

# Can Tho & Mekong Delta Discovery and Investment Program

part of



Supported by:



Can Tho Promotion Agency



Can Tho City People's Committee  
Department of Planning and Investment

Organisers:



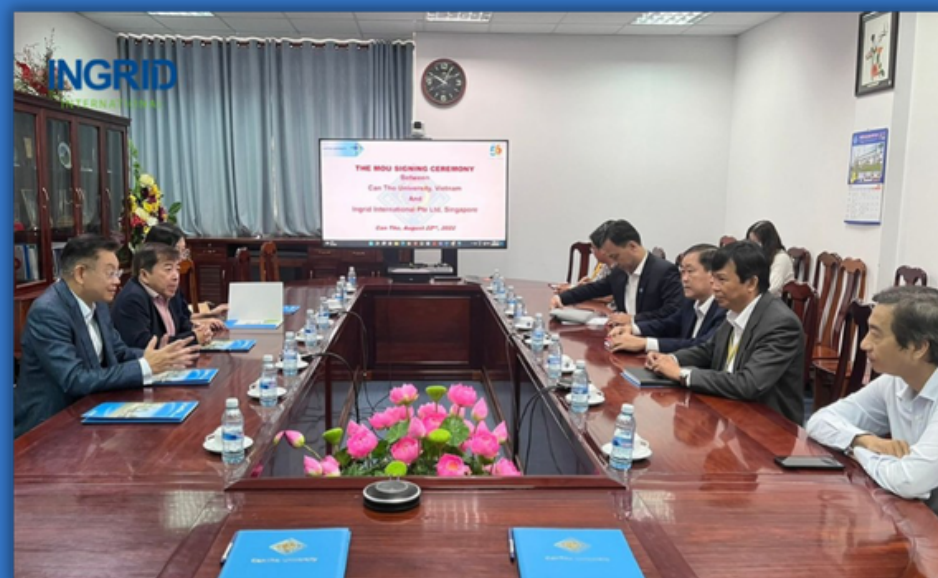
Can Tho University

**INGRID**  
INTERNATIONAL

Ingrid International

# Can Tho & Mekong Delta Discovery and Investment Program (part of SDMD 2045)

## CEO Management Retreat Program



## International Symposium Sustainable Development Mekong Delta (SDMD) 2045 - Enterprise Day





# CAN THO & MEKONG DELTA DISCOVERY AND INVESTMENT PROGRAM - CEO MANAGEMENT RETREAT

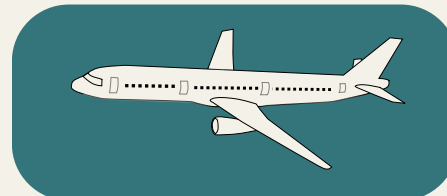
## TABLE OF CONTENT

1. Introduction
2. Objectives
3. Target Audience
4. Benefits
- 5 Discover Investment Opportunities in Can Tho and Mekong Delta
6. Exploration Retreat in Can Tho (Optional)





# 1. Introduction



## Can Tho City - The center of industry, commerce and culture of Mekong Delta

Can Tho City is the designated **urban city that reports directly to the Central Government**. Located in the **center of the Mekong Delta region**, it is endowed with **rich nature, fertile soil, temperate climate, and sources of raw materials for rice and fruit, abundant seafood** with diverse potentials.

