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# ECCP MATCHMAKING EVENTS ★

## EU-Vietnam MATCHMAKING EVENT

In the context of Vietnam Industrial  
& Manufacturing Fair

**HANOI, VIETNAM**

**4-6 NOVEMBER 2025**

**INFO WEBINAR**

**8 OCTOBER | 10:00-11:00 CEST**







An initiative of the European Union



# ECCP MATCHMAKING EVENTS ★

# WELCOME



EUROPEAN CLUSTER  
COLLABORATION PLATFORM



European  
Commission



CCI FRANCE  
VIETNAM



# Housekeeping Rules

- This webinar is scheduled to last **1 hour**
- **This webinar will be recorded** and published on ECCP
- All participants are in **listen-in mode**
- To ask a question, please **type it into the Q&A box**

# Agenda

<b>10:00-10:10</b>	<b>Welcoming Remarks</b>
<b>10:10-10:25</b>	<b>Presentation of the Input Paper and current market insights</b>
<b>10:25-10:35</b>	<b>Overview of market access opportunities in Vietnam</b>
<b>10:35-10:45</b>	<b>Presentation from the EU IP SME Helpdesk on protecting your intellectual property</b>
<b>10:45-11:00</b>	<b>Practical aspects of the mission and next steps towards the event</b>

# Welcome and Opening Remarks

- **Christophe Guichard**, DG Grow, European Commission
- **Sophie Mermaz**, Head of Hanoi Branch, France-Vietnam

Chamber of Commerce and Industry

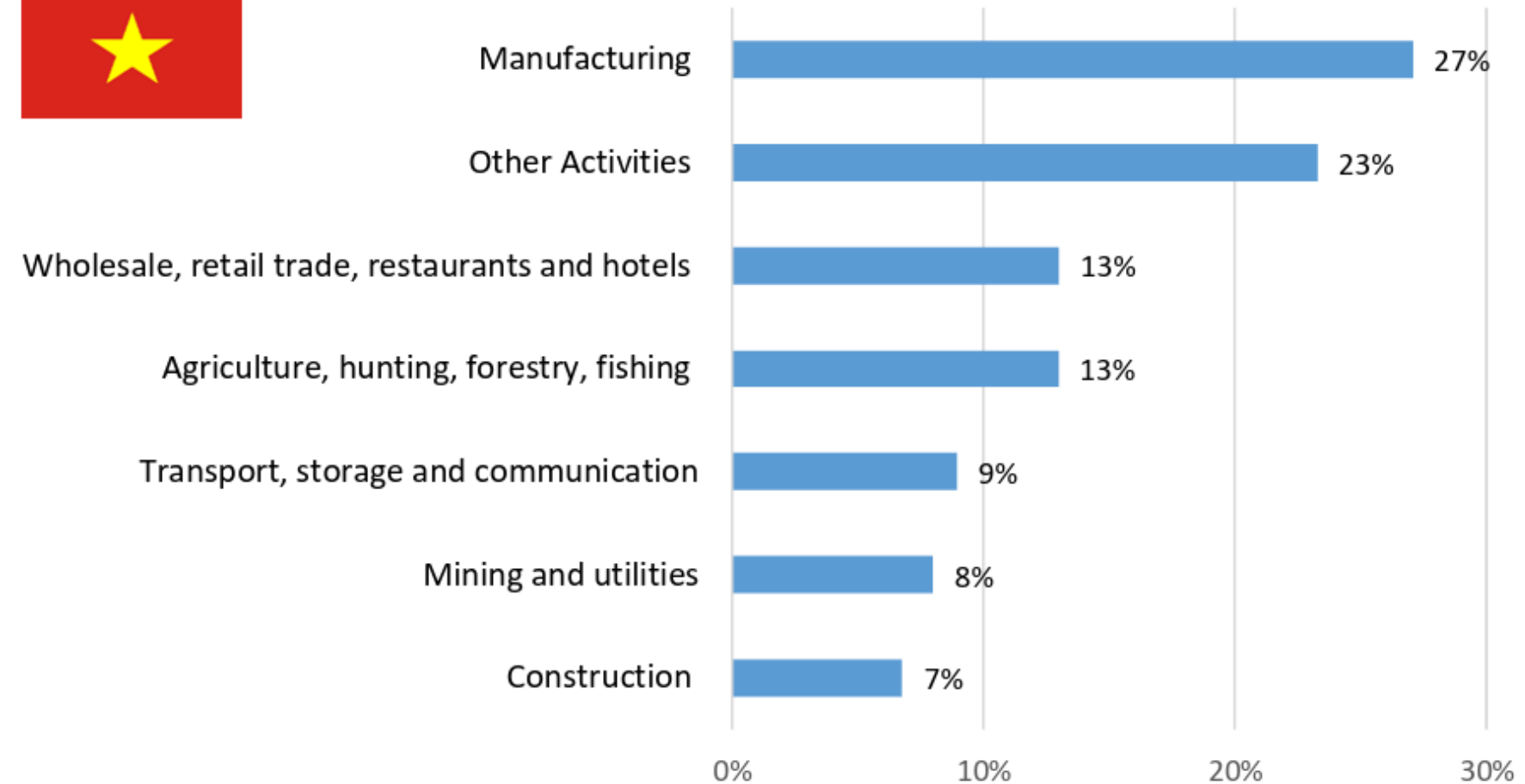
# Vincent Vogelsang

Consultant 'Data & Policy', Prognos/ECCP

# Economic profile of Vietnam

- In 2024, the economy had a total **GDP** of **EUR 407.9 billion**
- **GDP per capita PPP** reached **EUR 14,000** in 2024
- Vietnam has exhibited consistent **economic growth**, with an average annual rate reaching almost 7% over the past decades
- **Manufacturing** remains the **key economic sector**, representing 27% of the annual GDP
- Other notable sectors include **Wholesale, retail trade, restaurants, and hotels** and **Agriculture, hunting, forestry, and fishing** (both 13%)

