



small enterprise promotion + training

A stylized world map in the background, composed of a network of orange lines connecting various points across the continents, creating a mesh-like effect.

**SUCCESSFUL INTERNATIONALIZATION CASES
FROM OUR SEPT ALUMNI**

Martin Gothe
September 20th 2022

SUCCESSFUL INTERNATIONALIZATION CASES - SEPT ALUMNI

Welcome to our speakers:



Thi Thanh Tam Nguyen

Founder & CEO



Mohamed Hawass

Founder & CEO



Luis Bernal

Founder & CEO



Leipzig, 20. 09. 2022



Nguyen Thi Thanh Tam



Business based on knowledge and Culture

AGENDA

- **Me** as ENTREPRENEUR
- **Sept** - PHILOSOPHY of DOING BUSINESS
- **Example** – GERMAN INNOVATIVE MEDICAL CARE by Hanoi IEC



Mrs. Nguyen Thi Thanh Tam (MA, MBA)

- Scholarship of Vietnamese Government for young talented students
- MA in Philosophy and International Law (1990-1995), and Small and MBA in Medium-sized Enterprise Promotion Study (sept 1998-2000) , University of Leipzig
- Auslandsbeauftragte of Thuringia International, Ministry of Economics Thuringia
- Business consultant since 1996, initially in Germany and since 2000 in Vietnam
- Very first trainer of GIZ, ILO and WTO for Business Start Up in Vietnam (2000-2006)
- Member of World Young Leaders Forum, BMW Hebert Quant Foundation
- Members of Management Board, Vietnamese German Friendship Association



DIRECTOR OF HANOI IEC

FOUNDER AND SHAREHOLDER (>= 40%)



ALL BUSINESS ARE RELATED TO GERMANY

(Business based on knowledge and Culture)

HANOI IEC LTD

- Founder and owner of Hanoi IEC Ltd., Co. (3 offices, 140 staff members)
- Hanoi IEC is the representative of the Economic Development Office of the State Thüringen, Germany in Vietnam
- With over 18 years of development, Hanoi IEC has become one of the most prestigious units in the field of trade promotion and consultancy, investment projects for German businesses (about 400 German Companies as clients).
- Currently, Hanoi IEC is mainly focus on the exclusive import and distribution of pharmaceuticals and high-quality medical products made in Europe, especially in Germany.





Business match making



Organization of trade fair and business delegation



REFERENCE





- ✓ German language for young Vietnamese
- ✓ Training activities for medical techniques

GERMAN COMPETENCE ACADEMY



OUR COMPETENCIES

- 1800 m2 own training centers, 15 classrooms and diverse facilities for trainings
- One of the leading German language schools in Vietnam
- Unique training centers for introduction of new products or operation technique in the health care



OUR TRAINING CENTER FOR ORTHOPEDICS AND TRAUMA



TRAINING WORKSHOPS FOR SURGEONS



SEPT -

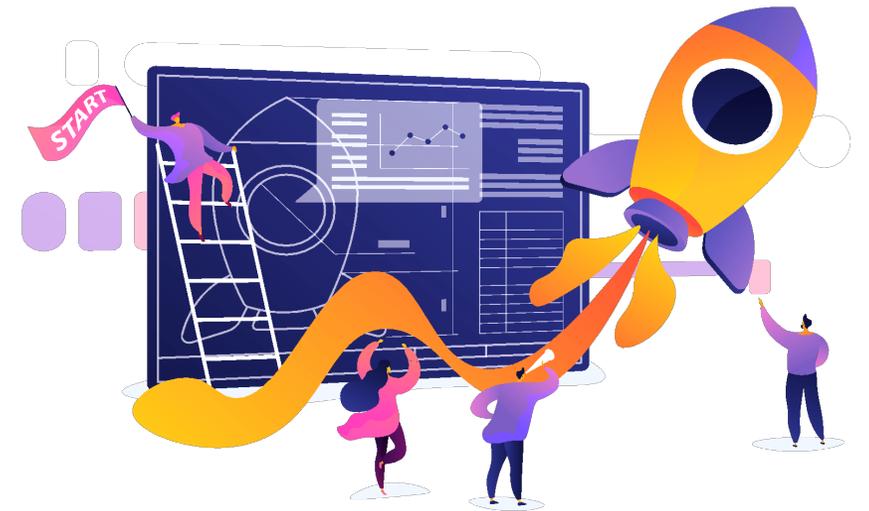
PHILOSOPHY and WAYS of DOING BUSINESS

Business based on knowledge and Culture

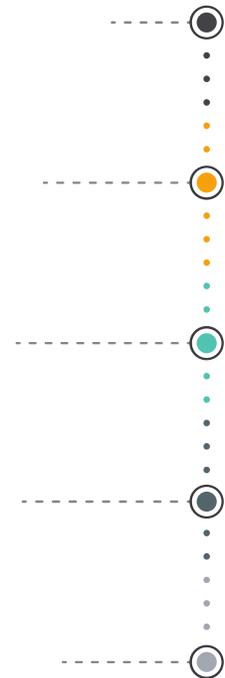


ENTREPRENEUR

- **Spirit** (Want to be independent, rich and contribution for society)
- **Boss** (YOU - independent, delegater, influencer)
- **Risk taker** (All in? NO- But risk management)
- **Cooperation** (Respect & Win-Win)
- **Conceptual and logical thinker** (Objectives oriented planing)
- **Action** (Concret)



MASLOW'S HIERARCHY OF NEEDS



SELF-ACTUALIZATION

The need for development, creativity, growth.