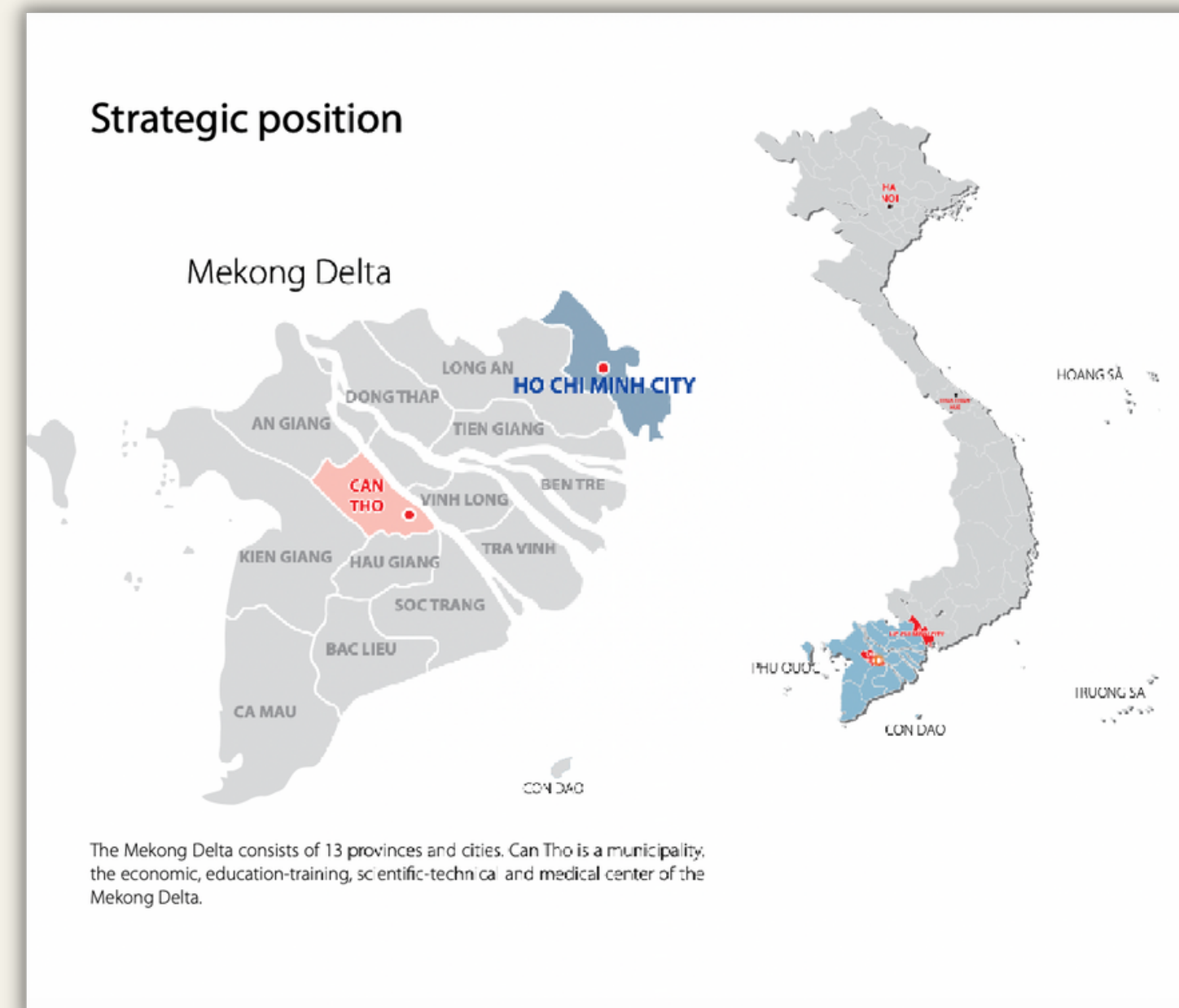
For 2021-2030 and vision to 2050, it targets to **become a smart city and an attractive destination for high-quality services and consumption**.

The city will focus on developing the advantages the Mekong Delta region holds **based on high technology, green economy, sustainability, and climate change adaptation**.

**Industry developments will play a key role.** Light industry, diversifying to new hi-tech industries, and optimizing potential of the Mekong Delta region to **attract foreign investments** in promising fields such as agriculture, aquaculture, seafood, food processing, supply chain management, pharmaceuticals, energy, electronic components, tourism, and logistics.

Can Tho City has attracted large-scale investment projects, driving developments not only for the city but also for the whole region.

Can Tho City's attractiveness, coupled with its proximity to HCMC, just 167.31 kilometers away, and favorable investment climate, makes it an **appealing destination for investment and collaboration across various sectors**.



[Click here for more detail](#)



# 1. Introduction



## Mekong Delta

The Mekong Delta has many competitive strengths, with its **large natural land area** of nearly 4 million sq. km (13 per cent of the country's total) and **huge population** (18 million, 19 per cent of the country's total). The region also contributes **12 per cent of the national GDP**; has **700km of coastal line** and **360,000 sq. km of the sea surface** and an **exclusive economic zone connecting major sea lines**.

