MEKONG
PARTNERS

COMPANY & SERVICES / NOVEMBER 2026

Business advisory Vietnam & China.

Market entry. Investment. Operations.

Local understanding. Commercial judgment.
Practical execution.



MEKONG PARTNERS / VIETNAM & CHINA

MEKONG PARTNERS

Local understanding. Connected business decisions.

Mekong Partners is an independent, senior-led advisory firm helping companies, investors and institutions enter, operate and grow in Vietnam and China.

We connect strategy and market intelligence with the practical requirements of investment and operations. An engagement can address one decision or bring several commercial and implementation workstreams together.

VIETNAM

Market access and operating readiness

Customers, partners, industrial locations, suppliers, workforce and local implementation priorities.

CHINA

Commercial opportunity and supply relationships

Market access, sourcing choices, counterparties and the operating interfaces that connect China with the wider business.

WHO WE WORK WITH

Companies

Entry, expansion, sourcing and operating performance.

Investors

Commercial diligence, partner fit and transition priorities.

Institutions

Sector understanding, stakeholder priorities and decision support.

Based in Ho Chi Minh City. Mandates defined around your business, geography and decision stage.

OUR SERVICES

Five capabilities.
A connected advisory mandate.

We provide five complementary services, covering market entry, commercial assessment, investment and the management of local operations.

01 Market entry & company setup 04

Entry strategy, route-to-market assessment and coordination of establishment and launch.

02 Market intelligence & commercial diligence 05

Market, customer, competitor and partner research for commercial and investment decisions.

03 Transactions & strategic partnerships 06

Commercial assessment and coordination for acquisitions, investments and partnerships.

04 Operations & supply chain 07

Sourcing, supplier assessment, operating-model review and implementation support.

05 Tax, accounting & compliance coordination 08

Finance processes, reporting responsibilities and coordination with qualified specialists.

01 / OUR SERVICES

Market entry & company setup.

We support companies entering Vietnam or China, from commercial assessment and entry strategy to the coordination of establishment and launch.

OUR MARKET-ENTRY SERVICES

Commercial entry strategy

We research demand, customer segments and routes to market. Our assessments compare direct entry, distribution, partnership and acquisition options.

Establishment coordination

We assess locations and operating needs, map setup workstreams and coordinate the commercial and specialist inputs required for launch.

AREA 01

Commercial partnerships

Our partner assessments cover distributors, agents and channels, including reach, capability and incentives.

AREA 02

New local entities

We coordinate activity scope, establishment workstreams, management interfaces and launch readiness.

AREA 03

Joint ventures & alliances

We assess partner contributions, commercial fit, governance interfaces and operating arrangements.

AREA 04

Acquisition-led entry

Our support includes platform screening, commercial diligence and transition considerations.

DELIVERABLES CAN INCLUDE

Entry-route comparison | Location and partner assessment | Setup and launch roadmap

02 / OUR SERVICES

Market intelligence & commercial diligence.

We provide research and commercial analysis on markets, companies and counterparties in Vietnam and China, supporting entry, growth and investment assignments.

WHAT WE EXAMINE	OUR ANALYSIS
Demand & customers Target segments, buying criteria, reachable demand and switching barriers.	We assess customer needs, purchasing behavior and the evidence behind demand estimates.
Competition & channels Relevant alternatives, positioning, pricing logic and distributor economics.	We map competitors, commercial positioning and the structure of distribution channels.
Partners & counterparties Commercial reach, operating fit, dependencies and the quality of available evidence.	We examine partner capabilities, business fit and the strength of available evidence.
Revenue & growth assumptions Customer exposure, repeat business, sales capacity and execution constraints.	We test commercial assumptions and identify sensitivities, dependencies and information gaps.

FROM RESEARCH TO A MANAGEMENT DECISION

Market and customer brief. Competitive or partner assessment. Commercial thesis review. Decision memorandum with findings, sensitivities and priorities for further validation.

03 / OUR SERVICES

Transactions & strategic partnerships.

We support the commercial workstreams of acquisitions, investments and partnerships, with assessment, advisor coordination and transition planning.

Strategic fit

We assess how a target, investment or partner fits the client's objectives, capabilities and market position.

Commercial quality

Our analysis covers customer access, market position, growth assumptions and the dependencies behind the investment case.

Operating readiness

We review management responsibilities, operating interfaces and the capabilities required for a transition or partnership.

OUR TRANSACTION SUPPORT

01 Strategic assessment

02 Commercial review

03 Workstream coordination

04 Transition planning

Commercial workstream support

Opportunity briefs, partner assessment, diligence requests, issue tracking and leadership decision materials.