## GDP share by sector in Vietnam, in 2023

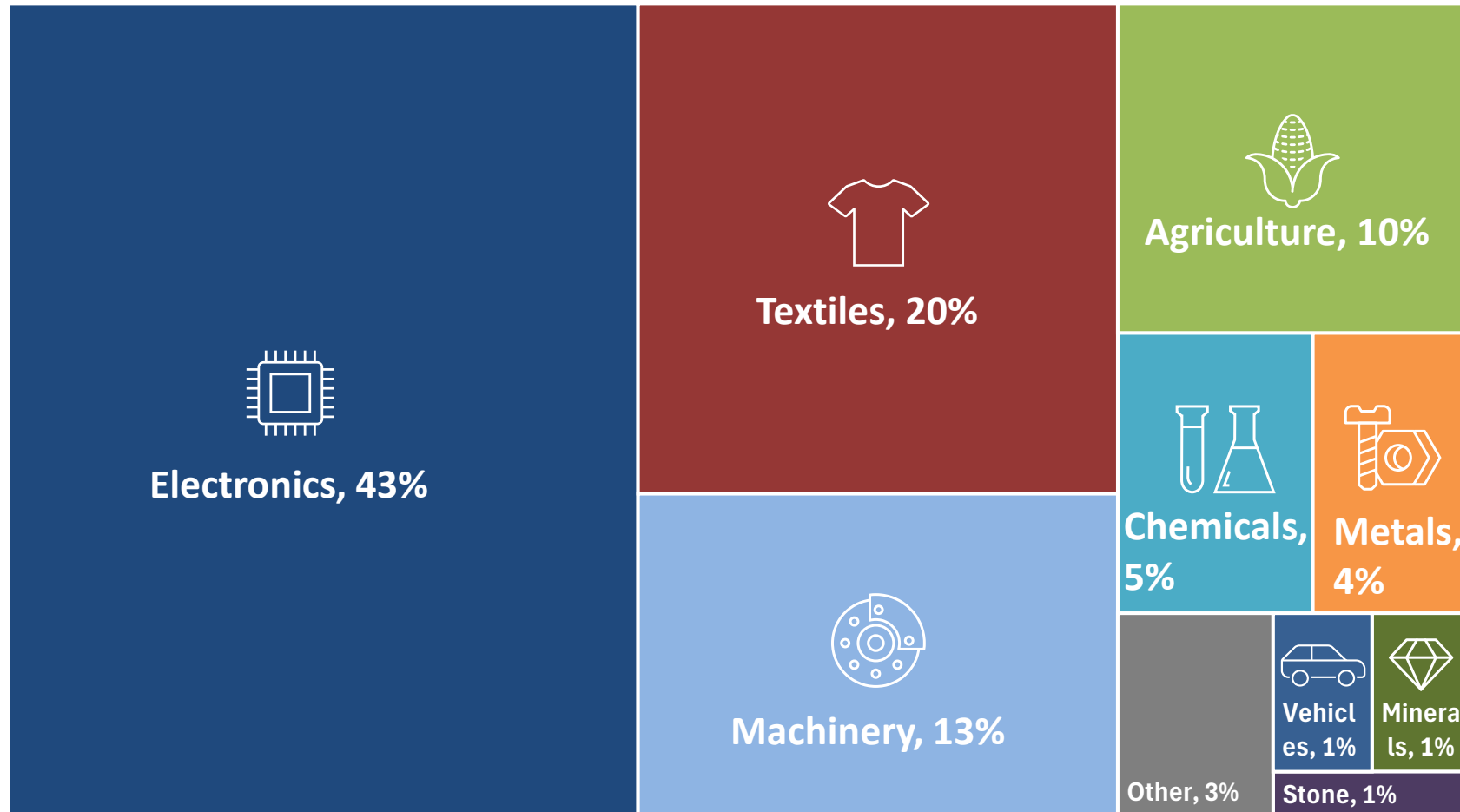


Source: ECCP (2025), own calculation based on UNdata



# Economic profile of Vietnam

## Vietnam's export sector composition by share of total exports (2023)



Source: ECCP (2025), own calculation based on Atlas of Economic Complexity.

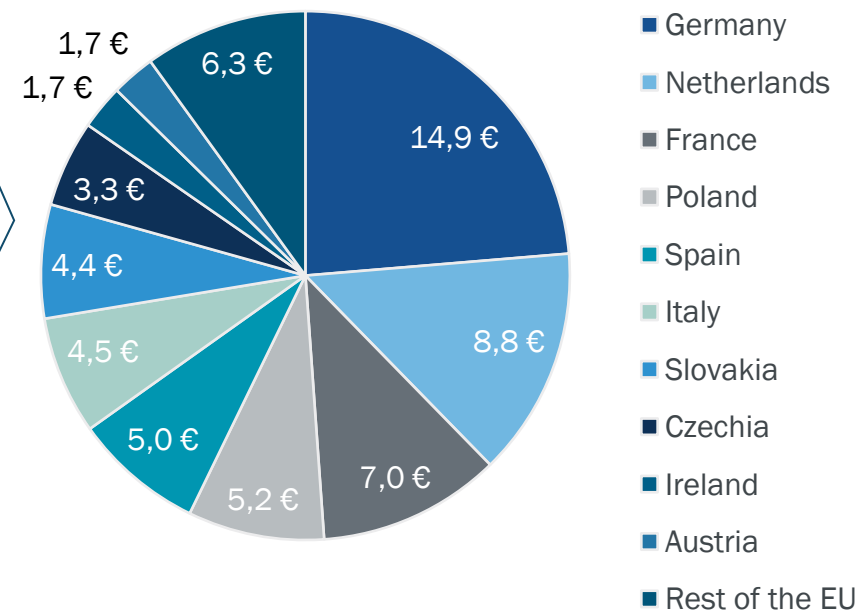
- **Electronics (43%)** were the most exported good in 2023, reflecting its status as a major player in global mobile phone production
- Despite a slight decline that the sector is facing, **Textiles (20%) stood second**
- **Machinery (13%)** was the third largest export, highlighting Vietnam's growing industrial capacity
- Together, Electronics and Machinery underscore **Vietnam's competitive edge in manufacturing**

# EU 27 and Vietnam: Analysis of business & value

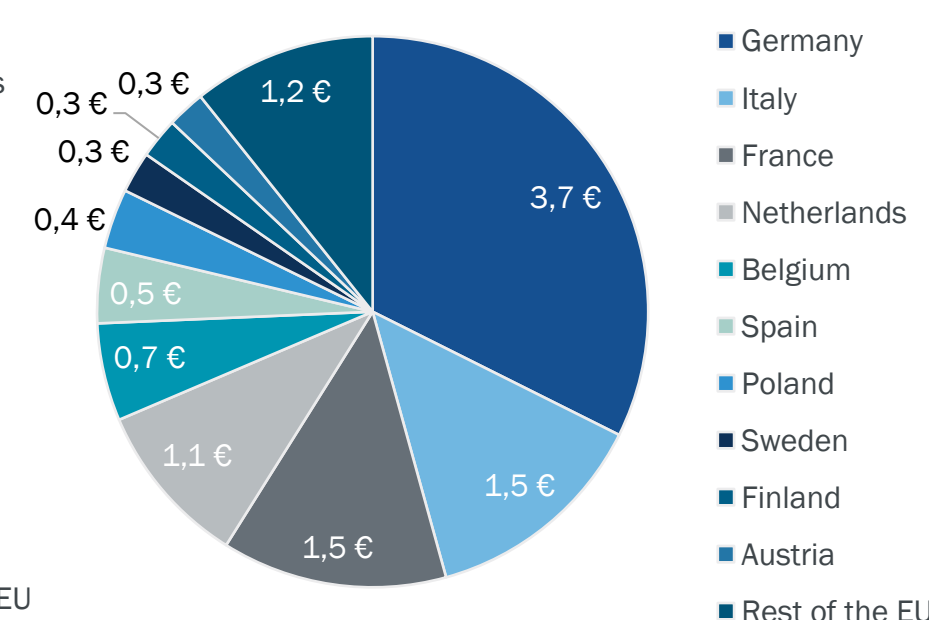
- **Trade concentration:** Germany (€14.9 billion) and the Netherlands (€8.8 billion) are Vietnam's main EU trading partners for imports, while Germany (€3.7 billion) and Italy (€1.5 billion) lead EU exports to Vietnam
- **Import structure:** Key imports of the EU from Vietnam include telephone sets, footwear, and coffee
- **Export structure:** EU exports to Vietnam are dominated by machinery and transport equipment (40% of traded goods), and health-related products
- **Framework:** The EU-Vietnam Free Trade Agreement (EVFTA) from 2020 aims to eliminate 99% of tariffs, facilitating trade by reducing regulatory barriers and bolstering EU-Vietnam economic ties

