



High Level Mission of European Union's Commissioner Wojciechowski to Vietnam

10–14 July 2022



DRAFT AGENDA

Version: 09/07/2022

**The agenda is in development and still subject to change.*

Wednesday, 13 July – Ho Chi Minh City	
14:30 – 15:00	Arrival at venue and registration
15:00 – 16:00	<p>Business forum: EU-Vietnam Agri-food</p> <p><u>Opening/ welcome speeches</u> H.E. Janusz Wojciechowski, European Commissioner for Agriculture Mr. Vo Tan Thanh, Vice President, Vietnam Chamber of Commerce and Industry (VCCI)</p> <p><u>Product pricing strategy: equivalence between cost, quality and affordability under different consumer and market segments</u> Mr. Antoine Nguyen, Co-Founder, Passion Gourmet Foods Asia</p> <p><u>Sustainable agri-food production in the EU. GIs and organic products</u> Mr. Marco Schlüter, Head of Strategy & International Affairs, Naturland e.V. (Germany) Mr. Dirk Jacobs, Director General, Food Drink Europe</p>

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	<p><u>Potential for win-win partnerships between the EU and Vietnam agri-food businesses in exploring opportunities in South East Asian markets</u></p> <p>Mr. Johan Van Den Ban, Former Chairman of EuroCham Food, Agri and Aqua Business Sector Committee, General Director Vietnam & Cambodia for DE HEUS</p> <p>Moderated by: Mr. João Onofre, Acting Director for Outreach, Research and Geographical Indications, European Commission, Directorate-General for Agriculture and Rural Development</p> <p>Master of Ceremony: Ms. Hoang Uyen</p> <p><i>Sofitel Saigon Plaza Ballroom (Ground Floor)</i></p>			
16:00 – 18:30	<p>Business networking session 1 incl. B2B meetings – product categories: Wine, spirits, and other beverages</p> <p><i>Sofitel Saigon Plaza Mezz Restaurant (First Floor)</i></p>	<p>Business networking session 2 incl. B2B meetings – product categories: Meat and meat products</p> <p><i>Sofitel Saigon Plaza Mezz Restaurant (First Floor)</i></p>	<p>Business networking session 3 incl. B2B meetings – product categories: Fruit & vegetables, olive oil, processed products</p> <p><i>Sofitel Saigon Plaza Mezz Restaurant (First Floor)</i></p>	<p>Business networking session 4 incl. B2B meetings – product categories: Dairy and cheese</p> <p><i>Sofitel Saigon Plaza Mezz Restaurant (First Floor)</i></p>

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18:30 – 19:00	Arrival at venue and registration
19:00 – 23:00	<p>Official dinner</p> <p><u>Welcome reception, cooking show by Chef Steven Long and seated dinner</u></p> <p>Master of Ceremony: Ms. Hoang Uyen</p> <p><u>Welcome remarks</u></p> <p>H.E. Janusz Wojciechowski, European Commissioner for Agriculture</p> <p><u>Keynote speeches</u></p> <p>Vice-Minister of Agriculture and Rural Development</p> <p>Mr. Vo Tan Thanh, Vice President, Vietnam Chamber of Commerce and Industry (VCCI)</p> <p><i>Sofitel Saigon Plaza Ballroom (Ground Floor)</i></p>

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