



# **SBG'S ADVERTISING SERVICES**



# INTRODUCTION

Advertising with SBG allows your business to reach thousands of new customers each year.

SBG is a caring, cohesive, and reputable premier business group in Vietnam that reaches more than 20,000 readers annually through print, online, and email. By advertising with us, you will reach highly engaged readers who are leaders and influencers in their communities.

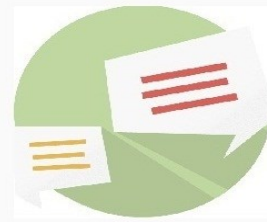
Our affordable, professional options can help your business make a lasting impression.





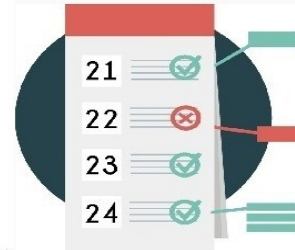
01

**SBG E-BLAST SERVICE**  
(Email Marketing)



02

**SBG WEEKLY BULETTIN**  
(Weekly E-Newsletter)



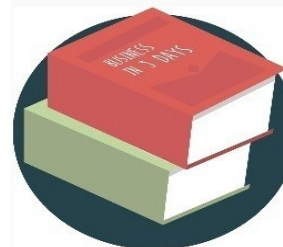
03

**SBG WEBSITE**



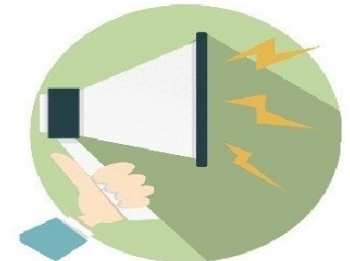
04

**SBG ANNUAL PRINTED  
MEMBERSHIP  
DIRECTORY**



**SBG  
COMMUNICATION  
CHANNELS**

Let's bring your business to the network of Singapore Business Group HCMC via the SBG communication channels

