



# EuroCham Business Climate Index

3rd Quarter 2010

Since its establishment with only 60 members in 1998, the **European Chamber of Commerce in Vietnam (EuroCham)** has grown to represent more than **750 European businesses**, counting among its supporters many of the world's leading enterprises. These enterprises have a close connection to the businesses in Vietnam. Together, they provide a unique voice that can comment on the business climate and the outlook in Vietnam. With the **EuroCham Business Climate Index**, we would like to provide a simple mechanism to enable our members and the general public to see how our members perceive the business climate at any given moment in Vietnam.

Our EuroCham Business Climate Index is fully internet based, updating results in real-time. All EuroCham member companies will receive a link every two quarters to the online questionnaires. The survey poses 15 questions about current business issues and takes approximately 3 minutes to complete. Some of these questions relate to the performance of the business, and will repeat each quarter. Others reflect topical issues and areas of policy that affect the foreign business community in Vietnam.

## The Survey Questions Include:

- Current Business Situation of your Enterprise
- Business Outlook for your Enterprise
- Investment Plans 2011
- Expected Profit Margin Development in 2011
- Turnover Development 2011
- Recruitment Plans 2011
- Expected Salary increase 2011
- Expected Growth in 2011
- GDP Growth of the Vietnamese Economy
- Growth of your Business sector in Vietnam
- Expected inflation in Vietnam 2011
- Expected VND Exchange Rate (against both EURO and USD) by mid 2011

The EuroCham Business Climate Index ranges from 0 to 100 where 100 represent the highest and 0 the lowest confidence level. Midpoint or “neutral” is 50. Looking at the results of the first quarterly EuroCham Business Climate Index, released today, shows that business confidence and outlook among European businesses in Vietnam remains positive. **Among the EuroCham members that participated in the survey, business confidence was overall positive.** The result is a Business Climate Index of:

75

Summing up, the overall response to our first survey and the current business sentiment and outlook was largely positive. It will be interesting to see how this mood develops overtime and compare the current results to the ones we will get in our next survey and establish a trend and prediction for the future of doing business in Vietnam. We encourage you to take a look at the detailed findings of the EuroCham Climate Sentiment survey provided at this press conference and online on the EuroCham website ([www.eurochamvn.org](http://www.eurochamvn.org)).

