Press Release – 15 Sep 2021

DIGITAL

**Opening Ceremony**

**The 9th Vietnam - Japan Supporting Industries Exhibition (SIE) &**

**Vietnam Manufacturing Expo (VME) 2021**

***Representatives from Organizers:***

*1. Mr. Do Thang Hai, Deputy Minister - Ministry of Trade and Industry (MOIT)*

*2. Mr. Daisuke Okabe, Minister - the Embassy of Japan in Vietnam (EOJ)*

*3. Mr. Vu Ba Phu, Director General - Vietnam Trade Promotion Agency (VIETRADE), Ministry of Trade and Industry (MOIT)*

*4. Mr. Takeo Nakajima – Chief Representative, The Japan External Trade Organization (JETRO) – Hanoi Office*

*5. Mr. Vu Trong Tai – General Manager, Reed Tradex Vietnam*

*& the presences of partner, Mr. Daniel Fitzpatrick, Director, USAID LinkSME Project*

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|  Vietnam, 15 September 2021, **Reed Tradex Vietnam in co-operation with the Japan External Trade Organization (JETRO) and Vietnam Trade Promotion Agency (VIETRADE), Ministry of Trade and Industry (MOIT)** to organize **the digital opening ceremony of the 02 annual international exhibitions: The 9th Vietnam-Japan Supporting Industries (SIE) and Vietnam Manufacturing Expo (VME) 2021.**  The event is held with the aim to enhance the trading relationships between Vietnam and Japan enterprises in manufacturing, industrial and supporting industries and empower the competitive strengths for domestic manufacturing businesses to reach out to the international markets and participate in global supply chains.  |

The remarkable 2021 is a milestone for domestic and international trading businesses to strongly transform with digital technology and bounce back after the pandemic via strategies for optimizing resources and expanding business connections. Besides the challenges from the instability of the world economy, the effectiveness of new trade agreements such as EVFTA and UKVFTA, and policies to support and encourage FDI from the Vietnamese Government are expected to create potential investment opportunities and partnership for those who are ready to catch up with market trends.

Due to the complicated and unpredictable situation of the Covid -19 pandemic taking place in Vietnam and globally, the extensive cooperation between Vietnam and Japan in the economic field in general and in supporting industries in particular through the active implementation of the contents of The Agreement between Vietnam and Japan for an Economic Partnership (VJEPA), Vietnam's industrialization strategy within the framework of Vietnam - Japan cooperation and the Action Plan of the Vietnam - Japan Joint Initiative Phase 8 have become an important bridge between Vietnam and Japan, that open up opportunities for cooperation, technology transfer, and production capability enhancement for enterprises of the two countries.

With efforts to develop Vietnam's supporting industries and strong support from Japan, the Vietnam - Japan Supporting Industries Exhibition and the Vietnam Manufacturing Expo organized by VIETRADE - Ministry of Industry and Trade in collaboration with JETRO and Reed Tradex Company in recent years play a very important significant role, creating a premise for Vietnamese enterprises in the industry to increase production capability to meet increasing needs for both domestic and export and connect with Japanese and international partners.

For the first time, **"The 9th Vietnam - Japan Supporting Industries Exhibition (SIE 2021)" and "Vietnam Manufacturing Expo (VME 2021)", will be held ONLINE from 15 to 17 September 2021, in the form of digital exhibitions** with the participation of more than 100 enterprises from Vietnam, Japan and other countries.

 **Mr. Do Thang Hai, Deputy Minister - Ministry of Trade and Industry (MOIT),** delivered speech online, announcing the opening of the two exhibitions: “The Ministry of Industry and Trade believes that this series of exhibitions will continue to bring practical opportunities for businesses in the supporting industries in Vietnam to approach and update with new market trends, innovative achievements as well as new techniques and technologies, directly meeting potential partners from Japan and internationally, making important contributions to the strong and sustainable transformations of Vietnam's supporting industries. We hope that the Organizing Committee will continue to maintain and create opportunities for businesses of the parties to regularly meet, exchange and cooperate with each other through exhibitions, seminars and direct trade connections via both online & onsite format in the future.”

 From **the Embassy of Japan in Vietnam, Mr. Daisuke Okabe, Minister,** shared at his welcome speech: “This is the first time the 02 international exhibitions are organized in the form of an online format. In the context of many barriers for travelling between countries due to the COVID-19 epidemic, I hope that the digital exhibitions will help domestic and foreign businesses to participate online, contributing to promoting trade between Japanese enterprises and Vietnamese enterprises, and as the two countries of Japan and Vietnam in general. In the 2nd session of the Opening Ceremony, there will be the Panel discussion for business consulting, support for manufacturers and supporting industries firms to overcome challenges during and after COVID-19. I hope that the participants will get more practical insights and case studies with useful information.”

Accordingly**, Mr. Vu Ba Phu, Director General - Vietnam Trade Promotion Agency (VIETRADE - Ministry of Industry and Trade)**, said “According to the Asian Development Outlook (ADO) 2021 report of the Asian Development Bank (ADB) 2021, ADB commented that Vietnam's economic growth is forecast to recover to 6.7% this year despite the re-emergence of the COVID-19 pandemic and may accelerate to 7.0% in the upcoming 2022. This growth will be driven with the export-oriented manufacturing industry followed by increasing investment and expansion of trade. The Ministry of Industry and Trade has been implementing many synchronous solutions to support investment development, technology application, and development of manufacturing and supporting industries.

