

Profile of Mr Dang Le Nguyen Vu  
CEO of Trung Nguyen Coffee Group,  
General Director of G7Mart



**Name** : Dang Le Nguyen Vu  
**Age** : **36**  
**Place of birth** : Khanh Hoa Province, Vietnam

Mr Dang Le Nguyen Vu, director of Trung Nguyen Coffee Co Ltd, is also known as Vietnam's "Coffee King". From a single coffee roasting facility in 1996, the company now exports processed coffee to more than 25 countries, and has more than 1,000 coffee shops in Vietnam, and branches in Germany, New York, Malaysia and China. Mr Vu has been honored with many awards for his entrepreneurial achievements including the Third Labor Medal (2004), ASEAN Youth Award 2004, Vietnamese Gold Star Award (2003), Red Star Businessman Award (2002).

As the leading coffee brand in Vietnam, *Trung Nguyen* places great emphasis on contributing to community and fulfilling its social responsibilities. It supports numerous initiatives to promote entrepreneurship in Vietnam, such as campaigns called "Building Brand for Vietnamese agriculture goods". In 2005, *Trung Nguyen* also sponsored the famous "KHOI NGHIEP" TV show, similar to Apprentice show of NBC – US.

This is reflected in *Trung Nguyen's* Mission and Values:

#### **Mission Statement**

*"Creating the leading brand is carried out by bringing to everyone drinking coffee a source of creative inspiration and a pride of Trung Nguyen's style being rich in Vietnamese culture"*

#### **Principles Values**

1. *Inspire the source of creativity*
2. *Develop and protect our brand*
3. *Build distinctive Trung Nguyen personality*
4. *Consumers oriented*
5. *Build our success upon our partner's success*
6. *Develop strong human resource asset*
7. *Promote social responsibility and community development*

### **About Trung Nguyen Coffee Co Ltd**

Establishment date : June 16th 1996  
Location : Buon Me Thuot city, Daklak province



Business fields : Producing, trading processed coffee & tea  
Brands : Trung Nguyen coffee, G7instant coffee, Tra Tien  
tea

### **History and Development**

- 1996 Started operations in Buon Ma Thuot city, Daklak province – the largest coffee plantation in Vietnam
- 1998 The first coffee outlet opened in October 1998 in Ho Chi Minh City marking Trung Nguyen’s first presence in Vietnam
- 2000 The first coffeehouse successfully introduced in Hanoi, March 2000  
Over 100 Trung Nguyen franchise coffee houses set up.
- 2001 Appeared in 61 provinces and cities throughout Vietnam  
First overseas franchise shop appeared in Japan
- 2002 Opened franchise shops in Thailand
- 2003 Opened franchise shops in Cambodia  
G7 Instant coffee mix and Tra Tien tea products were introduced
- 2004 Operated 2nd shop in Japan  
Up to 600 coffee shops in Vietnam  
121 exclusive distributors, 7,000 outlets and  
59,000 retail shops in Vietnam  
Operated first shop under “G7” brand in Singapore
- 2005 1,000 coffee shops in Vietnam
- 2006 Opened coffee shop in Germany, NewYork, Malaysia, China  
Launched G7Mart.
- 2007 Third Labor Medal for Trung Nguyen Corp by Vietnam’s President.



### **Current Numbers**

- 01 processing plant reconstructed on October 2003 in Daklak province with capacity 10,000tons year
- 01 instant plant going to operate on October 18, 2005 in Binh Duong province with capacity of 3,000 tons per year
- 01 tea processing plant in Lam Dong province, one of two leading tea material source areas in Vietnam
- 5 branches: Hanoi, Da Nang, Ho Chi Minh City (business center), Lam Dong, Can Tho
- 121 exclusive distributors and up to 1,000 bars in Vietnam
- 9 official overseas distributors (Germany, Norway, Ukraine, Hungary, Bulgaria, US, Mexico, China, Australia )
- 8 coffee shops in 6 countries: China, Japan (2), Cambodia (2), Thailand, Ukraine, US
- Exported under “Trung Nguyen” brand to more than 25 countries in America, Europe, Asia, Oceania

### **Honors & Awards**

- Leading coffee company in Vietnam
- Best brand of Coffee in Vietnam – world leading country of exporting coffee
- Biggest exporter in Vietnam of processed coffee
- The first Vietnamese company successfully applied a form of franchising in domestic and overseas market
- 89% consumers choose G7 in a blind test survey (in comparison with Nescafe) where more than 12,000 people presented in November 2003
- And the only coffee product to be chosen as the official beverage for ASEM 5
- “Top five brand” of agricultural product & foods in “The Vietnamese High Quality Commodities Award” 2000, 2001, 2003 and 2004 by the selection of consumers.
- Trung Nguyen is the only Vietnamese coffee manufacturer receiving certificate of EUREPGAP
- “The Red Star Award” for Mr. Dang Le Nguyen Vu – General Director – awarded by Vietnamese Young Enterprise Association in 2001
- “The Yellow Star of the Vietnam” awarded by Vietnamese Young Enterprise Association in 2003
- “Third grade Labor Medal” awarded by Vietnamese Government in 2004
- ASEAN Youth Award 2004 – Theme “Youth and Entrepreneurship” for Mr. Dang Le Nguyen Vu



### **Social Responsibility & Community Contribution**

- In February 2001, in cooperation with Youth Community and the Youth Newspaper, Trung Nguyen launched the campaign called “Creative for Vietnam branding”
- In November 2003, in cooperation with Saigon Economic Times newspaper, Economic University, Trung Nguyen launched the campaign called “Building Brand for Vietnamese agriculture goods”
- In 2005, Trung Nguyen is the only sponsor for famous “KHOI NGHIEP” TV show, similar to Apprentice show of NBC – US

### **Future Plans**

- US, EU are two largest markets that Trung Nguyen will exploit more to increase sales volume and open franchise coffee shops
- Asia is a potential market where Trung Nguyen will develop G7 brand
- With the rapid economic liberalization of China, and the level of sophistication of fast developing younger generation, the Chinese market is ready to change from a tea-drinking nation to coffee-drinking nation

We will continue to focus on our core business as we involve and seek new opportunities in areas where we can develop our full potential