

# MAGAZINE VINATEX

June, 2025

**Highlights from No. June 2025**

Vietnam Textile Garment and Fashion Magazine







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Entering 2025—a pivotal year marked by significant macro-level changes, Vinatex has identified the need to act swiftly, creatively, and flexibly to adapt to the strong wave of transformation both domestically and globally. Major resolutions from the Party, along with rising protectionist trade trends, are reshaping the playing field and setting new demands for businesses.

In the volatile past five years—ranging from the pandemic to global tariff wars, Vinatex has remained resilient, thanks to its shift in management from passive monitoring and supervision to proactive orientation, and from fragmented operations to a transparent, KPI-driven management system sharing best practices.

Three key lessons learned from the last five Shareholders' General Meetings:

01

Intelligence and innovation are the foundations of competitive strength.

02

Continuous innovation in business models, products, and markets is essential.

03

A strong, capable workforce is the core condition for adaptability.

## VINATEX 2025 GENERAL MEETING OF SHAREHOLDERS

# THE POWER *of*



*DR. Le Tien Truong  
Party Secretary – Chairman of  
Board of Directors of Vinatex*

Looking ahead to the 2025–2030 period, as Vietnam's textile and garment industry rises to the world's second-largest exporter, achieving the goal of 10% annual export growth will be extremely challenging without a change in approach.

## INTELLIGENCE, INNOVATION, AND THE BOARD OF DIRECTORS' Agility in Responding to Change

Vinatex will focus on:

- Proactively producing domestic raw materials to reduce import dependency.
- Fostering innovation to increase intangible value through design, branding and services.
- Accelerating automation to boost productivity and workers' income.



The Board of Directors (BoD) will play a central role in this transformation. No longer just a supervisory department, the BoD must become the strategic brain of the enterprise, with the Chairperson acting as the visionary, driving innovation and willing to take calculated risks. A strong, streamlined, and accountable BoD—one that dares to think, dares to do, and dares to take responsibility will be the decisive factor enabling Vinatex to achieve a breakthrough in the new era. □







# “CONSTRUCTIVE JOURNALISM”

as a Companion for  
Business Development

*“Constructive journalism” is no longer just a one-way information channel. It must become a true companion to businesses, contributing to building a strong business community and promoting economic growth and sustainable development.*

On the occasion of the 100th Anniversary of Vietnam Revolutionary Journalism (June 21, 1925 – June 21, 2025), the Vietnam Textile and Fashion Magazine had a conversation with Dr. Chu Van Lam – Chairman of the Editorial Council of Vietnam Economic Times (VnEconomy) about the role of journalism in supporting business development.



**Reporter:** As the head of a reputable economic news agency, how do you assess the challenges that businesses – particularly those in the textile and garment industry – have been facing recently?

**Dr. Chu Van Lam:** In addition to common issues such as capital, interest rates and access to credit, the textile and garment industry is facing two major challenges:

First, the export market is being affected by non-tariff barriers. A typical example is the retaliatory tariffs introduced under U.S. President Donald Trump’s administration, which have significantly impacted order volumes, especially as the U.S. remains a key export market for Vietnamese textiles.

Second, the extensive growth model has reached its limit. For a labor-intensive industry like textile and garment, labor costs in Vietnam are approaching those of higher-income countries like Indonesia and Malaysia. Moreover, input costs such as electricity and water are likely to rise in the near future.

Additionally, this industry has a substantial environmental impact, from waste and wastewater to dyeing chemicals forcing businesses to adapt through greener and more sustainable development strategies.

**Reporter:** What is your assessment about the role of journalism in supporting businesses?



**Dr. Chu Van Lam:** Journalism's empathy and companionship with businesses have become increasingly evident. While nearly 900 press agencies exist in Vietnam, some still create negative precedents due to financial pressures. However, many are moving in the right direction, creating a healthy media environment that accurately and promptly reflects business voices.

At VnEconomy, our guiding principle is "constructive journalism". For VnEconomy, the philosophy of "constructive journalism" serves as a guiding principle, consistently aligning with the State and staying closely connected with the business community in the pursuit of sustainable development. . We organize meaningful forums and discussions where business voices are genuinely heard, not just academic debates.

**Reporter:** *In the context of digital transformation and green growth, how should journalism and businesses collaborate?*

**Dr. Chu Van Lam:** The textile and garment industry needs to build a unified communication strategy with clear timelines and phases. Business leaders should be the drivers of this strategy, aligning communications with business goals.

Some companies have taken the lead by purchasing carbon credits early, showing vision in the green transition. Journalism should keep pace, rapidly disseminating new policies and green technology trends, and engaging in policy dialogue to help create a more favorable business environment.

**Reporter:** *In the digital era, what elements are essential to foster the connection between journalism and businesses in order to achieve the shared goal of sustainable development?*

**Dr. Chu Van Lam:** Both sides must shift their mindsets. Journalism is no longer a one-way street; it must engage in deeper interaction. VnEconomy recently launched the AI-powered platform "Askonomy" to help readers quickly access trustworthy economic information, with features such as English translation and voice recognition.

