

Partnership Proposal



Le Beaujolais Nouveau

Thursday
21 ^{nov}/₂₀₁₉
from 6pm

HANOI
HCMC



6th edition

Breaking News



The 2019 edition of Beaujolais Nouveau will take place at
the **French Embassy**
on **21st November** from 6pm



Presentation



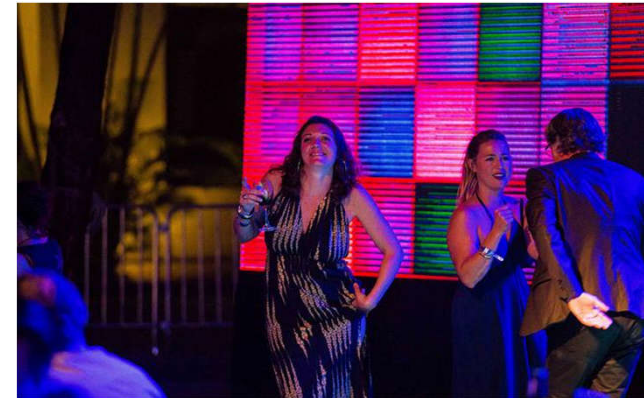
- The “Beaujolais Nouveau” celebration is a typical French tradition that celebrates the end of the annual grape harvest and the release of the year’s first wine
- It’s happening every 3rd Thursday of November.
- On this occasion, the **French Chamber of Commerce and Industry in Vietnam (CCIFV)** is delighted to celebrate the tradition and the arrival of 2019’s Beaujolais Nouveau **shipped directly from France in this November!**



The Experience



Enjoy unlimited **Beaujolais Nouveau Wine** all night long, tailor-made cuisine from best French restaurants in Hanoi and dance the night away at **The Wine Event Of The Year!**



Objectives



- To **discover France** through its specialties (food and wine);
- Increase the visibility and awareness of **French restaurants/products** to the general Vietnamese public and all expat communities;
- Share the French **lifestyle and culture** in a friendly atmosphere;
- **Strengthen the partnership** between the French business community and other foreign business communities in Vietnam.



Concept



Description

- **General public event** (Adults)
- Good occasion to network and meet the foreign business community in a French atmosphere
- Objective: around **600 participants**

Admission

- An entrance ticket at a **very attractive price** including **1 glass of Beaujolais Nouveau** wine.
- Additional food and drink coupons can be purchased directly on site.
 - ✓ **100,000 VND**

Entertainment



- Live music, live cooking show
- Dance floor, DJ
- Tombola, quiz and more...



Communication



Online

- CCIFV Website (4500 followers)
- Social networks (Facebook, Twitter, LinkedIn)
- CCIFV Newsletter and E-mailing



Proximity media

- Posters & Flyers at CCIFV and Partners' Offices
- Communication to the Embassies, Business Associations and Expat Communities.
- Standees and backdrop during the event

Media coverage

- Press release and press conference
- Magazines: Sketch, Word Hanoi, The TayHo Times



Partners Package



OFFER	RESTAURANT
Tables rental fee	- FREE for CCIFV members - 900,000 VND for non-members
Turn over on exchange of 1 coupon	50,000 VND
Free access for staff during event	4
Free extra tickets	2
Logo on the printed communication tools	Yes
Partners name on press release	Yes

About CCIFV



Founded in
1989 in
HCMC

Non-governmental
and non-profit
organization

Over 280 members
in HCMC and Hanoi

115 chambers in
85 countries

Main missions:

Drive the
French business
community
in Vietnam

Promote the
image of France
in Vietnam

One Stop-shop
solution for
French and
Vietnamese
companies

**Please confirm your participation by:
31st October**

For more information, please contact

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Thank you !