(Unofficial translation)

DA NANG PEOPLE'S COMMITTEE **DEPARTMENT OF INDUSTRY AND TRADE**	**SOCIALIST REPUBLIC OF VIETNAM** **Independence - Freedom - Happiness**
No: 6437/SCT-TTKCXTTM	*Da Nang, October 11, 2026*

Subject: Invitation to participate in the program "Da Nang Foreign Buyers' Trade and Sourcing Program 2026" (2nd invitation)

To: Potential Buyers, Importers, and Retail Distribution Groups

With the desire to support domestic and foreign buyers, importers, and retail distibution groups in conducting trade transactions in Da Nang City, thereby establishing sustainable supply relationships with the central region of Vietnam, the Da Nang Department of Industry and Trade is organizing the program "Da Nang Foreign Buyers' Trade and Sourcing Program 2026" (hereinafter referred to as the Program).

Through this Program, your esteemed organization will have the opportunity to access and conduct on-site surveys of the production capacity, product quality, and supply potential of prominent manufacturing and exporting enterprises in Da Nang City; especially participating in in-depth direct Business-to-Business (B2B) matchmaking sessions, contributing to optimizing a sustainable goods supply chain between your organization and partners.

Detailed information regarding the Program is as follows:

1. Program Overview

a) Program Name: Da Nang Foreign Buyers' Trade and Sourcing Program 2026.

b) Timeline: From October 28 to October 30, 2026.

c) Venue: Da Nang City, Vietnam.

Trade Matchmaking Event Venue: National Assembly Guest House in Da Nang (Nalod Hotel), 192 Vo Nguyen Giap Street, An Hai Ward, Da Nang City.

d) Target Sectors: Multi-sector, focusing on 4 main fields: (i) Food and beverages (agricultural products, processed foods, beverages); (ii) Interior and exterior decoration, household goods (furniture, indoor and outdoor decoration, construction materials, handicrafts); (iii) Consumer goods (fashion, accessories, electronic devices, consumer goods, cosmetics, and health care products); (iv)

Production and export support (e-commerce, logistics, raw materials, machinery, etc.).

e) Requirements for Display and Matchmaking Products

- Products that have been exported or possess export potential; meeting quality standards, prestige, and clear origin. Priority is given to products achieving international quality certifications (such as ISO, HACCP, GLOBALGAP, HALAL, BRCGS, USDA Organic, etc.).

- Supplier enterprises possessing stable production capacity, high quality, and well meeting the standards of export markets.

f) Participants

- Leaders of the Da Nang Department of Industry and Trade and its specialized divisions; Vietnam Trade Offices abroad.

- Foreign importing enterprises; foreign enterprises and distributors in Vietnam; domestic distributors and buyers.

- Business associations and business communities in Da Nang City (manufacturing, exporting, and distributing sectors).

- Consulting units for e-commerce solutions, logistics, international quality certification, etc.

2. Key Activities for Buyers

a) B2B Matchmaking Sessions

- Participating in direct 1-on-1 B2B matchmaking sessions based on your organization's specific sourcing requirements with manufacturing and exporting enterprises pre-selected by the Da Nang Department of Industry and Trade.

- The Organizing Committee arranges: (1) Sample display area to directly observe and evaluate product quality; (2) Separate B2B matchmaking area.

b) Direct exploration of production capacity, quality control processes, and operational standards through visits to supplier facilities (the Organizing Committee will prioritize arrangements based on actual requests from enterprises).

(The tentative agenda is detailed in the Appendix).

3. Hospitality Policy for Overseas Buyers

- For foreign buyer enterprises: 100% sponsored expenses for meals, hotel accommodation, and local transportation during 03 working days in Da Nang City for 01 representative per foreign enterprise.

- For representatives of Vietnam Trade Offices/partner organizations inviting buyers: 100% sponsored domestic round-trip airfare, meals, hotel accommodation,

and local transportation during 03 working days in Da Nang City for 01 person (applicable to buyer delegations with a minimum size of 04 foreign buyer enterprises).

4. Registration Instructions

- Registration Deadline: **Before October 20, 2026** (Early confirmation from your organization will help the Organizing Committee thoughtfully prepare reception logistics and precisely coordinate B2B schedules).

