



Happy New Year 2025 !

Dear VNHL followers,

We would like to make use of this opportunity to wish you all a good end of 2024, and a happy new year for 2025. We hope that you look back on a successful year. For us personally, this past year 2024 has been an eventful year. Not in the least because 2024 is the year in which we have officially established VNHL Consulting. But also because we have recently moved our "base camp" from the lovely city of Da Nang to Vietnam's business capital: Ho Chi Minh City.

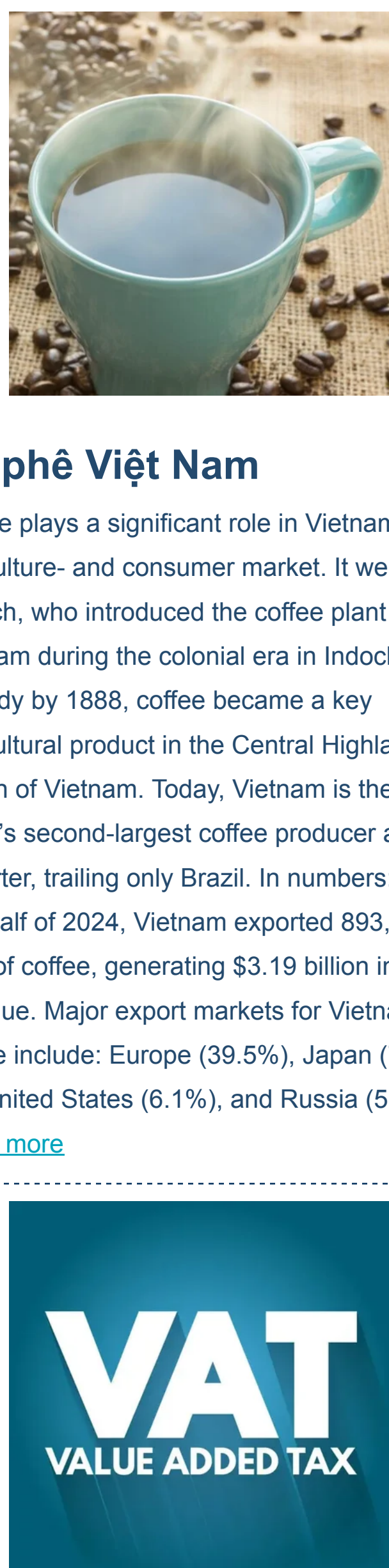
Vietnam as a country, and in particular its economy, also saw many positive events in 2024. The year already started well for Vietnam's economy, when foreign direct investment (FDI) saw an increase of not less than 13.4% in March 2024. By the middle of the year, Vietnam reported a 6.42% year - on - year increase of its gross domestic product (GDP). By Q3, it was reported that Vietnam's exports grew by 15.4% year - on - year. And just a few days ago, Ho Chi Minh City opened its first metro line (read more about this [below](#)).

For 2025, things are also looking bright for Vietnam. To give you a few examples: the World Bank has forecast that Vietnam's economy will grow by 6.5% in 2025. Meanwhile, the country is expected to draw \$40 billion annually in registered FDI over the next five years. Furthermore, the new Electricity Law of Vietnam aims to reduce investment barriers, and promote renewable energy projects. And the Vietnamese Government will keep working on its recently approved \$67 billion high-speed rail project connecting Hanoi and Ho Chi Minh City.

We believe that these developments show Vietnam's resilience and its proactive approach to secure economic growth, and to attract high-value investments. This should put the country in a good position for continued economic development in 2025 and beyond. As always, VNHL will keep following the news for you regarding business, investment, and living in Vietnam. We will keep you updated via regular posts on our website, and via this monthly newsletter.

Finally, we thank you very much for your great support in 2024, and we look forward to continue working with you in 2025. But above all, we wish you and your beloved ones a healthy, happy, and successful new year !!!

