

JOB DESCRIPTION of World Friends Korea (WFK) -Advisor & Techno Peace Corps (TPC)

※ Please complete the form and mark on the box.

General Information							
■ Expert Title	<input type="checkbox"/> ❶ KOICA advisor <input checked="" type="checkbox"/> ❷ NIPA advisor <input type="checkbox"/> ❸ Techno Peace Corps						
■ Area of expertise	Investment Promotion						
■ Job Title	Investment Promotion						
■ Location, Country	<i>Thanh Hoa city, Thanh Hoa province, Vietnam</i>						
■ Number of Expert	<i>01</i>						
■ Duration	12 months						
Detailed information of the requesting organization							
<p>■ Organization Name : People's Committee of Thanh Hoa Province</p> <ul style="list-style-type: none"> - Requesting Department : <i>Thanh Hoa Investment, Trade and Tourism Promotion Agency (ITTPA), a lining agency under the People's Committee of Thanh Hoa province</i> - Office Name : Promotion, Consulting and Support 2 Division (a Division in ITTPA) <p>■ Type of Organization</p> <table style="width: 100%; border: none;"> <tr> <td><input checked="" type="checkbox"/> Government</td> <td><input type="checkbox"/> Public organization</td> <td><input type="checkbox"/> Public corporation</td> </tr> <tr> <td><input type="checkbox"/> University</td> <td><input type="checkbox"/> Research institution</td> <td><input type="checkbox"/> Others :</td> </tr> </table> <p>■ Working Day/Hours : From Monday to Friday, 8 hours per day (but the working hours can be flexible for the advisors)</p> <p>■ Contact Person : Mr. Le Tai Ngoc</p> <p>■ Tel/Fax/E-mail : 0389 468 957 / letaingoc00@gmail.com</p> <p>■ Duty Station : No. 32, Le Loi Avenue, Dien Bien Ward, Thanh Hoa City, Thanh Hoa Province, Viet Nam</p> <p>■ Major activities of the Organization : <i>(Please list at least three)</i></p> <ul style="list-style-type: none"> - Establish cooperation relationships with central ministries and agencies, other foreign cities; provinces and organizations for investment promotion; seek funds from domestic and 		<input checked="" type="checkbox"/> Government	<input type="checkbox"/> Public organization	<input type="checkbox"/> Public corporation	<input type="checkbox"/> University	<input type="checkbox"/> Research institution	<input type="checkbox"/> Others :
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international financial agencies, organizations and individuals to invest in Thanh Hoa province; call and mobilize ODA projects; be entitled to be investment holder of certain projects upon the Chairman's approval;

- Promote investment, trade and tourism potentials, opportunities and environment, incentive policies of the province by using various domestic and international mass media. Be a focal contact point in receiving, guiding investors during their survey and preparation of project, clearing administrative procedures and provide various services to investors.

- Advise, organize inbound and outbound study tours, market research trips, exhibitions, forums, seminars; establish inbound and outbound representative offices; exhibition showrooms; develop and marketing product brand-names. Provide professional training services to enhance competitive capacity of local enterprises and advisory and consulting services;

- Carry out international cooperation with domestic and international organizations and individuals in promoting investment, trade and tourism.

■ **Major activities of the department where WFK – Advisor/TPC will be dispatched**

- In charge of investment promotion activities inclusive of: finding, accessing and working with potential investors to introduce about Thanh Hoa province, its prioritized sectors and areas for investment, master plans and detailed plans, investment incentives and investment procedures, etc through various personal meetings, seminars, conferences, etc.

- In charge of business support, such as: business matching between local companies and foreign companies, market research, product advertisement (via trade fairs, exhibitions, mass-media), etc.

- Working and strengthening the relationship between Thanh Hoa province with international organization in terms of trade and investment promotion in Vietnam.

■ **Experience of working with WFK – Advisor/TPC**

Yes No

■ **If yes, please describe the tasks of WFK – Advisor/TPC**

- Support directly the Korean companies which are now operating in Thanh Hoa province during their daily operation, their factory expansion, their participation in the provincial investment promotion activities (delivering speech in the conference) and other issues.

- Establish Korean Business Lounge to support and give instructions to potential Korean investors who want to study investment opportunities in Thanh Hoa province; Support them to find suitable office, partners or to work with Thanh Hoa local authority, departments and agencies.

- Advise Thanh Hoa ITTPA staff how to work with potential Korean investors and provide capacity building (in preparation of investment materials, in their working style, etc).

- Connect closely Thanh Hoa province, Thanh Hoa ITTPA with Korean organizations in Vietnam (such as KOICA, KCCI, KOTRA, etc).

