

Cross the FOSS¹-Bridge between Europe and Vietnam!

(call for participation of European companies)

- Are you interested in the Vietnamese market?
- Do you want to team up with a Vietnamese FOSS-company for joint business?
- Do you want to develop joint software projects based on FOSS?
- Do you want to build a commons of European-Vietnamese FOSS code ?

Register at <http://www.foss-bridge.org> now.

The EU (Asia Invest Program) and BMZ (German Federal Ministry for Economic Cooperation and Development) funded project *FOSS Bridge "EU-Vietnam" - Joint Business through Free and Open Source Software (FOSS)* is inviting you to join the initiative to achieve its main goal: boosting cooperation between Southeast Asian software industries and Europe through innovative collaboration on free and open source software (FOSS) business development. The initiative is implemented by InWent of Germany (Capacity Building International), INRIA (Institut National de Recherche en Informatique et en Automatique) of France and IOIT (Institut of Information Technology) of Vietnam.

How can FOSS Bridge "EU-Vietnam" support me to engage with Vietnam?

FOSS Bridge "EU-Vietnam" will organize a dedicated matchmaking and twinning for your FOSS-company, which links you up with selected Vietnamese small to medium IT-enterprises. Your developers/FOSS experts will have the opportunity to cooperate on joint software projects, thereby boosting a sharing of technological know-how, exchange of best practices and development of joint business. You will be twinned through online collaboration and several face-to-face meetings and trainings in Vietnam.

What can I get out of FOSS Bridge "EU-Vietnam" as a European FOSS-company?

You will have the unique opportunity to

- Develop joint businesses in a very attractive market²
- Get direct access to high-quality IT-Small and Medium Sized Companies in Vietnam who are working in similar technical fields like you
- Get contributions to your FOSS projects and your open source code base
- Reduce investment and risk through the matchmaking services of FOSS Bridge "EU-Vietnam"
- Get financial support for travel through a dedicated support scheme for companies with limited own resources³

¹ Free and Open Source Software (FOSS)

² Average of 7.5% GDP growth in Vietnam in the last 15 years, emerging market for IT services and solutions in Hanoi and Ho Chi Minh City

³ The project offers a dedicated support scheme for companies with a strong motivation for partnership, but limited own resources. The support scheme will be able to offer limited financial support for travel and related expenses following the following criteria:

- strong proposal for joint project/partnership with Vietnamese partner company
- proven restricted investment possibilities
- willingness to make non-monetary investments (see section "What do I need to invest?")
- business strategy of company for internationalization (see "eligibility criteria")
- experience in online collaborative work in a multicultural environment (see "eligibility criteria")
- experience in handling or working in a similar project (see "eligibility criteria")
- participation in active community or FOSS network (see "eligibility criteria")

What is FOSS Bridge "EU-Vietnam" offering to me as a company?

- Gives you access to a pool of selected FOSS-companies in Vietnam
- Organizes a guided matchmaking process to get you together with a Vietnamese counterpart
- Gives you the opportunity to meet your colleagues in Vietnam and to kick-start joint projects
- Organizes contacts to relevant Vietnamese intermediaries such as Linux user groups, business groups etc.
- Can support you through a dedicated support scheme for companies for travel to Vietnam - for details, see here³.

In which field of FOSS-applications and services can I team up with a Vietnamese company?

Our Vietnamese partner companies mostly wish cooperation in the following technical fields:

- J2EE;
- Service Oriented Architect. & Enterprise Service Bus;
- Web Portal (java based),
- Portlets, CMS;
- Business Intelligence;
- e-government systems

However, all other fields of FOSS-development are of potential interest. Please apply and propose your specialty - we will try our best to find a good partner for you.

What do I need to invest?

As a European company taking part in the programme, you should be willing to

- execute and supervise a two year collaboration process with one or more Vietnamese SME on a specific FOSS business project
- invest in a sustainable partnership. Monetary investments are projected as follows: 2 flights Europe-Vietnam, 2 weeks accommodation Vietnam, approx. 3400€ per person - However, you may be eligible for our dedicated support scheme for companies with limited own resources³, so we encourage you to register even if you are not in a position to commit all monetary investment at this stage. Only registered candidates will be eligible for the support scheme.
- invest staff time for matchmaking, online-collaboration, coaching, training and networking over the 2 years period of the project.
- send at least one developer/FOSS-expert or manager to Vietnam in November 2007 to train the Vietnamese counterpart on your open source project(s) and to set up a collaboration plan. Note that an additional meeting in Vietnam is scheduled for mid 2008;
- provide a reporting of joint activities with Vietnamese company to FOSS Bridge "EU-Vietnam".

