



A magnifying glass is positioned over a map of Southeast Asia, focusing on Vietnam and Thailand. The map shows major cities like Hanoi, Ho Chi Minh, Bangkok, and Kuala Lumpur, along with geographical features like the Gulf of Thailand and the Malay Peninsula. The text 'MARKET TOUR TO VIETNAM & THAILAND' is overlaid on the left side of the image.

# MARKET TOUR TO VIETNAM & THAILAND

23-26 March 2026

# Purpose

Southeast Asia is becoming the main beneficiary of China's declining attraction as a business and supply chain hub. Vietnam and Thailand are the leading contenders. Both countries are already experiencing an investment surge from companies around the world.

On this tour, you will learn about possibilities and business potential by visiting two of the world's most exciting growth centers: Ho Chi Minh City and Bangkok. You will meet domestic and international companies, examine partnerships options, learn about local business conditions, get practical advice, and much more.

You are invited to join us for an exclusive experience filled with interesting people, cases, discussions, and culinary treats!



# Main themes

- ✓ Understanding the investment potential
- ✓ Leveraging Denmark's brand
- ✓ Networking with local players
- ✓ Business conditions on the ground
- ✓ Comparisons with China





# Sectors

- ✓ Consumer goods
- ✓ Manufacturing
- ✓ Green solutions
- ✓ IT and electronics
- ✓ Automotive
- ✓ Defense
- ✓ Healthcare



# HIGHLIGHTS

# Visits to Danish companies

A rapidly growing number of Danish companies are investing in Vietnam and Thailand. Learn about their experiences.

## ❖ LEGO A/S

The Danish toymaker has established a carbon neutral factory in Vietnam with an investment valued at over US\$ 1 billion, creating over 4,000 jobs.

## ❖ Pandora A/S

Thailand is the backbone of Pandora's international business with two manufacturing sites and a huge supplier network.

## ❖ Company cases TBC

Meet Danish SMEs that have relocated parts of their manufacturing set-up from China to Vietnam or Thailand to offset U.S. import tariffs.

Please observe that not all visits have been finally confirmed!



# Other company visits

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Multinational companies started relocating key functions to Southeast Asia years ago. Now foreign SMEs are following suit, and strong domestic competitors are emerging. Understand the implications.

## ❖ Bosch Group

Bosch was among the first major European investors in Vietnam. It has gradually increased its presence as a hub for regional markets.



## ❖ VinFast Auto

VinFast is the first Vietnamese producer of electric vehicles to expand into global markets. The ambition is now to compete with established brands across the world.



## ❖ Company cases TBC

Meet international and domestic SMEs that are investing in Southeast Asia's growing business potential.

# Market briefings

Detailed information about the current investment climate in Vietnam and Thailand.

## ❖ By **Danish Industry**

- Danish investment perspectives in Southeast Asia
- Geopolitical considerations
- Comparisons with China

## ❖ By **Danish Foreign Ministry**

- Local economies and political structure
- Market prospects
- Foreign investments



# Matchmaking and roundtable

This session takes place in HCMC's leading industry park.

It builds on a professional “meet'n greet” format, where participants get the opportunity to have individual meetings with pre-selected companies.

The session also includes a roundtable with local industry supervisors and investment agencies.



# Workshop

Organized by Acclime Group, a leading Asia consultancy.

Workshop topics:

- Do's and don't's for businesses in Southeast Asia
- Setting up a subsidiary
- Employment issues
- Access to finance

