



VIETNAM ROUNDTABLE - ATLANTIC CANADA

UNLOCKING GLOBAL GROWTH: VIETNAM AS YOUR GATEWAY TO ASEAN & THE INDO-PACIFIC THROUGH THE COMPREHENSIVE AND PROGRESSIVE AGREEMENT FOR TRANS-PACIFIC PARTNERSHIP (CPTPP) IS YOUR UNPARALLELED OPPORTUNITY TO GAIN STRATEGIC INSIGHTS AND FORGE VITAL CONNECTIONS TO PROPEL YOUR BUSINESS ONTO THE INTERNATIONAL STAGE.



Why this roundtable is essential for your business:

In today's complex global landscape, strategic market diversification is key to sustained growth. Vietnam stands out as a rapidly ascending economic powerhouse and a pivotal entry point to the colossal markets of the Association of Southeast Asian Nations (ASEAN) bloc and the broader Indo-Pacific region.

This event is designed to show you how to leverage the Free Trade Agreements (FTAs) in general and CPTPP in particular to:

- **Gain a Competitive Edge:** Discover how Vietnam's strategic location and robust economic ties can provide Atlantic Canadian businesses with preferential access to over 600 million consumers in ASEAN and beyond.
- **Navigate Global Trade Confidently:** Receive expert guidance on utilizing the CPTPP framework to mitigate trade complexities and overcome protectionist measures, ensuring smoother international expansion.
- **Identify Untapped Opportunities:** Explore high-growth sectors and specific avenues for trade and investment collaboration in Vietnam that align with your business's capabilities and growth ambitions.
- **Learn from Success:** Hear compelling case studies and success stories of Canadian businesses already thriving by leveraging CPTPP and Vietnam's strategic position, providing actionable blueprints for your own expansion.
- **Master CPTPP Advantages:** Demystify the intricacies of CPTPP rules of origin and certification, including substantial transformation and regional value content, to fully capitalize on tariff benefits and optimize your supply chains.

