



## Ulla Tørnæs' tale ved ceremonien for underskrivelsen af Carlsberg-Habeco-aftalen

**Taler**

Ulla Tørnæs  
Minister for udviklingsbistand

**Dato**

19. maj 2005

**Sted**

Hanoi

Vice-Minister Nguyen Xuan Thuy, Esteemed representatives from the Ministry of Industry and Ministry for Planning and Investment,

Directors from Habeco and Carlsberg,

Ladies and Gentlemen,

It is with great pleasure that I participate in this ceremony today.

Carlsberg is indeed one of Denmark's oldest companies and also one of the world's most well-known brands. When at home we enjoy Carlsberg's products. When we are abroad, it gives us pride to see Carlsberg present in so many markets.

Carlsberg was one of the first Danish companies to enter Vietnam, after the reforms made it possible for foreign companies to do business here. Since then Carlsberg and its Vietnamese partners in Hanoi and Huế have established a solid business, creating new jobs and opportunities for Vietnamese people.

Carlsberg has very much become an important link in the relations between Denmark and Vietnam, also being a sponsor in many cultural and sports events, where Danes and Vietnamese meet.

After more than a decade of business in Vietnam, Carlsberg is now dramatically expanding its business here. By joining forces with Habeco, Carlsberg will become a very strong player in the northern part of Vietnam.

I am sure that more opportunities will emerge from this latest development on the beer market in Vietnam.

First and foremost, today is an event for you to celebrate.

But there are some very positive implications beyond the new Habeco-Carlsberg partnership.

Vietnam has become an increasingly interesting market for foreign investors. As a development minister I am very happy to see this – because we can only do so much with development assistance programmes. We need a strong alliance with the private sector to reach the goals that Vietnam has set to eradicate poverty and secure a good future for its people. This partnership means investment into Vietnam, creation of jobs, provision of quality products to the market and, not least, increased government tax revenues for other development and social purposes. Habeco-Carlsberg sets an example for other businesses to follow.

I know that other Danish business corporations consider expanding their activities in Vietnam. Today they have been presented with one more good reason to move forward.

I wish you the best of luck!

Thank you

**Tags**

Festtale, Venstre

**URI**

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