

THE GERMAN BUSINESS ASSOCIATION IN VIETNAM IS GROWING FOOTPRINT WITH NEWLY APPOINTED EXECUTIVE DIRECTOR MRS. QUYNH ANH LE

HO CHI MINH CITY, Vietnam – On Tuesday, August 1st, 2023, the German Business Association in Vietnam (GBA) announced the appointment of Mrs. Quynh Anh Le as the association’s new Executive Director.

As one of the first foreign business associations in Vietnam, GBA has helped German businesses develop their operations, advised business communities on a wide range of topics, and created opportunities for business and social exchange across the country for over 28 years. With currently over 350 members, GBA is one of the largest foreign business associations in the country and a respected counterpart in the local community.



GBA Monthly Business Business Meeting in May 2023

At the beginning of the year, GBA defined their key strategy and identified three main pillars for their work: strengthen GBA’s operations and communications to better serve their members, including hiring an Executive Director; improve the quality and quantity of GBA events through a business focus; and work with GBA members to identify needs and solve issues.

PRESS RELEASE

Since establishing these pillars, GBA has made significant progress. The association has launched a new Customer Relationship Management (CRM) system to better manage their communications and memberships. They have also introduced a central e-mail (wecare@gba-vietnam.org) where members can voice their concerns, have their challenges addressed, and request support. Recently, the association officially moved to a new office space on the 4th floor of the Deutsches Haus Ho Chi Minh City.

On Tuesday August 1st, 2023, GBA announced the appointment of Mrs. Quynh Anh Le as its new executive director. She will be responsible for leading and managing the association's operations, activities, and services in Vietnam.



GBA Executive Director, Mrs. Quynh Anh Le

Ms. Quynh Anh has more than 20 years of experience in government and public affairs, management, strategy, marketing, and communications. She holds an M.B.A. from the University of Bolton and a certificate of marketing and investment promotion from InWEnt - Capacity Building International in Germany.

GBA Co-Chairmen Elmar Dutt and Torben Minko said: *"Mrs. Quynh Anh's perspective and unique professional background will be of great value in achieving continued growth for GBA. We are excited for Mrs. Quynh Anh to lead our organization and support our members with her expertise. We are confident that her leadership will bring us closer to realizing our association's full potential."*



GBA Co-Chairmen Mr. Elmar Dutt (left) and Mr. Torben Minko (right)

Mrs. Quynh Anh stepped into her role at GBA on Tuesday, August 1st, 2023. Mrs. Quynh Anh said: *“I look forward to serving as the Executive Director of GBA. I hope to create new business opportunities for GBA’s members, while strengthening the Germany-Vietnam trade and investment ties”.*

As Executive Director, Mrs. Quynh Anh responsibilities range from operations and management of key functions to building and maintaining relationships with local authorities, key partners, and members. In addition to creating and implementing ideas for new activities and programs, she will also actively develop new opportunities for growth and collaboration with other communities and associations.



The Annual Cultural Festival “GBA Oktoberfest Vietnam”

ABOUT GBA:

The German Business Association (GBA) has been one of the first foreign business associations in Vietnam, starting its activities in 1995. For more than 28 years, GBA has been the focal point of German business life, culture, and values in Vietnam. It has helped German businesses in developing their operations, has advised on a wide-ranging topic and created opportunities for business and social exchange across Vietnam.

Currently, GBA has more than 350 members, a reflection of the opportunities and dynamics of the Vietnamese market. It is one of the largest foreign business associations in Vietnam and a highly respected counterpart in the local community. In addition, GBA was one of the founding members of EuroCham Vietnam, a partnership that represents the pan-European activities and interests in Vietnam.

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