The region with 2.5 million of fertile land enriched by the Mekong River makes it the **biggest agricultural production centre in Việt Nam** – contributing 50 per cent of rice output, 65 per cent of aquaculture production and 70 per cent of fruits – fulfilling the mission of ensuring food security for the country.

**By 2050, the Mekong Delta will be a sustainable delta, a place worth living and working, and an attractive destination for tourists and investors.** The Central Government has recently gathered more resources to invest in Mekong Delta, with many large projects on transport infrastructure being deployed. With the upcoming Ho Chi Minh city - Can Tho high-speed railway, Can Tho city and other regional provinces will be connected conveniently with Ho Chi Minh City and other regions in the country.

Investors have many opportunities to invest in the development of transport infrastructure (bridges, highways). There are also promising prospects for investing in renovating the agricultural production model towards industry-oriented development and adapting to climate change, as well as investing in processing hi-tech agricultural and fishery products.





# 1. Introduction

## Organisers

### Ingrid International

Established since 1998, Ingrid now operates from its headquarter in Singapore with subsidiaries in China, Vietnam, and strategic partners in Japan. Ingrid International provides strategy, brand and marketing consultancy to companies to achieve overseas growth and business expansion

### Can Tho University (CTU)

CTU is a public research university in Can Tho, Vietnam. Established in 1966, it is a multidisciplinary university and a leading agricultural research center in the Mekong Delta. CTU plays an important role in multi-disciplinary education and training, providing human resources for Can Tho city as well as the Mekong Delta region.

In conjunction to the MOUs signed in 2022, Ingrid is the International Partner with Can Tho University on Sustainable Development Mekong Delta (SDMD) 2045 and Can Tho Promotion Agency.

Can Tho & Mekong Delta Discovery and Investment Program - CEO Management Retreat is an effort of Ingrid and Can Tho University with support from Can Tho City People's Committee and Department of Planning and Investment to attract and facilitate investment and development with overseas investors and industry players to Can Tho and Mekong Delta

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## 2. Objectives

### **For CEOs:**

- To attract the CEOs from Singapore, Japan, China to explore the growth and development opportunities in Can Tho and Mekong Delta, especially in food-related industry.
- To assist potential investors through site visits and meetings with the government authorities, institutions and local enterprises in Can Tho to explore collaboration and business developments.
- To provide potential investors with opportunities to invest, expand their production plants, and import agricultural products from Can Tho and the Mekong Delta.
- To assist local enterprises on international branding and create opportunities for business matching.
- To create opportunities for participants to experience the local culture and the beauty of Can Tho and Mekong Delta for tourism promotion.

### **For Can Tho and Mekong Delta:**

- To promote and attract investments for Can Tho and Mekong Delta.
- To provide opportunities for local enterprises to collaborate with foreign investors and expand overseas.
- To promote Can Tho as the hub for international trade, finance, technology development especially in food-related industry, and services.
- To promote the Sustainable Development in Mekong Delta (SDMD) initiatives with Can Tho University on green developments.
- To promote investment opportunities in food-related industry, especially in international gastronomy in Can Tho.



### 3. Target Audience

#### Food & Beverage Industry

Companies who are looking for expanding production plants and importing agricultural products from Mekong Delta.

**Industry:** Food, Agricultural, Aqua-Sea Products; Beverage; Nutrition, Pharmaceutical food; materials and ingredients,

#### Food Processing Industry

Companies who are looking for opportunities to cooperate in technology transfer, food manufacturing, and food supply chain management.

**Industry:** Food Processing & Packaging Machines and Equipment, Food Preservation; Franchise.

#### Services Industry

Companies who are looking to extend their services offering in Tourism, Trade, Finance and Hospitality.

**Industry:** , Finance and Banking, Tourism, Hospitality, Trade and other related services.

## 4. Benefits

### Discover Investment Opportunities in Can Tho and Mekong Delta

- Meeting with relevant departments, including government officials from the Ministry of Industry and Trade, Agriculture and Rural Development, Department of Planning and investment, which are the main authorities for agriculture and aquaculture policies, to have updates and understandings on the current regulation and orientation for development of Can Tho.
- Meeting with Can Tho University to acquire information on Sustainable Development in Mekong Delta.
- Discover investment opportunities in international gastronomy in Can Tho in the next 3–5 years.

