

## Dairy market maintains strong growth

By Hoang Phi  
The Saigon Times Daily

**HCMC** - The local milk market had shown strong developments in 2012, taking the lead in the fast moving consumer goods (FMCG) industries with sales growth of 15% in cities and 18% in rural areas.

A survey conducted by Kantar Worldpanel in HCMC, Hanoi, Can Tho and Danang cities and some rural areas shows Vietnamese households spent around VND40 trillion on dairy goods last year. Therefore, local experts in the industry believed that the consumption level in the whole local market might be double.

As per Kantar Worldpanel's report, milk and dairy products make up a

significant slice of a household's budget for FMCG items in urban areas and they have recently marked a breakthrough development in rural areas compared to other FMCG sectors.

The experts forecast the competition between dairy brands to get fiercer in the near future, especially among local producers and foreign rivals as well as among domestic players. In the next three years, the dairy market is expected to become more important to local consumers, especially those in remote areas, and Kantar Worldpanel predicts milk revenues in the four big cities at an estimated VND70 trillion.

According to Antonie Louat De Bort, senior account manager of Kantar Worldpanel, 80% of households in cities and half of the households in rural

areas purchase milk or dairy products every month.

Like other foodstuff industries, traditional distribution channels still play a major role in the dairy industry, with street-front shops making up over 70% of the retail channels. In the meantime, supermarkets are the second popular shopping channel, posting higher growth in cities while traditional markets represent more than 30% of the market share in rural areas, especially in the central and southern regions.

The survey indicates that local consumers are used to shopping dairy products along with other FMCG items, especially packed goods like instant noodles, cooking oil and sugar.

In addition, the major trends in the FMCG market like the tendencies

of higher purchasing volumes and stronger demand for high-end items are also reflected in both urban and rural markets.

With such huge potential, shifting from the public market to serving every segment and catching up with changes in consumer demand and behavior will be key to success in the dairy market at home, the experts said.

For instance, Vinamilk has recently made hefty investments in high-class dairy products, including powdered milk, fresh milk and yoghurt. The firm, therefore, achieved over VND6.7 trillion in sales in the first quarter, up 14% year-on-year, while its profit posted more than VND1.5 trillion, year-on-year growth of nearly 21%, according to Mai Kieu Lien, general director of Vinamilk.

## FRIDAY'S Now to flow

By Son Nguyen in HCMC

The cash flow is blocked in a situation where depositors are withdrawing funds as the entire economy. It has been a high interest rate has blocked deposits, but fresh moves and outcries by banks are another culprit: the capital absorptive capacity of the blood vein - as the money circulation is now clogged by the receptive organs, so

Several giant banks, including Vietcombank have this week lowered the deposit interest rate to 7% annually for savings. Agribank has even slashed the deposit savings. Normally, such deep cuts happen when they signal a corresponding fall in the economy will normally surge as well as confidence is sapped.

Nguyen Phuoc Thanh, general director of Tuoit Tre that his bank has to find eligible borrowers. In the first quarter, the credit growth at the bank was still minus 1.5%. "The problem now is how to spur deposit growth by lowering lending rates to lure clients," Thanh said. The lending rate at his bank is hovering around 10% par with the deposit rate.

Thanh asserts that the credit growth is not enough to stimulate demand in the economy, which no longer poses a hindrance.

Truong Van Phuoc, CEO of Eximbank said, "Certainly interest rates are not the only solution to demand for funds in the economy," Phuoc Sai Gon Giai Phong. Eximbank offers a credit line of VND5 trillion for consumption, with the lending rate now lowered to 10%, but the credit line has found borrowers.

In fact, liquidity at banks in HCMC has not been as tight as it used to be. Banks have outpaced credits, according to a report by the newspaper, citing data from the HCMC Chamber of Commerce and Industry. The bank shows that mobilized funds at the end of the first four months total over VND1,033 trillion, up from VND868.7 trillion in the end-2012, while the total outstanding credit rose to VND1,155.7 trillion, rising 1.55%.

The big question is why borrowers are not taking up the credit. Many enterprises are distancing themselves from local media, because their inventories are stagnant with rising inventories. As long as the situation remains gloomy, enterprises dare not take out loans. Rising inventories have also pushed up the price of raw materials, leading to a surge of bankruptcy.

In the past ten years, as many as 700,000 enterprises have been established, but only 300,000 of them are still operating. Vietnamnet reports, citing data from a survey by the Vietnam Chamber of Commerce and Industry, that 10% of enterprises are experiencing a decline in their rising inventories, according to the survey.

