



# **VIETNAM - EU RELATIONS THROUGH THE EYES OF VIETNAMESE STAKEHOLDERS**

**Bui Hai Dang & Tran Bach Hieu**  
**University of Social Sciences & Humanities**  
**Vietnam National University**



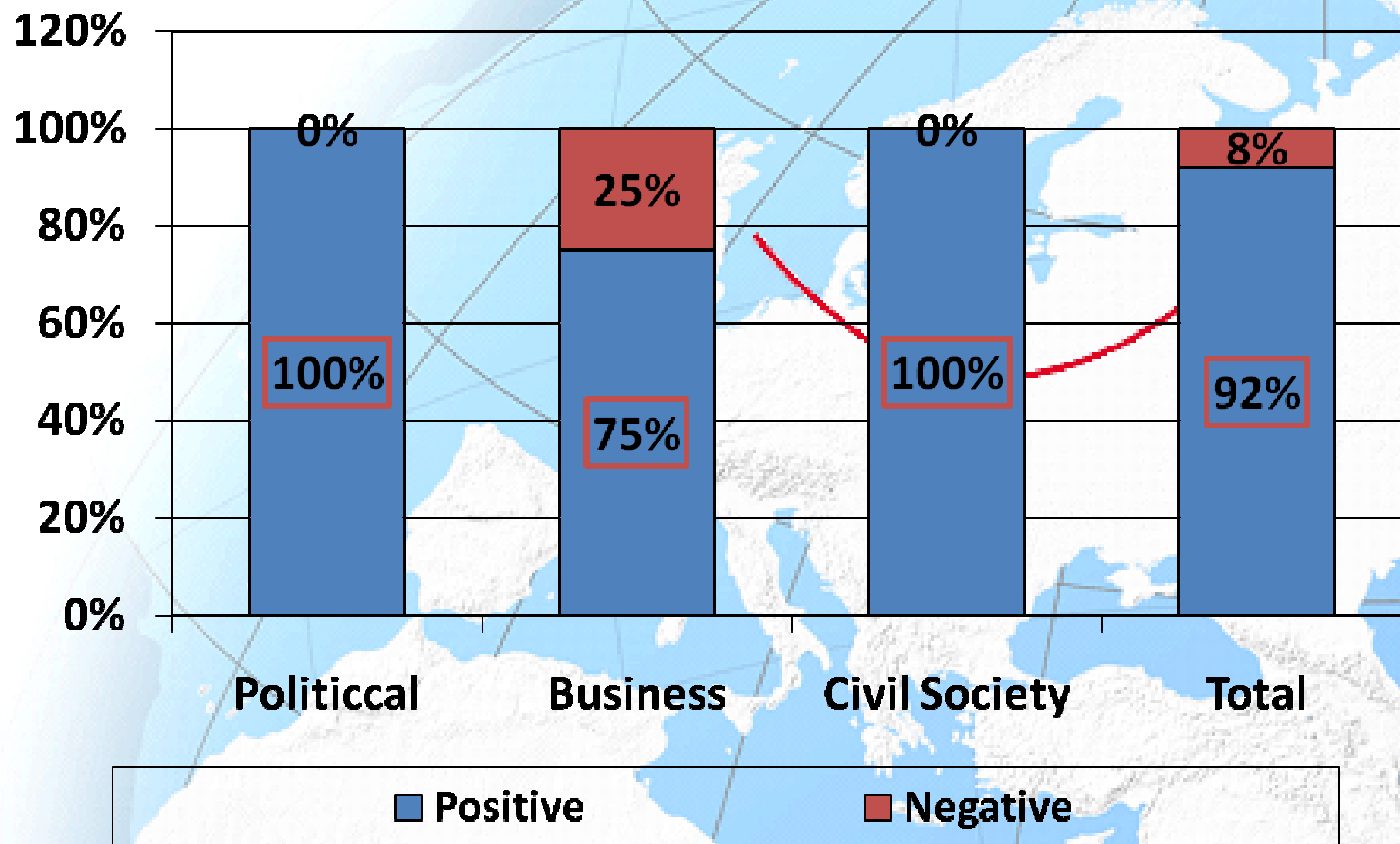
# VN-EU RELATIONSHIP

- Diplomatic ties are established in October 1990
- Framework Co-operation Agreement was signed on 17 July 1995
- In 2007, the export turn-over of Vietnam to the EU market was **8.5 billion USD**, increasing **19%** in comparison with 2006; **18%** of the total export turnover of VN.
- The EU enlargement
- **837 news** broadcasted in 3 newspapers from Jan to June, 2008.

