

JETRO's Project
for Nurturing New Industries in ASEAN and Japan
~ Promotion on effectiveness of utilizing a promotion kit
for IC card common use ~

Our contribution
to boost cashless payment service
toward harmonizing city development



TOPPAN FORMS

1. Our Viewpoint

2. Project Activity

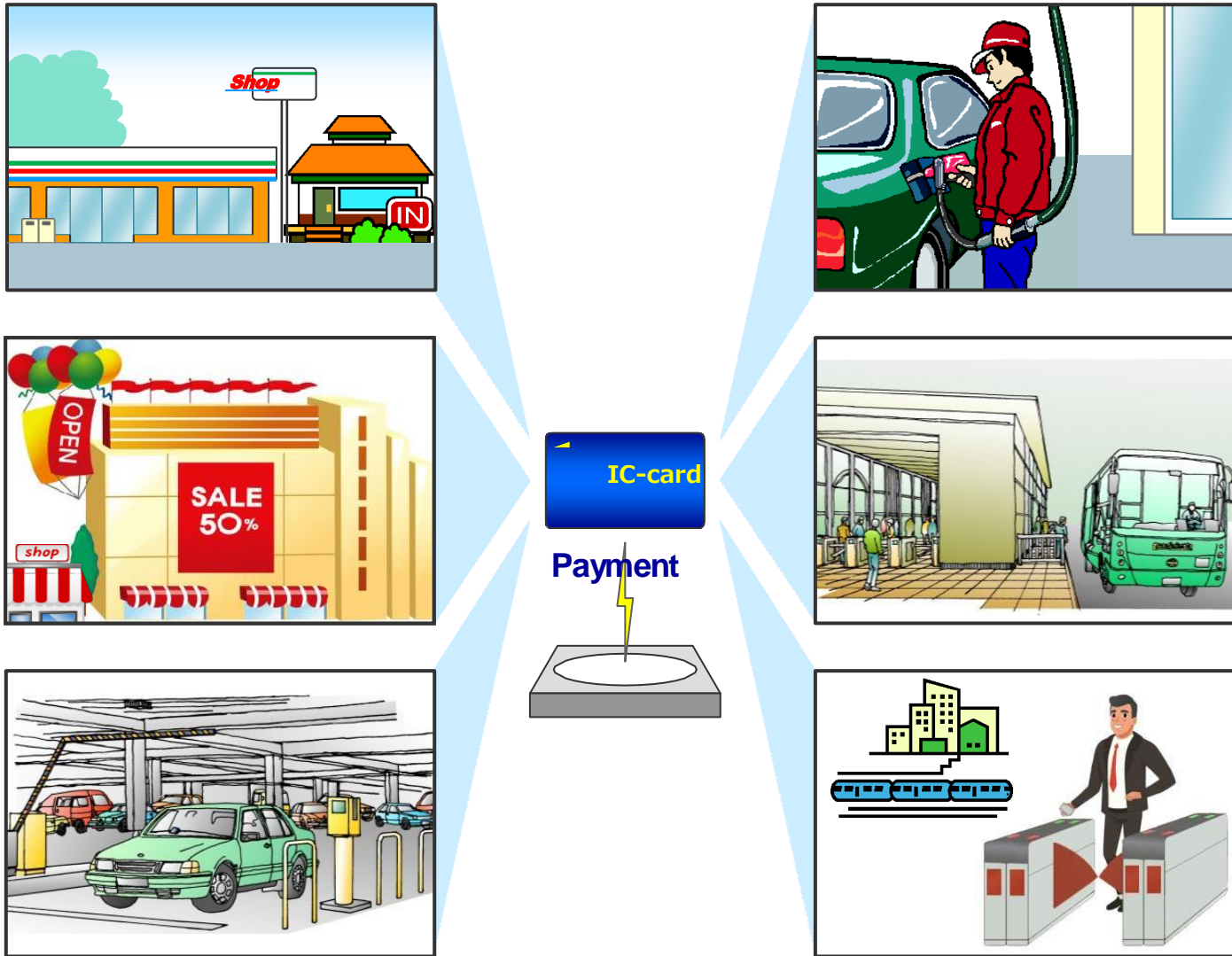
Current Situation in Vietnam

- From 2015 when the impact of Lehman Brothers' Collapse had diminished, Vietnam has been continuing economic growth nearly 7% every year, symbolized by the urban development including the construction of metros and a number of high-buildings, various chains of supermarkets/convenience stores/restaurants/ cafes that are propped up by domestic and foreign capital investments.
- In the midst of such economic growth, a wave of non-cash payment caused by the increased ICT is washing also over Vietnam.
- No doubt, diffusion of the efficient and flexible payment, including that for the public transports, is appropriate as is expected. At the same time though, as is also appropriately shown in the latest case of mobile network outages on Dec-6, it is not sound to expect all of these risks to be taken away and too challenging to rely too much on any single payment method such as ABT and smartphone app etc, which should be the lesson in pursuing ICT-based "safe&secure" service infrastructure.
- Society requires the service in transportation and retail to be best-mixed so as to minimize the negative effects at the occurrence of accident, to embrace the ambiguous form of the market and service standing by the importance to embody its underlying management policy

