

VCCI The Asia Foundation Australian Government Department of Foreign Affairs and Trade **Australian Aid**

Effective Business Associations for Dynamic and Inclusive Growth

Best practices in the operation of Vietnamese Business Associations

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economica
ECONOMIC RESEARCH | POLICY ANALYSIS | DEVELOPMENT CONSULTING | BUSINESS CONSULTING

Project The best practices of:
Vietnamese Business Associations

“Effective Business Associations for Dynamic and Inclusive Growth”

2014-2016

Identify **good practices and initiatives** in the operation of business association within the context of Vietnam

▽


Share experiences and lessons


▽


IMPROVE THE CAPACITY & PERFORMANCE OF VIETNAMESE BUSINESS ASSOCIATIONS


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Methodology The best practices of:
Vietnamese Business Associations

 **Expert consultation**

 **Interview with Vietnamese Business Associations**


 **Studying experiences of foreign Business Associations**





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Topics The best practices of:
Vietnamese Business Associations


Best practices in main areas of Business Association operation


 **Provision Services to Members**


 **Income Generation Model**


 **Application of Information & Communication Technology**

 **Improving governance**

 **Policy Advocacy**

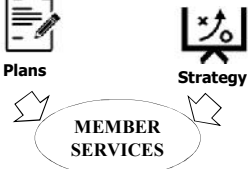
 **Strengthening International Linkages**

 **Establishing industry standards**


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The best practices of:
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Provision services to members



MEMBER SERVICES



FREE





Providing services to members is one of the highest priority

Shifting from free services to fee-based services

Outsourcing in services provision

7-step process in developing services






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Effective Model for income generation


Combination harmony of income generation models




Government support




Support the Government in providing public services.




Membership fee




Collecting membership fee through the network of local association branches and clubs



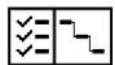
Services charged




Profit Centres
Affiliated Jsc.,



Donation from individuals or organizations



coordinating and implementing projects with donors



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Improving the Internal Governance

The best practices of:
Vietnamese Business Associations

- ▶ An approach to professionalization & result-based management.
- ▶ Build the network of branches & clubs to reinforce members engagement.
- ▶ Attracting foreign entrepreneurs with high expertise for Advisory Board.

Using the best practices in selection of association leaders:

- **Transparent**
- Merit-based with **clear set of criteria**

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Applying ICT (Information, Communication & Technology)

The best practices of:
Vietnamese Business Associations

<div style="border: 1px solid black; padding: 5px; margin-bottom: 10px;">SHARING INFORMATION</div> <ul style="list-style-type: none"> Price Demand & Supply Business Association's event <hr/> <div style="border: 1px solid black; padding: 5px; margin-bottom: 10px;">CONNECTING MEMBERS</div> <ul style="list-style-type: none"> Membership Directory Social Network Online trading platform 	<div style="border: 1px solid black; padding: 5px; margin-bottom: 10px;">CONSULTING WITH MEMBERS</div> <ul style="list-style-type: none"> Association's regulations Association's plan & strategy Draft law & related policies <hr/> <div style="border: 1px solid black; padding: 5px; margin-bottom: 10px;">GENERATING INCOME</div> <ul style="list-style-type: none"> Website advertisement Online & mobile-based services
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Policy Advocacy

The best practices of:
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The diagram illustrates the process of policy advocacy. It starts with a cloud labeled 'Social Benefits' containing three house icons. A dashed line leads from this cloud to a fence made of vertical bars. From the fence, another dashed line leads to a silhouette of a government building with a flag on top. This visualizes the path from social benefits through barriers to government action.

- ▶ Being close to members to understand them & raise their voice
- ▶ The motivation should be objective and society-oriented.
- ▶ Strong understanding of advocacy process and possible difficulties.
- ▶ Building the partnership between association and association or between association and media for effective policy advocacy.

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Strengthening the international linkages

The best practices of:
Vietnamese Business Associations

joining as a member of international organizations

Participating in forums, international trade fairs, exhibitions or shows.

signing bilateral / multilateral agreements with partners or donors.

- Combining international partnership with building up industry's image
- Combining international partnership with economic-trading relations
- Use the assistance of international organizations effectively.

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