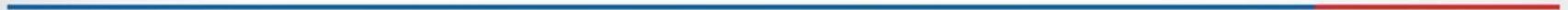




EU-VIETNAM
BUSINESS NETWORK



A LITTLE WARM-UP..



How many motorbikes roamed Vietnam's streets in 2016?

a) 45 million

b) 10 million

c) 60 million



How many motorbikes roamed Vietnam's streets in 2016?

a) 45 million

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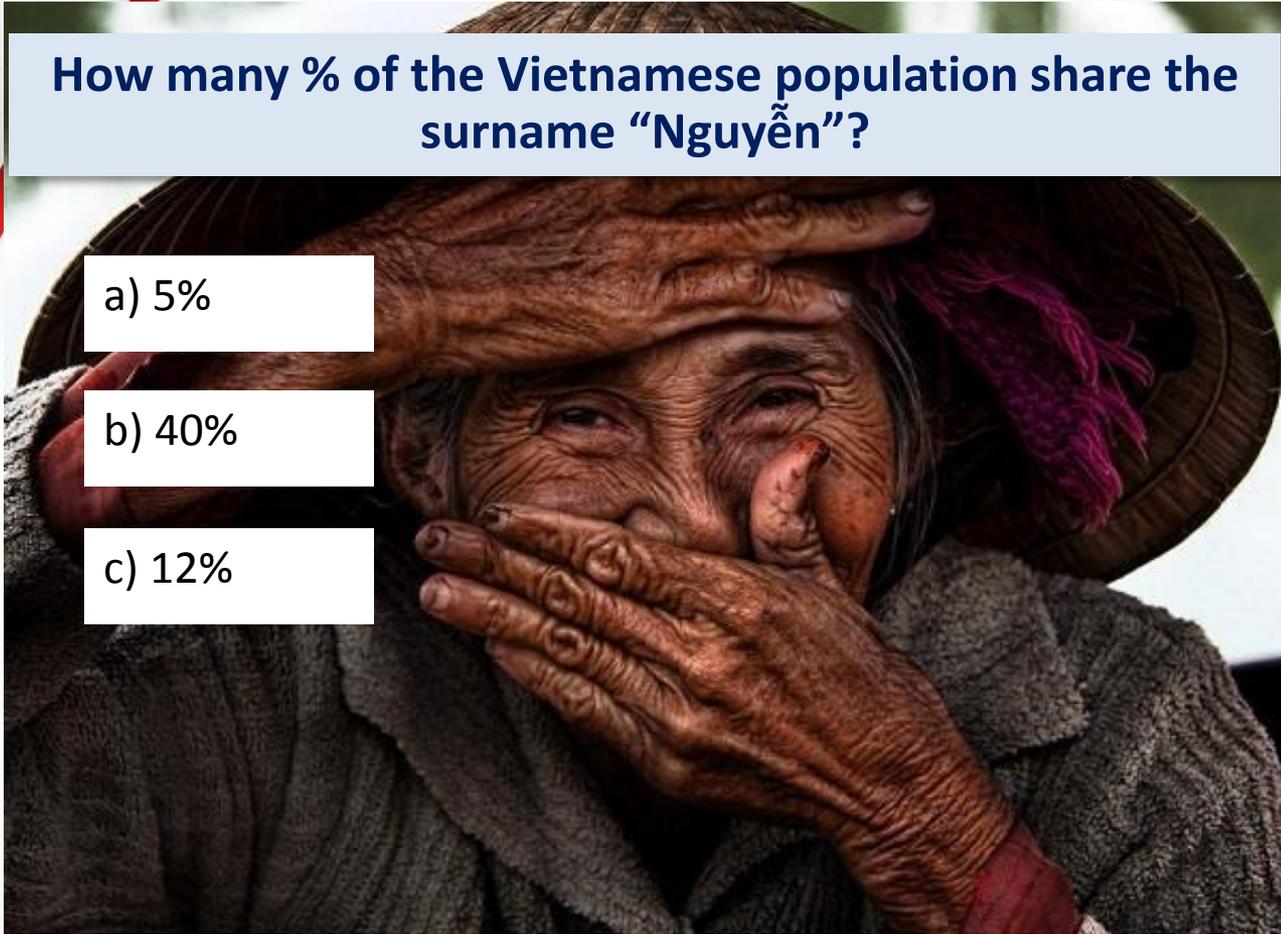


How many % of the Vietnamese population share the surname “Nguyễn”?

a) 5%

b) 40%

c) 12%

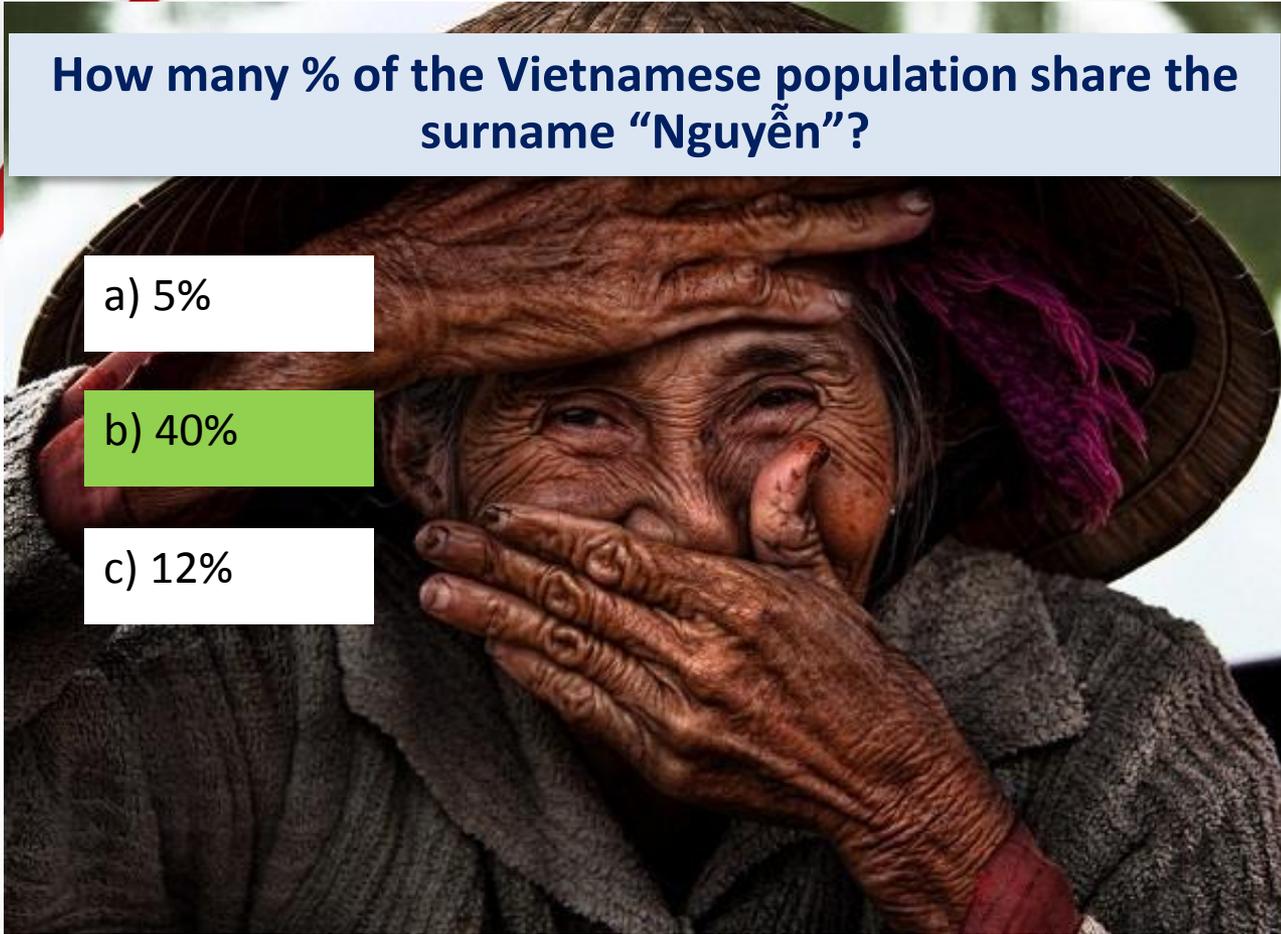


How many % of the Vietnamese population share the surname “Nguyễn”?

