

# EUROCHAM HIGHLIGHTS 2024



## 1. COMMUNICATION

EuroCham shares the latest advocacy updates, events, and news to our members and social platforms subscribers who have continued to grow over the years.

To learn more about our marketing and communication packages, scan this QR code or click [HERE](#)



12,000+  **Subscribers Database**

EuroCham has been featured in:  
**2,600+**  
**NEWS ARTICLES**  
January - December 2024

50,000+  **LinkedIn**  $\hat{=}$  **22%**

19,000  **Facebook**  
 $\hat{=}$  **12%**

15,000+  **Website Monthly Views**

## 3. MEMBERSHIP

EuroCham leading role is further strengthened with the great support of our:

**1,400+**

**ACTIVE MEMBERS IN 2024**

## 2. ADVOCACY

We identify critical trade and investment barriers and engage in a constant dialogue with high-level authorities to address challenges of our members and provide recommendations.

**100+** **LETTERS**  
sent and received  
with the Government

**HIGH-LEVEL** **200**  
Meetings and Conferences  
with Officials

## 4. EVENTS

Our numerous events such as luncheons, conferences, webinars, and field trips etc. provide an opportunity to stay up-to-date with Vietnam's dynamic business environment. In 2024, we also organised the Green Economy Forum & Exhibition (GEFE) - a robust platform for B2G and B2B discussions on sustainability with 8,000+ attendants.

**12,000+**

**PARTICIPANTS**  
online and in-person

**50+**

**WEBINARS & EVENTS**

**110+**

**PARTNERS & SPONSORS**



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## KEY PROGRESS IN SHAPING VIETNAM'S BUSINESS ENVIRONMENT



### UNVEILING EUROCHAM VIETNAM WHITEBOOK 2024!

EuroCham Vietnam proudly launched the 15th edition of the Whitebook in Hanoi on 16 January, bringing together over 400 policymakers, business leaders, and key stakeholders.

The 2024 Whitebook featured 24 in-depth chapters, each dedicated to a critical sector of the Vietnamese economy, and serving as a vital tool for shaping policy decisions, enhancing collaboration, and promoting sustainable economic growth in Vietnam.

Scan the QR code or click [HERE](#) to access the 2024 Whitebook.



### DRIVING GREEN GROWTH AT THE 2024 VIETNAM BUSINESS FORUM



On 19 March 2024, EuroCham played a pivotal role at the Vietnam Business Forum (VBF) in Hanoi, which focused on “Pioneer FDI enterprises implementing the Green Growth Strategy.” The event brought together key government figures, such as Prime Minister Phạm Minh Chính, business leaders, and international stakeholders to discuss sustainable development and the future of FDI in Vietnam.

EuroCham's contributions included advocating for green growth strategies, emphasising waste management, tax incentives for sustainability, and transparency in environmental funds.



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## ADVANCING STRATEGIC COLLABORATION WITH KEY STAKEHOLDERS IN VIETNAM

In April, a EuroCham delegation engaged in strategic discussions with key government agencies to bolster collaboration and improve Vietnam's business environment. EuroCham met with the Deputy Minister of Foreign Affairs (MOFA) to reaffirm our role in promoting transparent procedures during talks with the Administrative Procedure Control Agency (APCA). EuroCham also met with the Central Economic Committee (CEC) and the Ministry of Planning and Investment (MPI).



## ADVOCATING FOR ADMINISTRATIVE REFORMS

EuroCham actively participated in a series of insightful sessions on administrative procedure reform, connected to the work of the Administrative Procedure Reform Working Group (ACAPR).

As part of its diverse contributions, EuroCham provided key recommendations to streamline Vietnam's regulatory framework and enhance the management of international conferences. Additionally, we advocated for visa exemptions for EU member countries and proposed improvements to customs procedures at international airports.



## INTER-CHAMBER MEETINGS PROMOTING FURTHER COLLABORATION

In 2024, EuroCham Vietnam strengthened collaboration with the international business community via inter-chamber meetings. The four participating chambers include the Korean Chamber of Commerce in Vietnam (KoCham), the Japanese Chamber of Commerce and Industry in HCMC (JCCH), the American Chamber of Commerce in Vietnam (AmCham), and EuroCham Vietnam.

The meetings aim to discuss inter-chamber collaboration opportunities and strategies to amplify our collective advocacy efforts.





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## DRIVING COLLABORATION: ADVANCING VIETNAM'S BUSINESS CLIMATE WITH EU LEADERS



### ENHANCING EUROCHAM COLLABORATION WITH THE EU

Over the year, EuroCham hosted a series of collaborative meetings with European Union key stakeholders: H.E. Julien Guerrier, EU Ambassador to Vietnam, H.E. Sujiro Seam, EU Ambassador to ASEAN, H.E. Josep Borrell Fontelles, High Representative of the European Union for Foreign Affairs & Security Policy and Vice-President of the European Commission, to name a few. Several key topics were discussed: the European Union-Vietnam Free Trade Agreement (EVFTA), the Just Energy Transition Partnership (JETP), Transportations and Logistics, Electricity Purchase & Rooftop Solar for Businesses, Pharma Law & Market Authorisations, and Digital Transformation, among others.



