

Viettronics Tan Binh JSC (VTB) in Consumer Electronics (Vietnam)

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Abstracts

Viettronics Tan Binh JSC (VTB) plans to develop its brands and products in order to enhance its position in consumer electronics. The company continues to establish partnerships with international players such as Sony, JVC, Tesla and Hitachi to introduce new and improved products to Vietnam, as well as open up export opportunities. In addition, it aims to focus on distribution expansion, after-sales services and brand awareness development.

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