a) 5%

b) 40%

c) 12%



Which city was voted the world's 2nd most dynamic in 2016?

a) Melbourne

b) Tokyo

c) Ho Chi Minh City

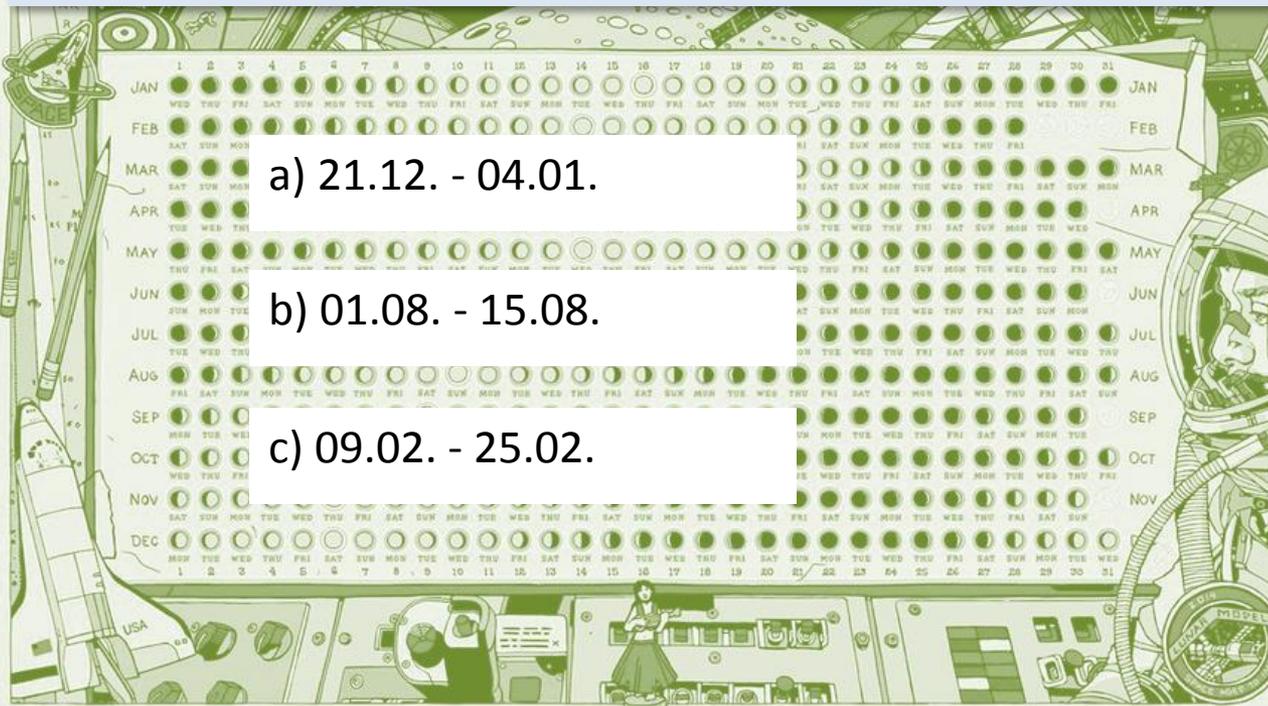
Which city was voted the world's 2nd most dynamic in 2016?

a) Melbourne

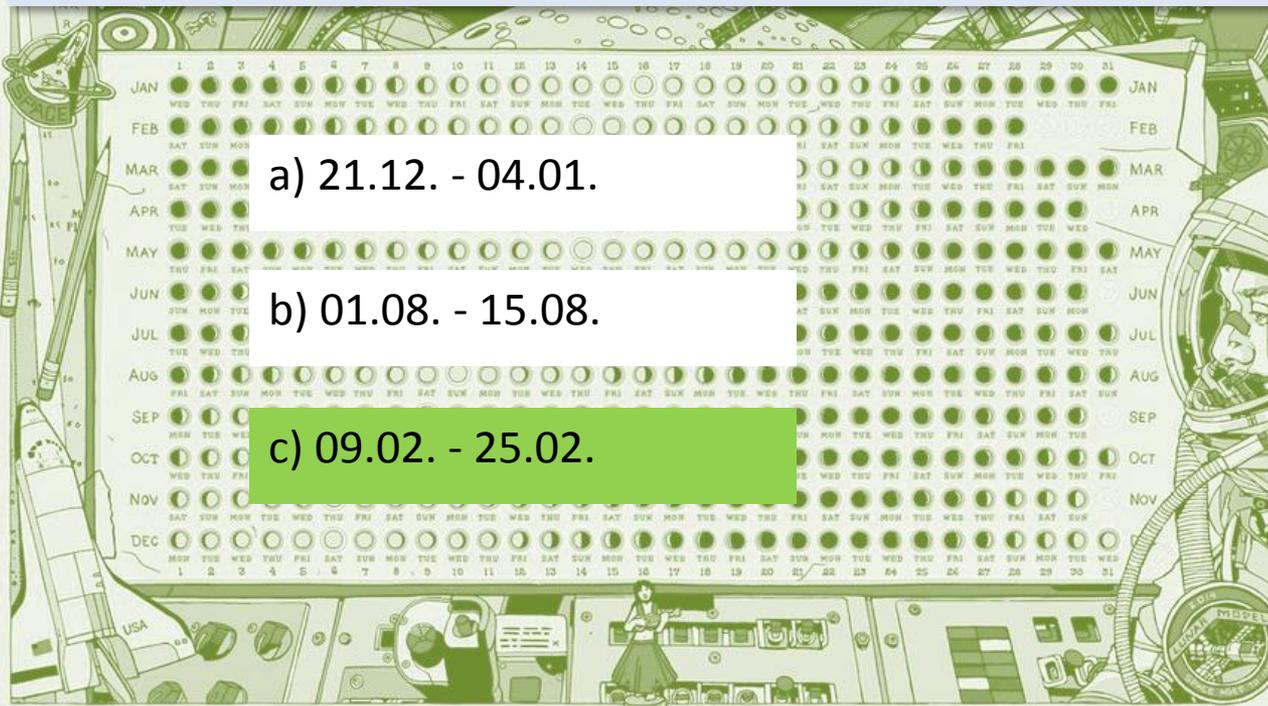
b) Tokyo

c) Ho Chi Minh City

In 2018, which period is best to avoid to do business with Vietnamese partners?



