

# INTERNATIONAL STARTUP CAMPUS

## ACCELERATE VIETNAM



# ACCELERATE VIETNAM: TARGET GROUP



Start-ups / SMEs



With developed products, solutions and references from Germany/Europe



With clear business goals in Vietnam



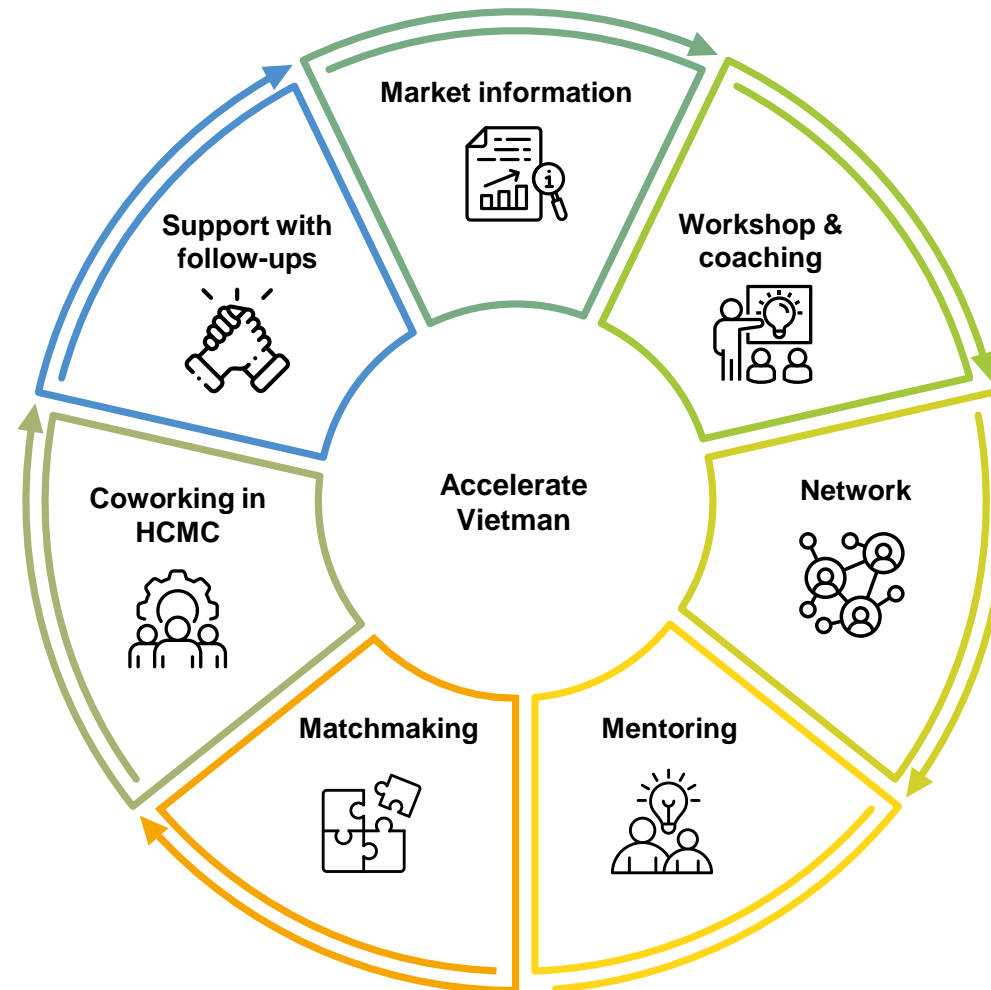
Looking for customers, IT-service providers or production partners/suppliers (outsourcing) and other business or research partners in Vietnam