## Overview of the 10 most important EU27 trading partners for Vietnam, by imports and exports in 2024, in billion EUR

Imports of the EU27 from Vietnam



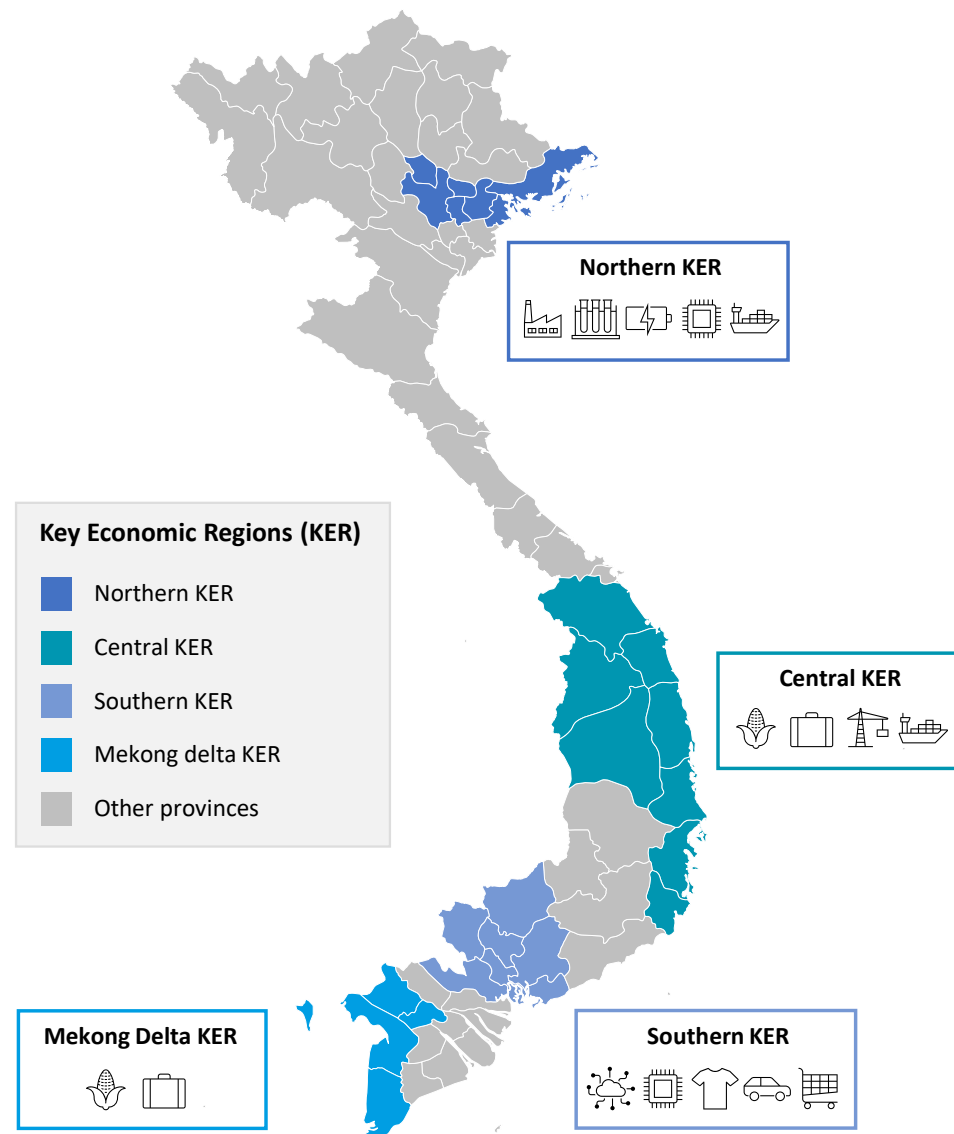
Exports from the EU27 to Vietnam



Source: ECCP (2025). Own calculation based on UN Comtrade data.

# Vietnam Cluster landscape and policy

## Vietnam's cluster Landscape



- Vietnam's cluster landscape is divided into **4 Key Economic Regions (KERs)** featuring **431 Industrial Parks**, with **301 fully operational**
- **Vietnam's early cluster policy** evolved from attracting **FDI in industrial zones to innovation-driven clusters**, including Digital and Eco-Industrial Parks, advancing Industry 4.0
- The **new cluster policy framework** established in 2024 introduces a unified cluster development framework
- This policy **targets cluster members, cluster management** and so-called '**technical infrastructure investors**' and **supports existing clusters** and the **foundation of new clusters**
- The policy's **sectoral focus** is on **manufacturing, digital technologies and ICT**, as well as **local industries**

Source: ECCP (2025)



# Outlook: Potential for future EU-Vietnam collaboration



# Find out more in the input paper



# Market access opportunities in Vietnam

**Sophie Mermaz**

Head of Hanoi Branch, CCIFV





EUROPEAN CLUSTER  
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# Doing business in Vietnam

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October 08, 2025

# AGENDA

- 1 CCIFV presentation
- 2 Vietnam: Economy and Market Fundamentals
- 3 Vietnam: Opportunities and Strategic Partnerships

# CCIFV presentation



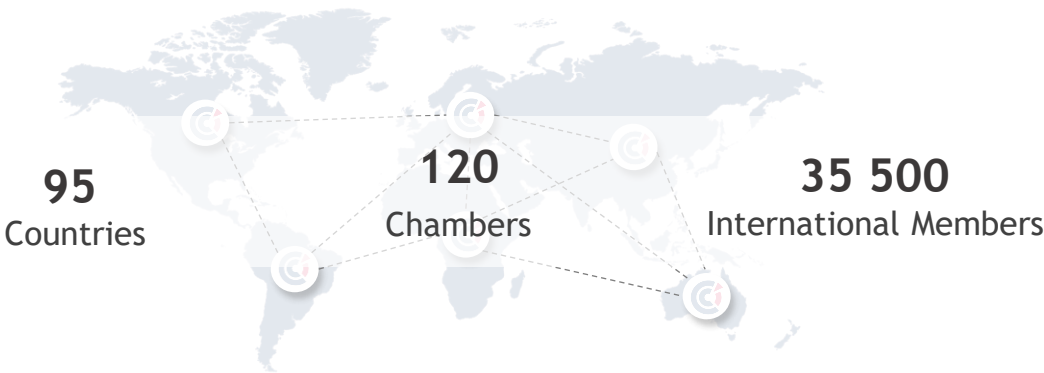
# CCIFV PRESENTATION

Since 1989, the CCIFV has been supporting the French-European-Vietnamese business community and fostering the development of trade relations between Vietnam and Europe.