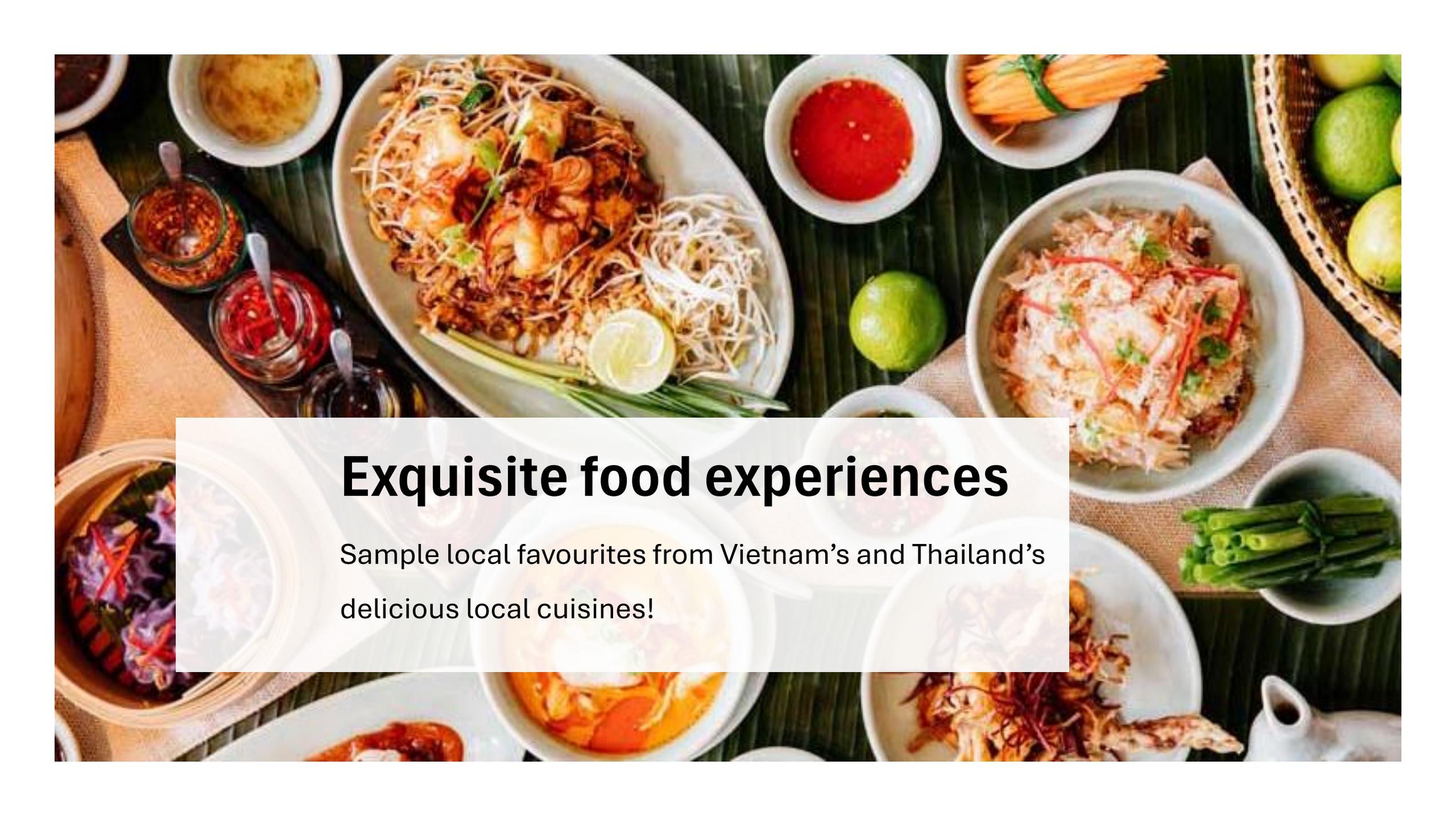


# Q&A with local business leaders

The best way to learn about new markets is to talk to people who are already working there.

You get the opportunity to meet interesting local and foreign business leaders, who will share their personal experiences.





# Exquisite food experiences

Sample local favourites from Vietnam's and Thailand's delicious local cuisines!

# PROGRAM

# Tentative schedule

<b>Monday, March 23</b>	<b>DAY 1 – Ho Chi Minh City</b>
Morning	Welcome and market briefing
Afternoon	Matchmaking and roundtable session
Evening	Joint dinner
<b>Tuesday, March 24</b>	<b>DAY 2 – Ho Chi Minh City</b>
Morning	Company visits
Afternoon	Company visits
Evening	Business Q&A and dinner reception with local business community
<b>Wednesday, March 25</b>	<b>DAY 3 – Ho Chi Minh City &amp; Bangkok</b>
Morning	Transfer to Bangkok
Afternoon	Market briefing and workshop
Evening	Time at own disposal
<b>Thursday, March 26</b>	<b>DAY 4 – Bangkok</b>
Morning	Company visits
Afternoon	Company visits
Evening	Farewell dinner

# Price

The price is DKK 9,800 + VAT, including 50 percent funding from the Danish Trade Council, plus DKK 3,500 mandatory package covering hotel, catering, and flight between Vietnam and Thailand (not eligible for Trade Council funding).

Total: **DKK 13,300 + VAT**

## Not included

Air ticket from/to Denmark

# Organizers

Danish Industry (DI) is Denmark's main business association. Our goal is to improve the competitiveness of Danish companies across the world.



**Søren Falk**

Head of Delegations

DI Exhibitions and Export Promotions



**Peter Bøgh Hansen**

Director

DI Sense China



**Thomas Skov-Hansen**

General Manager

DI Partnerships, SE Asia

**Register** or get **more information** about the tour by contacting us at [pmh@di.dk](mailto:pmh@di.dk)

# Testimonials

## Feedback from our latest Market Tours

Big thanks to the whole team for a great program and perfect execution. Very interesting insights into China, and we have all learned a lot.

*- Jeppe Kofod, former Danish Foreign Minister*

Thank you for a very inspiring and eye-opening tour! Great to have local experts in place to guide us through the exciting program and make travel easy and pleasant.

*- Benjamin Mahr, CEO, Ejner Hessel A/S*

Thanks to everyone for an amazing and inspiring tour. A special thanks to DI Sense China for leading us into the local culture and traditions.

*- Jesper Ratza, Investor and Serial Entrepreneur*

Thank you for a fantastic planned trip and some experiences that I will never forget.

*- Claus Bjerring Christiansen, CEO, Semler Mobility A/S*

