

MARKET VISIT SUPPORT WEST MIDLANDS PROGRAMME

WEST MIDLANDS COMPANIES ARE INVITED TO JOIN A VISIT TO VIETNAM

Proposed Dates: 29 November 2010 to 3 December 2010

Closing date for applications: 22 October 2010

The visit is being organised by Staffordshire's International Trade Team. The aim is to take a group of companies representing the expertise of the region to research the market place, obtain new clients and develop partner relationships, ultimately to increase export revenue to the UK. **The mission is in conjunction with UKTI London and is open to companies in all sectors but with a strong focus on Education.**

A pre-visit briefing by UKTI Staff and representatives from Vietnam will be held at The North Staffordshire Chamber of Commerce during November.

Benefits of the Visit

- *Pre-visit and in market briefing by UKTI staff*
- *British Consulate hosted reception in Ho Chi Minh City and Hanoi*
- *Excellent networking opportunities through the support of the British Consulate and participation in a West Midlands/London UK Trade & Investment market visit*
- *New contacts and shared intelligence within the market visit group*
- *Brochure with all company profiles translated into Vietnamese to be circulated in Vietnam*
- ***For Education and language sector companies...***

*Two 'in country' Education Conferences in HCMC and Hanoi
Mini exhibition stands at sides of conference for all attendees
Conference to be followed by short speed dating 121 meetings*

Vietnam - Introduction

Vietnam is designated one of UKTI's High Growth Markets. Vietnam's economy grew by 5.32 percent in 2009, making it one of the top expanding economies in the region despite the global financial crisis. The economy saw a double achievement of gaining economic growth and reigning in inflation, indicating the economy was responding well to the government stimulus policies. The UK is the 17th largest investor in Vietnam with total of US\$2.151 billion

Opportunities in Vietnam

In recent years, bilateral trade between Vietnam and United Kingdom has grown strongly, with UK exports of goods increasing from £81.7 million in 2005 to £206.679 million in 2009. In the same period Vietnam’s exports of goods to the UK increased from £721 million to £1.06 billion.

There are considerable opportunities in the following sectors:-

- Education – the Vietnamese inherited a high respect for learning. Vietnam’s current approach to reform its education system is extremely ambitious. By 2020, for example, Vietnam expects its higher education system to be advanced by modern standards and highly competitive internationally.
- Language schools – English is considered the essential second language for all young Vietnamese and the international business language of the future.
- Infrastructure (power, transport, telecoms): preparing to modernise Vietnam ;and to become more involved in international trade, the government is highly interested in investing into the infrastructure including roads, rail and energy.
- Business services: The Vietnamese financial market has rapidly expanded over the past few years and has gained great strategic importance at the global level. With the rapid liberalization, privatization and globalisation of the market, Vietnam has become a preferred destination of international financial investors. The key financial sectors ‘banking’ and ‘insurance’ are attracting huge foreign investment as both of these sectors represent highly untapped potential.

Eligibility

Small and medium sized West Midlands businesses, who are actively seeking to engage overseas partners and/ or win business in markets outside the UK.

Interested companies should contact the principal organiser shown below or their local International Trade Advisor (ITA). Participants are strongly urged to use the services of UKTI’s commercial sections based in Vietnam British Consulate and Embassy, this will enable companies to develop specific research and contact making ahead of the visit. Please contact the organiser of this visit asap if you require bespoke Market Research.

Costs/ Travel Details

Companies are free to make their own arrangements via their usual travel provider. There are a number of carriers (Singapore Airlines, Qatar Airways etc) offering low return prices. Any company intending to visit Ho Chi Minh & Hanoi will need to use internal flights via Vietnam Airlines. Please be aware that not all airlines fly from Hanoi

Package Price: **GBP1900 including taxes and surcharges (price correct at time of drafting)**

Prices include flights, internal flight from HCMC to Hanoi, taxes, accommodation & breakfast daily

Proposed Travel Plan

SQ 327	27 Nov	Manchester/Singapore	0840	#0755
SQ 172	28 Nov	Singapore/Ho Chi Minh City	0950	1055
VN 220	01Dec	Ho Chi Minh City/Hanoi	1230	1430
SQ175	04Dec	Hanoi/Singapore	1330	1755
SQ328	04Dec	Singapore/Manchester	2245	#0720



Proposed Accommodation

Ho Chi Minh City

Check in 28 Nov – check out 01 Dec, 3 nights
Sofitel Saigon Plaza £120 per room per night on Bed & Breakfast basis

Hanoi

Check in 01 Dec – check out 04 Dec , 3 nights
Sheraton Hanoi Hotel - £110 per room per night on Bed & Breakfast basis

A limited number of grants will be available to eligible companies – please contact either Wendy Hall or your local International Trade Advisor

Programme

The programme will be sufficiently flexible for participants to arrange their own meetings however briefings by Consulate staff will be mandatory for all participants.

How to Apply:

For further information on this market visit please contact:

Wendy Hall
International Trade Adviser
UK Trade & Investment
North Staffordshire Chamber of Commerce
Commerce House
Stoke-on Trent
Staffordshire
ST1 5BE

Tel: 01782 224408
Mobile: 07734 814934
E-mail: wendyhall@nscci.co.uk

investing
in **your** future
European Regional Development Fund
European Union