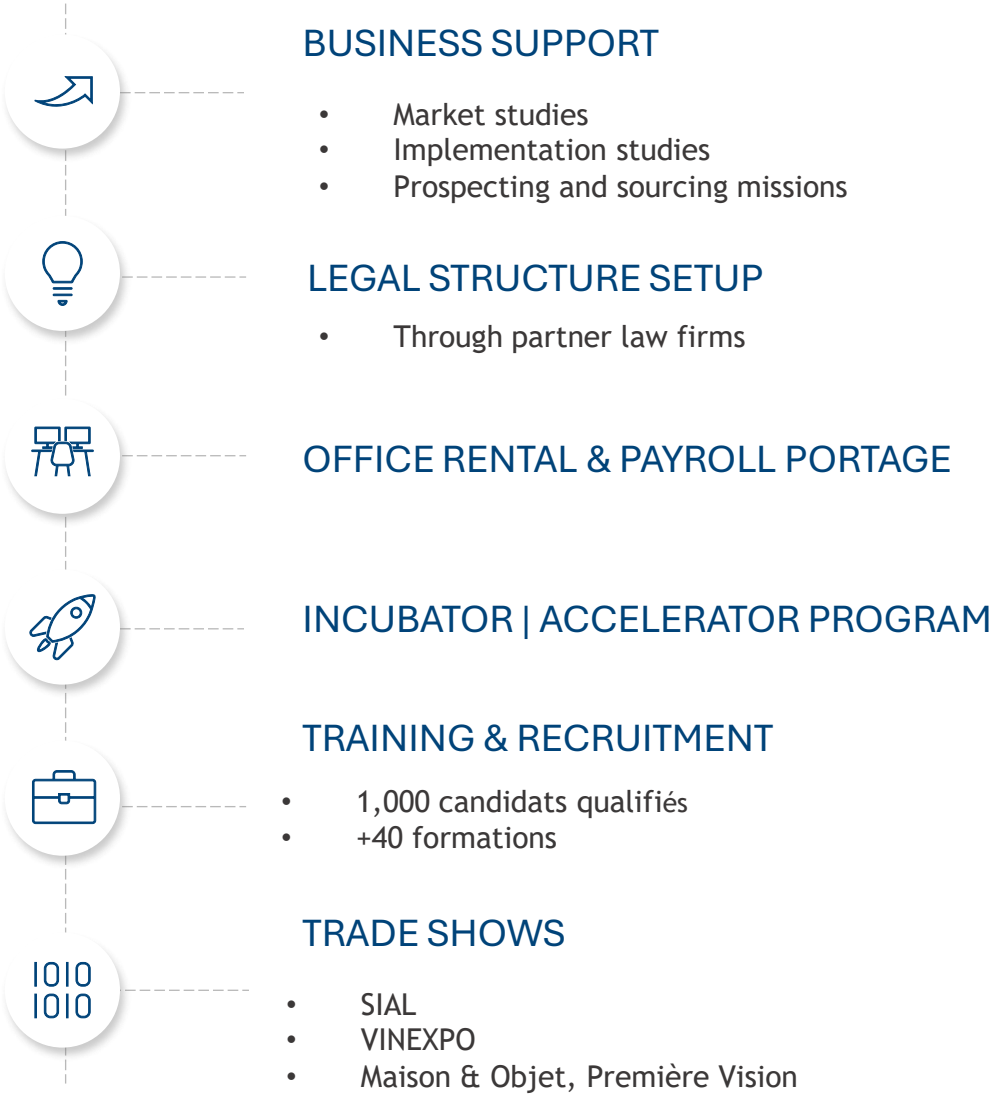
## Key Figures



## An International Network



## Our services



# CCIFV & EEN - EXCLUSIVE PARTNERSHIP IN VIETNAM

**Enterprise Europe Network (EEN)** - World's largest SME support network, co-funded by the European Commission.

CCIFV has been entrusted with the **exclusive representation** of EEN in Vietnam since 2022, with its mandate confirmed until December 2028.

## Our mission:

- Connect EU SMEs and clusters with Vietnamese partners.
- Facilitate B2B matchmaking, technology transfer, and research collaboration.
- Support SMEs to benefit from FTAs (incl. EVFTA) and access innovation opportunities.

**Added value:** 35+ years of local expertise + EU-wide EEN network = a trusted gateway to Vietnam's fast-evolving market.

→ *Through its exclusive EEN role in Vietnam, CCIFV bridges European innovation with Vietnamese opportunities.*



# Vietnam: Economy and Market Fundamentals

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# ASEAN IN FIGURES



10 countries

+ 4.5 million km<sup>2</sup>



+ 690 million inhabitants (2025)

30.2 median age (years)



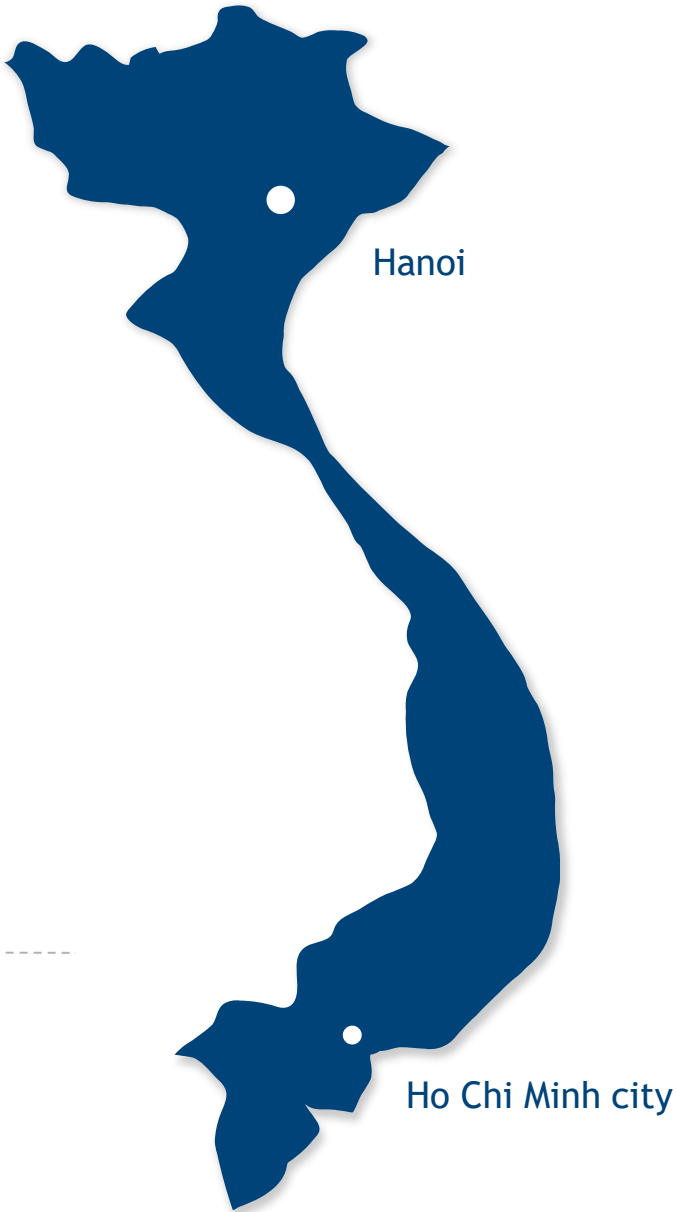
+ 5,0 % GDP growth (2024)



Sources: ASEANstats, IMF 2025, French Ministry of Economy and Finance and Ministry of Industrial and Digital Sovereignty

# VIETNAM IN FIGURES

Vietnam is a destination of choice, with one of the strongest growth rates in Asia, a skilled and affordable workforce, and a dynamic, fast-upgrading industry.



