



Vietnam Story

How a General Trading Company Helped
Create the Vietnam of Today

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Introduction

Vietnam is an agrarian country
with an abundance of natural resources,
a population of 93 million,
and an industrious and high-quality labor force.

Following the fighting in the Vietnam War,
much of the country's land was destroyed.

Recognizing Vietnam's potential,
Sojitz worked to support infrastructural advancements
in post-war Vietnam,
and continues to support developments in the country.

Why has Vietnam been such a strong market for Sojitz historically?



Learn about how Sojitz has developed alongside Vietnam
and what the company is doing in the country today
by taking a look at Sojitz's **“New way, New value”** in Vietnam.

The following manga is based on historical events
and has been created with as much historical accuracy as possible.
However, the characters and setting include fictional elements.

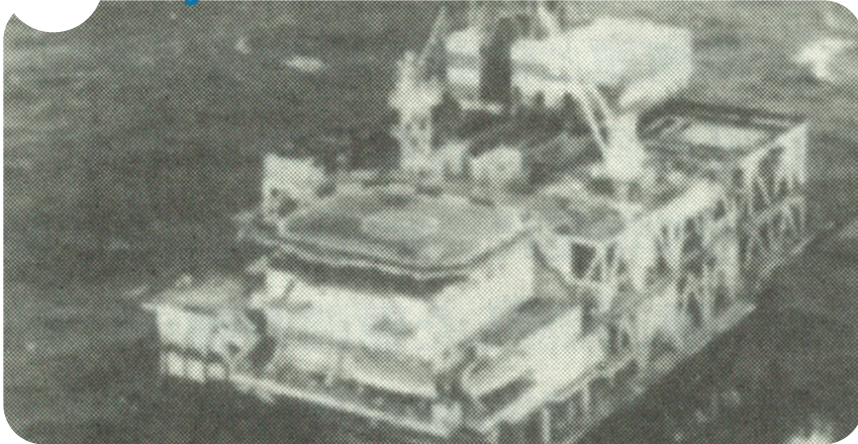
Chapter 1

The Pioneering General Trading Company in Vietnam



**is sent to Vietnam's capital, Hanoi, on assignment.
In Vietnam, Mr. Shimizu meets local staff members
such as Ms. Tran and the experienced General Manager Mr. Yamagoe,
who teach him about Sojitz's (formerly Nissho Iwai's) contributions in
Vietnam**

Establishing a Liaison Office



Nissho Iwai had been conducting oil development and coal businesses in Vietnam since before the Vietnam War. Although many corporations chose to conduct business in Vietnam through dummy companies during the Cold War era, Nissho Iwai was different, using its real name for all business proceedings. It became the first company associated with the Western bloc to receive permission to establish a liaison office in Vietnam in 1986, helping Nissho Iwai to gain a foothold in the Vietnamese market.

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Vietnam's Working Women



In Vietnam, it is common for both spouses to work. Women are able to successfully balance work and family thanks to the support and understanding of their communities. At Sojitz Vietnam, women make up 70% of the workforce.

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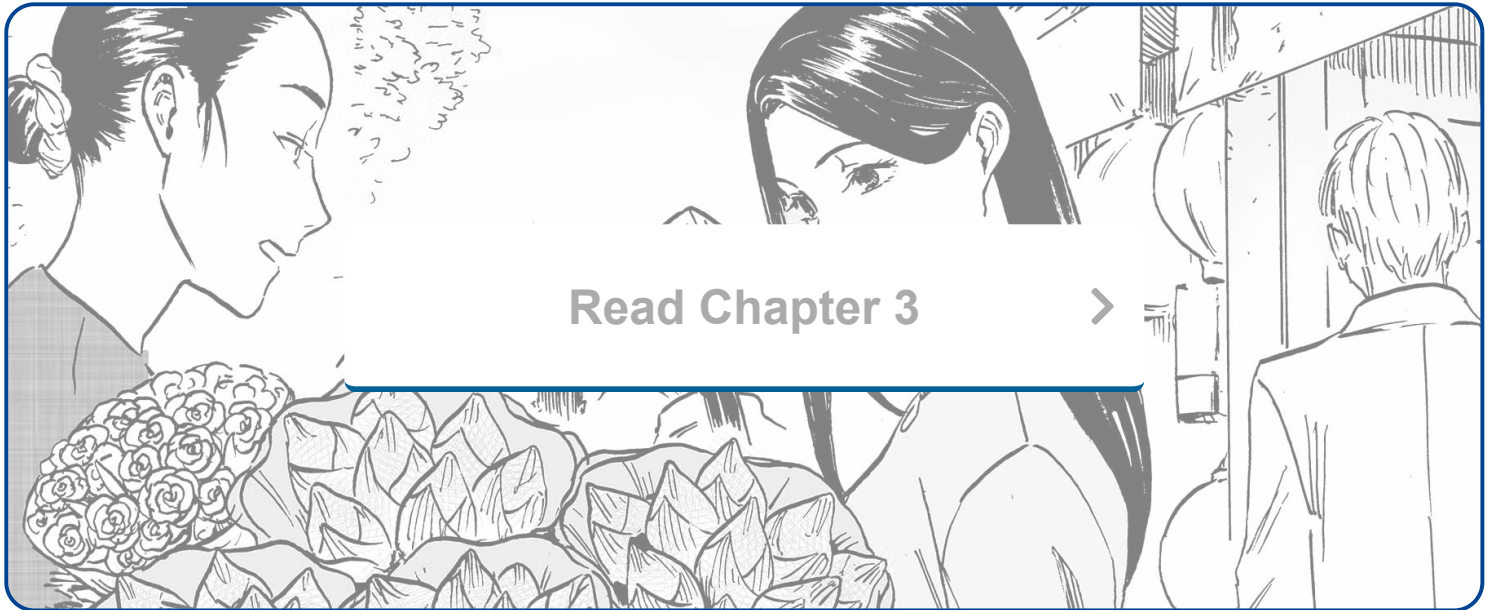


