



Dear Canada furniture and wood products businesses,

The Trade Office of Vietnam Embassy in Canada (VTO) is pleased to invite you to participate in the Canada Business Mission to attend the biggest Trade Show in furniture and wood products in Vietnam. Hawa Furniture Fair February 2023 is the most prestigious furniture show in Asia that brings together the suppliers and buyers of the industry. Hawa Fair helps to create opportunities to connect Canadian businesses with ASEAN market.

Date and Place: Hochiminh City, Vietnam on February 22&25 - 2023.

### **Mission Highlights**

1. Day 1: Attend the Viet Nam Furniture Fair 2023 (<https://vntradetoca.org/en/ho-chi-minh-export-furniture-fair-2023-hawaexpo-2023/>)
2. Day 2: Seminars with leaders in the furniture and wood industry and in free trade agreements to provide a platform for Canadian businesses to connect, learn and establish resilient supply chain, to optimize the sourcing strategy, to keep an eye on competitors, to update manufacturing and consumption trends and upscale their business;
3. Day 3: Attend the Canada – Vietnam Business Matching tailored sessions;
4. Day 4: Private business matching with potential partners, exporting companies, business associations and City tour.
5. Or: Factories visit (at request).

### **The objectives of the mission include:**

1. To find new products, manufacturing partners and suppliers;
2. To have updates on the trade and investment climate in Vietnam;
3. To better understand how to use the CPTPP rule of origins in manufacturing and sourcing.
4. To enable companies from Canada to tap on the business opportunities in Vietnam for their expansion to South East Asia markets.

### **Cost of Participation**

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**Trade Office - Embassy of the S. R. of Viet Nam in Canada**

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<b>Details of Expenses</b>	<b>CAD</b>
Arrangement of visa, business matchings, interpretation, city tour	Support by Vietnam Trade Office in Canada
<b><u>Hotel Accommodation, B2B venue, and local transportation, Gala dinner, networking cocktail</u></b>	Free during 3 days show
Air-Ticket and individual costs	Self-funding (3,500 CAD, est.)

It's a valuable opportunity for any company interested in expanding to Vietnam or looking to diversify their supply chain given the extensive logistical and support offered. Through our matchmaking process, participants will meet targeted local prospects that can then become new clients and partners.

To apply for this opportunity, please apply by **10<sup>th</sup> January 2023** by downloading the business mission registration form.

**For more information on Business Mission to Vietnam, please contact:**

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**Vietnam Trade Office in Canada**  
**Embassy of the S. R. of VietN am in Canada**