

GHP Far East:

The German Pioneer of Dialog Marketing in Vietnam

BY THACH LAN



Chief Executive Officer Frank Schellenberg shakes hands with President Tran Duc Luong with the witness of Mr. Le Thanh Hai - chairman of the Ho Chi Minh City People's Committee (middle)

The IT (information technology) industry in Vietnam has been developing ceaselessly and rapidly in recent years, with revenue from outsourced software development attaining almost US\$30 million per year. The presence of German IT companies is a significant contribution to this development. And one of these German companies is GHP Far East.

In 2002, Mr. Frank Schellenberg decided to establish Digi-Texx Vietnam, specialized in data conversion, publishing and software development; starting with a few number of employees and increased to almost 100 in a year. It was quite a new business field in Vietnam.

GHP Far East is a specialist in data digitalizing and software development. Inheriting from valuable technology of the leading country in technology and science and 50-year experience of GHP Holding - Germany, GHP Far East has been influenced to general development of IT in Vietnam in modern technology and professional services.

With proprietary data entry application, OCR/ICR application, about more than 50,000 documents can be processed per day.

"Our management and development teams have all graduated from famous universities in Vietnam, and are young and creative. We also have an expert team from Germany, India for consulting and management. Our commitment to customers is quality, security and punctuality. Ninety-nine percent of our customers are from famous companies over the world and in various fields, such as the automobile industry, the oil industry, and the finance sector," Mr. Frank Schellenberg said.

Mr. Frank Schellenberg is very proud to provide these services from Vietnam.

Mr. Frank Schellenberg is known as a German businessman, who really takes care of careers for disabled persons. In special courses, these people got training in IT and languages. These enable them to work in GHP Far East and Digi-Texx afterwards. In recognition of GHP Far East's very good results in 2004, the Ho Chi Minh City Technology and Science Association granted it award 'Excellent achievement in company development' and the Ho Chi Minh City People's Committee granted it award 'the best IT enterprise in 2004'.

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Vietnam under the following companies: ThyssenKrupp AG, with representative offices in Hanoi and Ho Chi Minh City, Polysius AG with representative office in Hanoi and ThyssenKrupp Elevator Vietnam Co. Ltd. with offices in Hanoi, Da Nang, and Ho Chi Minh City. ThyssenKrupp AG representative office is promoting different products manufactured by the group, Polysius AG is promoting complete

cement plants, and ThyssenKrupp Elevator Vietnam is performing service, maintenance and installation assistance of elevators and escalators.

One of the companies within the group, Isocab BV, has recently established the Isocab Vietnam Joint Venture Company. This company will produce insulated panels for the coldstorage industry and it is estimated that 60 percent of the production will be exported. Production is expected to start at the end of 2005.