

## News Release

### **UOB FinLab launches in Vietnam to empower Vietnamese SMEs to harness digital technologies for business growth**

**Ho Chi Minh City, Vietnam – June 13, 2023** – UOB FinLab, an innovation accelerator powered by the Bank, announces its official launch in Vietnam today. This strategic expansion aims to enhance UOB's regional connectivity and foster UOB FinLab's network of more than 21,000 small and medium-sized enterprises (SMEs) across ASEAN, granting them access to digitalisation and sustainability programmes, matching of business solutions providers, mentorship and valuable resources.

According to the UOB Business Outlook Study 2023 (SME & Large Enterprises), nearly 9 in 10 businesses in Vietnam have adopted digitalisation in at least one department. However, a key challenge for businesses will be in scaling their digitalisation efforts, expanding it from one or a few departments to the entire business. 41 per cent of SMEs surveyed likely need support to connect with the right technology provider and 37 per cent of SMEs need access to knowledge and expertise to address concerns in their digitalisation journey. Recognising these challenges, UOB Vietnam is committed to provide tailored programmes, solutions and expertise to Vietnamese SMEs through UOB FinLab.

UOB FinLab targets to engage 5,000 businesses in Vietnam over the next three years through its innovative digitalisation and sustainability initiatives. Its inaugural programme, titled "Xin Chào SMEs: Grow Your Sales through E-commerce and Digital Marketing," is designed to equip SMEs with the necessary knowledge and strategies to effectively adopt digital technologies to fuel sales growth and expand their customer base regionally. Detailed agenda of the event can be found in Appendix 1.

Mr Victor Ngo, CEO of UOB Vietnam, said, "We understand the challenges faced by Vietnamese SMEs in embracing digital technologies and staying competitive in the digital era. By launching UOB FinLab in Vietnam, we aim to provide comprehensive support to these SMEs, equipping them with the tools, knowledge and resources needed to succeed in the



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digital marketplace. Leveraging the Bank's extensive network and expertise, we are confident that we can help Vietnamese SMEs overcome these challenges and thrive in the digital economy."

### **Collaboration with key industry leaders and experts**

The launch of UOB FinLab in Vietnam has garnered support and recognition from key industry leaders, specifically from the Vietnam E-commerce Association.

Mr Nguyen Ngoc Dung, Chairman of the Vietnam E-commerce Association, said, "Vietnamese SMEs play a vital role in our economy, and their success is crucial for sustainable growth. The launch of UOB FinLab in Vietnam will empower Vietnamese SMEs to embrace digital transformation and unlock new growth opportunities. This will be instrumental in bridging the digital divide and enabling SMEs to compete effectively in the digital marketplace."

To better support Vietnamese SMEs, UOB FinLab will also collaborate with university professors, industry practitioners, innovation experts and tech solution providers in its programmes to deliver an enriching learning experience for participants. By leveraging diverse perspectives, UOB FinLab aims to equip SMEs with the practical knowledge and strategies required to navigate the digital landscape effectively.

Mr Shannon Lung, Head of UOB FinLab, said, "Digital adoption can be daunting for SMEs. We are here to accompany them in their digitalisation journey by providing tailored solutions and necessary support, starting with our inaugural Xin Chào SMEs programme. Vietnamese SMEs will be able to gain valuable insights and learn best practices to overcome challenges in adopting digital technologies. By empowering SMEs to embrace digital transformation, we can help them to drive growth, boost competitiveness and contribute to the overall development of Vietnam's economy."

With a long-term vision of empowering SMEs and driving economic growth in the region, UOB FinLab looks forward to forging strong partnerships and creating sustainable impact throughout its journey in Vietnam.



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**About UOB Finlab**

UOB FinLab is UOB's innovation accelerator that brings the ecosystem together to catalyse business growth and transformation. With a regional presence in Singapore, Malaysia and Thailand, UOB FinLab provides access to a range of business and technology experts, tools and content through online and in-person programmes. These programmes range from supporting the FinTech and start-up community in developing solutions, to assisting the Small and Medium-sized Enterprises (SME) community in going digital and innovating for sustainability. Founded in 2015, UOB FinLab has supported and connected with more than 21,000 businesses globally.

**About United Overseas Bank Vietnam**

United Overseas Bank (Vietnam) Limited (UOB Vietnam) commenced operations officially on 2<sup>nd</sup> July 2018. It is a wholly-owned subsidiary of United Overseas Bank Limited (UOB), a leading bank in Asia with a global network of around 500 offices in 19 countries and territories in Asia Pacific, Europe and North America.

UOB established its presence in Vietnam with the opening of a representative office in 1993 and was the first Singapore bank to launch a branch in the country in 1995. Today, UOB Vietnam offers a range of personal and institutional financial services to both Vietnamese and overseas customers across the country backed by the seamless connectivity offered through UOB's regional network. In 2019, UOB Vietnam expanded into northern Vietnam with a branch in Hanoi.

For nearly nine decades, UOB has adopted a customer-centric approach to create long-term value by staying relevant through its enterprising spirit and doing right by its customers. UOB is focused on building the future of ASEAN – for the people and businesses within, and connecting with, ASEAN.

The Bank connects businesses to opportunities in the region with its unparalleled regional footprint and leverages data and insights to innovate and create personalised banking experiences and solutions catering to each customer's unique needs and evolving preferences. UOB is also committed to help businesses forge a sustainable future, by fostering social inclusiveness, creating positive environmental impact and pursuing economic progress. UOB believes in being a responsible financial services provider and is steadfast in its support of art, social development of children and education, doing right by its communities and stakeholders.

