



March 2012 Trade and Cultural Mission to Vietnam, via Seoul, South Korea

Mission Goals: The mission's primary goal is to gain first-hand market information and provide access to key government officials and potential business partners in Vietnam and South Korea. The mission aims to increase business, legal, and cultural opportunities for Washington companies and organizations in these growing markets.

Why Attend This Mission? A Free Trade Agreement was just signed with Korea, opening up an increasing number of trade possibilities for Washington companies. Vietnam has emerged as one of Asia's most dynamic economies and wealth has risen quickly, making Washington products more affordable to a broader consumer base. This mission will open doors to key government and business contacts in Vietnam and give Washington companies a solid basis for starting or expanding their business with Vietnam. The mission will provide a cost-effective opportunity to connect with new business partners and see first-hand the size and scope of the awaiting market opportunities.

Trade with Vietnam: Non-aerospace exports from Washington State to Vietnam have grown from \$30 million in 2005 to \$214 million in 2010. Washington's main, non-aerospace exports to Vietnam have been animal feed, fruit, industrial machinery (ranging from forklifts to computers) and wood products. All U.S. exports to Vietnam in 2005 totaled \$1.2 billion, a dramatic increase from \$300 million in 2000, with Washington State accounting for more than 15% of that total.

Washington State imported merchandise worth \$307 million from Vietnam in 2010, which is 25 times greater than in 2000. The U.S. imported as much as \$6.6 billion from Vietnam, or 8 times more than in 2000. Most of the products imported from Vietnam are consumer goods such as clothing, shoes, furniture, leather goods, ceramics and seafood.

IT infrastructure, financial services, environmental products, aviation and airport equipment, security, mining, medical devices, and franchising present further lucrative selling opportunities for Washington exporters. Rising incomes in Ho Chi Minh City and Hanoi, which tend to be four times the national average, are opening visible new selling opportunities for consumer goods, producers, and service-sector providers.

Mission Summary: This 10-day mission is organized by the Washington Secretary of State's Office, the World Trade Center Tacoma, and the Vietnamese Embassy's Trade Promotion Center ("Vietrade"). The mission leader is Secretary of State Sam Reed. Previous missions co-

hosted by Secretary Reed and the WTC Tacoma include trips to Vietnam, China, Thailand and India. Depending on the interest of participants, there may be opportunities for business delegates to set up individual meetings with potential trade partners. The WTC and Vietrade will help to facilitate these meetings.

The program in Ho Chi Minh (Saigon) City, Hue, Hanoi and Seoul will include commercial briefings, cultural trips, factory visits and receptions at government agencies with several opportunities to interact with local officials and business leaders. There will also be time for sightseeing and relaxing. This mission is especially suitable for small and medium sized enterprises with little or no previous knowledge of Vietnam or Korea. The total group size will be no more than 28 people.

Mission Timetable: The mission is scheduled to depart from Sea-Tac Airport on Sunday, March 18, 2012 and arrive in Seoul late Monday evening. The first day will be spent in Seoul meeting with the consulate and the ministry of trade with time for sightseeing. The mission will depart Tuesday evening and arrive in Vietnam's commercial center, Ho Chi Minh City (Saigon). On March 24th, the mission will fly to the ancient former capital of Vietnam, Hue, for a day of cultural events and sightseeing before flying to the capital, Hanoi. The mission will return to the United States on Sunday, March 30th.

Recruitment for the mission will begin immediately and will conclude when we have reached our limit of 28 participants. Please contact the mission coordinators listed at the bottom of this page for registration forms and more details.

Mission Price: This all-inclusive, 10-day mission is priced at **\$4,250** (or **\$3,950** for members of the World Trade Center Tacoma) based on single occupancy. For participants sharing a room, the mission price is \$3,850 (or \$3,550 for members) per person.

The price includes:

- Economy class airfare on Korean Air and Vietnam Airlines
- Nine nights in premiere hotels
- Breakfast, lunch and dinner every day
- Local transportation in Vietnam and Korea
- Korean and Vietnamese visa processing (regular)
- Any admission tickets and airport departure taxes
- Shared presents and printed materials

The price does not include:

- Personal incidentals
- Presents you may elect to bring to or from the United States
- Travel insurance and vaccines
- Any flight upgrades or changes requested by the participant
- Any transportation separate from the main group for individual meetings

To Register:

Please indicate your interest in this mission by sending an e-mail to Anthony Hemstad, Executive Director of the World Trade Center Tacoma (ahemstad@wtcta.org) or to Patrick McDonald, Assistant to the Secretary of State (patrick.mcdonald@sos.wa.gov).