SELF-ESTEEM

The need for self-esteem, power, control, recognition

LOVE/ BELONGING

The need of love, belonging, inclusion.

SAFETY

The need of safety, shelter, stability.

PHYSIOLOGICAL

The need of air, food, water, health.

What makes your business **UNIQUE**? The strategy: unique and positioning

- Innovative Products - Customer use
- Innovation in the services – Customer satisfaction and happiness
- Innovation in the way of doing business - Don't follow the cloud

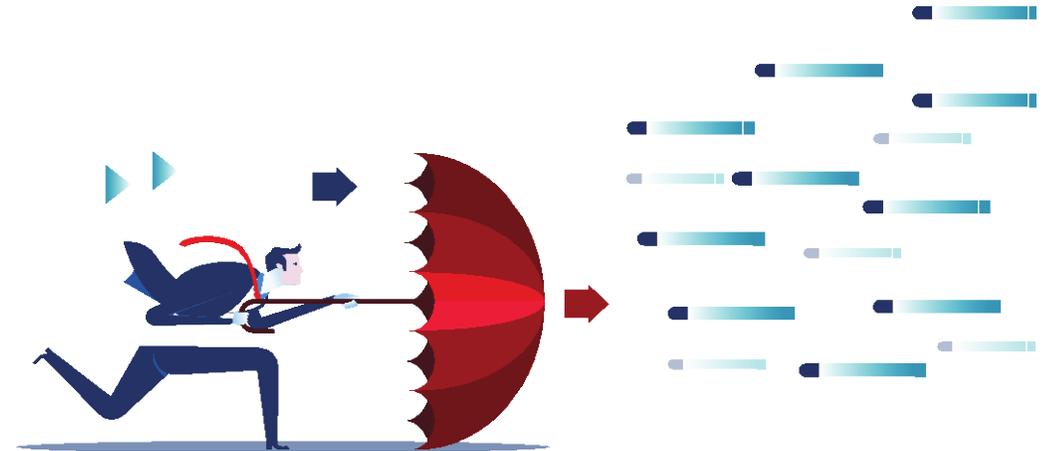


RISK MANAGEMENT

- Investment
- Sustainability
- Alternative Plan
- Exit Plan

Recommendations

- Your income (monthly salary) should be in the cost calculation
- Story of hidden money (never all in)
- There is always a door to be opened



EXAMPLE

DISTRIBUTION BUSINESS FOR GERMAN PRODUCTS IN ORTHOPEDICS AND TRAUMATOLOGY

***THROUGH SUPPORT OF COOPERATION BETWEEN GERMAN AND
VIETNAMESE SURGEONS AND HOSPITALS***

BUSINESS STRATEGY - INNOVATIVE MEDICAL - MADE IN GERMANY

- ✓ 100% products made in Germany
- ✓ Innovative medical products
- ✓ N0-1 on the market No competition (monopoly) or little competition (oligopoly)
- ✓ High value and quality for patients
- ✓ Science and technology values
- ✓ Focus on the exchange knowledge and information between German and Vietnamese surgeons
- ✓ Sustainable development

OUR BUSINESS IN VIETNAM (ORTHOPEDICS AND TRAUMA)

1. Products (implants for Orthopedic and Trauma):

- Hip replacement (primary and revision)
- Knee replacement (primary and revision)
- Shoulder replacement
- Titanium Locking plates for Trauma
- Spine

2. Company Strong Point:

- Top 5 best Orthopedic and Trauma Distributors in Vietnam
- More than 12 years experience
- Official daily business with more than 50 main hospitals in Vietnam
- Head office in Hanoi (North), Branch office in Ho Chi Minh city (South)
- Strong management team
- Experienced technical staff of Orthopedic and Trauma

INNOVATIVE MEDICAL - MADE IN GERMANY



PETER BREHM
Die Präzision in Titan
für den Menschen

KNEE AND HIP - REVISION SYSTEMS



INNOVATIVE MEDICAL - MADE IN GERMANY



HIP REPLACEMENT SYSTEMS



INNOVATIVE MEDICAL - MADE IN GERMANY

B | BRAUN
SHARING EXPERTISE
AESCULAP.

SPINAL SYSTEMS



OUR BUSINESS IN VIETNAM (ORTHOPEDIC AND TRAUMA) INTERNATIONAL COOPERATION FOR ORTHOPEDIC AND TRAUMA



THROUGH TRAINING - WE BRING GERMAN AND VIETNAMESE SURGEONS TOGETHER



THROUGH TRAINING - WE BRING GERMAN AND VIETNAMESE SURGEONS TOGETHER





THANK YOU FOR YOUR ATTENTION!

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Realists is a **worldwide operating surgical training provider** who offers high-class solutions in the area of spine surgery. Our training systems are visually and haptically highly realistic. Together with our scientifically based training concept they form a perfect unit and make every training session a successful learning experience.



REALISTS IMAGING



Radiation-free
Training



Adaptable to any space
(OR, Conference room,
Hotel, etc.)



Real patient
cases





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