## VIETNAM - EU RELATIONS THROUGH THE EYES OF VIETNAMESE STAKEHOLDERS

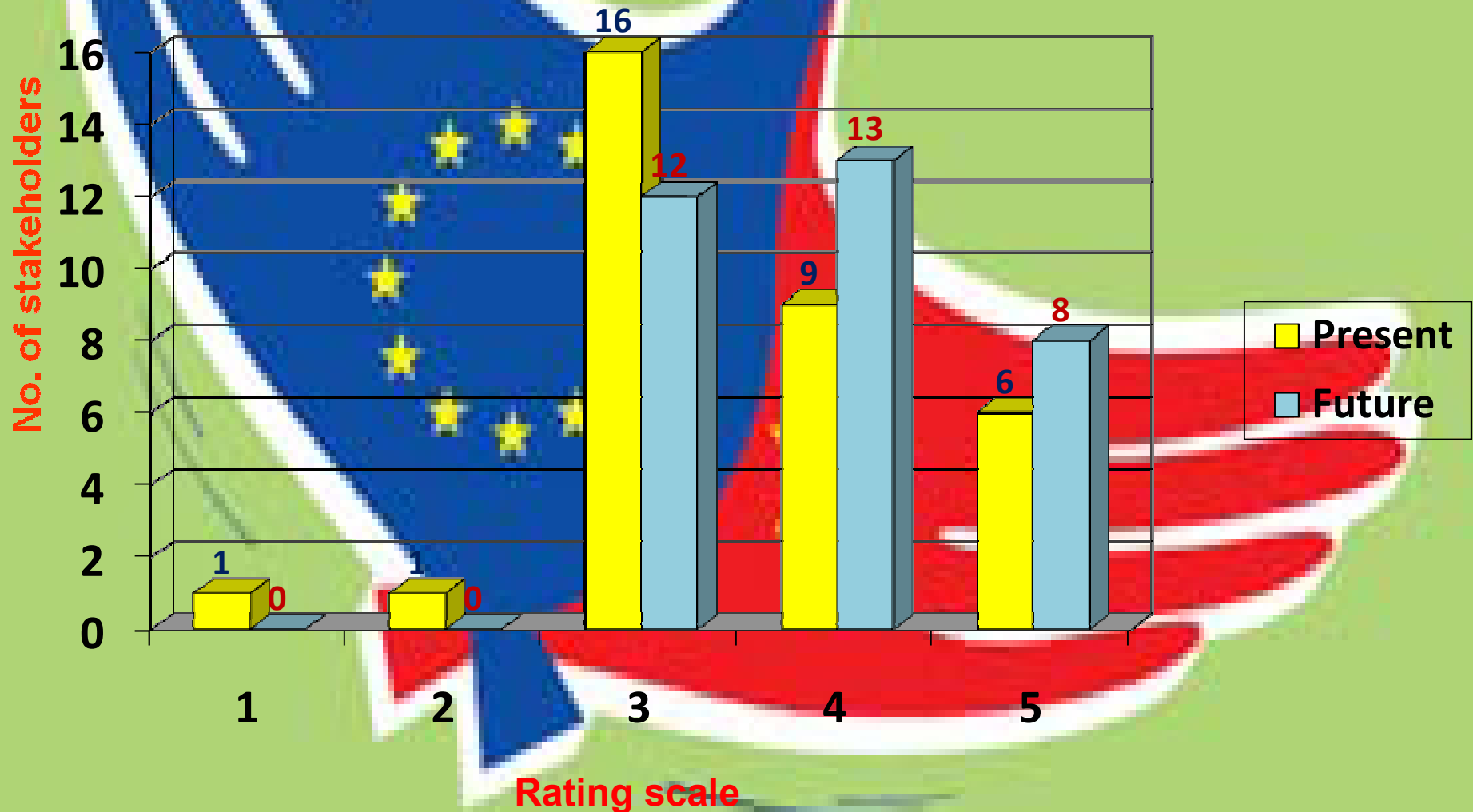
- The perceptions of Vietnamese stakeholders
- The third phase of the survey was carried out in Vietnam from February to August, 2008.
- Interviewed 33 stakeholders from four different sectors:
  - 8 from political sector
  - 9 from civil society sector
  - 8 from business sector
  - 8 from media sector