UNIVERSITÄT  
LEIPZIG



# ACCELERATE VIETNAM: OUR SERVICES



UNIVERSITÄT  
LEIPZIG



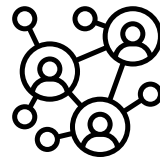
# ACCELERATE VIETNAM: OUR OFFER



**Acceleration Program** in Vietnam with individual support on site



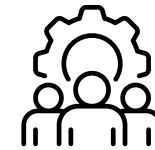
**Info Sessions, Workshops and Seminars** on aspects of business development in Vietnam



**Networking** with potential business partners, participation in trade fairs/matchmaking events



**Mentoring** & meetings with industry experts on site



**Coworking-Space** in German Business Incubator of the AHK Vietnam | Deutsches Haus in HCMC





# ACCELERATE VIETNAM: STEP 1 - APPLICATION

## Who is eligible for the ISC offer?



Startups & SMEs



With clear ideas or business goals in Vietnam



Startups and SMEs looking for IT partners/production partners/suppliers (outsourcing)/customers & research partners

## The application is done through the ISC registration portal, including a pitch deck with the following contents:

- Presentation of the company profile
- Presentation of the product/solution including USP (Unique Selling Proposition)
- Argumentation as to why internationalization into Vietnam is planned
- Argumentation regarding what support does my company need from the ISC
- Clear statement about what should be achieved during the trip, as well as my goals during and after the trip
- The offer is mainly aimed at founders, owners, or CEOs

### Application portal:

[https://sept.bitrix24.site/bewerbung\\_ISC\\_Vietnamreisen/](https://sept.bitrix24.site/bewerbung_ISC_Vietnamreisen/)



UNIVERSITÄT  
LEIPZIG



## Bewerbung für die ISC- Markterkundungsreisen nach Vietnam

Bewerbt euch unverbindlich für die Vietnam-Reise des ISC im Jahr 2025

1/2 Seite 1

Unternehmensname \*

Vorname \*

Nachname \*

Position \*

Telefon

+ [Mehr hinzufügen](#)

E-Mail \*

Weiter

**Application deadline: August 15, 2025**

# ACCELERATE VIETNAM: STEP 2 - ONLINE MEETING WITH THE ISC TEAM



## Presentation – Online/Offline (ca. 5 minutes):



### The following content should be considered:

- Presentation of the company profile
- Presentation of the product/solution including USP (Unique Selling Proposition)
- Information about whether the company is already operating internationally
- Argumentation on why internationalization into the respective market is planned
- Argumentation on what support the company needs from the ISC
- Clear statement on what should be achieved during the trip
- Clear statement on whether you already have contacts on-site

### Q&A session with the ISC jury (10-15 minutes)

**Decision and feedback to the start-up  
(within a maximum of 7 days after the meeting)**





# ACCELERATE VIETNAM: STEP 3 - ONBOARDING

## Definition of tasks that start-ups need to deliver:

- Needs specification
- Lists of potential partners to be contacted by the ISC team
- Pitch deck, project, and product description
- Further marketing materials

## Preparation sessions / workshops:

- Doing Business in Vietnam
- Cultural aspects in business relationships
- IP protection in Vietnam
- Legal aspects in business relationships in Vietnam

## Start-ups should be encouraged to schedule appointments in advance, if possible!

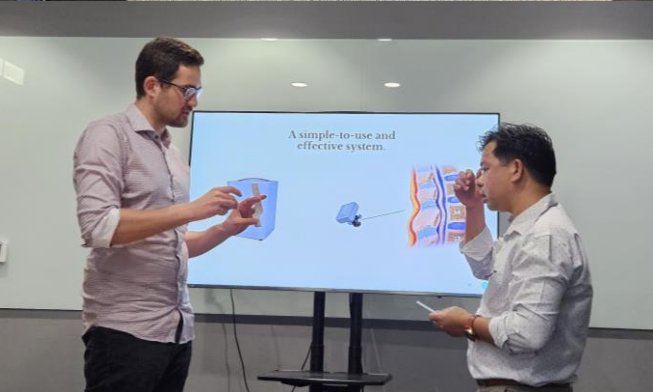
Before the trip, 1-2 meetings should take place online or in Leipzig to clarify organizational questions, present the agenda, and discuss any potential challenges.







