



GERMAN BUSINESS & INVESTMENT FORUM



Tuesday, 13 October 2026



8:30 AM - 8:30 PM



JW Marriott Hotel & Suites Saigon



SUPPORTED BY:



Missions
of the Federal Republic of Germany
in Vietnam



Partners in
Transformation
Agency for Business and
Economic Development





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GERMAN BUSINESS & INVESTMENT FORUM

Shaping the Next Chapter of Germany–Vietnam Economic Cooperation

Context

Vietnam is entering a new phase of economic transformation through

- ✓ Industrial modernization
- ✓ Infrastructure
- ✓ Digitalization
- ✓ Green transition

Purpose

Bring together 250+ senior leaders

- ✓ Government
- ✓ Business
- ✓ Investors
- ✓ Education

to foster strategic dialogue and partnerships.

Impact

- ✓ Create New Business Opportunities
- ✓ Attract More German Investment
- ✓ Foster Technology and Innovation Partnerships
- ✓ Advance Sustainable Industrial Growth

EVENT OVERVIEW

01



GERMAN BUSINESS & INVESTMENT FORUM



Photo: GBA Archives

The German Business & Investment Forum Vietnam 2026 is the flagship platform jointly organized by GBA and AHK Vietnam, with the support of the Embassy of Germany, the Consulate General of Germany, GIZ Vietnam, and GTAI. Designed to shape the next chapter of German–Vietnamese economic cooperation, the Forum connects government, business, and industry leaders to advance investment, innovation, and sustainable industrial development.

Theme

Germany – A Trusted Partner for Vietnam’s Next Era of Growth

Concept

A full-day forum featuring high-level dialogues, keynote sessions, sector discussions, German innovation showcases, business matching, and high-level networking.

GERMAN BUSINESS & INVESTMENT FORUM

TARGET AUDIENCE

Bring Together
250+ Senior Leaders



1

Government & Policymakers

Government leaders, ministries, investment agencies

2

Business Leaders & Decision Makers

CEOs, Chairpersons, Managing Directors, Board Members, and senior executives.

3

Manufacturing, Infrastructure & Technology

Manufacturers, infrastructure developers, engineering, logistics, Industry 4.0 and technology providers.

4

Investors & Innovation Partners

Investors, financial institutions, development organizations, universities, and innovation partners.

5

Business Ecosystem

Business associations, chambers of commerce and media.



WHY JOIN?

01

Gain Strategic Market Insights

Access the latest policy updates, investment outlook, and strategic perspectives from government and business leaders.

02

Connect with High-Level Decision Makers

Build strategic connections with government leaders, executives, investors, and business partners.

03

Showcase Your Brand & Innovation

Enhance your brand visibility and demonstrate your technologies and solutions to a targeted audience of business leaders and potential partners.

FORUM HIGHLIGHTS

02



GERMAN BUSINESS & INVESTMENT FORUM

Conference

JW Marriott Hotel, HCMC

A full-day business forum connecting German and Vietnamese leaders

- 250+ participants, 25+ speakers & panelists
- Keynotes, panel discussions and sector-focused sessions
- Business leaders, government representatives, investors and industry experts

Executive Luncheon

Deutsches Haus, HCMC

An exclusive gathering for VIPs

- Invitation-only (30 guests)
- Government representatives, C-level executives, investors and key stakeholders
- High-level networking and strategic dialogue

Exhibition

JW Marriott Hotel, HCMC

A showcase of German technologies, solutions and services

- Up to 20 exhibition booths
- Product and solution showcase
- Business matching and networking with potential clients, partners and investors

Networking

JW Marriott Hotel, HCMC

An exclusive evening with the Hamburg delegation

- 250+ guests
- Hamburg delegation, business leaders, partners and invited stakeholders
- Informal networking, relationship-building and collaboration opportunities



Event Timeline

Main



Invite Only

AGENDA

GERMAN BUSINESS & INVESTMENT FORUM

All-Day

All-day Exhibition & Business Matching

Morning

REGISTRATION & NETWORKING

09:00 AM – 11:45 AM

KEYNOTE: Germany & Vietnam: Partners for the Next Era of Growth
KEYNOTE: Vietnam's Economic Vision 2035

PANEL DISCUSSION:
Powering Vietnam's Future Growth: Investment, Infrastructure, Technology & Talent

STRATEGIC COOPERATION ANNOUNCEMENTS

11:45 AM – 1:30 PM

LUNCH & NETWORKING



VIPS EXECUTIVE LUNCHEON

Afternoon

Theme 1: Germany as an Investment, Industrial & Infrastructure Partner

- . Manufacturing
- . Supply Chain
- . Industrial Parks
- . FDI Expansion
- . Ports, Logistics & Infrastructure Connectivity

Theme 2: Technology, Innovation & Green Transformation

- . Industry 4.0
- . AI
- . Healthcare
- . Renewable Energy
- . Smart Manufacturing
- . Green Financing

