

# LIFESTYLE TRADE MISSION TO VIETNAM

## OCTOBER 27 - 31, 2014

***Sectors: Indoor & Outdoor furniture, Home decor, Tableware  
House textile & Embroidery, Handicraft & Gifts***

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

*Visit factories and 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)
- Consumption habit:
  - 1st - saving
  - 2nd - tourism
  - 3rd - housing upgrading

### Furniture industry:

- In 2012, total revenue of Vietnam furniture reached 2.5 bil USD
- In 2014, market share of furniture and interior industry increases from 20% to 40%
- Market still relies much on the small-medium size stores

### Market trend:

- Vietnamese customer want to see, touch & feel product before making decision of buying
- High demand for low-medium category
- Recent & important development of interior decorators & architects for the wealthy population



## Our offer to answer your needs:

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- Pre-approval of your project based on your specifications (provided by your company), your commercial documents & a phone interview in order to better understand your project in Vietnam
- Identification of partners following the information shared with a multilingual business team
- Set-up of a list of targeted and qualified contacts
- The EVBN and its partners in Vietnam will open to your project their business network in Vietnam
- Organization of a B2B meeting's schedule with the identified, qualified and interested players
- An extremely advantageous price **thanks to the support of the European Union** (see below detail of the included services)
- Logistic support of your mission: accommodation booking, translation service, etc.

## The program:

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October 26 Arrival in Ho Chi Minh City - Vietnam, Check in at the hotel

October 27 Morning: welcoming of participants in the EVBN offices in Ho Chi Minh City. Country & sector presentation with experts & European business community members  
Lunch time: Lunch offered to all the participants  
Afternoon: Point of sales and factory visit

October 28 & 29 Individual meeting schedule in HCMC for your company  
Dinner time on October 29th: Dinner offered to all participants

October 30 & 31 Morning, October 30th: travel to Ha Noi  
Individual meeting schedule in Hanoi for your company  
Visit of Hanoi "Gift Show 2014" fair (Home Decor & Handicraft, Indoor & Outdoor Furniture, Home textiles & Embroidery, Gifts & Ethnic items, etc)

# Participation fee: 1,290 € per company, for 1 person

## Participation fee:

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### This price is inclusive of:

- **Accommodation** for 6 nights including breakfasts in a 4\* hotel from Sunday, October 26th to Saturday, November 1st 2014
- **Personalized B2B meetings' organization**
- **Welcoming seminar**
- **Points of sales and factory visits**
- **Interpreter for 4 days**
- **Lunch** on Monday, October 27th
- **Dinner** on October 29th, with all the participants
- **Logistical coordination** (bookings, etc.)

### This price is exclusive of:

- Your transportation costs (International & Domestic)
- Visa
- Meals (except those mentioned in the programme)
- Personal expenses

## General terms and conditions:

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- Registrations, together with deposit payment, should be sent **no later than Friday, September 3rd 2014**
- Company's registration will only be confirmed after the fully completed registration form and deposit reception
- Brochures & other commercial tools must be sent to EVBN in electronic version **before Wednesday, October 1st 2014**
- EVBN keeps a right to refuse the participation of a company to this mission if the pre-approval results and objectives are not compatible with the Vietnamese market potential
- EVBN cannot guarantee a specific number of meetings or be held responsible for the information provided by prospects on one hand and for the outcome of business talks engaged with potential partners on the other hand
- **Cancellation policy:** deposit refund can only be made if cancellation is notified to EVBN by writing **before Monday, September 29th, 2014**



## General terms and conditions:

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Confirm your participation returning the following documents by fax or by e-mail

- The registration form completed or online registration form (Please contact us)
- The specifications presenting your company's profile and your expectations from the Vietnamese market
- The commercial document of your company presenting your activity and products in Vietnamese or English

## Payment Condition:

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- 75% deposit payment upon registration
- 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: BNPAVNVN

Contact  
information

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