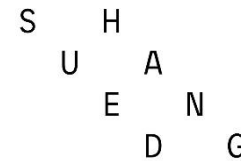








# ACCELERATE VIETNAM: OUR ALUMNI



UNIVERSITÄT LEIPZIG






# ACCELERATE VIETNAM: SUCCESS STORIES




<b>Company</b>	Bioweg UG
<b>Industry:</b>	Biotechnology
<b>Goal:</b>	International Supply Chain Management
<b>Profile:</b>	BIOWEG's main focus is on the development of highly functional and customizable bio-based materials and ingredients. These products are aimed at the cosmetics, personal and household care, and agricultural seed coating industries.
<b>Project:</b>	International Startup Campus
<b>ISC support in Vietnam:</b>	Identifying and matchmaking with potential suppliers and networking with small, local Nata di Coco providers, as well as with the industry market leader – Betrimex.

**Microbeads**  
to replace solid microplastics



Customization – sizes, shapes and colour

**Rheology Modifier**  
to replace liquid polymer



Customization – powder and gel

100% biodegradable, bio-based and sustainably sourced solution  
Made from the fermentation of bacterial cellulose  
Used in the formulation of consumer and home care products



## Results:

Collaboration with Betrimex, preparation for the first Nata di Coco delivery to Germany.

Raw material test in production.

Currently negotiation phase.



UNIVERSITÄT  
LEIPZIG





# ACCELERATE VIETNAM: SUCCESS STORIES

## Realists

<b>Company</b>	Realists GmbH
<b>Industry:</b>	Medical Technology
<b>Goal:</b>	Customer acquisition
<b>Profile:</b>	Provider of a life-like simulator for spinal surgery training, which accurately replicates all anatomical structures, including fluids. Already very successful in South America.
<b>Project:</b>	International Startup Campus
<b>ISC support in Vietnam:</b>	Networking with local distributors of medical equipment and with private and public clinics. Consultation sessions and direct feedback from surgeons to the Realists solution.



### Results:

Positive feedback from clinics in Vietnam, interest from distributors, the opportunity to organize demonstrations at university hospitals and private clinics. Positive feedback from Sankt Georg Klinikum in Leipzig.

First official partnership with local distributor in Vietnam established.



UNIVERSITÄT  
LEIPZIG





# ACCELERATE VIETNAM: SUCCESS STORIES



**Company:** KABO Kaffee & Coffee Affairs GmbH

**Industry:** Coffee roasters

**Goal:** Imports of sustainably grown Robusta coffee beans

**Profile:** Two young coffee roasters have set the goal of offering sustainably grown coffee beans in Germany. The roasters have previously offered coffee beans from South America and have traveled to Vietnam to expand their offerings to include Robusta from Vietnam.

**Project:** International Startup Campus

**ISC support in Vietnam:** Networking with local farmers from Central Vietnam who sustainably produce coffee. Visits to coffee plantations, joint testing of coffee beans. Networking with coffee distributors.



## Results:

Official orders of coffee beans from sustainable coffee cultivation in Vietnam – Future Coffee Farm (a collective order).

Financial support for the development of sustainable coffee plantations in Central Vietnam – joint planting of new coffee trees.



UNIVERSITÄT  
LEIPZIG





# ACCELERATE VIETNAM: SUCCESS STORIES



<b>Company</b>	VECCTOR GmbH
<b>Industry:</b>	IT
<b>Goal:</b>	Looking for sourcing partner
<b>Profile:</b>	Technology provider for the digitization and automation of processes in the field of Industry 4.0, IoT, interfaces, security applications, and telematics.
<b>Project:</b>	International Startup Campus
<b>ISC support in Vietnam:</b>	Networking with potential customers in the logistics sector and with potential partners in IT outsourcing.