# VIETNAM – EU RELATIONSHIP





# THE IMPORTANCE OF EU TO VIETNAM

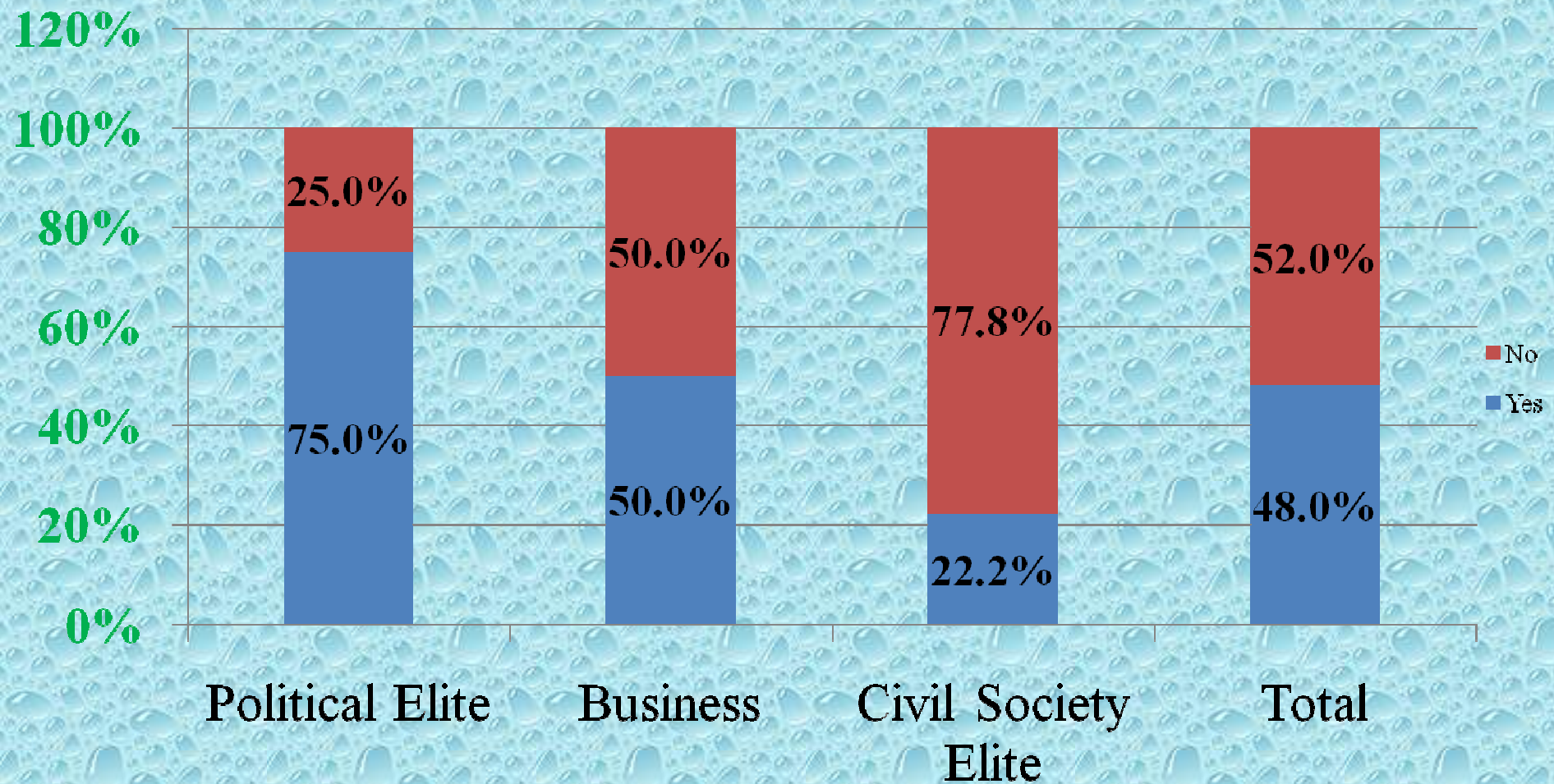




*“The EU is economically as important as other powers. However, the EU's influence can not be compared with the influence of the US and China to Vietnam”, Mr. Duong Cong Tuyen, CEO, Viet Phu An Real Estate Co.*

However, the EU will be more and more important to Vietnam in the future.

## THE IMPORTANCE OF EU TO VIETNAM VIS-À-VIS OTHER INTERNATIONAL COUNTERPARTS



## SOME QUOTES



*“The EU is extremely important to Vietnam. From economic perspective, the EU is as important as the USA and