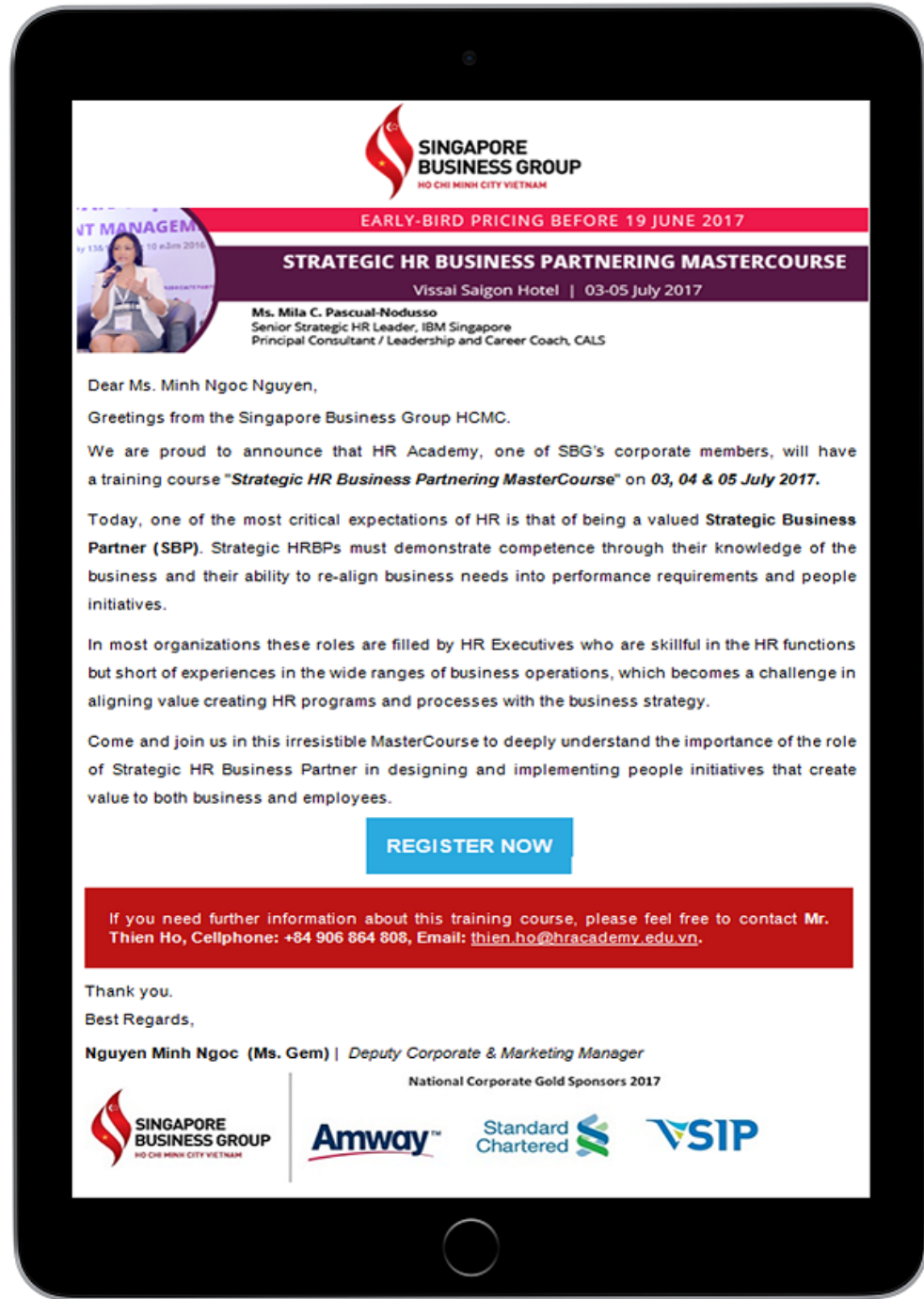


# E-BLAST SERVICE

Using marketing email is one of the most effective approaches to promote your products / services and enhance your brand awareness.

The emails will be circulated to over 8,000 subscribers nationwide including SBG members.

**Package: 4,000,000 VND/  
two (2) emails sent out  
within three (3) months**



# ADVETISE ON SBG WEEKLY BULLETIN

Put an ad on our weekly bulletin to reach thousands of potential customers in a professional communication way. The weekly bulletin is completely new and updated!



# SBG WEEKLY BULLETIN AD RATES

AD POSITION AVAILABLE		PACKAGE 1 TOP Announcement (Text & Image) (VND)	PACKAGE 2 BOTTOM Ad (Image) (VND)	COMBINE PACKAGE 1 & 2 (5% Discount) (VND)
MEMBER	Option A 2 weeks	500,000	300,000	760,000
	Option B 12 weeks 15% discount	2,550,000	1,530,000	3,876,000
NON-MEMBER	Option A 2 weeks	600,000	400,000	950,000
	Option B 12 weeks 15% discount	3,060,000	2,040,000	5,415,000

# AD SLOT DETAILS

Messenger 1:23 AM 52%  
 mailchi.mp

Subscribe Past Issues Translate RSS

**SINGAPORE BUSINESS GROUP**  
 HO CHI MINH CITY VIETNAM  
*Weekly Bulletin*  
 05 May 2017 - 12 May 2017

**Press Review - May 2017**

- The Symphony of an oriental metropolis
- PJICO to sell shares to Korean non-insurance firm
- VinGroup approves mixed targets for 2017
- Covered warrants trading to start in September
- VN lacks tools to net pyramid sharks
- How cheap will cars be once tariffs are cut to zero percent?
- Vietnam's 4M trade deficit continues to rise
- Japanese manufacturers view Vietnam as key destination
- Vinlines holds workshop before IPO

[Read more...](#)

**Advertisement**

CELEBRATE MOTHER'S DAY AT SAIGON CAFE RESTAURANT  
 Sunday, May 14  
 11:30 - 15:00  
 Saigon Cafe Restaurant, Level 1  
 Sheraton Saigon Hotel & Towers

Cherish your beloved mum on Mother's Day and show how much you care about her by celebrating her day at the special Sunday brunch buffet - Saigon Cafe Restaurant on Sunday, May 14. Embark on a culinary journey like no other, as the signature dishes from all around the world feature prominently in the extensive buffet spread.

