



ASIA ECONOMIC COOPERATION FORUM 2024

Second Edition

THE ANNOUNCEMENT CEREMONY

ASIA GOLD BRAND ANNOUNCEMENT CEREMONY 2024



VIETNAM – MALAYSIA STRATEGIC PARTNERSHIP



*VIETNAM – MALAYSIA ENTERPRISES:
POTENTIAL AND OPPORTUNITIES IN COMPLEMENTARY
AND SYNERGISTIC ECONOMIES*

OPPORTUNITIES

**EXHIBITION OF TYPICAL GOLD PRODUCTS FROM VARIOUS COUNTRIES
EXCHANGE - SHARE - ECONOMIC INVESTMENT COOPERATION**



Saturday,
28th September 2024



JW MARRIOTT



JW Marriott Hotel
Kuala Lumpur



2:30 PM - 9:00 PM



MALAYSIA – VIETNAM FRIENDSHIP ASSOCIATION (MVFA)

16-B1 Vistana Condominium, 32 Jalan Taiping,
Off Jalan Pahang, 50400 WP Kuala Lumpur, Malaysia
+60 16345 1424 | mvfa.my@gmail.com

Kuala Lumpur, 28 June 2024

**To: THE ORGANIZING COMMITTEE
ASIA ECONOMIC COOPERATION FORUM 2024**

The Malaysia-Vietnam Friendship Association has received official correspondence No. 91/CV-DNVNASEAN from the Vietnam - ASEAN Entrepreneurs Development Research Institute regarding the coordination of the 2nd Asia Economic Cooperation Forum 2024 to be held in Kuala Lumpur, Malaysia. The Malaysia-Vietnam Friendship Association highly values the initiative to organize the 2nd Asia Economic Cooperation Forum 2024. This meaningful event will enhance people-to-people diplomacy between the two nations and provide a platform for Malaysian and Vietnamese businesses to exchange and discuss opportunities for cooperation, thereby fostering economic growth, trade, culture, and robust connectivity among businesses in the region.

The Malaysia-Vietnam Friendship Association consents to support the following activities to endorse the Forum:

- A keynote speech by the leadership of the Malaysia-Vietnam Friendship Association at the Asia Economic Cooperation Forum;
- Attendance of the leadership of the Malaysia-Vietnam Friendship Association as VIP guests and the signing of certificates for participating enterprises;
- Invitation to Malaysian businesses to participate in the Asia Economic Cooperation Forum 2024.
- Contact Information of the Malaysia-Vietnam Friendship Association:

**16-B1 Vistana Condominium, 32 Jalan Taiping, Off Jalan Pahang,
50400 WP Kuala Lumpur, Malaysia
+ 60 16345 1424 | mvfa.my@gmail.com**

Sincerely./.

CHAIRMAN



Tran Thi Chang

CENTRAL COMMITTEE OF THE VIETNAM ASSOCIATION
FOR SOUTHEAST ASIAN STUDIES
**VIETNAM-ASEAN ENTREPRENEURS
DEVELOPMENT RESEARCH INSTITUTE**

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Ref: 89/KH-DNVNASEAN

*Subject: Participation in Sponsorship and Advertising at the "Asian
Economic Cooperation Forum", 2nd Edition in Kuala Lumpur, Malaysia*

SOCIALIST REPUBLIC OF VIETNAM
Independence - Freedom – Happiness

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Hanoi, June 28, 2024

**Dear: BUSINESS LEADERS AND ENTREPRENEURS;
ECONOMIC AGENCIES, UNITS, AND ORGANIZATIONS.**

To support the networking of Vietnamese entrepreneurs in the globalized economy and to foster investment and trade cooperation between Vietnam and countries in the region, the Vietnam-ASEAN Entrepreneurship Development Research Institute, under the Central Southeast Asia Science Research Council - Vietnam, in collaboration with the Embassy of Vietnam in Malaysia, the Malaysia-Vietnam Friendship Association, the International Economic Committee at NCCIM, and the Vietnam Business Association in Malaysia are organizing the Asian Economic Cooperation Forum 2024. The event will take place in Kuala Lumpur, Malaysia, in September 2024.

The conference presents an opportunity to showcase and promote Vietnam's investment and business environment across highly relevant sectors such as Digital Transformation, Electronics, Artificial Intelligence, Computing, Oil and Gas, Pharmaceuticals, Cosmetics, High-tech Agriculture, Import-Export, Logistics, and Banking and Finance. As part of the program, there will be exhibitions showcasing products from enterprises in Vietnam, Malaysia, and Singapore. There will also be specialized exchanges with leading experts and renowned conglomerates from Vietnam and Malaysia; discussions on new business models; and solutions to enhance corporate capabilities to leverage the potential of the digital economy and the Fourth Industrial Revolution.

"The 2nd edition of Asian Economic Cooperation Forum 2024" represents a significant activity, affirming the vital role of the business community in promoting friendship and economic cooperation between Vietnam and countries in the Asia-Pacific region. Additionally, the program will include the Announcement Ceremony of Asia Gold Brand 2024, the Asia Typical Entrepreneurs 2024, Asia Typical Enterprises 2024, and the Asian Gold Quality Product/Service Awards 2024. The Organizing Committee cordially invites your esteemed enterprise to participate in this event.