In 2018, which period is best to avoid to do business with Vietnamese partners?



What is considered the most polite way to hand over your business card?

a) With both hands

b) With the right hand

c) With the left hand



What is considered the most polite way to hand over your business card?

a) With both hands

b) With the right hand

c) With the left hand



and now...FACTS & FIGURES

Vietnam as a Touristic Destination ...



... and a Business Destination !



About Vietnam

Population: 95,124,019 as of March 15, 2017

Forecasted: 98, 156,617 in 2020s

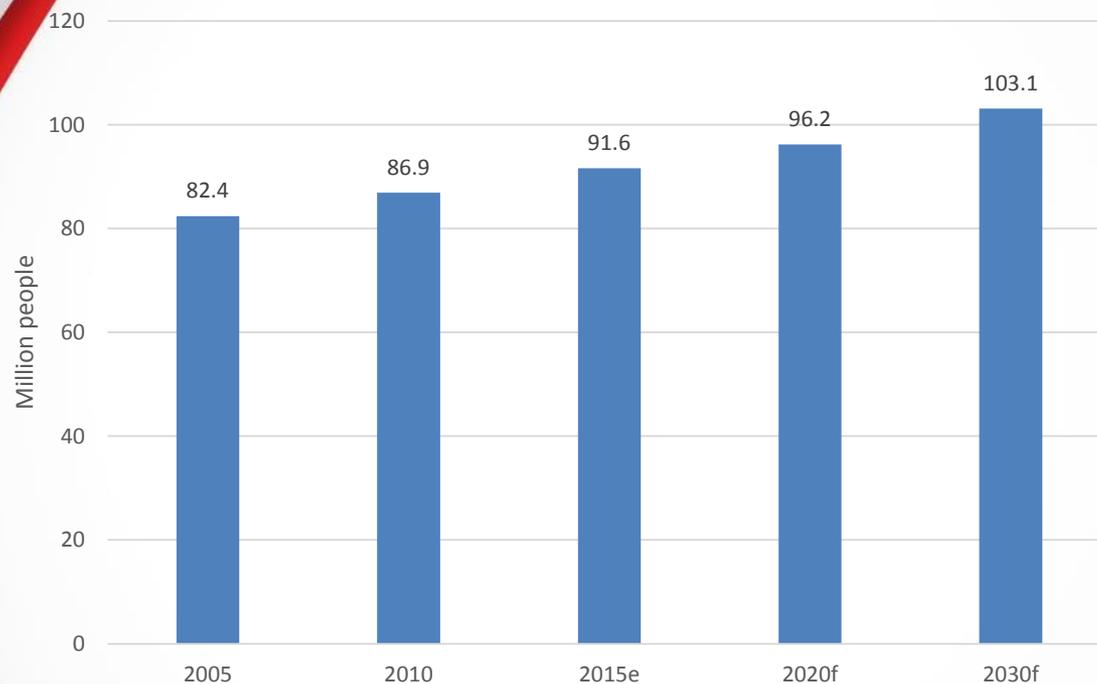


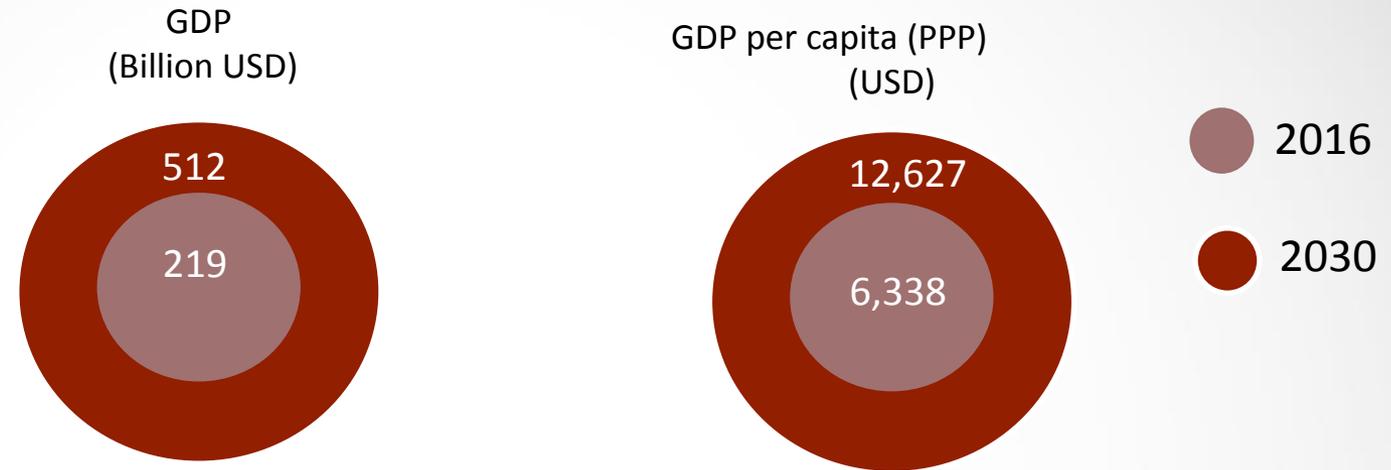
Figure 2: Vietnam's population, 2005-30

Source: GSO; Worldbank



About Vietnam

GDP and GDP per capita (PPP) will double by 2030



The number of Vietnamese middle class consumers (est.)

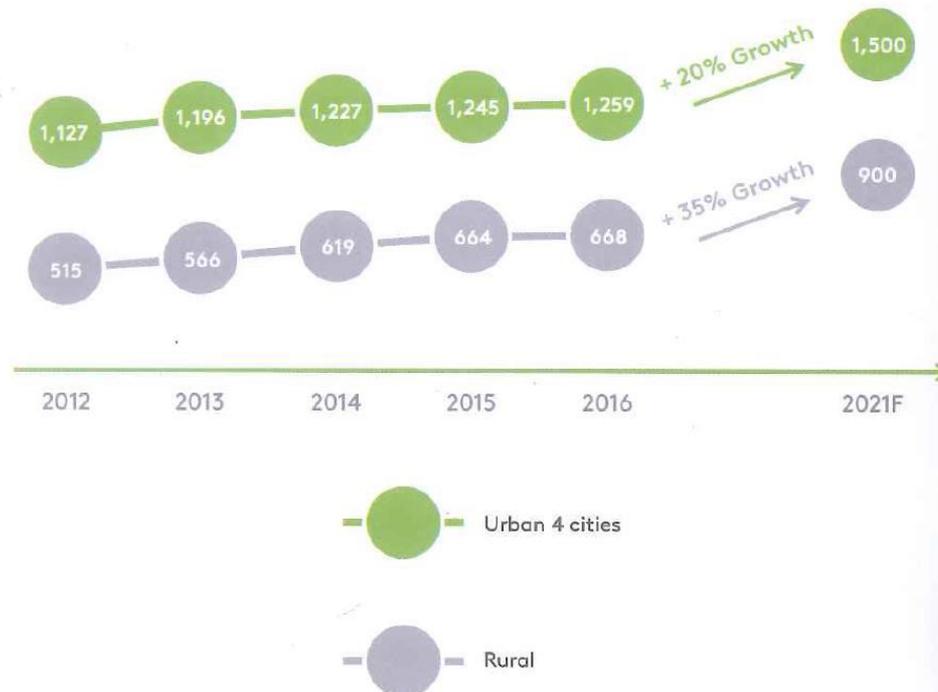


KANTAR WORLD PANEL



About Vietnam

Average monthly spending per household
(000VND)

