

LIFESTYLE TRADE MISSION TO VIETNAM

OCTOBER 27 - 30, 2015

15 European companies will be selected

**Sectors: Home Decor, Furniture, Tableware,
Home Appliances, Lighting**

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 points of sales in Hanoi & Ho Chi Minh City

WHY SHOULD YOU JOIN THE KEY SECTOR OF THE VIETNAMESE ECONOMY

A rising sector:

- GDP: \$171,39 billion dollars in 2014
- Growth of GDP: 5.42% in 2013
- GDP per capita: 1,893 USD in 2013
- Inflation rate: est. 5% in 2014 (6.6% in 2013)
- 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

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:

- Selection of your company based on your specifications (provided by your company), your application form and 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 interested players
- Logistic support of your mission: accommodation booking, translation service, etc.
- An extremely advantageous price financially supported by the EVBN project

The program:

- | | |
|-------------|--|
| Mon, Oct 26 | Arrival in Ho Chi Minh City / Check-in at hotel |
| Tue, Oct 27 | Morning: Information session
Lunch time: Networking lunch
Afternoon: Points of sales and / or factory visits |
| Wed, Oct 28 | Tailored B2B meetings with potential partners |
| Thu, Oct 29 | Morning: Transfer from Ho Chi Minh City to Hanoi / Check-in at hotel
Afternoon: Points of Sales and / or factory visits |
| Fri, Oct 30 | Tailored B2B meetings with potential partners
Evening: Networking dinner offered to all participants |

Participation fee: 1,890 € per company, for 1 person

Participation fee:

SUBSIDY OF 45%

	Your contribution (€)	EVBN contribution (€)
Accommodation for 5 nights in 5* or 4* hotel	300	300
Tailored B2B meeting's organization	690	850
Interpreter for B2B, visits, etc	150	150
Local flight from HCMC to Hanoi & transfers Welcoming seminar – Information session Networking lunch on Tuesday, October 27 Networking dinner on Friday, October 30 Logistic coordination & visits	750	200
TOTAL COST	€ 1,890	€ 1,500
International flights (estimated)	600 - 900	0
Visa (estimated)	75	0
Personal expenses	-	0

Application & Registration process

Friday, 31 July 2015

Application deadline

Application form to be sent to EVBN together with commercial materials

Friday, 4 September 2015

Final selection

EVBN select and announce 15 European companies for the mission

Friday, 11 September 2015

Registration deadline

Selected candidates confirm their registration by:

- Paying deposit
- Your company's profile and expectations on the Vietnamese market



Important notes:

- 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 Thursday September 10, 2015**

Payment Condition:

- 75% deposit payment **before Friday 11 September, 2015**
- 25% balance payment one week before the mission

EVBN Bank Details:

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

Contact information

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