



CONFERENCE “The EU-Vietnam Free Trade Agreement: What’s in it for European enterprises?”

Thursday 7 September 2017, 16:00 - 18:00

Followed by a cocktail reception

BusinessEurope 168 Av. De Cortenbergh, 1000 BRUSSELS

- 15:30 - 16:00 Registration
- 16:00 - 16:05 Welcome remarks
- Mr. Markus Beyrer, Director General of BusinessEurope
- 16:05 - 16:15 Introduction Speech: European Business in Vietnam
- Mr. Jens Ruebbert, Chairman of EuroCham Vietnam
- 16:15 - 16:35 Keynote speeches on the significance of the EU-Vietnam Free Trade Agreement
- H.E. Mr. Vuong Thua Phong, Ambassador of Vietnam to Belgium and to the EU (tbc)
 - H.E. Mr. Bruno Angelet, Ambassador/Head of the EU Delegation to Vietnam
- 16:35 - 17:00 Panel discussion on the opportunities of the EU-Vietnam Free Trade Agreement for European SMEs
- Mr. Siebe van Wijk, Managing Director of Fresh Studio (tbc)
 - Mr. Jan Segers, Managing Director of F E C – Far East Consulting – Vietnam
 - [Representative from a European company, preferably SME]
 - [Representative from a European company, preferably SME]

Moderated by Mr. Nicolas Audier, Vice Chairman of EuroCham Vietnam

17:00 – 17:10 Q&A session

- 17:10 - 17:40 Panel discussion on the expected impact of the EU-Vietnam Free Trade Agreement on sustainability and Vietnam's reform process
- Dr. Nguyen Hoang Long, Director General, Department for Foreign Affairs of Provinces, Ministry of Foreign Affairs Vietnam
 - Mr. Shivam Misra, General Director Diageo Vietnam
 - [Representative from a European company]
 - [Representative from a European company]

Moderated by Ms. Luisa Santos, Director of International Relations, BusinessEurope

17:40 - 17:55 Q&A session

17:55 – 18:00 Closing remarks by Mr. Markus Beyrer, Director General of BusinessEurope and Mr. Jens Ruebbert, Chairman of EuroCham Vietnam

18:00 – 19:00 Networking cocktail

Address by Ms. Delphine Rousselet, Director of the EU-Vietnam Business Network (EVBN)