

BAD BUSINESS



GOOD BUSINESS



Are you one of the diminishing number of businessmen in Viet Nam who still assume that they can buy status and influence by gifting rhino horn? More and more people have turned their back on this dying practice, as they realise how detrimental it is to their reputation.

Prominent Vietnamese businessmen have always condemned this disreputable practice and thanks to their influence others are joining them. As a result the use of rhino horn is in decline.

While the self-centred few still try to gain favours with rhino horn, doing so can only lose face with the influential elite.

It's time to learn and evolve, or risk being rejected by a group you aspire to join.



Say yes to good business. Say no to rhino horn.