

JOIN US!

4th edition

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

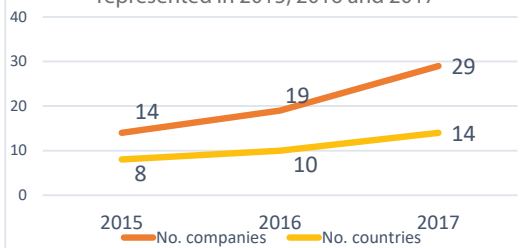
**Payment deadline**  
Selected candidates confirm their registration by paying the participation fee

# FOOD & BEVERAGE TRADE MISSION TO VIETNAM Jan 29 - Feb 3, 2018

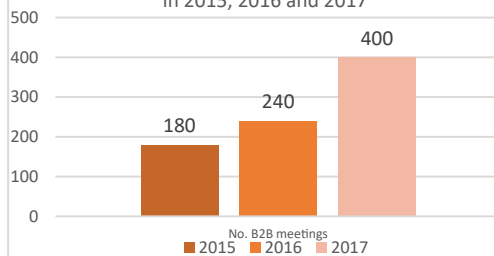
Fill in the application form online at [www.evbn.org](http://www.evbn.org)  
or contact us for any further questions  
**Ms. Thuy Le**  
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## Food & Beverage Trade Mission to Vietnam Our past experiences - 2015 | 2016 | 2017

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.**

40 European companies

Food & Beverage | Equipment for HoReca | Food industry machinery

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Organizer



Official Carriers



## Why should you join?

### EU-Vietnam Free Trade Agreement

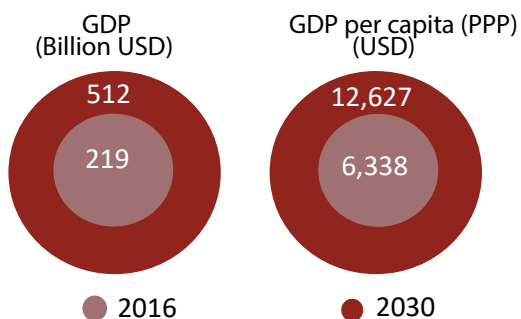
EVFTA will come into force in 2018. The Agreement includes the elimination of nearly all tariffs (over 99%) in the F&B sector.

### 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.



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

Vietnam Consumer expenditure by category in 2015

**Total Expenditure: USD\$ 137 billion**



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

- 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

## 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.

Standard package (all inclusive)	Cost (€)
Accommodation for 5 nights in 5* or 4* hotels	700
Organization of personalized B2B meetings	1650
Interpreters for B2B meetings, visits, etc.	350
Local flight from HCMC to Hanoi & transfer Welcoming seminar - Information session Networking lunch on Tuesday, January 30 Networking dinner on Friday, February 2 Logistic coordination & point of sales / factory visits	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.