**POPULATION**  
101 million (2025)  
Birth rate: 1.9 child/woman



**WORKING POPULATION**  
56.0% | Average age: 32

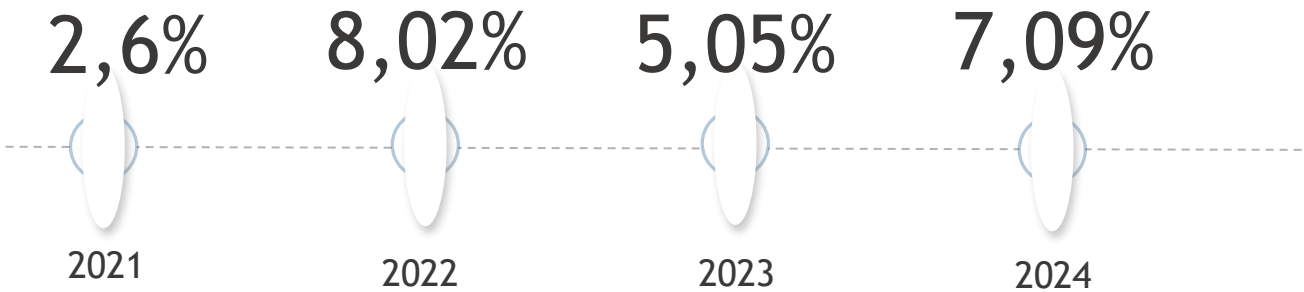


**AVERAGE ANNUAL SALARY**  
~ USD 4,700








**GDP**  
USD 433.3 billion (2023)  
USD 476.3 billion (2024)

GDP GROWTH

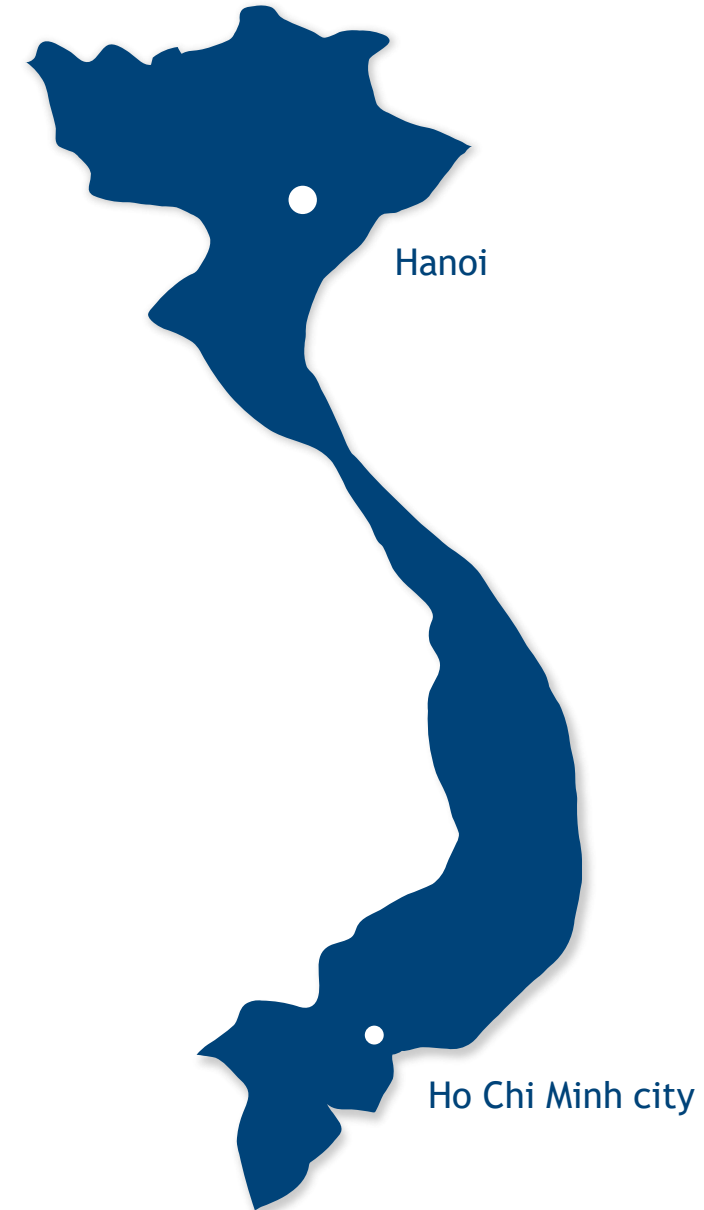


Sources: General Statistics Office of Vietnam, World Bank Data

# VIETNAM MARKET UPDATE - SEPTEMBER 2025

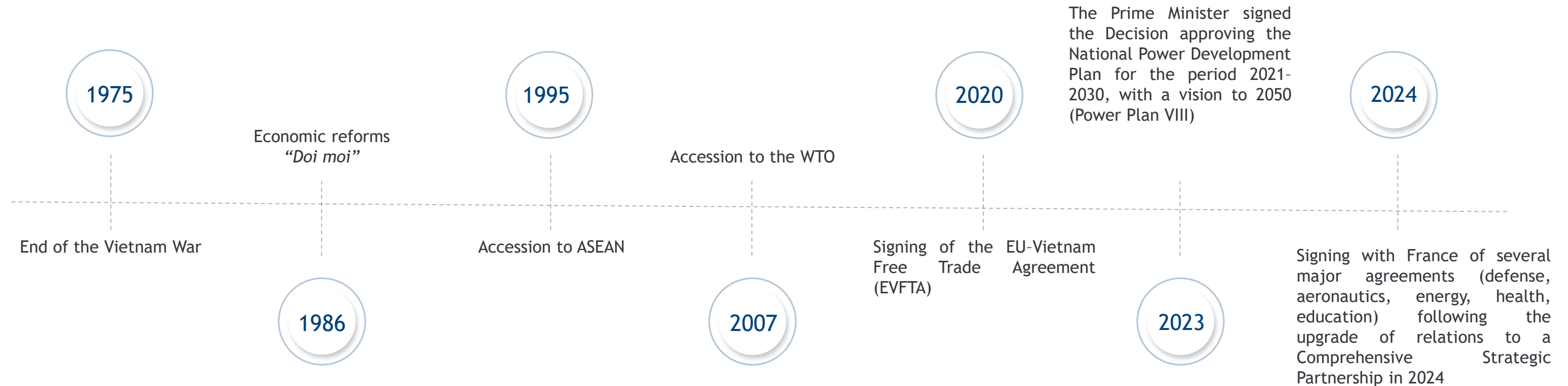
-  **US tariffs impact:** Exports to USA down -19.2% → potential loss of USD 34 bn.
-  **Electronics boom:** Exports up +43% (USD 66.9 bn, Jan-Aug 2025).
-  **EV market surge:** 42% of new car registrations in H1 2025 (led by VinFast).
-  **Footwear leadership:** Vietnam has overtaken China as the world's top sneaker producer.
-  **Key challenge:** Sustain 8.5% growth target while diversifying beyond the US market.

