

4th edition

# FOOD & BEVERAGE TRADE MISSION TO VIETNAM

Jan 29 - Feb 3, 2018



40 European companies

Food & Beverage | Equipment for HoReCa | Food industry machinery

Organizer



Partner



# Why should you join?

## EU-Vietnam Free Trade Agreement

EVFTA will come into force in 2018. The Agreement includes the elimination of nearly all tariffs (over 99%) in the F&B sector.

## Vietnam in numbers

Population (March, 2017): 95,124,019

Population (forecast 2020): 98,156,617

Nielsen has estimated that the number of middle class Vietnamese will reach 44 million by 2020 and 95 million by 2030 thus increasing the potential consumer base exponentially.

GDP  
(Billion USD)

512

219

2016

GDP per capita (PPP)  
(USD)

12,627

6,338

2030

Source: Euromonitor, Kantar World Panel, GSO, World Bank

Vietnam Consumer expenditure  
by category in 2015

Total Expenditure:  
USD\$ 137 billion



- Food & beverage
- Clothing & Footwear
- Housing
- Household goods & services
- Health goods & medical services
- Transport
- Communications
- Leisure & recreation
- Education
- Hotels & catering
- Others

## Our offer

An interview with our business team to better understand your business objectives and plans for Vietnam;

Organization of B2B tailored agenda with interested contacts & prospects in Hanoi & Ho Chi Minh City;

Meet distributors, buyers and partners in Vietnam;

Meet European players already established in Vietnam & hear about their experience in entering the Vietnamese market;

Referral and introduction to EVBN's & its partners' business network.

# The program

- Mon, Jan 29 Arrival in Ho Chi Minh City / Check-in at hotel
- Tue, Jan 30 Morning: Information session  
Lunch time: Networking lunch  
Afternoon: Points of sale and/or factory visits
- Wed, Jan 31 Full day of tailored B2B meetings with potential partners
- Thu, Feb 1 Morning: Transfer from Ho Chi Minh City to Hanoi / Check-in at Hotel  
Afternoon: Points of sale and/or factory visits
- Fri, Feb 2 Full day of tailored B2B meetings with potential partners  
Evening: Networking dinner offered to all participants
- Sat, Feb 3 End of EVBN Mission  
Individual departures from Hanoi



**Participation fee: € 2,250/pax/per company**  
*2nd person: € 920*

Standard package (all inclusive)	Cost ( € )
<i>Accommodation for 5 nights in 5* or 4* hotels</i>	700
<i>Organization of personalized B2B meetings</i>	1650
<i>Interpreters for B2B meetings, visits, etc.</i>	350
<i>Local flight from HCMC to Hanoi &amp; transfer Welcoming seminar - Information session Networking lunch on Tuesday, January 30 Networking dinner on Friday, February 2 Logistic coordination &amp; point of sales / factory visits</i>	1,050
<b>MARKET PRICE</b>	3,750
Administration fee (10%)	375
<b>TOTAL COST</b>	4,125
<b>EVBN OFFER*</b>	<b>€2,250*</b>

\* This price is exclusive of international flights, visa application fees, transportation cost of samples and sample customs fee.

# JOIN US!

Fri, Nov 17 2017

7 days after  
application

10 days after  
receiving  
confirmation letter

## Application deadline

Application form to be sent to EVBN together with commercial materials

## Final selection

EVBN to send confirmation letter to 40 EU companies based on application

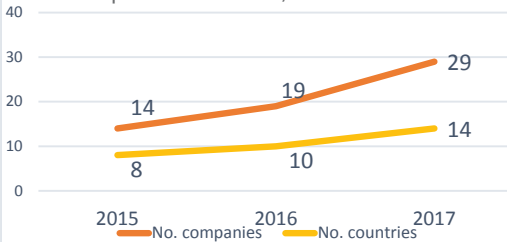
## Payment deadline

Selected candidates confirm their registration by paying the participation fee

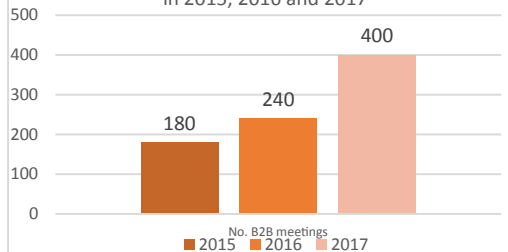
Fill in the application form online at  
[www.evbn.org](http://www.evbn.org)  
or contact us for any further questions  
Ms. Thuy Le  
[thuy.le@evbn.org](mailto:thuy.le@evbn.org)  
+84 (0)28 3823 9515 Ext:107

## Food & Beverage Trade Mission to Vietnam Our past experiences - 2015 | 2016 | 2017

Number of participants and countries represented in 2015, 2016 and 2017



Total B2B meetings in 2015, 2016 and 2017



*"Well-organized. Easy to get to know the market, if you go to a specific country for the first time."*  
**Beata Kaput, Roleski.**

*"The trade mission is a better and easier way to meet potential partners."*  
**Ricardo Aleixo, Real Cave do Cedro.**

*"We would definitely recommend EVBN, because of the level of service. They are professional and their connections are very effective."*  
**Eva Boulbasi, Eva's Walk P.C.**



This project is co-funded  
by the European Union

This publication has been produced with the assistance of the European Union. The content of this publication are the sole responsibility of EVBN and can in no way be taken to reflect the views of the European Union

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