



MISSION

IMPORT-EXPORT AND BUSINESS PARTNERSHIPS

FROM NOVEMBER 27TH TO DECEMBER 3RD, 2024
VIETNAM



"Enjoy the Year of the Dragon!"

ORGANIZED BY



IN PARTNERSHIP WITH



Groupe Engram
YOUR SUCCESS, OUR MISSION STATEMENT

IN COLLABORATION

AQMAT
Association québécoise de la
allerie et des matériaux
nstruction

CONTEXTE

In the face of growing mistrust towards China and with the aim of diversifying trade exchanges, which are currently too concentrated on the United States, Southeast Asia, and more specifically Vietnam, is increasingly positioning itself as the new Eldorado for Canadian companies.

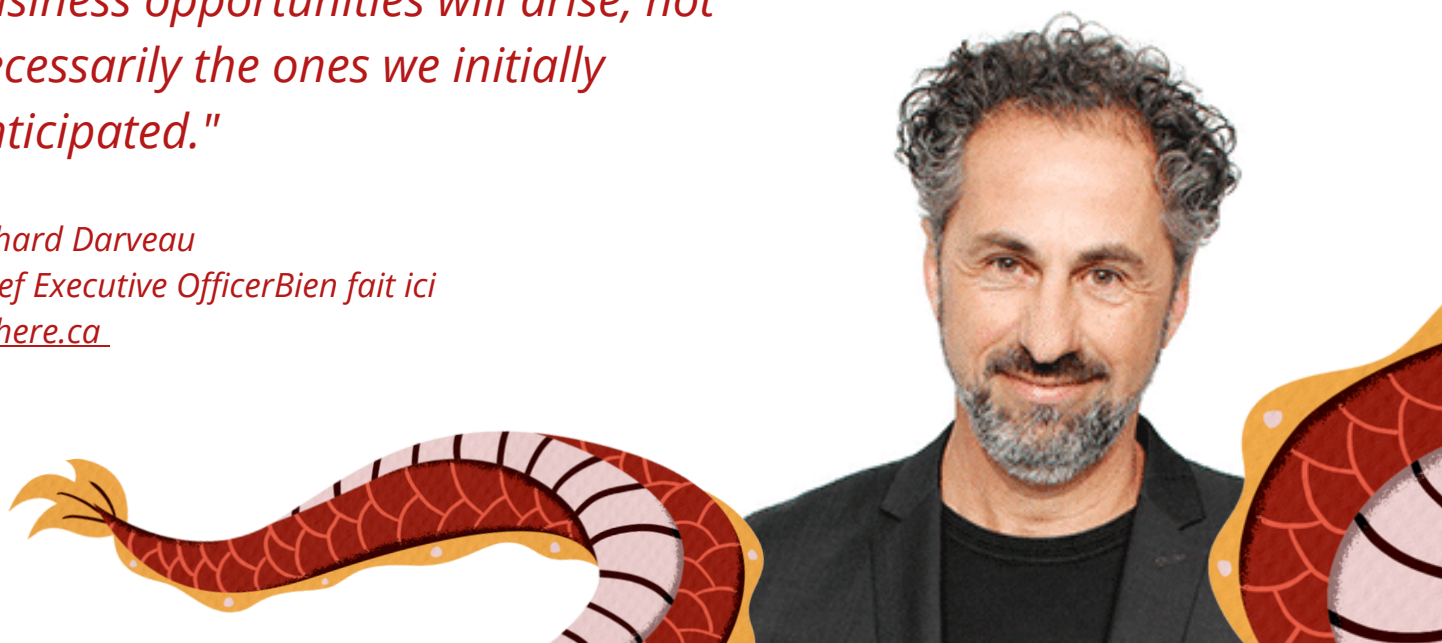
The organization "Bien fait ici," in partnership with the Engram Group, experts in international business, and in collaboration with the Quebec Association of Hardware and Building Materials (AQMAT), is organizing a mission to Vietnam from November 27th to December 1st, 2024.

Limited to ten manufacturing companies, the operation offers each delegate personalized services including:

- Carefully curated business meetings
- A home exhibition
- Relevant industrial visits
- Networking activities

"A delegation of businesspeople from Canada will attract attention, and various business opportunities will arise, not necessarily the ones we initially anticipated."

Richard Darveau
Chief Executive Officer Bien fait ici
lci-here.ca



THE MISSION

Focused on the residential renovation and construction market, the mission will, in each case, enable participants to grasp the national and continental markets better to explore opportunities for exporting, importing, finding subcontractors, and even business partners.

However, since only highly personalized "one-on-one" meetings, well-prepared and conducted under respectful conditions, can reduce the risks of wasting time and truly initiate profitable business with an Asian counterpart, the mission guarantees each Canadian company at least three appointments with carefully selected potential clients, partners, or suppliers.

Two company visits are also included in the program: one to a renovation center and another to a materials manufacturing factory, allowing participants to appreciate the cultural, and even technological, differences between the two continents.

