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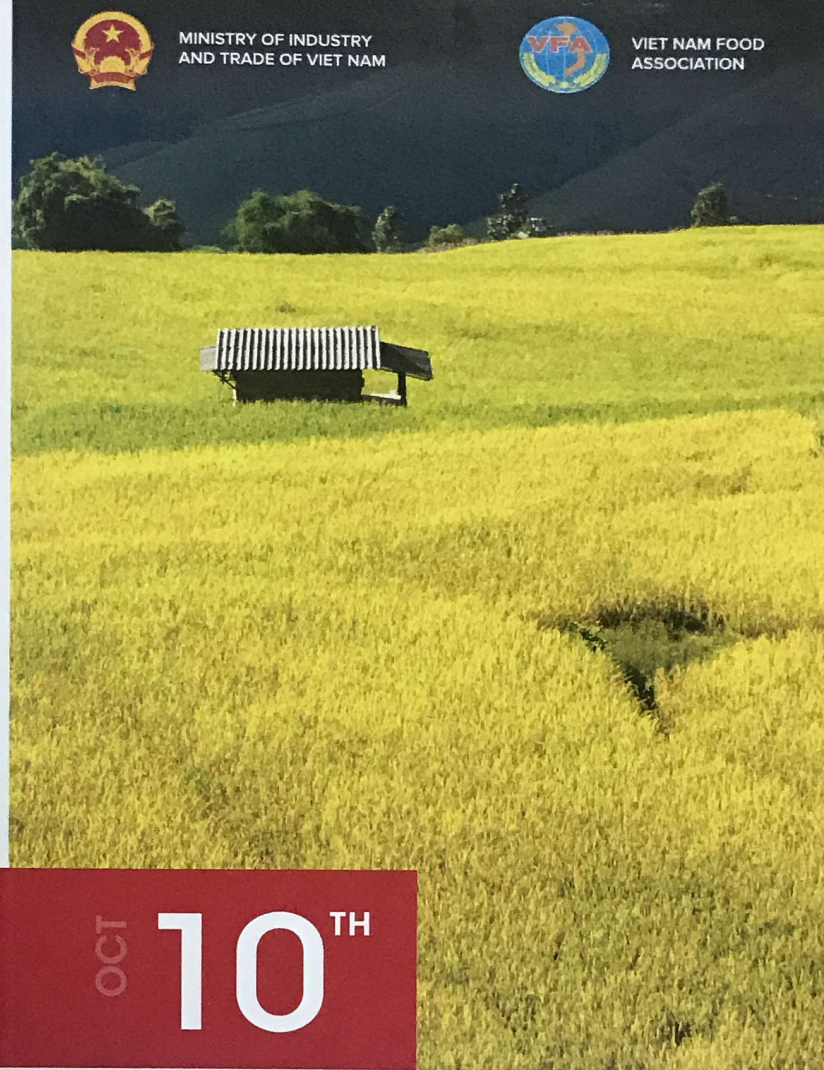
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MINISTRY OF INDUSTRY
AND TRADE OF VIET NAM



VIET NAM FOOD
ASSOCIATION



VIETNAM
RICE
CONFERENCE

2018

OCT 10TH

Viet Nam Rice Industry & Market Outlook

JW MARRIOTT HOTEL, HA NOI
3pm to 6 pm, 10th October 2018

For event information or to RSVP
please contact:

vnriceconference@moit.gov.vn

CONFERENCE
INVITATION



OCT 10TH

CONFERENCE
AGENDA

11.00 - 15.00 PRE-REGISTRATION

Once you register here, you can enjoy all three days fuss-free; just keep your badge on for a smooth experience. Once registered, there is no further registration needed on the morning of the 11th October 2018 or for the 12th October 2018.

15.00 - 15.15

Opening Ceremony
VIP from MOIT of Viet Nam

15.15 - 15.35

Presentation: Viet Nam Rice Export Development and Outlook
Agency of Foreign Trade, MOIT

15.35 - 15.55

Presentation: Vietnam's rice production - Changing trends in Viet rice varieties toward quality and added value; Demand-oriented focus
Cuu Long Delta Rice Research Institute

15.55 - 16.15

Presentation: Branding experiences around Asia and what benefits Viet Nam
Mr Bas Rozemuller, The International Finance Corporation

16.15 - 16.35

Presentation: Developing a trade mark of Viet Nam rice with Global recognition for quality and reputation
Loc Troi group joint stock company

16.35 - 17.00

Presentation: Transparency across the rice industry supply chain in Viet Nam and over the world
Mr Vivek Sharma, Vice President Southeast Asia, Phoenix Global

17.00 - 18.00

Panel discussion: Challenges and Opportunities to Vietnam's rice industry on the road to sustainability

18.00 - 20.00

WELCOME RECEPTION @ JW MARRIOTT HOTEL

No 8 Do Duc Duc Road, Me Tri Ward, South Tu Liem District, Ha Noi, Viet Nam

Networking takes the helm as the TRT World Rice Conference delivers the first opportunity to interact with all of the delegates in attendance. This is a **MUST ATTEND** event for anyone interested in taking a first glimpse of who is there and what everyone is concerned about.

Venue: Cool Cats Jazz Club and surrounding foyer

Dear Sir or Madam,

We are pleased to invite you to participate in the conference "Viet Nam Rice Industry and Market Outlook" to be held in Ha Noi, Viet Nam on October 10th 2018, from 3pm to 6pm, after the pre-registration for the 10th The Rice Trader - World Rice Conference. The conference is presented by Ministry of Industry and Trade of Viet Nam, Viet Nam Food Association and international speakers who will share experiences that would benefit Viet Nam.

The major objective of this conference is to share the innovative spirit within the Vietnamese rice industry and the changing trends in rice varieties grown in Viet Nam focusing on quality and added value. A market demand orientation strategy, a new legal framework governing rice export and the efforts to build a national brand name for Vietnamese rice will also be mentioned.

The conference will be open to all delegates and to anyone interested in Vietnamese rice. Of course, all rice exporters of Viet Nam will participate in this important event, which will provide you further opportunities to meet with Vietnamese partners and enterprises.

Please confirm your attendance before 20th September 2018 via email to vnriceconference@moit.gov.vn. For more details regarding the conference, please do not hesitate to contact us. We are looking forward to seeing you there.

Yours faithfully,

Ministry of Industry and Trade