

—pittsburgh regional alliance—
OPPORTUNITY ASIA
ENGAGE VIETNAM 2009

425 SIXTH AVENUE, SUITE 1100 | PITTSBURGH, PA 15219-1811 | 877.392.1300 | www.pittsburghregion.org

Contact: Philip Cynar

Allegheny Conference on Community Development/
Pittsburgh Regional Alliance
412-281-4783, ext. 4573
pcynar@alleghenyconference.org

FOR IMMEDIATE RELEASE

“Opportunity Asia: Engage Vietnam 2009” Positions Regional Companies for Success in Emerging Asian Market

Despite Global Recession, Vietnam Anticipates 8% GDP Growth This Year

(PITTSBURGH –February 3, 2009) East will meet southwestern Pennsylvania this February 14 – 21 when a delegation of regional business and community leaders travels to Vietnam, an emerging dynamic Asian market, to explore, first hand, trade and investment opportunities.

Organized by the Pittsburgh Regional Alliance (PRA), the marketing affiliate of the Allegheny Conference on Community Development, the business outreach initiative—Engage Vietnam 2009—is part of the PRA’s long-term, multi-year OPPORTUNITY ASIA strategy which aims to unlock business opportunities in China, India and other Asian countries for Pittsburgh region companies; to expand bilateral trade; and to position the Pittsburgh region as a preferred US investment destination for Asian companies.

As Vietnam becomes increasingly urbanized and industrialized, its priority needs will include energy generation, transmission and distribution; infrastructure; security; information technology; environmental equipment and green technology; and medical devices and supplies—particularly surrounding the planned major expansion of the capital, Ha Noi, to begin in 2010. The strengths of Pittsburgh region firms in the key sectors of information and communications technology, life science, advanced manufacturing and energy align with Vietnam’s priorities.

“Market entry timing is critical. When Vietnam begins its urbanization, probably as early as next year, Pittsburgh companies should be at the top of list of providers. Entering that market now will give our regional companies every advantage,” said Roger Cranville, senior vice president of global marketing at the PRA and a trip organizer who will travel with the Pittsburgh delegation.

- MORE -

—pittsburgh regional alliance—

OPPORTUNITY ASIA

ENGAGE VIETNAM 2009

425 SIXTH AVENUE, SUITE 1100 | PITTSBURGH, PA 15219-1811 | 877.392.1300 | www.pittsburghregion.org

Page 2 – Opportunity Asia: Engage Vietnam 2009

Engage Vietnam 2009 builds on efforts—over the past decade—to establish links with Da Nang, Pittsburgh’s sister city in Vietnam. Guided by the Pittsburgh-based Friends of Da Nang, the PRA and the Vietnam Embassy in Washington, D.C., these efforts resulted in the signing of a memorandum of agreement to establish a sister city relationship when Embassy of Vietnam officials visited Pittsburgh last December. The establishment of a sister city relationship is an important step toward creating deeper trade and investment relationships between the Pittsburgh region and Vietnam.

During the week-long Vietnam initiative, the Pittsburgh delegation will visit the capital city of Ha Noi, Da Nang, and Ho Chi Minh City (formerly Saigon). At each stop they will meet with Vietnamese business leaders, state officials and other decision makers. The delegation will also meet with representatives of Pittsburgh-based companies currently doing business in Vietnam, such as II-VI, Inc., headquartered in Saxonburg (Butler County). A tour of the II-VI, Inc. facility in Ho Chi Minh City is planned. II-VI, Inc., the worldwide leader in crystal growth technology, is a vertically integrated manufacturing company that creates and markets products for a diversified customer base including industrial, manufacturing, military and aerospace, high-power electronics and telecommunications and thermoelectronics applications.

Beyond urbanization, education has been deemed the Number One priority for the country by the U.S. ambassador in Vietnam. The Pittsburgh region, a world-class academic leader with 35 regional universities and colleges, will be promoted during the February trip as the destination of choice for students and faculty from Vietnam wanting to pursue higher education in the United States. Additionally, joint faculty research collaborations, faculty and student exchange opportunities between institutions of higher education in the Pittsburgh region and Vietnam and international service learning experiences will be explored.

“The PRA is opening doors and helping regional companies and institutions—possessing the expertise, products and services to support Vietnam’s priorities—get ready to respond to the needs of a dynamic market. This is a smart strategy for a growth hot spot like Vietnam,” said Allegheny Conference on Community Development CEO Michael Langley. “When the world comes out of recession, Vietnam—which is growing now, even during the economic downturn—should emerge as a strong economy looking to invest in goods and services from the west. Pittsburgh region companies can meet those supply demands, which will create jobs and prosperity in southwestern Pennsylvania. It all begins with making the right connections at the right time.”

###

— **pittsburgh** regional alliance —

OPPORTUNITY ASIA

ENGAGE **VIETNAM** 2009

425 SIXTH AVENUE, SUITE 1100 | PITTSBURGH, PA 15219-1811 | 877.392.1300 | www.pittsburghregion.org

The Allegheny Conference on Community Development and Affiliates – the Greater Pittsburgh Chamber of Commerce, the Pennsylvania Economy League of Southwestern Pennsylvania and the Pittsburgh Regional Alliance – work in collaboration with public and private sector partners to stimulate economic growth and improve the quality of life in southwestern Pennsylvania. Learn more at www.alleghenyconference.org.

The Pittsburgh Regional Alliance, an affiliate of the Allegheny Conference on Community Development, markets the benefits of conducting business in southwestern Pennsylvania to companies all over the world that are growing, relocating or expanding. Learn more at www.alleghenyconference.org.