- Online Registration: Please access the registration link at https://forms.gle/BdQkkTDfg3c642iS8 or scan the registration QR code.

To maximize the effectiveness of the B2B matchmaking sessions, the Da Nang Department of Industry and Trade respectfully requests your esteemed organization to delegate specialized representatives from the Sourcing/Purchasing, Supply Chain Management, or Product Development Department to participate in the event.

For further details and assistance, please contact the implementing agency: Da Nang Industry and Trade Promotion Center. Contact person: Ms. Phuong Thao (+84 906 545 737); Email: danangtpic@gmail.com.

The Da Nang Department of Industry and Trade highly appreciates your attention, cooperation, and registration from your organization, contributing to the overall success of the Program.

Yours sincerely./.

FOR THE DIRECTOR
DEPUTY DIRECTOR
(Signed and Sealed)

Huynh Xuan Son

APPENDIX
TENTATIVE AGENDA
FOR FOREIGN BUYER DELEGATIONS TO DA NANG CITY FOR TRADE AND SOURCING 2026

- **Timeline:** From October 28 to October 30, 2026.
- **Venue:** Da Nang City, Vietnam.

Date / Time	Tentative Program	Venue	Notes
DAY 1: OCTOBER 28, 2026 (WEDNESDAY)			
08:00 – 14:00	Airport pick-up & hotel check-in assistance	Da Nang Airport / Hotel	The Organizing Committee provides transportation and assigns representatives to welcome the delegation.
14:00 – 17:00	Field Survey (Factory Tour): Direct working at supplier facilities or traditional craft villages in Da Nang	At manufacturing plants or craft villages in Da Nang	Organizing Committee, buyer representatives, delegation interpreters
DAY 2: OCTOBER 29, 2026 (THURSDAY) **Sourcing & B2B Matchmaking Program with Buyers**			
07:30 – 08:00	Delegates check-in; Networking & product display viewing	**Nalod Hotel** (192 Vo Nguyen Giap St., An Hai Ward, Da Nang City) - Reception / Display Area	Organizing Committee, participating delegates
08:00 – 08:05	Opening remarks and introduction of delegates	Main Hall	Bilingual MC (English - Vietnamese)
08:05 – 08:15	Opening speech by the Leader of Da Nang Department of Industry and Trade	Main Hall	Leader of Da Nang Department of Industry and Trade
08:15 – 08:35	Presentation: Introduction to quality standards for entering the Halal market	Main Hall	Ms. Nguyen Thi Ngoc Hang, Marketing Director, Halal Certification Office Co., Ltd.
08:35 – 08:50	Presentation: - From Challenges to Opportunities: Digital Transformation Journey of Vietnamese Exporters - AI Era: Operating Alibaba.com Efficiently	Main Hall	Representative of Alibaba.com Co., Ltd.

Date / Time	Tentative Program	Venue	Notes
	with Just 1 Staff Member		
08:20 – 10:00	**B2B Matchmaking Session (Batch 1):** 05-06 turns/matching table based on pre-arranged schedule (10-15 mins/session)	B2B Matchmaking Area	Buyers, enterprises, consulting units (by schedule)
10:00 – 11:30	**B2B Matchmaking Session (Batch 2):** Scheduled and ad-hoc sessions (10-15 mins/session)	B2B Matchmaking Area	Buyers, enterprises, consulting units (by schedule or ad-hoc)
11:30 – 11:40	Signing of Memorandum of Understanding / Cooperation Agreement (if any)	Main Hall	Organizing Committee, signing parties
12:00 – 17:00	Livestream Product Promotion Program	Main Hall	Organizing Committee, registered enterprises
14:00 – 17:30	**Field Survey (Factory Tour):** Visiting Da Nang High-Tech Park/ Industrial Zones	Da Nang High-Tech Park/ Industrial Zones	Organizing Committee, buyer representatives, delegation interpreters
DAY 3: OCTOBER 30, 2026 (FRIDAY)			
	End of working program	Da Nang Airport	The Organizing Committee provides complimentary airport departure transfers for the delegation.

Note: The schedule may be adjusted depending on the actual situation. The Organizing Committee will notify you promptly of any changes.