The situation remains gloomy now, the investment reports. In the first four months of 2013, 16,600 enterprises have either gone bankrupt or are on the verge of bankruptcy, a staggering increase of 17% year-on-year.

Meanwhile, a big proportion of operating enterprises are disqualified for fresh bank loans due to high debt. Banks cannot take risks to extend loans to borrowers fail to settle their old arrears.

New moves by banks to cut both the deposit and lending rates, therefore, are not considered a solution to the situation now. Instead, such changes in the economy.

Vietcombank, the first credit institution to lower its deposit rate this week, hints that the new rate might be a low deposit rate, says Tuoit Tre, is pushing a new turning point as depositors may be looking for a safe haven for their money.

"Since interest rates are minimal and the exchange rate can be shifted to foreign currencies, the pressure on the foreign exchange rate problem now is how to channel the people's savings to the local economy," says the paper.

The low deposit rate may also trigger depositors to withdraw their money to shift to other banks, says Dau Tu newspaper.

"If the liquidity problem recurs, risks will be even more challenging than bad news. The new race to hike interest rates to attract deposits will be a challenge to the whole system," warns the newspaper.

## Louis Vuitton awaits potential customers

By Lan Nhi  
The Saigon Times Daily

**HANOI** - Louis Vuitton (LV) on Wednesday opened its second store in Hanoi and its third in Vietnam in anticipation of well-to-do customers in the country spending more on luxury fashion items.

The new outlet located at Trang Tien Plaza is three times larger scale than the one at Metropole Hotel. The store at Trang Tien Plaza targets both Vietnamese and foreigners with demand for luxury items, said Jean-Baptiste Debains, president of LV Asia Pacific.

The two outlets in Hanoi will be evaluated in terms of sales performance. If the one at Trang Tien Plaza meets the company's expectations, the one at Metropole Hotel would be closed, he told the Daily.

At the newly-opened store, LV offers Haute Maroquinerie, a service currently available in only a few nations, to receive orders for customized products from moneyed customers. The fashion house hopes the number of such customers will increase in the coming time.

In the current tough times, the opening of the second LV outlet in Hanoi attracts much attention. Debains said his company, with 160 years' experience, always made wise business decisions.

Declining to reveal LV's business results in Vietnam so far, he said sales revenues and profits had been growing well. This is the reason why LV had opened a new store even though more and more consumers are tightening their spending due to economic woes.

"An economy has its ups and downs. An economic downturn gives us both challenges and opportunities to improve designs and wait for potential customers in Vietnam," he said.

## Vietnam succeeds in first ECMO evacuation

By Cong Minh  
The Saigon Times Daily

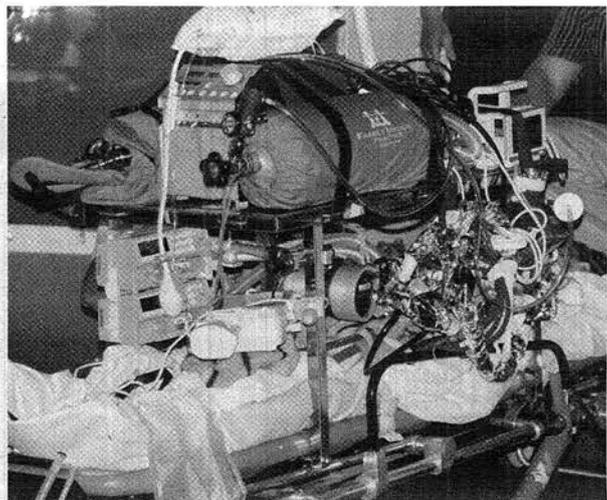
**HCMC** - Vietnamese doctors succeeded in transfer of a patient undergoing extracorporeal membrane oxygenation (ECMO) abroad, the most challenging medical transfer ever done in Southeast Asia.

Last Wednesday, a 24-year-old Russian tourist collapsed at Tan Son Nhat airport upon arrival and was brought to Family Medical Practice (FMP), where she was diagnosed with cardiogenic shock caused by acute myocarditis. As her condition rapidly deteriorated, the only solution was to attach her to a heart and lung support machine (ECMO).

Therefore, the patient was brought to Cho Ray Hospital and connected to the machine. She remained there for four days and although her condition stabilized, her family requested her to be transferred to a specialized heart hospital in Bangkok.

Kot Raphael, director of FMP, said: "We planned and simulated it, being challenged with a large number of equipment all to be used at the same time. Here's a patient on a heart and lung machine, a ventilator and an entire monitoring system, it all has to work as a tuned orchestra or we could not have made it work."