Description of Tasks

■ **The tasks to be undertaken by the WFK – Advisor/TPC will be:**

(Describe the overall objectives of the task, why this task is needed and what the expert will do)

- **Summary:** Since 2014, one Korean Advisor establishes the Korean Business Lounge (KBL) with the purpose of supporting the Korean investors who are now operating in Thanh Hoa province or studying investment opportunities in the province. We want to develop KBL, with the key role of Korean Advisor, to become a professional contact point to maintain good relationship with on-going projects of Korean investors in the province; and to connect with more new Korean investors, as well as the Korean organizations, to provide them with more support and to facilitate their investments in the province.

■ **Responsibilities of WFK – Advisor/TPC** *(Please mark all that apply and type in detail)*

Policy making and Strategic planning *(Only for the Advisor)*

- Study the international and local practices in investment promotion sector to support ITTPA to make marketing policies and action plans for attracting investment into Thanh Hoa province

- Provide consultation services in investment promotion trend and strategy to the local government of Thanh Hoa province, and ITTPA if necessary.

Technical support

- To find and contact with Korean investors (both the on-going and potential projects) to understand their needs and provide information/solutions timely.

- Assist the business matching between Korean investors and local investors.

- Assist ITTPA to prepare and hold the events like conferences, seminars, exhibitions, trade fairs, etc in and outside province and Vietnam for investment and trade promotion purpose.

- Provide necessary resources and help ITTPA to produce appropriate investment materials, video clips, website articles, etc mainly in Korean languages and styles to serve the potential Korean investors;

- Assist to cooperate and strengthen relationship with international and Korean investment and trade promotion agencies in and outside Vietnam to access more cooperation activities.

Training of local staff

- Provide various training services, including on-the-job training to the local investment promotion staff; Instruct them how to work and prepare materials for Korean investors in particular.



Other

- The Advisors can participate in small projects of Thanh Hoa ITTPA or have the ideas by themselves for any activities related to investment and trade promotion in the province such as: organizing training courses or seeking training opportunities from relevant domestic or international agencies for local enterprises, local labor and other beneficiaries.

Expected Results/Output

■ **Expected results/output of the tasks by the WFK – Advisor/TPC include:**

- Marketable investment promotion, strategy and action plans for Thanh Hoa province;
- Cooperation relationship maintained and strengthened between Korean investment and trade promotion organizations and Thanh Hoa Province, aiming at creating more investment opportunities between two countries.
- Be a reliable contact point to attract and support more Korean investors to come and invest in Thanh Hoa.
- Various publications and materials to introduce the potentials of Thanh Hoa Province.
- Capacity building for Thanh Hoa ITTPA staff; More understanding of Korean investors' needs and working styles.

Required(Preferred) qualifications of WFK – Advisor/TPC

(List the minimum essential qualifications required for the experts to successfully carry out this task)

■ **Gender**

- Male Female **No preference**

■ **Educational Background**

- Bachelor's Degree** **Master's Degree** **Doctor's Degree**

- Bachelor Degree in Economics and Business support or relevant sectors

■ **Required Work Experience***(Specify work experience required for the experts)*

- Good understanding of investment and trade promotion trend and strategy, particularly in the key markets for Thanh Hoa province like South Korea, Japan, Singapore, EU, etc.
- Have knowledge of Vietnam's investment climate in recent years.
- Have experiences in working and supporting enterprises, particularly for their investment in Vietnam.

■ **Language : English**

(Official business language will be English. If your organization requires the use of other languages, please provide reasons)

- **Reasons :**



	<p>compared as “Vietnam miniature” with the sea (16km from city center), forest, nature reserves and national parks (in midland areas) and mountainous areas. Thanh Hoa is also the ancient capital of Vietnam with lots of cultural and historical sites. There is one World Cultural Heritage recognized by UNESCO and other national special tourism sites.</p> <p>There are many Korean people who work as contractors, businessmen, volunteers in Thanh Hoa province. The biggest Korean investor in Thanh Hoa province is KEPCO (a member of contractor consortium for the Nghi Son thermo-power project in Nghi Son Economic Zone). There are increasing shops, restaurants, sauna, etc to serve the Korean and local people.</p> <p>The weather condition is like other localities in the North of Viet Nam. The winter is cold, temperature is from 10-20⁰C, but rather cold due to high humidity. The summer is quite hot, at average of 34-35⁰C. Autumn is the best season in the year.</p>
<p>■ Photos (if possible)</p>	

** Once the experts are selected based on your request, you are required to cooperate with the Korean implementing agencies by providing the necessary administrative procedures such as visa, acceptance letter, etc. Without your cooperation, expert dispatching will not be available and/or will be cancelled. Thank you for your cooperation.*

Tuesday, November 14th, 2023

(Date of filling out the form)

PHAM DUC TRI

(Name of the person in charge)

Vice Director

(Position of the person)

Signature with official stamp