



## DRAFT Program Economic Mission to Malaysia & Vietnam

Subject to change and availability, version 24 august 2023

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| <i>Saturday October 28<sup>th</sup></i> | Flight Amsterdam to Penang  |
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| <i>Sunday October 29<sup>th</sup></i>   | <i>(Penang)</i>   |
|   | Check-in hotel  |
| Evening:                                | Welcome Drinks<br>Informal drinks with representatives from Embassy and Malaysian Dutch Business Council (MDBC) |

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| <i>Monday October 30<sup>th</sup></i> | <i>(Penang/Kuala Lumpur)</i>   |
| Morning:                              | Kick-off with Dutch delegation<br>Internal briefing with guest speakers from Invest Penang and Malaysia Semiconductor Industries Association (MSIA)  |
|                                       | Two tailored company visits & lunch<br>1 <sup>st</sup> company visit: KMWE (for all participants)<br><br>2 <sup>nd</sup> company visit, participants may choose from: <ul style="list-style-type: none"><li>- <b>Malaysian contract manufacturer and OEM for semiconductor industry with global players</b></li><li>- Malaysian semiconductor packaging company serving MNCs</li><li>- Malaysian equipment manufacturer for automation and semiconductor industry with exports worldwide</li></ul> |
| Afternoon:                            | Business speed dating<br>With representatives from the Malaysian high tech, semicon and digitalisation sector.<br>In cooperation with Invest Penang and MSIA, the embassy will organize speed dating sessions for the Dutch participants, aiming at <b>4 'dates' of 20 minutes</b> each  |
|                                       | Netherlands High-Tech Networking Reception<br><br>Invitees: <ul style="list-style-type: none"><li>- <b>Selected companies who participated in speed dating</b></li><li>- <b>High level local business people and government officials</b></li><li>- Representatives from local Dutch companies</li><li>- Your own key partners</li></ul>   |
| Evening:                              | Transfer to airport  |
|                                       | Flight to Kuala Lumpur   |
|                                       | Transfer & check-in hotel Kuala Lumpur   |

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| <i>Tuesday October 31<sup>st</sup></i> | <i>(Kuala Lumpur)</i>                                     |
| Morning:                               | Time at own convenience until 10 AM                       |
|  | Netherlands High-Tech Business Forum<br>Contributions by: |

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|            | <ul style="list-style-type: none"> <li>- Netherlands ambassador H.E. Jaap Werner</li> <li>- Secretary General of the Ministry of Investment, Trade and Industry (MITI)</li> <li>- Deputy CEO Malaysian Investment Development Authority (MIDA)</li> </ul>  |
|            | <p>Pitching sessions for delegates</p> <p>Companies are invited to pitch in one of the four break out rooms, representing the semiconductor, HTSM, digital and automation sector.</p>  |
|            | <p>Networking lunch (buffet)</p> <p>Opportunity to engage with the Malaysian business community following the pitching session.</p>  |
| Afternoon: | <p>Doing Business in Malaysia &amp; Selangor</p> <p>Interactive closed-door session with representatives from Malaysian Dutch Business Council (MDBC) and selected Dutch companies in Malaysia.</p> <p>Discussion on the political &amp; economic climate, setting-up your business in Penang vs. Selangor, and testimonials from experienced Dutch entrepreneurs in Malaysia.</p> |
|            | Time at own convenience  |
|            | Meeting of Prime Minister (PM) Rutte with Dutch delegation only  |
|            | <p>Trade Dinner with PM Rutte</p> <p>As well as high level representatives from the Malaysian government, and business community. This provides an opportunity to invite your key partners as well as signing ceremonies for contracts, MoUs, LoIs etc.</p>  |