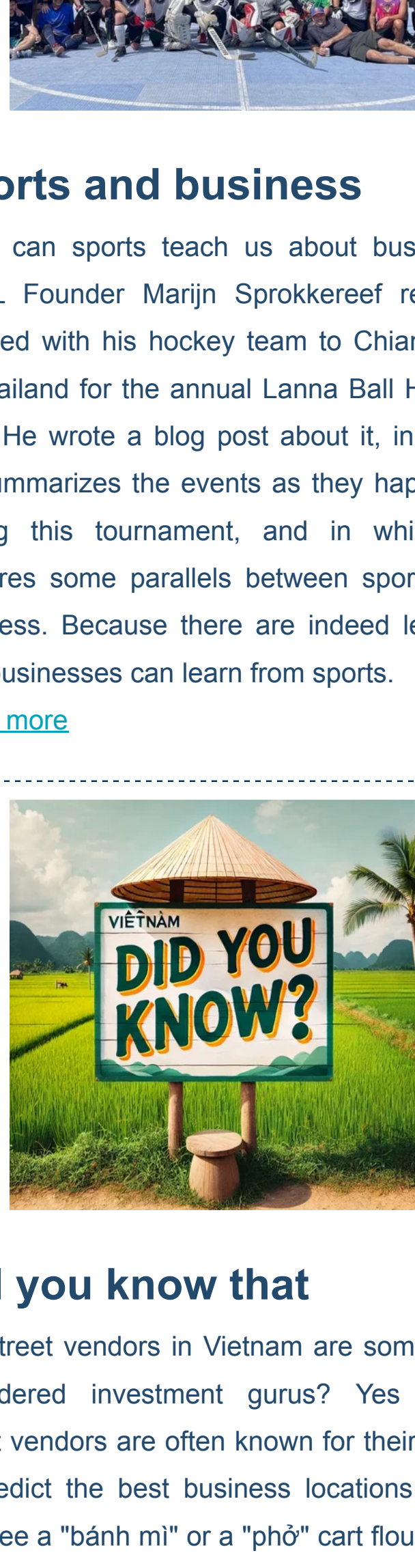
The VNHL team



HCMC's new metro

Ho Chi Minh City, Vietnam's largest and arguably most dynamic city, has witnessed rapid urbanization and significant population growth over the past few decades. As the city's population is growing to > 10 million, so does the pressure on its transport infrastructure. Congestion on the roads has become a real issue, affecting productivity, the environment, and the quality of life for Ho Chi Minh City's citizens. In response to these challenges, the city is developing a modern metro system. And as of 22 December 2024, Ho Chi Minh City's first metro line has officially opened.

[Read more](#)



Cà phê Việt Nam

Coffee plays a significant role in Vietnam's agriculture- and consumer market. It were the French, who introduced the coffee plant to Vietnam during the colonial era in Indochina. Already by 1888, coffee became a key agricultural product in the Central Highlands region of Vietnam. Today, Vietnam is the world's second-largest coffee producer and exporter, trailing only Brazil. In numbers: in the first half of 2024, Vietnam exported 893,820 tons of coffee, generating \$3.19 billion in revenue. Major export markets for Vietnamese coffee include: Europe (39.5%), Japan (7.1%), the United States (6.1%), and Russia (5.5%).

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Sports and business

What can sports teach us about business? VNHL Founder Marijn Sprokkereef recently traveled with his hockey team to Chiang Mai in Thailand for the annual Lanna Ball Hockey Cup. He wrote a blog post about it, in which he summarizes the events as they happened during this tournament, and in which he explores some parallels between sports and business. Because there are indeed lessons that businesses can learn from sports.

[Read more](#)

Did you know that

... , street vendors in Vietnam are sometimes considered investment gurus? Yes really, street vendors are often known for their ability to predict the best business locations. So if you see a "bánh mì" or a "phở" cart flourishing on a specific corner, chances are that this is in fact a prime real estate location for future restaurants or shops. So next time you are looking for a new business location in Vietnam, you may want to sit down for a steaming bowl of "phở" first !!

VNHL is here to support you

Whenever you, or your contacts, have any questions about doing business, investing, or living in Vietnam: you can always message us via WhatsApp / Zalo at +84903785380. You can call us via the same number, or you can e-mail us at admin@vnhlconsulting.com. Furthermore, we have a [website](#), a [Linkedin](#) page, and a [Facebook](#) page. And no matter how you choose to reach out to us: we look forward to hearing from you, and to supporting you!

Ho Chi Minh City, Da Nang, Hanoi, covering all Vietnam

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