



U.S. Trade and Development Agency



Success in Vietnam

The U.S. Trade and Development Agency (USTDA) helps companies create U.S. jobs through the export of U.S. goods and services for priority development projects in emerging economies. USTDA links U.S. businesses to export opportunities by funding project planning activities, pilot projects, and reverse trade missions while creating sustainable infrastructure and economic growth in partner countries.

Vietnam Airlines Awards Contract to Sabre Holdings Following USTDA-Funded Assistance

Sabre, Inc. of Southland, Texas, has won a contract valued at nearly \$54 million to supply its Internet booking engine, and e-commerce and passenger service systems to Vietnam Airlines. This success was made possible by a USTDA-funded technical assistance program conducted by Unisys Corporation, based in Blue Bell, Pennsylvania.

The recommendations developed by Unisys outlined the necessary systems upgrades and procedures for Vietnam Airlines to comply with the International Air Transport Association's (IATA) Simplifying the Business (StB) program, a global e-commerce initiative for the airline industry. The StB program strives to establish global standards, cost reduction measures, and international consistency to simplify airline processes pertaining to e-ticketing, boarding passes, IATA e-freight, and similar operations.

Implementation of the systems is underway and is expected to be completed by mid-2009. By implementing Sabre's solutions, Vietnam Airlines will be able to better serve its expanding aviation market, enter into code-sharing with other compliant international carriers, and modernize its operations.

Contact us for more information!

(703) 875-4357

South_Southeast_Asia@ustda.gov

www.ustda.gov



USTDA supports the NEI's mission as a member of the President's Export Promotion Cabinet.