 2020



- Fields: Entertainment | KOLs booking - Talent Makers - Tiktok MCN - Event Launching

1. Wedia.vn <Founder> - Logo

- Founded: 2020

ĐỐI TÁC

Open with ▾

VINCOM

VINCOM RETAIL

VINHOMES

VinMart

VINFAST

Vietlott

USTNAM
TÂN LỢP GỐ NHỰA

ANH MINH
GROUP

JUNO

kyber.
network

HDI
TOWER

AEON MALL

VPBank

TPBank

SONHA

YAMAHA

SAMSUNG

isee

lincup

VCCORP

RISEMOUNT

WT

iCheck

Coca-Cola

WWF

wilmar

P/S

closeup

vietnamobile

Brighton

Kids

ERATO SCHOOL
music & performing arts

Snapfood

BOO

Lacasa
CHILL & SPA

Oishi

Knorr

STRONGBOW

TRÀ Ô LONG
TEA+

MICOEM

DABACO GROUP

L'AMANT

SmokyVILLE

HAI@LECAO

WEDDING THINGS

THE ALCHEMIST

90+

Analysis of Business

- Create a full Ecosystem, ones support each other inside the circle
- Except for THQ Medical is my experimental approach in entire new field
<although still get supported by other companies in the Ecosystem>

THE QUESTIONS:


- WHY & HOW? Running single company is quite challenging and time consuming. Why I dare to develop in a rapid approach?
- WHAT SWEDEN <AND NORDIC> STYLE AFFECT MY PERSONALITIES AND MY BUSINESSES?





2. “Most Memorable Experience in Sweden”

Ok that's a very quick “acquaintance” part of me. So now back to Nordic / Sweden experiences, to know how I WAS in the past.



Background at 2013 - Before “Sweden Time”

When in Vietnam, before flying abroad

- Top Students in University
- IELTS 6.5 - Very confident of my English
- Often speak with Foreigners in my country
- Family Boy
- An active member of Students Council

Shocking Fact in early days in Sweden

- Top Bottom in an international class
- Could not catch up with fluently speaking style of Swedish friends and other nationalities
- Have to be independent. No babysitter anymore
- So scared to interact with anyone

Exp 1 - THE GREAT SYSTEMS OF “NATIONS”

The great system will remind you of “Harry Potter’s Hogwarts Houses”

13 nations to fit with personalities of millions students

- My Friend : Knitting → Smalands
- Me: Close Circle ----> Karmalands <now wearing the badge right now>

“Today I serve you, tomorrow you serve me”

- Got Paid <hurray> quite well - and need to pay taxes alone! <Very explicit culture>
- Midnight Shift - Drinking Games and Human moment



Exp 2: SHOCKING LANGUAGE

- Very “noob” when came to sweden
- Get used to it finally
- Joked Back - where kinda close friends talk
- Overcame the fear of losing face

→ realized that you were not as good as you think. Need to work harder and better

→ Then got better and developed back your sense of humour



Exp 3: “LAST LESSON WHEN I DEPART”

Depart of culture

What my friends told me:

“Harry, you are a great, great person with wonderful personalities. Be confident in yourself and do whatever you like. We here all support you!”

---> Treat me like a complete person even when I always think that they are far superior people than me

---> One of the most memorable memories I kept telling a lots to other students and person I met when they asked me about Sweden



Background at 2014 - After “Sweden Time”

Shocking Fact in early days in Sweden

- Top Bottom in an international class
- Can not catch up with fluently speaking style of Swedish friends and other nationalities
- Have to be independent. No babysitter anymore
- So scared to interact with anyone

When I came back to Vietnam

- Passed 3 classes with Distinctive Grade
- Quite JUST QUITE fluent speaking with friends
- Know how to take care myself
- Be CONFIDENT in myself and eager to show inner thoughts to others
- Become Chairman of Student Councils in that year, the first and only Student who hold that positions in UEB

CONCLUSION OF PART 2 - What “Sweden time” taught me <and still influence me now and in the future>

- Teach me how a single normal person should be treat with respect and equalities
- Teach me how a person can be changed if stay in a HEALTHY Environment and surrounded by good people / coordinator
- GIVE ME HUGE CONFIDENCE IN MYSELF TO DO ANYTHING

<BETTER SELF-ACTUALIZATION>

- A huge lesson of Sustainability - Sustainable Model of Organizations - The System of Nations





3. How “sweden time” affects my business career



2. What affect

- Equalities
- Minor things make different - Care about other people

Tiếng nói của từng người đều rất quan trọng - no one is minor to ignore

- Sustainable Ecosystem - Sustainability is very important

And about Business: i love you IKEA, how IKEA pursuit a concept and make them Global, that's what my First Company trying to get: a **BRANDING company** .