Theme 3: Skills, Education & Workforce Development

- . Dual Vocational Training
- . Universities
- . Talent Development
- . Future Workforce

2:00 – 3:30 PM

TEA BREAK & NETWORKING

4:00 – 4:45 PM

Made in Germany
Driving Vietnam's Competitiveness, Quality & Consumer Trust

4:45 – 5:30 PM

CEO DIALOGUE: What Vietnam Needs Next
Perspectives from Germany & Vietnam

Evening

6:00 – 8:30 PM

NETWORKING RECEPTION

MARKETING & COMMUNICATION PLAN

03

950

COMMUNICATIONS
GROUP SIGN-UPS

200,000

WEBSITE
YEARLY VIEWS

2,000

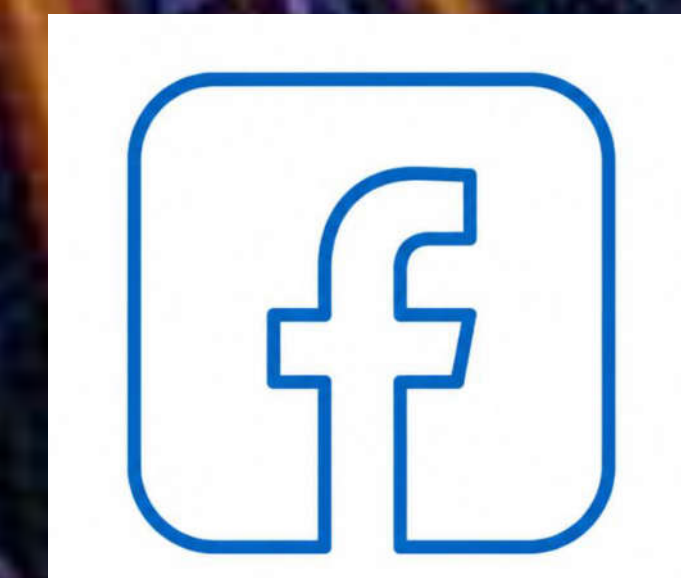
NEWSLETTER
RECIPIENTS

17,200

LINKEDIN
FOLLOWERS

9,500

FACEBOOK
FOLLOWERS



Communication plan

PHASE	PRE-EVENT AUG, SEP, OCT	DURING THE EVENT 13 October	POST EVENT 14 – 30 October
OBJECTIVES	Create awareness, generate excitement, and encourage event registration.	Maximize audience engagement, sponsor exposure, and real-time event visibility	Share key outcomes, celebrate success, and maintain community engagement.
KEY ACTIVITIES	Brand Exposure Website and Digital Channels	Brand Exposure POSM, Event Activation	Brand Exposure Website and Digital Channels
	Event Landing Page & Registration CTA	Media & Press Engagement	Social & Editorial Content Articles, Social Media posts
	Newsletter & Email Marketing	Interview	Videos Event Recap video
	Social Media & Editorial Content	Photography & Videography	Press Coverage Press Release & Media Coverage
	PR & Media Outreach		Thank you & Feedback Survey
	Community Engagement (Zalo, WhatsApp)		
SUPPORTING TACTICS	Partner Cross-Promotion, Speaker advocacy campaign, Earned Media Amplification		
	Offline Online		

PARTNERSHIP OPPORTUNITIES

04



GERMAN BUSINESS & INVESTMENT FORUM

SPONSORSHIP BENEFITS	PLATINUM	GOLD	SILVER	Exhibition Partner
	VND 100,000,000	VND 60,000,000	VND 30,000,000	VND 20,000,000
Brand Visibility				
Logo on Event Backdrop & Stage	✓ Premium	✓ Large	✓ Medium	✓ Small
Logo on Website & Event Landing Page	✓	✓	✓	✓
Logo on Marketing Materials (Standee, Programme, Social Media)	Premium	Large	Medium	Selected
Sponsor Thank-you Posts on Social Media	1 Post	1 Group Post	1 Group Post	1 Group Post
Promotional Video / TVC on Event Screen	✓	✓	-	-
Logo displayed on the closing frame of the event recap video	✓	✓	✓	-
Complimentary booth space	Premium (3m x 1.5 m)	Standard booth (1.8m x 1.5m)	Standard booth (1.8m x 1.5m)	Standard booth (1.8m x 1.5m)
Company Brochure / Gift in Delegate Bag (if applicable)	✓	✓	✓	-
Mention in Opening & Closing Remarks	✓	✓	✓	✓
Ticket and Invitation				
Complimentary Event Tickets	10 Tickets	5 Tickets	3 Tickets	2 Tickets
Invitation to VIP Executive Luncheon	✓	✓	-	-
Evening Networking Access	10 Tickets	5 Tickets	3 Tickets	-
Speaking slot or priority panelist slot	✓	-	-	-

CONTACT US

THANK YOU

Thank you for your interest in partnering with the German Business & Investment Forum 2026.

We look forward to creating meaningful connections, fostering strategic partnerships, and delivering lasting value for your organization.

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Executive Director

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