

enterprise europe network



FOOD AND BEVERAGE COMPANY MISSION TO VIETNAM HO CHI MINH CITY AND HANOI

Date:

Monday 9 - Saturday 14 September 2019

Closing Date:

Monday 26 August 2019

Vietnam continues to be one of the fastest growing economies in Asia. It shows no sign of slowing down. In the first four months of 2019, the Index of Industrial Production (IIP) was estimated to have increased by 9.2% over the same period last year. There is a large market for capital goods and a growing domestic market for consumer goods, as well as an ambitious programme of major infrastructure developments, including new urban railway networks, a new international hub airport and the expansion of regional airports. Vietnam continues to improve its international business credentials through foreign investment and low-cost manufacturing.

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 UK has now become Vietnam's third largest European trade partner and

trade between the two countries continues to grow annually.

The food and beverage sector is considered to be among the rising sectors in Vietnam, thanks to its 97 million emerging market population and a GDP growth rate of 9.2% in the first quarter of 2019. Realised foreign direct investment capital in the first four months of 2019 was estimated at US\$5.7bn (£4.4bn), increasing by 7.5% over the same period in 2018.

The emergence of retail systems, together with changing consumption habits, shows a promising market for the retail industry in general and for food and beverages in particular. Beverage consumption is estimated to reach 109bn litres (23bn gallons) 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.

VIETNAM CONSUMER TRENDS:

- Vietnamese are very health-conscious
- 89% are willing to pay more for food that promote health benefits (versus 76% globally)
- 88% read packaging labels for nutritional content (versus 75% globally)

VIETNAM FOOD DISTRIBUTION CHANNELS IN NUMBERS:

- 750 hypermarkets / supermarkets
- 130 shopping centres
- 9,000 traditional markets

THE BENEFITS OF JOINING THIS MISSION

- EU-Vietnam Free Trade Agreement will come into force in 2019. The Agreement includes the elimination of nearly all tariffs (99%) in the food and beverage sector
- Personalised consulting interview with the EU-Vietnam Business Network (EVBN) to define your business strategy in Vietnam
- 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
- Meetings with European companies already established in Vietnam to learn about their experience in the Vietnamese market
- 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 (EU) and established in 2014.

The overall objective of EVBN is to increase exports and investments of the 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 9 September 2019	Arrival in Ho Chi Minh City / Hotel check-in
Tuesday 10 September 2019	Morning: Welcome seminar on "Doing business in Vietnam" Afternoon: Points of sale and/or factory visits
Wednesday 11 September 2019	Full day of tailored B2B meetings with potential partners
Thursday 12 September 2019	Morning: Transfer from Ho Chi Minh City to Hanoi Afternoon: Points of sale and/or factory visits
Friday 13 September 2019	Full day of tailored B2B meetings with potential partners
Saturday 14 September 2019	Departure from Hanoi

THE COSTS

Description	Cost in euros
Organisation of tailored B2B meetings	
Interpreters for B2B meetings, visits, etc.	
Domestic flight from HCMC to Hanoi (one-way ticket)	
Welcome seminar – information session	
Logistics co-ordination and point of sales / factory visits	
Total	€2,700

PARTICIPATION FEES

The cost is Euro 2,700 (£2,360) per person per company, plus Euro 520 (£455) for an additional delegate. Participation fees are payable directly to EVBN.

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

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 London Chamber of Commerce and Industry (LCCI).

HOW TO APPLY

For the full application pack, please contact: Elena Molinari, Advisor – Enterprise Europe Network, LCCI, E: emolinari@londonchamber.co.uk, T: +44 (0)20 7203 1929.

ABOUT ENTERPRISE EUROPE NETWORK

Enterprise Europe Network (EEN) 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. EEN 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.