

Learning about international best practice from Vietnam

Hoang Ngoc Anh explains why she decided to take the International Certificate in Investor Relations, and what the qualification has taught her about how international markets operate.

I am currently serving as an IRO at the Joint Stock Commercial Bank for Investment and Development of Vietnam (BIDV), marking my nine years with the bank.

BIDV is recognised as a leading commercial bank in Vietnam, boasting the largest total assets, market share and deposits in the banking sector. At BIDV, our focus is on sustainable growth, guided by the vision of 'pioneering in creating sustainable value'. My role primarily involves enhancing and promoting the corporate governance framework within the bank, as well as participating in sustainability reporting and the annual report, all aimed at fostering ESG growth. BIDV takes pride in being the first state bank in Vietnam to publish a separate sustainability report, adhering to the GRI standards and according to the United Nations' Sustainable Development Goals.

This diverse work environment has presented many challenges but has also taught me how to address issues, manage stakeholder expectations, and ultimately unlock my potential.

Why did you decide on the ICIR?

The ICIR is a globally recognised qualification for professionals in the investor relations field. At BIDV, we are



Hoang Ngoc Anh is investor relations officer at BIDV.

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committed to developing and enhancing our technical knowledge and aim to adopt best international practices to promote governance and sustainability in our growth.

Therefore, I believe it is essential to join a professional body that offers opportunities to build broader connections with other professionals in this field. This will allow me to gain a deeper understanding of practices in developed countries and broaden my perspective by considering matters from various viewpoints.

How did you find the process?

Although examinations are typically stressful, I found the process of studying for the ICIR to be very smooth, thanks to the strong support from the IR Society team, who guided me through every step. The information provided in the study guide was extremely helpful and directly applicable to the practices I am currently engaged in.

Has the knowledge been useful?

Learning is a lifelong journey. The content covered in the syllabus has been both interesting and confidence-boosting, particularly in the context of Vietnam's rapid growth and dynamic economy.

I highly recommend this programme to our network connections, as I believe it offers an excellent opportunity to develop a more professional, transparent, and effective IR community. ■

Have an IR question? Ask the board

IR Society members may ask questions in confidence, which we will endeavour to answer through our network of experienced IR professionals.

irsociety.org.uk/resources/ask-the-board