→ *Vietnam combines short-term trade risks with strong long-term opportunities for diversification and innovation*





# REMARKABLE ECONOMIC EVOLUTION

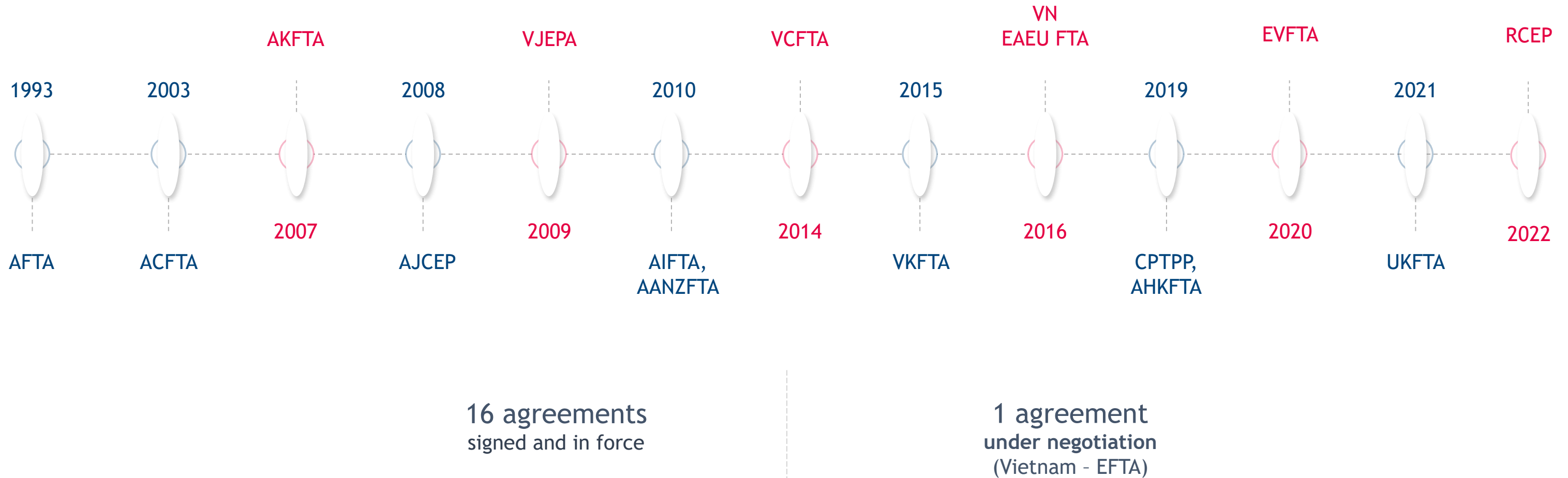


Source: Vietnam's future digital economy towards 2030 - 2045

\*EVFTA: Europe-Vietnam Free Trade Agreement

# AN OPEN ECONOMY

*Vietnam's trade integration through free trade agreements (1993-2024)*



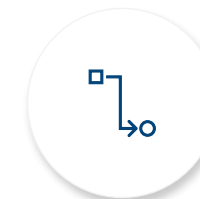
# THE EVFTA: UNLOCKING OPPORTUNITIES

99%

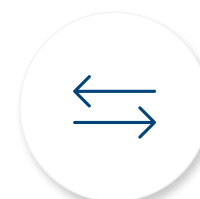
of customs duties eliminated  
(EU within 7 years, Vietnam within 10 years)



Gradual reduction of  
customs duties



Facilitation of procedures



Opening of public  
procurement markets



Securing trade and investments

# VIETNAM'S KEY STRENGTHS

- Gateway to ASEAN with market access through EVFTA, CPTPP, and RCEP
- “China +1” strategy and diversification of supply chains
- Record FDI inflows and expanding infrastructure (energy, logistics, transport)
- Young, dynamic, and skilled workforce
- Fast-growing manufacturing hub (electronics, textiles, automotive, renewable energy)
- Political and macroeconomic stability



# Vietnam: Opportunities and Strategic Partnerships

# PROMISING SECTORS



## MANUFACTURING INDUSTRY

electronics, textiles,  
automotive



## AGRI-FOOD

ASEAN leader, rising exports



## RENEWABLE ENERGY

target of 186 billion kWh by  
2030, solar & wind



## CONSTRUCTION

~8.5% annual growth,  
megainfrastructure projects



## HEALTHCARE

growing demand, aging  
population



## TECHNOLOGY

e-commerce, fintech, AI,  
+14% in 2023



## RETAIL

rapid growth, expanding  
middle class

Sources : Trade.gov, ResearchAndMarkets, Vietnam Briefing

# MAJOR INVESTMENTS

- **Apple:** Cumulative spending with suppliers in Vietnam  $\approx$  USD 15.84 bn - 2024
- **Foxconn:** Cumulative investments > USD 3.2 bn; new projects approved in 2024: USD 383 m (Bac Ninh) and USD 551 m (Quang Ninh)
- **Intel:** Cumulative investment in Intel Products Vietnam  $\approx$  USD 1.5 bn (Ho Chi Minh City) - 2023; no new expansion confirmed in 2024
- **LEGO:** USD 1 bn factory in Binh Duong, carbon-neutral; inauguration expected in 2025
- **Samsung:** Cumulative investments in Vietnam  $\approx$  USD 23.2 bn - 2024

Sources: Reuters, VietnamPlus, LEGO Newsroom, Vietnam Briefing, AP

# VIETNAM, KEY QUESTIONS



What is your target market?



Where to set up operations?



How to navigate legal requirements?



Who to partner with?



How to attract top talent?



## OUR PATRON MEMBERS

### DIAMOND

# HAVAS

### GOLD

AIRFRANCE

fidinam

forv/s  
mazars



IDEC GROUP  
ASIA VIETNAM



MLR  
CONSTANTIN

Pernod Ricard Vietnam



VNVC  
VIETNAM VACCINATION & MANUFACTURING

### SILVER



RBA

sanofi



# THANK YOU

Follow us!



[www.ccifv.org](http://www.ccifv.org)

Sophie Mermaz  
Head Hanoi Branch  
[Sophie.mermaz@ccifv.org](mailto:Sophie.mermaz@ccifv.org)

For more information, contact us!

## **Benoît Tardy**

IP Advisor of the SEA IP SME Helpdesk



## SOUTH-EAST ASIA IP SME HELPDESK

# FREE South-East Asia (SEA) Intellectual Property (IP) advice for European SMEs

### *Know before you go*

- > free first-line confidential advice on IP:  
[expert@sea-iphelpdesk.eu](mailto:expert@sea-iphelpdesk.eu)
- > awareness-raising about IP matters in SEA affecting European SMEs
- > help to European SMEs to make informed IP decisions

Available to SMEs in the EU and SMP\* countries, the Helpdesk cooperates with European SME networks, chamber of commerce and industry associations to offer its services free of charge.

