

Vietnam's Country Presentation

Tra My Hoang – Official, Vietnam National Authority of Tourism (VNAT)

Focus Areas:

1

National MICE Strategy & Vision

2

Signature Events as a Branding Tool

3

Target Markets & Competitive Positioning

1. National MICE Strategy & Vision

- Vietnam recognizes MICE as a key driver for tourism and local development.
- The National Tourism Development Strategy to 2030 prioritizes MICE as a key growth sector.

Vision for MICE Development

- Position Vietnam as a leading MICE destination in Southeast Asia.
- Integrate MICE into national economic and tourism planning.
- Develop sustainable, innovative, and community-based MICE products.

Strategic Directions

- Strengthen infrastructure and connectivity.
- Promote public–private partnerships.
- Build professional human capacity.
- Encourage 'Green MICE' practices.

2. Signature Events as a Branding Tool

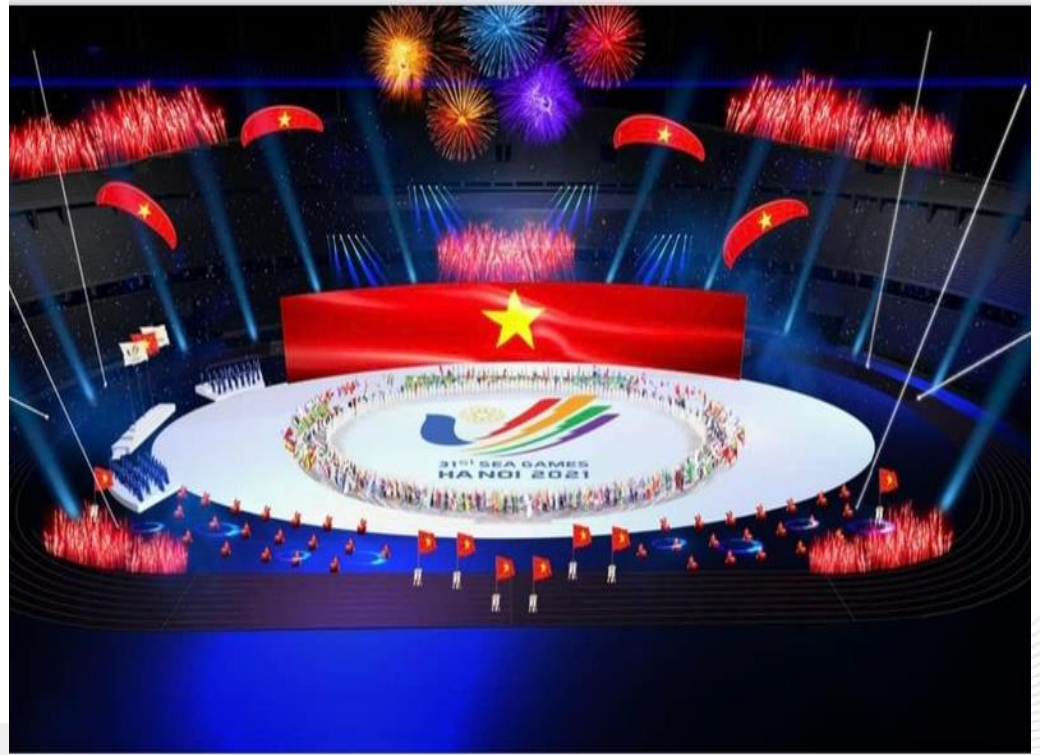
APEC 2017 – Da Nang

- Enhanced international recognition.
- Upgraded city infrastructure.
- Strengthened Vietnam's reputation for hosting large-scale events.



SEA Games 31 – Hanoi 2022

- Promoted Vietnam as a safe and dynamic destination.
- Encouraged sports and cultural exchange in the region.



Da Nang International Fireworks Festival (DIFF)

- A cultural and entertainment highlight attracting thousands of visitors annually.
- Boosted city branding and local business revenue.



Tourism Exhibitions – ITE HCMC & VITM Hanoi



- Connects global buyers with Vietnamese tourism businesses.
- Expands the reach of Vietnam's tourism and MICE products.

In 2024, Sun Pharma, one of the largest pharmaceutical corporations in India, brought 4,500 employees for a joint MICE trip to Vietnam. It is a positive signal showing Vietnam's prospects in attracting MICE visitors from around the world



4,500 MICE tourists from India welcomed warmly by local authorities in Vietnam, August 2024.

