

AGROFOOD TRADE MISSION TO VIETNAM

JANUARY 19 - 25, 2015

***Sectors: Gourmet & Fine Food, Food Products & Ingredients,
Wine, Spirits & Beer, Tableware & Accessories,
Equipment For Catering-Bakery-Confectionery-Bar & Coffee***

30 European companies will be selected

*Come to introduce your products and your know-how directly to Vietnamese counterparts
from the agrofood sector*

Identify agents and partners who can be the local representatives of your company

Meet European players from this sector and benefit from their experience and networks

*Join the unique event "Le Bon Marche" to make the Vietnamese consumers
taste your product*

Visit point of sales in Hanoi & Ho Chi Minh City

WHY SHOULD YOU JOIN ?

THE KEY SECTOR OF THE VIETNAMESE ECONOMY

A rising sector:

- GDP: 170,4 md USD in 2013
- Growth of GDP: 5.42% in 2013
- GDP per capita: 1,893 USD in 2013
- Inflation rate: 6.6% in 2013 (9.2% in 2012)
- CCI (Consumer Confidence Index) of Vietnam is recovered in 1st quarter of 2014 (highest point since 4th quarter 2011)
- Medium age: 28.7 year-old
- Retail industry estimated to grow in 2020: 1,200 supermarkets and 180 shopping malls

Food & Beverage industry:

- Demand of milk and dairy products increases 7% per year from 2012 to 2015
- Demand of wine grows 4% per year by 2015
- Food industry accounts for 21.8% GDP
- Estimated growth of 2014 in the retail distribution: 23%

Market trend:

- Slow transformation of eating habits increasing the demand for Western products
- Western alimentary products perceived as modern and qualitative



Our offer to answer your needs:

- Selection of your company based on your specifications (provided by your company), your commercial documents & a phone interview in order to better understand your project in Vietnam
- Set-up of a list of targeted and qualified contacts following the information shared with a multilingual business team
- EVBN & its partners in Vietnam will introduce your company to their business network in Vietnam
- Organization of a B2B tailored agenda with identified, qualified and interested players
- Logistic support of your mission: accommodation booking, translation service, etc.
- An extremely advantageous price **thanks to the financial subsidy of the European Union**

The program:

- Sun, Jan 18 Flight to Vietnam from your country of origin
- Mon, Jan 19 Arrival in Hanoi & Check-in at the hotel
Free time
- Tue, Jan 20 Morning: country and sector presentation with experts and European business community members
Lunch time: networking lunch offered to all participants together with experts
Afternoon: Individual meetings in Hanoi
- Wed, Jan 21 Morning: Individual meetings in Hanoi
Afternoon: Point of sales visit and/ or individual meetings in Hanoi
Evening: Travel from Hanoi to Ho Chi Minh & Check in at the hotel
- Thu, Jan 22 Morning: Brief welcome meeting with all the participants & Point of sales visit in Ho Chi Minh City and / or individual meetings in Ho Chi Minh City
Afternoon: Individual meeting schedule in Ho Chi Minh City
- Fri, Jan 23 Individual meeting schedule in Ho Chi Minh City
Dinner offered to all the participants
- Sat & Sun
Jan 24 & 25 Installation of your products on your booth on early on Saturday morning
LE BON MARCHE for 2 days Exhibition
- Mon, Jan 26 Flight back to your country of origin

Participation fee

Option 1: 4 days without "Le Bon Marche"- € 1,290

Option 2: 6 days with "Le Bon Marche" - € 1,890

per company, for 1 person

Participation fee:

SUBSIDY OF MORE THAN 60%

	Your contribution (€)		EVBN contribution (€)	
	Option 1	Option 2	Option 1	Option 2
Accommodation for 5 nights or 7 nights	200	200	600	1,000
Personalized B2B meeting's organization	690	690	1,500	1,500
Interpreter for 3 days or 5 days	200	200	150	350
Local flight from HCMC to Hanoi Welcoming seminar Lunch on Monday, January 26 Dinner on Thursday, January 29 Logistic coordination	200	200	600	600
LE BON MARCHE: Registration fees, booths, logistic coordination	0	600	0	1,200
TOTAL COST	€ 1,290	€ 1,890	€ 2,850	€ 4,650
International flights (estimated)	600 - 900	600 - 900	0	0
Visa (estimated)	75	75	0	0
Personal expenses	-	-	0	0

Registration / General terms and conditions:

- Application form sent to EVBN in electronic version together with commercial materials **no later than Monday, December 1, 2014**
- EVBN will select the 30 European companies for the mission **before Friday December 5, 2014**
- Selected candidates will need to confirm their registration **before Tuesday 9 December by paying the deposit**
- EVBN cannot guarantee a specific number of meetings or be held responsible for the information provided by prospects or for the outcome of business talks engaged with potential partners
- **Cancellation policy:** deposit refund can only be made if cancellation is notified to EVBN in writing **before Monday, December 22, 2014**



If your company is selected

1. Proceed to the payment of deposit **before Tuesday 9 December**
2. Send us electronic versions of :
 - The specifications presenting your company's profile and your expectations on the Vietnamese market
 - The commercial document of your company presenting your activity and products, to be sent to the local prospects
 - The commercial speech together with your products or services' competitive advantages

Payment Condition:

- 75% deposit payment **before Tuesday, December 9, 2014**
- 25% balance payment one week before the mission

EVBN Bank Details

- Account name: CCIFV - EVBN
- Account number: 00060-002160-007-55 (VND)
00060-002160-005-61 (EUR)
00060-002160-006-58 (USD)
- Bank name: BNP Paribas Ho Chi Minh city branch
- Bank address: Suite 504, Saigon Tower, 29 Le Duan, Dist 1, HCMC, Vietnam
- Swift code: BNPAVVVN

Contact information

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