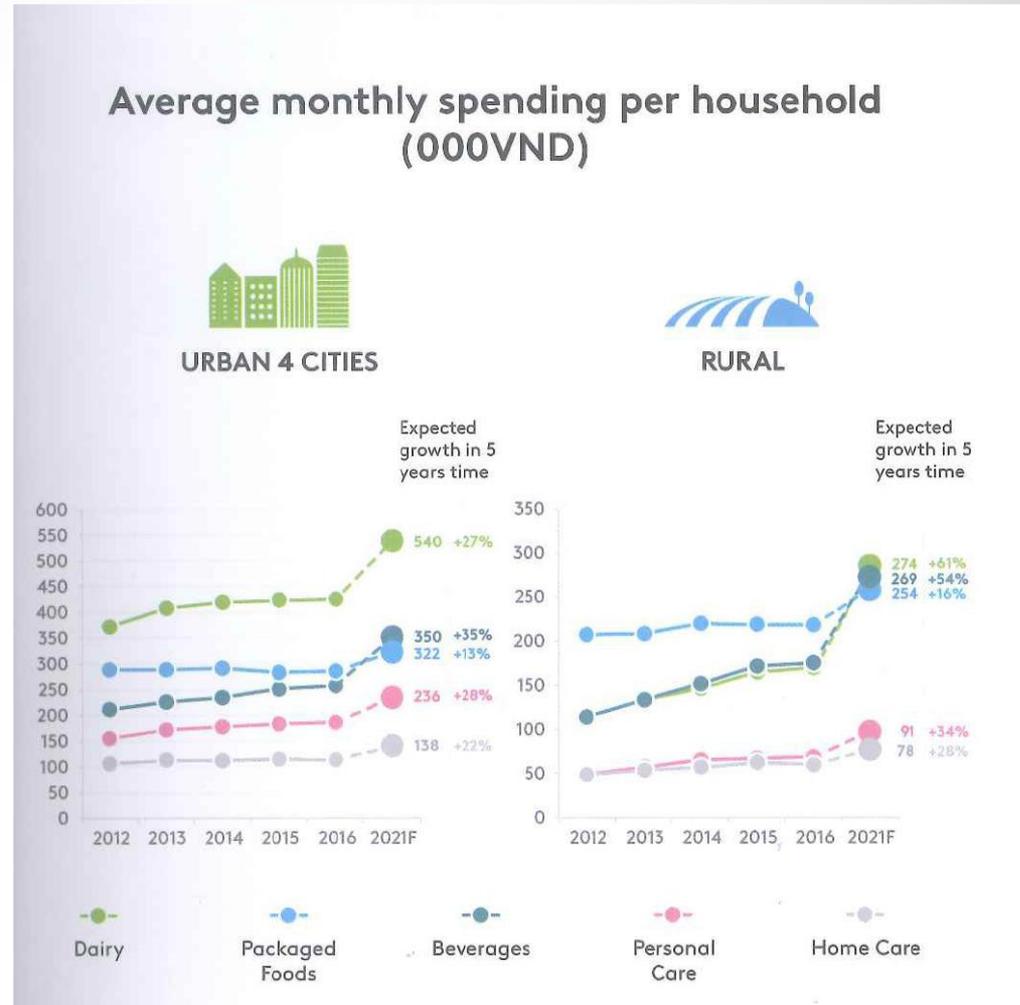


KANTAR WORLD PANEL



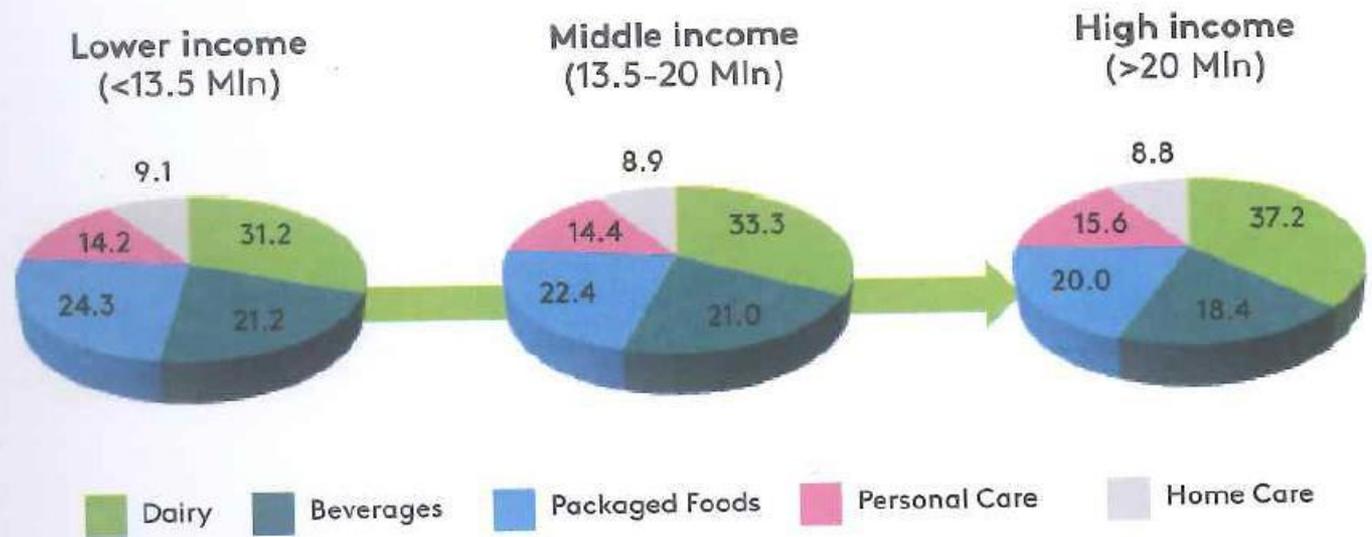
- Potential growth across sectors especially in Rural Vietnam

KANTAR WLRLOPANEL



About Vietnam

FMCG expenditure by household income (Value %) – Urban 4 key cities



KANTAR WORLD PANEL



About Vietnam

- Spending per household – YOY Change% for Urban 4 cities



Fruit Juice

↑ 33.2%



Tonic Food Drink

↑ 22.9%



No Sugar Liquid Milk

↑ 14.5%



Bottle Water

↑ 13.6%



Less Sweetened Liquid Milk

↑ 11.3%

RURAL



No Sugar Liquid Milk

↑ 82.1%



Tonic Food Drink

↑ 41.15%



Soya Milk

↑ 27.9%



Bottle Water

↑ 23.5%



Fruit Juice

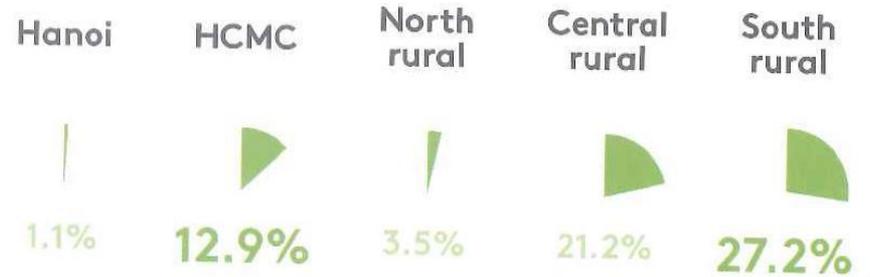
↑ 8.6%

KANTAR WORLD PANEL

About Vietnam

% Value share of total channels

WET MARKET



HYPER & SUPER



MINISTORES



KANTAR WLRLOPANEL



About Vietnam

% FMCG Value Contribution



KANTAR WORLD PANEL



Vietnam in Rankings

#1 in Leading Emerging Market

#2 among top Fastest growing Economies

#3 biggest Consumer Base

#4 top Asian countries with smartphone
users growth

According to Kantar World Panel Report

KANTAR WORLD PANEL



Vietnam main export to EU

Vietnam's main export products to the EU-28 in 2015

(source: Eurostat; Update: 24 April 2016)

