CHINA, VIETNAM AND WHERE VALUE IS BEING CREATED

A PRACTICAL VIEW FROM 30 YEARS IN ASIA

David Holvoet



SHANGHAI 1997

MU TOU · TU DOU

ARE CHINA'S BEST DAYS OVER?

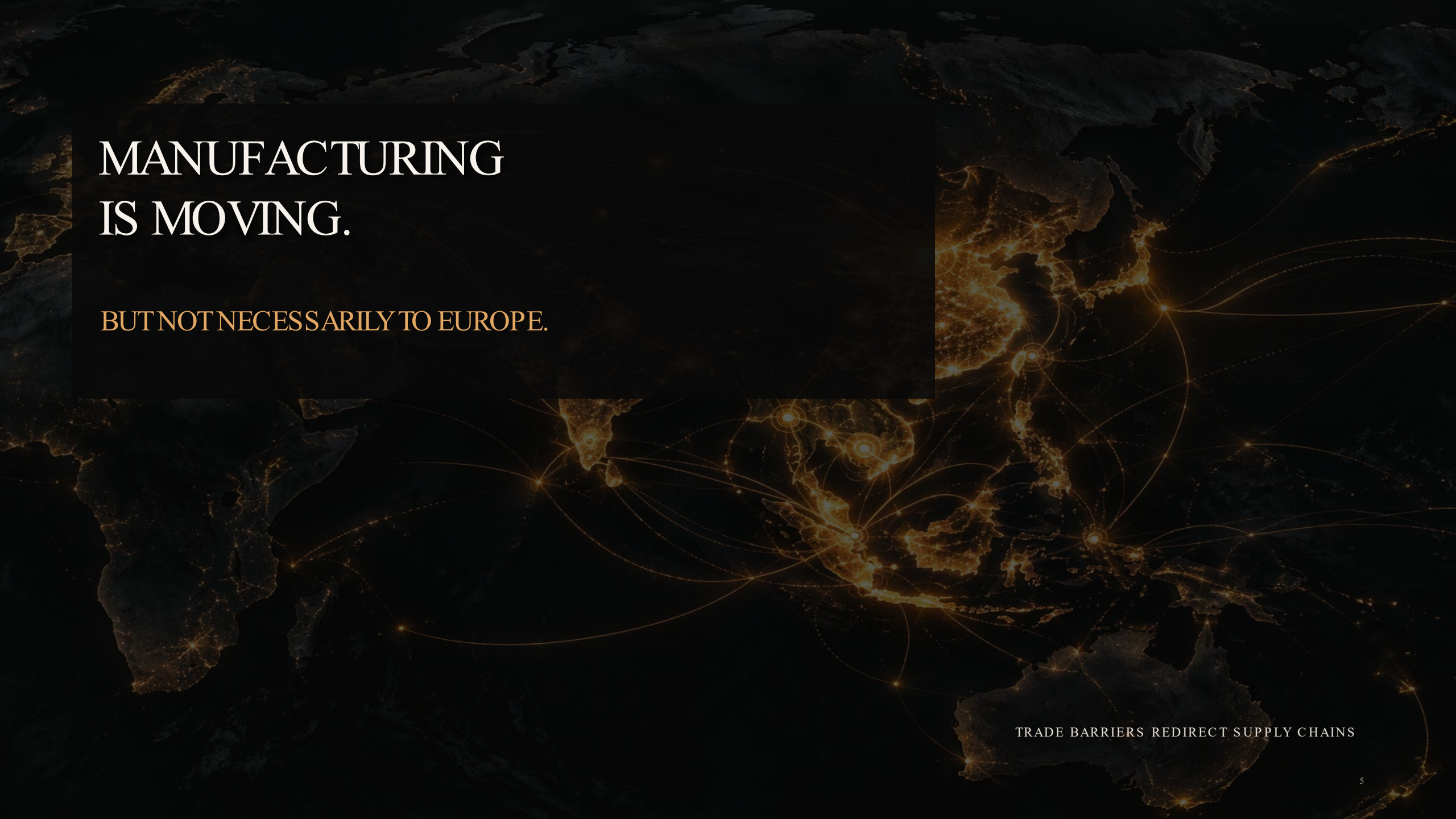
FROM VOLUME TO VALUE




IS VIETNAM
REPLACING CHINA?
CHINA ↔ VIETNAM
MACHINERY · COMPONENTS · CAPITAL · KNOW-HOW

