



## WEBINAR

# POSTCARD FROM VIETNAM - Market Update and Opportunities for Tasmanian Exporters

## ABOUT THIS WEBINAR

Presented by Austrade in Vietnam (Ho Chi Minh City and Hanoi) **specifically for Tasmanian exporters**, this webinar will provide the latest market update on Vietnam.

This webinar is aimed at all businesses in the relevant sectors who are already exporting to Vietnam or are interested in the Vietnamese market as part of a market diversification strategy, or who are just interested in learning more about the Vietnamese market.

The webinar is brought to you by TradeStart in Tasmania – a partnership between Austrade, the Tasmanian Chamber of Commerce & Industry (TCCI) and the Tasmanian Department of State Growth.

## WHY YOU SHOULD ATTEND

- Receive up to date information on the current situation around COVID-19 and the impacts in Vietnam.
- Receive a snapshot on latest developments per sector and opportunities in the Vietnamese market.
- Learn how Austrade can journey with you in the Vietnamese market.

## MARKET INSIGHTS

Vietnam is strategically situated within ASEAN, and with strong economic and trade links to Australia. The strengths of Vietnam lie in its sustained and rapid economic growth, its demographically favourable labour force, its robust domestic market, and an increasingly open trade and investment environment. In 2019, two-way goods trade between Australia and Vietnam amounted to A\$12.1 billion. Vietnam is Australia's 12<sup>th</sup> largest bilateral trading partner. Vietnam and Australia are signatories to ASEAN–Australia–New Zealand Free Trade Area (AANZFTA) and the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP).

Vietnam is Tasmania's seventh largest goods export destination. Vietnam has huge demand for imported goods to drive economic expansion. Australian exporters are well-positioned to provide resources, premium food, technology and services to Vietnam as its consumer market and industrial economy continues to grow.

### Important information

**Date:**

Wednesday 22nd July, 2020

**Time:**

2.30 pm – 3.30 pm

Cost: No charge

### Who should attend?

**Tasmanian** businesses in the following sectors:

- Food, Beverage and Agribusiness
- Education and Training
- Defence, Advanced Manufacturing and Space

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**Food, Beverage and Agribusiness:** Vietnamese consumers are increasingly willing to pay for premium imported products from Australia. Key drivers include increasing income, an expanding middle class, growing urbanisation, and a young population. Mounting concern around health and wellness also underpins the demand for quality food and beverage. Due to COVID-19, consumers have stocked up more food at home. According to Nielsen, instant noodles, frozen food, packaged water, and packaged food witnessed an increase in consumption. On the downside, consumers tended to avoid fresh meat, vegetables, seafood, beer, and soft drinks during the pandemic. The long term growth dynamics across most of these sectors however remain strong.

**Education and Training:** Vietnam has a young workforce of about 55 million people. Upskilling the current workforce and preparing for the next generation's workforce is a continued priority of the Government of Vietnam. Upskilling demands are expected to continue growing in the context of COVID-19 recovery, especially when local businesses seek to recruit skilled workers and highly qualified professional staff to revive production, and young workers get ready to capture job opportunities offered by growing foreign investors. In addition to international students studying in Australia, the demands for transnational education programs in-market, online delivery and edtech application across education sectors, from higher education, VET to school and early childhood education, requires Australian providers to be more innovative to capture the trends.

**Defence, Advanced Manufacturing and Space:** Vietnam's defence budget is set to grow rapidly with a CAGR of 9.43% from A\$7.95 billion in 2020 (of which over 30% will be allocated for the procurement of defence equipment) to A\$11.41 billion by 2024. Vietnam has expressed a desire to modernise its military, naval and air capabilities. Being a maritime nation, maritime security is among the top priorities. Before COVID-19, Vietnam was one of the fastest growing civil aviation markets in ASEAN. On pre-pandemic figures, passenger and freight traffic was forecast to grow with a CAGR of 16 and 18 percent per year respectively by 2020.

Vietnam is a key destination for manufacturing. An increasing number of multinational companies are setting up in Vietnam, most recently Apple announced they will manufacture their new AirPods in Vietnam. This trend towards investment into Vietnam has been accelerated by global trade tensions and is likely to continue as companies seek diversification in their manufacturing destinations.

## SPEAKERS



**Yvonne Chan**

Senior Trade Commissioner, Austrade Vietnam

Yvonne Chan joined the Australian Consulate-General in Ho Chi Minh City as the Deputy Consul General and Senior Trade Commissioner of Australian Trade and Investment Commission (Austrade) in April 2016. Prior to her posting in Vietnam, Yvonne was the Deputy Consul General and Senior Trade Commissioner in Hong Kong, Assistant General Manager - Trade in Sydney, the Deputy Representative and Senior Trade Commissioner in Taipei, and the Deputy Consul General and Senior Trade Commissioner in Guangzhou.

Prior to joining Austrade, Yvonne worked with international companies: Boral Australia, Australian Provincial Newspapers, and Hong Kong Convention & Exhibition Centre in the marketing and business development capacities ranging from industrial to services sectors. Yvonne has worked and lived in Hong Kong, Australia, mainland China, Singapore and Taiwan.

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### **Shannon Leahy**

Trade Commissioner, Austrade Vietnam

Shannon Leahy commenced as Trade Commissioner Hanoi in February 2018. In Vietnam, Shannon has lead responsibility for promoting Australian innovation in services and technology, major infrastructure and urban development, resources and energy, international health, defence and advanced manufacturing.

Shannon's ASEAN experience extends to roles in Ho Chi Minh City and Jakarta, including most recently as Trade Commissioner to Jakarta. Prior to Austrade, Shannon held senior policy and Ministerial Adviser roles within the Government of South Australia, including as Ministerial Adviser to the South Australian Deputy Premier, Treasurer and Minister for Trade.

Shannon has a Bachelor of Arts (Asian Studies) from Flinders University, and Postgraduate qualifications in Finance (International Finance) from Deakin University.



### **Thanh Cao**

Senior Business Development Manager

Thanh Cao joined Austrade Ho Chi Minh City in February 2002. Thanh has diverse experience in various industry sectors, including Cosmetics, Healthcare, Agriculture (Timber), Education and Marketing. Thanh is the team leader of the **Agribusiness and Food** team in Vietnam since 2013.

Prior to Austrade, Thanh worked as Co-ordinator and Operations Supervisor at International SOS in Hanoi for 8 years.



### **Huong Ngo**

Senior Business Development Manager

Huong Ngo joined Austrade in 2017. She is responsible for leading the **Education** team to provide excellent client services and strategic advice to Australian education institutions and businesses to grow their exports or develop their market entry strategy in Vietnam.

Huong has deep knowledge of and a strong network in Vietnam's education sector through her different roles in the industry. Prior to Austrade, Huong spent 13 years with the Belgian Embassy in Vietnam as Local Attache for Development Cooperation, in charge of aid programs in Education, Governance and Private Sector Development funded by Belgium and other donors including the World Bank, UKAid, and European Union.

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**Thanh Cao Chinh (Max Cao)**  
Business Development Manager

Max Cao joined Austrade in 2016. Max is responsible for **Defence, Advanced Manufacturing and Aviation** industry in Vietnam. Max has diverse experience working in heavily state-controlled sectors including Resources and Energy.

Prior to Austrade, Max spent 6 years working for leading private corporations and developed strong expertise across the banking and aviation industries.

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## REGISTER NOW

Register now for this free webinar at <https://attendee.gotowebinar.com/register/391201146471966223>

After registering, you will receive a confirmation email containing information about how to join the webinar.

## KEY CONTACTS

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