
Amy Linh Thuy Nguyen

ABSTRACT

While the current anti-globalisation wave is considered as regional and cyclical relapse among Western countries, the new era of globalisation has shifted away from stagnant developed economies to the rising prosperity of emerging Asia, where is attracting substantial global FDI inflows. Focusing on Vietnam, the country that is seen as Asia’s next economic tiger, it is crucial for foreign investors to study the evolution of IP protection strategies, including trademarks, to ensure their competitiveness and long-run survival within Vietnamese market. This paper looks at the business history of trademarks and their impact on Vietnam’s economic development between 1986 and 2017. It draws on the work of Wilkins (2004), Da Silva Lopes and Duguid (2010), and Lopes and Guimaraes (2014), among others, and combines trademark registrations data with trade and inward FDI data. The paper aims to fill in the inherent gap within academic literature about the evolution of IP in Vietnam and the protection strategies used by MNEs in emerging markets.

Key Words: IP protection strategy, trademarks, inward FDI, Vietnam, business history, globalisation, de-globalisation, emerging markets.