The transfer of the patient was done this Tuesday on an ATR72 plane of



The patient attached to ECMO and other equipment is transferred with the utmost of care inside the ATR72 chartered by FMP

Photo: Courtesy of Family Medical Practice

Vietnam Airlines chartered by FMP.

The flight went smoothly and landed with a very stable patient at Bangkok International Airport at midnight. There the patient and the equipment were unloaded into an ambulance which then drove to the Bangkok Heart

Hospital for continuous treatment.

According to the Thai and Singaporean medical sources, this was the first time ever such a transport of a patient has taken place in the region, and is technically considered the most complicated air-transfer ever.

## City getting tough on overloaded trucks

By Le Anh  
The Saigon Times Daily

**HCMC** - HCMC authorities plan to install electronic induction scales in addition to using mobile scales to cope with the current deterioration of local bridges and roads caused by overloaded trucks.

Bui Xuan Cuong, deputy director of the city's Department of Transport, said his agency's inspectors had been using mobile scales but they are still unable to stop overloaded trucks. The department will opt for electronic induction scales around local ports in the near future.

Using electronic induction scales will help inspect more vehicles as the equipment is installed on the road, Cuong said.

Controlling overloaded vehicles is hard at present. According to Le Hong

Viet, deputy chief inspector of the transport department, inspections now are not effective. For instance, he said, law enforcement officers are forced to stop vehicles and use mobile scales to check their weight.

However, stopping vehicles is only done on a number of roads with light traffic. On roads with heavy traffic like Hanoi Highway, doing such a thing is impossible.

One more difficulty is that as for container trucks carrying sealed cargo, officers cannot take off excessive cargo but to fine and let them go given the lack of handling equipment and storage places.

At a meeting on traffic safety in HCMC on Tuesday, the city's vice chairman Nguyen Huu Tin said it is better to weigh trucks at the ports instead of checking

their weight on the road as this will lead to traffic snarl.

"Using electronic induction scales is a good solution. If local authorities fail to handle overloaded trucks strictly, roads and bridges in the city will weaken as a result," Tin said.

At the end of last month, inspectors of the transport department and road-railway traffic police officers when checking trucks on some routes like Dong Van Cong and Nguyen Thi Dinh detected several overloaded trucks which were transporting up to 35 tons compared to the allowable level of 11 tons only.

Multiple roads which lead to Cat Lai Port such as Mai Chi Tho, Dong Van Cong and Nguyen Thi Dinh are sinking severely due partly to the overwhelming presence of overloaded trucks.



## Other News

### Vietnam succeeds in first ECMO evacuation

Sunday, May 12, 2013, 22:03 (GMT+7)



*By Cong Minh - The Saigon Times Daily*



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## National database maps AO research

**HÀ NỘI** — The country is in the process of creating a national database of research on the damage caused by Agent Orange and dioxin, said Lê Kế Sơn, director general of the Office of National Steering Committee on overcoming consequences of AO/Dioxin in Việt Nam.

The national database also aims to raise awareness of the harmful effects of dioxin and encourage preventive measures.

Collecting such data has been difficult and most research on the topic has been conducted through international partners.

Between 2.1 to 4.8 million Vietnamese citizens were directly exposed to

Agent Orange and other chemicals linked to cancers, birth defects and other chronic diseases during the Việt Nam War, which ended in 1975.

Researchers still do not know exactly how many people were exposed to dioxin or indirectly affected by it, nor are they sure about the exact mechanisms by which the chemical causes disease.

About US\$450 million is needed to eliminate dioxin hot spots and provide care, education and economic opportunities to those affected, according to the US-Việt Nam Dialogue Group on Agent Orange/Dioxin estimates. — VNS

## Schools break rules on enrolling skills training graduates

rolling students from Tây Sài Gòn Vocational School in its Business Administration classes conducted at Bình Tân District's Vocational Training Centre.

No contract had been signed between the university and vocational school, according to the ministry's HCM City office.

In addition, ASEAN College was working with Vạn Tường Vocational School to enroll students in its pharmaceutical faculty without the city People's Committee's permission.

If they receive approval from the ministry, colleges and universities are allowed to give their own entrance exams to vocational-training graduates

would be levied against such violations. The maximum fine would be VNĐ6 million (US\$2,857).

Also, under the draft, violators might be required to stop accepting such students for at least one year, or asked to cease enrollment of such students altogether.

Dr Bùi Anh Tuấn, head of the ministry's Tertiary Education Department, said that survey results showed that the quality of training in these transfer courses was alarmingly poor.

