



Enterprise and Industry DG

Name: Vice-President Antonio TAJANI

SPEECH

**Meeting with Vice-Minister of Culture, Sport and Tourism HE Ho Anh Tuan
(Hanoi, 13 November 2013, 9:30 – 10:15h)**

SPEECH

Excellency,

Thank you very much for receiving me here today, together with these business representatives accompanying me.

Thank you for welcoming me here today, but not only me alone. Thank you for having accepted that I also bring with me the representatives of European companies and business associations.

I am here in Vietnam with more than 40 European companies and associations in total. They are all interested to do business with Vietnam and some of them are specialized in tourism.

I know that Vietnam is conscious that tourism is a key driving factor in economic progress and development – nationally, in the region and internationally.

But there is a lot more potential to explore.

Vietnam has put a clear emphasis on a sustainable development of the tourism sector. The EU has also been working for many years in almost all international negotiations on a sustainable development of tourism.

A sustainable development of tourism is in the interest of all parties involved. Sustainable development of tourism will contribute to enduring economic growth and the respect of natural and cultural heritage.

In order to exchange best practices in this regard, I have proposed to start a dialogue between the European Union and Vietnam on sustainable tourism. I am very glad that you have accepted to launch such a dialogue.

This dialogue should permit us to exchange good practices in the development of sustainable tourism among European and Vietnamese tourism authorities and main stakeholders. And it will contribute to improve tourism flows between our two countries as well as international policy in this field.

I am therefore delighted to sign this Letter of Intent later on with you.

But let me come back to the companies accompanying me as this is a unique opportunity for them and for you to get to know each other a bit better, to exchange views, concerns, and expectations.

Some of our guests here are smaller companies, some are bigger, some had already first contact with Vietnam, others wish to develop further their activities here. They come from several countries and are active in different branches of tourism.

Yet, despite their diverse backgrounds, I am sure that they are eager to hear from you:

First: About your ideas, plans, and strategy in the tourism sector.

Second: To what extent all of these have been already translated into concrete measures and actions, and what comes next?

Third: What are their prospects/opportunities, in other words, what is on offer for the European enterprises willing to invest in Vietnam?

Thank you!