1. Quick check about the Company Rules

- + HAPPY WEDNESDAY
- + A Quick trip every 3 months
- + Party once a month
- + Sing the company's song
- + 3 level 3 Reports
- + Equal working
- + Be a family





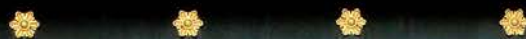
90% loading

10% for other questions <if any>

Thank you for listening

CARLSBERG GROUP

LABOREMUS PRO PATRIA



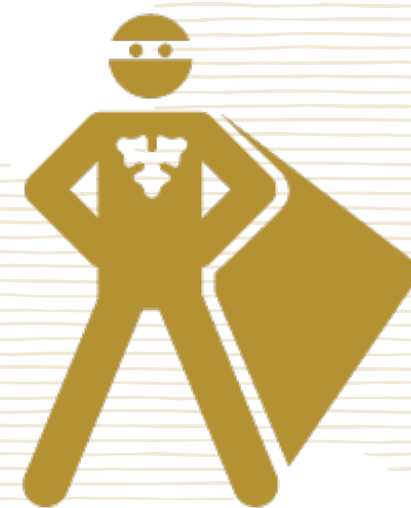
Carlsberg Group in numbers

11 BILLION

LITRES OF BEER BREWED IN 2020



150 MARKETS
REACHED BY OUR
PRODUCTS



PASSIONATE PEOPLE

40,000

140 BRANDS



Vietnam is among the top three focused markets of Carlsberg together with India & China

