



VIETNAM BRIEFING

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Vietnam Market Entry Strategy for Foreign F&B Companies

Vietnam's Food and Beverage Industry: An Overview Pg 04

How to Start a Food and Beverage Business in Vietnam Pg 08

Registering a Franchise in Vietnam Pg 10

Q&A: Choosing a Local F&B Distributor in Vietnam Pg 13



Introduction



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Vietnam has been rapidly rising as a key Southeast Asian market for a vast range of foreign food and beverage (F&B) products. From dairy and processed meats to fresh fruits and vegetables, Vietnam's 100-million-strong market are increasingly consuming more new foods and beverages every day.

In fact, the Vietnam market is expanding at breakneck speed. Wages are rising, cities are urbanizing, and a new consumer class is emerging, eager to spend on eating and drinking.

In addition to this favorable climate, Vietnam boasts over 15 free trade agreements that have effectively lowered trade barriers and tariffs, making it an ideal time for businesses to tap into this growing market.

In this edition of *Vietnam Briefing Magazine*, we delve into the dynamic F&B sector in Vietnam. We provide insights into the essentials of establishing an F&B enterprise in the country, discuss the regulations pertaining to franchising, and offer strategies for selling your products without necessitating a direct market entry.

The food and beverage industry in Vietnam is currently a hotbed of opportunity. With the right guidance and a thorough understanding of Vietnamese consumer preferences, foreign companies can reap substantial rewards.

With kind regards,

Alberto Vettoretti



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Contents

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Pg 04

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Pg 08

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Pg 10

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Pg 13

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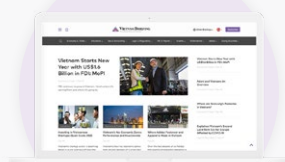
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