



British Embassy  
Hanoi



British  
Consulate-General  
Ho Chi Minh City

Dear valued partners,

As many of you know, in 2023, the UK and Viet Nam celebrate **50 years of diplomatic relations** between our two countries. We are hugely excited to mark this significant milestone with a busy programme of joint activities across Viet Nam. The 50th anniversary is a chance to celebrate half a century of deepening friendship between the UK and Viet Nam, as well as to look ahead to the next 50 years, during which we hope to see Viet Nam meet its ambitious development goals, to achieve net zero by 2050, and to achieve high-income status. The UK remains committed to being an ever-closer partner to Viet Nam, a leading market and destination of choice for Vietnamese businesses, students, and tourists; and a champion for UK organisations looking to build partnerships in Viet Nam.

Our 2023 celebrations are titled: **The UK and Viet Nam: Building for the Future**. We are focussing on three themes that symbolise the UK - Viet Nam relationship:

1. **Education:** We will deliver an education campaign, including a travelling roadshow across Viet Nam, taking our skills and education partnership to the next level.
2. **Sustainability:** We will build on the success of the new Just Energy Transition Partnership (JETP), working closely with Viet Nam to support green growth ambitions.
3. **Trade:** We will further strengthen our trade partnership, which grew by 12.4% over the last year, facilitating inbound and outbound trade missions spanning our priority sectors.

We are building a busy 2023 calendar, including **exhibitions, performances and showcases** of UK culture, brands, and products; **formal engagements** with political, businesses, and cultural figures; and **joint trade missions** to showcase the best of Britain. We will mark the specific date of 50 years (11 September 2023) with a **UK - Viet Nam Festival** promoting UK culture. We are excited to collaborate with the British Council, BritCham Vietnam and wider British business community throughout our 2023 programme.

As valued partners of the British Embassy and Consulate-General, we are now calling for your interest in cooperating with us on the 2023 programme. We would like to hear from you about:

- **Activities, events, or announcements** that you are planning and would like to link to the 2023 celebrations;
- **Creative suggestions for events, installations, or exhibitions** which you would like to deliver in partnership with the UK Government;
- **Expressions of interest in sponsorship** for our activities. We would welcome any interest in being a headline sponsor for any of the activities during the 50-year anniversary.

Please contact **Sam Wood** ([sam.wood@fcdo.gov.uk](mailto:sam.wood@fcdo.gov.uk)) and **Isaac Atwal** ([Isaac.Atwal@fcdo.gov.uk](mailto:Isaac.Atwal@fcdo.gov.uk)) with any suggestions. We look forward to working with you throughout 2023. We will be sharing further details of the campaign with you in the New Year.

Wishing you all a restful Christmas and a very Happy New Year,

**Iain Frew**  
His Majesty's Ambassador to Viet Nam

**Emily Hamblin**  
His Majesty's Consul-General to Ho Chi Minh City



## VIET NAM - UNITED KINGDOM 1973 - 2023

