

enterprise europe network



COMPANY MISSION TO VIETNAM – HO CHI MINH CITY AND HANOI FOCUSING ON FOOD AND DRINK OPPORTUNITIES

Date/time:

Monday 29 January -
Saturday 3 February 2018

Closing Date:

Friday 15 December 2017

Vietnam is one of the most vibrant economies in Asia, with a large market for capital goods and a growing domestic market for consumer goods. It has an ambitious programme of major infrastructure developments including new urban railway networks, a new international hub airport and expansion of regional airports.

Increasing numbers of UK companies are following well-established brands like Standard Chartered, HSBC, Karen Millen and Oasis into the market. Rolls Royce, Mini and Marks and Spencer established a presence in 2014.

The food and beverage sector is considered among the rising sectors in Vietnam, thanks to its 95 million emerging market population and its fast GDP growth over several years (6.21% in 2015, 6.68% in 2014).

The emergence of retail systems, together with changing consumption habits, shows a promising market for the retail industry in general and for food and beverage in particular.

Beverage consumption is estimated to reach 109 billion litres by 2020.

Vietnamese consumers are shifting towards consumption of beverages with higher value, creating gaps for penetration to high-end beverage segments. Though both local and foreign players have attempted to respond to this shift, overseas companies currently enjoy the edge because Vietnamese consumers favour international brands.

Incentives for UK companies exporting to Vietnam include:

- Huge market of 95 million people
- Close to wider Asia-Pacific region and markets
- Free Trade Agreements (FTAs) with China, Japan, South Korea, India, Australia, New Zealand

Strengths of the Vietnamese economy include:

- Young population with an average age of 27
- Government recognises need for reform in State and financial sector

The benefits of joining this mission

- Interview with the EU-Vietnam Business Network (EVBN) so they can understand your business objectives and plans for Vietnam better
- Organisation of B2B tailored agenda with interested contacts and prospects in Ho Chi Minh City and Hanoi
- Meetings with distributors, buyers and partners in Vietnam
- Meet European players already established in Vietnam and learn about their experiences there
- Referral and introduction to EVBN and its partners' business network.

Eu-Vietnam Business Network (EVBn)

The EU-Vietnam Business Network (EVBN) is a project co-funded by the European Union and established in 2014.

The overall objective of EVBN is to increase exports and investments of the European Union (EU) to Vietnam, especially by small and medium enterprises (SMEs). It also aims to strengthen the EU business sector in Vietnam by enabling market access.

THE PROGRAMME (provisional)

Date	Activity
Monday 29 January 2018	Arrival in Ho Chi Minh City / Check-in at hotel
Tuesday 30 January 2018	Morning: Information session Networking lunch Afternoon: Points of sale and/or factory visits
Wednesday 31 January 2018	Full day of tailored B2B meetings with potential partners
Thursday 1 February 2018	Morning: Transfer from Ho Chi Minh City to Hanoi Afternoon: Points of sale and/or factory visits Check-in at hotel
Friday 2 February 2018	Full day of tailored B2B meetings with potential partners Networking dinner
Saturday 3 February 2018	End of mission Individual departures from Hanoi

THE COSTS

Description	Cost in euros	Discounted Rate*
Accommodation for five nights in 5* or 4* hotels	€700	€2,250
Organisation of tailored 2B meetings	€1,650	
Interpreters for B2B meetings, visits, etc.	€350	
Local flight from HCMC to Hanoi and transfer	€1,050	
Welcome seminar – information session		
Networking lunch on Tuesday 30 January 2018		
Networking dinner on Friday 2 February 2018		
Logistics co-ordination and point of sales / factory visits		
Total	€3,750	
EVBN Administration fee (10%)	€375	
GRAND TOTAL	€4,125	€2,250

PARTICIPATION FEE

*There is a discounted participation fee for Enterprise Europe Network clients and London Chamber of Commerce and Industry (LCCI) members.

EURO 2,250 per person per company

EURO 920 for second delegate

Participation fees are payable directly to EVBN.

Please note that the above prices are exclusive of international flights, transfers from / to airport upon arrival/departure, visa application fees, transport costs of samples and sample custom fee.

TRAVEL

LCCI will appoint a travel agent who will provide competitive flights (to/from Vietnam).

ELIGIBILITY

To accompany this company mission, your business must be active in the food and drink sector, established within the UK and selling or marketing a British product or service.

Applications are subject to approval by EVBN and LCCI. You will be notified by 24 November 2017 as to whether you have been successful.

HOW TO APPLY

For the full application pack, please contact: Vanessa Vlotides, Head of International Business Team, London Chamber of Commerce and Industry, E: vvlotides@londonchamber.co.uk, T: +44 (0)20 7203 1838.

ABOUT ENTERPRISE EUROPE NETWORK

The Enterprise Europe Network is the world's largest business support network, providing SMEs with free practical advice, assistance and information on European issues. This includes EU legislation and policy and public sector opportunities in Europe, as well as access to business co-operation partners. The network brings together business support organisations from over 60 countries and 600 member organisations worldwide. In the UK, EEN is jointly funded by the European Commission and Innovate UK, helping connect SMEs that are looking to commercialise ideas and succeed in new markets.