



EMBASSY OF VIET NAM
IN SWITZERLAND

SWISS - VIET ECONOMIC FORUM 2025



23 JUNE 2025

UNIVERSITY OF ZURICH

PARTNERS



University of
Zurich^{UZH}

AVIES⁺



VCCI
Uniting Entrepreneurs



TRADE & INVESTMENT
PARTNERSHIP



EDUCATION, TALENT
& HUMAN CAPITAL
DEVELOPMENT



PUBLIC - PRIVATE
COLLABORATION



TECHNOLOGY
INNOVATION & DIGITAL
TRANSFORMATION

TENTATIVE AGENDA

Pre-Forum Reception & Delegation Briefings



Day 1: June 22, 2025

Audience: Vietnamese delegation, invited Swiss partners, and SVEF leadership

Location: Zurich (Venue TBC)

17:00 – 18:30 | Delegation Briefings & Private Roundtable

Closed-door coordination session for Vietnamese provinces, ministries, and Swiss institutional partners.

18:30 – 20:30 | Welcome Reception & Dinner

Networking dinner hosted by SVEF and the Embassy of Vietnam in Switzerland, introducing key delegates, institutional guests, and strategic partners.



TENTATIVE AGENDA

SWISS-VIET ECONOMIC FORUM 2025



Day 2: June 23, 2025 – Main Forum Day

Location: University of Zurich (UZH)

The Main Forum Day brings together high-level government representatives, leading businesses, academic institutions, and multilateral actors to shape the next chapter of Swiss-Vietnamese cooperation. Going beyond bilateral dialogue, the Forum positions the Swiss-Vietnamese partnership as a strategic bridge for EU–ASEAN collaboration in innovation, finance, education, and sustainable growth.

08:00 – 09:00 | Registration & Networking Breakfast

- Exhibition booths from Swiss and Vietnamese companies
- Facilitated B2B matchmaking coordinated by SVEF and partners

09:00 – 09:50 | Opening Ceremony & Morning Keynote Addresses

Theme: *Swiss-Vietnamese Comprehensive Partnership and the Strategic Role Between ASEAN, Europe and Beyond*

Speakers include: Ambassadors, SVEF Leadership, University of Zurich, SECO/EAER, Ministry of Finance (VN)

09:50 – 10:50 | Session I – Trade, Investment & Multilateral Partnerships in a Fragmented World

Theme: *Turning Bilateral Agreements into Global Connectivity Models*

Panel featuring government, chamber, private sector, and regional representatives to explore FTA implementation, resilient trade corridors, and regional scaling.

10:50 – 11:10 | Networking Coffee Break

11:10 – 12:15 | Session II – AI, Semiconductors & Digital Innovation: Catalysts for Global Competitiveness

Theme: *Tech Sovereignty, Open Innovation, and Sustainable Transformation*



Discussion around Swiss-Vietnam tech ecosystems, innovation corridors, talent exchange, and R&D investment frameworks.

12:15 – 13:15 | Networking Lunch & Provincial Leaders' Roundtable

Private session for Vietnamese provincial leaders and Swiss cantonal/regional representatives.

13:15 – 14:15 | Afternoon Keynote Addresses

Theme: *Shaping the Future Together – From Bilateral Success to Global Impact*

Speakers from Swiss-Vietnamese leadership, ASEAN, EU and academic institutions reflect on global collaboration models and shared innovation strategies.

14:15 – 14:40 | Networking Coffee Break

14:40 – 15:40 | Session III – Vietnam as an Emerging International Financial Center

Theme: *Positioning Vietnam in the Global Financial Landscape*

Presentation of Vietnam's financial hub ambitions, fintech integration, and opportunities for Swiss capital markets and banking partnerships.

15:40 – 16:30 | Session IV – Market Entry & Cross-Border Expansion Strategies

Theme: *Empowering Global Businesses to Navigate New Markets*

Insights from Swiss, Vietnamese, and international firms on entering and scaling across ASEAN, Europe, and third markets, including regulatory, cultural, and strategic perspectives.

16:30 – 17:00 | Closing Ceremony & MoUs Announcements

Summary of forum outcomes, signing of institutional agreements, and closing remarks.

Reflections from key SVEF stakeholders and planning for SVEF 2025 Da Nang (Nov 4–5).

17:30 – 19:00 | Closing Reception & Cultural Exchange

Vietnamese-Swiss performances and informal networking dinner.





TENTATIVE AGENDA

SWISS-VIET ECONOMIC FORUM 2025



Day 3: June 24, 2025 – Thematic Workshops & Education -

Focused Exchange

Location: TBC (Zurich academic or business venue)

09:00 – 12:00 | Workshop: Education, Talent & Global Skills Mobility

Theme: *Equipping the Next Generation for a Global Digital Economy*

Workshop featuring Swiss and Vietnamese ministries, universities (ETH, UZH, HUB), and private sector voices on dual education, digital upskilling, and cross-border talent mobility.

13:30 – 16:30 | Parallel Sessions & Site Visits (Optional)

Optional thematic sessions or visits to innovation hubs, universities, or corporates for bilateral project development.



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