**Announcement**

We plant ADS THAT make your BUSINESS grow!  
 Call today & LET US grow your GARDEN INTO A FOREST OF REVENUE

**ADVERTISE ON SBG COMMUNICATION CHANNELS**

1. **E-blast Service:** Using marketing email is one of the most effective approaches to promote your products/ service and enhance your brand awareness. The emails will be circulated to over 1,800 subscribers nationwide including SBG members.
2. **Weekly Bulletin:** Put an ad on our weekly bulletin to reach thousands of potential customers in a professional communication way. The weekly bulletin is completely new and updated! For examples of SBG Weekly Bulletin, please visit [here](#).
3. **SBG Website:** SBG's vibrant and informative website (<http://sbghcm.org>) attracts over 50,000 visitors per month, providing ideal access for advertisers wishing to reach a highly targeted audience. Your website advert will include an image of your choice and a hyperlink to your website.

For more details about the marketing opportunities, please refer to this [Web and Email Ad rates and booking form](#).

If you are interested in our communication channels or would like to discuss more, please feel free to contact us at [sbg@sbghcm.org](mailto:sbg@sbghcm.org) or call us at (+84) 8 6685 5370 - (+84) 8 6685 5371.

**Weekly "Pick" Discount**

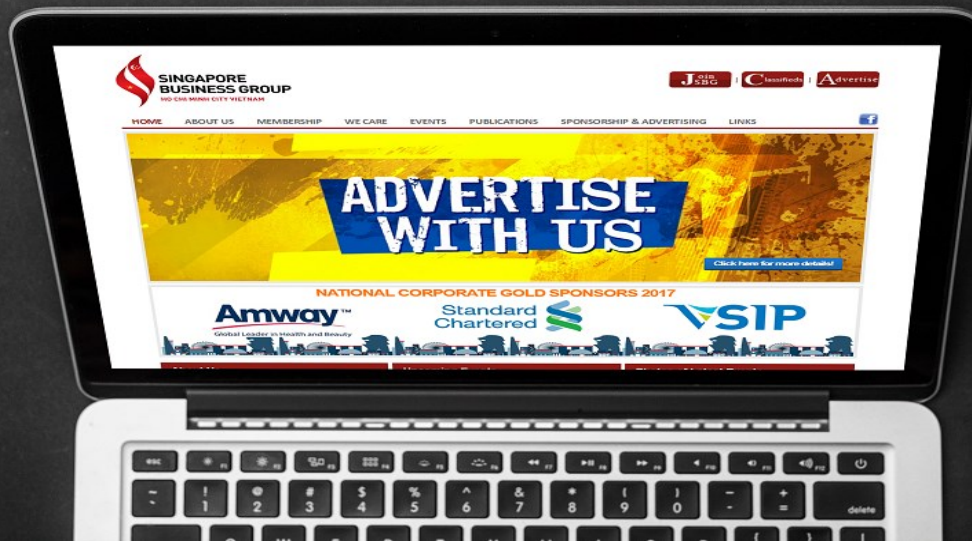
EON51 Restaurant is honoured to offer special discount to all SBG members.  
**Please find below for the discount details:**  
 10% discount on menu restaurant  
**Notes:**  
 Booking via email or phone before coming to eat

TOP Announcement include:  
 1 Image: (w) 328px x (h) 232px  
 Content: 70 words

BOTTOM Ad include:  
 1 Image: (w) 328px x (h) 232px



# ADVERTISE ON SBG WEBSITE





# WEBSITE ADVERTISING RATES

AD POSITION AVAILABLE		PACKAGE 1 Home Page Bottom Static (VND)	PACKAGE 2		Combined Package 1 & 2A/2B (10% Discount) (VND)
			2A Home Page Bottom Rotating (VND)	2B 5 Sub-Pages (of your choice) (VND)	
MEMBER	Option A 6 Months	3,000,000	2,400,000	2,400,000	4,860,000
	Option B 12 months 20% discount	4,800,000	3,840,000	3,840,000	7,760,000
NON-MEMBER	Option A 6 Months	3,900,000	3,120,000	3,120,000	6,318,000
	Option B 12 months 20% discount	6,240,000	4,992,000	4,992,000	10,109,000

# AD SLOTS ON SBG HOME PAGE

SBG's vibrant and informative website (<http://sbghcm.org>) attracts over 50,000 visitors per month, providing ideal access for advertisers wishing to reach a highly targeted audience.