\* The Single Market Programme countries are currently all EU member states plus Norway, Iceland, Lichtenstein, Turkey, Ukraine, Macedonia, Montenegro, Kosovo, Bosnia, Herzegovina and Albania

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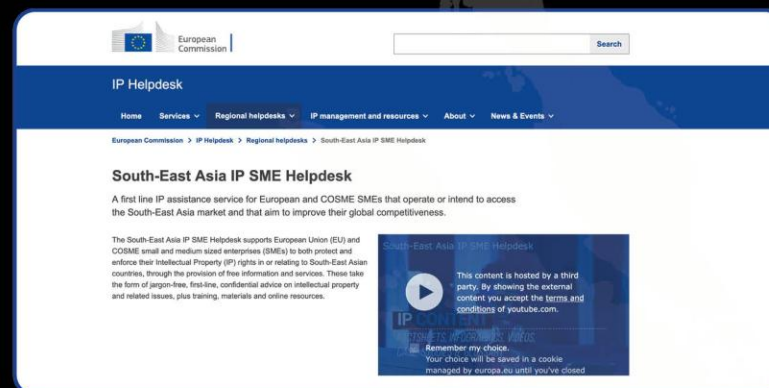
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## Website & Newsletter



## Training Workshops & Live Webinars



## IP business tools



## Publications





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FOR SMES FROM THE EU AND  
SMP COUNTRIES



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WITH OUR EXPERT NOW  
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European  
Commission



#knowbeforeyougo

# Welcome to 1-to-1 Consultation

Book your slot here:

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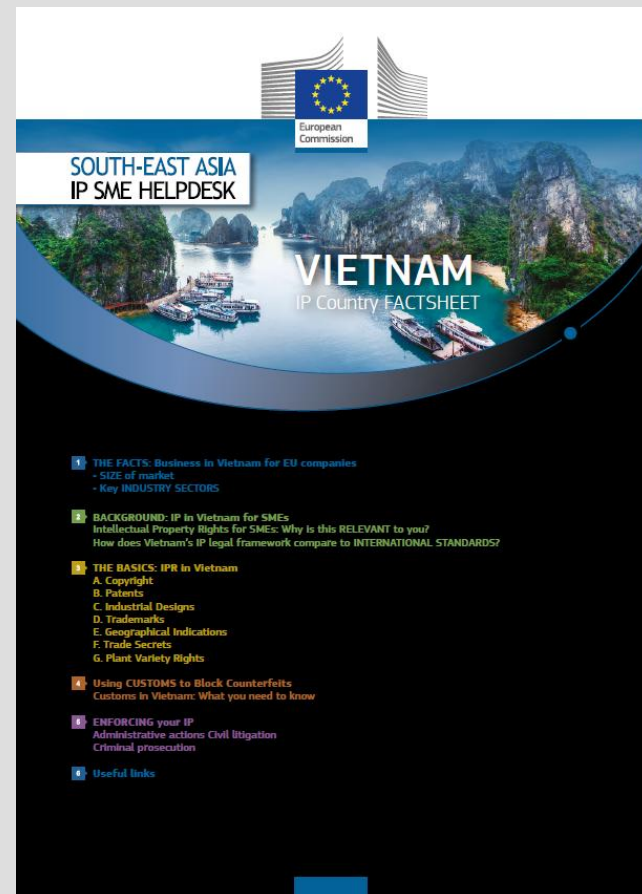
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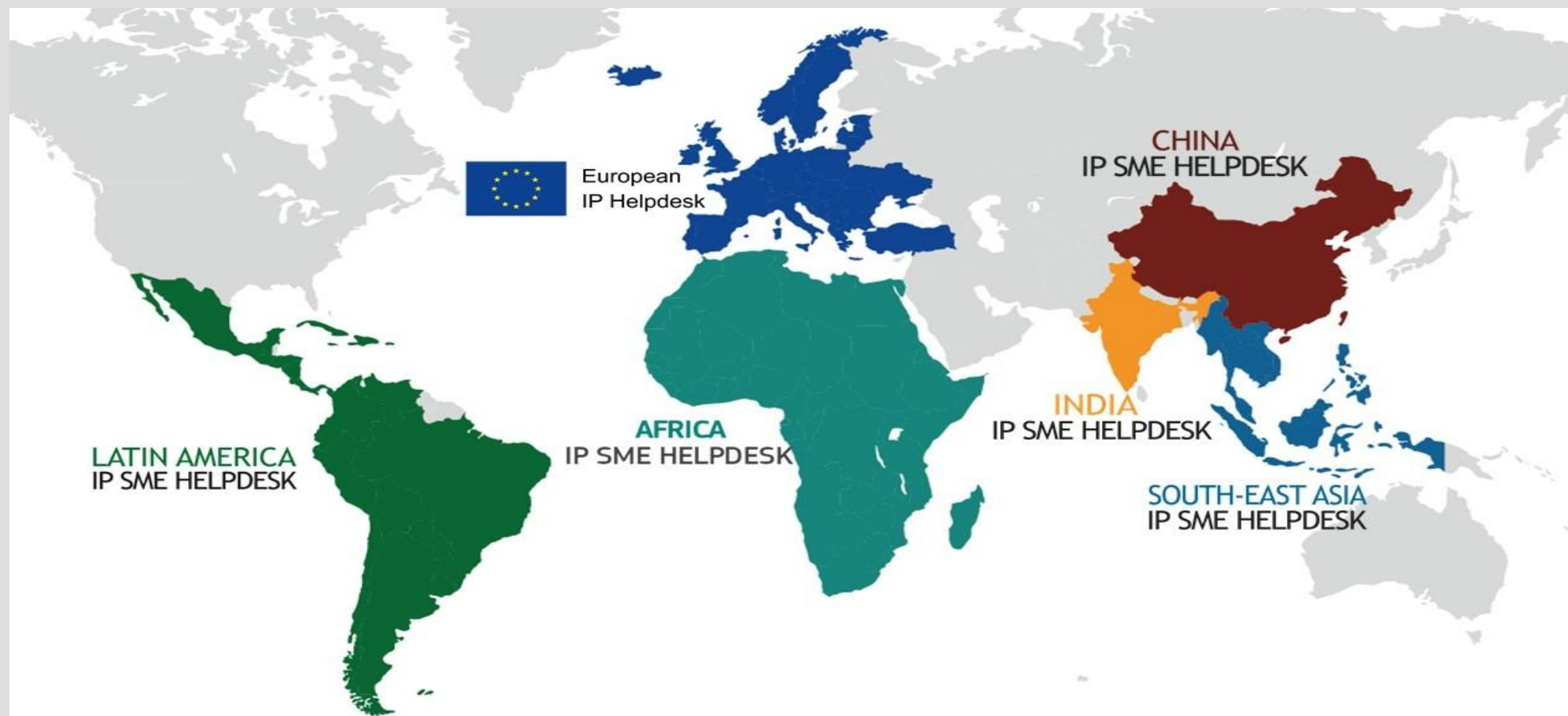


# Some of our publications



[https://intellectual-property-helpdesk.ec.europa.eu/regional-helpdesks/south-east-asia-ip-sme-helpdesk/ip-guides\\_en](https://intellectual-property-helpdesk.ec.europa.eu/regional-helpdesks/south-east-asia-ip-sme-helpdesk/ip-guides_en)

