Vietnam SDG Investor Map

What is an SDG Investor Map?

A market intelligence tool that helps the private sector identify investment themes in emerging markets that have a significant potential to advance the Sustainable Development Goals (SDGs). Information is presented as Investment Opportunity Areas (IOAs) that can aid investment decision making process and support fundraising activities for businesses and policymakers, including market opportunities, return on investment, potential sustainability outcomes and relevant market and impact risks.

Who is it for?

- **INVESTORS**
  - Investors seeking to invest in businesses and sectors that have strong potential to contribute towards sustainability.

- **PRIVATE SECTOR**
  - Business organizations looking to adjust business strategy, create new businesses or attract investment in response to sustainable development.

- **POLICY MAKERS**
  - Policy makers wishing to craft progressive and enabling framework to support investors and businesses with the potential to resolve development challenges and support sustainable development.

SDG Investor Map development process

1. Define the national priority starting point
2. Identify priority subsectors to focus on
3. Identify priority subregions to focus on
4. Derive specific Investment Opportunity Areas

From national economic and social priorities to investment opportunity areas.
HEALTHCARE

Healthcare providers – Telemedicine service
Pharmaceuticals - Production and processing of herbal ingredients for medicine or supplements
Medical technology – Manufacturing affordable healthcare devices for family use (white space)

EDUCATION

EduTech - Online vocational skill training
Vocational training – Physical vocational training establishment (white space)

RENEWABLE & ALTERNATIVE ENERGY

Alternative energy including:
- Solar power plants
- Affordable solar water heater
- Power transmission line (white space)
- Wind power plants
- Fast charging stations for electric cars (white space)

INFRAPRUCTURE

Water utilities & services - Clean water supply
Waste management including:
- Solid waste processing using environmentally efficient technologies
- Circular economy model to treat waste (white space)
Electric utilities and power generators - Energy generation from solid waste

FINANCE

Corporate & retail banking - P2P lending or crowd-funding solutions (white space)
Insurance – Insurance products for agribusinesses (white space)

FOOD & BEVERAGE

Agricultural products, including:
- Agri-tech solutions to improve production
- Bio-pesticides production for farming
Retail & distribution - Cold storage for efficient supply chain
Food including:
- Food irradiation facilities
- Food processing for fruit and vegetable drinks

6 sectors, 16 sub-sectors, 14 investment opportunity areas*, and 7 white spaces**

(*) Investment Opportunity Areas (IOAs) are the mature or emerging areas that have already seen investor activity and may have also recorded investor exits.
(**) White spaces are areas that have potential for deep development impact but see low participation from the private sector due to policy, regulatory considerations or due to lack of business model innovation.

For more information:
sdginvestorplatform.undp.org
sdgimpact.undp.org

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