

foreign businesses, and prestigious brands from 12 countries and territories around the world.

They aim to improve competitiveness and promote industrial production cooperation between Vietnamese enterprises and foreign partners in Vietnam, and partnerships in supplying products to end-to-end production firms and foreign enterprises operating in the country.

The VSIF 2022 displays components of products serving the supporting industry. Meanwhile, the VHHE showcases products with wide application in many industries from manufacturing, repairing, to assembling.

Vice Director of the municipal department Nguyen Thi Kim Ngoc said the events are expected to promote the attractiveness of the domestic market in order to attract investment, transfer technology, and bolster cooperation in building global supply chains via the involvement of international brands.

It also aims to promote exports and stimulate consumption of Made-in-Vietnam products.

In addition to business connection activities, there are also a number of seminars on developing supporting industry supply chains for the electronic and electrical industry, supply capacity of supporting industry, and experience to promote development in supply chains in the framework of the events./.

EXPORTERS URGED TO USE INT'L DISTRIBUTORS

International distributors are opening a world of opportunities for Vietnamese manufacturers and exporters, including new markets, improved consumer access and profitable revenue streams.

International distributors

According to the Ministry of Industry and Trade, in the first 10 months of 2022, Vietnam exported goods worth US\$312.82 billion, up 15.9 percent from the same period last year. This achievement is partially attributed to Vietnamese businesses' efficient exploitation of free trade agreements (FTAs) and exports through international distributors.

Tran Phu Lu, Deputy Director of the Investment and Trade Promotion Center of Ho Chi Minh City (ITPC), said the government is turning increasingly to exports through international distributors as a strategic trade direction in light of the successive increase in exports through leading supermarket and distribution systems abroad. Exports of farm produce, processed foods, textiles and garments, and handicrafts, among other goods, have also attracted growing numbers of buyers overseas due to their increased variety and improved quality. Representatives of leading international distributors in Vietnam, including Walmart, Central Group, Aeon, Lotte, and Decathlon, are willing to support small and medium enterprises with opportunities to export products to their distribution systems.

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