China; more important than Russia and other Asian countries”,* Mr. Dang Tan Huong, CEO, School materials joint-stock Co.

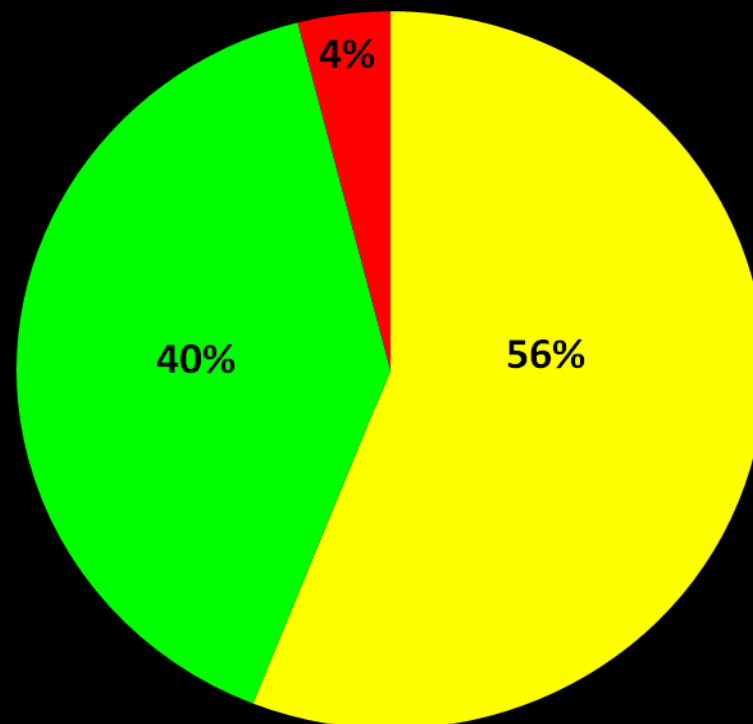
*“The relationship is as important as the relationship between Vietnam and Japan”,* Mr. Do Van Thanh, CEO, PV Engineering Joint Stock Company, VietnamPetrol.

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- Vietnam has paid more attention on the EU and Vietnam – EU relations were especial.

- High number of Vietnamese living in EU member states.
- The EU enlargement in 2004

- High number of interviewed stakeholders having personal contacts.