Am I eligible?

First of all, you should be a European company in the IT industry interested in expanding your business on Free/Open Source Software (FOSS) to the growing Vietnamese market. Also, you should ideally fulfil the following criteria:

- You should be a company registered within the European Union.
- You should have a minimum number of 5 developers/FOSS-experts and at least one developer/FOSS-expert with excellent speaking and writing skills in English; Vietnamese language is an advantage.
- You should belong to an active community or FOSS network (advantage)

- You should have experience in online collaborative work and tools, if possible in a multicultural environment
- Consistency of the participation to FOSS-Bridge "EU-Vietnam" with an existing business strategy of your company for internationalization (in Vietnam or Asia an advantage)
- Experience in handling or working in a similar project an advantage

How do I apply and find a partner in Vietnam?

It's easy:

1. You go to <http://www.foss-bridge.org> now and register - this step does not engage you in any ways.
2. We will come back to you after a quick check of eligibility.
3. You will get access to our matchmaking tools, where you will fill in an extended profile which will enable all partners to find good counterparts
4. You can start the matchmaking process by browsing through the profiles of potential Vietnamese partners

What are the next steps, dates and deadlines?

- Deadline for pre-registration: August 15th, 2007
- Deadline for complete company profile online : August 20th, 2007
- Inscription, selection and online matchmaking: until beginning of September 2007
- Online Collaboration start: September 2007 ongoing until mid 2009
- First face to face workshop in Vietnam: Mid November 2007 (Nov. 12th to Nov. 16th)
- Second face to face workshop in Vietnam: Mid 2008

What we are not looking for:

The Foss-Bridge "EU-Vietnam" project is not about:

- Outsourcing: We aim at fostering Southeast Asian software industries and boosting cooperation with Europe through innovative collaboration on FOSS business development. We therefore want to establish cooperation between companies, which is equally nurtured by both sides and which is beneficial to customers in both countries - to build a bridge. We believe that FOSS provides a suitable system for business models which go beyond outsourcing towards such win-win-scenarios.
- Pure sales channel in Vietnam: We aim at building equal partnerships between European and Vietnamese companies, which are mutually beneficial and which go beyond pure sales channels towards joint development, servicing and business strategies serving local and global markets.
- Academic partnerships: While we value that many FOSS projects are hosted by and driven through academic organizations, we are looking for opportunities of companies to engage in collaboration. However spin-off/service companies of projects and consortia of freelance developers are welcome

What are other actions under FOSS Bridge "EU-Vietnam"? How can I contribute? How can I become lead trainer?

FOSS Bridge "EU-Vietnam" has three main objectives to strengthen Southeast Asian software industries:

- Enable intermediaries of the Vietnamese IT-sector to spread key knowledge on how to make business with free and open source software
- Foster a Vietnamese software industry capable to provide localised FOSS applications and services to government and businesses – with SMEs serving as a national driver of technological innovation.
- Develop business partnerships between software players in Asia and Europe in order to grow mutual business and foster regional and international networking

You may contribute to the three main actions as follows:

Activity	Possible contribution
1. Capacity Building for intermediaries and small and mediums-sized enterprises (SMEs) of IT in Vietnam on technical regulations: The training will ensure sustainability of the project and provide crucial knowledge on regulations required to accessing the European marketplace. It will also introduce innovative business models in Vietnam.	✓ Be a trainer for the intermediary training (see “Looking for Expert” section)
2. Twinning between European and Vietnamese IT small to medium enterprises: Developers and managers from both regions will cooperate on joint software projects, thereby boosting a sharing of technological know-how, exchange of best practices and development of joint business.	✓ Take part in the twinning - see this call
3. Building networks of key players of free and open source software (FOSS): Vietnamese and European SMEs will be enabled to work collaboratively on FOSS software through virtual networks and contribute to a sustainable FOSS ecosystem involving multiple stakeholders and networks from Europe and Asia	✓ Take part in the discussions of the general mailing list of the project ...

"This document has been produced with the financial assistance of the European Union. The contents of this document are the sole responsibility of InWEnt and can under no circumstances be regarded as reflecting the position of the European Union".