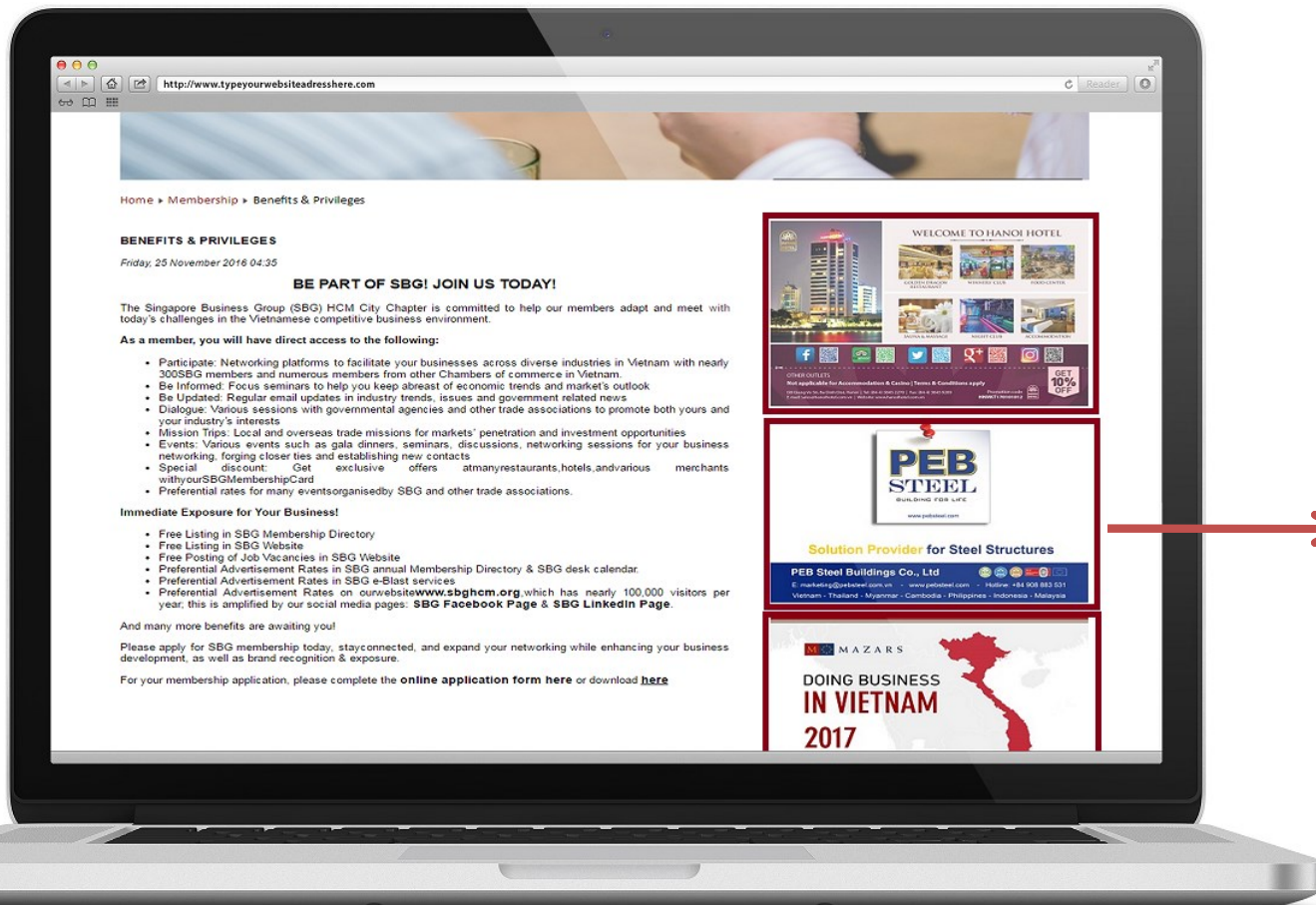


Bottom Static  
328px x 232px

Bottom Rotating  
328px x 232px

# AD SLOTS ON SBG SUB-PAGES

Your website advert will include an image of your choice and a hyperlink to your website.



5 SUB-PAGES  
(of your choice)  
328px x 232px



# ADVERTISE IN SBG ANNUAL MEMBERSHIP DIRECTORY

Distributed to SBG members and partners in and outside of Vietnam, partners, other business chambers, embassies and general consulate offices in Vietnam, SBG Membership Directory 2017 serves as a great chance to bring your esteemed company closer and better-known to more business leaders and leading organizations and corporations in Vietnam.