### Business Matching With Local Enterprises

- Meet and connect with local enterprises who are interested to collaborate with foreign companies to improve their product quality and overseas expansion.
- Meeting with Food Associations and relative enterprises to understand the market trends and demand for better planning, forecast and innovation.

### Exploration Retreat in Can Tho

- Visits to agricultural and aquaculture sites such as high-tech farm and fish farms and cold storages in Can Tho
- Learn and experience local culture and the beauty of Can Tho and Mekong Delta.
- Explore and experience the different options for business leisure retreat.

## 5. Discover Investment Opportunities in Can Tho and Mekong Delta

### 5.1 Presentation about current regulation and orientation for development of Can Tho

**Location:** Can Tho University or Government office

**Participants:**

- Department of Industry & Trade; Department of Agriculture and Rural Development; Department of Planning and investment; Can Tho University; INGRID; Foreign Investors

#### Content:

##### **Agriculture & Aquaculture Development in Can Tho and Mekong Delta**

- Provide information on the current Agriculture and Aquaculture Developments in Can Tho and Mekong Delta.
- What are the government initiatives and developments moving ahead 3 - 5 years in the areas of :
  - + Infrastructure
  - + Technology
  - + Quality and productivity

##### **Supply Chain Management and Development for Can Tho.**

- Projects targeted to develop High-Quality Agriculture and Aquaculture Industry
- Research and develop cutting-edge processing technologies for agricultural products.
- Increase marketing channels for exporting premium agricultural products

##### **Services Industry Development**

- Government investment in air logistic projects.
- Hospitality and Tourism Investment potential
- International Trade and Finance development.
- List of potential projects for investors.





# 5. Discover Investment Opportunities in Can Tho and Mekong Delta

## 5.2 Brand Investment & International Gastronomy Park by Ingrid (International Partner of Can Tho University SDMD)

**Location:** Hotel Meeting Room

**Participants:**

- INGRID; Foreign Investors; GOV in charge of the project; Can Tho University; Local enterprises

### Content:

#### Value of Brand Investment

- The benefit of building a strong brand in the digital era for the company
- The Methodology of Brand Building to Gain Market Positioning and Increase their Brand Value Proposition.
- The importance of digital branding and the approach for your brand.
- Brand Asset Valuation and the importance of innovation and IP acquisition
- Brand Business Model for Investment Expansion
- Roadmap for Branding in Preparation for IPO
- Case Study : Memiotec Hoding Limited

#### International Gastronomy Park in Can Tho

- Establish a strategic positioning for CanTho as international center for trade promotion, brand collaboration , innovation & investment.
- Expand services industry in tourism, hospitality, MICE & finance
- Features of the Gastronomy Park:
  - + Food manufacturing,
  - + Logistics,
  - + Convention & exhibition ,
  - + Commercial center for whole sale/retail , F&B,
  - + Center for innovation and new product testing,
  - + Free-trade zone

#### National Branding Project

- Innovative and Iconic Project:
  - + Fish Skin Leather Products:
    - > Sustainable Development
    - > Harnessing competitive advantages of Can Tho & Mekong Delta
    - > New product for global outreach
    - > Tripathie collaboration among university, government, and enterprises

## 5. Discover Investment Opportunities in Can Tho and Mekong Delta

### 5.3 Business Networking & Brand Collaboration

**Location:** Buffet Restaurant

**Participant:**

- Can Tho University/ INGRID/ Foreign Investors/ Local enterprises

#### Content Objectives:

- **Leverage on International Partnership for Export**
- **Explore Distribution Network Strategy**
- **Product Development and Brand Collaboration Strategy**

#### Program:

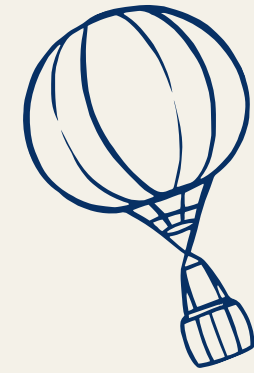
- **Foreign enterprises introduce and provide their purposes: 3 minutes /person**
- **Networking Dinner**  
+ Buffet with table arrangement for 2 foreign enterprises with 8 local enterprises per table.

