DNAS is pleased to represent and advise its client, a leading multinational consumer goods company (“Client”), in a debt settlement with one of Client’s exclusive distributors in the North of Vietnam (“Distributor”). The settlement quickly allows the Client to get back a large territory for its business growth and to restrict market penetration of other competitors. Furthermore, the settlement avoids a potential lawsuit which shall cause a damage to Client’s reputation in the market.

Following this settlement, DNAS has also advised Client in mutually acquiring the Distributor’s retailing network in order to increase Client’s sale in the territory and at the same time to facilitate business and marketing activities of newly appointed distributor. The settlement also covers outstanding inventories of Distributor and its retailers for the purpose of a continuous sale as well as lawful interest of end-users in that market territory.