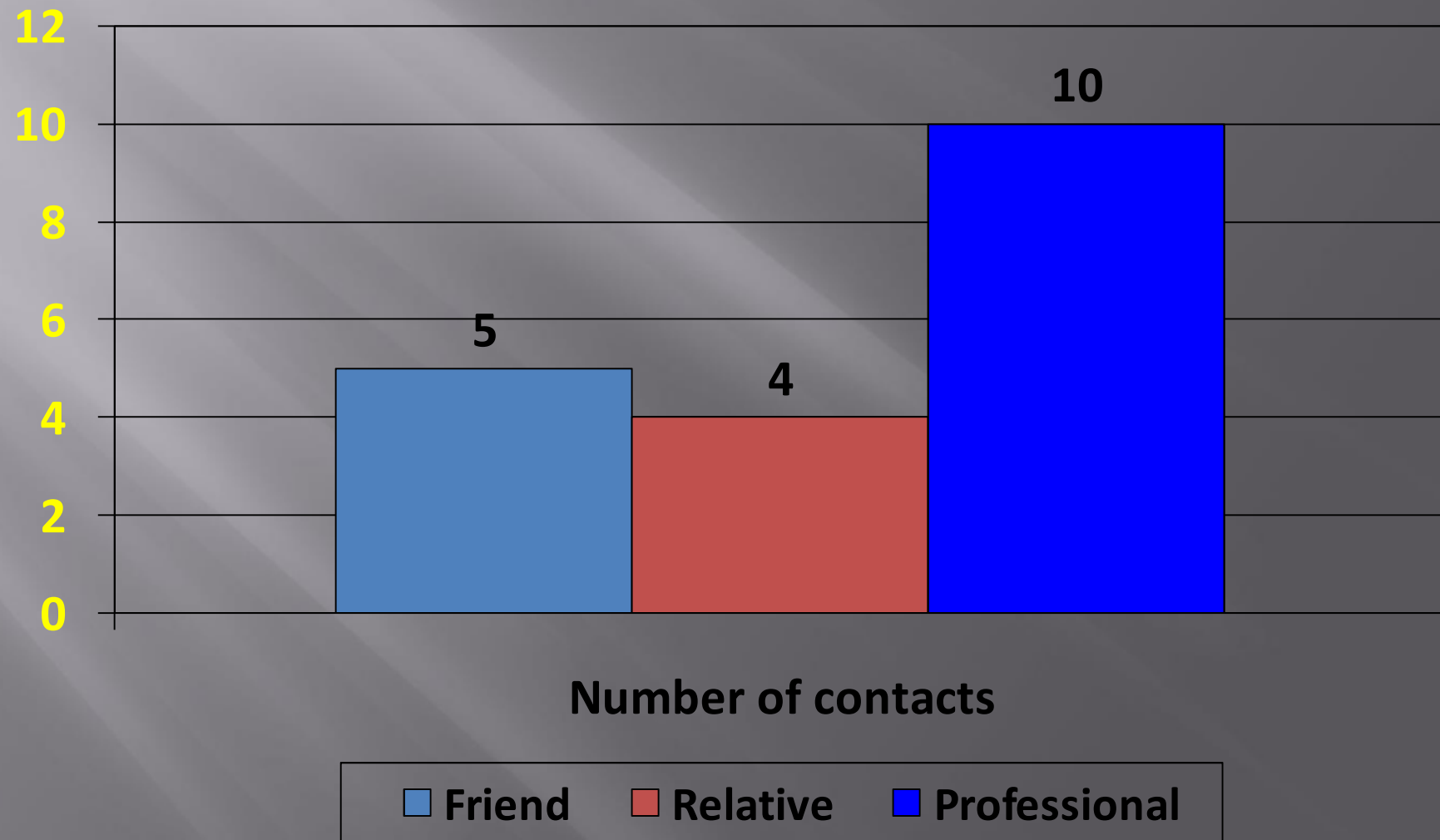
# STAKEHOLDER'S PERSONAL CONTACTS WITH THE EU



