

# Opportunity to collaborate with Vietnam International Commercial Joint Stock Bank

## Introduction

STB Vietnam is calling for interest from Singapore stakeholders (F&B, Retail, Attractions and Hotels etc.) to participate in a partnership between STB Vietnam and a top bank in Vietnam – Vietnam International Commercial Joint Stock Bank (VIB) to promote destination awareness to their 2,4 million card users from May to Aug 2024.

## Background

STB Vietnam has established a joint marketing partnership with VIB - to promote destination Singapore to Vietnamese travellers.

Approach: exclusive destination deals for VIB customers (total 2,4 mil card users) to (1) drive destination awareness using VIB marketing channels such as Facebook Ads, Facebook community groups, SMS/Zalo, MyVIB, website (<https://www.vib.com.vn/en/the-tin-dung/vib-travel-elite>), PR articles and (2) increase spend in Singapore.

## Details

- STB Vietnam will facilitate introductions and conversations between VIB and Singapore stakeholders.
- Interested Singapore stakeholders can provide attractive rates/value-ads for VIB card users.
- VIB will be promoting the destination via Facebook ad placements with a call-to-action to click through to a landing page where VIB will host the deals.

Please reach out to STB VN to receive more information about the details of the campaign

## Information about VIB

- Established in 1996, VIB is one of the leading joint-stock commercial banks in Vietnam with 10,000 employees, 166 branches serving more than 3 million individual customers, and thousands of corporate customers across the country.
- Currently, VIB leads the market with a retail lending ratio accounting for nearly 85% of the credit portfolio, compared to the industry average of 40%
- VIB ranks among four leading private commercial joint stock banks with the largest retail segment, and continuously leads the market share in key business areas such as auto loans, life insurance, and credit cards
- VIB's innovative digital banking ecosystem plays a significant role in helping VIB acquire an additional 1 million new customers in 2023. The number of transactions on the digital platform exceeded 300 million, representing a growth of over 130% compared to 2022 and a staggering 60 times increase over the past 7 years

## Eligibility

- All Singapore-based stakeholders are open to apply.
- VIB reserve the right to decline/ accept at their discretion

## Expression of Interest Opens

8<sup>th</sup> Apr 2024

## Expression of Interest Closes

19<sup>th</sup> Apr 2024, 17:00 (SGT)

**Point of Contact**

*For more details and expression of interest, please contact:*

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