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RELATED EXPERTISE

- Foreign Investment;
- Corporate & Commerce;
- Distribution Transactions;
- Import-Export;
- Customs;
- Banking & Finance;
- Corporate Finance;
- Securities;
- Surveys and Analyses;
- Products Permits;
- Development Projects;
- Asset Price Evaluation.

BIOGRAPHY

Mrs. Lien have provided advices and professional services to numerous foreign and Vietnamese investors, both corporate and individual, on their investment and commercial transactions in Vietnam since 2001.

A few notable cases Lien has handled:

- Market Surveys and Analysis
 - Vietnam’s Human Resource Market Survey conducted at the request of MyNavi Corporation (Japan)
 - “Italian Counterfeit market Survey”, “Tourism Facilities Market Survey”, “Agriculture Machinery Market Survey”, “Shipping Industry Survey” at the request of Italian Trade Commission
 - Companies Study in adhesive film market at the request of NCI Vietnam
- Foreign Investment
 - Advise in incorporation of various FDI companies in Vietnam in both forms of 100% FDI or Joint Ventures. Typical clients are Kawasaki Kisen Kaisha Ltd (K-Lines) (Japan), Schaumann (Germany), Ferroli (Italy), Stora Enso (Finland) etc.
- Products permits
 - Assist Clients to apply for the products permits for products requiring the permit for distribution in Vietnam including cosmetics, drugs, foods and supplements. The typical brands successfully obtaining license to circulate in Vietnam with support by Lien include Kanebo cosmetics (Japan), 2B cosmetics (Belgium), Blue Cross (USA), Maie Dairy supplement food (Korean), Schaumann animal feeding and additives (German);

AREAS OF EXPERTISE

- Foreign Investment;
- Corporate & Commerce;
- Distribution Transactions;
- Import-Export;
- Customs;
- Banking & Finance;
- Corporate Finance;
- Securities;
- Corporate Branding;
- Surveys and Analyses;
- Drugs & Cosmetics Sale Permits;
- Development Projects;
- Asset Price Evaluation.

EDUCATIONS AND TRAININGS

- CFA level 2 passed (2009);
- Project Identification, Development and Management (PDM Course), Maastricht School of Management, Netherlands (2007);
- Certificate of Valuation, Ministry of Finance;
- Corporate Social Responsibility, World Bank Institute, e-learning (2003);
- Certificate of Corporate Social Responsibility, Japan/World Bank Graduate Scholarship Program, 2004;
- Certificate of General Course on Intellectual Property, World Intellectual Property Organization (WIPO), 2003;
- Bachelor of Economy, University of Foreign Trade, Hanoi (2000).

PUBLICATIONS AND WRITINGS

- *“Decree to navigate pathway for firm”*, Vietnam Investment Review, Aug 2006 .
- *“FIEs looking for a smooth as silk transition”*, Vietnam Investment Review, Oct 2006