■ Yes ■ No ■ Not sure

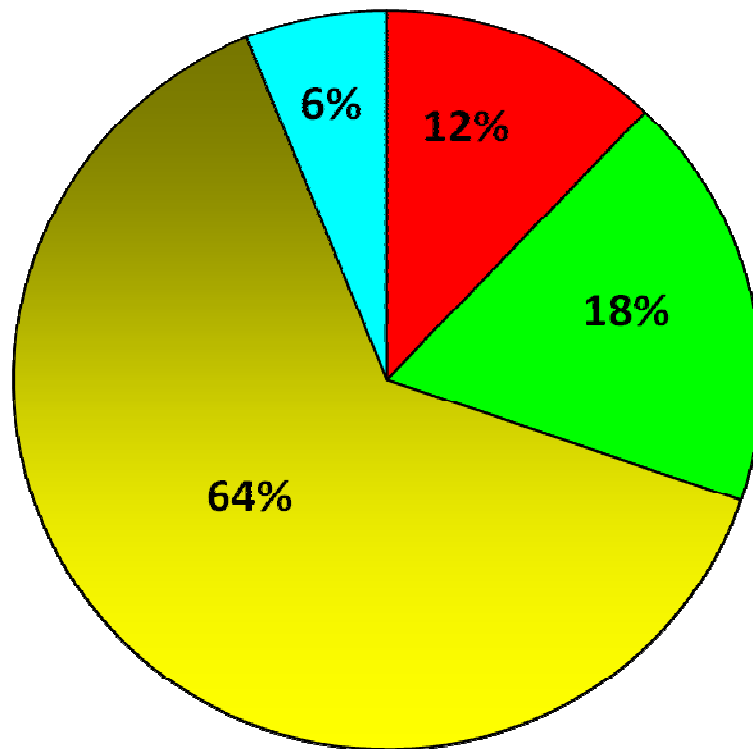


# PERSONAL CONTACTS IN DETAILS



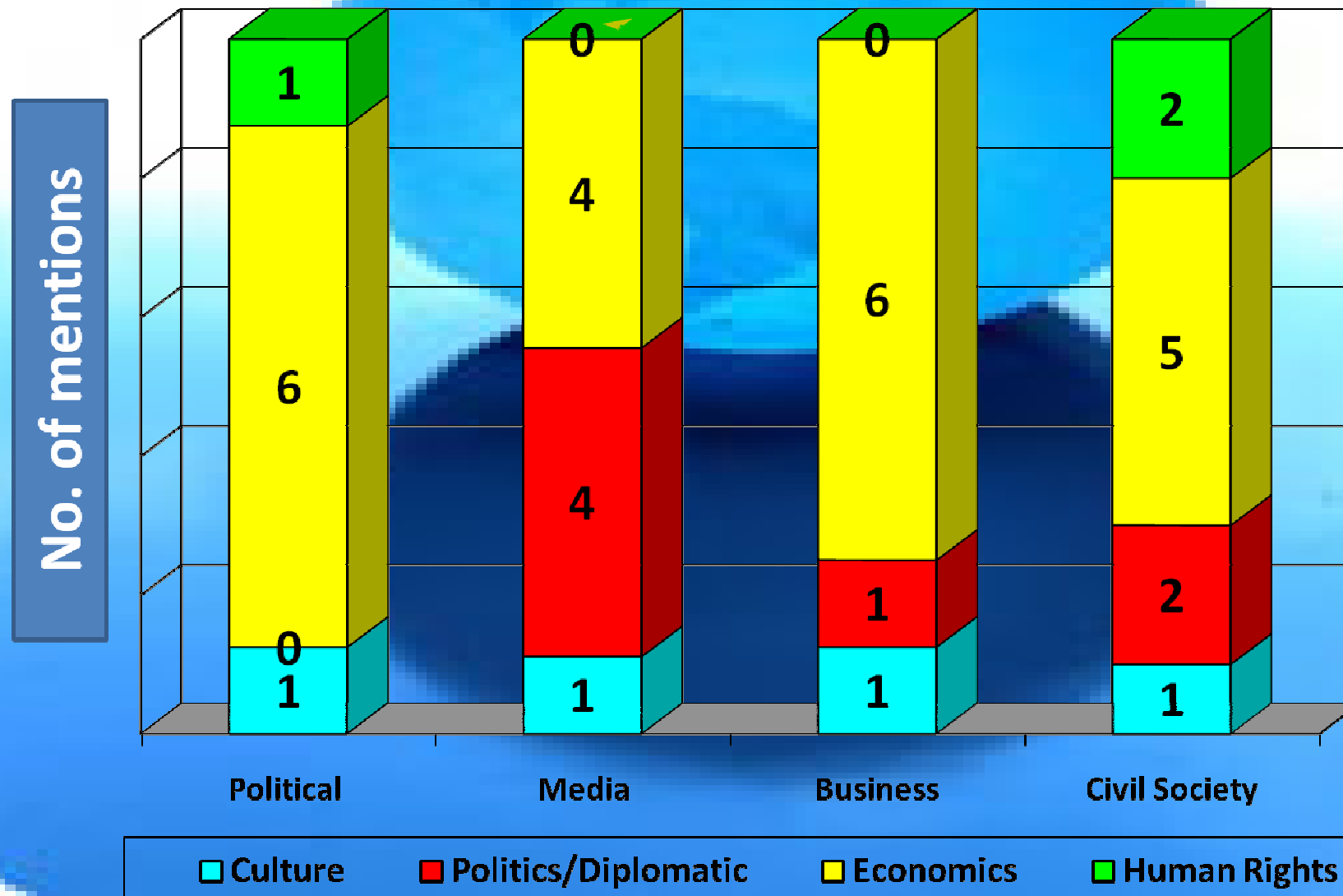


# ISSUES IMPACT ON THE RELATIONSHIP IN GENERAL



■ Culture ■ Politics/Diplomatics ■ Economics ■ Human Rights

# ISSUES IMPACT ON VIETNAM-EU RELATIONS



*“Economic issues will probably have great influence”, Mr. Duong Cong Thuyen, Mr. Duong Cong Tuyen, CEO, Viet Phu An Real Estate Co.*

*“Issues about cooperation and mutual support to foreign investment and finance as well as about Vietnamese living in EU.”, Dr. Nguyen Thi Hau, Deputy Director, HCMC Institute of Social Sciences.*

# SUGGESTIONS TO PROMOTE THE RELATIONSHIP

What should Vietnam keep a eye on?	Frequency
<b>The quality of exported products to the EU</b>	<b>4</b>
<b>Market economy</b>	<b>2</b>
