

GHP Far East – Document Management Specialist in Vietnam



On the National Day of Germany, Vietnam Economic News' Ha Thanh had a talk with the CEO of GHP Far East, Frank Schellenberg.

GHP Far East Co., Ltd is a member of GHP Holding GmbH (Germany), the leader in integrated dialog marketing and customer management with more than 50 years experience in Europe. GHP Far East is now mainly concentrating in document management and IT services. Since its establishment in Vietnam in 2004, the company has developed as a reliable

service provider from Vietnam to high-developed international markets.

◆ *Could you please brief the achievements the company has gained over the past years?*

We are happy to begin seeing a rise of revenue. So far this year, we have exceeded the revenue of the year 2005. We have increased 30 percent the number of software developers for outsourcing business.

We have worked two shifts to ensure timely delivery and online document processing to different time zones between Europe and Vietnam.

We also have more and more ventures in Vietnam. We have lately been permitted to increase our sales in Vietnam from one to ten percent. Currently, our main service in Vietnam is to provide full document management solutions that help our customers manage their documents in an effective manner with minimum costs. Imagine having thousands of paper documents and you need to find one of them, how much time you will need to search it? And that is where we can help you reduce the time and off course, maintain high quality with lower costs.

Besides that, we are providing new IT services, where currently we monitor a Blade Center in Germany from Vietnam through VPN connection (Virtual Private Network).

We are chosen as a data management provider by many big clients in Europe - like Shell, Bayer, and Loyalty Partner.

With outstanding contribution to

Vietnam's IT industry, in May 2006 GHP Far East was honored to receive the Sao Khue award, given by the Vietnam Software Association and the Ministry of Post and Telematics.

◆ *Could you share us your business success in Vietnam?*

I would say our success comes from three factors: Right place, at the right time and right people. I began doing business in Vietnam in 2000. This was a very favorable time when Vietnam opened its doors to foreign investors. Ho Chi Minh City has quickly developed its sound IT infrastructure, thereby, becoming the right place, and, this was also the year when the first batches of IT students were graduated providing the right people.

However, it is difficult to boost sales in Vietnam due to the nature of our business which is new to the Vietnamese market. Fortunately, with a team of professional sales staff and our commitment to quality and security, we are trusted by an increasing number of customers in Vietnam.

◆ *As a German company, what do you think of the cooperation between the two countries?*

I believe the cooperation between the two countries will be further developing in the near future. German investors need to be more active in the Vietnamese market; on the other hand the Vietnamese Government should shorten the settlement of administrative procedures, for example, visas or business licenses. At the moment to get a visa a German entrepreneur needs to apply for it only in Germany, whereas, Japanese and Chinese businesspeople are able to get a visa entry on arrival. ■

manufacture and supply oxygen, nitrogen, argon, carbon dioxide, hydrogen, helium, inert welding gases, special gases, gases for medicinal use and a wide variety of gas mixtures.

As broad as the spectrum of gases available is the variety of industries that utilize them and benefit from the application-specific know-how of Messer's personnel. These include steel and metals industries, chemicals, food and pharmaceuticals, the automobile and electronics industries, medicine, research and environmental technology.

From acetylene to xenon, the Messer Group offers you much more than gases which meet your needs. The group also has extensive expertise in a wide range of application technologies, which provide the key to optimizing the quality, profitability and innovative power of your production processes.

The same applies to the various delivery methods Messer offer: in cylinders, road or rail tankers, or even in on-site facilities at your company. Together, Messer will find the solution that best fits your company's gas requirements.

Whether liquefied or gaseous, Messer will supply the gas products you need in their exact volume and quality.

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- Over 4,000 employees
- More than 300 application technologies
- Over 130 gases and gas mixtures
- More than 400 million euro in investments by 2008
- 120 of our own facilities

B.Braun Hanoi Pharmaceutical Company:

On the Path to Success

B.Braun supplies the global healthcare market with products for anesthesia, intensive medicine, cardiology, extra corporeal blood treatment and surgery, as well as services for hospitals, general practitioners and the homecare sector. As a German company, we are proud of having invested in around 50 countries all over the world with a total of 31,000 employees. The investment in Asia had started in the 1970s in Penang/Malaysia, which has become now the Regional Asia-Pacific Headquarter with the employment of approximately 6,500 staff in this region.

B.Braun's first products had entered Vietnam in 1990; the first Representative Office was opened in Ho Chi Minh City in 1992 and other branch office in Hanoi in 1993. In August 1997, the first joint venture Fluid Plant in Vietnam – B.Braun Hanoi Pharmaceutical Co started its operation with production of Intravenous-Infusion-Solutions, Dialysis Concentrates and Medical Devices. At the beginning of 2004, it was transformed into a 100 percent foreign investment. Today, the company with more than 450 skillful and qualified staff has become a prestigious trademark in Vietnam's healthcare market with the presence in the big cities such as Hanoi, Hue, Da Nang, Ho Chi Minh City and Can Tho. Its products have well been received by the local hospitals, encouraging further extension.

Besides business achievements, the company also paid attention to humane resource development. The company welcomes international experts, professors and doctors to Vietnam annually to train and provide professional skills to Vietnamese colleagues. The company also sends its Vietnamese staff and Vietnamese doctors for overseas training and various international conferences across the region.

B.Braun Vietnam has taken active part in cultural, social and educational activities. In January 2001 and July 2005, it had received certificates of honor for its contribution to the country's socio-economic development.

There is no success without efforts, through ongoing change and development, B. Braun has not only achieved a strong position in Vietnam's health care market, but has also extended its activities into Indochina. In 2006, B.Braun has opened consecutively a Branch Office in Cambodia and a Representative Office in Myanmar. ■ **DUC ANH VU**