

## **Business Matching Program**

### **Part of AgroViet Event**

#### **1. Event's description:**

##### ***1.1. Purpose:***

The program will bring businesses together, generate trading opportunities for participants of AgroViet - VIAE as well as guests who are business owners, and allow them to join, connect, and seek trading prospects with buyers and sellers from abroad.

##### ***1.2. Target audience:***

1. Foreign buyers looking for import markets in Vietnam;
2. Vietnamese enterprises seeking markets for exports of agricultural and auxiliary industry products.

***1.3. Time:*** The event will be held on 15-18 September 2022 at AgroViet.

##### ***1.4. Event content:***

- Businesses will purchase tickets to events where attendees are potential buyers they want to connect with.

During the event, buyers will express their preferences and requirements for imported goods, quantity, and standards... for each product line. Each participating business will expect sellers to have 3-5 minutes to quickly introduce their products.

- Guests (expected): Foreign buyers looking for import markets in Vietnam; Leading enterprises in Vietnam's agricultural product market.

#### **2. Event's scale:**

The number of guests will be 60, 100, or 200, depending on the number of buyers and the number of goods to be supplied.

#### **3. Event organizing format:**

The event will be divided into 2 phases, with phase 1 serves as a place to link buyers with sellers. After this, phase 2 will pave the way for businesses with shared demands to engage in direct trading activities.

**Phase 1:** Combining both online transactions with Chinese buyers and offline with international buyers.

Buyers will generally introduce the market, demand, and other trading information for the agricultural sector in Vietnam.

**Phase 2:** Direct trading activities: Buyers and sellers with the same demand will directly discuss their requirements and introduce their products. There will be a time limit for each discussion.

### **3. Benefits for enterprises:**

Enterprises have direct access to potential buyers who are interested in importing and exporting agricultural products with a total trade value of up to 1 billion USD.

### **4. Ticket-purchasing options:**

Tickets will be sold on Ebox and attached to a link on Agri - VnExpress's landing page. The organizer will divide tickets into 3 classes: A, B, and C. Businesses with class A tickets will be connected directly (1:1) with buyers, in groups of 5 with class B tickets, and universally with class C tickets (at least 60 businesses, maximum 200 businesses with a group of 5 buyers).

Special offer: For Individuals and enterprises who joined the expo booths will receive a 50% discount on the ticket price, or can also be used when participating in the booth.

Suggested ticket price:

**Class C: 10.000.000 VND**

**Class B: 30.000.000 VND**

**Class A: 50.000.000 VND**