



Australian Government
Australian Trade and Investment Commission



VIETNAM

REGIONAL ROADSHOW 2023





Vietnam Regional Roadshow 2023

Capitalising on the growing foodservice demand for premium Australian food and beverages, Austrade Vietnam is planning a 2-phase, 6-destination roadshow to leverage the interest in Australian Food and Beverage into the foodservice sector across Vietnam.



Important Information

Vietnam Regional Roadshow – Program A

Date: March 26-31

Location: Hanoi – Hue – Danang (Hoi An)

Vietnam Regional Roadshow – Program B

Date: September 17-22

Location: Can Tho – Ho Chi Minh City – Nha Trang

Who should participate?

Experienced Australian businesses exporting to Vietnam that are seeking to engage with the foodservice and hospitality sector from the following industries:

- | | |
|--|---|
| <ul style="list-style-type: none"> • Dairy • Meat • Seafood • Horticulture | <ul style="list-style-type: none"> • Wine & beverages • Healthy & functional food <ul style="list-style-type: none"> ◦ Seasonings & condiments • Processed & packaged food |
|--|---|

New to Vietnam exporters who are seeking to diversify export markets to include Vietnam

Express your interest with Austrade

Registrations by **3 February 2023**

Apply now at [this link](#)

Exporters can apply for either week or both weeks of the roadshow

Successful applicants for Program A will be notified by Friday 10 February 2023

Successful applicants for Program B will be notified later in 2023

About This Event

Austrade invites exporters with experience in Vietnam to participate in Austrade's Vietnam 2023 Regional Roadshow. Exporters can either join one of both Programs; as Austrade focuses on greater engagement with the foodservice and hospitality sectors in Vietnam's growing tourism destinations. A series of one day activation events across the most prevalent tourism/foodservice locations in Vietnam will be delivered, with additional sectors such as education also attending where relevant. Each event will allow for Australian exporters and/or their in-market distributors/brand partners to showcase their foodservice range to a curated selection of invited

- F&B Managers
- Resort / Hotel / Restaurant chains
 - General Managers
 - Executive Chefs and
 - Procurement managers

To accompany this series of hospitality showcases across regional Vietnam, an Australian food and beverage directory will be produced, listing the Australian brands currently available in Vietnam to be shared with industry contacts. In addition, a Vietnam Foodservice guide will be launched and provided to Australian exporters seeking to learn more about the Vietnam market. The guide will provide a high-level overview of the market opportunity, the leading players, the channels to market, the requirements for success as well as next steps. The launch will be shared online and increase Australian exporters market awareness of the emerging foodservice channel in Vietnam.

Program Schedule

	PROGRAM A	PROGRAM B
Destinations	Hanoi – Hue – Danang (Hoi An)	Can Tho – HCMC – Nha Trang
Dates	March 26-31	September 17-22
Sunday	Delegates arrive in Hanoi	Delegates arrive in HCMC Travel to Can Tho (3–4 hours bus ride)
Monday	Hanoi activation and reception	Can Tho activation
Tuesday	Travel to Hue (1.5 hours flight)	Travel to HCMC (3–4 hours bus ride)
Wednesday	Hue activation	HCMC activation
Thursday	Travel to Danang (Hoi An) (2.5 hours bus ride)	Travel to Nha Trang (1 hour flight)
Friday	Danang & Hoi An activation	Nha Trang activation
Saturday	Delegates depart	Delegates depart

Working agenda

Final agenda to be confirmed closer to event; each activation day will feature regional briefing, introductions to foodservice representatives, an opportunity to showcase food and beverage, networking lunch, insights from local businesses and networking drinks.

Agenda	
9.00 am	Welcome address (by STC/TC) Briefing – overview of region specifically and outline of opportunities and challenges relevant to location – demographic of tourists, seasonal flows etc.
9.30 am	Presentation from regional foodservice business
10.00 am	Showcase set up and preparation
10.30 am	Showcase / Demonstration
12.00 pm	Lunch
2:00 pm	Business Matching and Showcase
4:00 pm	Australian themed networking drinks – wine and cocktail presentation
6:00 pm	Event close – optional dinners with industry/associations/states

How to Participate

Register with Austrade via [this link](#)

Registration deadline: **by 3 February 2023**

Once Expressions of Interest have been received and reviewed, successful applicants will be advised of next steps.

Participation Cost and Responsibilities

Austrade

- Will organise and deliver activation days in market – providing a market briefing, introductions to buyers, a showcase, and networking opportunities;
- Will assist to identify potential target customers and key stakeholders to attend this event;
- Will provide buses for the delegation between some destinations.

As part of our efforts to support Australian exporters to scale up and diversify business across international markets, Austrade will waive its standard service fees.

Austrade's cost for each activation event per destination has been significantly reduced through supporting Australian Government funding for the roadshows via Agricultural Expansion Initiative (ABEI) and Australia Vietnam Enhanced Economic Engagement Strategy (AVEEES) federal government programs.

Total cost: A\$1,284 per week

This package includes the following services and inclusions:

- Venue hire;
- Bus transportation between cities where applicable;
- Networking lunch on activation days of roadshow;
- Production cost of marketing material and roadshow booklet;
- Overall roadshow program coordination and organisation;
- Preparation of roadshow directory to promote participants' capabilities;
- Pre-roadshow marketing to targeted potential importers in retail, trade, foodservice and e-commerce companies;
- Onsite support and post roadshow follow-ups.

Note: This showcase is a subsidised event by Australian Government funding through AVEEES and ABEI

Australian Companies

- Organise their own travel, including airfares, accommodation, etc.;
- Advise of company representative(s) attending;
- Organise and ship their products for the tastings;
- Supply branding/artwork and copy for inclusion in the event;
- Supply marketing support material to their importers/distributors.

Participants are required to cover all flight costs to and from Vietnam, internal flight costs, accommodation, Vietnam visa fees, some food and beverage expenses and associated costs of samples and logistics to venues.

Austrade Contacts

Ho Chi Minh City	Hanoi
Hanh Nguyen Snr. Business Development Manager T +84 28 3827 0618 E hanh.nguyen@austrade.gov.au	Lan Anh Ha Snr. Business Development Manager T +84 93 444 5800 E anh.ha@austrade.gov.au

Further information

Participating in the Vietnam Regional Roadshow

Please note places will be limited, and to participate you will be required to commit to:

Advising Austrade on sales you generate as a result of your participation in the event, to help us meet our reporting targets. Ensuring your representatives behave respectfully and in the spirit of 'team Australia'. Ensuring the safety of your representatives and arranging your own travel, accommodation and other logistics. Austrade recommends that you consult 'Smartraveller', the Australian Government's travel advisory service, which is available at www.smartraveller.gov.au.

Register your interest in attending this showcase on the Austrade website (click link above). As places are strictly limited, all registrations will be reviewed by our country and industry specialists for suitability. If you are accepted, you will be offered a place which will be confirmed when you make your payment. Once you are confirmed, we will work with you to ensure you are prepared to make the most of this opportunity.

Please refer to the event Terms & Conditions for further details.

You may be eligible to claim some marketing and promotion costs associated with this mission through the Export Market Development Grant scheme. For more information, visit www.austrade.gov.au/grants or call 13 28 78.

Austrade will only work with clients that maintain appropriate business ethics and demonstrate a commitment to legal obligations including anti-bribery laws, both in Australia and overseas markets. See [Bribery of foreign public officials - Austrade](#) for further information.