

Oct. 22, 2013

### **Satra Opens Offices in Japan**

- The Saigon Trading Group (Satra) of Vietnam opened offices in Kita-ku, Osaka on November 1, 2013 with the encouragement and support of the Osaka Business and Investment Center (O-BIC, located in the Osaka Chamber of Commerce and Industry, and founded and operated by the Chamber, Osaka Prefectural Government and Osaka City Government) and the Osaka International Business Promotion Center (IBPC Osaka).
- The Saigon Trading Group is a public enterprise directly operated by Ho Chi Minh City. Founded in 1995, Satra is a large business group with over 70 subsidiaries and affiliates, and a workforce of 14,000. They had sales of about 157 billion JPY in 2011, while both their sales and profits have been increasing at an average rate of 10 to 15% each year.
- In 2011, Osaka City and Ho Chi Minh City signed a memorandum on cooperation in major fields to strengthen exchange and promote better understanding between them. The office Satra opened in Osaka is part of the said efforts to strengthen exchange. It is tasked with providing and collecting a wide range of information for constructively and efficiently promoting and supporting private sector investment, trade, tourism and other activities between the two cities. Plans also include projects such as exhibitions, seminars, survey missions and more in coordination with prefectural organizations and business groups in Osaka.
- To help Satra open their offices in Osaka, O-BIC and IBPC Osaka showed them potential office space and residences, provided information on office equipment and furniture, cosponsored seminars and did PR work from the preparatory stage.

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**(As of January 2022)**