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**FOR IMMEDIATE RELEASE**

## **Rancho Santiago Center for International Trade Development Hosts Business Forum, “Keeping Up with Asian Markets-Vietnam” on March 28**

(Santa Ana)—Vietnam offers numerous opportunities for growth for U.S. companies. The U.S.-Vietnam Bilateral Trade Agreement and Vietnam’s entrance into the World Trade Organization (WTO) have encouraged commerce and increased U.S. imports to Vietnam. Trade between Vietnam and the United States is growing fast. In 2007 when Vietnam joined the WTO, U.S. exports to Vietnam jumped 73 percent to \$1.9 billion.

To help local companies map their road to success with Asian markets, the Rancho Santiago Center for International Trade Development (CITD) is offering the first in a series of business forums, “Keeping Up with Asian Markets—Vietnam.” The forum on Wednesday, March 28 from 7:30 a.m. to 9:15 a.m. is co-hosted by the Vietnamese American Chamber of Commerce. The event is slated for Rancho Santiago Community College District, 2323 N. Broadway, Room 107, Santa Ana, CA 92706. Cost is \$10 with advance registration; \$15 at the door—breakfast is included.

“This session will provide the reason, the purpose, and the resources to do business in Vietnam,” says Ken D. Duong, Esq., MBA, managing partner, TDL International Law Firm, APLC. “The opportunities for doing business with Vietnam are soaring since its GDP is expected to grow 8.8 percent annually for the next 40 years.”

Duong offers the following recommendations for U.S. entrepreneurs who want to do business in Vietnam:

- Establish government and private relationships within Vietnam.
- Use the right companies in Vietnam to help you find the right business partners.
- Understand that business culture is different in Vietnam. Deals are often made over drinks and food.
- Humility and modesty are important. Don’t express over confidence.

The March 28<sup>th</sup> forum’s expert panelists include:

- Moderator Chris Tran, Corporate Relations, Vietnamese American Chamber of Commerce
- Carol Creighton; California State University, Fullerton; Acting Associate Dean of University Extended Education
- Ken D. Duong, Esq., MBA; Managing Partner; TDL International Law Firm, APLC
- Dr. Quynh Kieu, Founder, Project Vietnam Foundation

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“Keeping Up with Asian Markets” business forums are planned for the last Wednesday of the month. On April 25, the topic is “How to Develop a Business Relationship in China” and on May 30, the topic is “Finding Your Overseas Clients.”

For more information or to make a reservation, call the CITD at (714) 564-5414 or visit [www.RanchoSantiagoCITD.org](http://www.RanchoSantiagoCITD.org)

**About Rancho Santiago Center for International Trade Development**

*Rancho Santiago Center for International Trade Development (CITD) strives to enhance the competitive strength of Southern California-based businesses in the international marketplace. Funded through the Economic Development Network of the California community colleges, the center provides existing businesses with a broad range of resources. The CITD, hosted by Rancho Santiago Community College District, provides free or low-cost programs and services to assist small- and mid-sized companies in conducting international business. Assistance includes one-on-one technical assistance and consulting, market research, trade leads, identification of potential partners, distributors and suppliers, seminars and special events. The Rancho Santiago CITD provides services in Los Angeles, Orange, Riverside and San Bernardino Counties.*

**About the Rancho Santiago Community College District**

*The mission of the Rancho Santiago Community College District (RSCCD) is to respond to the educational needs of an ever-changing community and to provide programs and services that reflect academic excellence. Santa Ana College and Santiago Canyon College are public community colleges of RSCCD, which serve the residents of Anaheim Hills, East Garden Grove, Irvine, Orange, Santa Ana, Tustin and Villa Park. Both colleges provide education for academic transfer and careers, courses for personal and professional development, customized training for business and industry, and programs to train nurses, firefighters and law enforcement personnel.*

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