BACK COVER



SINGAPORE BUSINESS GROUP  
NO DISCOUNT FOR RETAIL

# MEMBERSHIP DIRECTORY

## 2017

SBG MEMBERSHIP DIRECTORY 2017

National Corporate Gold Sponsors

Amway  
Standard Chartered  
TSIP

FONT COVER

INSIDE FRONT COVER

**“MORE  
THAN JUST  
FACTS  
& FIGURES”**  
YOUR GLOBAL PARTNER EVERYWHERE

#Independence  
#Technical Excellence  
#Integrity  
#Responsibility  
#Stewardship  
[www.mazars.vn](http://www.mazars.vn)

AUDIT | ACCOUNTING AND PAYROLL OUTSOURCING SERVICES | ADVISORY | TAX | LAW

**79 COUNTRIES  
18 000  
PROFESSIONALS  
ONE TEAM**

Contact:  
Mazars in Vietnam  
Communication@mazars.vn  
Tel: +84 (0) 28 28 14 93  
10<sup>th</sup> - 11<sup>th</sup> Floor, Viet Dragon Tower,  
161 Nguyen Du Street, District 1,  
Ho Chi Minh City, Vietnam



**Solution Provider for Steel Structures**



Mong Duong II Power Plant  
(Vietnam)



Luthansa Aircraft Hangar  
(Philippines)



Fatty Acid Plant  
(Indonesia)



Gain Lucky Vietnam Factory  
(Vietnam)

**PEB Steel Buildings Co., Ltd**  
E: [marketing@pebsteel.com.vn](mailto:marketing@pebsteel.com.vn) - [www.pebsteel.com](http://www.pebsteel.com)  
Vietnam - Thailand - Myanmar - Cambodia - Philippines - Indonesia - Malaysia

Hotline: +84 908 883 551

OPPOSITE INSIDE FRONT COVER



**In 2016** we achieved further 3% reduction in water use, 2.6 M water per ton produced

**46%** we reduced CO2 emissions by 38% since 2015, to 3.3 kg CO2 per lit of beer

**3** we were recognized by the VCCI as the **third most sustainable manufacturing company** in Vietnam

**100% compliant** with 110 new laws

**45%** we have disabled our direct community since 2015 to VND 23,394,713,325

**BREWER BREWING A BETTER WORLD**

**65 million people** our drinking company reached

**0.5% of Vietnam's total GDP** our total local chain amounts to

**100%** we have disabled our direct community since 2015 to VND 23,394,713,325

**HEINEKEN**  
HEINEKEN VIETNAM BREWERY

HEINEKEN Vietnam Brewery (HVB) is a joint venture between Heineken Asia Pacific (HAP) and a state-owned company Saigon Beer Group (SGB). The principal activities of the Company include brewing and bottling of alcoholic beverages in Southern and Central Vietnam. The Company's brands and beverage consists of Heineken, Tiger, Leuven, and others. HVB has four subsidiaries in Vietnam, namely HVB Quang Nam, HVB Da Nang, HVB Hoi An and HVB Hanoi.

We directly employ around 1,013 people across our businesses in Vietnam and our value chain contributes around 2.4% of the country's GDP. Our focus on using Vietnamese products wherever possible adds over 91,000 more jobs in Vietnam.

Sustainability is a major strategic thrust for our business. There are 3 business lines: 100% on renewable business energy with plans to convert the other two soon. Other than reducing our carbon emissions, the other focus of our sustainability strategy is on advancing responsible consumption, spending, and promoting health and safety.

HVB has been a leading pioneer of quality management system in Vietnam, including ISO 9001, ISO 14001, ISO 22000 and FSSAI and has been awarded with numerous international and national awards.

In 2016, we were recognized as the 1st most sustainable manufacturer in Vietnam by VCCI based on the Top 100 Sustainable Manufacturers.



## HIANG KIE INDUSTRIES LTD.



**DINESH BHUJWANI**  
Business Development  
Dinesh@hiangkio.com

**MARTIN LANDON**  
General Director  
Martin@hiangkio.com

Head No 7 Long Thanh Industrial Zone,  
Dong Nai Province  
(04-01) 322.4967  
[www.hiangkie.com](http://www.hiangkie.com)

Hiang Kie Industries Limited is a wholly owned subsidiary of International Coffee Traders, a member of the Shankar's Group of Companies located in Singapore.