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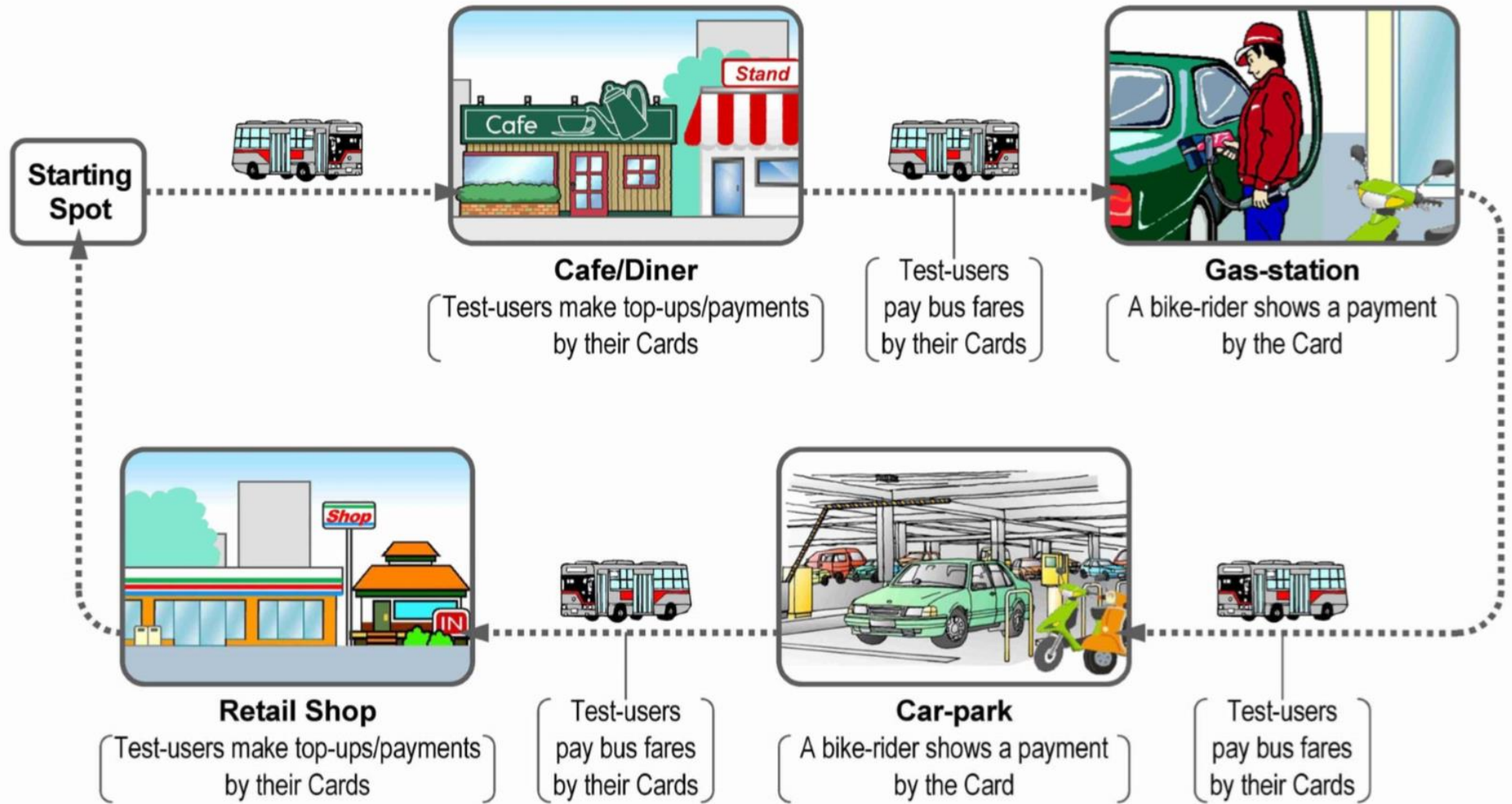
Vision: Our Proposed Service



Solution: Prepared System



Demonstration on the ground





Experts of implementing the Project



Security management system



Payment HW/SW



Market research/analysis



System integration

TOPPAN FORMS

Back office operation management

CONTACT

Toppan Forms, Vietnam office
Representative
Shingo Takahashi (Mr.)
Email: ep-taka@toppan-f.co.jp

Oriental Consultants Global
Senior Project Manager
Hitoshi Ishiguro (Mr.)
Email: ishiguroh@ocglobal.jp

Cyberware Inc.
Deputy General Manager
Sonoko Kimoto (Ms.)
Email: global-projects@exm.cyberware.co.jp