He said that strict fines could help to not only ensure training quality but also stop the illegal transfer of vocational-training graduates to universities and colleges. — VNS

## Health worker keeps half of baby vaccine

**HÀ NỘI** — Parents of small children in the city are worried about the possible misuse of vaccines in Hà Nội after a local health worker was found to retain part of a vaccine shot while injecting a child.

The vaccine was to prevent diphtheria, whooping-cough, tetanus, poliomyelitis and Hib infection.

On April 19, the worker, Bùi Thị Phương Hoa, from a clinic of the Hà Nội Centre for Preventive Medicine, was caught retaining 0.2ml of an 0.5ml Pentaxim vaccine shot while injecting a five-month-old baby.

Centre director Nguyễn Nhật Cẩm admitted the illegal act took place.

The father said he had heard about what had been going on at the clinic so he kept an eye on the health worker's actions during the

vaccination of his child.

He noted the health worker had not thrown the vaccine tube cover into the rubbish bin but had put it into a packet, he said.

He had preserved immediately the cover and had asked for the presence of the city's chief health inspector Nguyễn Việt Cường, the centre director and other health officials at the same time.

Cẩm said the document signed on that day concluded that Hoa had failed to comply with the vaccination process and had retained nearly 50 per cent of the vaccine shot.

The centre had suspended Hoa from her work for a week to decide on her punishment, he said.

However, Lam and other parents said they wondered how many children were victims of this or similar activities.

Vũ Thủy Hằng, mother

of an eight-month-old child, said each vaccine shot cost VNĐ635,000 (US\$30).

That amount of money was nothing in comparison with a child's life. It was too cruel, she said. She wondered how she could know her child was getting the appropriate shot.

Thái Thanh Bình, a pediatrician, said part of a vaccine dose would have no effect because it would not create enough volume of antibodies against the disease.

And the vaccine retained would be useless because it had been opened and not preserved.

Cẩm said an official would observe and arrange tests for Lam's child to find out whether he had got protection from the vaccine.

The clinic's operation would be inspected to detect whether there were more cases. — VNS

## BRIEFS

### Ordnance blast kills one in Quảng Trị

**QUẢNG TRỊ** — A bomb left from the American War killed one person and seriously injured another when it exploded in the central province of Quảng Trị's Hướng Lập Commune.

Two residents of the commune unintentionally dug up the bomb while working on a mountain field.

The injured victim is in a critical condition in Hướng Hóa General Hospital.

Hướng Hóa is said to be heavily polluted with unexploded bombs and mines.

### Đắk Lắk police seize stolen timber

**ĐẮK LẮK** — Police in the Central Highland province of Đắk Lắk report finding 24 cubic metres of stolen timber on a truck that overturned in Ea Súp District on Thursday.

The driver of the truck fled the scene. The truck reportedly passed by a check point in Yok Đôn National Park without any inspection, the acting director of the park, Trần Văn Khánh, said.

Khánh is co-operating with authorities to confirm if forest rangers have been

## Patient transfer logistical nightmare

**HCM CITY** — A 24-year-old Russian tourist was safely taken from HCM City - based Chợ Rẫy Hospital to the Bangkok Heart hospital in a very serious situation on Wednesday.

According to the Thai and Singaporean medical sources, it was the first time ever that such a transportation had taken place in the region.

They said it was technically one of the most complicated air-transfers possible.

The tourist, who has not been named, collapsed at the Tân Sơn Nhất Airport on arrival on May 1, and was

diagnosed with cardiogenic shock caused by acute myocarditis. She was treated at the Tâm Đức Hospital.

Over the next 48 hours, the patient's condition continued to deteriorate. The only solution was to attach her to a heart lung machine (ECMO).

She was transferred to the Chợ Rẫy Hospital and connected to the ECMO for four days. Although her condition had stabilised, her family requested the transfer to a specialised heart hospital in Bangkok.

The family and her insurance company contacted the Family Medical Practice

(FMP) to arrange the transfer.

FMP doctors examined the patient and simulated the technical issues of the transfer. The challenges were numerous, not only in the equipment field, as a large number of medical units had to be operated at the same time while maintaining a continuous power supply.

The risks of moving the patient from the hospital to a stretcher, into the ambulance, and then onto the aircraft was enormous, sources said.

The choice of Aircraft fell on a VNA ATR72 which

has a large cargo door to enable the patient and the tower of surrounding equipment to be loaded. The aircraft was modified internally to accommodate the team of physicians, a nurse and bio engineers.

The transfer of the patient onto the aircraft had to be done with utmost care. In the early hours of Wednesday, the team landed with a very stable patient at the Bangkok International Airport.

