

November 11, 2025

Dentsu Group and Dream Incubator Launch Market Entry Support Service for the Vietnamese Market

— Brand building and business creation support aim to capture areas with “sales momentum” through local insights and evidence-based approaches —

Dentsu (Brand: dentsu; Headquarters: Dentsu Group Inc.; Location: Minato-ku, Tokyo; President & Global CEO: Hiroshi Igarashi) announced that on November 12, 2025, Dentsu Inc. (President & CEO: Takeshi Sano; Head Office: Tokyo), the core company for the Group’s Japanese businesses, and Dream Incubator Inc. (President & CEO: Takayuki Miyake; Head Office: Tokyo; hereinafter “DI”) launched the Vietnamese Market Entry Support Service whose main target is Japanese businesses. This service is a new initiative that is part of the Business Production Support Program jointly developed by the two companies targeting ASEAN markets.*¹ For further details, see Dentsu Inc.’s press release*².

After establishing a foothold with the Vietnamese market, Dentsu Inc. and DI plan to expand the service to other ASEAN markets. Moving forward, the companies will promote the global expansion*³ of Business Transformation (BX) services to deliver optimal solutions, combining dentsu's strengths in creativity, execution and data and technology with DI's new business creation expertise and growth strategies from a marketing perspective to address the various challenges clients face.

*1: “Dentsu and Dream Incubator to Provide ‘Business Producers Support Program’ for ASEAN Market” (Press release October 20, 2022; Japanese only).

<https://www.dentsu.co.jp/news/release/2022/1020-010561.html>

*2: “Dentsu Group and Dream Incubator Launch Market Entry Support Service for the Vietnamese Market” URL:

<https://www.dentsu.co.jp/en/news/release/2025/1111-010965.html>

*3: Since 2024, Dentsu Group has been fully promoting the global expansion of its BX services, which support clients' transformation and growth. Based on over a decade of experience and knowledge nurtured and built in Japan, this unique growth-oriented consulting service excels in the three core areas: business transformation, corporate transformation, and sustainability strategy.

Related press release: “Dentsu Expands Business Transformation (BX) Services Globally to Support Client Transformation” (June 18, 2024). <https://www.group.dentsu.com/en/news/release/001227.html>

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Contact:

Media Inquiries:



Jumpei Kojima, Todor Baev
Group Corporate Communications Office
Dentsu Group Inc.
Email: group-cc@dentsu.com