



BRITISH  
BUSINESS  
GROUP  
VIETNAM

## HIGHLIGHTS OF 2015:

2015 was a particularly successful year and here are some of the highlights;

- Membership
  - Increased membership by 10% against a target of 5%
- Events
  - Created and implemented a segmentation strategy for events; producing a more diverse range of events
  - Hosted 50 events, with an average attendance of 62 (an increase of 17%) including;
    - UK PM Visit and Minister Hugo Swire MP Luncheon,
    - Breakfast Briefing Series,
    - Mid-Year Review,
    - Fun run in both cities
- Charity
  - Increased amount raised by 50% to 1.5bn vnd
- Finance and Governance
  - Financial policies / procedures now adopted and being followed
  - Tighter / more rigorous operational policies now in place
- Marketing and Communications
  - Launched new website with calendar and online directory features
  - Produced first generic chamber leaflet

Yours faithfully,  
BBGV Team