

# MI TRAN

## EDUCATION

### MA GLOBALISATION, BUSINESS AND DEVELOPMENT

2017 - 2018, the United Kingdom,  
University of Sussex,  
Institute of Development Studies

#1 QS World University Rankings in  
Development Studies 2017-2021;  
#1 Top International Development  
Policy Think Tanks 2019-2020;

British Chevening Scholarships  
Award 2017/2018 from the British  
Foreign and Commonwealth Office.

Focus: Industrial policy, Private sector  
growth, Business environment  
improvement

### MASTER IN PUBLIC MANAGEMENT

2014 - 2016, Ha Noi, Viet Nam  
Université libre de Bruxelles,  
Solvay School of Economics and  
Management,  
Viet Nam - Belgium Masters Program.

Focus: Regulation; Public governance  
& ethics; Public budget, control and  
audit; Public-private partnership.

### BACHELOR IN BUSINESS ADMINISTRATION

2007 - 2013, Ha Noi, Viet Nam  
Hanoi University.

## CONTACT

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## PROFESSIONAL EXPERIENCE

### VIET NAM START-UP/MOBILIZATION SPECIALIST - USAID MEKONG SUSTAINABLE MANUFACTURING ALLIANCE (PART-TIME)

Institute for Sustainable Communities (ISC)  
Ha Noi

Jan 2021 - Present

- Act as ISC's local contact point in Vietnam to liaise with stakeholders for initial establishment;
- Update ISC regularly on Environmental, Social and Governance regulation and practices in Vietnam;
- Develop stakeholder map and assessment of training partners and consultancy firms;
- Develop strategic plans and advise ISC's Vice President, HR Director and Senior International Program Officers on key issues including registration, key personnel recruitment, office secondment and RFPs consultancy procurement.

### ADVISOR TO AGENCY FOR ENTERPRISE DEVELOPMENT, MINISTRY OF PLANNING AND INVESTMENT (PART-TIME) USAID Linkages for Small and Medium Enterprises (LinkSME) Project - Market Linkage Component

Ha Noi

Jul 2020 - Mar 2021

- Represented the project at meetings with stakeholders and events;
- Coordinated with implementation partners, i.e. public and private business support organisations (BSOs) including business associations, provincial departments of planning and investment, provincial trade promotion centres, departments and research centres under ministries and government office to implement activities;
- Provided technical advice and support to the project team to develop annual work plan, concept notes and action plan;
- Coordinated with implementation partners to develop content and logistics preparation for project's activities such as conferences, trade fairs, training courses for BSOs and SMEs;
- Developed terms of reference and recruit consultants for activities;
- Consulted implementation partners to follow the project's procedures to implement activities to develop capacity for BSOs and SMEs and create supply chain linkages;
- Organised conferences, B2B matching events, training workshops at central and local levels;
- Produced regular reports for USAID, Vietnam's Government Office and Ministry of Planning and Investment.

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## PROFESSIONAL SKILLS

Trade promotion  
Government relations  
Advocacy  
External affairs  
Customer service  
Relationship management  
Business development  
Project management  
Market research  
Business matching  
Event organisation  
Staff coaching  
Office administration  
Operational management

## LANGUAGES

Vietnamese: Native speaking  
English: Professional working proficiency - IELTS 7.5 (2017)

## PROFESSIONAL EXPERIENCE

### INDEPENDENT ADVOCACY, MARKET RESEARCH & BUSINESS DEVELOPMENT CONSULTANT

Aug 2017 - Present

Provide market research and business development consultancy services to international companies and non-profit organisations to explore potential opportunities and expand their activities in Vietnam. Some clients include:

- British Educational Supplier Association
- Lyriant Advisory
- Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ)
- BowerGroupAsia

- Conduct landscape analysis to deepen clients' understanding of industry development, consumer trends, challenges, key stakeholders, on-going programs, relevant regulations & policies and business opportunities for their engagement;
- Develop stakeholder maps, build networks and relationships with bureaucrats and public officials, business community, civil society organizations and consumer groups;
- Participate in advocacy activities to raise MNCs' concerns in Vietnam on some regulatory issues and laws;
- Identify potential local partners & conduct due diligence check;
- Prepare and arrange visits for clients' representatives with in-country stakeholders;
- Organise trade shows and exhibitions.

### HANOI TRADE SERVICES MANAGER

British Chamber of Commerce Viet Nam (formerly British Business Group Viet Nam)

Ha Noi

Apr 2015 - Aug 2017

- Developed and implemented the development strategy for Business Centre in Ha Noi - a trade promotion program funded by the UK Department for International Trade (DIT); Managed daily operational activities of the Business Centre.
- Conducted market research and developed knowledge bank on economic development, investment opportunities and relevant policies in the 7 sectors; Consulted management board and DIT on these issues;
- Represented Business Centre at government and business meetings and conferences, trade fairs;;
- Provided trade services to UK enterprises to expand business in Viet Nam in 7 sectors (ICT, Infrastructure, Education, Oil & Gas, Chemical, Retail, Creative industries);
- Developed strategic networks with key sectoral stakeholders;
- Organised tailor-made trade events (seminars, workshops, networking events, business matching programs, trade missions) for UK enterprises to introduce their products and services to local partners and boost the UK exports to Viet Nam.

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## REFERENCE

**WILLIAM PRIETO-PARRA (Mr.)**  
Former Head of Events, UK &  
International, British Educational  
Suppliers Association.  
E: justwilliams@btinternet.com

**PETER RIMMER (Mr.)**  
Former Executive Director, British  
Chamber of Commerce Viet Nam.  
E: peterjrimmer1@gmail.com

**CSABA BUNDIK (Mr.)**  
Former Executive Director, European  
Chamber of Commerce in Viet Nam.  
Current Vice Chairman, Central and  
Eastern European Chamber of  
Commerce in Viet Nam.  
E: csbundik@gmail.com

## PROFESSIONAL EXPERIENCE

### PERSONAL ASSISTANT TO EXECUTIVE DIRECTOR

European Chamber of Commerce in Viet Nam  
Ha Noi & HCMC

Feb 2014 - Apr 2015

- Developed and looked after Executive Director's schedule with high discipline and accuracy.
- Arranged and assisted Executive Director in high-level meetings with local government authorities and European/ Vietnamese enterprises.
- Participated in advocacy activities aiming at regulatory reforms.
- Conducted market research and organised business events (luncheons, seminars, networking events).
- Took care of office administration.
- Supported recruitment process in Hanoi.

### PROJECT OFFICER - THE THIRD ASEAN-EU BUSINESS SUMMIT

European Chamber of Commerce in Viet Nam  
Ha Noi

Jan 2013 - Mar 2013

- Organised program events ( Summit, B2B Meeting, B2B Networking, Press Conference, VIP Reception);
- Managed database of & Communicated with 700 business & diplomatic participants.Supported local & international participants with registration, visa arrangement, accommodation and transportation;
- Managed online media channels of the Summit (Website, Facebook & Twitter).

### TRADE PROMOTION ASSISTANT (INTERNSHIP)

Viet Nam Chamber of Commerce and Industry,  
International Relations Department, Trade & Investment Promotion  
Center  
Ha Noi

Feb 2011 - Oct 2011

- Supported in organising trade events (conferences, B2B meetings, trade missions);
- Conducted national market profiles.