Read Chapter 2 >

A glimpse of the Hanoi Office after GM Yamagoe's return to Japan. Ms. Tran and Mr. Shimizu seek to restore Vietnam's natural landscape through businesses based on afforestation and fertilizer projects. The two quickly become a “dynamic duo.”



The Asian Financial Crisis

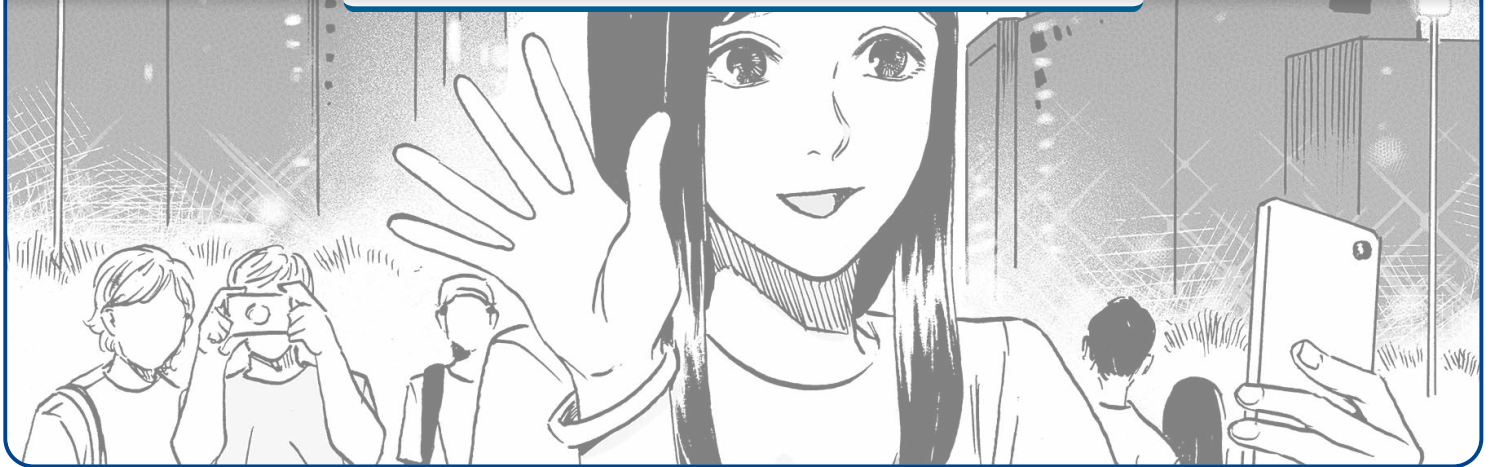


**The Asian Financial Crisis breaks out in 1997.
Vietnam's economy is impacted by the crisis,
and the country faces financially difficult circumstances.
How do Ms. Tran and Mr. Shimizu navigate these uncharted waters?**





Targeting the Consumer Market Amidst Globalization



Sojitz reaches the next stage of business development in Vietnam by targeting the consumer market.

Grain and Feed Business



In 2007, Sojitz invested in Interflour Vietnam Ltd. (IFV), one of Vietnam's largest milling companies, in order to meet growing demand for grains amid Vietnam's increasingly Westernized diet. Sojitz also became the first Japanese company to enter the compound feed production and sales business overseas through the establishment of Kyodo Sojitz Feed Company Ltd.

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In 2008, Sojitz invested in one of Vietnam's largest food wholesale companies, Huong Thuy Corporation. Newland Vietnam Japan Joint Stock Company was later established in 2016, to provide modern cold chain logistics services.

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Constructing a Food Value Chain



Sojitz began opening Ministop convenience stores across Vietnam in 2015. Two years later in 2017, Sojitz established Japan Best Foods Co., Ltd. to supply daily/prepared foods to retailers and restaurants in Vietnam.

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Epilogue

Sojitz will continue to develop alongside Vietnam through business projects

which promote two types of value: "value for Sojitz" and "value for Society."

The Sojitz slogan is "***New way, New value,***"

which means generating new value through new ideas, not bound by convention.

Find out more about Sojitz's current business projects in Vietnam through the videos below.

[Sojitz PR movie Vietnam](#)

[Vietnam Food Business](#)



JA / EN



Vietnam Pioneer



TVCM Vietnam Food Business



Vietnam Retail Foods Project



Vietnam Retail Foods Project



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