



European & Vietnamese Food: The Perfect Match!

## Be the first to enjoy networking, live cooking shows and tasting opportunities at the European Union Pavilion for Food & Hotel Vietnam 2022

Official Opening Ceremony Invitation  
7 December 2022 - Booth BJ5-01

Dear,

The European Union (EU) is delighted to announce that its popular EU Pavilion is making a return to Vietnam for **Food & Hotel Vietnam (FHV) 2022**, to be held at Saigon Exhibition and Convention Center (SECC) from **7-9 December 2022**.

Exploring the safety, quality, authenticity and sustainability of fine European food and drinks, the EU Pavilion will bring the EU's 'Perfect Match!' campaign to life with product displays, expert seminars, and unmissable live cooking shows featuring popular European and Vietnamese chefs.

We have the pleasure to invite you to join H.E. Giorgio Aliberti, Ambassador of the European Union to Vietnam for the Official Opening Ceremony of the EU Pavilion, Booth BJ5-01, from 10:45 on Wednesday 7 December 2022.

### EU Pavilion Opening Ceremony

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10:45 - 11:00 Official opening and ribbon-cutting, including welcome remarks by H.E. Pier Giorgio Aliberti, Ambassador of the European Union to Vietnam.

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11:00 - 11:30 Cooking show with Chef Hungazit

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Open to industry professionals and related media, the European Pavilion will showcase the quality, safety, authenticity, and sustainability of EU food and drink products across five main product categories:

1. Meat and meat products
2. Olive oil, fruit and vegetables
3. Dairy
4. Confectionery and chocolate
5. Wines, beers and spirits



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This year's EU Pavilion will highlight organic products and protected Geographical Indication (GI) products, tied to a specific region or traditional production process. Industry professionals will also get access to exclusive insights into how to leverage demand for these products in Vietnam with cooking demos that will explore the diversity and quality of EU meat, the pairing potential of EU cheese and wine, use of EU spirits in cocktails, as well as different ways to use olive oil in European and Vietnamese cuisine.

Don't miss your chance to attend by registering now via the link below.

This will be a unique opportunity to discover, taste and share the unique stories behind European food and beverage, as well as their benefits and sales potential for your customers in Vietnam. Indeed, The EU-Vietnam Free Trade Agreement (EVFTA) entered into force in August 2020 which is leading to more business opportunities for both sides and gives consumers access to a wider variety of products.

[Click here to register](#)

Please confirm your participation in the Opening Ceremony by registering via the dedicated link before 6 December 2022.

Please note that attending the European Union Pavilion also requires online registration for Food Hotel& Vietnam at:

<https://foodhotelvietnam.com/online-registration-2/?lang=en>

To learn more about what makes European and Vietnamese food a Perfect Match, visit

<https://www.foodmatcheu.vn/fhv-2022>

For enquiries, please contact the organisation team [here](#).

We look forward to welcoming you and your colleagues on 7 December!

Yours sincerely,  
**Organisation team**

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