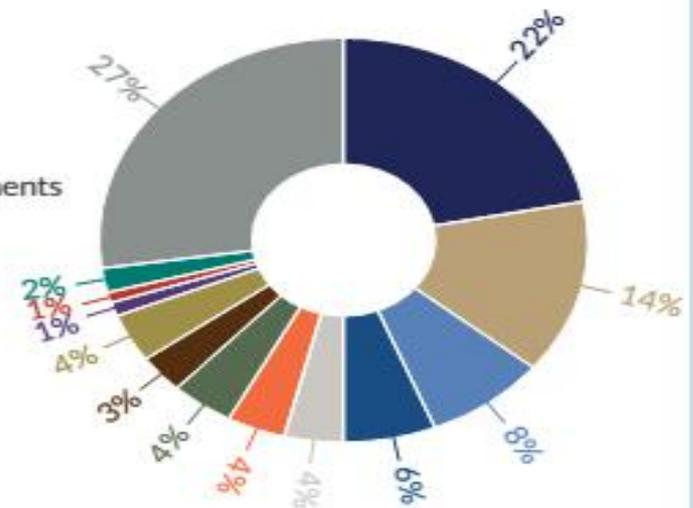


Vietnam main import from EU

EU28's main export products to Vietnam in 2015

(Source: Eurostat; Update: 24 April 2016)

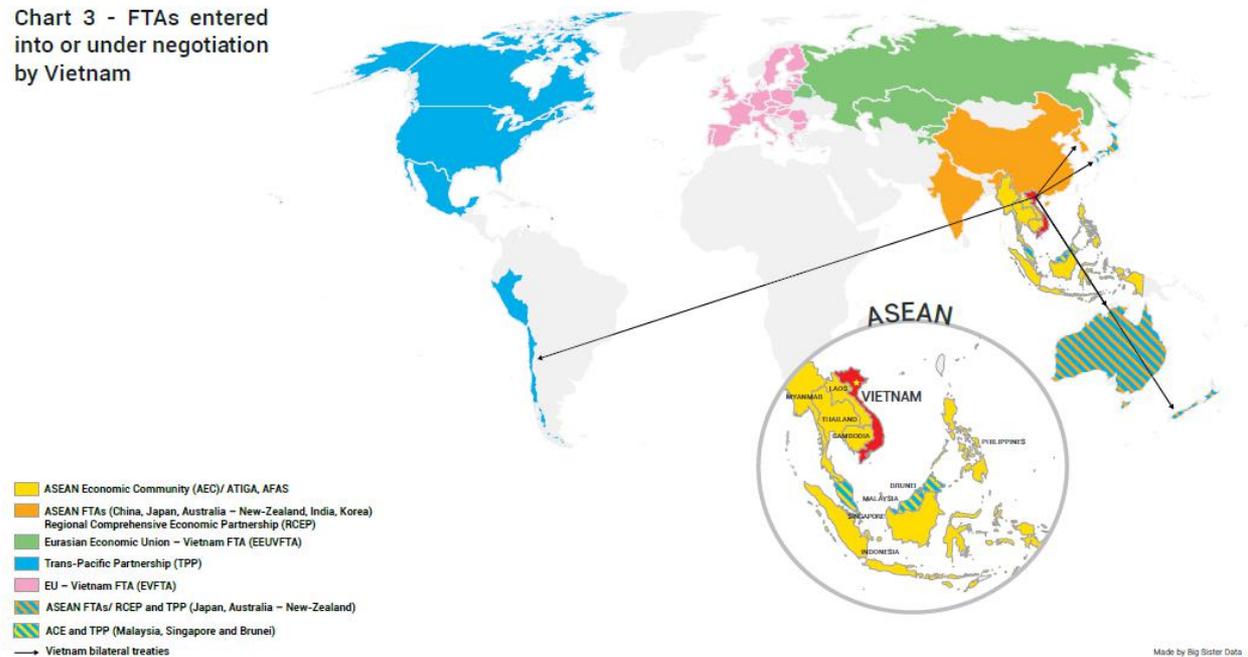
- Nuclear reactors-mechanical machinery
- Aircrafts
- Pharmaceutical products
- Electrical machinery & equipment
- Optical-photographic-medical & surgical instruments
- Raw hides-furskins & leather
- Vehicles
- Plastics
- Organic & miscellaneous chemicals
- Fertilisers
- Wood
- Iron & steel
- Others



Why Vietnam? Why now?

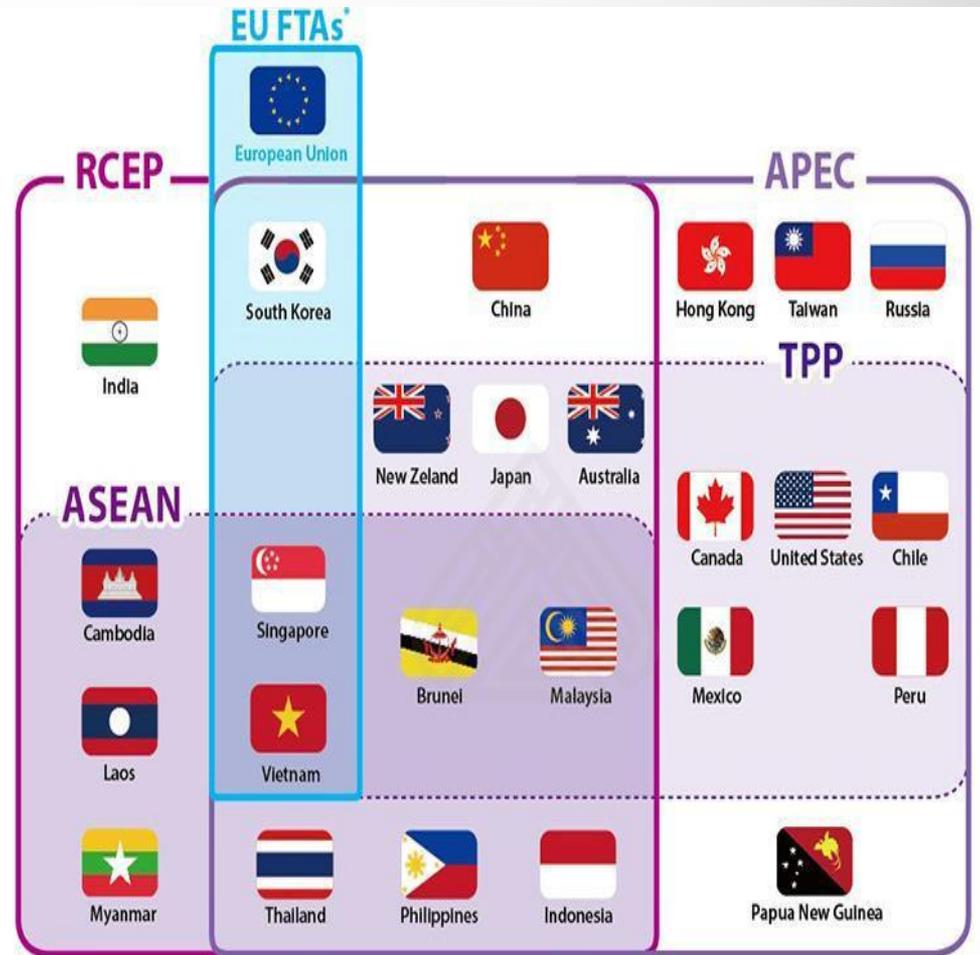
- Politically and economically stable
- regionally and internationally integrated
 - Party to more than 10 bilateral or multilateral FTAs
- “Second investment wave” in Vietnam