3. Target Markets & Competitive Positioning

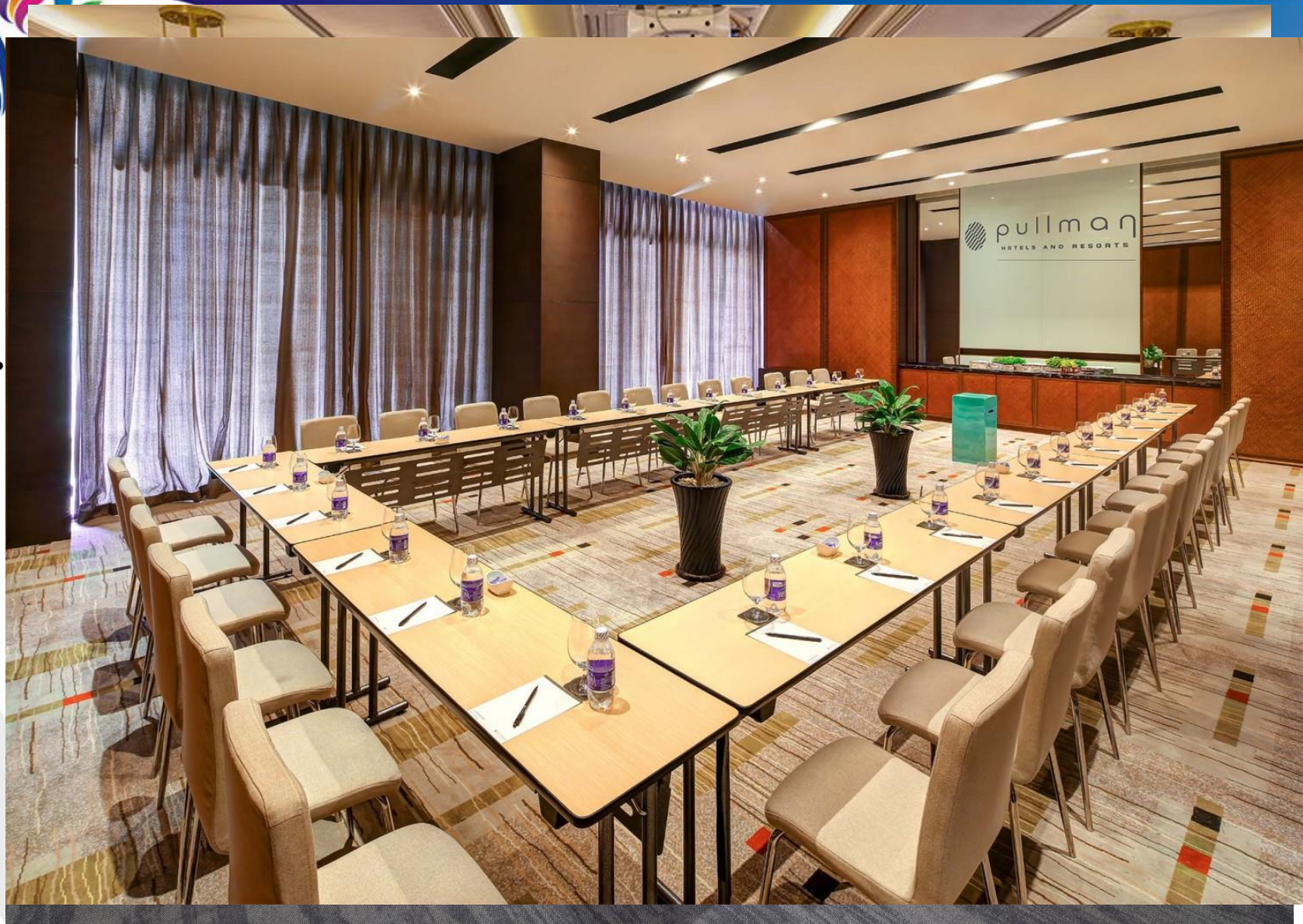
Target Markets

- Asia-Pacific: Korea, Japan, China, Singapore, Thailand.
- Long-haul: Europe (France, Germany, UK), Australia.
- Domestic: Rapid growth from corporate and government sectors.