 In particular, the organization of the Vietnam - Japan Supporting Industry Exhibition by VIETRADE in collaboration with the JETRO Hanoi is a great contribution to support for Vietnamese enterprises to enhance production capacity and connect with Japanese partners. The 9th Vietnam - Japan Supporting Industry Exhibition will be held online at the same time with the Vietnam Manufacturing Expo 2021. I believe that the 02 exhibitions will become remarkable events, actively promoting investment and trade cooperation between Vietnam and Japan in supporting industries.”

In response to the impact of Covid-19, both Japanese businesses and foreign investors are interested in: When the age of automation begins inside out the markets, how does the manufacturing and supporting industries and technology can agile transform and create breakthrough changes to make Vietnam become a key industrial production zone in the region and enter the global supply chains?

 **The Chief Representative of Japan External Trade Organization (JETRO) in Hanoi, Mr. Takeo Nakajima,** emphasized: "The Vietnam - Japan Supporting Industry Exhibition" (SIE) 2021 is organized with the purpose to improve the localization rate of Japanese enterprises and strengthen the supply of components, industrial parts. During the 2 previous SIE (2017 and 2019) in Hanoi, 136 Japanese and Vietnamese enterprises participated and achieved more than 8,500 trading agreements, the total value of contracts was 3.8 million USD. In 2021, from the Japanese business side, there will be 12 big enterprises and 8 small and medium enterprises in transport equipment, electric-electronics and other enterprises in manufacturing and processing (stamping, mold, plating,... ). All of those are manufacturing enterprises that expect to reach out for the product’s localization in Vietnam. For Vietnamese enterprises, they are mainly capable enterprises that have been published in JETRO's "The Excellent Vietnamese Companies in Northern and Central Vietnam", about 30 of those are businesses who participate for the first time. Therefore, in the upcoming SIE exhibition, there will be the presence of excellent enterprises and new ones from Vietnam and Japan, promising to bring up new cooperation relationships for business opportunities."

Within the frame of references, **Mr. Vu Trong Tai, General Manager, Reed Tradex Vietnam, representative of the Organizing Committee - VME 2021** shared: “We all care about the future of international & Vietnam businesses when the fight against COVID-19 pandemic is still ongoing. To increase the "business health" to protect production and activities for manufacturers and supporting industries firms, VME 2021 will play the role as “connection gate” for exhibitors and visitors, importers and exporters, distributors, buyers and sellers from all over the world with internet and smart devices that can access and join the digital exhibitions easily and quickly with the opportunity to engage and be updated with the new trend of online trade shows, under the theme Factory of the Future. This year, at the exhibitor’s online booths, many products, advanced industrial machinery, and equipment from top famous brands will be showcased. In particular, the exhibitions will offer business matching service for buyers and sellers, with special terms as well as value-added packages when the parties can reach agreement and sign contracts during the “online” time.”

Especially, to support the local and SMEs in maintaining the vitality of the business in the complicated business environment with many difficulties and constant changes, in cooperation with VME 2021, the USAID LinkSME Project will join hands in supporting Vietnamese SME manufacturers to develop and participate in the global supply chain.

With the participation of exhibitors from more than 10 countries and over 100 brands of famous technology & machinery joined in international pavilions coming from Japan, USA, Korea, China, Taiwan, Singapore, Thailand, Germany, Russia, India, …**The Vietnam-Japan Supporting Industries Exhibition (SIE) and Vietnam Manufacturing Expo (VME) will be held online from 15-17 September via VME website** ([www.vme-expo.com](http://www.vme-expo.com)).

During three days from 15-17 September 2021, the digital VME & SIE will cover many activities such as the series of customized seminars, advanced technology updates from leading brands around the world and especially the completely free Panel discussion for business consulting: Business Innovation Zone 2021. This is a part of the Business Innovation Zone Project, initiated by Reed Tradex since 2020 to support businesses to recover during and after Covid-19. The digital exhibitions have so far attracted on-line registration of more than 2,500 visitors from Vietnam and 1,000 from other Asian countries. For more details, please visit:[www.vme-expo.com](http://www.vme-expo.com)

  **04 step to join the digital VME & SIE 2021**

* Step 1: Scan the QR Code or visit[www.vme-expo.com](http://www.vme-expo.com)
* Step 2: Fill in the form for visitor registration
* Step 3: Confirm via email and follow guideline
* Step 4: Login with the activated account and enjoy the show

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**About Reed Tradex Vietnam**

Reed Tradex is ASEAN's leading exhibition organizer, a member of Reed Exhibitions, the world’s leading event organizer who creates high profile, targeted industry events where buyers and suppliers come together to do business. Our global portfolio includes over 500 events serving 43 industries in 30 countries. In Thailand and Vietnam, we organize 20 strong brands of international exhibitions and conferences. For 36 years, Reed Tradex has been forming circles of business contacts for many industries using unique skills in Event Strategy, Financial Control, Operations Excellence, and Integrated Marketing Communications, that can only be excelled through experiences, connections, and digital technologies. For more information about activities of Reed Tradex in Vietnam, visit: [www.reedtradex.com](http://www.reedtradex.com/)

**About Business Innovation Zone**

Since 06/2020, the Business Innovation Zone was kicked off by Reed Tradex to support both local and international enterprises, especially SMEs in Manufacturing, Factory Logistics and Electronics in response to the changing landscape of business after the pandemic, to overcome the challenges with information and solution in utilizing the benefits of both “online & offline” business opportunities. Accordingly, Reed Tradex will partner with business leaders, consulting experts, industry professionals, government officers to organize webinar series which will offer new insights and successful guerrilla business case studies. Join the Business Innovation Zone and receive the complimentary business consulting session [**HERE**](https://forms.office.com/r/p1uNevkx2r).

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