A practical transition agenda

Customer continuity, management roles, supplier interfaces, reporting and priorities for the first phase.

04 / OUR SERVICES

Operations & supply chain support.

We support sourcing, supplier relationships and operating performance, connecting local requirements with the wider business and its regional supply chain.



THE OPERATING INTERFACES WE COVER

Requirement — Supplier — Delivery — Customer

Sourcing & suppliers

We assess supply options against specifications, capability, capacity, location and commercial requirements.

Delivery coordination

We review quality responsibilities, production updates, handovers, lead times and escalation routes.

Operational governance

Our support covers workflows, decision rights, performance indicators, issue ownership and management routines.

PRACTICAL OUTPUTS

Supplier assessment | Operating-model review | Workflow and responsibility map | Action roadmap

05 / OUR SERVICES

Finance, reporting & compliance coordination.

We coordinate reporting and compliance workstreams, finance processes and specialist input, supporting management oversight of local operations.

A CLEAR DIVISION OF RESPONSIBILITY

Management	Business decisions, approval authority and oversight.
Local teams and providers	Records, supporting information, preparation and agreed reporting tasks.
Qualified specialists	Formal tax, legal, statutory accounting, audit and other regulated work.
Mekong Partners	Workstream coordination, process assessment, responsibility mapping and management follow-through.

Reporting readiness

We organize requirements, supporting information and specialist briefing materials.

Finance processes

We review document flows, close routines, group reporting interfaces and exception handling.

Governance and controls

Our work covers preparation, review, approval and escalation responsibilities.

Implementation oversight

We coordinate actions, dependencies, provider interfaces and follow-up on unresolved issues.

Formal opinions and regulated services are assigned to appropriately qualified professionals.

INDUSTRY FOCUS

Our industry focus. Across eight sectors.

Our advisory work covers the commercial, investment and operating requirements of these sectors, with the scope tailored to each assignment.

01 Industrial parks & business real estate

Location, premises, utilities, logistics and investment readiness.

02 Agribusiness & food

Markets, sourcing, product requirements and routes to customers.

03 Advanced manufacturing

Industrial footprint, supplier capabilities and operating dependencies.

04 Logistics & supply chain

Corridors, delivery economics, handovers and continuity.

05 Healthcare & life sciences

Customer needs, specialist dependencies and market access.

06 Energy & industrial infrastructure

Commercial conditions, project interfaces and readiness.

07 Consumer products & retail

Demand, distribution, positioning and channel economics.

08 Technology & digital infrastructure

Customers, partnerships, capabilities and operating requirements.

HOW WE WORK

Senior involvement. A coordinated engagement.

We agree the scope, workstreams, evidence requirements, responsibilities and deliverables before the engagement begins.

01

Engagement scoping

We define the objective, scope, timing, responsibilities and expected outputs with the client. Assignments can cover a focused assessment or several connected workstreams.

02

Research and assessment

We review documents, market information and stakeholder input. Our analysis distinguishes supported findings from estimates, assumptions and remaining information gaps.

03

Commercial advice

We bring the research and relevant specialist input together in management briefs, assessments and comparisons, with clear findings and commercial implications.

04

Implementation coordination

We support agreed workstreams, responsibilities, milestones and management follow-up. Senior involvement connects the advisory work with local execution requirements.

ENGAGEMENT FORMATS

Focused assessment / Defined project workstream / Implementation coordination

LEADERSHIP & PERSPECTIVES

Senior-led advice. An informed perspective.



Mickaël Driol

CHIEF EXECUTIVE OFFICER

Mickaël Driol leads Mekong Partners' advisory work with companies, investors and institutions considering opportunities in Vietnam and China.

His public commentary addresses the business environment, investment decisions, sourcing and industrial development.

Connect with Mickaël on LinkedIn

MEKONG PARTNERS RESEARCH & RESOURCES

Practical reference material

Doing Business in Vietnam and China. Economic Outlook publications. CEO and Workforce research. Practical guides for market entry, supplier qualification and commercial diligence.

Reports and guides

The business conversation

Vietnam Today podcasts and linked press and television appearances bring public perspectives on investment, industrial strategy and the operating environment.

Media and podcasts

Selected media commentary: BFM Business | Vietnam Television | Vietnam Investment Review

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CONTACT MEKONG PARTNERS

Mekong Partners. Vietnam & China.

Business inquiries: market entry, investment, commercial development and operations in Vietnam and China.

OUR BASE	Ho Chi Minh City, Vietnam.
OUR MARKETS	Vietnam, China and cross-border assignments.
OUR APPROACH	Senior-led advisory and implementation coordination.

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