Hiang Kie specializes in coffee decaffeination. It was established in 2006 and is located in Long Thanh Industrial Zone, Dong Nai. It is the first decaffeination plant to be set up in Vietnam.

Hiang Kie's main activities are:

- Principal based coffee trading against London and New York
- Tolling service
- Crude caffeine sales

On site, we have our own modern laboratory to check and certify the quality of the product that is delivered to our clients. We also handle all our clients logistics needs including the importing, storing of beans and re-exporting. We process Vietnamese Arabica and Robusta beans and have also processed beans from South America, Africa and other parts of Asia.

Our parent company Shankar's is a family run business founded in 1957 that commenced operations in textile and retail trades. From 1981, the main focus was in the distribution of consumer electronics goods, household appliances and office equipment. Business expanded internationally and coffee processing and food distribution were added to the portfolio.

Today Shankar's has operations in Asia, the Middle East and Africa and hire over 150 highly-trained employees. The group also has interests in property investment and development and keeps a keen eye out for new business ventures and opportunities.

For more information on our companies, please visit [www.hiangkie.com](http://www.hiangkie.com) and [www.shankars.com](http://www.shankars.com)

HALF PAGE ADVERT

**AFTER WORK**  
**200,000** VND/SET  
Everyday 4:30 PM - 8:00 PM



**SET CRAFT BEER**  
③ Craft beer (IPA - 175ml)  
③ Fresh Oyster  
③ Salami

**SET WHITE WINE**  
④ White Wine by the glass (50ml)  
④ Fresh Oyster  
④ Cheese



Booking 08 688 960 11

33 Mac Thi Buoi, Dist 1, HCMC

## MEMBERS' DISCOUNT PROGRAM



**FULL PAGE ADVERT**





## THE GRAND HO TRAM STRIP VIETNAM'S SEASIDE GEM

Just a two hour drive from nation's economic hub, Ho Chi Minh City, The Grand Ho Tram Strip is the first of a group of integrated resorts and residential developments located on more than 400 acres of land along 7.5 kilometers of pristine beach in Ho Tram, which is by far the best beach within easy reach of Saigon with a history of blue sea, clear skies and beautiful landscapes. Ho Tram provides one of the nicest beaches in the southern region, unspoiled waters with wide beach.

The resort opened its doors in July 2013 and includes a 541 room five-star hotel, world-class restaurants, shopping and entertainment amenities, high-tech meeting spaces including a 1,800 person capacity Grand Ballroom, putt-putt miniature golf, 2D-3D cinema, game center, bar/club rooms, an exclusive VIP area and a variety of rooms/ Ho Tram Strip's gaming facilities include over 600 slot machines and 90 live tables, and stand out for their international casinos in Singapore and Macau.

Its adjacent golf course, The Bluffs Ho Tram Strip (opened in 2014) was designed by Greg Norman, who recently described it as "one of the two most beautiful courses" that he has ever been associated with. The Bluffs Ho Tram Strip has gone on to win countless awards, including becoming the first course in Vietnam to enter world's Top Designer's Top 100 list for courses around the world (ranked 74th).

VIETNAM'S PREMIER LEISURE DESTINATION



THEGRANDHOTRAM.COM

## INDEX BY INDUSTRY



SINGAPORE  
BUSINESS GROUP  
HO CHI MINH CITY, VIETNAM

ADVERTORIAL ARTICLE



# ADVERTISE IN SBG ANNUAL CALENDAR

The desk calendar is printed with 1000 packs circulated to all SBG members, Consulate General of The Republic of Singapore in Vietnam, and other business chambers in Vietnam. This project will be published in December 2018.





*Should you have any question or need further assistance, please do not hesitate to contact us at (84-28) 6685 5370/71 or via email [sbg@sbghcm.org](mailto:sbg@sbghcm.org)*

**Address:** 6th Floor, Minh Tinh Building,  
115-115A Vo Van Tan Street, Ward 6,  
District 3, HCMC

**Tel:** (08) 6685 5370 - 6685 5371

**Email:** [sbg@sbghcm.org](mailto:sbg@sbghcm.org)

**Web:** [www.sbghcm.org](http://www.sbghcm.org)

