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Thanks to the recent EU-Vietnam trade agreement, EU exports to Vietnam will be taxed less, scrapping duties on 99% of all goods traded between the two sides. Under the new agreement, the economic benefits go hand in hand with guarantees of respect for labour rights, environment protection and the Paris Agreement on climate, through strong, legally binding and enforceable provisions on sustainable development.

President of the European Commission, Ursula von der Leyen, recently said: "The European economy needs now every opportunity to restore its strength after the crisis triggered by the coronavirus. Trade agreements, such as the one becoming effective with Vietnam today, offer our companies a chance to access new emerging markets and create jobs for Europeans. I strongly believe this agreement will also become an opportunity for people of Vietnam to enjoy a more prosperous economy and witness a positive change and stronger rights as workers and citizens in their home country."

Commissioner for Trade, Phil Hogan, commented: "Vietnam is now part of a club of 77 countries doing trade with the EU under bilaterally agreed preferential conditions. The agreement strengthens EU economic links with the dynamic region of South-East Asia and has an important economic potential that will contribute to the recovery after the coronavirus crisis. But it also shows how trade policy can be a force for good. Vietnam has already made a lot of effort to improve its labour rights record thanks to our trade talks and, I trust, will continue its most needed reforms."

The EU-Vietnam agreement is the most comprehensive trade agreement the EU has concluded with a developing country. It takes fully into account Vietnam's development needs by giving Vietnam a longer, 10-year period to eliminate its duties on EU imports. However, many important EU export products, such as pharmaceuticals, chemicals or machinery will already enjoy duty free import conditions as of entry into force. Agri-food products like beef or olive oil will face no tariffs in three years, while dairy, fruit and vegetables in maximum five years. Comprehensive provisions on sanitary and phytosanitary cooperation will allow for improving market access for EU firms via more transparent and quick procedures. It also contains specific provisions to address regulatory barriers for EU car exports and grants protection from imitation for 169 traditional European food and drink products (like Roquefort cheese, Porto and Jerez wines, Irish Cream spirit or Prosciutto di Parma ham) recognised as Geographical Indications.



Within such legal binding framework, a very significant agreement has been signed between the no-profit association "Ama la tua città" (Italy) and the well-known International Conceptor VPRO ASIA Arnold Hiếu (Vietnam). The goal of both is to promote bilateral economic and commercial relations

between the two countries by promoting business among Small and Medium Enterprises, helping people to better overcome psychological and economic difficulties and supporting populations deeply affected by the floods and the pandemic, also through innovative hi-quality entertainment, conveying messages of solidarity, but above all the values of the family and the meaning of life.



The agreement, signed by Giosue Gilberto Di Molfetta on behalf of "Ama la tua Città - Puglia" and the well-known International Conceptor VPRO ASIA Arnold Hiếu (Vietnam), involves an innovative production of both a television format and a feature film to be made by sharing resources between the two nations. The project has been announced at Los Angeles during the American Film Market 2020 and unveiled at Ventana Sur of Buenos Aires, the most important South American film event.