## Results:

- Established collaboration with FPT Software, a major IT outsourcing provider in Vietnam.
- Supplier contract signed.
- Currently working together on a joint IT development project.



UNIVERSITÄT  
LEIPZIG







# ACCELERATE VIETNAM: SUCCESS STORIES



<b>Company</b>	4Win Recruiting GbR
<b>Industry:</b>	Recruiting from Vietnam
<b>Goal:</b>	Looking for sourcing partner
<b>Profile:</b>	4Win connects Vietnamese professionals and apprentices with German companies, accompanies the recruited talents during their initial period in Germany and advises companies on collaborating with new foreign employees, thus promoting employee retention.
<b>Project:</b>	International Startup Campus
<b>ISC support in Vietnam:</b>	Networking with local language schools and vocational schools in Ho Chi Minh City.



## Results:

New partnerships developed with language schools and vocational schools in Vietnam.

Collaboration with LVB Leipzig – importing drivers and mechanics from Vietnam.

Collaboration partially realized through discussions with Vietnamese partners on-site during the ISC trip.



UNIVERSITÄT  
LEIPZIG





# ACCELERATE VIETNAM: CONTACT PERSON OFFICE HCMC



**Nguyen Thanh Hien**  
**ISC office HCMC, Vietnam**

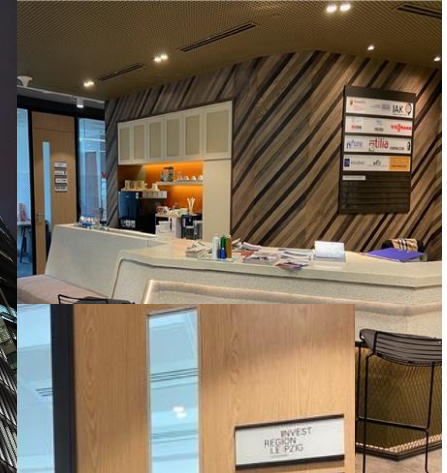
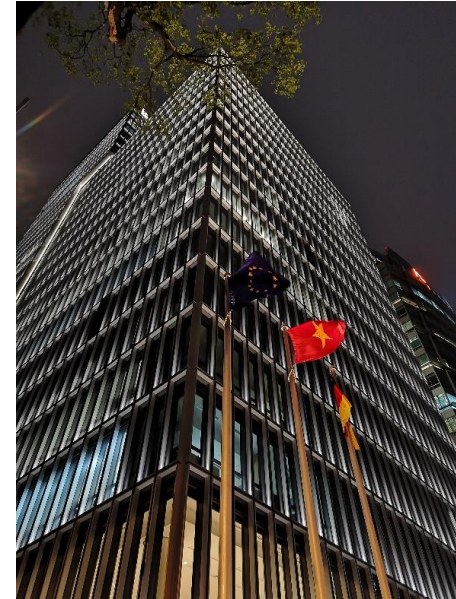
T: +84-917385728

M: hienthanh05@yahoo.com

Leipzig University  
SEPT Competence Center  
4OG, Deutsches Haus  
33 Le Duan Str., Dist. 1, HCMC, Vietnam

 [internationalstartupcampus.com](https://internationalstartupcampus.com)

 [International Startup Campus](#)



UNIVERSITÄT  
LEIPZIG



# ACCELERATE VIETNAM: CONTACT PERSON OFFICE LEIPZIG



**Wojtek Muras**  
**Coordinator Vietnam**

T: +49 341 97 33760

M: wojciech.muras@uni-leipzig.de

Leipzig University  
SEPT Competence Center  
Ritterstr. 9-13, 04109 Leipzig

 [internationalstartupcampus.com](https://internationalstartupcampus.com)  
 [International Startup Campus](#)

DV-HUB Website



UNIVERSITÄT  
LEIPZIG

