



**VIETNAM
SECTOR-FOCUSED
WEBINARS -
SEASON 2**

AUGUST 2021 - MARCH 2022

Dear Members and Friends,

In 2020, BritCham Vietnam successfully completed a series of webinars titled “Doing Business in Vietnam 101”. The series was supported by 21 industry experts across various disciplines, and each of the 6 episodes welcomed more than 120 registrations in both the UK and Vietnam.

The positive feedback has inspired us to continue the concept surrounding the bilateral trade relationship between the UK and Vietnam. In celebration of the 25-year partnership between the two countries, we proudly bring to you Season 2, a series of 7 webinars highlighting Vietnam’s prospects in quickly growing industries from pharmaceutical to renewables, from smart city to public procurement.

We strongly believe that in the context of growing UK-Vietnam trade volumes following UKFTA, this is the perfect opportunity for us, the Business Center of BritCham Vietnam and your company to support UK businesses to explore this fast growing market. Throughout the webinar series, we are committed to further engaging our partners - UK businesses, with the best investment potential in different industries of Vietnam's market.

Launching this series can also give you a great platform to highlight your company to our audience, we are very happy to be able to offer you exclusive sponsorship for this Vietnam sector-focused series of webinars. You will benefit from a wide selection of promotion across all our channels along with additional marketing opportunities across this webinar series and the wider chamber. This is a unique opportunity to reach a diverse audience, both UK-and Vietnam based.

Please don’t hesitate to contact us to find out more, as it is first come first served!

We look forward to working with you on this exciting project.

Kind Regards,



**HONOURING TRADITIONS,
EMBRACING GROWTH**



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OUR MEDIA Coverage

BritCham Vietnam takes pride in being the first Chamber of Commerce to be established in Vietnam and has developed a strong network of businesses in the UK and Vietnam that covers many sectors with the greatest investment potential. Furthermore, we have cultivated a social media presence comprising an international professional audience.



8,000

contacts of UK and
Vietnam businesses



7,000+

followers on LinkedIn



10,000+

followers on Facebook



OUR WEBINAR Series Season 1 (2020-2021)

BritCham Vietnam has successfully initiated and sustained the webinar series since 2020 as a vital tool for UK businesses to explore the industries/topics with the greatest investment and consumption potential. Through the webinar series, our target audience will acquire critical insights into Vietnam's market from listening to leading experts and connect with top Vietnam-UK companies who have already created a presence in the country.

1,000+
registrations for
6 episodes



6
episodes featuring
industries with the
greatest potential



21+
experts participating
as guest speakers





OUR **WEBINAR Series** Season 2 (2021 - 2022)

Join us in our continued journey to link businesses and people. Discover your next channel to connect with companies in the UK and Vietnam and be associated with our high profile speakers to add values to the network

NOV / 21

EP 2. Vietnam
Pharmaceutical Industry -
An Overview

JAN / 22

EP 5. Future Cities of
Vietnam

EP 6. Vietnam Top
Investment Destinations:
Da Nang & Binh Duong

MAR / 22

EP 8. Supporting
Industries in Vietnam

DEC / 21

EP 3. Logistics in new normal

EP 4. Public Procurements

FEB / 22

EP 7. Renewable Energy

SPONSORSHIP BENEFITS

BritCham Vietnam commits to providing the highest-standard benefits to our sponsors. Since our establishment in 1991, our events have been sponsored by the leading companies in Vietnam and the UK. Your contribution to Vietnam sector-focused webinar series will help not only raise your brand recognition among UK businesses, Vietnamese investors/consumers, but also support UK companies prepare for potential investment projects in Vietnam.

BENEFITS		EXCLUSIVE SEASON 2 VND 90,000,000
1. Media coverage Our Media Coverage – Your Platform to Increase Exposure	1.1. Logo on promotion materials – BritCham communication channels: <ul style="list-style-type: none"> - Website - 1 month on Homepage - Social media - 5 posts / episode - E-newsletter - 2 features - Email blast - 2 emails - The network of our partner network (UK in Vietnam, UK-ABC, BritCham's in Southeast Asia, BritCham's in the UK) 	✓
	1.2. Sponsor tailored content: <ul style="list-style-type: none"> - 1 brand promotion post on Social Media - 1 brand promotion post on Website 	✓
2. Network – Business Contact Our Webinar Series – Your Bridge to Business Partnership	2.1. Business Networking: <ul style="list-style-type: none"> - Reach out to approximately 200 business contacts each episode 	✓
	2.2. Business Matching: <ul style="list-style-type: none"> - Being introduced to relevant UK-Vietnam business opportunities - Being connected to relevant UK-Vietnam business contacts 	✓
3. Building profile Our Webinar Series – Your Tool to Build Company's Profile	3.1. Speaker nomination: <ul style="list-style-type: none"> - Nominate speakers increase your team's profile 	✓
	3.2. Knowledge sharing	✓
4. BritCham membership benefits	Discounted membership fee (for non-member companies) Discounted renewal fee (for member companies) <ul style="list-style-type: none"> - Exclusive: 20% of the membership fee - Diamond: 15% - Gold: 5% 	✓



BritCham
VIETNAM

BUSINESS CENTRE

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