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## Italian Trade Commission

Trade Promotion Section of the Italian Embassy  
Thương Vụ Ý - Bộ Phận Xúc Tiến Thương Mại Sở Quán Ý

### “MADE IN ITALY” MISSION IN VIETNAM INVITATION TO MEET THE BUSINESS DELEGATION

Dear Sirs,

We are pleased to inform you that the Italian Trade Commission (ICE), the Italian Banks' Association (ABI) and the Italian Confederation of Industry Associations (Confindustria), with the support of the Italian Ministry of Economic Development, the Vietnamese Chamber of Commerce and Industry (VCCI) and other competent authorities, are going to organize a **“Made In Italy” mission to promote trade and investment between Italy and Vietnam**, from November 4 to 7, 2008. The working program includes several events and two sessions of direct business-to-business meetings (B2B), one in Hanoi on November 5 in the afternoon and one in Ho Chi Minh City on November 7 in the morning, held at two prestigious venues.

More than a hundred Italian companies from several major sectors are expected to participate in the event, in order to find new business opportunities and partners. Given the high motivation and enthusiasm of the delegates and the event's relevance and efficient organization, we strongly believe that **it will be a very good occasion for you to learn more about Italian market, meet with new potential counterparts and develop your business activities**. We therefore encourage you to review the following attached materials.

1. Registration form for the B2B sessions
2. Profiles, requirements and market interest of all Italian participants registered so far, divided by sectors
3. List of Italian counterparts in alphabetical order for you to inform us about which ones you want to meet
4. Details about venues, dates and times of the B2B meetings

All registered companies, both Italian and Vietnamese, will be given a detailed, customized agenda of up to 12 meetings per session with their counterparts, in addition to other information materials. Refreshments and a meal will be offered to invited guests. The participation is free of charge.

If you decide to take part in the B2B sessions, please go through the following steps.

- A. Fill out the registration form (attachment 1.), if possible in English
- B. Find the companies you are interested in meeting looking at their profiles (see attachment 2.)
- C. Mark such companies in attachment 3, with a cross close to their name
- D. Send attachments 2. and 3. duly filled, back to us (e-mail [madeinitaly.registration@ice.it](mailto:madeinitaly.registration@ice.it) – fax +84 8 8269647), by October 20, 2008.



We understand that your time is precious and we are available at any time to give you direct assistance to guide you through the registration process. In Ho Chi Minh City please contact Mr. Vo Thanh Kiet ([kiet.vothanh.hochiminh@ice.it](mailto:kiet.vothanh.hochiminh@ice.it) – +84 8 38267773) and in Hanoi Mr. Giovanni Ronchi or Ms. Lru Lan Oanh ([g.ronchi@ice.it](mailto:g.ronchi@ice.it) – +84 4 39368672).

A copy of the registration package can also be obtained on-line, at the following Internet address <http://www.italtrade.com/vietnam/madeinitaly2008>

You will be contacted by us with a confirmation shortly before the event. We reserve the right to evaluate your registration and provide our advice on it or contact you for clarifications about it, as needed.

We are looking forward to receiving your reply and to welcoming you at the event. Thank you very much for your kind attention.

Best regards,

Marco Saladini  
Trade Commissioner



**DRAFT**

**“MADE IN ITALY” MISSION IN VIETNAM**  
**BUSINESS TO BUSINESS MEETINGS (B2B)**  
**IN HANOI AND HO CHI MINH CITY**  
**4-7 November 2008**

**Wednesday 5<sup>th</sup> of November**

*Intercontinental Hotel, 1A Nghi Tam, Tay Ho District, Hanoi*

- 12.30-14.30 Registration of Vietnamese delegates
- 12.30-14.30 Buffet lunch for Italian and Vietnamese delegates
- 14.30-18.30 Bilateral business meetings between Italian and Vietnamese companies  
*Grand Ballroom, Westlake 1 and 2*

**Friday 7<sup>th</sup> of November**

*Park Hyatt Saigon Hotel, 2 Lam Son Square, District 1, Ho Chi Minh City*

- 08.00-09.00 Registration of Vietnamese participants
- 09.00-10.00 Welcome addresses by the Authorities  
*Ballroom*
- 10.00-14.00 Bilateral business meetings between Italian and Vietnamese companies  
*Ballroom*
- 12.00-15.00 Buffet Lunch  
*Square One restaurant (from 12.00 to 13.00)*  
*Salon III, IV and Boardroom II (from 12.00 to 15.00)*

*in cooperation with:*

