

MEDIA KITS 2022

AHK VIETNAM



REACHING GERMAN AUDIENCES
IN VIETNAM & WORLDWIDE

A vibrant, abstract graphic with a blue and green background, overlaid with various data visualization icons. These include line graphs, bar charts, pie charts, a target icon, a gear, and a smartphone. The word 'MARKETING' is prominently displayed in the center in a large, white, sans-serif font.

MARKETING

250,000+ PAGE VIEWS

45,000 GERMAN MEMBERS WORLDWIDE

10,000+ FOLLOWERS

5,000+ NEWSLETTER REGISTERS

The logo for Partner In Vietnam, featuring a stylized blue and red hash symbol followed by the text 'Partner In Vietnam' in a blue, sans-serif font.**#PartnerInVietnam**

ABOUT US

AHK VIETNAM IS A PART OF THE WORLDWIDE NETWORK OF GERMAN CHAMBERS **WITH 140 LOCATIONS IN 92 COUNTRIES**. USE OUR VARIOUS PLATFORMS AND NUMEROUS FLEXIBLE SPONSORING AND ADVERTISING OPPORTUNITIES TO REACH YOUR RELEVANT TARGET GROUP IN OUR INTERNATIONAL NETWORK!

OUR MARKETING CHANNELS



AHK PUBLICATIONS

THE AHK BROCHURE IS AVAILABLE IN GERMAN LANGUAGE AND GIVES AN OVERVIEW TO THE CURRENT ECONOMIC SITUATION IN VIETNAM, AND ADDITIONALLY ADDRESSES TO **ALL GERMAN COMPANIES** WHO ARE INTERESTED IN A MARKET ENTRY IN VIETNAM.



5,000+
DOWNLOADS



2,000
COPIES



RESPONSIVE WEBSITE

WE DAILY PROVIDE DETAILED INFORMATION ABOUT THE ECONOMIC & MARKET SITUATION IN VIETNAM, GERMANY AND OUR ACTIVITIES AND EVENTS



www.vietnam.ahk.de

E-NEWSLETTER



WE HAVE **5,000+** ADDRESSES ON OUR MAILING LIST, WHO WE MONTHLY KEEP THEM INFORMED ABOUT:

- CURRENT MARKET INFORMATION
- BUSINESS TRENDS
- ALL UPCOMING EVENTS IN VIETNAM

WE SEND MONTHLY E-NEWSLETTER TO REACH

- GERMAN COMPANIES IN VIETNAM & WORLDWIDE (80%)
- VIETNAMESE COMPANIES (10%)
- INTERNATIONAL AND LOCAL YOUNG PROFESSIONALS (10%)

CONTACT US

CONTACT US FOR AN INDIVIDUAL
CONSULTATION BY SENDING EMAIL TO
CHI.PHAM@VIETNAM.AHK.DE

OUR SOCIAL NETWORKS



SOCIAL MEDIA

Reach our specific followers on



10,000+
FOLLOWERS

EVENTS

ONLINE AND IN-PERSON
EVENTS IN WHICH WE OFFER
MARKET INFORMATION AND
MARKET ENTRY ISSUES,
ESPECIALLY FOR GERMAN
SMES WHO INTEND TO
ESTABLISH THEIR BUSINESS
IN VIETNAM.



GERMAN MARKETING CAMPAIGN

ARE YOU LOOKING FOR INVESTORS FROM GERMANY AND EUROPE?

LET US INTRODUCE YOUR INVESTMENT REGION AND INDUSTRIAL ZONE IN
VIETNAM TO YOUR TARGET GROUP.

WE WILL CREATE A MARKETING CAMPAIGN INCLUDING **A YOUTUBE VIDEO,
PODCAST, SOCIAL MEDIA AND BLOG.**

YOUR AUDIENCE WILL THUS RECEIVE AN **AUTHENTIC, RELIABLE AND
UNBIASED INSIGHT** OF YOUR LOCATION.