CHINA

#1 in Western China
7% national market share
25 breweries



INTERNATIONAL PREMIUM BRANDS

CORE LOCAL BRANDS

INDIA

Carlsberg India
#3 in the market
19% national market share
8 breweries



MYANMAR

Myanmar Carlsberg
First brew in Q2 2015
#4 in the market
1 brewery



NEPAL

Gorkha Brewery
#1 in the market
64% market share
1 brewery



CAMBODIA

Cambrew
#4 in the market
11% market share
1 brewery



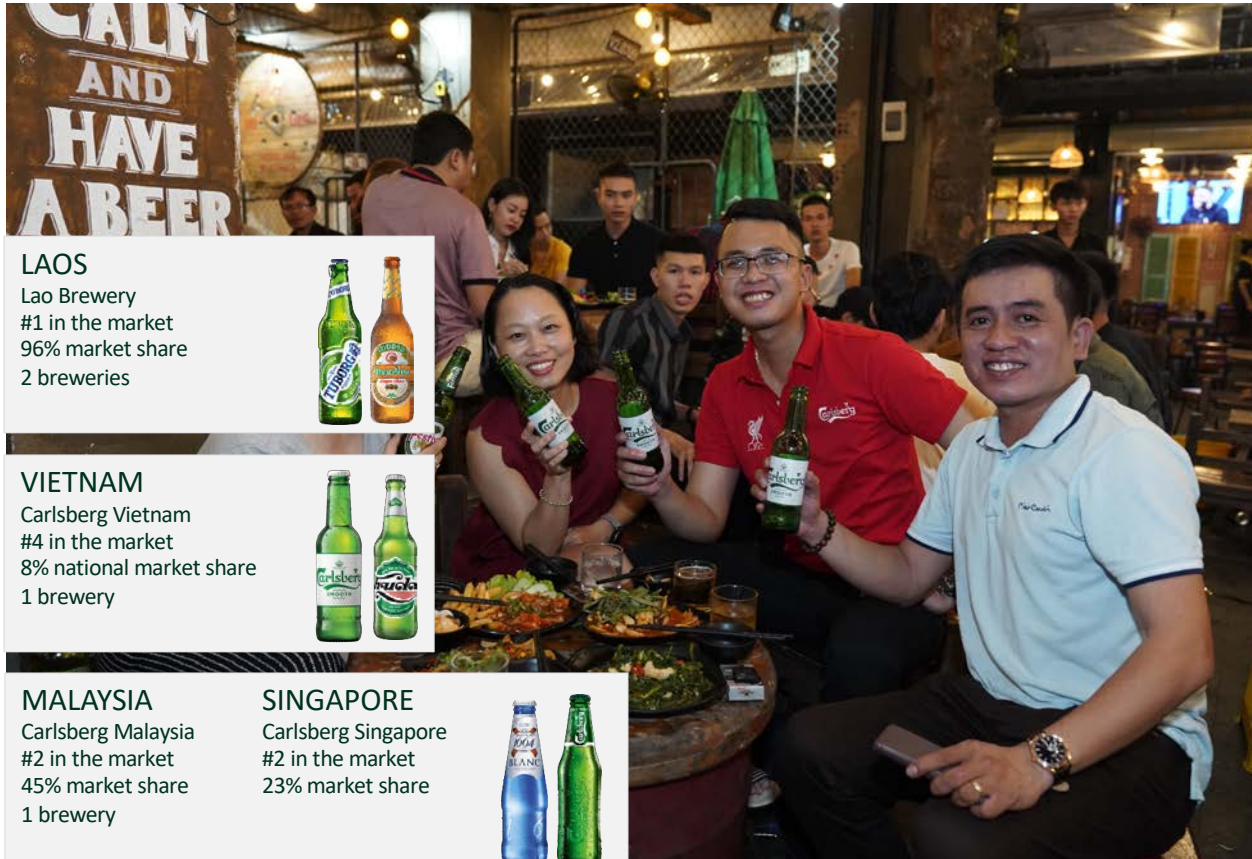
SRI LANKA

Lion Brewery Ceylon
#1 in the market
81% market share
1 brewery
Associated company



HONG KONG

Carlsberg Hong Kong
#1 in the market
29% market share



LAOS

Lao Brewery
#1 in the market
96% market share
2 breweries



VIETNAM

Carlsberg Vietnam
#4 in the market
8% national market share
1 brewery



MALAYSIA

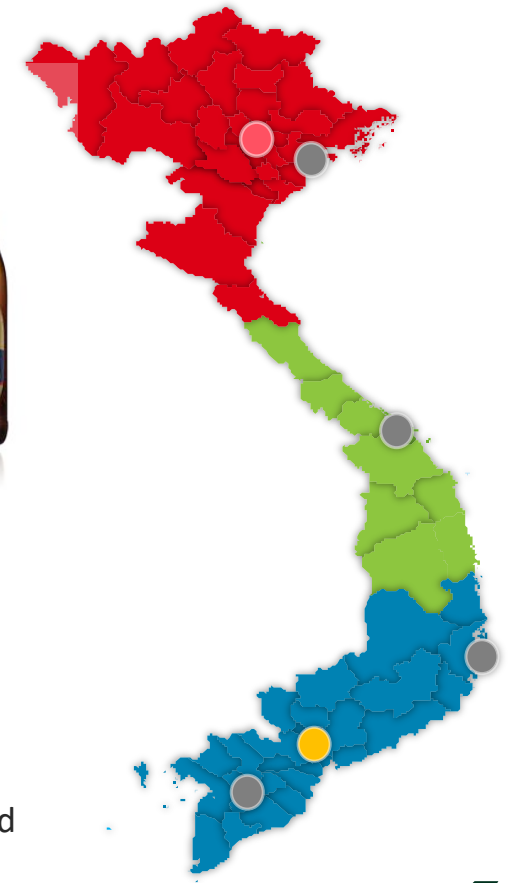
Carlsberg Malaysia
#2 in the market
45% market share
1 brewery

SINGAPORE

Carlsberg Singapore
#2 in the market
23% market share



In Vietnam, we established our footprint in early 90s' and since then have been striving to develop a various portfolio to serve different segments