# 5. Discover Investment Opportunities in Can Tho and Mekong Delta

## 5.4 Can Tho Sunset Tour and Dinner in Private Cruise for Meeting and Discussion



**Location:** (Suggested) Private Cruise / Private restaurant



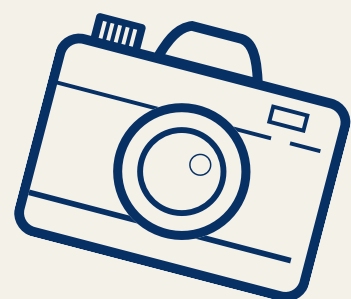


# 5. Discover Investment Opportunities in Can Tho and Mekong Delta

## 5.5 High-tech Agricultural Areas & Fish farms and Cold Storages



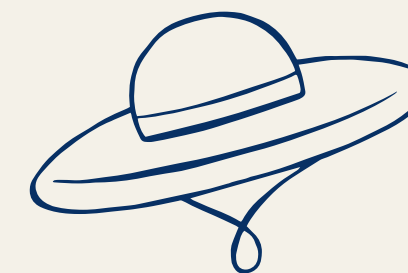
**Location:**  
(Suggested) KVIP/ Can tho  
Farm/ VSIP)/ Fish farm at Bè cá  
Bảy Bon, Con Son)







## 6. Exploration Retreat in Can Tho (Optional)



### Eco-Tourism of Rivers and Garden:

- Explore Cai Rang floating market, Phong Dien floating market, fruit islets such as Con Son, Tan Loc, enjoy the river at night on yachts along the river, taste the countryside specialties, and listen to Southern amateur music.



### Cultural, Historical, Spiritual Tourism

- Discover a system of museums, communal houses, pagodas, temples and traditional handicraft villages.



### Relax and Refresh

- Can Tho has a number of spas and wellness centers that offer a range of treatments catering to individuals seeking relaxation and indulgence, from traditional Vietnamese massages to herbal baths and foot reflexology. In the evening, head to Ninh Kieu Park, enjoy a leisurely walk along the riverfront, watch the sunset, and taste the delicious local cuisine.





# CAN THO & MEKNG DELTA DISCOVERY AND INVESTMENT PROGRAM (PART OF SDMD 2045)- ENTERPRISE DAY

## Table of content

1. Introduction
2. Program





# 1. Introduction

## Can Tho University & SDMD 2045

Being in the central position of the Mekong Delta, Can Tho University plays a key role in the development of the region. The University's mission "To be the leading national institution for education, research and technology transfer, making significant contribution to the development of high quality human resources, fostering the talents and the advancement of science and technology to cater for the regional and national socio - economic development. Can Tho University is the crucial driving force for the development of the Mekong Delta Region". SDMD 2045 is established and hosted by Can Tho University to integrate national and international collaborative research & development activities, aim for contribution to the development of the Mekong Delta and beyond with a vision to 2045

Can Tho Mekong Delta Discovery and Investment Program - Enterprise Day is part of the International Symposium SDMD 2045 held once every two years to facilitate and attract investments and collaboration supported by a tripartite relationships among University, Government and Enterprises on projects in alignment with the overall them of SDMD.



## 2. Program

### Ingrid International partnership with Can University - Enterprise Day

#### Part 1 - Enterprise Day

The program consists of presentation of projects and programs by enterprises to share the rationale and the opportunities on the potential for developments, collaborations, investments and expansion nationally and internationally. It is also an occasion for CEOs to network and share experiences and challenges with fellow colleagues and friends as part of the learning process for greater innovation and growth.



#### Part 2 - International Symposium

Organised by Can Tho University with national and international institutions, academics, corporations, associations and enterprises, the forum for the latest findings on practices, researches, policies and experiences to seek improved and innovative ways to address the global issues on sustainable developments.



#### Part 3 - Site Visits

With the support of the Mekong Delta provinces, site visits are conducted for the foreign visitors to explore and gain more in-depth knowledge and exposure to the local conditions and thereby the opportunities for developments & investments.



**THANK YOU**