



Australia Vietnam Policy Institute
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Australian Business Champions to Vietnam spark discussion on why Australia-Vietnam trade and investment has never been more exciting.

The Australian Business Champions to Vietnam kicked off their state and territory policy roundtables with an event in Melbourne yesterday to discuss bilateral trade and investment. Victorian business leaders from professional services, digital economy, and agriculture shared big ideas on how to build on the current momentum around Southeast Asia and the exciting opportunity Vietnam presents.

The Australian Business Champions to Vietnam are industry leaders who will spark interest in trade and investment to support both countries' sustainable, inclusive economic growth in line with the Australia-Vietnam Enhanced Economic Engagement Strategy (AVEEES). The inaugural Business Champions are Louise Adams, COO of Aurecon, Martin Bean CBE, CEO, The Bean Centre and former RMIT Vice-Chancellor and President, and Rob Gordon, CEO, SunRice.

Business Champion Martin Bean said that the attitude around the room was one of urgency, with businesses eager to make the most of the immense opportunity around the Vietnam market.

'What we are doing is a great opportunity to bring tangible suggestions and practical insights to Australian industries interested in doing business in Vietnam. There are so many businesses with great enthusiasm for Vietnam and we need to learn from each other and collaborate on an approach to ensure we can share the benefits between our two nations.'

The insights gained at these state and territory roundtables will form policy briefs released by the Australia Vietnam Policy Institute (AVPI). These briefs will inform a recommendation report to be presented to Australian and Vietnamese Trade Ministers later this year.

The strategy was released by the Australian Department of Foreign Affairs and Trade (DFAT) to support a shared commitment between Australia and Vietnam to become top ten trade partners and double two-way investment. It solidifies the two countries' shared commitment to trade liberalisation and economic connectivity, assisting both countries to continue their economic recovery from the COVID-19 pandemic and take advantage of emerging market opportunities.

The Australian Business Champions will be hosting roundtable discussions across Australia over the coming months, exploring trade and investment opportunities in the strategy's key sectors. The roundtable location and tentative dates can be found on the [AVPI Events](#) page. Attendance is by invitation only. To express interest in attending, please contact info@avpi.org.au.

The Australian Business Champions Initiative is being delivered in partnership by DFAT and the Australia Vietnam Policy Institute (AVPI) as part of the activation of the [AVEEES](#).