Businesses should also leverage AI tools customized to their communication goals. This is where journalism and businesses can cooperate effectively.

**Reporter:** *In your opinion, how should businesses engage with the media to avoid communication crises in the digital age?*

**Dr. Chu Van Lam:** Businesses must proactively provide information and respond promptly to emerging issues. At the same time, clear and transparent information-sharing regulations are needed to reduce risks.

On the media side, journalism must be a reliable, verified information source to earn businesses' trust. When this foundation is built, journalism becomes a solid partner in the sustainable development journey.

**Thank you very much, Dr. Chu!**







# Talent Attraction and Convergence Strategy

## ELEVATING ELITE HUMAN RESOURCES in Vinatex's Development Journey

By: Vinatex Human Resources Management Department

*In the context of transitioning its growth model and aiming for sustainable development, the Vietnam National Textile and Garment Group (Vinatex) has identified human capital especially elite personnel, key leaders, and top experts — as a decisive factor for success.*

### TALENT – A PILLAR OF SUSTAINABLE DEVELOPMENT

Vinatex is currently facing major challenges such as market volatility, a shortage of skilled technical labor, demands for digital transformation, green development, and supply chain transparency. These challenges require a high-quality workforce with strategic vision and the capacity to drive innovation.

While the Group has made considerable efforts in planning, training, and deploying personnel, the reality calls for a more proactive approach to identifying, attracting, and developing talent both from within and outside the system.

### A NEW APPROACH TO TALENT ACQUISITION

#### 1. Proactively and Strategically Attracting External Talent

- Develop an employer brand: “Vinatex – a place worth joining, a place worth staying”.
- Offer a creative working environment, clear career advancement paths, and opportunities to participate in major projects such as digital transformation.
- Leverage non-financial values: national mission, career development, learning opportunities, and international cooperation.



- Compensate for income limitations by providing opportunities to contribute, grow, and work in a trusted environment.

## **2. Building an Internal Talent Ecosystem**

- Establish clear, transparent career paths for young, high-potential staff.
- Implement mentoring programs and performance-based evaluation systems.
- Diversify training formats: in-person, online, project-based, and international programs.
- Encourage job rotation among member units to build well-rounded management experience.

## **3. Aggregating Expert Knowledge and Expanding Multi-Dimensional Collaboration**

- Partner with research institutes and domestic/international experts; invite retired leaders to serve as strategic advisors.

- Support young talents with overseas education or internships to gain knowledge and return to contribute to the Group.

## **CREATING A NURTURING ENVIRONMENT TO ATTRACT AND RETAIN TALENT**

To ensure the success of these strategies, Vinatex is committed to fostering a positive environment centered around people and connected by corporate culture. This includes:

- Flexible and tiered compensation based on performance and contribution;
- A culture of trust, empowerment, and recognition of innovation;
- A green, clean and digital working environment;



- A commitment to sustainable development for both people and community;
- Promoting continuous improvement and ensuring that talent is neither isolated nor wasted.

With the ambition to become the leading sustainable textile and garment group in the region by 2030, Vinatex recognizes that people especially elite talent are the foundation for every step forward. Therefore, from today, a fundamental shift in mindset and actions regarding talent attraction, development, and retention is essential. With the leadership of the Party Committee, Board of Directors, Executive Management and the united effort of the entire system, Vinatex is confident in building a team capable of leading the Group into its next chapter of sustainable growth. □

# UNLEASHING the CREATIVE LABOR POWER

## of Textile and Garment Workers during Workers' Month 2025

By: PHAM THI THANH TAM  
Chairwoman of the Vietnam National  
Textile and Garment Trade Union



*Workers' Month 2025 marks a remarkable occasion as a time to honor and strongly promote the creativity and resilience of textile and garment industry workers.*

Amid global economic fluctuation and increasingly stringent demands for quality, origin and sustainability from major markets, innovation is no longer a choice but a vital condition for business survival. In this context, workers with their intelligence, skills and dedication play a pivotal role in the journey of renewal and development.

The Vietnam National Textile and Garment Group (Vinatex), together with the Vietnam Textile and Garment Trade Union, launched Workers' Month 2025 with a

range of dynamic and practical activities designed to spark and nurture the creative potential of workers. A standout feature is the "90-Day Sprint" campaign, which mobilizes all available resources to meet second-quarter order deadlines amid challenging export conditions. This campaign not only demonstrates the system's rapid responsiveness but also clearly reflects the unity and unwavering determination of the entire workforce.

In parallel, the emulation movement "Skilled Work – Train to Be an Expert" was



brought to life through local-level skilled worker contests at 10 units, drawing enthusiastic participation from both workers and technical staff. With theory, practical skills, and technology application rounds, the contests helped workers enhance their skills, confidently assert their value, and spread effective working methods and experience throughout production lines and factories.

