



Singapore Auction Exchange

Vietnam Embassy in Singapore

Vietnam Trade Office in
Singapore

Re: Vietnam National Brands Week in Singapore – 23 August - Invitation to attend the Opening Ceremony

Dear Dr T Chandroo, SICCI

It is our pleasure to invite you to the Opening Ceremony “VIETNAM NATIONAL BRANDS WEEK 2021 IN SINGAPORE – HYBRID EXPO ONHALAL FOOD AND PROCESSED FOOD”, taking place at 11.00-12.00pm on 23rd August 2021 at Singapore Auction Exchange, 27 Greenwich Drive, Keppel Annexe Building, #M1-00, Singapore 533912.

Co-organized by the Vietnam Ministry of Industry and Trade (Vietnam Trade Office in Singapore) and the Vietnam Embassy in Singapore and hosted by the Singapore Auction Exchange, the first Vietnam National Brands Week in Singapore will bring together nearly 500 products from 40 companies from Vietnam. It is an effort to mitigate the economic impact of COVID-19 and strengthen the resilience and sustainability of the supply chains, with the goal of preserving socio-economic stability, the continued flow of essential goods, and food security for our peoples.

Your VIP invitation includes free admission to the Exhibition, the official Opening on Monday 23rd August and a warm welcome gift from our sponsors and exhibitors. The tentative Opening Ceremony Agenda is attached herewith for your kind perusal.

To accept our invitation, please RSVP by using our online form: <https://bit.ly/openingvietnamrsvp>. If you wish to nominate a representative (01) to attend in your place, please include their details in the RSVP. If you have close partners and business friends in Singapore who you think would benefit attending the exhibition, please share our event’s link: <https://bit.ly/websitevietnam>. Please do not hesitate to contact us at sg@moit.gov.vn for further enquiries.

We very much look forward to hearing from you and welcoming you at our event.

Yours sincerely,

Tran Thu Quynh
HEAD OF VIETNAM
TRADE OFFICE

Tan Li-Jin
SINGAPORE AUCTION
EXCHANGE



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Singapore

OPENING CEREMONY (23 August)
Vietnam National Brands Week 2021 in Singapore
Hybrid Expo on Halal and Processed Food Products from 23-28/8/2021

| Time | Activity | Remarks |
|--------------------|---|--|
| 10:00-11:00 | Registration | |
| 11:00-11:05 | Introduction and housekeeping | MC |
| 11:05-11:12 | Welcome message by MOIT Vietnam's Minister | Deputy Minister Do Thang Hai |
| 11:12-11:20 | Opening Address | H.E. Mai Phước Dũng – Vietnam Ambassador to Singapore |
| 11:20-11:28 | Welcome Address | Mr. Chew Hwee Yong, Director Global Markets, ESG |
| 11:28-11:35 | Speech | Dr. Douglas Foo- President of SMF |
| 11:35-11:42 | Speech | Mr. Tan Li-Jin, Director of Singapore Auction Exchange |
| 11:42 – 11:50 | Ribbon cutting ceremony | 1. H.E. Mai Phước Dũng 2. Mr Chew Hwee Yong 3. Dr. Douglas Foo 4. Mr Tng Ah Yiam – Dep CEO, NTUC Fairprice 5. Mr. Tan Li-Jin 6. Dr. Trần Thu Quỳnh – Head of Vietnam Trade Office in Singapore |
| 11:50-12:00 | Lucky Draw | |
| 12:00 | Exhibition Guided Tour | |



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Vietnam Trade Promotion Agency



Vietnam Value Program

VIETNAM NATIONAL BRANDS WEEK 2021 IN SINGAPORE

HYBRID EXPO ON HALAL AND PROCESSED FOOD PRODUCTS

10am – 17pm 23rd - 28th August 2021

Location: 27 Greenwich Drive, Keppel Annexe Building #M1-00, S533912

Website: <https://vntradesg.org/en/home/>



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