<b>Tax barriers</b>	<b>2</b>
<b>Fairness in relations (much more about economic relations)</b>	<b>2</b>
<b>Trade policy</b>	<b>1</b>
<b>ACP</b>	<b>1</b>
<b>Intellectual property</b>	<b>1</b>
<b>Culture</b>	<b>1</b>
<b>Diplomatic relation</b>	<b>1</b>
<b>Specific member states (Germany, France...)</b>	<b>1</b>

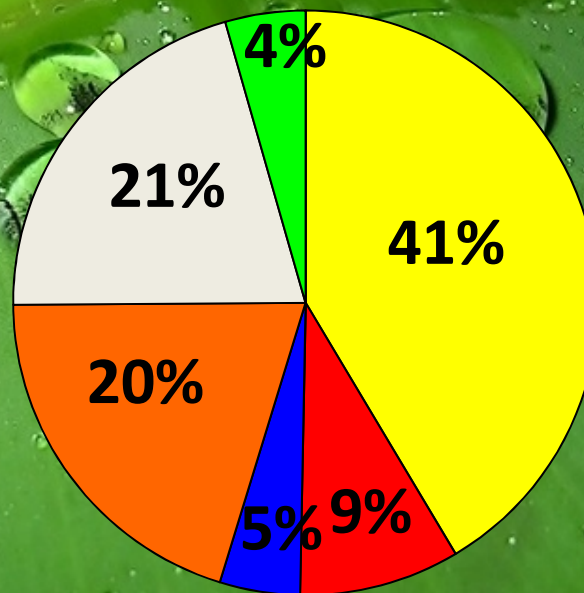
## SOME QUOTES



*“Vietnam should persuade EU to recognize Vietnam as a market driven economy. Product quality should be taken care due to the EU’s serious market”,*  
**Ass.Prof.Dr. Nguyen Quang Thuan, Director,  
Institute for European Studies.**

*“Vietnam will be a victim of EU’s subsidy policy, especially in the field of agriculture”,*  
**Dr. Nguyen Vu Tung, Deputy Director, Centre for Strategy and foreign policies, Vietnam Academy of Diplomatic, MOFA.**

