



Suggestions to attract investment in the Mekong Delta

08:17 07/06/12



(VEN) - Representatives of several Mekong Delta provinces last week in HCMC held a meeting collecting suggestions of investors and experts on how to attract more investors.

At the meeting, experts said that a locality needs 4 factors, including infrastructure, human resource, capital resource and technology. However, if infrastructure and human resource are well developed, the locality will attract capital resource from investors and then they will provide technology. The Mekong Delta region has developed infrastructure well. The transportation and circulation of goods by road, air and waterway now become more convenient and easier than before. Other infrastructures, such as electricity and telecommunications are also improved thanks to the development of traffic. Addition to continuing to

completely develop infrastructure, the Mekong Delta region in the future should focus on human resource development. Investors will come and provide technology after having good human resource.

Many businesses also agreed with this point of view. According to businesses, many modern technologies are applied in all kind of businesses. Therefore, the supply of skilled labor has become increasingly urgent for localities. GHP Far East director Nguyen Thi Diep in Can Tho said that the discipline of laborers is not high in the area and it is extremely difficult to find qualified laborers. Son Viet Garment Corporation chairman Ha Xuan Anh said that the labor and education levels of laborers in this area are still low, the discipline and dynamics are generally not met the investors' demand. Statistics reveal that only 27 percent of the workforce in the area has secondary level and the quality of undergraduate training is not on a par with other areas. Therefore, the Mekong Delta provinces should focus on improving human resources.

According to experts, localities should reconsider how to attract human resource. To attract these talented people, in addition to high income and good physical condition, it is necessary to create for them more conditions to promote their knowledge. Talented people with favorable conditions will not only develop their talent but also generate high income. Therefore, localities should not call for attracting talented people in general.

In terms of attracting investment, the provinces should have a change in the concept of investment attraction. According to Vinh Long Department of Planning and Investment deputy director Pham Thanh Khon, it is necessary to consider the service sector. Most businesses when investing in a locality need the supply of local services with good quality and competitive price. The lack of the auxiliary industry will also make investors reluctant to decide investment. Therefore, localities should provide business and market information and legal advice, support trade promotion and find partners, service serving input and output for products and services to increase value-added for products.

The provinces should also consider and improve the investment environment. Successful experiences from Vinh Long reveal the effectiveness of investment environment improvement through the successful implementation of favorable mechanism. In terms of investment attraction, in addition to promoting potentials and advantages, localities should also consider obstacles and challenges for investors. According to Pham Thanh Khon, investors always highly appreciate the supply of truthful information. Brainwork Asia of Japan director Taguchi Hidekazu said that in fact, many Japanese companies have not known about the Mekong Delta and socio-economic details of this area.

Another effective communication channel in attracting investors is the overall plan built by prestigious enterprises, leading to the attention of domestic and foreign investors.

In terms of deploying projects, local authorities need to solve existing problems. According to Pham Thanh Khon, outside investors need to observe the business environment of enterprises. Therefore, the most efficient promotion channel of investment environment is from firms operating in the area.

The provinces should not have similar projects with small scale. The large projects should be focused on to solve jobs for workers and stimulate the development of other industries.

The Mekong Delta provinces are calling for investment into 178 key projects with total capital of VND171 trillion and US\$1.5 billion./.

By Phung Long