### EBO NETWORK MEETING IN BRUSSELS STRENGTHENING EU PARTNERSHIPS



EuroCham Executive Director Delphine Rousselet attended the five-day annual general meeting of the European Business Organisation Worldwide Network (EOWN) in Brussels, held from 3-7 June 2024. This gathering brought together representatives from a rapidly expanding network of European Business Organisations (EBOs) worldwide. Initially a network of 12 EBOs, it has now grown to include 55, representing every continent, thanks to the support of the European Commission's Directorate for the Internal Market, Industry, Entrepreneurship & SMEs (DG GROW).





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## CHAMPIONING MEMBERS' INTEREST IN HIGH-LEVEL EU-ASEAN BUSINESS MISSION TO HANOI

From 26-28 June 2024, EuroCham Vietnam joined a high-level EU-ASEAN Business Council delegation on a three-day mission to Hanoi. The delegation, comprising 100 delegates representing 40 companies, held 13 productive meetings with key Vietnamese government officials, including a Deputy Prime Minister, several ministers, vice-ministers, and other leaders of various government bodies. The three-day mission saw fruitful discussions spanning 11 topics with respective Ministries and the National Assembly.



## EUROCHAM BRUSSELS TRIP STRENGTHENING PARTNERSHIPS



EuroCham Vietnam held a highly productive two-day mission to Brussels on 2-3 July. This annual EuroCham trip is our golden opportunity to amplify our members' voices and tackle their most pressing challenges. The delegation engaged in high-level discussions with European Commission officials on a wide range of issues vital to both regions. Topics covered in the two-day mission included Fisheries, Trade, International Partnerships, Diplomacy, Environmental Regulations, Sustainable Trade, Energy Collaboration.





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## Green Economy Forum & Exhibition (GEFE) 2024

Co-organised with Vietnam's Ministry of Industry and Trade (MOIT), EuroCham's flagship 3-day event - GEFE 2024 was held at Thiskyhall Sala Convention Center in Ho Chi Minh City. The event was a #TeamEurope collective effort, bringing together 13 Country Pavilions and 8,000+ visitors.



GEFE 2024's exhibition hall featured cutting-edge innovations and engaging activities from 200+ exhibitors to facilitate knowledge sharing and collaboration in green initiatives.

The 30+ conference sessions covered 10 key topics such as Renewable Energy & Energy Efficiency, Decarbonisation, and Circular Economy, equipping attendants with insightful ideas and applicable knowledge in sustainable growth.

On the final day, GEFE Student Day brought young talent to the forefront with exhibition booths offering hands-on activities and mentoring programs for students. The highlight was the Business Challenge finals where 9 student teams presented innovative and thoughtful solutions to building a green future.

The GEFE official report was released in November 2024 and has accompanied the Vietnam Delegation to COP 29, highlighting the pressing concerns and offering actionable solutions for Vietnam's sustainable development journey.

The event also welcomed key dignitaries from Vietnam and Europe, such as:

- H.E. Mr. Bui Thanh Son, Deputy Prime Minister – Vietnam
- H.E. Mr. Margaritis Schinas, Vice President of European Union Commission
- H.E. Mr. Yuko Yasunaga, Global Deputy Director General – UNIDO
- H.E. Ms. Rhiannon Harries, Deputy Trade Commissioner in Southeast Asia – UK
- H.E. Mr. Ville Tavio, Minister of Foreign Trade & Development – Finland
- H.E. Ms. Phan Thi Thang, Vice Minister, Ministry of Industry and Trade – Vietnam

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Scan the QR code or click [HERE](#) to access the GEFE 2024 report





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## Celebrating outstanding achievements at EuroCham's Gala Dinner & Business Awards 2024

The EuroCham Vietnam Gala Dinner and Business Awards 2024, a signature annual event for the Europe-Vietnam business community, was held on 22 October, 2024 at the Autograph Collection Hotel at Vinpearl Landmark 81 in Ho Chi Minh City. The event celebrated the connections between European and Vietnamese businesses, organisations, and governments, as well as the outstanding achievements of EuroCham member companies in the areas of sustainable growth, innovation, and contribution to the SMEs community.



The centrepiece of the evening was the EuroCham Vietnam Business Awards 2024 ceremony, which recognised EuroCham members that excelled in the areas of sustainability, innovation, and contributions to the SME landscape over the past year. These awards highlight EuroCham's consistent focus on recognising companies in the Europe-Vietnam businesses community which transcend expectations with their pioneering practices and initiatives. The winners were as follows:



The event gathered over 550 guests, including prominent business leaders from Europe and Vietnam, investors, diplomats, and political leaders, in a powerful display of unity and shared commitment.

Held on the second day of GEFE 2024—the Green Economy Forum & Exhibition, EuroCham's largest event of the year—the Gala Dinner & Business Awards adopted the theme 'Five Elements of Life.' This theme symbolises the interconnectedness needed for sustainable development, where every stakeholder plays a vital role, just as each element in the natural world contributes to maintaining balance and harmony.