Sustainability and Human Resources

- MICE training programs developed at leading universities.
- Green MICE initiatives encourage eco-friendly practices.
- Youth engagement ensures future workforce sustainability.

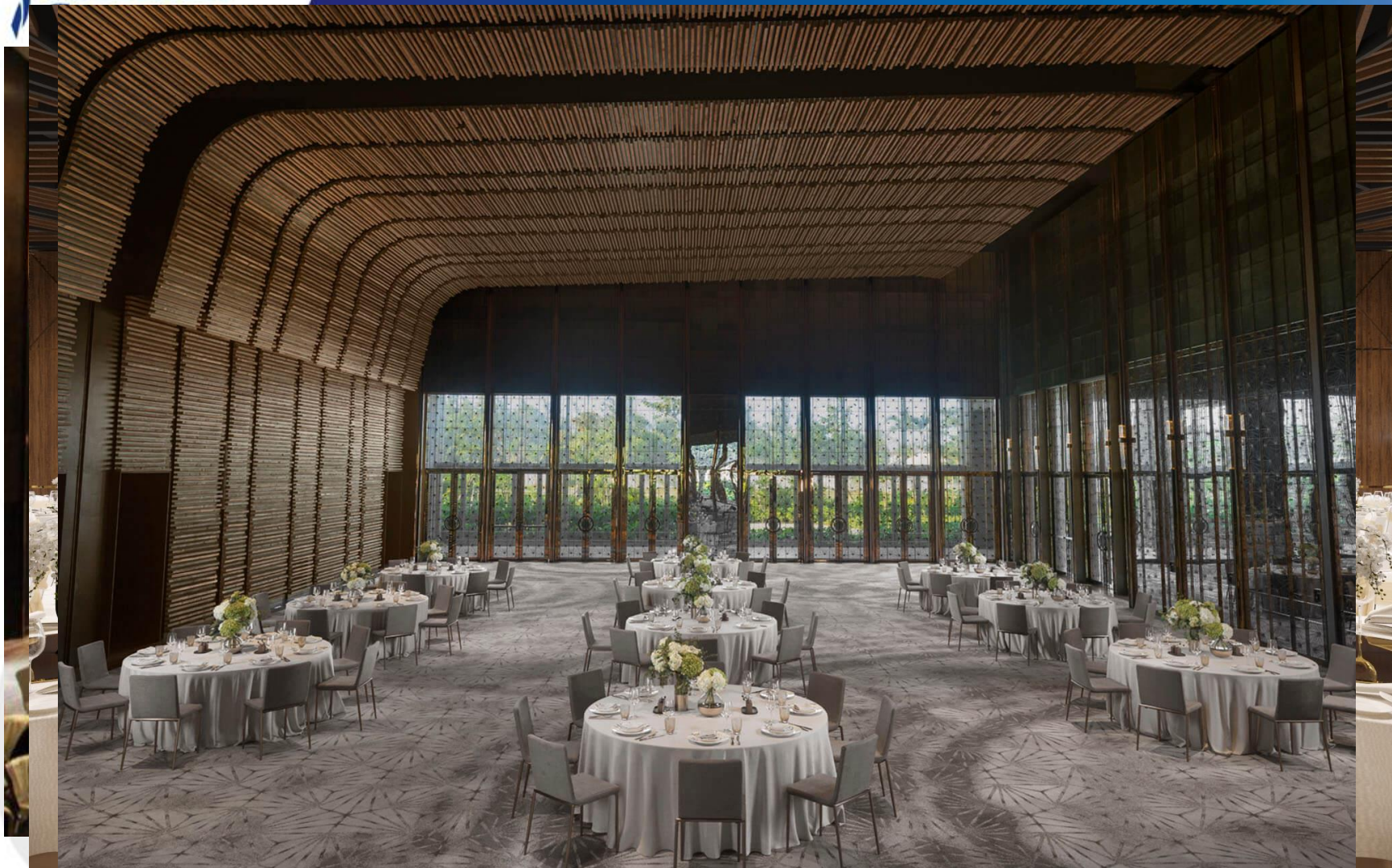






TÂM TRINH
VIETNAM COFFEE
SINCE 1995









CULTURE AND FRIENDLY PEOPLE

Vietnamese people always welcome visitors

Welcome to VIET NAM

VietNam- the love we share

