



Vietnam: Food & Drink Virtual Support Programme

Make connections overseas with free online support from the SEED Project.



The **SEED Project** provides **FREE** support to help food & drink businesses in Kent & Medway, East Sussex, Essex and South Essex to get into overseas markets.

SEED's '**Food & Drink - Vietnam**' programme aims to connect SELEP-based SMEs to business opportunities in the Vietnamese market.

KEY DATES & WHAT TO EXPECT

- **Market Briefing Session & Virtual Trade Mission: Vietnam**
 - 1. Market Briefing (21 February, 08.00am—09.00am)**
This online session will provide an overview of the Vietnamese market, insight into industry and a Q&A session with a sector specialist from the British Chamber of Commerce Vietnam.
 - 2. Virtual Trade Mission: Vietnam (22 February —1 March 2022)**
Participating companies will be able to present their business and have the opportunity to book targeted 1-2-1 meetings with targeted in-market contacts, for example distributors or buyers during this period.
- **Individual 1-2-1 support from BritCham Vietnam (17 - 24 March 2022)**
These individual online meetings will help ensure that companies understand how to get fully 'export ready' and will provide an opportunity to discuss routes to market and preparations needed for the Vietnamese market.

WHY THE VIETNAMESE MARKET?

Vietnam offers many exciting opportunities for businesses with a growing appetite for UK goods and services. There is a large, young population and an expanding middle class. The economy is growing quickly, and the market is very much open to international business. There has never been a better time to explore Food & Drink opportunities in Vietnam.

INTERESTED?

1. Please email natasha.white@kent.gov.uk
2. Visit www.kentinternationalbusiness.co.uk/seed/ to download an expression of interest form.