Chart 3 - FTAs entered into or under negotiation by Vietnam



Vietnam – EU – FTA

- First SEA country, after Singapore to sign FTA
- No tariffs applied on imported goods
- Stable, consistent framework for EU-Vietnam cooperation



EVFTA: Impact on the EU food industry

- Sanitary and Phytosanitary measures
 - ✓ Institution of measures that are “scientifically justified, consistent with the risk involved and represent the least restrictive measures available” – vs. Vietnam SPS import ban on animals and animal products related to Bovine Spongiform Encephalopathy (BSE) since 1998
 - ✓ Recognition of official animal health status as determined by the OIE (World Organisation of Animal Health) vs. Vietnam’s own risk assessment of BSE status
 - ✓ Speeding up of processes to export products to Vietnam (by “approved establishments”) - max. 45 days after having received request of exporting party
 - ✓ Clear definition of “competent authorities and contact points”

EVFTA: Impact on the EU food industry

- Some examples of liberalisation:
 - ✓ Frozen Pork meat liberalised 7 years after entry into force
 - ✓ Lamb meat liberalised after 4 years
 - ✓ Chicken duty free after 10 years
 - ✓ Most dairy products free after 5 years
 - ✓ Food preparations liberalised after 7 years



EVFTA: Impact on the EU food industry

DAIRY FOOD

Current import duties	VAT	CIT	After EVFTA
0 - 20%	10%	20%	<p>For some, customs duties shall be eliminated entirely and such goods shall be free of any customs duty on the date the EVFTA enters into force.</p> <p>For others, customs duties shall be removed in <u>4 or 6 equal annual stages</u> beginning on the date this Agreement enters into force, and such goods shall thereafter be free of any customs duty;</p>



EVFTA: Impact on the EU food industry

CONFECTIONERY

Current import duties	VAT	CIT	After EVFTA
13-40%	10%	20%	Customs duties shall be removed in <u>6 or 8 equal annual stages</u> beginning on the date this Agreement enters into force, and such goods shall thereafter be free of any customs duty;



EVFTA: Impact on the EU food industry

MEAT

Current import duties	VAT	CIT	After EVFTA
5-40%	0.5%	20%	Customs duties shall be removed in 4, 6, 8, 10 or 11 equal annual stages beginning on the date this Agreement enters into force, and such goods shall thereafter be free of any customs duty;



EVFTA: Impact on the EU food industry

SEAFOOD

Current import duties	VAT	CIT	After EVFTA
0 -35 %	0.5 – 10 %	20%	<p>For some, customs duties shall be eliminated entirely and such goods shall be free of any customs duty on the date the EVFTA enters into force.</p> <p>For others, customs duties shall be removed in <u>4 or 8 equal annual stages</u> beginning on the date this Agreement enters into force, and such goods shall thereafter be free of any customs duty;</p>



WINE AND SPIRITS

Current import duties	VAT	CIT	After EVFTA
20-55%	10 %	20%	Customs duties shall be removed in 8 or 11 equal annual stages beginning on the date this Agreement enters into force, and such goods shall thereafter be free of any customs duty;



EVBN Who we are ?



EVBN: Who we are.

- EVBN is an **EU co-funded project inaugurated in December 2013**
- The **objective of the project is to strengthen the EU Business sector in Vietnam**, in particular by supporting **European SMEs** with an interest in the Vietnamese and/or ASEAN market
- EVBN seeks **to improve the trade and investment environment** - to foster exports, market entries and investment from Europe to Vietnam and ASEAN
- While EVBN is present in Vietnam, we **work with a network of European business associations in ASEAN** to widen business opportunities for European companies

EVBN Partners

Our partners in Vietnam :



DEPARTMENT FOR FOREIGN
AFFAIRS OF PROVINCES



Ministry of Industry and Trade



Our partners in South-East Asia :





Business Support on Your Doorstep

- World's largest business support network with 625 member networks (over 500 in Europe)
- Chambers of commerce, research institutes, universities, innovation centers etc.
 - ✓ EVBN is the **sole network** partner in Vietnam!
- Business services offered:
 - ✓ market intelligence,
 - ✓ B2B (face-to-face meeting between European SMEs and Vietnamese partners)
 - ✓ generation and dissemination of partnership proposals
- EEN offers you exclusive relations with leading European business support organisations

EVBN: What we do.



Tailored Support Business Service

Personalized and customized services upon request



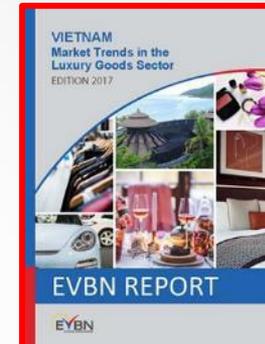
Main customized services:

- Pre-Market consultation / Quick Assessment
- Market study
- Business Partner Search

Others, upon specific request:

- Trade Fair Support
- Cultural awareness seminars
- Product tasting
- Others

Sectorial Market Reports



All available **free of charge** at:

<http://evbn.org/publications/market-studies/>



Upcoming Trade Missions & Fairs

6 companies



150 brands



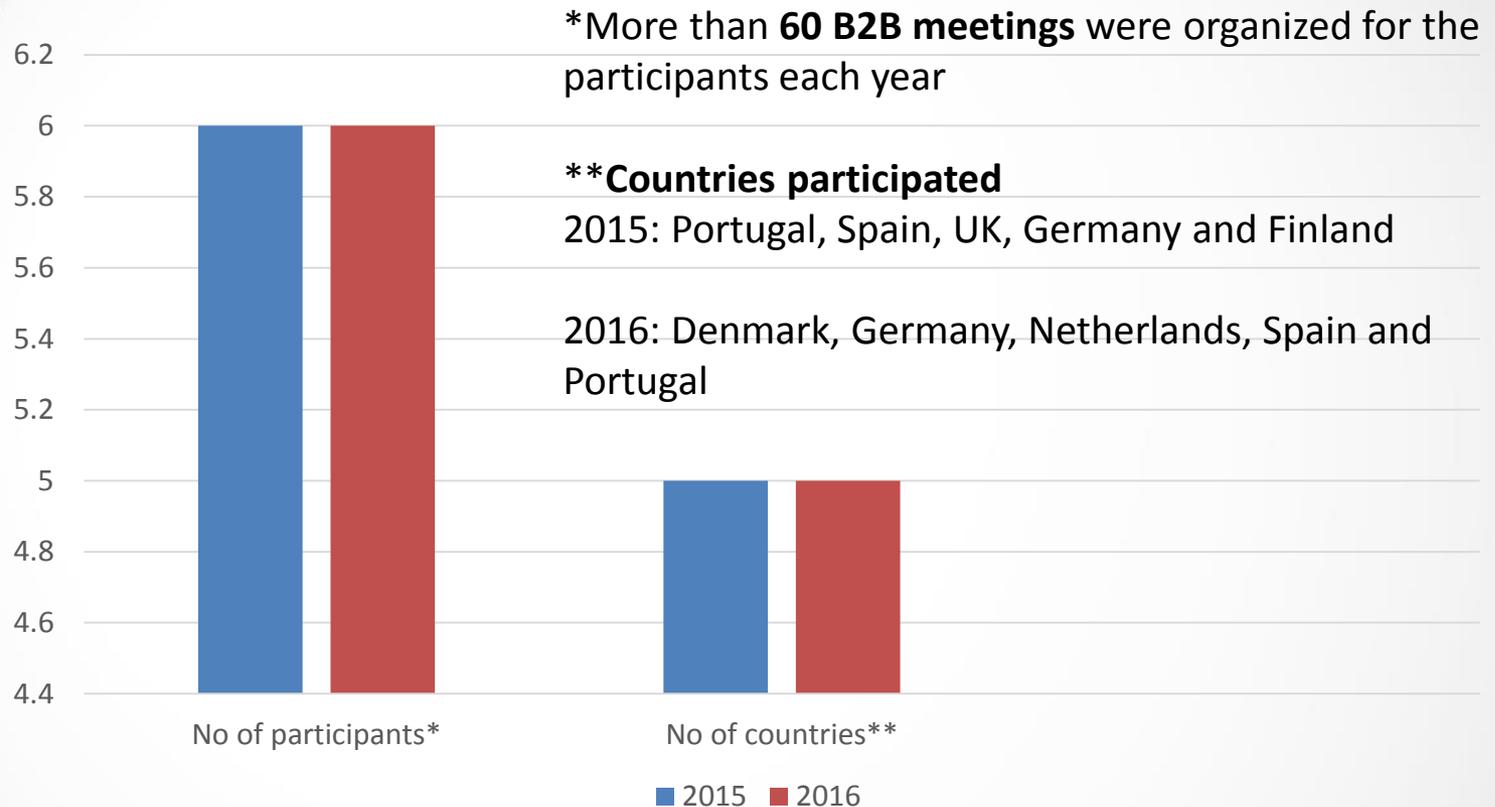
EUROSPHERE
The European Art of Living
exhibition, 18 – 20 May 2018



40 companies

Past statistics

Green Tech Trade Mission 2015 & 2016



Past statistics



Past statistics

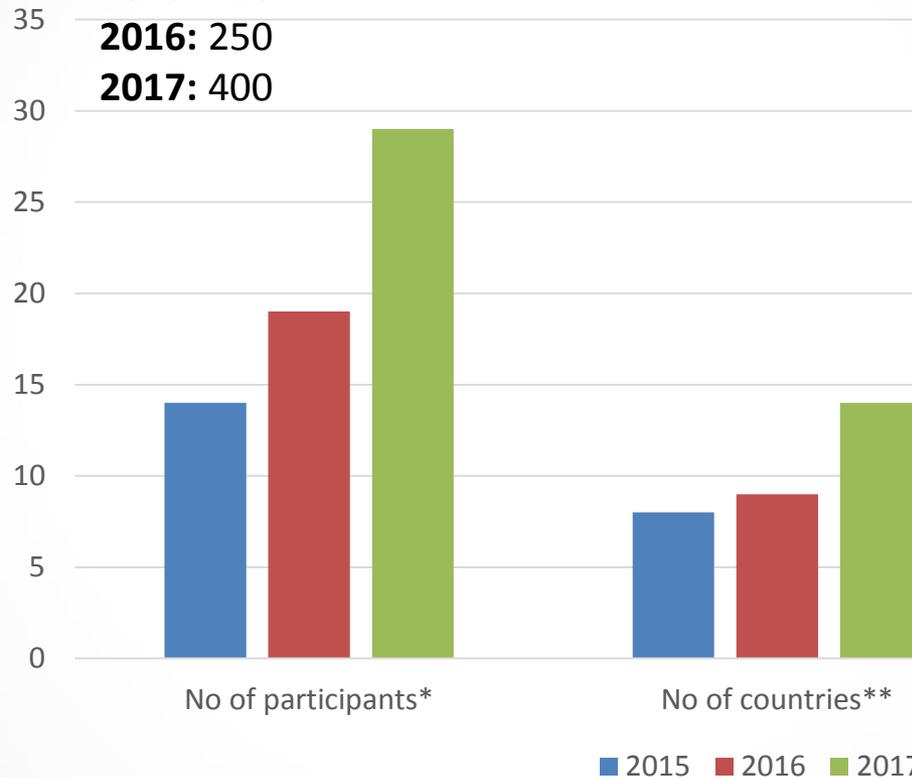
Food & Beverage Trade Mission 2015, 2016, 2017

*Total No of B2B meetings

2015: 180

2016: 250

2017: 400



**Countries participated

2015: France, Portugal, Spain, Italy, Belgium, Estonia, Lithuania and Poland

2016: Belgium, Bulgaria, France, Ireland, Italy, Lithuania, Poland, Portugal and United Kingdom

2017: Portugal, Spain, France, Greece, Germany, Italy, Poland, Croatia, Estonia, Ireland

Past statistics





EuroSphere

THE EUROPEAN
ART OF LIVING
EXHIBITION

18 - 20 MAY 2018
HO CHI MINH CITY
VIETNAM

Past statistics – EuroSphere 2017

- ✓ **2 days** exhibitions
- ✓ More than **80 European brands**
- ✓ **6** diverse conferences
- ✓ **200 B2B meetings**
- ✓ **2,000 business profile views**