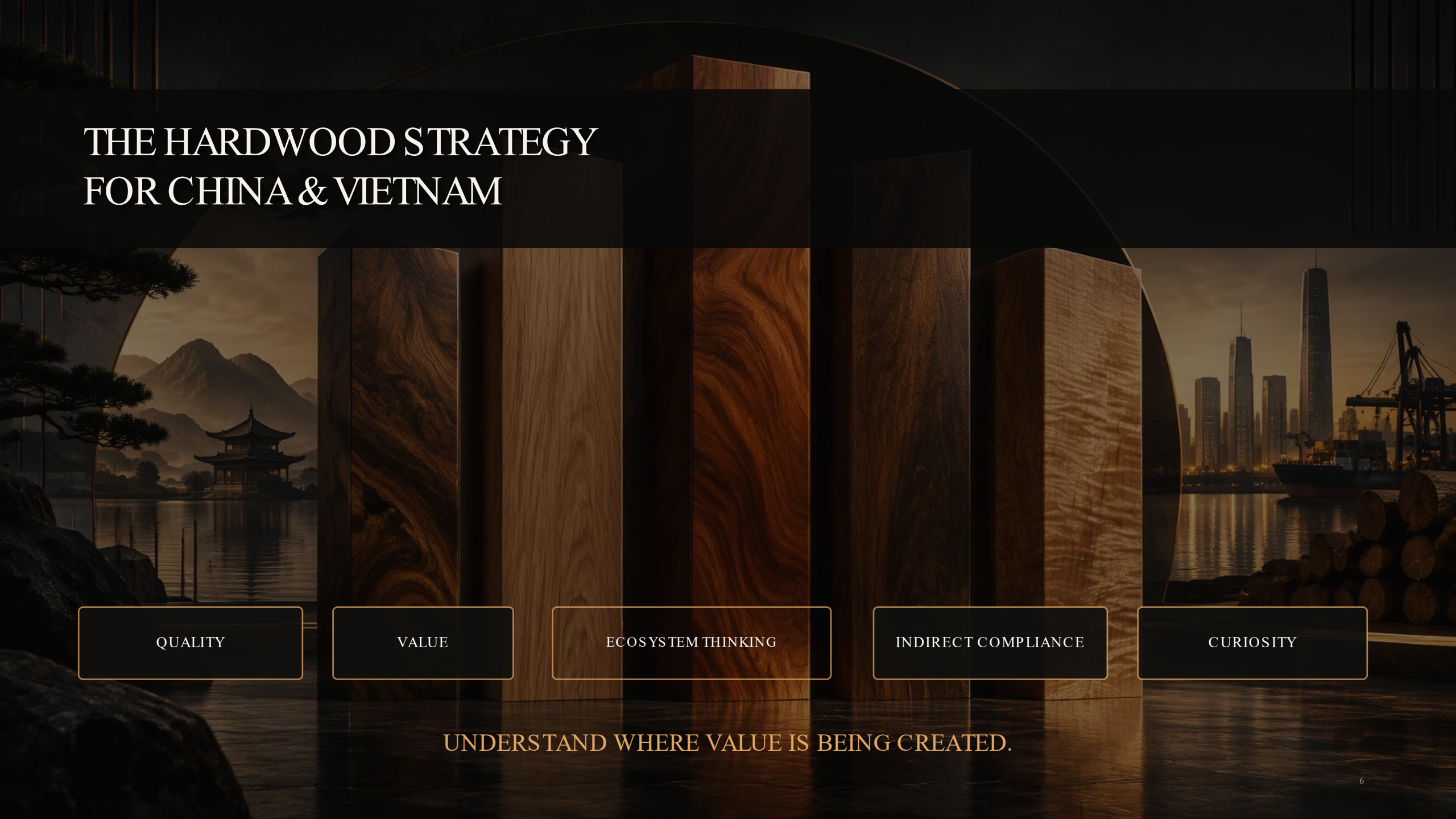
MANUFACTURING IS MOVING.

BUT NOT NECESSARILY TO EUROPE.



TRADE BARRIERS REDIRECT SUPPLY CHAINS

THE HARDWOOD STRATEGY FOR CHINA & VIETNAM



QUALITY

VALUE

ECOSYSTEM THINKING

INDIRECT COMPLIANCE

CURIOSITY

UNDERSTAND WHERE VALUE IS BEING CREATED.