

Dear Sir/Madam,

We are contacting you concerning the **EU Pavilion** that the European Commission, is organising at the food fair [Vietnam FoodExpo 2024](#) from 13 to 16 November 2024 in Ho Chi Minh City, Vietnam.

The objective of the EU Pavilion is to raise awareness among Vietnamese buyers of key merits of European food and beverage products, including their safety, quality, authenticity and sustainability. It will endeavor to create positive awareness about the merits of EU agricultural products, to encourage imports, consumption and use of EU agricultural food and products in Vietnam.

The EU agricultural food and beverage products will be promoted by means of product display, product tasting, cooking shows, workshops or other relevant activities.

The **EU Pavilion is an institutional stand**, disseminating general communication messages and thus avoiding emphasis on brands or Member States. However, the EU Pavilion aims to include a very wide variety of representative products in selected categories of all Member States in its displays, tastings and cooking shows.

The aim of this survey is two-fold:

1. to involve the EU Member States, EU co-financed programmes and representative organisations to donate or propose up to five key products for the fair in order to ensure fair representation of products from all Member States. Additional products will be procured by the contractor in order to ensure overall attractiveness and diversity of the pavilion.

2. to gather information on the participation of EU Member States, EU co-financed programmes and representative organisations at FoodExpo 2024 in order to be part of the EU Pavilion's shared visibility. The aim of this communication is to involve the EU Member States (MS) and representative organisations/companies in contributing with a number of products.

The final selection of products and the activities in which they will be promoted at the EU Pavilion, shall be made based on a balance between the suggested products and their type, and their compatibility with the rules set out by the exhibition organisers and relevant logistical constraints. The organisers will nevertheless endeavour to accommodate as many products that the Member States wish to contribute as possible.

Please note that each provider is solely responsible to deliver products (including transportation costs) to the contractor's storage in Ho Chi Minh City.

The following **product categories** have been identified as a priority for FoodExpo Vietnam:

- Meats and meat products
- Alcoholic beverages
- Dairy and cheese products
- Olive oil and table olives
- Processed Agricultural Products such as pasta, bakery and biscuits
- Fruit and vegetables

It is important to respond timely to each step of the process, stated below:

1. By 16 September, fill in the survey.
2. By 11 October, the companies shall get feedback on the choice of products selected and the delivery address in Vietnam.
3. By 30 October, the companies shall deliver their products to the designated address in Ho Chi Minh City.

4. For those products that require refrigeration, the companies shall deliver their products 3 days before the event to Ho Chi Minh City.

Interested organisations/companies are invited to complete the online application survey available here: [EUSurvey - Survey \(europa.eu\)](#)

For more details, please contact VietnamFoodExpo2024@agripromotion.eu.

I would like to thank you in advance for your interest and cooperation.