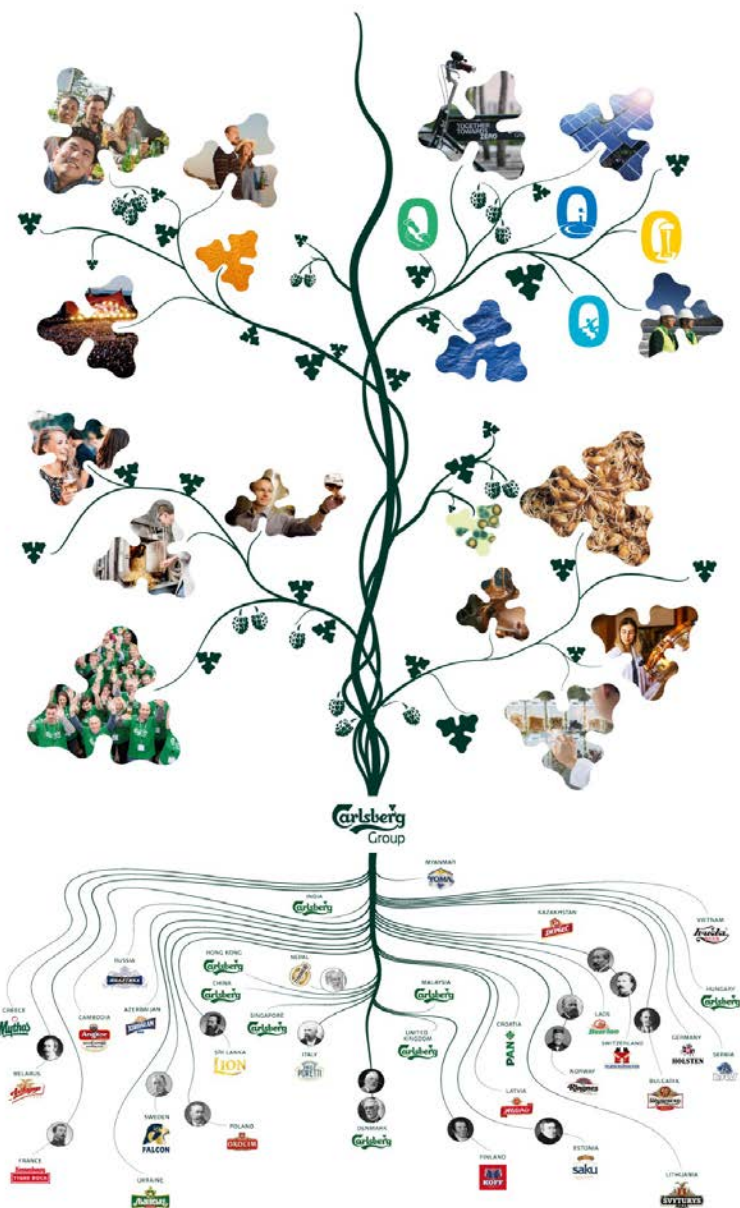


- 1993** Established South East Asia Brewery JV in Hanoi (Carlsberg and Halida brands)
- 1994** Entered JV with Hue Brewery Limited (Huda brand) in Central Vietnam
- 2008** Became strategic investor to Habeco Joint Stock Company
- 2014** Became sole owner of Hue Brewery Limited and South East Asia Brewery, established Carlsberg Vietnam Limited, unifying the two breweries into one entity.

We majorly play in Central Vietnam, where we proudly own Huda - the market leading brand

~40% share of total
Central market





OUR PURPOSE

Some have to dig deep to find their purpose, for us it has always been there.

We pursue perfection every day.

