



**The Permanent Mission
of the Socialist Republic of Viet Nam to the United Nations,
the World Trade Organization and other International Organizations in Geneva
has the honour to invite your company at**

Workshop

Viet Nam: A Robust and Open Market Opportunities for Swiss Enterprises and Investors

**on Tuesday, 20 July 2021 (11:00-14:00)
at the Viet Nam Permanent Mission,
Chemin des Corbillettes 30, 1218 Le Grand-Saconnex, Geneva**

(Tentative Programme is attached)

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TENTATIVE PROGRAMME

WORKSHOP

Viet Nam: A Robust and Open Market Opportunities for Swiss Enterprises and Investors

Time: 11:00-14:00, Tuesday, 20 July 2021

Venue: Viet Nam Permanent Mission, Chemin des Corbillettes 30, 1218 Le Grand-Saconnex, Geneva

Over the past 50 years since the establishment of bilateral diplomatic relations in 1971, the friendship and cooperation, particularly economic ties between Viet Nam and Switzerland have been strongly developed, including trade, investment, tourism and educational exchanges.

Given untapped potentials in each country, there are great prospects for fostering business and people-to-people exchanges. How could Swiss enterprises take advantage of the good relations between Switzerland and Viet Nam? What are the opportunities, in this rapidly changing market, for Swiss enterprises, particularly in the French-speaking region? What sectors are the most promising ones? These are the main questions this Workshop, organized by the Permanent Mission of Viet Nam in Geneva, will attempt to answer.

The event is open to Swiss entrepreneurs and enterprises from any sectors who are interested in exploring the Vietnamese market.

Key Speakers:

- Ambassador Dr. LE Thi Tuyet Mai, Permanent Representative of Viet Nam to the UN, WTO and other IOs in Geneva
- Mr. Blaise MATTHEY, Director General, Fédération des Entreprises Romandes, Genève (tbc)
- Mr. Vincent SUBILIA, Director General, Chambre de Commerce, d'Industrie et des Services de Genève (tbc)
- Ms. NGUYEN Thi Thuc, Founder and President of Swiss-Vietnamese Business Gateway, Lausanne.

Tentative Schedule:

- 11:00-11:15: Opening Remarks
- 11:15-11:45: Viet Nam's Business Environment and Economic Ties between Viet Nam and Switzerland
Permanent Mission of Viet Nam
- 11:45-12:05: Trade and Investment Opportunities: Complementary Advantages – Where Swiss Enterprises Can Capitalize on Viet Nam's Resources and Potentials
Swiss-Vietnamese Business Gateway
- 12:05-12:15: Briefing on Covid-19 Situation in Viet Nam and Consular Requirements for Visiting Viet Nam
Permanent Mission of Viet Nam
- 12:15-13:00: Q & A
- 13:00-14:00: A Taste of Vietnamese Culture and Cuisines - Buffet Lunch