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| <i>Wednesday November 1<sup>st</sup></i> | <i>(Kuala Lumpur/Hanoi)</i>  |
| Morning:                                 | <p>Company visit to BESI Apac with PM Rutte</p> <p>Presentation by Henk Jan Jongepoerink on regional business considerations and company tour.</p> |
|  | Transfer to airport  |
|  | Flight to Hanoi  |
|  | Check-in hotel   |
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| Afternoon:                               | Briefing session & Welcome drink: A snapshot about doing business in Vietnam   |
| Evening:                                 | Time at own convenience - Optional City Tour   |

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| <i>Thursday November 2nd</i> | <i>(Hanoi / Ho Chi Minh City)</i>   |
| Morning:                     | <p>Tailored company visit</p> <p>Tentative options to choose from:</p> <ol style="list-style-type: none"> <li>1) A Taiwanese factory that produces various types of products for Amazon, Google, Nvidia, etc.</li> <li>2) A Korean factory that produces high-tech products with 15 years of experience in Vietnam</li> <li>3) The R&amp;D Center of a US company in semiconductors, software, and services related to wireless technology</li> <li>4) The Vietnamese software development team of a large Dutch semiconductor company</li> </ol> |
|                              | <p>Business Roundtable with PM Rutte and established Dutch companies in Vietnam:</p> <p>Opportunity to ask questions to learn to get insights about doing business in Vietnam from NL companies based in Vietnam</p>  |
| Afternoon:                   | <p>Networking lunch with selected international and Vietnamese high tech businesses and PM Rutte at the Samsung R&amp;D Center</p> <p>With high-level representatives from selected Vietnamese and international high tech businesses (Japanese, Korean, Taiwanese, European, US, etc.).</p>  |
|                              | <p>High-Tech Business Forum with PM Rutte at the Samsung R&amp;D Center</p> <p>Panel discussions:</p> <ul style="list-style-type: none"> <li>- Vietnam moving up the global high tech value chain: perspectives from global businesses</li> <li>- Growing and nurturing your Vietnamese high tech talents: strategies and recommendations.</li> </ul>   |
|                              | <p>Visit to Vingroup and its relevant subsidiaries</p> <p>Vingroup is the largest multi-sector private company in Vietnam and is now going global. Subsidiaries from Vingroup that you can meet:</p> <ol style="list-style-type: none"> <li>1) <b>VinFast: the EV-maker that has opened showrooms in the Netherlands, France and Germany for the European market, and recently began trading on the Nasdaq.</b></li> <li>2) VinAI Research</li> <li>3) VinBigData</li> <li>4) VinUniversity</li> </ol>  |
|                              | <p>Celebration of 50 years Netherlands – Vietnam Diplomatic <b>relations with PM Rutte at Ambassador’s residence</b></p>  |
| Evening:                     | Transfer to Airport   |
|                              | Flight to HCMC  |
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| <i>Friday November 3<sup>rd</sup></i> | <i>(Ho Chi Minh City)</i>   |
| Morning                               | High-Tech breakfast meeting<br>On the ins and outs of doing business in the high tech sector in Vietnam with industry experts   |
|                                       | Individual matchmaking<br>Tailored to the demands of your company (for instance: meetings with potential customers/clients/suppliers, contract manufacturers, partners for co-investment)   |
|                                       | Networking lunch  |
| Afternoon                             | Visit to international high tech factories<br>Possible options: <ul style="list-style-type: none"> <li>- A chip assembly and testing facility (backend fab)</li> <li>- A high-tech manufacturing facility including design, surface-mount processes, testing, and failure analysis</li> </ul>   |
|                                       | Networking reception with local and Dutch organizations<br>Participants: <ul style="list-style-type: none"> <li>- Mission members</li> <li>- Vietnamese and international high tech businesses</li> <li>- Dutch companies operating in Vietnam</li> <li>- <b>Dutch Business Association in Vietnam's members</b></li> <li>- State agencies (local licensing authorities, local business associations (Semiconductor Industry Association (HSIA) and the Saigon Hi-Tech Park (SHTP)</li> </ul> |
| Evening                               | Transfer to airport   |
|                                       | Flight to Amsterdam   |

*Note: This program is under development and subject to changes*

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