



**V**  **EU** Connect  
to Grow

**V – EU**

**TRADE PROMOTION CENTER**

# ABOUT US

The V - EU International Business Chapter was established in the context of the VAFTA event, with the purposes of gathering Vietnam-based manufacturers to promote Vietnamese products to the international market. The Chapter is controlled directly by the Vietnam Private Entrepreneurs Association, established since 2013 and chaired by the former Deputy Minister, Mr. Nguyen Trong Dieu.

Our mission is to create a community of businesses that support each other in exporting Vietnamese products to European and international markets as well as boosting up the consumption of domestic market. We connect community of producers, trades and consumers and we grow together as one unit, strong and solid.

**ESTABLISHED**

20<sup>th</sup> October, 2020

**ENROLLED MEMBER**

1<sup>ST</sup> TIME: 60 PERMANENT MEMBERS

NON - PERMANENT MEMBERS: 700+





## SUB - BRANDING

**V★EU** Mart

**V★EU** Care

**V★EU** Edu



EXHIBITION ROOM  
NATIONAL BRAND

**V**  **EU** Mart



## OBJECTIVE

Create a more effective playing field for thousands of businesses in displaying, trading goods & products and meet with other businesses, customers, business partners, domestic and international entrepreneurs etc., especially government departments, government offices, foreign embassies, overseas business associations and international entrepreneurs via online and offline communication channels..., where they can exchange information, conduct business matching, promote trade, and identify their own international brands.



## SCALE

With a surface of more than 200m<sup>2</sup>, the showroom is specifically designed to optimize business operations, focusing on distribution, promotion and omni - channel sales.











## LOCATION

1st floor of the International Convention Center, frontage at the intersection between Le Hong Phong street and Chu Van An street, a prime commercial location in Hanoi capital, Vietnam.



## HUGE MARKET

We have a professional trade promotion team, a customer database with more than 3,000 member businesses, industry and international business associations etc.





## PARTICIPATION FEES



### Participation fees including:

Entry fee, space, counter, office area, product experience area, online and offline marketing, attendance of online and offline trade promotion events for 01 year.

Expenses for finding business partners, online and offline operations, supermarket chains, promotion offices.



### For existing members of V-EU

- Members who have already displayed their goods in the V-EU Trade Promotion Room: 1 month fee free bonus per year.
- Better fee incentives will be given to those ones who have displayed their goods in the V-EU Trade Promotion Room and to all existing members of V-EU.

# V★EU Mart

## GOLD MEMBER

**Expected quantity** : 05 enterprises

### **Benefits:**

- Be selected as a strategic product for business development, implementing multi-channel sales directly with a sales experts team on different means of communication (online and offline).
- Design your own suitable exhibition area in the showroom center; your products will be introduced regularly to potential business partners, customers, investors who wish to accompany your business for a long-term development.
- Be given business support, market development, brand image development with agreement on sales commitment, agent development, desired distribution channels.
- Organize product launch events, monthly seminars, deploy multimedia and official communication packages.
- Can issue 1,000 internal cards for regular customers.
- Products can be approached and consumed by leaders of government departments, ambassadors, counselors, domestic and foreign business associations, the Committee of Overseas Vietnamese, and Vietnamese residing abroad.



# V★EU Mart

## VIP MEMBER

**Expected quantity** : 30 enterprises

### Benefits

- Be selected as a strategic product for business development, develop agent and distribution channels.
- Products to be exhibited in private shelves, with staff to take care, introduce and sell products.
- Be entitled to marketing and advertising packages for events, seminars, and product launches with a business and market development team who are senior business owners with intensive experience.
- Be entitled to join in all selling points organized by V-EU in the domestic market.
- Can issue > 1,000 internal cards for regular customers.
- Products can be approached and consumed by leaders of government departments, ambassadors, counselors, domestic and foreign business associations, the Committee of Overseas Vietnamese, and Vietnamese residing abroad.



## V-EU MART MEMBER

**Expected quantity** : +50 enterprises/ >100 products

**Benefits:**

- Only display products at the promotion room of V-EU Mart to promote, introduce and sell products; participate in meetings, promote products with V-EU.
- Marketing and advertising packages for events, seminars, product group launches, and organize regularly online and offline sales events.
- Be supported by a business development team who are business owners with intensive experience in setting up stores, supermarkets, selling goods via online and offline channels.
- Be committed to multi-channel selling, developing agents, distribution systems, accompanying with businesses.
- Can issue > 1,000 internal cards for regular customers.
- Better fee incentives for all existing V-EU members: 2.000.000 VND / monthly.





**FOR CONSULTANCY AND REGISTRATION  
ENQUIRY,  
PLEASE CONTACT**

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# V★EU Connect to Grow

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📘 Vietnam-Europe  
International Business Chapter

