



# Join the State Visit to Vietnam

Hanoi and Ho Chi Minh City, 2 - 6 November 2009

Official Danish business delegation to Vietnam

Celebrating the State Visit to Vietnam by H.M. The Queen of Denmark and H.R.H. The Prince Consort

accompanied by T.R.H. The Crown Prince Couple



You are hereby invited to join the Danish business delegation organized on the occasion of the state visit to Vietnam by Her Majesty The Queen and His Royal Highness The Prince Consort accompanied by Their Royal Highnesses The Crown Prince and Crown Princess of Denmark. The royal family is accompanied by the Danish Minister for Culture, H.E. Ms. Carina Christensen.

The purpose of the state visit is to further strengthen the many-sided relations between Denmark and Vietnam. An important part of the visit is to brand Denmark and Danish businesses in Vietnam. Business seminars, B2B meetings and other activities will be organized in both Hanoi and Ho Chi Minh City. A range of cultural events will also take place to celebrate this first ever Danish state visit to Vietnam and to further enhance cultural collaboration. The state visit offers a unique marketing opportunity for Danish companies with respect to both existing and new partners, suppliers and customers in Vietnam.

## The Background

The relationship between Vietnam and Denmark is historically close, and Vietnam has for decades been one of Denmark's priority countries within development cooperation, which has provided

Denmark with an excellent brand and reputation in Vietnam. The relations cover everything from business development to areas like climate change, poverty reduction, environment, fisheries, agriculture, water and sanitation, good governance, and cultural development collaboration. Commercial cooperation has for the last decade been a pivotal and increasing part of this relationship. Around 100 Danish companies are presently established in Vietnam, and business is flourishing.

## Vietnam

Vietnam is one of the best performing emerging economies in the world with impressive growth rates of 7-9 pct. during the last decade, while growth in this year of financial crisis is expected to reach 5 pct. Vietnam joined the WTO in 2007 and is already ahead of implementing commitments. Challenges remain but the government is active in ensuring an attractive business environment. Overall macroeconomic indicators are healthy, and business people are generally very pleased with Vietnam. The country is a popular outsourcing destination but also increasingly an interesting export market. The Vietnamese population is young, friendly, and eager to learn and work hard. The still booming economy and resulting challenges provide Danish companies with interesting business opportunities.

### The Business Delegation

Through participation in the Danish business delegation to Vietnam, you will get a rare opportunity to access business executives, high-level politicians and officials, presenting your company as a valuable business partner to Vietnamese counterparts, while gaining high visibility through focused media coverage.

The business delegation is open for all Danish companies and institutions with an interest in Vietnam. A specific focus will be put on the following sectors through dedicated seminars and other business events:

- Clean Tech
- ICT
- Airports and Aviation
- Green Ship of the Future
- Danish fashion and design products
- Food/ Taste a Bite Food Promotion
- Pork Meat Technology

Across sectors a roundtable discussion between female entrepreneurs and a business relations programme will be arranged.

*Please see the enclosed descriptions of options for each sector.*

To ensure a high degree of flexibility for your company, the programme offers a choice of optional elements, depending on your prior experience with the Vietnamese market and the needs of your company. The official Danish business delegation under the headline **"Denmark and Vietnam - Let's Do Business"** in Hanoi and Ho Chi Minh City is organised by the Confederation of Danish Industry, the Danish Chamber of Commerce, the Danish Export Association, Export Promotion Denmark, the Danish Agricultural Council, the Royal Danish Embassy in Vietnam, and the Trade Council of Denmark.



### Concept

#### Basic Package

The business delegation includes a compulsory basic package plus individual options:

#### The basic package:

- Briefing/de-briefing meetings
- Official opening events
- Access to business lounge
- Business lunch with seminar participants
- Return dinner hosted by H.M The Queen of Denmark
- Access to networking events

The business events will take place at the Melia Hanoi Hotel & Convention Center and in Ho Chi Minh City at the Sheraton Saigon Hotel & Towers.

A "business lounge" with Danish decorations will be set up at the conference facilities, to serve as an informal meeting place. It will be possible for small groups to meet in the lounge and share the facilities for short meetings. Sector seminar participants have first priority.

The royal family will be guests of honour together with high-level representatives of the Government of Vietnam at the business luncheons. Each participating company is guaranteed a minimum of 4 seats in total for each lunch.

H.M. The Queen will host a return dinner for the President of Vietnam in the evening of the 3<sup>rd</sup> of November. The Danish business delegation will have the opportunity to inbelowpartners and key-accounts to the dinner. Each participating company is guaranteed a minimum of 2 seats in total.

#### Individual Options

Individual options will be organized based on company interests please see below for general description of the options.

*Please see the enclosed descriptions of options for each sector.*

#### Sector Seminar

A sector seminar will give Danish companies in the same sector the opportunity to meet and promote themselves to relevant local players. Topics of common professional interest can be selected and high level Vietnamese and Danish speakers will give presentations along with your company. The programme for the sector seminars may be adjusted according to the profiles, composition, and wishes of the participants.