The online contest “Great Ideas, Share Now” was another remarkable highlight of this year’s Workers’ Month. In just one month, nearly 1,600 initiatives were submitted from across the industry. Through short videos, workers presented



innovative ideas related to technical improvements, production processes, and management practices. Many of these ideas were widely shared through trade union media channels, amplifying their impact and fueling a spirit of innovation throughout the entire system.

Special emphasis was also placed on training and capacity building for workers. Two classes on “Problem Solving in the Workplace” were organized to equip workers with the skills to analyze and evaluate real-life situations, enabling them to proactively propose creative and effective solutions. These activities helped nurture a mindset of continuous

improvement and laid the groundwork for a dynamic, sustainable working environment.

The success of Workers’ Month 2025 is not only reflected in the number of innovations or order completion rates but also in the establishment and spread of a culture of innovation across the entire industry. Every worker, every production team has become a hub of creativity – a place where ideas are encouraged, valued, and brought to life.

However, to maintain this flow of innovation beyond a single month, businesses must build a sustainable innovation

ecosystem: from establishing two-way communication channels and facilitating idea implementation, to aligning training with real-world production and regularly organizing skills contests and innovation days. Most importantly, businesses must foster a corporate culture where creativity is a core value closely linked to long-term development.

With the spirit of innovation now deeply ignited, Vietnam’s textile and garment industry is steadily affirming its position in the global supply chain – not only through production capacity, but through the intelligence and relentless creativity of its workforce.□



# Ensuring Occupational Safety *for* SUSTAINABLE DEVELOPMENT

*The textile and garment industry, with its large workforce and continuous production characteristics, carries numerous risks related to occupational safety and health (OSH). Ensuring OSH is not only a legal obligation but also a core factor for sustainable business development and enhancing international reputation.*

## IDENTIFYING RISKS AND CHALLENGES

In recent years, textile-garment enterprises have invested in improving working conditions by upgrading infrastructure, installing cooling and ventilation systems, and automating equipment to reduce manual labor. However, the industry still faces many risks, including occupational diseases (dermatological, auditory, respiratory, musculoskeletal issues), accidents from high-speed machinery, and electrical incidents that can lead to fires and explosions.

According to Mr. Dang Van Khanh from the Policy and Labor Relations Department of the Vietnam General Confederation of Labor, the primary causes of workplace accidents and occupational diseases in the textile and garment sector stem from improper machine operation, lack of maintenance, insufficient protective equipment, and limited safety awareness. Moreover, chemicals used in dyeing, bleaching, and washing have become increasingly complex and hazardous if not properly managed. Psychological pressure, noisy and hot working environments, poor lighting also contribute to increased safety risks.



## SOLUTIONS AND DIRECTIONS

To minimize accidents, enterprises must implement a range of coordinated measures:

- **Training and Communication:** Provide OSH training from the beginning of employment, with regular assessments on knowledge, emergency response, and basic first aid skills.
- **Protective Equipment and Maintenance:** Ensure adequate and high-quality protective gear, regularly maintain machinery, and organize production spaces with proper ventilation, lighting, and fire safety systems.
- **Building a Safety Culture:** Encourage workers to proactively identify risks and suggest improvements to the working environment.
- **Innovative Communication Methods:** Use practical and visual communication approaches; promote and replicate effective OSH models to spread positive impact.

Occupational safety must be recognized as a core value in a company's development strategy. Investing in OSH means investing in production efficiency, workers' health, and the stable, sustainable growth of the entire textile and garment industry. □







## TECH-INTEGRATED FASHION

# WHEN THE NON-ESSENTIAL *becomes the* **MAIN** **ATTRACTION**

*In an era where technology permeates every aspect of life, fashion is undergoing a bold transformation: shifting from “functional” technology to “emotional” technology.*



### GEN Z, MILLENNIALS, AND THE RISE OF “VIRTUAL TECH”

Fashion items that mimic digital devices - like Louis Vuitton’s iPod-inspired bag that doesn’t play music, or Coperni’s Tamagotchi purse that turns a 90s virtual pet into a wearable accessory - are captivating fashion enthusiasts. The reason is these items tap into nostalgia, individuality, and personal identity qualities increasingly valued by younger generations like Gen Z and Millennials.

### THE LUXURY OF NON-FUNCTIONAL VALUE

Young consumers no longer see technology merely as a tool but as an extension of their identity. In both the physical world and the metaverse,

simulated tech-inspired accessories can hold powerful symbolic meaning - acting as style statements that go beyond traditional utility.

Although some may view these pieces as “flashy and useless,” non-functional fashion items are now considered investments in aesthetic experience and self-expression. Today’s tech-infused fashion doesn’t need to function - it only needs to evoke emotion, trigger memories, and assert individuality. □

