

# Vietnam International Sailing Festival

## What is the event?

The first major event organized in Vietnam designed to promote the marine leisure lifestyle to be held under the Chairmanship of the Minister of Tourism and Culture for Vietnam and the Peoples Committee of Binh Thuan Province and organized by the Danhan Company in Ho Chi Minh City. The event will take place from the 15<sup>th</sup> to the 18<sup>th</sup> of January 2011.



## Why Vietnam?

The country has a rapidly growing economy with GDP increasing annually at rates of 6%, and according to a recent report by the UK Trade and Investment Government Department, Vietnam is forecast to be in the top five countries worldwide for GDP growth over the next 20 years and is also the world's second most popular country for overseas investment. The country has a high literacy rate and large population of 87 million who have an affinity with the water. These factors plus the Government strategy to promote tourism, much of it coastline based will encourage the growth of this emerging market for marine leisure.



## How will the event be organized?

It will consist of five components designed to attract Government officials, High Net Worth Individuals (HNWI) from Ho Chi Minh City and Hanoi, Marine Industry partners from Vietnam and overseas together with local water sport enthusiasts.

- Exhibition of small sailing and power boats, beach sports equipment and services alongside the beach road at the Sea Links City in Mui Ne.



- Films of the boating lifestyle on large Video screens alongside the exhibition at the Sea Links City. Companies and trade associations are invited to supply footage for editing into these films free of charge.



- Demonstration of beach sailing equipment, windsurfers, kite boarding, catamaran and dinghy sailing off the exhibition beach.



- Two industry conferences will be held. On the 17<sup>th</sup> of January morning 'Vietnam's Sea Tourism' a conference mainly for the Vietnamese and an International Conference on the afternoon of the 17<sup>th</sup> of January 'Marketing and the Business of Boats and the future in Vietnam' . This is designed for Vietnamese to interact with overseas suppliers and trade bodies and for the government and provinces to understand the benefits of a leisure boating industry to the country.
- There will be a series of events and concerts every night with a maritime theme together with three Gala dinners to aid networking between overseas visitors and Vietnamese.

## Who will attend the event?

- Government officials from the capital Hanoi and Province officials from across the country.
- High Net Worth Individuals from Hanoi and Hi Chi Minh City and expatriates, some of which own villas and property on the coast at the event location Mui Ne, near Phan Thiet City.
- Members of the boating industry in Vietnam which is currently small, but positioned for growth.
- Overseas industry members interested in this emerging boating market and Industry trade bodies who have been invited by the Government.
- Local leisure boat enthusiasts who are currently mainly beach sailing orientated.



## Where is the event to be held?

- Mui Ne near Phan Thiet City, Binh Thuan Province, Vietnam which is located 208 kilometers from Ho Chi Minh City (HCMC) in the south east of Vietnam. Current journey time by road from HCMC is between 3.5 to 5 hours dependant on traffic conditions. New road links and an Airport



- will reduce the time considerably within 2/3 years.
- The main event comprising the exhibition, on water displays and conferences are to be located at the Sea Links City complex which includes a 5 Star resort hotel and convention centre, see [www.sealinkscity.com](http://www.sealinkscity.com)
- Concerts and Gala dinners will be held at other partner Hotels and at Rose Hill, a sight overlooking the bay.

## What will the overseas visitor gain from attending the event?

- An understanding of the Vietnamese market, business culture and how business is done including the importance of the Government role in business.
- Understand plans for the development of marine tourism and leisure boating including marina developments.
- Meet potential customers for boats and services.
- Evaluate business opportunities in Vietnam for the competitive manufacturing of boats and equipment.

## Who is the organizer and point of contact?

- The organizer is Mr Mai Quoc Viet owner of the Danhan Company in HCMC, see web site [www.danhan.vn](http://www.danhan.vn) .



- Mike Derrett is appointed as special advisor for the event and is responsible for organizing the International Conference and overseas exhibitors and delegates outside of Vietnam see [www.mikederrett.com](http://www.mikederrett.com)

- The main point of contact for the event for those interested in the event

outside of Vietnam is via the Singapore based event co-coordinator Ms Roziah Barik who is working with Mike Derrett for this event. Within Vietnam our colleague Ms Nguyen Ly is co-coordinating activities locally.

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- More information at the Festival web site:

<http://www.internationalsailingfestival.com/Events.aspx?id=72>

<http://www.internationalsailingfestival.com/Events.aspx?id=73>