#### Individual Company Seminars/Presentations

Within the common framework you may hold your own individual company seminar. Here you will be able to put together your own programme and

focus. Individual seminars typically run 1 - 2 hours, including simultaneous translation. All companies are welcome regardless of sector, and companies that sign up for individual seminars will be contacted directly by the Embassy.

#### **B2B Meetings**

The Embassy can arrange B2B meetings between your company and potential Vietnamese partners. All companies are welcome regardless of sector, and companies that sign up for B2B meetings will be contacted directly by the Embassy. A minimum of 4 B2B meetings is guaranteed.

#### **Product Display at Business Lounge**

Your company may have a small display of your products in the "business lounge", pending available space. Two company banners will be supplied as a background for this. Each display can take up to a maximum of 6 sqm. all-in. If you wish to have a product display, please indicate it on the application form and you shall be contacted for further details. Companies that sign up for the sector seminars have first priority to display space.

#### **Sector Specific Site Visits/ Round Table**

Sector specific site visits to relevant companies, government and international organisations as well as round table discussions will be arranged, depending on the specific interest of the companies.

#### **Extra page in the invitation brochure**

If you are not participating in a sector seminar, you are not presented in the invitation material. Therefore, you can have a loose leaf added to the invitation package with your company presentation.

The page will be set-up by the organizers for you.

#### **Programme**

We refer to the enclosed tentative programme.

#### **Invitation procedure in Vietnam**

The Embassy will handle the invitation procedure and the marketing towards the Vietnamese participants. Each invited Vietnamese guest will receive an invitation package from the Embassy containing an invitation letter, a presentation brochure of each sector and a reply card to be returned to the Embassy. The sector presentation brochure will introduce all the participating companies within the sector, and organizations, and will also contain a general introduction to the sector.

The guests will consist of persons targeted according to your requests within the following categories:

- The companies' own contacts
- Relevant local agents and company representatives
- Authorities from relevant areas and administration
- Representatives from selected organizations
- Media
- Knowledge-based institutions

#### **Purpose of Participation**

Further we ask you to fill in and return the enclosed form "Purpose of Participation", describing your target groups and purpose. This form will be forwarded to the Embassy enabling them to produce an invitation list of relevant participants.



### Who can participate

All companies with a Danish CVR number can participate. For the individual program options you can choose Hanoi or Ho Chi Minh City or both cities. However, for sector seminars participation in both cities is mandatory.

### Budget

The budget is based on a minimum of 45 participating companies and a 50% subsidy through the Trade Council of Denmark is expected. After deduction of the anticipated subsidy the package rates are as described below.

#### Price for Participation:

Basic package (*compulsory*)

Hanoi *Price per company* DKK 5,600  
 Ho Chi Minh City *Price per company* DKK 5,600

Both Destinations *Price per company* DKK 9,800  
 (*Budget basis is 45 companies*)

If your company will be present with more than 1 person, extra persons will be charged DKK 650 for participation in Hanoi and DKK 550 in Ho Chi Minh City.

### Options

#### Sector seminar, covering both destinations

Price per company DKK 11,450  
 (*Budget basis is 8 companies per sector*)

#### Pork Meat Technology, sector seminar & B2B Meetings

Price per company DKK 13,500  
 (*Budget basis is 10 companies per sector*)  
 (*for both destinations*)

#### Taste a Bite, covering both destinations

Price per company DKK 9,650  
 (*Budget basis is 10 companies per sector*)  
 (*for both destinations*)

#### Individual Company Seminar

Price per company DKK 10,850  
 (*covering 1 seminar in 1 city, 30 guests*)

#### Pre-arranged B2B Contact Meetings

(*4 meetings in all*)  
 Price per company DKK 3,140

#### Product Display

(*including two company banners*)  
 Price per destination DKK 3,610  
 For both destinations DKK 5,600

#### Extra page in the invitation package

Price per company DKK 1,800  
 (*for those who do not participate in a Sector seminar*)

### Sub Sector Seminar and Site Visits

Clean Tech  
 - Seminar (*for both destinations*) DKK 2,950  
 - Site Visit (*for both destinations*) DKK 1,920

### Sub Sector programme and Site Visits

Airports and Aviation DKK 3,175

### Sub Sector programme and Site Visits

Marine DKK 3,125

### Site Visit

ICT DKK 850  
 (*Price per company per visit*)

### Business Relations Programme

DKK 1,500

### Registration

We would ask you kindly to register on the enclosed form and return it to Export Promotion Denmark as soon as possible.

### Flight and Hotel

The travel agency BCD Travel has booked flight seats according to the program and reserved accommodation in Hanoi and Ho Chi Minh for the delegation.

### Return flight with Thai Airways and Vietnam Airlines; Copenhagen – Bangkok – Hanoi – Ho Chi Minh – Bangkok – Copenhagen *incl. taxes:*

Flight in economy class DKK 10,810  
 Flight in economy premium class DKK 16,910  
 Flight in business class DKK 29,995

### Hotel prices incl. tax and breakfast:

Hilton Hanoi Opera Hotel  
 Deluxe Single room approx DKK 1,160

Renaissance Ho Chi Minh City  
 Deluxe Single room approx DKK 1,230

After your registration for the event, you will receive an order form for booking flights and rooms.



For registration and further arrangements please contact:



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Organising business associations / partners:



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