



CONFERENCE PROGRAM
INVESTMENT PROMOTION IN FOOD PROCESSING INDUSTRY

Venue: Conference Hall, 2nd floor, SECC, 799 Nguyen Van Linh,

Tan Phu Ward, District 7, Ho Chi Minh City

Time: 09:00 – 13:00, November 15th 2018

Time	Content	Tentative speaker
09:00	Registration	
09:30	Opening remarks	<i>Leader of Ministry of Industry and Trade (MOIT)</i>
09:40	Welcoming remarks	<i>H.E Lee Hyuk, Secretary General of ASEAN-Korea Centre</i>
09:50	Presentation: Food Processing Industry in Vietnam	<i>Vietnam Trade Promotion Agency, MOIT</i>
10:05	Documentary film: Food Processing Industry in Vietnam	
10:10	Presentation: Investment Promotion Policy for Hi-tech food processing projects	<i>Foreign Investment Agency – Ministry of Planning and Investment (MPI)</i>
10:25	<p>Panel discussion 1: Exploring the Opportunities in Vietnam Food Processing Industry</p> <p><u>Topics:</u></p> <ul style="list-style-type: none"> • Export opportunities for Made in Vietnam food products • Vietnam potential domestic market • Global purchasing trend of food processing products • Developing raw material areas for the food processing industry • Potential food processing sub-sectors • Investment incentives for food processing industry and the role of legal/ advisor institutions <p><u>Tentative speakers:</u></p> <ul style="list-style-type: none"> • Vietnam Trade Promotion Agency, MOIT • Agro Processing and Market Development, Ministry of Agriculture and Rural Development • Representative of Amazon • Representative of a Korean enterprise • Representative of a Vietnamese association/ enterprise • Market research/ advisory firm (Bakers & McKenzie Vietnam/ Virac Vietnam) 	
11:00	Presentation: Investment Case in Vietnam	<i>Foreign investor</i>
11:10	<p>Panel discussion 2: The Trend of Food Processing Investment & Product Development</p> <p><u>Topics:</u></p> <ul style="list-style-type: none"> • Investment trend and Sourcing trend in Food Processing Industry • Introduction of New technology, enhancing added value for processed food products • Branding and Marketing Strategies for Vietnamese Food MSMEs from the Buyer Perspective • Food Packaging Trend <p><u>Tentative speakers:</u></p> <ul style="list-style-type: none"> • Industrial Agency, MOIT • Amcham/ US – ASEAN Council • Eurocham • Representative of US/ EU enterprises • Representative of a Vietnamese enterprise 	
11:50	Teabreak	
12:05	Trade & Investment matchmaking	