

Hanoi, Vietnam



ENTERPRISE FLORIDA, INC.

JOIN ENTERPRISE FLORIDA ON AN EXPORT SALES MISSION TO
HO CHI MINH CITY & HANOI, VIETNAM
MAY 31-JUNE 8, 2019



Ho Chi Minh City, Vietnam



Organized by Enterprise Florida, the official economic development organization for the state of Florida.



AN INVITATION TO FLORIDA COMPANIES TO EXPLORE BUSINESS OPPORTUNITIES IN HO CHI MINH CITY & HANOI, VIETNAM



Dear International Business Leader,

The U.S.-Vietnamese commercial relationship has grown since the United States lifted its trade embargo against Vietnam in 1994 and the two countries renewed diplomatic relations in 1995.

The U.S. is now Vietnam's largest export market and a major source of foreign direct investment, helping fuel Vietnam's remarkable economic growth. The U.S. has also benefitted from stronger trade ties with an increase of U.S. exports to Vietnam by 330% over the last 10 years. Vietnam's more than 93 million consumers have a positive view towards the U.S. and is poised for continuous growth over the next twenty years — a rising star among Asia's bustling economies.

U.S. firms now view this market as a key component to their growth strategies in Asia. The 2001 U.S.-Vietnam Bilateral Trade Agreement (BTA) transformed the bilateral commercial relationship between our two nations and accelerated Vietnam's entry into the global economy, with Vietnam joining the WTO in January of 2007. Since the BTA, bilateral trade increased from \$2.9 billion in 2002 to over \$54.6 billion in 2017. Vietnam was a major beneficiary of enhanced trade ties. In 2017, Vietnam held a \$38 billion trade surplus with the U.S.

U.S. exports to Vietnam grew by 23.3% in 2015 and by 43.2% in 2016, resulting in a two-year increase of 77.1%.

The Export Sales Mission to HCMC & Hanoi will take place May 31–June 8, 2019. Florida companies are invited to join the mission and participate in the Gold Key program. This program offers an excellent way to meet with potential business partners and build the much-needed contacts and relationship in both markets.

I encourage you to join me on this important mission as we continue the work of creating jobs in Florida through the promotion of international trade.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Manny'.

Manny Mencia
Deputy Florida Secretary of Commerce
Senior Vice President, Enterprise Florida, Inc.

*Governor Rick Scott,
Chairman*

*Joe York,
Vice Chairman*

ORLANDO

800 North Magnolia Avenue
Suite 1100
Orlando, Florida 32803
T 407-956-5600

MIAMI

201 Alhambra Circle
Suite 610
Coral Gables, Florida 33134
T 305-808-3660

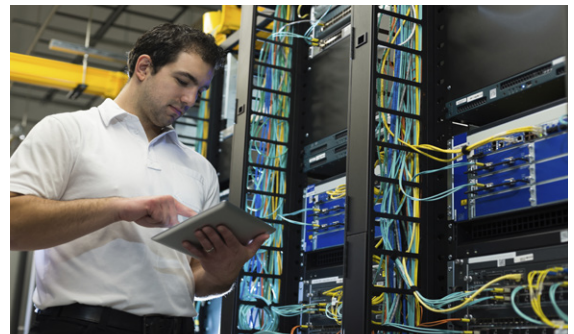
TALLAHASSEE

101 North Monroe Street
Suite 1000
Tallahassee, Florida 32301
T 850-298-6620

BEST EXPORT OPPORTUNITIES TO VIETNAM

The industries list below are non-exclusive. If your industry is not mentioned below, please contact us for a no-obligation assessment. Some of the best trade opportunities for Florida companies include:

- **Environmental and Pollution Control Equipment & Services**
- **Healthcare/Medical**
- **Information & Communication Technologies**
- **Power Generation**
- **Franchise Industry**
- **Education & Training**
- **Aviation**
- **Defense Sector**
- **Agribusiness**



MISSION ITINERARY*

- Friday, May 31**
 - Leave Florida
- Saturday, June 1**
 - Arrive HCMC late night
- Sunday, June 2**
 - Free for own appointments
- Monday, June 3**
 - AM: Country Briefing by USCS staff at the American Center
 - PM: Gold Key one-on-one pre-arranged business appointments
 - Visit to Vietnam Chamber of Commerce and Industry
 - Networking evening reception by the U.S. Consulate
- Tuesday, June 4**
 - Gold Key one-on-one pre-arranged business appointments (*offsite – interpreter and ground transportation provided*)