Finally, two additional activities are also planned. Firstly, a cocktail reception organized with the cooperation of authorities from both countries, as well as a cultural visit to the famous Ha Long Bay.



WHY VIETNAM?

Vietnam is undergoing a significant transformation, with its economy experiencing one of the **fastest growth rates globally** due to accelerated political reforms. As the middle class expands, the country is constructing more houses and apartments that meet international standards, leading to the interest of builders and the government in materials manufactured in Canada.

Housing projects include single-family homes and multifamily constructions. The market's growth will be supported by the government's plans to **build affordable housing** for middle and low-income families. The Hanoi People's Committee has approved a master plan for developing the capital's housing program for 2021-2030, with a vision extending to 2040.

For instance, in 2022, no fewer than 278 projects comprising 276,000 housing units were constructed, with an average value of \$60,000 per unit, representing a total area of 148 million square feet.

The size of Vietnam's residential real estate market is currently estimated at \$35 billion in 2024 and is expected to exceed \$60 billion by 2029, with a compound **annual growth rate of 12.55 %** over the forecast period from 2024 to 2029.



According to the World Bank, Vietnam has become more ambitious in its development aspirations, aiming to become a high-income country by 2045. Vietnam also aspires to develop in a greener and more inclusive manner.

Economic reforms since 1986 have helped transform the once small dragon, in just one generation, from one of the world's poorest countries to an upper-middle-income economy. Indeed, between 2002 and 2022, **GDP per capita has multiplied by 3.6**, reaching almost \$5,000. In doing so, the poverty rate has dropped from 14% in 2010 to 3.8% in 2020.

Thanks to its solid foundations, the economy has shown resilience through various crises. Economic growth hovered around 4.7% in 2023 and is expected to gradually **accelerate to 5.5% in 2024 and 6.0% in 2025**.

Access to infrastructure services has significantly increased. In 2019, 99.4% of the population used electricity as the main source of lighting, compared to only 14% in 1993.





WHAT ARE THE GOALS AIMED AT BY THE MISSION?

- 1** To assist Canadian companies in **understanding the Vietnamese market**, knowing its leaders, its challenges, and seizing potential business opportunities.
- 2** **Undertake activities** such as importation, exportation, subcontracting, joint ventures, according to the priorities of each participating company.
- 3** Optionally, **support companies in their personnel recruitment needs**.

WHY GROUPE ENGRAM?

Founded in 2016, Engram Group is a strategic consulting firm headquartered in Montreal, with a permanent office in Hanoi, Vietnam.

Its objective is to accelerate growth and create value for SMEs, primarily by :

- implementing financing strategies;
- identifying new global business opportunities;
- connecting project holders with talents;
- facilitating the professional development of international trade compliance experts;
- generating business opportunities;
- improving customs compliance;
- addressing labor shortages.



Groupe Engram

YOUR SUCCESS. OUR MISSION STATEMENT

THE VIETBUILD FAIR, WHAT IS IT?

- Organized in Hanoi, the capital of the country, by the Ministry of Construction of Vietnam, in coordination with the People's Committees of the cities of Hanoi, Ho Chi Minh, and Da Nang.
- Size: 1500 stands occupied by approximately 350 companies, including 10% from other countries, distributed across six categories: construction, design, furniture, real estate, electrical equipment and plumbing, doors, and windows.
- Official website : <https://vietbuildexhibition.com.vn/>



WHAT WILL BE THE TYPICAL SCHEDULE ?

Day 1	Wednesday, November 27th	Departure flight check-in at the hotel - Group welcome
Day 2	Thursday, November 28th	Visit to a renovation center - Protocol cocktail
Day 3	Friday, November 29th	B2B meetings and visit to the Vietbuild fair
Day 4	Saturday, November 30th	B2B meetings and visit to the Vietbuild fair
Day 5	Sunday, December 1st	Bus tour of Ha Long Bay
Day 6	Monday, December 2nd	B2B meetings and visit to a materials factory
Day 7	Tuesday, December 3rd	Departure activity - Return flight



WHAT ARE THE PRICES?

A participant: \$ 3 000

2nd participant from the same company: \$ 1 500

WHAT DOES THE MISSION INCLUDE?

- ✓ Professional guidance by the Engram Group
- ✓ A minimum of three (3) personalized business meetings
- ✓ Group networking activities at the beginning and end
- ✓ Protocol cocktail
- ✓ Entrance ticket to visit the fair
- ✓ Two business visits (a renovation center and a factory)
- ✓ Visit to Ha Long Bay

WHAT DOES THE MISSION EXCLUDE?

- ✗ Airfare, accommodation, and meals are excluded (we will provide recommendations).
- ✗ Passport and visa (mandatory)
- ✗ Personal expenses during free time

OPTIONAL RECRUITMENT OF LABOR:

- \$ 1,875 per person: criteria, search process, interviews, candidate selection
 - \$ 1,500 per person : immigration and legal support fees (immigration consultant)
 - In addition: travel expenses for the selected candidate
- *Condition: The company must have at least two positions to fill

HOW TO REGISTER ?

Express your interest to Jasmine Sylvère

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