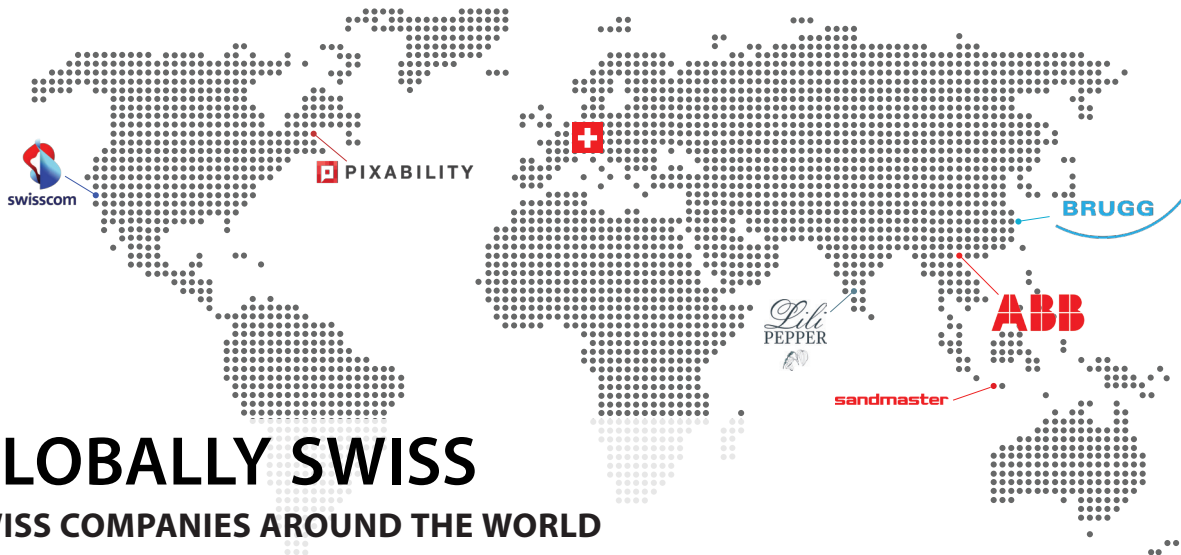




nexus

EXPLORE ... FOCUS ... INSIGHT ... CONNECT

MAY 2017



GLOBALLY SWISS SWISS COMPANIES AROUND THE WORLD

Photo: JW

© Swiss companies have spread across the world, and whether large or small, they find ways to benefit their local environments. Here are the stories of just a few of the dozens of international Swiss companies our projects Insight China, Focus India, connectUS, exploreASEAN met on their travels in 2017.

LOCAL PRODUCTION FOR ASIAN MARKETS

ABB VIETNAM

As an international corporation with global presence, ABB was among the "early birds" that decided to move their production facility to Vietnam. Realising the potential of emerging economies which currently account for 45% of its market, ABB has chosen Vietnam as a strategic location in the Asia region. Throughout the journey of over 20 years in this country, ABB has been committed to its global values while sustaining the Vietnamese culture. "Safety and Integrity are two highly important values that ABB emphasises in Vietnam", says Brad Havlin -

ABB's operation manager in Vietnam. This has been a challenging task for the company in a country with existing development issues. However, understanding the culture aspects has been the key to facilitate trust and collaboration to achieve common visions among ABB's local employees.



exploreASEAN delegation and Mr Brad Havlin at the ABB branch in Hanoi.
Photo: MN