The patient was then handed over to the Thai team and taken to the Bangkok Heart Hospital. — VNS



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Updated May, 11 2013 09:55:04



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### Highlight

**Viet Nam to gain from trade flow shift**



Noel Quinn, HSBC Gro General Manager and Regional Head of Commercial Banking & Pacific recently had a to Viet Nam, one of HSBC's important mai

**Retailers lose ground against foreign rivals**



In July 2011 E-Mart, S Korea's top discount s chain, signed an agreement with Viet N U&I Investment Corpor to form a distribution j venture in the country.

**Definition of childho under debate**



## Tin tức > Hoạt Động Doanh Nghiệp

# Ca chuyển bệnh cấp cứu ngoại mục, phức tạp nhất trong khu vực Đông Nam Á

Tác giả: Lê Dung 09/05/2013 17:33



Tối ngày 8.5, đội vận chuyển cấp cứu của Phòng Khám Gia đình (Family Medical Practice) đã về đến Việt Nam sau khi thực hiện ca chuyển bệnh cấp cứu xuyên quốc gia mà theo Tổ chức y tế Thái Lan và Singapore, đây là ca chuyển bệnh cấp cứu đầu tiên được cho là phức tạp nhất về mặt kỹ thuật từ trước đến nay trong khu vực Đông Nam Á.

Bệnh nhân là cô N., khách du lịch người Nga 24 tuổi. Chiều 1.5, cô N. bị ngất tại sân bay quốc tế Tân Sơn Nhất và được đưa đến Phòng Khám Gia Đình (Family Medical Practice) tại Diamond Plaza, 34 Lê Duẩn, Quận 1.

Sau khi tình trạng bệnh nhân đã cải thiện, gia đình của cô yêu cầu chuyển cô đến Bệnh viện Tim Bangkok (Bangkok Heart Hospital). Công ty bảo hiểm và gia đình bệnh nhân đã làm việc với Family Medical Practice để sắp xếp việc chuyển bệnh.

Family Medical Practice có được thông tin rằng tại Bangkok chỉ có 3 đơn vị có khả năng vận hành máy ECMO nhưng không đơn vị nào có kinh nghiệm vận chuyển bệnh nhân đang chạy máy ECMO bằng đường bộ lẫn đường hàng không. Việc này rất nguy hiểm.

Không chỉ có các thách thức về trang thiết bị và hàng loạt các vấn đề y tế phải được xử lý cùng lúc, mà còn phải chú ý đến việc cung cấp nguồn điện liên tục, cũng như những rủi ro có thể xảy ra khi chuyển bệnh nhân từ giường bệnh sang băng ca, lên xe cứu thương, sau đó lên máy bay.

Ngày 7.5, chuyến bay đã cất cánh trễ 4 giờ vì việc chuyển bệnh nhân từ Bệnh viện Chợ Rẫy lên xe cứu thương diễn ra khá lâu do tính phức tạp của việc chuyển kết nối các thiết bị hỗ trợ y tế. Cuối cùng bệnh nhân cũng được an toàn trên chuyến bay dài 2 giờ 10 phút giữa đêm khuya và đã hạ cánh trong tình trạng ổn định tại sân bay quốc tế Bangkok. Tại đây bệnh nhân N. và đội vận chuyển cấp cứu của Family Medical Practice cùng với toàn bộ trang thiết bị y tế đã được xe cứu thương chờ đón tại sân đỗ và sau đó đưa thẳng đến khoa hồi sức Bệnh viện Tim Bangkok, nơi có một ê kíp ca chuyển gia y tế đang sẵn sàng để tiếp nhận và tiếp tục điều trị vào rạng sáng ngày 8.5.

Theo đánh giá của Tổ chức y tế Thái Lan và Singapore, đây là ca chuyển bệnh cấp cứu đầu tiên được cho là phức tạp nhất về mặt kỹ thuật từ trước đến nay trong khu vực Đông Nam Á.

Phòng Khám Family Medical Practice đã đầu tư hơn nửa triệu Đô la cho việc đào tạo đội ngũ chuyên gia hồi sức cấp cứu chuyên nghiệp giàu kinh nghiệm và trang thiết bị hiện đại tiêu chuẩn cao. Do đó chúng tôi có thể hoàn thành tốt các ca chuyển bệnh cấp cứu hiệu quả một cách nhanh chóng. **NCDT**

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# Vietnam succeeds in first ECMO evacuation

Posted on MAY 12, 2013 Written by THE SAIGON TIMES [LEAVE A COMMENT](#)



Cong Minh

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