

PRESS *information*

Vietnam Retail Industry Embraces Data Sync Through New SA2 Worldsynchron Program

Cologne, Germany, 3 June 2009 – SA2 Worldsynchron today announced it has launched programs with GS1 Vietnam to increase the penetration of Global Data Synchronization (GDS) throughout the fast-growing Vietnam retail industry. Designed for retailers and suppliers, the programs include workshops on the fundamentals of data sync and enablement readiness services. According to the 2008 A.T. Kearney Global Retail Development Index, Vietnam was ranked as the most attractive emerging market destination for expanded retail investments.

According to Nihat Arkan, SA2 Worldsynchron Chief Executive Officer, “SA2 is ideally positioned to support more advanced retail trade practices in Vietnam, given our success supporting GDS adoption in many other developing markets. Through our programs, retailers and suppliers across Vietnam will learn new, more effective ways to strengthen their collaborative trade practices and, ultimately, their market positions too. The A.T. Kearney study has drawn lots of attention to this market, and we want to ensure trading partners have the capabilities to increase their performance levels.”

Luu Thi Kim Thanh, Chief Executive Manager of GS1 Vietnam, adds, “With more than 100 suppliers and retailers already participating in our programs, we expect GDS adoption to accelerate. This will help not only internationally active companies that expand their presence here but also our local suppliers and retailers.”

A.T. Kearney cites Vietnam’s increasing gross domestic product and the changed legal situation as key drivers to retail growth. A significant step forward was the elimination of mandatory state involvement in foreign retail companies operating here. Vietnam also has a relatively low level of competition, which offers foreign investors far-reaching opportunities in the Vietnamese market.

About SA2 Worldsynchron

SA2 Worldsynchron is a member of the Pironet NDH Group and is a leading provider of integrated Master Data Management solutions for Product Information in the retail industry. Combining expertise of three main areas, Global Data Synchronization (GDS), Product Information Management (PIM) and Electronic Data Interchange (EDI), SA2 Worldsynchron is able to cover all stages of product, item and transaction data along the key retailer and supplier processes. The services of SA2 Worldsynchron are used by more than 2,700 suppliers worldwide, among them 50 of the world’s leading retailers. For more information, please visit <http://www.sa2worldsync.com>

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