PRESS RELEASE

2ND EDITION OF EUROSPHERE EXHIBITION
BRINGS OVER 150 EUROPEAN BRANDS TO VIETNAM


EuroSphere is the only premium exhibition, in Vietnam and the region, dedicated to European Art of Living. The event is organized by EVBN from May 18th to May 20th, 2018 at the White Palace Convention Center (Ho Chi Minh City). During 3 days, over 150 exclusive European brands will exhibit their products, services, creativity, craftsmanship and know-how to the Vietnamese and South East Asian markets. Exhibitors will represent all sectors related to the European Art of Living, such as Gourmet Food, Fine Beverages, Fashion & Accessories, Perfumery, Cosmetics, Furniture and Interior Design.

More than a regular exhibition, EuroSphere 2018 also serves as a business facilitator between Europe, Vietnam and other ASEAN countries: distributors, importers, retailers, hospitality decision makers, interior designers, and media in the region will have the opportunity to meet exhibitors thanks to pre-arranged B2B meetings and conferences. Conference speakers include high-profile guests coming from Europe such as Mr. Donald Potard, former CEO of Jean-Paul GAULTIER Haute Couture during more than 25 years; former President of the Chambre Syndicale du Pret-à-porter des Couturiers, i.e. responsible of the Paris Fashion Week; former CEO of Jean-Charles de Castelbajac, and current Chair of the Fashion department at Paris College of Art (former Parsons Paris).

Last year, EuroSphere allowed 80 European brands to showcase their collections, products, knowhow, services to this booming market! While last year’s event welcomed 200 B2B meetings and 2,500 international visitors, the second edition is expecting 4,500 business visitors from Vietnam and South-East Asian countries and more than 650 high level B2B meetings!

EuroSphere 2018 will start with an exclusive VIP Gala dinner at the Reverie Saigon Hotel on May 17th, 2018, designed to foster exchange and networking opportunities between exhibiting companies and their potential key partners in Vietnam and South-East Asia. Thanks to the valued support of the Vietnam International Fashion Week, the Gala dinner will also showcase 3 European fashion brands, 2 of them will present for very first time in the region, while benefitting from the support of one of the world’s most famous Vietnamese fashion designer, Mr Nguyen Cong Tri, who will open the show with his astonishing most recent collection!

This year, EuroSphere is honored to have Ms. Trang Le as our Honorary Ambassador! All the EuroSphere team is very proud to work with her side to side and we hereby thank her for her support, her dynamism and her professionalism. Her fantastic and positive role in the Fashion industry in Vietnam, that led her to build strong and long-term relationships with the fashion industry in many European countries, made her the perfect EuroSphere 2018 Honorary Ambassador for our 2nd edition!

This project is co-funded by the European Union
EuroSphere 2018 is organized in partnership with the Vietnam International Fashion Week, BeU models, Air France KLM, Cargoteam, Fidal Asiattorneys, Tokae and Lys Events. It is supported by Giai Tri TV, HTV2, Sunflower media, Bazaar, Her World, Tiep Thi Gia Dinh, Oriental Media, Deluxe, Thoi Gian, Asia Briefing, Citypass Guide, and MICE Asia.

VISITORS’ INFORMATION:

Date: May 18th-20th, 2018

Venue: The White Palace Convention Center (194 Hoang Van Thu, Ward 9, Phu Nhuan District, HCMC)

Entrance fees: 1-day pass: 150,000 VND / 3-day pass: 300,000 VND

Purchase ticket here: https://ticketbox.vn/event/eurosphere-the-european-art-of-living-exhibition-70303/46270

---

About EU-VIETNAM BUSINESS NETWORK (EVBN)

The EU-Vietnam Business Network (EVBN) is a project co-funded by the European Union and established in 2014. The overall objective of EU-Vietnam Business Network (EVBN) is to increase exports and investments of the European Union (EU) to Vietnam in particular by Small and Medium Enterprises (SMEs) as well as strengthening the EU Business sector in Vietnam by facilitating market access. The EVBN will strengthen the EU business sector by facilitating market access in Vietnam by advocating and engaging primarily with the Government of Vietnam, the Vietnamese business sector and other stakeholders. EVBN will promote Vietnam as a high-potential trade and investment market to assure that EU companies, in particular SMEs, are better able to exploit the growing opportunities in Vietnam and Vietnam as a gateway to the SEA regional market. EVBN seeks to contribute to a more coherent and effective EU strategy for supporting European businesses, specifically SMEs with their endeavor in and to Vietnam and ASEAN countries.

Read more: www.evbn.org

About VIETNAM INTERNATIONAL FASHION WEEK

Vietnam International Fashion Week (VIFW) is a bi-annual fashion event produced by Multimedia JSC since 2014. Up to date, 7 seasons of VIFW have been organized, showcasing the most extensive fashion line up to have been presented in Vietnam.

Over the course of the week, leading Vietnamese design talent will present alongside the very best in Asian and international fashion. With a focus on edgy, avant-garde and progressive designers, this will be a unique program of some of the most exciting and innovative designers from Vietnam and across the world.

Visit www.vietnaminternationalfashionweek.com for more information.

Contact information:

Ms. Thanh-Cao NGUYEN
Marketing & Communication Manager

Email: cao.nguyen@evbn.org

Tel: +84 902 318 613
This project is co-funded by the European Union.