- Wednesday, June 5**
 - Travel from HCMC to Hanoi
- Thursday, June 6**
 - Gold Key one-on-one pre-arranged business appointments (*offsite – interpreter and ground transportation provided*)
 - Networking evening reception by the U.S. Embassy
- Friday, June 7**
 - AM: Debriefing with the U.S. Commercial Service
 - Visit Vietnam Chamber of Commerce & Industry
 - PM: Optional follow-up meetings
- Saturday, June 8**
 - Depart Hanoi

* Subject to change

MISSION REGISTRATION

Registration Deadline for All Options: Friday, April 5, 2019

For *registration forms*, contact: **Andrea Moore** | amoore@enterprise-florida.com | (850) 469-8989

For *general mission information*, contact: **John Diep** | jdiep@enterprise-florida.com | (561) 832-8339

Registration will not be considered final until ALL event & travel registration forms and payment authorization have been received.

Option 1: GOLD KEY PACKAGE

Gold Key Registration \$2,500

Package includes the following:

- **Gold Key Service:** The U.S. Commercial Service in HCMC and Hanoi will pre-schedule one-on-one appointments in both markets with pre-qualified companies in the region that have expressed an interest in your company's products/services.
- **Admission to all Florida mission networking events, including networking receptions**
- **Country briefings by U.S. Embassy/Consulate officials**
- **Ground transportation in country to all official mission events, originating at the official mission hotel (except flight from HCMC to Hanoi)**
 - **Interpreter and car with driver to GK meetings, when applicable**

GOLD KEY PARTICIPATION: Gold Key Participation will be limited to Florida manufacturers, distributors, and service companies that best meet the participation criteria. Selection of these firms will be on a first-come, first-served basis. Final selection will be determined by the U.S. Commercial Officer after a review to ensure market suitability. Once EFI receives your application form, a U.S. Commercial Service (USCS) officer in each market will conduct an assessment of your product or service. You will be notified of approval within approximately 10 business days.

Option 2: DELEGATE PACKAGE

Each Company Representative \$750 per person

Package includes the following:

- **Admission to all Florida mission networking events, including networking receptions**
- **Country briefing/debriefing by U.S. Embassy & Consulate officials**
- **Ground transportation in country to all official mission events, originating at the official mission hotel (except flight from HCMC to Hanoi)**

Note: This option encourages delegates to schedule their own individual appointments and activities during their free time.

GRANTS

Trade grants will be available to qualified Florida manufacturers and value-added professional service providers, covering \$2,500 of the registration fee for the first company representative (for Gold-Key meetings). Please note that the grant is only available for Option 1 Gold Key Package. A separate application process is required for this grant..

TRAVEL ARRANGEMENTS

Enterprise Florida has contracted the services of Express Travel, an independent travel agency, to assist your company with its travel needs. This service is strictly optional. If interested, please contact Express Travel directly: 305-341-1200x222.

HOTELS: (estimated costs)
Hotel in HCMC: Room Rate **US \$185/night** +tax (approx.)
includes breakfast and Wi-Fi
Hotel in Hanoi: Room Rate **US \$140/night** +tax (approx.)
includes breakfast and Wi-Fi
FLIGHTS: (estimated costs)
 Roundtrip airfare
 from Miami to HCMC **US \$1,600** +tax (approx.)

FOR GOLD KEY PARTICIPANTS

Upon submission of completed registration forms, your products and objectives will be reviewed for product suitability in HCMC & Hanoi by U.S. Commercial Service industry experts. Approval takes approximately 10 business days.

Upon approval, completed online registration and payment, GK registration is official. Cancellation criteria below apply.

FOR DELEGATES

The Delegate Package does not require a review and, therefore, registration is official upon receipt of online registration and payment.

CANCELLATIONS

Cancellations prior to **Friday, March 22, 2019** must be made in writing and sent to Andrea Moore at amoore@enterprise-florida.com. Registrations submitted after March 22, 2019 are non-refundable.

NO VERBAL cancellations will be accepted. For a full refund, cancellations must be received by Friday March 22, 2019.