(All information from your enterprise will be translated bilingually by the Organizing Committee and sent to diplomatic bodies, organizations, associations, and businesses in Malaysia and Singapore.)

We extend our deepest thanks.

Recipients:

- As recipients;
- Archive: Archives Department.



CHAIRMAN OF THE INSTITUTE



Luong Thi Kim Xuan



**INTERNATIONAL SOCIETY
FOR SMALL AND MEDIUM ENTERPRISES**

Add: No. S/69544 New Delhi

28th June 2024

**To: Organizing Committee of the
ASIA ECONOMIC COOPERATION FORUM 2024**

The International Society for Small and Medium Enterprises extends its sincerest appreciation for the impressive development of Vietnamese brands in both regional and international markets. We acknowledge the resilience and creativity displayed by Vietnamese entrepreneurs in overcoming the challenges of the economy, leading to successful growth.

We consider the Asia Economic Cooperation Forum 2024 as a crucial opportunity to elevate the competitive edge of Vietnamese businesses on both regional and global scales. This program presents a valuable opportunity to enhance the brand value and overall standing of Vietnamese enterprises. Moreover, through this program, it fosters market exploration and connection-building with potential regional partners.

The forum offers a practical platform for Vietnamese entrepreneurs, businesses, and brands to actively participate. We extend our best wishes for a successful and well-organized event. May the business community thrive, integrate deeply, and solidify its reputation for courageous and innovative entrepreneurship.

Sincerely,

**CHAIRMAN
INTERNATIONAL SOCIETY FOR SMALL
AND MEDIUM ENTERPRISES**



Sunnil D Sharma



VIETNAM - MALAYSIA: POTENTIALS AND OPPORTUNITIES FOR TRADE AND SERVICE COOPERATION

- *Malaysia is Vietnam's second-largest trading partner in ASEAN and ninth globally. Both countries have engaged in numerous high-level exchanges and visits to further develop and deepen the Strategic Partnership between them.*
- *The year 2023 marks the 50th anniversary of the establishment, consolidation, and development of political-diplomatic relations between Vietnam and Malaysia, which have continually evolved in all aspects. Prime Minister Anwar Ibrahim expressed satisfaction with the economic cooperation achievements between the two countries, with Malaysian statistics indicating that total bilateral trade turnover has exceeded the target of USD 18 billion well before 2025.*
- *Malaysia ranks among the top 10 countries investing in Vietnam with 718 projects, totaling a registered capital of USD 13 billion. Meanwhile, Vietnam has 24 projects in Malaysia with a total registered capital of nearly USD 860 million.*
- *Notably, during his official visit to Vietnam, Malaysian Prime Minister Anwar Ibrahim affirmed his commitment to elevating diplomatic relations between the two countries with the support of the Malaysian business community. He emphasized the need for both countries to continue close coordination at international and regional forums, maintaining ASEAN unity and centrality, and contributing to peace, stability, cooperation, and development in the region and globally.*

HIGHLIGHTS OF THE PROGRAM



Opportunity to gain insights into the market, investment sectors, and potential trade matching in Malaysia.



Matching Vietnamese enterprises with the government, organizations, business associations, and enterprises in Malaysia, Indonesia, Singapore, etc., within the same sectors and industries, to promote cooperation and trade among businesses in the region and internationally



An occasion for entrepreneurs, enterprises, and prominent Vietnamese brands to introduce their fields of operation and cooperation needs to regional partners.



Exhibiting and introducing products, services, and goods from various countries: Vietnam, Singapore, Malaysia, Indonesia, China, Australia, Thailand, etc.



An annual program rotating among countries in the region. Evaluation and selection are based on quality standards, recognizing and commending enterprises with leading brands, high-quality products, and services trusted by consumers domestically and internationally.



BENEFITS OF PARTICIPATING IN THE PROGRAM

01

Participation in a delegation visit and working session with the Vietnamese Embassy in Malaysia, exchanging information about the investment environment in Malaysia, and a group photo session at the Embassy headquarters, located at No.4, Persiaran Stonor 50450, Kuala Lumpur, Malaysia.

03

Opportunity to speak and introduce the enterprise/ products at the Asia Economic Cooperation Forum 2024.

05

Permission to use the certificates and symbols for advertising and promoting the enterprise/service/ product brand.

02

Networking and connecting with representatives from Malaysian government agencies, associations, and organizations, as well as entrepreneurs and businesses from regional and international countries.

04

Appearance on stage to receive certificates and program symbols.

06

Display of the enterprise/ entrepreneur/product brand logo on large screens, printed on banners and standees at the venue of the Asia Economic Cooperation Forum 2024.

07

Extensive media coverage of the program information and enterprise brand names on public information platforms, newspapers, and television both domestically and internationally.