# The International IP SME Helpdesk family



[www.ec.europa.eu/ip-helpdesk](http://www.ec.europa.eu/ip-helpdesk)

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# Contacts

**Latin America IP SME Helpdesk:** [info@latinamerica-ipr-helpdesk.eu](mailto:info@latinamerica-ipr-helpdesk.eu)

**India IP SME Helpdesk:** [india@iprhelphelpdesk.eu](mailto:india@iprhelphelpdesk.eu)

**Intellectual Property in Africa:** [africa.iphelphelpdesk@euipo.europa.eu](mailto:africa.iphelphelpdesk@euipo.europa.eu)

**SEA IP SME Helpdesk:** [expert@sea-iphelphelpdesk.eu](mailto:expert@sea-iphelphelpdesk.eu)

**European IP Helpdesk:** [helpline@iprhelphelpdesk.eu](mailto:helpline@iprhelphelpdesk.eu)

**China IP SME Helpdesk:** [question@china-iprhelphelpdesk.eu](mailto:question@china-iprhelphelpdesk.eu)

# What is IP?

**Intellectual Property (IP) = all creations of the mind**

(works of art, inventions, computer programs, trademarks and other commercial signs)

• **Industrial Property** = Patents, TMs, IDs and GIs

• **Copyright & related rights** = original works (literary & artistic works, software)

**IP is complex...**

→ different laws & practice

→ additional layer with international treaties





**Copyright:** Original works (literary, artistic and scientific works + software).



**Trademarks:** Distinctive sign enabling a consumer to distinguish between the goods or services from different companies ("badge of origin").



**Patents:** Product or process that offers a new way of doing something (technical).



**Industrial designs:** Appearance or aesthetics of a product ("look & feel").



**Geographical Indications:** Sign used for products with qualities or reputation due to a specific geographical origin.



**Trade Secrets:** Valuable information which is confidential (recipe, source code, manufacturing process, customer lists).

# Why IP should be protected?

## 1. Security

Preventing competitors from using your assets.

Avoiding to infringe third parties' rights.

**"IP protection and enforcement"**

## 2. Fostering innovation

Temporary exclusive rights.

Incentivise R&D (knowledge sharing)

New markets (JV, partnerships).

## 3. Income generation

Enabling indirect revenues (licensing, franchising, transfer).

**"IP commercialisation"**

## 4. Raising capital

Key for investors.

Collateral for financial transactions (loans).

**"IP valuation"**

Thank you for your attention.

\*\*\*\*\*

Do you have any questions ?

➔ IP presentation will be delivered on 04/11/2025 in Hanoi.

# We want your feedback



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Sociedade Portuguesa de Inovação

**EUROCHAM**  
European Chamber of Commerce in Vietnam





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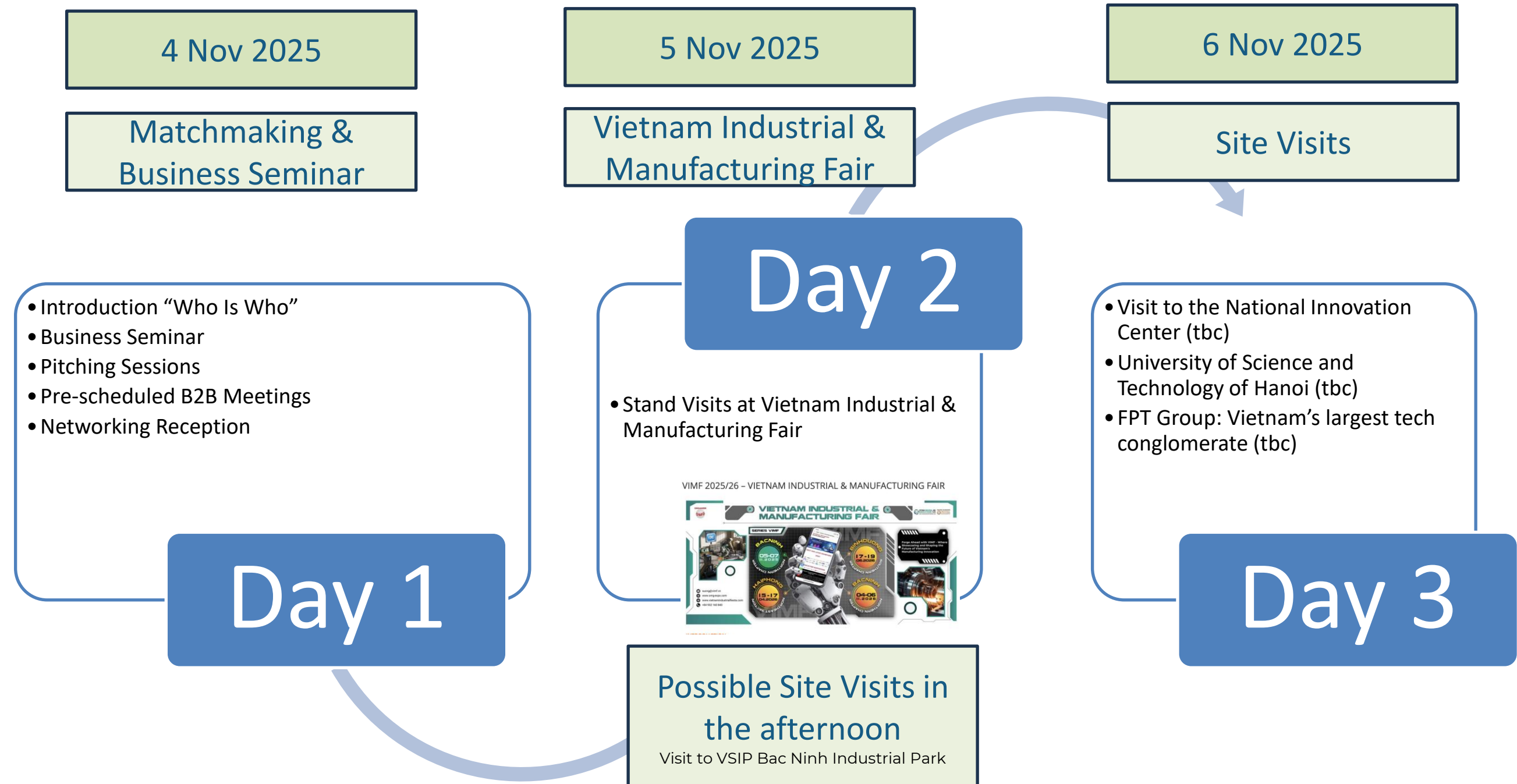




## Teodora Jilkova

Cluster Manager / ECCP Team member

# EU – Vietnam MME 2025 overview



# NEXT STEPS AND Q & A

- **Hotel:** Book your accommodation (option have been provided - Grand Mercure Hotel, booking deadline 17 Oct)
- Check the **Entry visa requirements**
- **Technical Webinar:** **Tentative date**, 16 October, time tbc
- Join the **LinkedIn Group**
- Check the **Programme** at Vietnam Industrial Manufacturing Fair
- **Pitching Session:** Follow the email instructions and deadlines



# Thank You!



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