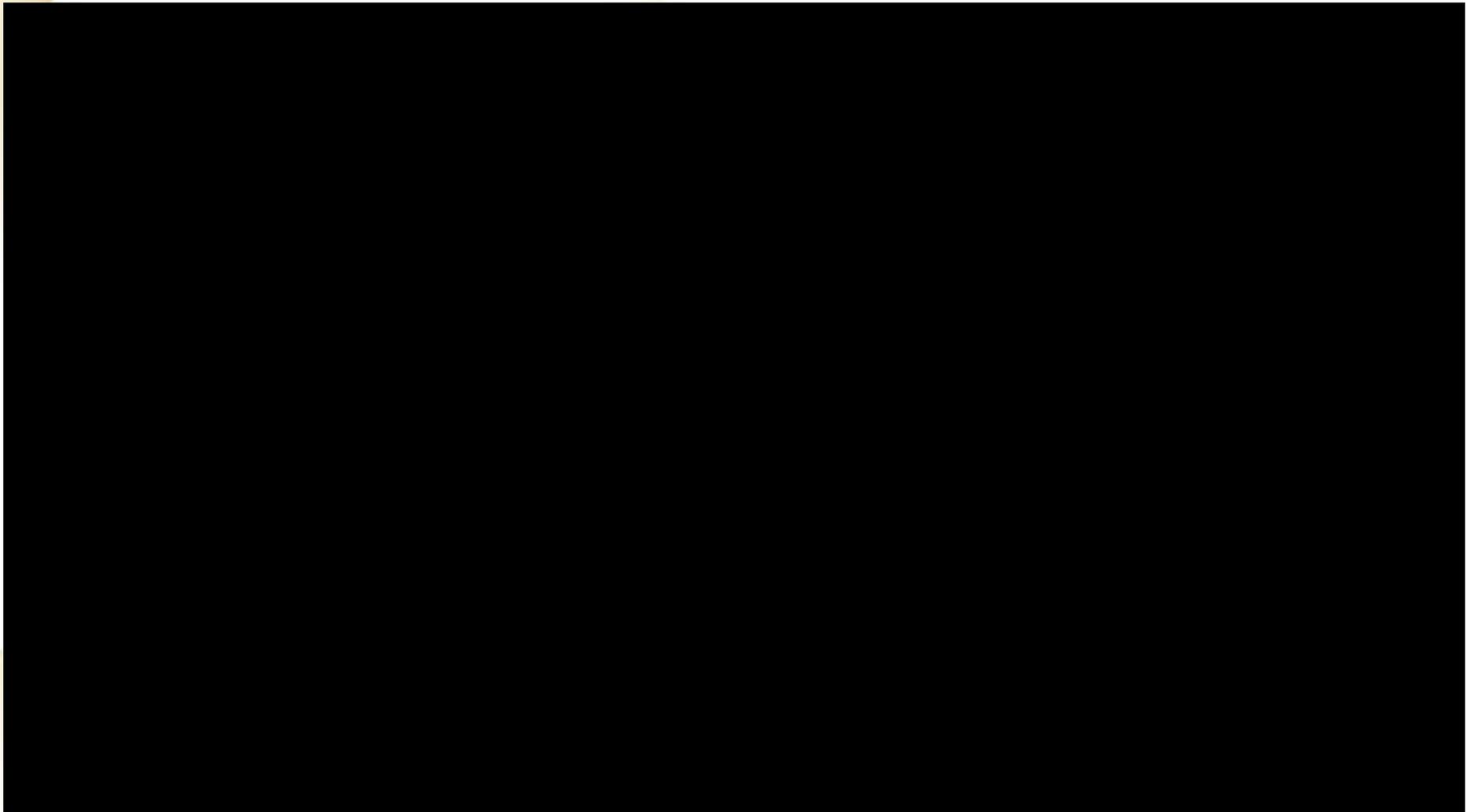


Past statistics – EuroSphere 2017

- ✓ Over **50 media representatives** including online/print publications, national TV, broadcast and regional media
- ✓ More than **150 media coverages**
- ✓ Nearly **2500 international visitors** from Horeca specialists, architects, designers, F&B managers, industry influencers, policy makers, media, celebrities and wealthy customers



Past statistics – EuroSphere 2017



This project is co-funded
by the European Union



EuroSphere 2018

Program

17 May

- Briefing session: “Entering and doing business in Vietnam and ASEAN markets”
- Exhibition set up

18 May

Opening Ceremony
Exhibition

19 May

Exhibition

20 May

Exhibition

Tailored B2B meetings
Cocktail reception
Conferences
Fashion show
Social events

Targets

More than **150** European brands
4,500 visitors from Vietnam and
ASEAN countries

Location

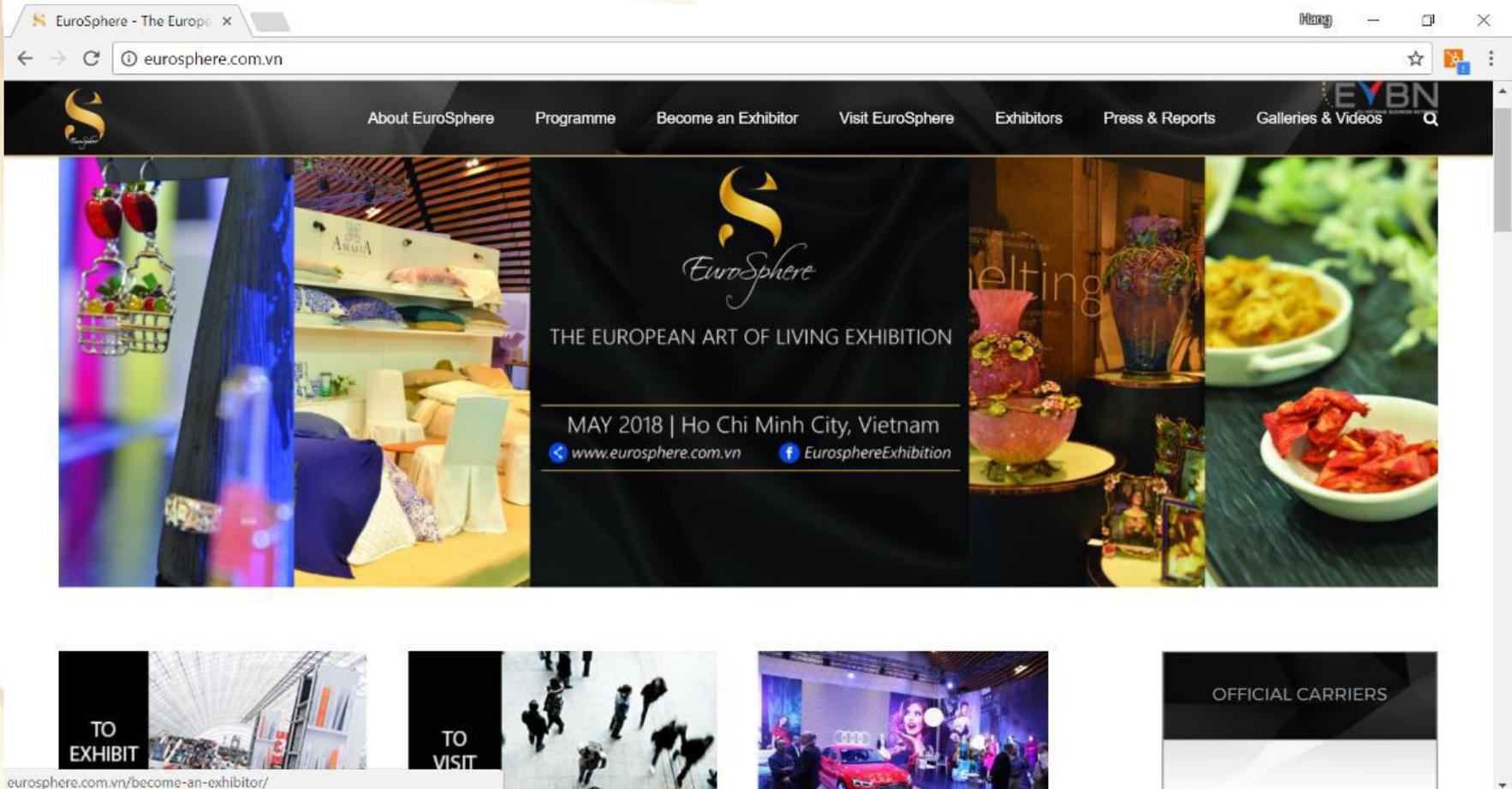
WHITE PALACE

CONVENTION CENTER

Ho Chi Minh City, Vietnam



EuroSphere 2018



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by the European Union



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