ASIA ECONOMIC COOPERATION
FORUM 2024



THE ANNOUNCEMENT CEREMONY ASIA ECONOMIC COOPERATION FORUM



Saturday,
28th September 2024



JW Marriott Hotel
Kuala Lumpur



PARTICIPANTS

- Enterprises and units in the ASEAN region, including multinational companies and 100% foreign-invested enterprises across all fields and industries; entrepreneurs and managers with outstanding and innovative achievements in business, application of new technologies, strategic vision, and community responsibility.
- Brands/Services/Products circulating in the global market, meeting current quality management regulations.

PARTICIPATION CRITERIA

ENTERPRISES

- Make positive contributions to regional peace, security, and stability.
- Have shown growth in production and business results over the past three years.
- Possess competitive capabilities, sustainable integration, promoting prosperity through regional linkage and connection, enhancing adaptability, and leveraging opportunities from the fourth industrial revolution.
- Possess human resource development strategies that meet integration requirements.
- Link economic development with environmental protection.
- Fulfill social responsibilities, promoting community awareness and asean identity.

ENTREPRENEURS LEADERS

- Are senior members of the enterprise's leadership, managing or leading the organization for at least two years.
- Possess good qualities and ethics, possessing a business mindset focused on the interests of consumers both regionally and internationally.
- Possess innovative strategies for enterprise development in the context of international economic integration.
- Possess strategies for applying advanced technologies.
- Possess human resource development strategies that meet industry 4.0 requirements.
- Are recognized by state management agencies and specialized associations through commendations, emulation flags, or certifications.

BRANDS, PRODUCTS, SERVICES

- Brands, products, and services with high competitive capacity in the Asian region.
- High quality according to current standards of regulatory agencies, offering substantial value to consumers regionally and internationally.
- Competitive pricing and excellent after-sales services.
- Extensive distribution channels across the ASEAN region or Asia.
- Eye-catching, unique, and environmentally friendly product designs, packaging, and branding, promoting the health of the ASEAN community.



NOTE: To ensure the effectiveness of the working program, enterprises are requested to prepare catalogs introducing their businesses and products, providing complete information about their introduction, cooperation needs, and speech content to be submitted to the organizing committee in a bilingual format.

ACTIVITY SCHEDULE OF THE DELEGATION



NGÀY 1

Hà Nội/Sài Gòn – Malaysia
Khảo sát thị trường

● SÁNG:

- + Đoàn ăn sáng tại khách sạn
- + Tập chung tại sảnh khách sạn, Đoàn di chuyển đến thăm và làm việc tại Đại sứ Quán Việt Nam tại Malaysia
- Địa chỉ: No.4, Persiaran Stonor 50450, Kuala Lumpur, Malaysia
- + Chụp ảnh kỷ niệm tại Đại sứ quán Việt Nam tại Malaysia
- + Đoàn thăm và khảo sát thị trường
- + Đoàn ăn trưa và nghỉ ngơi

NGÀY 2

● CHIỀU:

- Đoàn chuẩn bị tài liệu và trang phục dự Diễn đàn Kinh tế Châu Á 2024
- + Phát biểu khai mạc
- + Phát biểu của Đại sứ quán Việt Nam tại Singapore
- + Phát biểu của Lãnh đạo các tổ chức, hiệp hội
- + Phiên 1: Tiềm năng – Cơ hội hợp tác Thương mại dịch vụ giữa Doanh nghiệp Việt Nam và Malaysia, Trao đổi thảo luận
- + Phiên 2: Lễ Công bố THƯƠNG HIỆU VÀNG CHÂU Á 2024 - LẦN 2
(Trưng bày, triển lãm các thương hiệu Việt Nam, Malaysia, Singapore, Indonesia, ... tại khu vực tổ chức Diễn đàn)
- Ăn tối

NGÀY 3

Khảo sát thị trường
Malaysia – Hà Nội/Sài Gòn
Kết thúc chuyến công tác

GUIDELINES FOR FORUM PARTICIPATION

Enterprises participating in the Forum to introduce their potential and needs are requested to send their enterprise information (brochure, flyer, website, etc.) and register before August 26, 2024, using the attached Form. _____

Enterprises presenting at the Forum are requested to appoint representatives with English proficiency to ensure effective communication and exchange with partners from Singapore. _____

If assistance is needed from the Organizing Committee during presentations or for connecting with partners, please register before August 30, 2024. _____

Enterprises with PowerPoint presentations are requested to submit them no later than September 15, 2023. _____

To ensure formality and an appealing image, delegates receiving awards are required to wear black or dark-colored suits. Thank you for your cooperation! _____



MEDIA COVERAGE ON:

baodientudangcongsan.vn | baodautu.vn | congthuong.vn | vietnamplus.vn | thoidai.com.vn

BÁO ĐIỆN TỬ
ĐẢNG CỘNG SẢN VIỆT NAM

Đầu tư
online
DIỄN ĐÀN ĐẦU TƯ - KINH DOANH

Công Thương

Vietnam+

THỜI ĐẠI
VIỆT NAM TIMES



FOR FURTHER INFORMATION, PLEASE CONTACT

Add: No 8, Nguyen Thai Hoc Street, Yet Kieu Ward, Ha Dong District, Ha Noi City, Viet Nam

Hotline: (+84)913926598