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### Appendix 1: Xin Chào SMEs: Grow Your Sales through E-commerce and Digital Marketing

#### AGENDA

Theme	Programme	Time	Speaker/Trainer
<b>13 June 2023</b>  <b>Day 1:</b> <b>Programme Launch and E-Commerce</b>	<b>Registration</b>	9:00am – 9:30am	
	<b>Welcome Address</b>	9:30am – 10:00am	<b>Mr Victor Ngo</b> Chief Executive Officer UOB Vietnam
	<b>Opening Address</b>		<b>Mr Fred Lim</b> Country Head of Business Banking, Channels & Digitalization & Retail Transformation, UOB Vietnam
	<b>Programme Launch</b>		<b>Representatives from UOB Vietnam, UOB FinLab</b>
	<b>Keynote:</b> Accelerating Vietnam's SMEs Growth through E-commerce and Digital Marketing	10:00am – 10:20am	<b>Mr Nguyen Ngoc Dung</b> Chairman, Vietnam E-commerce association (VECOM)  <b>Mr Nguyen Minh Duc</b> Deputy General Secretary, Vietnam E-commerce association (VECOM)
	<b>FinLab Sharing:</b> Finlab Vietnam E-Commerce Programme Sharing	10:20am – 10:45am	<b>Ms Nguyen Thu Thao</b> Head of Strategic Alliance & OFEI, Channels & Digitalisation Department, UOB Vietnam



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Theme	Programme	Time	Speaker/Trainer
	<b>E-Commerce Tech Showcase</b>	10:45am – 12:00pm	<p>Various tech solutions from <b>Mr Le Hong Duc</b>, Advertising Solutions Consulting Manager, Haravan</p> <p><b>Ms Nguyen Tran Bich Ngoc</b>, Ceo &amp; Co-founder Ecom Easy</p> <p><b>Ms Kloe Le</b>, Sales Manager Tik Tok Shop</p> <p><b>Mr Dang Hai Nam</b>, Marketing Program Manager Amazon Ads</p> <p><b>Mr Le Si Dung</b>, Citi Captain Ho Chi Minh Director Shoptido</p>
	<b>Lunch Break and Booth Showcase</b>	12:00pm – 1:15pm	
	<b>Growing Your Business Financially</b>	1:15pm – 2:00pm	<b>Ms Lai Thi Thu Trang</b> , Marketing Acquisition Partnership Manager, Business Banking, Digital Banking, UOB Vietnam



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Theme	Programme	Time	Speaker/Trainer
	<b>Digital Deep Dive:</b> E-commerce Market Analysis: Leveraging current trends and technologies to build effective strategies	2:00pm – 3:30pm	<b>Ho Chi Minh City University of Technology (HCMUT):</b> - <b>Assoc Prof. Pham Quoc Trung</b> , School of Industrial Management - <b>Assoc. Prof. Tran Minh Quang</b> , Faculty of Computer Science and Engineering, - <b>Assoc. Prof. Quan Thanh Tho</b> , Faculty of Computer Science and Engineering  <b>AMA Facilitator: Ms Lai Thi Thu Trang</b> , Marketing Acquisition Partnership Manager, Business Banking, Digital Banking, UOB Vietnam
	<b>Break</b>	3:30pm – 3:40pm	
	<b>Panel Discussion:</b> Innovation for Growth to Stand Out in Vietnam and Beyond	3:40pm – 4:25pm	<b>Panelists:</b> - <b>Ms Dang Thi Luan</b> Vice Director of Saigon Innovation Hub - <b>Mr Tran Lam</b> , CEO of Julyhouse - <b>Mr Nguyen Quoc Thanh</b> , Business Banking, UOB Vietnam - <b>Moderator: Ms Ha Thanh An</b> , Co-Founder of Business Startup Support Centre (BSSC)
Theme	Programme	Time	Proposed Speaker/Trainer
	<b>Registration</b>	9:00am – 9:30am	
<b>14 June 2023</b> <b>Day 2: Digital Marketing</b>	<b>Value Proposition Canvas Workshop</b>	9:30am - 11:30am	<b>Mr Kevin Vuong</b> , Incubator Manager of UEH Institute of Innovation (UII), Tech JDI



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Theme	Programme	Time	Speaker/Trainer
Effectiveness	Break	11:30am-11:40am	
	Marketing Tech Solutions Showcase	11:40am - 12:55pm	Various tech solutions <b>Mr. Duy Nguyen</b> , Partnership Manager, Zalo Ads <b>Mr Hai Do</b> , Country Manager Ematic Solutions <b>Mr. Andy Dang</b> , Head of Branch, HCMC, Omega <b>Ms Kha Le Trinh</b> , Strategic Partnerships Manager, Tik Tok Ads
	Lunch Break and Booth Showcase	12:55pm – 2:15pm	
	<b>Financial Support:</b> Managing Your Financials and intro to Bizsmart solution by UOB Bizsmart	2:15pm – 2:45pm	<b>Ms Pham Nhu Quynh</b> Head of Bizsmart, Business Banking, UOB Vietnam
	Break	2:45pm-3:00pm	
	<b>Digital Deep Dive:</b> Unlocking the Power of Digital Marketing: Strategies for Vietnamese SMEs to Thrive in Today's Business Environment	3:00pm – 4:00pm	<b>Le Giang Nam (PhD):</b> - Manager, Department of Communications and Community Relations, Foreign Trade University HCMC Campus - Lecturer in Marketing, Faculty of International Business and Trade, Foreign Trade University HCMC Campus



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	<b>Closing Address:</b> Programme Wrap Up	4:00pm – 4:15pm	Ms Nguyen Thu Thao, First Vice President, Head of Strategic Alliance and OFEI, UOB Vietnam

