

Webinar "Exploring Free Trade Area Opportunities – Vietnam's Consumer Market"



Registration Method

Interested persons are welcome to attend. Admission is Free.
Please click the button below to register.

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Apart from the establishment of China-ASEAN Free Trade Area, a total of 15 economies including China and the ten ASEAN states signed the Regional Comprehensive Economic Partnership (RCEP) Agreement last year, bringing valuable opportunities to Hong Kong enterprises. Vietnam, being one of the fastest-growing economies of the ASEAN bloc, its consumer market has been growing rapidly. This seminar will give an overview of consumer market, consumer behaviours and the latest development of retail channels in Vietnam. Enterprise representative will also be invited to share with participants the practical experience of exploring the Vietnamese market. Moreover, representative from the Hong Kong Productivity Council will be invited to introduce the "FTA Programme" under "the Dedicated Fund on Branding, Upgrading and Domestic Sales" (BUD Fund).

Details



Date: 28 April 2021 (Wed)

Time: 3:00 - 4:30 p.m.

Language: Cantonese

- Speaker:
- **Mr Wing Chu**, Business Advisory Manager, Research Department, Hong Kong Trade Development Council
 - **Ms Melissa Ho**, Economist, Asian and Emerging Markets, Research Team, Research Department, Hong Kong Trade Development Council
 - **Ms Ferren Mung**, Manager (BUD), BUD Fund Implementer, Hong Kong Productivity Council
 - Representative of Hong Kong Enterprise