# THE EU'S SPONTANEOUS IMAGES



■ Economics Power

■ Euro

■ Vietnam's Partner

■ Great Culture

■ Regionalism Model

■ The USA's Balancer



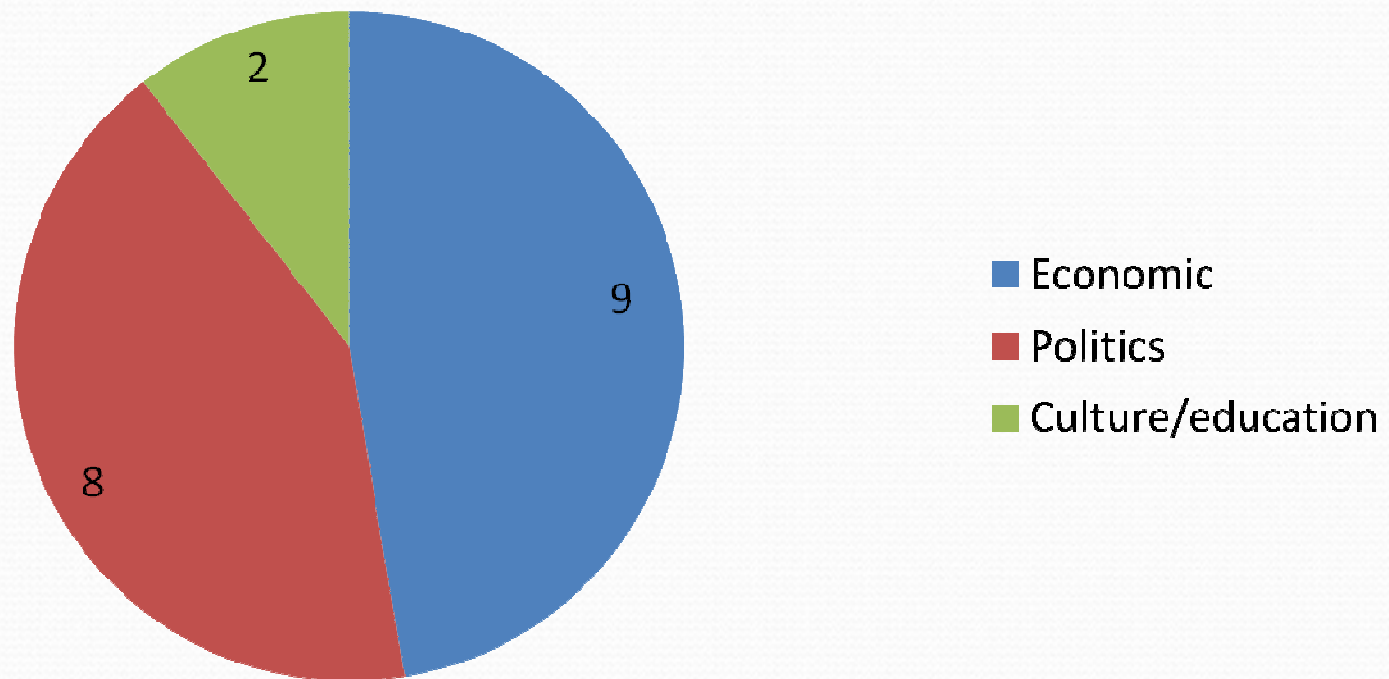
# THE EU'S SPONTANEOUS IMAGES

Images	Percentage	
Economic Power	41%	50%
Euro	9%	
Regionalism Model	21.0%	
Great Culture	20.0%	
Vietnam’s Partner	5%	
The USA’s Balancer	4%	



## WHAT KIND OF RISKS AND OPPORTUNITIES WHEN NEW COUNTRIES JOINING THE EU?

No. of mentions



*“For me, there will be more opportunities and challenges as many European countries which have developed economies and great political position, have joined the EU. So, if Vietnam successfully negotiates with the EU in economic and trade policies there will be more trade exchange opportunities”,* Ms. Tran Hoang Phu Xuan, Deputy Director, Azony Co.

# CONCLUSION

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- ✓ Vietnam-EU relationship has been stable and developing very fast since 1996.
- ✓ The EU is important to VN, even much more important in the future.
- ✓ However, the EU is not as important as other international counterparts: USA, China, Japan and Asia in general.
- ✓ Vietnam-EU relations are mainly economic.
- ✓ The most dominant image of the EU in Vietnam is the image of an economic power.

THANK YOU