



Hanoi specific companies and products

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You may not know it, but if you own an Apple phone, a Samsung device, a pair of Nikes, or a Northface bag, there is a greater than 50% chance it was made in Vietnam.

Once, the label "Made in Vietnam" prompted pejorative questions like "are Vietnamese Adidas shoes fake?" Now, Vietnam is increasingly the manufacturing and research base of top-tier brands in electronics, apparel, footwear, and furniture, from Swedish Fjällräven to USA Intel. This is one of the main reasons we are so bullish on Vietnam.

This makes Vietnam great for shoppers: cities like Hanoi and HCMC have hundreds of stores packed with discounted products from name-brands, such as Northface gear, Merrell shoes, and Fjällräven bags. Or, if you are an entrepreneur, you can easily visit many high-quality small manufacturing workshops and quickly source your own white-label product.

If you've purchased a Samsung phone in North America or Europe, chances are it was manufactured in Vietnam. The Galaxy Z is an example product that is made in Vietnam

There are two major manufacturing plants in Vietnam, near HCMC and Hanoi, wherein over 50% of all Samsung smartphones are manufactured. Samsung continues to invest more capital into Vietnam: in May 2020, Samsung announced they would open another smartphone factory in Vietnam, as well as another factory in Ho Chi Minh City to make televisions, air conditioners and washing machines.

Furthermore, in 2022, Samsung is planning to relocate their major R& D operations to the west of Hanoi, making Vietnam its largest R& D center in South East Asia [source].

No! According to Reuters, about half of all Nike shoes are made in Vietnam. This is close to our own tally of Nike manufacturers listed on MEC.ca (~ 1/3 of Nike products were made in Vietnam). The American sport apparel and footwear company has about 200 manufacturing plants in Vietnam.

Nonetheless, the question of "are Nike shoes made in Vietnam fake?" still persists on the inter-webs, perhaps due to consumers' unfamiliarity with Vietnam and its rapid economic ascension.

According to the New York Times, Nike wants to increase their production in Vietnam, but ongoing trade-disputes between the USA and Vietnam have stymied bilateral trade agreements.

You may never open your PC and see a tiny "Made in Vietnam" sign on the Intel processor, but Intel is moving more and more large-scale operations to Vietnam [source].



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Of all its global sites, Intel has its largest assembly and test site at the Saigon Hi-Tech Park, near Ho Chi Minh City. Apart from this Vietnamese site, Intel operates seven other assembly and testing facilities in the USA, Costa Rica, China and Malaysia.

Intel continues to invest large sums of money into Vietnam, recently adding \$475 million towards enhancing Vietnam's production of 5G products and its 10th generation core chips.

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