

## Home Bias



We put a lot of money in things that are familiar to us. This "home bias" leads us to invest too little money outside the industry we work in, the region we live in and the rest of the world. In some cases it also prompts people to invest too much money in the stock of the company they work at. You already work at your company, the last thing you should do is to take on a double layer of risk by putting your nest-egg money there too.

### THE COMFORT ZONE

Around the world, most investors have a tendency to think that the most familiar investments are the best. New Zealanders, for instance, keep 75 percent of their savings invested in-country. The Kiwi economy represents only 0.03 percent of the world annual GDP.


Why do we feel so safe at home? Maybe the explanation relies on our early ancestors. After all, if they had not learned to steer clear of germs, predators and other dangers lurking outside, they would not have survived. Over the course of countless generations, a preference for the familiar and wariness toward the unknown have become ingrained into the human instinct for survival. Familiarity has become synonymous with safety. As such, keeping our money close to home generates an

automatic feeling of comfort.

### DIVERSIFY

No matter how familiar it feels or how warm a glow you get from owning it, your company's stock is a risky investment. If the company goes through a bad period, you may lose your job and your investment. Enron, WorldCom and other crises demonstrate the obvious perils of investing too heavily in one single company - both companies went bankrupt and the employees lost their jobs and their retirement savings. Similarly, investing in the country where you earn a living doubles your risk. During an economic downturn you may lose your day job and also your savings.

Putting all your eggs in one basket is risky. Diversification strives to smooth out unsystematic risk events in an individual nest-egg.

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international companies seeking to establish a presence in Vietnam. Conducts market-entry studies and organises investment conferences and PR events, as well as facilitating foreign investment and trade.

**Rouse & Co. International**  
Level 5, Maison Pasteur, 180 Pasteur, Q1  
Tel: 3823 6770

[www.iprights.com](http://www.iprights.com)  
Specialist intellectual property consultancy service providing the full range of IP services. From the implementation of global investigation and enforcement strategies, to the provision of commercial IP services, including IP filing and management services.

**Star Corporate Vietnam**  
161A/1 Nguyen Van Thu, Q1  
Tel: 3911 0965

[www.starcorpvn.com](http://www.starcorpvn.com)  
Incorporation of offshore BVI and foreign-owned Vietnamese companies, opening of representative offices and offshore bank accounts, and providing licences and tax stamps, business and marketing plans and investment strategies are all services offered by Star Corporate.

**Star Management Limited**  
92-96 Nguyen Hue, Q1  
Tel: 397 2765

Specialises in supporting international companies planning to enter the Vietnamese market. Introductory services include country entry strategy, fact finding, market intelligence and decision-making support services.

### Business Groups

**AmCham**  
New World Hotel, 76 Le Lai, Q1  
Tel: 3824 3562

[www.amchamvietnam.com](http://www.amchamvietnam.com)  
An independent association of American and international businesses, the objective of the American Chamber of Commerce in Vietnam is to promote trade and investment between the United States and Vietnam.

**AusCham**  
18 Thai Van Lung, Q1  
Tel: 3911 0272

[www.auschamvn.org](http://www.auschamvn.org)  
An organisation bringing together Australian companies and individuals doing business in Vietnam, the Australian Chamber of Commerce offers advice on doing business. Also offers networking opportunities and social events, including the yearly Auscham Ball.

**British Business Group of Vietnam**  
25 Le Duan, Q1  
Tel: 3829 8430

[www.bbgv.org](http://www.bbgv.org)  
The first foreign business group to set up in Vietnam, BBGV's goal is to both promote the interests of its members as well as the more general interests of British business. Organises business luncheons and seminars as well as regular social and networking events.

**CanCham**  
Room 305, New World Hotel, 76 Le Lai, Q1  
Tel: 3824 3754

[www.canchamvietnam.org](http://www.canchamvietnam.org)  
Open to all nationalities, the Canadian Chamber of Commerce aims to provide an effective network of business associates together with discussion forums about doing business in Vietnam. Offers an array of seminars as well as social and networking events.

**EuroCham**  
EuroVilla, 257 Hoang Van Thu, Ward 2, Tan Binh  
Tel: 3845 5528

[info-hcm@eurochamvn.org](mailto:info-hcm@eurochamvn.org)  
[www.eurochamvn.org](http://www.eurochamvn.org)  
A confederate organisation with strong ties to national business associations in its member countries, Eurocham looks after and provides advice and support for the business interests of European Union members in Vietnam.

**Hong Kong Business Association**  
Room 322, New World Hotel,  
76 Le Lai, Q1  
Tel: 3824 3757 / 3822 8888

[www.hkbav.org](http://www.hkbav.org)  
Welcomes members of all nationalities who are interested in business relations with Hong Kong. Provides an interaction forum for members and local/international business communities and shares a membership database with 31 HKBAs in 23 countries.

**NordCham**  
12A Floor, Bitexo Building,  
19-25 Nguyen Hue, Q1 Tel: 3821 5423

[www.nordcham.com](http://www.nordcham.com)  
Provides support to Nordic companies and individuals operating in Vietnam. A business and social network, members have the opportunity to meet, discuss, interact and share expertise and experience.

### Event Management

**The Caterers**  
460 Vuon Lai, Q. Tan Phu Tel: 3812 6901

[www.thecaterersvietnam.com.vn](http://www.thecaterersvietnam.com.vn)  
Offers everything from canapés and cocktails, buffets and set menus to barbecues and wedding catering. Combines excellent food, event management and exclusive venues to provide the ideal solution for any kind of event.

### Housing & Real Estate

**Apartment4VIP**  
093 888 4877 (Loc)

[www.apartment4vip.com](http://www.apartment4vip.com)  
Apartment4VIP is a real estate company that specialises in placing expats in international standard apartments all over Ho Chi Minh City. Need an apartment? Give them a call or visit the website for available apartments.

**CB Richard Ellis**  
Unit 1301, Me Linh Point Tower,  
2 Ngo Duc Ke, Q1 Tel: 3824 6125

[www.cbre.com](http://www.cbre.com)  
Property developers and consultants with both private and commercial properties for sale, lease and rent. Issues a monthly newsletter with the latest property news. Also does research and management services.

**Met Vuong**  
137 De Tham, Q1 Tel: 3920 7896

[www.metvuong.com](http://www.metvuong.com)  
An online real estate marketplace, Met Vuong is a one-stop shop for renters, buyers and owners. Offering everything from leases of basic flats to serviced apartments and luxury villas, the website allows you to conduct all your business online.

**R&B Real Estate**  
354/3 Co Giang, Phu Nhuan Tel: 090 779 0359  
A professional property-search company placing both expats and locals in private houses, apartments, villas and commercial properties for rent. Service is free to tenants.

**Snap**  
[www.snap.com.vn](http://www.snap.com.vn)  
A simple, web-based real estate search service. Provides information on rental properties all around the city with full listings available online.

**The Nest**  
369/6 Do Xuan Hop, Phuoc Long B, Q9  
Tel: 0903 198901  
[www.thenestvietnam.com](http://www.thenestvietnam.com)  
Well-known property search and real estate agency with a useful website listing properties available for rent and sale. Service is oriented towards expats. Website is in English, French and Spanish.

**Transpo Property (Vietnam)**  
Anh Kim Office Building - Suite 501  
43 Le Thi Hong Gam Street, Q1  
Tel: 3914 7003  
Transpo Property specialises in finding a suitable residence for their clients, as well