

WEBINAR: VIETNAM MARKET OPPORTUNITIES FOR BULGARIAN COMPANIES

AGENDA

Time	Section	Details	Speakers
14:00 –14:05	Welcome Remarks	<ul style="list-style-type: none"> • Introduction of organizers and webinar objectives • Overview of agenda and session flow 	Moderator: Mrs. Miryana Nedeva, Senior Expert, CINTRA, BIA
14:05 – 14:20	Part 1: Vietnam Market Overview	<ul style="list-style-type: none"> • Overview of Vietnam’s macroeconomic growth and current trends • Key sectors with strong opportunities for Bulgarian companies • Identification of “sweet spots” 	Mr. Christophe Cougnaud, Partner, Forvis Mazars
14:20 – 14:35	Part 2: Market Entry Strategy	<ul style="list-style-type: none"> • How foreign companies typically enter the Vietnamese market • Common entry models (distribution, representative office, etc.) • Key risks and barriers during early market entry phase 	Mr. Christophe Cougnaud, Partner, Forvis Mazars

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14:35 – 14:50	Part 3: Local Business Reality	<ul style="list-style-type: none"> • How business is actually done in Vietnam beyond formal structures • Cultural factors influencing negotiations and decision-making • Common misunderstandings foreign companies face 	<p>Mr. Albert Franceskinj, Founding Partner, Fidal Asiattorneys</p>
14:50 – 15:05	Part 4: Your Gateway to Vietnam Market	<ul style="list-style-type: none"> • Connecting all challenges: market entry, legal setup, and cultural adaptation <p>=> How CCIFV supports companies in Vietnam market => How BIA supports Bulgarian companies</p>	<p>Mrs. Sophie Mermaz, Deputy Director, CCIFV</p> <p>Mrs. Miryana Nedeva, Senior Expert, CINTRA, BIA</p>

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15:05 – 15:20	Part 5: Company Testimonial	<ul style="list-style-type: none"> • Real-life experience of entering and operating in Vietnam: What worked vs what didn't • Practical advice for Bulgarian companies entering Vietnam 	Mr. Martin Le, Director General, Fonco
15:20 – 15:30	Q&A Session	<ul style="list-style-type: none"> • Open Q&A with participants • Key takeaways from speakers • Next steps for engagement 	Moderator & All Speakers