

VIETNAM

2023 TRADE MISSIONS SERIES

Vietnam finished 2021 with a 2.58% GDP growth rate, despite witnessing one of the harshest COVID lockdowns in the world during the second half of 2021. Yet, the nation is also one of the rare economies to post two consecutive years of growth since the start of COVID-19 globally.

Vietnam has created a concrete foundation to bounce back stronger in 2022/2023. The government targets GDP growth of 6-6.5 percent, while the World Bank has forecast Vietnam's GDP to rebound to 5.5 percent provided the pandemic is brought under control both at home and abroad.



Is your next global opportunity in Vietnam?

VIETNAM TRADE MISSION

AGTECH MARCH 2023



Vietnamese consumers perceive Australian products to be of high quality, allowing them to be positioned as premium products. With its geographical proximity, Australian suppliers are able to respond to market needs quicker than suppliers from Europe and the United States. This factor is specifically advantageous for commodities such as wheat, dairy or fresh fruit, given many small to medium-sized Vietnamese food processors prefer to buy in small amounts by the container load.

Conversely, the Australian AgTech Sector is predicted to be worth over \$100 Billion by 2030. Bilateral opportunities between Australia's Ag & Ag Tech markets, and Vietnam's demand for high quality, bio secure products create a unique opportunity to foster a collaborative ecosystem.

How can your business benefit from being partnered with Vietnam?

VIETNAM TRADE MISSION

RETAIL SUPPLY CHAIN & E-COMMERCE

7th - 13th May 2023

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Supply chain of tomorrow no longer centers around efficiency and cost management but rather on building a secure and resilient supply chain. This is aligned with the sentiment among global leaders, who plan to make more holistic changes to their respective supply chain strategy.

Over the last decade Vietnam has emerged as one of the most attractive alternative production hubs for companies looking to reduce their exposure to China.

While in more **mature markets**, emerging supply chain technology trends such as AI, Big Data, IoT, Blockchain & Digital Twin are a focus, Vietnam is more focused on getting the basics right.

- Reinforce & enhance Supply Chain effectiveness and sustainability
- Operational excellence
- Digitalisation of supply integration & CX
- Improved workforce capability & capacity

Dominique Lamb, CEO of National Retail Association and Ashely Hudson, CEO of Retail Global will be this mission's leader.

How can your business benefit from being partnered with Vietnam?



VIETNAM TRADE MISSION

ENERGY

SEPT 2023



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There are considerable prospects for international firms as the Vietnamese government has opened up the power production sector with a series of reforms to encourage investment. In the generation sector, the government is encouraging IPPs to engage in the building of more thermal power plants in compliance with the amended PMP VII, which provides a wide range of opportunities for equipment manufacturers, energy consultancy firms, and EPC firms.

In June 2017, the Government of Viet Nam and its international Development Partners formally established the Viet Nam Energy Partnership Group (VEPG) with the aim to strengthen cooperation, dialogue and exchange of experiences and knowledge in the country's Energy Sector.

Australia and Vietnam to establish a Ministerial Dialogue, to be held at least once every two years, to formalise increased engagement between our two countries on energy, minerals and mining. The dialogue will also include representatives from industry as appropriate, thereby helping to establish government relationships, future business networks and information sharing.

How can your business benefit from being partnered with Vietnam?

VIETNAM TRADE MISSION

EDUCATION & STUDENT ATTRACTION

NOV 2023



EDUCATION

Australia and Vietnam are committed to working together on education and training for the benefit of our respective economies. Vietnam is one of Australia's top education partners. Prior to the impact of COVID-19, Australia was the fourth most popular study abroad destination for Vietnamese students. In 2020, there were over 30,000 Vietnamese students enrolled in Australian schools. In the same way, the Government of Vietnam welcomes foreign investment in the education sector which offers opportunities for Australia. The Vietnamese government supports foreign investment in the education sector, which Australia may take advantage of. RMIT University, Swinburne University, the University of Technology Sydney (UTS), the University of Western Sydney, and Monash University are among the Australian universities that have already invested in establishing a presence or offering educational programs in Vietnam.

How can your business benefit from being partnered with Vietnam?

**How can your business benefit from
developing trade relationships with Vietnam?**

**Reach out to discuss our 2023 Trade Mission
series, and how this may be your gateway to
new markets, supply chain, ideas &
investment.**

**For more information, call 0417417006 or
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THANK YOU