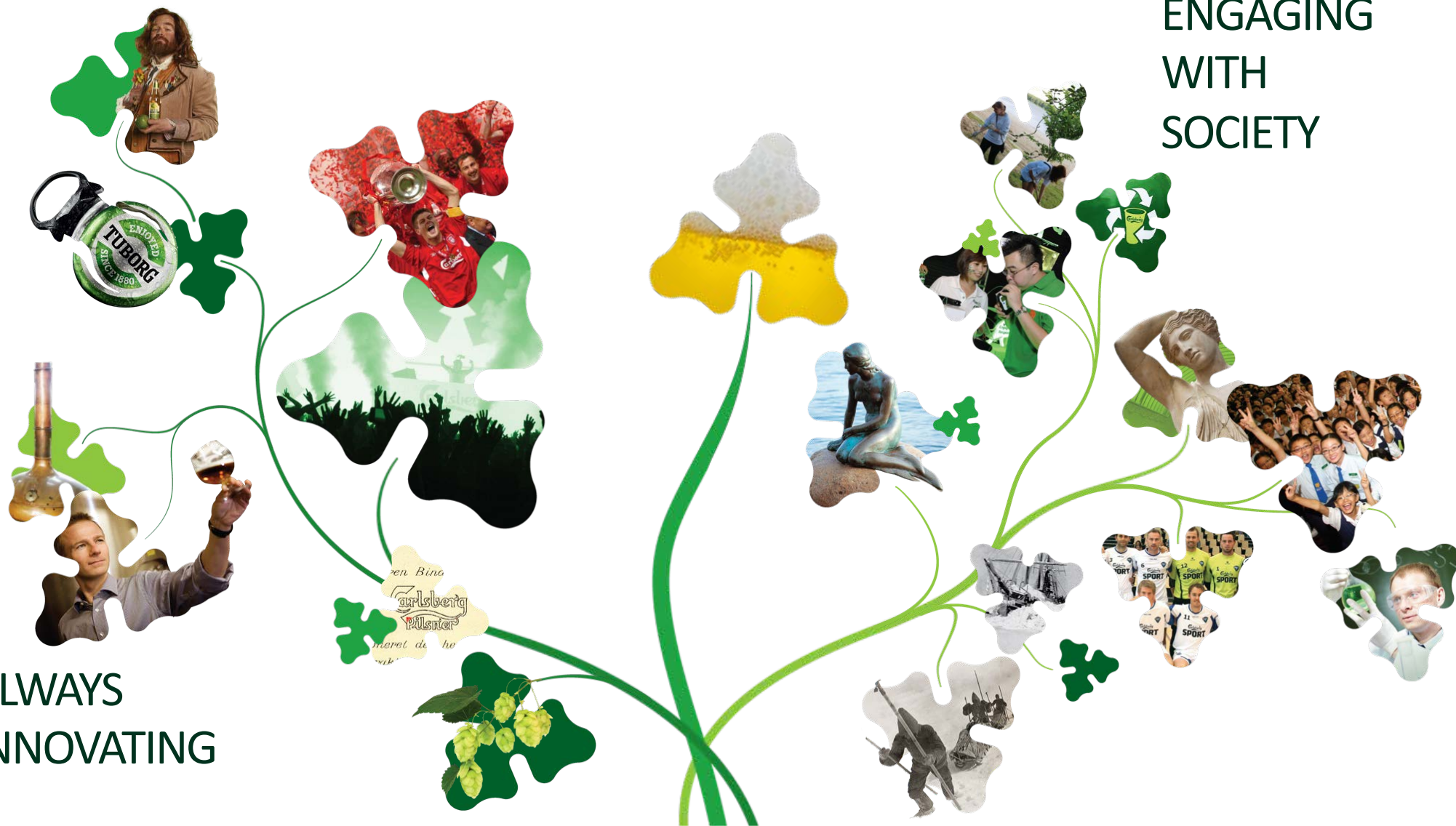
We strive to brew better beers.
Beers that stand at the heart of moments that bring people together.

We don't settle for immediate gain,
when we can create a better tomorrow
for all of us.

BREWING FOR A BETTER TODAY & TOMORROW

ENGAGING
WITH
SOCIETY

ALWAYS
INNOVATING



We don't settle for immediate gain, when
we can

create a better tomorrow
for all of us

TOGETHER
TOWARDS
ZERO

Carlsberg
Group



TOGETHER TOWARDS ZERO



ZERO
CARBON
FOOTPRINT



ZERO
WATER
WASTE



ZERO
IRRESPONSIBLE
DRINKING



ZERO
ACCIDENTS
CULTURE

Together Towards Zero was developed in partnership with leading global experts & is aligned with the SDG's



In Vietnam, our partnership with local authorities to improve the infrastructure brings fresh water to around

20,000 people

in Hue, Quang Tri, Quang Binh, Ha Tinh & Nghe An



Always standing by local community of which we are a part



Annual Tet gifting programme



Covid-19/Flood donations



Donation program on local TVs



Lead sponsor of various sport/cultural events across Central

BREWING
FOR A BETTER
TODAY &
TOMORROW

Carlsberg
Group

THANK YOU





Making it easier to market real estate

CSR as a business enabler

Work The Nordic Way, 17th April 2021

By Thomas Frisenberg



What do we do in Esoft

Esoft makes it easier to market real estate.

Here in Vietnam, we operate one of the world's leading service platforms for real estate content.

- Founded in 2007 with support from Danida
- More than 800 staff in Vietnam
- Global reach



Focus is on running an ethical and sustainable growth business

- Being socially responsible yet business driven
- Believing in doing the right thing
- Promoting a diverse workforce



We have chosen to focus on training and recruitment of people with disabilities

- Promoting female employment
- Aiming to eliminate our carbon footprint
- Sustainable recycling
- Fully licensed operation



The unexpected benefits

- Mindset and attitude among staff
- Pride and loyalty
- Corporate branding
- Talent attraction
- Fits well with trend towards employees working remotely (and more flexible)



What to do

- Corporate decision
- CSR Ambassadors (CEO, HR, production)
- Be realistic
- Keep it simple
- Communicate
- Believe





Making it easier to market real estate

Currently we are looking for talented people for:

- Business Development
- Customer Success
- Management
- System development
- Technical Experts





Making it easier to market real estate

Interested in Esoft

Check us out at
www.esoft.com

or contact us via
recruitment@esoft.com

Thank you

