

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

M: +84 91 680 6366

E: tranngoc.trami1404@gmail.com

L: www.linkedin.com/in/tranngoctrami

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.